Fielding Period: May 20-22, 2020
Page 1
Colid.19
Weighted To The U.S. General Adult Population - Propensity
WAL01 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Buy only for what I need | 1291 $64 \%$ | ${ }^{572} 60$ | $\begin{gathered} 718 \\ 67 \% \\ B \end{gathered}$ | 379\% | 295 ${ }_{5}$ | $\begin{aligned} & 333 \\ & 70 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 283 \\ & 71 \% \\ & \mathrm{DE} \end{aligned}$ | 3988\% | $\begin{gathered} 602 \\ \underset{H}{66 \%} \end{gathered}$ | $\begin{gathered} 290 \\ \underset{H}{68 \%} \end{gathered}$ | $\begin{gathered} 452 \\ M 1 \% \\ M \end{gathered}$ | $\begin{gathered} 228 \\ \underset{M}{69} \% \end{gathered}$ | 520 | 364 5 | $\begin{gathered} 484 \\ \substack{64 \% \\ \mathrm{n}} \end{gathered}$ | $\stackrel{443}{\stackrel{4}{69} \%}{ }_{N}$ | ${ }^{676} 59$ | $\underset{\mathrm{Q}}{578}$ | 959\% | 723 5 5 S |
| Buy in bulk / one-stop shopping trips | $\begin{gathered} 741 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 388 \\ & 40 \% \\ & C \end{aligned}$ | $\begin{gathered} 354 \\ 33 \% \end{gathered}$ | $\begin{gathered} 249 \\ 40 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 232 \\ 44 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 144 \\ 30 \% \end{gathered}$ | 116\% | $\stackrel{288}{\stackrel{4}{1.5}}$ | 315 $34 \%$ | 139 ${ }^{13}$ | 180\% | 104 $31 \%$ | $\begin{gathered} 422 \\ { }_{45}^{45} \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 269 \\ 43 \% \\ 0 \mathrm{P} \end{gathered}$ | 272 ${ }^{36}$ \% | 200 ${ }^{31 \%}$ | $\begin{gathered} 478 \\ \stackrel{41 \%}{4} \% \end{gathered}$ | 245\% | $\begin{gathered} 149 \\ 6{ }_{T} 1 \% \end{gathered}$ | ${ }^{525} 42 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Co
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 2
COVID-19
Weighted To The U.S. General Adult Population - Propensity
WAL02 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | Leisure |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { Lhan } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Shop in store for household products | ${ }^{1398} 69$ | 634 66 | $\begin{gathered} 764 \\ \substack{71 \% \\ b} \end{gathered}$ | 384\% | 334 $63 \%$ | $\begin{gathered} 360 \\ 75 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 319 \\ 80 \% \\ \mathrm{DE} \end{gathered}$ | 422 $61 \%$ |  | $\begin{gathered} 312 \\ \underset{H}{73 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 468 \\ { }_{7}^{74} \% \\ M \end{gathered}$ | $\begin{gathered} 246 \\ 74 \% \\ M \end{gathered}$ | ${ }^{586}$ \% | 421\% | 492\% | $\begin{aligned} & 485 \\ & \text { NO } \end{aligned}$ | 744 $64 \%$ | $\begin{gathered} 625 \\ \underset{Q}{68 \%} \end{gathered}$ | 121 50 |  |
| Shop online for household products | $\begin{gathered} 634 \\ 31 \% \end{gathered}$ | $\begin{gathered} 326 \\ 34 \% \\ c \end{gathered}$ | $\begin{gathered} 308 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & { }_{39} \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | ${ }^{117}$ 25\% | 80\% | $\begin{gathered} 264 \\ 39 \% \\ 1 J \end{gathered}$ | 253\% | 117 27 | 164 | 86\% | $\begin{gathered} 356 \\ 38 \% \\ \text { KL } \end{gathered}$ | $\underset{{ }_{3}^{212 \%}}{212}$ | $\begin{gathered} 265 \\ { }_{3} 5 \% \end{gathered}$ | ${ }^{158} 2$ | $\underset{\substack{410 \\ \text { 36\% }}}{ }$ | 198 $24 \%$ | $\begin{gathered} 123 \\ 50 \% \\ 5 \end{gathered}$ | 471 38 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 6 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1248 \\ 100 \% \end{gathered}$ |

Proportionss/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Weighted To The U.S. General Adult Population - Propensity
WAL03 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\substack{\text { ean }}}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Shop for groceries in store | $1554 \%$ | 692 $72 \%$ | $\begin{gathered} 861 \\ 80 \% \\ B \end{gathered}$ | 427 68 | 374\% | $\begin{aligned} & 398 \\ & 8 \mathrm{~B} \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 355 \\ & { }^{89} \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 451 \\ 66 \% \end{gathered}$ | $\begin{gathered} 744 \\ 84 \% \\ H \end{gathered}$ | $\begin{gathered} 359 \\ { }_{84} \% \end{gathered}$ | $\begin{gathered} 519 \\ 82 \% \\ M \end{gathered}$ | $\begin{gathered} 272 \\ 82 \% \\ M \end{gathered}$ | $\begin{aligned} & 655 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 488 \\ \hline 7 \% \\ 0 \end{gathered}$ | 539\% | $\begin{gathered} 527 \\ 82 \% \\ 0 \end{gathered}$ | $835{ }^{7} \%$ | $\begin{gathered} 676 \\ { }_{82} \% \end{gathered}$ | ${ }^{128} 5$ | $\begin{gathered} 877 \\ \underset{S}{8} \% \end{gathered}$ |
| Order groceries online for delivery | ${ }_{278}{ }_{24}$ | $\begin{gathered} 268 \\ { }_{C}^{88 \%} \end{gathered}$ | ${ }_{210}^{20 \%}$ | $\begin{gathered} 201 \\ 32 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 153 \\ & 29 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | ${ }_{11}{ }^{1} \%$ | $\begin{gathered} 235 \\ 34 \% \\ 1.5 \end{gathered}$ | $\xrightarrow{173} \mathrm{H}$ | 70 | 113 $18 \%$ | 60\% | $\begin{gathered} 287 \\ 31 \% \\ \text { KL } \end{gathered}$ | ${ }^{145}$ | $\begin{gathered} 217 \\ 29 \% \\ \mathrm{nP} \end{gathered}$ | $\stackrel{116}{18 \%}$ | $\begin{gathered} 319 \\ 28 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 147 \\ 18 \% \end{gathered}$ | ${ }^{1166} 4{ }^{\text {T }}$ | $3{ }_{30}{ }^{3} 1$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 0 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1248 \\ 100 \% \end{gathered}$ |

Proportionss/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 4
COVID-19
Weighted To The U.S. General Adult Population - Propensity
WAL04 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exercise at home (e.g., workouts, run outside) | 1685 ${ }^{83}$ | $\begin{aligned} & 770 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 915 \\ 85 \% \\ \hline \end{gathered}$ | 4994\% | $408$ | $\begin{aligned} & 416 \\ & \frac{87 \%}{} \end{aligned}$ | $\begin{gathered} 368 \\ 92 \% \\ \mathrm{DE} \end{gathered}$ | $518{ }^{7} \%$ | $\begin{gathered} 786 \\ 86 \% \\ H \end{gathered}$ | $\begin{gathered} 380 \\ { }_{3}{ }_{H} \% \end{gathered}$ | $\begin{gathered} 552 \\ \substack{87 \% \\ M} \end{gathered}$ | 274 8 8 | $744 \%$ | 510 $81 \%$ | ${ }_{8}^{624}$ | $\begin{gathered} 551 \\ \substack{86 \% \\ n} \end{gathered}$ | ${ }_{81 \%}^{940}$ | ${ }^{696}$ | ${ }^{172}{ }^{71 \%}$ | ${ }_{\text {9 }}^{\text {988 }}$ \% |
| Go to local gym | 347\% | $\begin{gathered} 190 \\ { }_{C}^{20 \%} \end{gathered}$ | 157 15 | $\begin{aligned} & 134 \\ & 24 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 120 \\ & 23 \% \\ & { }_{2}{ }^{2} \% \end{aligned}$ | 61 $13 \%$ | ${ }^{32}$ | $\begin{aligned} & 168 \\ & { }_{15}^{25 \%} \end{aligned}$ | 131 14 | ${ }^{48} 1 \%$ | 81 $13 \%$ | 57\% | $\begin{gathered} 198 \\ { }_{2}^{21 \%} \\ K \end{gathered}$ | $\begin{gathered} 123 \\ \underset{p}{19 \%} \end{gathered}$ | ${ }^{133} 18 \%$ | 92\% | 214 19 | 127 15 | ${ }^{72} \times$ | 260 ${ }^{21 \%}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1248 \\ 100 \% \end{gathered}$ |

Proportions/Means: Colit
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 5
Colid.19
Weighted To The U.S. General Adult Population - Propensity
WAL05 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
23 May 2020
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Virtual happy hour with friends | 1197\% | 5599\% | 639 60 | 360\% | 286\% | 283\% | $\begin{aligned} & 268 \\ & 67 \% \\ & \mathrm{CE} \end{aligned}$ | 394\% | 535 | 268\% | $\begin{gathered} 388 \\ 61 \% \\ 1 \end{gathered}$ | 179 $54 \%$ | ${ }^{546}$ \% | ${ }^{336} 5$ | $\begin{aligned} & 499 \\ & \text { NP } \end{aligned}$ | ${ }^{362} 5$ | 703 $61 \%$ | 462\% | 144 $59 \%$ | 708\% |
| Happy hour at bars/restaurants | $\stackrel{835}{41 \%}$ | $\begin{aligned} & 402 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 433 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 267 \\ \stackrel{43}{G} \% \end{gathered}$ | $\begin{gathered} 242 \\ \stackrel{46}{G} \end{gathered}$ | $\begin{gathered} 194 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 33 \% \end{aligned}$ | 293 ${ }_{4}$ | 382 ${ }^{42 \%}$ | 160 37 | ${ }_{69}^{244}$ | $\begin{gathered} 153 \\ 46 \% \\ k \end{gathered}$ | ${ }^{396} 42 \%$ | $\begin{gathered} 297 \\ 47 \% \end{gathered}$ | - 2574 | $\begin{gathered} 281 \\ 44 \% \\ \hline \end{gathered}$ | 451 39 | 361 $44 \%$ | 100 $41 \%$ | 540 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | ${ }^{686}{ }^{100 \%}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 6 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | 823 | 244 | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - HI/J-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 6
COVID-19
Weighted To The U.S. General Adult Population - Propensity
WAL06 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Get take-out/delivery from a restaurant | 1166\% | 513 53 | $\begin{gathered} 654 \\ 6.1 \% \\ B \end{gathered}$ | $\begin{gathered} 376 \\ 60 \% \\ f \end{gathered}$ | 316 ${ }_{\text {30\% }}$ | 248\% | ${ }_{5}^{227}$ \% | 402 $59 \%$ | 515 56 | 250\% | ${ }^{374} 5$ | 203 $61 \%$ | $5{ }_{5}^{517}$ | 334\% | $\begin{gathered} 477 \\ 63 \% \\ N P \end{gathered}$ | 356\% | ${ }^{657} 5$ | 475 58 | 147\% | 729 $58 \%$ |
| Dining in a restaurant | ${ }^{866} 4{ }^{43}$ | $\begin{gathered} 448 \\ { }_{C}^{47 \%} \end{gathered}$ | ${ }_{318}{ }_{39}$ | 252 ${ }^{40}$ | 212 40 | $\begin{gathered} 229 \\ \stackrel{48 \%}{d e} \end{gathered}$ | 173 $43 \%$ | 284\% | 4034 | 179 42 | ${ }^{258} \times$ | ${ }^{128} 89$ | 426 | $\begin{gathered} 299 \\ 47 \% \end{gathered}$ | 280\% | $\begin{gathered} 287 \\ 45 \% \\ \hline \end{gathered}$ | $497 \%$ | ${ }^{348} 4{ }_{4}$ | 97 | 520 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244* | 1248 $100 \%$ |

Proportions/Means: Col

Fielding Period: May 20-22, 2020
COIVRATed To The U.S. General Adult Population - Propensity
WAL07 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Watch a movie at home | ${ }^{1514} \%$ | ${ }_{6}^{642} 6$ | $\begin{gathered} 872 \\ 81 \% \\ B \end{gathered}$ | ${ }^{423} 67 \%$ | $372 \%$ | $\begin{gathered} 370 \\ 77 \% \\ \mathrm{De} \end{gathered}$ | $\begin{gathered} 350 \\ \text { BEF } \end{gathered}$ | $\begin{gathered} 466 \\ 68 \% \end{gathered}$ | $\underset{\mathrm{H}}{695}$ | $\begin{gathered} 353 \\ \underset{8}{82 \%} \\ H i \end{gathered}$ | $\begin{gathered} 513 \\ 81 \% \\ M \end{gathered}$ | $\begin{gathered} 271 \\ 82 \% \\ M \end{gathered}$ | 632 $67 \%$ | 454 $72 \%$ | 572 76 | 4899\% | 850\% | ${ }^{626} 9$ | 1449\% | $\stackrel{866}{669}$ |
| Go to the movies | $\stackrel{518}{25 \%}$ | $\begin{gathered} 318 \\ { }_{3}^{3} \% \\ \hline \end{gathered}$ | ${ }_{19 \%}^{200}$ | $\begin{gathered} 205 \\ 33 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 156 \\ 30 \% \\ \text { TG } \end{gathered}$ | $\begin{gathered} 108 \\ 23 \% \\ \mathrm{G} \end{gathered}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 220 \\ \substack{32 \% \\ 1.5} \end{gathered}$ | $\stackrel{222}{24 \%}$ | 75\% | 120 $19 \%$ | 61 $18 \%$ | $\begin{gathered} 311 \\ 33 \% \\ \text { KL } \end{gathered}$ | $\stackrel{179}{28 \%}$ | 184\% | 154 | 304 26 | ${ }^{197}{ }^{24 \%}$ | 100 $41 \%$ | 382 ${ }_{31}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | ${ }_{10}^{429} \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\stackrel{244}{100 \%}$ | $\begin{gathered} 1248 \\ 100 \% \end{gathered}$ |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 8
COVID-19
Weighted To The U.S. General Adult Population - Propensity
WAL08 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Buy your own grooming supplies | 1051 $52 \%$ | $\begin{gathered} 540 \\ 56 \% \\ C \end{gathered}$ | 511 48 | $\begin{gathered} 338 \\ 54 \% \\ G \end{gathered}$ | $\begin{gathered} 283 \\ 54 \% \\ G \end{gathered}$ | $\begin{gathered} 269 \\ 56 \% \end{gathered}$ | 161 $40 \%$ | ${ }^{3688} 5$ | 463\% | 221\% | 349 5 | 162 49 | 471 $50 \%$ | 283 45 | $\begin{gathered} 424 \\ \stackrel{56 \%}{N} \end{gathered}$ | $\begin{gathered} 343 \\ 53 \% \\ \mathrm{~N} \end{gathered}$ | ${ }^{605} 5$ | 414\% | ${ }^{138} 5$ | 623 $50 \%$ |
| Go to the hairdresser | $\begin{gathered} 981 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 420 \\ & 44 \% \end{aligned}$ | $\underset{\substack{561 \\ 52 \% \\ \hline}}{ }$ | ${ }_{46 \%}$ | $\begin{gathered} 245 \\ 46 \% \end{gathered}$ | $\begin{gathered} 208 \\ 44 \% \end{gathered}$ | $\begin{gathered} 239 \\ 60 \% \\ \text { } 6 E F \end{gathered}$ | 319 $46 \%$ | 455 | 2089\% | $\begin{array}{r} 284 \\ 6 \\ \hline 45 \% \end{array}$ | 170 $51 \%$ | $\begin{gathered} 472 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 350 \\ & 55 \% \\ & \text { OP } \end{aligned}$ | ${ }^{332} 44$ | ${ }_{47 \%}^{299}$ | $549 \%$ | 409\% | ${ }^{106} 43 \%$ | 625 $50 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \% 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 9
Weighted To The U.S. General Adult Population - Propensity
WAL09 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Save more and spend less | 1237 $61 \%$ | ${ }^{563}$ 59\% | 675 63 | $\begin{gathered} 397 \\ \underset{G}{63 \%} \end{gathered}$ | $\begin{gathered} 335 \\ 63 \% \\ G \end{gathered}$ | $\begin{gathered} 308 \\ 64 \% \\ G \end{gathered}$ | 1988 | 427 $62 \%$ | ${ }^{564}{ }_{6}$ | 246\% | ${ }^{381}$ 61\% | 203 $61 \%$ | $\stackrel{571}{61 \%}$ | 352 56 | $\begin{gathered} 473 \\ \substack{33 \% \\ n} \end{gathered}$ | $\begin{gathered} 412 \\ 64 \% \\ N \end{gathered}$ | 706 $61 \%$ | $\stackrel{501 \%}{61 \%}$ | ${ }^{139} 5$ | 744 $60 \%$ |
| Resume normal spending habits | $\begin{gathered} 795 \\ 39 \% \end{gathered}$ | $\begin{gathered} 398 \\ 41 \% \end{gathered}$ | $397 \%$ | $\begin{gathered} 231 \\ 37 \% \end{gathered}$ | ${ }_{3}^{193}$ | $\begin{gathered} 170 \\ 36 \% \end{gathered}$ | $\begin{gathered} 201 \\ 50 \% \end{gathered}$ | 259\% | 353\% | 183\% | 245 39 | 129 ${ }^{39}$ | 371 $39 \%$ | $\begin{gathered} 281 \\ 44 \% \\ 0 \mathrm{P} \end{gathered}$ | - 283 37 | 230\% | ${ }^{448} 9$ | 322 39 | 105 43 | $504 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 6 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244* | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HIIJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Col
Overlap formulae used.

## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { can }}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Staying connected with my friends and family | 881 $43 \%$ | ${ }_{366}{ }_{38}$ | $\begin{gathered} 514 \\ 48 \% \end{gathered}$ | 281 ${ }^{45 \%}$ | ${ }^{214} 4{ }^{4} \%$ | ${ }^{187} 39$ | $\begin{aligned} & 198 \\ & \begin{array}{c} 50 \% \\ \text { ef } \end{array} \end{aligned}$ | 304 44 | 400 44 | ${ }^{177} 41 \%$ | 287\% | 134 ${ }^{40 \%}$ | 402 $43 \%$ | $\begin{gathered} 305 \\ 48 \% \\ \hline \mathrm{P} \end{gathered}$ | 324 $43 \%$ | 251 $39 \%$ | 495\% | 365 4 \% | 93 ${ }^{\text {38\% }}$ | 5446 |
| Staying physically active | ${ }^{852} 42$ | ${ }^{395} 41 \%$ | 457 |  | ${ }^{190}{ }_{36 \%}$ | $\underset{\mathrm{e}}{209}$ | $\begin{aligned} & 158 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 315 \\ 46 \% \\ i \end{gathered}$ | ${ }^{368} \times 10$ | 168\% | ${ }^{253} 40$ | ${ }^{137} 41 \%$ | 407 ${ }_{4}$ | 263 ${ }^{42 \%}$ | ${ }^{333} 4{ }_{4}$ | 255 ${ }^{2} \%$ | 502\% | $\stackrel{334}{41 \%}$ | ${ }^{116}$ 48\% | ${ }^{539} 4$ |
| Creating a safe and healthy home environment | $\begin{gathered} 778 \\ 38 \% \end{gathered}$ | ${ }_{37 \%}^{354}$ | $\stackrel{424}{40 \%}$ | ${ }^{249} \%$ | ${ }_{37}^{194}$ | ${ }_{37 \%}^{177}$ | $\begin{gathered} 157 \\ 39 \% \end{gathered}$ | $\begin{gathered} 270 \\ 39 \% \end{gathered}$ | ${ }_{372}$ | 165 ${ }^{16}$ | ${ }_{3}^{235} \%$ | ${ }_{38 \%}^{127}$ | $\begin{gathered} 377 \\ 40 \% \end{gathered}$ | $\begin{gathered} 250 \\ 40 \% \end{gathered}$ | ${ }_{40 \%}^{299}$ | $\begin{gathered} 229 \\ 36 \% \end{gathered}$ | $\begin{gathered} 459 \\ 40 \% \end{gathered}$ | $\begin{gathered} 305 \\ 37 \% \end{gathered}$ | ${ }^{105} 43 \%$ | $\stackrel{516}{41 \%}$ |
| Staying up to date with the news | ${ }^{726} 36$ | ${ }_{340}^{340}$ | $\begin{gathered} 385 \\ 36 \% \end{gathered}$ | $\begin{gathered} 225 \\ 36 \% \end{gathered}$ | $\begin{gathered} 176 \\ 33 \% \end{gathered}$ | $\begin{gathered} 182 \\ 38 \% \end{gathered}$ | ${ }_{36 \%}^{142}$ | ${ }_{38}^{259}$ | 312 $34 \%$ | 154 36 | ${ }_{34}^{215}$ | 134 $40 \%$ | $3{ }_{36}{ }^{3}$ | 234 ${ }_{3}$ | $\begin{gathered} 291 \\ 38 \% \end{gathered}$ | 201\% | 423 ${ }^{3} \%$ | 287 35 | 980\% | ${ }_{38}{ }_{3}{ }^{\text {\% }}$ |
| Personal financial security (e.g., personal savings, retirement) | 718 $35 \%$ | ${ }^{350} 36$ | ${ }_{368}{ }_{34}$ | $\begin{gathered} 234 \\ 37 \% \\ \mathrm{~g} \end{gathered}$ | ${ }^{191}$ | ${ }^{178}{ }_{3}$ | ${ }^{116}$ 29\% | $\stackrel{266}{39 \%}$ | 324\% | 129 ${ }^{129}$ | ${ }^{218} 8$ | 103 $31 \%$ | $\begin{aligned} & 370 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 253 \\ 40 \% \\ 0 p \end{gathered}$ | 250 33 | 215 33 | $\underset{r}{435}$ | ${ }^{267}$ 32\% | $\begin{gathered} 115 \\ 47 \% \\ T \end{gathered}$ | 4839\% |
| Buying products that protect my/my families health (e.g., orange juice, cleaning products) | 706 $35 \%$ | $304$ | $\begin{gathered} 402 \\ 37 \% \\ b \end{gathered}$ | 235 ${ }_{38}$ | $\begin{gathered} 180 \\ 34 \% \end{gathered}$ | ${ }_{32}^{152}$ | ${ }^{139} 95$ | $\begin{gathered} 272 \\ 40 \% \end{gathered}$ | ${ }_{32}^{297}$ | 137 | $\begin{gathered} 241 \\ 38 \% \end{gathered}$ | ${ }_{32 \%}^{105}$ | $\begin{gathered} 320 \\ 34 \% \end{gathered}$ | 223 ${ }_{35}$ | ${ }_{37 \%}^{281}$ | ${ }_{31 \%}^{202}$ | 406 35 | 284 35 | 106 $43 \%$ $t$ | ${ }_{36}^{46 \%}$ |
| Supporting small businesses | ${ }_{3}^{678}$ | ${ }^{325} 3$ | ${ }_{33}^{353}$ | 202 32 | ${ }^{169} 9$ | ${ }^{160} 3$ | 148 $37 \%$ | 233 ${ }^{34 \%}$ | 309 $34 \%$ | 136 ${ }^{1}$ | ${ }_{31 \%}^{195}$ | ${ }^{110} 33 \%$ | 3340 | 213 $34 \%$ | 231 $30 \%$ | $\begin{gathered} 235 \\ 36 \% \\ 0 \end{gathered}$ | 410 36 | 260 $32 \%$ | 81 31 | ${ }^{441}$ \% |
| Buying American made products | 619\% | 282\% | ${ }_{31}^{337}$ | ${ }^{135}$ | $\begin{gathered} 148 \\ \underset{D}{28 \%} \end{gathered}$ | $\begin{gathered} 160 \\ 34 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 176 \\ & 44 \% \\ & \mathrm{DEf} \end{aligned}$ | 204 $30 \%$ | 277 30 | 138 ${ }^{3} \mathrm{\%}$ | $\begin{gathered} 209 \\ 33 \% \end{gathered}$ | 88\% | 297 $32 \%$ | $\begin{aligned} & 256 \\ & \text { OP } \end{aligned}$ | 194\% | ${ }^{169}$ 26\% | 376 33 | 233\% | 82\% | ${ }^{384}{ }_{3}$ |
| Socializing (e.g., dinner with friends, parties) | ${ }_{30 \%}^{602}$ | ${ }_{27}^{259}$ | $\begin{gathered} 343 \\ 32 \% \\ \text { b } \end{gathered}$ | $\begin{gathered} 240 \\ 38 \% \\ \text { EFG } \end{gathered}$ | ${ }_{28 \%}^{147}$ | $\begin{gathered} 117 \\ 25 \% \end{gathered}$ | 99\% | 213 ${ }_{31}$ | 274 30 | ${ }^{115} 27$ | ${ }_{274}^{174}$ | 96\% | 2999 | 200 $32 \%$ | 2189 | 184\% | 337 ${ }^{29 \%}$ | ${ }_{31 \%}{ }^{255}$ | 79 32 | ${ }_{312}{ }_{3}$ |
| Having strong Wi-Fi connection | 551 $27 \%$ | $\begin{gathered} 288 \\ { }_{c}^{28 \%} \end{gathered}$ | 263\% | $\begin{gathered} 215 \\ 34 \% \\ \text { EFG } \end{gathered}$ | 134 ${ }^{25 \%}$ | ${ }^{116}$ | ${ }^{86}$ 2\% | $\begin{gathered} 210 \\ 31 \% \\ j \end{gathered}$ | 240 26 | 102 24 | $\begin{gathered} 155 \\ 25 \% \end{gathered}$ | 90\% | ${ }^{274} 29 \%$ | ${ }^{168}$ | 195 ${ }^{26 \%}$ | ${ }^{188} 29$ | 328\% | 211 $26 \%$ | 96 <br> 40 | 361 $29 \%$ |
| Work life balance | 551 $27 \%$ | $\underset{c}{286} \underset{\substack{28 \\ \hline}}{ }$ | 265\% | $\begin{aligned} & 215 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 187 \\ & 35 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 108 \\ \underset{G}{23 \%} \end{gathered}$ | 410\% | $\begin{gathered} 236 \\ 34 \% \\ 1.5 \end{gathered}$ | 219 $24 \%$ | 96\% | ${ }^{145}$ | 84\% | $\begin{gathered} 306 \\ 32 \% \\ \mathrm{KI} \end{gathered}$ | 1829 | 211 28 | 158\% | 316 27 | 220 27 | $\xrightarrow{96}$ ¢ ${ }_{\text {d }}$ | 405 ${ }_{3}$ |
| Living in a safe neighborhood | ${ }_{23}^{462}$ | $\begin{gathered} 255 \\ \underset{C}{27 \%} \end{gathered}$ | $\stackrel{207}{19 \%}$ | $\begin{gathered} 153 \\ 24 \% \\ f \end{gathered}$ | $\begin{gathered} 144 \\ 27 \% \\ \mathrm{Fg}^{2} \end{gathered}$ | 87\% | 780\% | $\begin{gathered} 199 \\ \underset{1 J}{29 \%} \end{gathered}$ | 180\% | 82\% | 139 ${ }^{13}$ | ${ }^{68}{ }^{20 \%}$ | 234 25 | $\stackrel{149}{24 \%}$ | ${ }^{182} 24$ | 130 | $\underset{r}{283}$ | 164 $20 \%$ | $\begin{aligned} & 100 \\ & 41 \% \\ & T \end{aligned}$ | 331 27 |
| Job security | ${ }^{441}$ | $\begin{gathered} 244 \\ { }_{C}^{25 \%} \end{gathered}$ | 197\% | $\begin{aligned} & 198 \\ & 32 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 146 \\ & 28 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 65 \\ & 14 \% \\ & \mathrm{~g} \end{aligned}$ | 318 | $\begin{gathered} 198 \\ \underset{1 J}{99 \%} \end{gathered}$ | $\begin{gathered} 181 \\ \text { 20\% } \\ \text { j } \end{gathered}$ | ${ }_{14 \%}$ | 106\% | 20\% | $\begin{gathered} 257 \\ { }_{2}^{27 \%} \\ \mathrm{KI} \end{gathered}$ | 124 ${ }^{20 \%}$ | ${ }^{166}$ 22\% | 152 24 | 270 $23 \%$ | 160 ${ }_{19}$ | 40\% ${ }^{98}$ | ${ }^{324} 2{ }^{26}$ |
| Living close to essential businesses (e.g., grocery stores, hospitals) | 403 20 | $\stackrel{243}{25 \%}$ | 160\% | $\stackrel{149}{24 \%}$ | $\begin{gathered} 110 \\ 210 \\ \mathrm{~F} \end{gathered}$ | ${ }_{12}^{59}$ | $\begin{aligned} & 85 \\ & { }^{214} \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{gathered} 183 \\ \substack{27 \% \\ 15} \end{gathered}$ | 157\% | 63 $15 \%$ | $\begin{gathered} 134 \\ \stackrel{1}{2} \% \end{gathered}$ | 51 15 | 200 | $\underset{\mathrm{P}}{132 \%}$ | $\begin{gathered} 179 \\ \underset{P}{24 \%} \end{gathered}$ | 89 $14 \%$ | 235 20 | 157 $19 \%$ | 949\% | ${ }^{268}$ |
| Entertainment (e.g., movies, sporting events, concerts) concerts) | ${ }_{202}^{20 \%}$ | $\underset{{ }_{2}^{233}}{223}$ | $\begin{gathered} 179 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 30 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 132 \\ & \quad 25 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 55 \\ & 12 \% \\ & \hline \end{aligned}$ | $\text { 29 } 7$ | $\begin{gathered} 196 \\ \underset{15}{28 \%} \end{gathered}$ | $\stackrel{148}{ }{ }_{16 \%}$ | 14\% | $\begin{gathered} 108 \\ 17 \% \end{gathered}$ | 50\% | $\begin{gathered} 226 \\ 24 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{gathered} 143 \\ 23 \% \\ 0 \end{gathered}$ | $\begin{gathered} 128 \\ 17 \% \end{gathered}$ | $\begin{gathered} 131 \\ 20 \% \end{gathered}$ | $\begin{gathered} 223 \\ 19 \% \end{gathered}$ | $\begin{gathered} 173 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 36 \% \\ & \hline \end{aligned}$ | 304\% |

Proporions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/ITJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Fielding Period: May 20-22, 2020
Coighted To The U.s. General Adult Population - Propensity
WAL10 Moving forward, which of the following things will you prioritize that you didn't before COVID-19? Please select all that apply
Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{Leisure
Travelers} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \text { \$50k }
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Investing in the stock market \& $$
\begin{gathered}
328 \\
16 \%
\end{gathered}
$$ \& $$
\underset{C_{C}^{2318}}{\substack{218}}
$$ \& $$
\begin{gathered}
110 \\
10 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 147 \\
& 23 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 104 \\
& 20 \% \\
& \mathrm{FG}
\end{aligned}
$$ \& $$
{ }^{36}
$$ \& $$
\begin{aligned}
& 41 \\
& 10 \%
\end{aligned}
$$ \& $$
\begin{gathered}
167 \\
24 \% \\
1.5
\end{gathered}
$$ \& 111 $12 \%$ \& 12\% \& 13\% \& 12\% \& $$
\begin{gathered}
197 \\
21 \% \\
\text { KL }
\end{gathered}
$$ \& ${ }_{118}{ }^{19}$ \& 109
$14 \%$ \& 101
$16 \%$ \& $$
\underset{\mathrm{R}}{214}
$$ \& 107
$13 \%$ \& 91

T \& 253\% <br>

\hline None of these \& $$
\stackrel{229}{11 \%}
$$ \& \[

$$
\begin{gathered}
101 \\
10 \%
\end{gathered}
$$

\] \& \[

{ }_{128}^{128}

\] \& \[

{ }_{47}{ }_{8 \%}

\] \& \[

$$
\begin{aligned}
& 53 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 58 \\
& 12 \% \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 71 \\
& 18 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

{ }_{8 \%}

\] \& \[

$$
\begin{gathered}
102 \\
11 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 72 \\
& 17 \% \\
& H 1 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 90 \\
& { }^{14 \%} \\
& M
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 46 \\
& \begin{array}{l}
44 \\
14 \% \\
M
\end{array}
\end{aligned}
$$

\] \& 72\% \& 35\% \& \[

$$
\begin{aligned}
& 73 \\
& 10 \% \\
& \mathrm{n} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 121 \\
& 19 \% \\
& \text { NO }
\end{aligned}
$$

\] \& \[

{ }^{100} 9 \%

\] \& \[

$$
\begin{gathered}
108 \\
13 \% \\
{ }_{Q} \%
\end{gathered}
$$
\] \& 10 4 \% \& 71 6 \% <br>

\hline Sigma \& $$
{ }^{9927} 489
$$ \& \[

$$
\begin{aligned}
& 4835 \\
& 504 \%
\end{aligned}
$$

\] \& \[

5_{475 \%}

\] \& \[

$$
\begin{gathered}
3406 \\
543 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
2619 \\
496 \%
\end{gathered}
$$
\] \& 2107

$441 \%$ \& 1794\% \& \[
$$
\begin{aligned}
& 3779 \\
& 551 \%
\end{aligned}
$$

\] \& 4242\% \& 1906 \& \[

{ }^{2983} 472 \%

\] \& \[

$$
\begin{aligned}
& 1528 \\
& 461 \%
\end{aligned}
$$
\] \& 4920 \& 3252

$514 \%$ \& 3665

$485 \%$ \& \[
$$
\begin{aligned}
& 3009 \\
& 468 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 5813 \\
& 504 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
3889 \\
473 \%
\end{gathered}
$$
\] \& 1549

$635 \%$ \& $$
\begin{aligned}
& 6560 \\
& 526 \%
\end{aligned}
$$ <br>

\hline
\end{tabular}

Proportions/Means: Colum
overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Poverty | $\begin{gathered} 1318 \\ 65 \% \end{gathered}$ | ${ }_{61 \%}^{587}$ | $\begin{gathered} 731 \\ 68 \% \\ B \end{gathered}$ | $\begin{gathered} 361 \\ 57 \% \end{gathered}$ | $\begin{gathered} 324 \\ 61 \% \end{gathered}$ | $\begin{gathered} 349 \\ 73 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 284 \\ 71 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 420 \\ 61 \% \end{gathered}$ | $\begin{gathered} 634 \\ 69 \% \\ \mathrm{Hj} \end{gathered}$ | $\begin{gathered} 263 \\ 61 \% \end{gathered}$ | $\begin{gathered} 390 \\ 62 \% \end{gathered}$ | $\underset{\mathrm{k}}{229}$ | $\begin{gathered} 627 \\ 67 \% \end{gathered}$ | $\begin{gathered} 403 \\ 64 \% \end{gathered}$ | ${ }_{67 \%}^{506}$ | $\begin{gathered} 408 \\ 63 \% \end{gathered}$ | $\begin{gathered} 732 \\ 63 \% \end{gathered}$ | $\begin{gathered} 570 \\ \underset{\mathrm{q}}{59 \%} \end{gathered}$ | ${ }^{135} 5$ | $\begin{gathered} 802 \\ 64 \% \\ 5 \end{gathered}$ |
| Job creation | 1297\% | ${ }^{585}$ | $\begin{gathered} 712 \\ 66 \% \\ b \end{gathered}$ | ${ }^{347} 5$ | $\begin{gathered} 339 \\ \underset{D}{64 \%} \end{gathered}$ | $\begin{gathered} 333 \\ \substack{70 \% \\ \mathrm{D}} \end{gathered}$ | $\begin{gathered} 278 \\ \underset{D}{70 \%} \end{gathered}$ | 414\% | $\begin{gathered} 614 \\ 67 \% \\ \mathrm{~h} \end{gathered}$ | ${ }^{269}$ 6\% | ${ }^{390}$ 62\% | ${ }^{208} 6$ | $\begin{gathered} 633 \\ 67 \% \\ k \end{gathered}$ | 402 63 | ${ }_{6}^{465}$ | 430\% | 749 $65 \%$ | 535\% | ${ }^{134} 5$ | $\begin{aligned} & 810 \\ & 65 \% \\ & 5 \end{aligned}$ |
| Hunger | $1254$ | $552 \%$ | $\begin{gathered} 702 \\ 65 \% \\ B \end{gathered}$ | $\begin{gathered} 334 \\ 53 \% \end{gathered}$ | $\begin{gathered} 312 \\ 59 \% \end{gathered}$ | $\begin{gathered} 341 \\ 72 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 267 \\ 67 \% \\ \mathrm{D} \end{gathered}$ | $390 \%$ | $\begin{aligned} & 618 \\ & 67 \% \\ & \mathrm{HJ} \end{aligned}$ | 247\% | 350 | $\begin{gathered} 209 \\ 63 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 619 \\ 66 \% \\ K \end{gathered}$ | ${ }^{395} 5$ | ${ }_{61 \%}^{61 \%}$ | ${ }^{399} 6$ | ${ }_{6}^{699}$ | 537\% | 1178\% | $\begin{gathered} 773 \\ 62 \% \\ \hline \end{gathered}$ |
| Education | $\begin{gathered} 1226 \\ 60 \% \end{gathered}$ | ${ }^{539} 56 \%$ | $\begin{gathered} 687 \\ 64 \% \\ B \end{gathered}$ | $\begin{gathered} 346 \\ 55 \% \end{gathered}$ | $\begin{gathered} 305 \\ 58 \% \end{gathered}$ | $\begin{gathered} 311 \\ 65 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 263 \\ 66 \% \\ \mathrm{De}^{2} \end{gathered}$ | $393 \%$ | $\underset{h}{582} \underset{h}{5}$ | 251 59 | $\begin{array}{r} 346 \\ \hline 55 \% \end{array}$ | $\begin{gathered} 219 \\ 66 \% \\ K \end{gathered}$ | $\begin{aligned} & 595 \\ & { }_{63 \%} \\ & K \end{aligned}$ | $\begin{gathered} 368 \\ 58 \% \end{gathered}$ | 450\% | $\begin{gathered} 408 \\ 63 \% \end{gathered}$ | 692\% | 516 63 | 132 54 | 751 $60 \%$ |
| Domestic violence | 1117 $55 \%$ | 456\% | $\begin{gathered} 661 \\ 62 \% \\ B \end{gathered}$ | 296\% | 265 50 | $\begin{aligned} & 309 \\ & 65 \% \\ & \text { CE } \end{aligned}$ | $\begin{aligned} & 246 \\ & \text { 62\% } \\ & \text { DE } \end{aligned}$ | ${ }^{306} 45 \%$ | $\begin{gathered} 546 \\ { }_{60 \%} \\ \hline \end{gathered}$ | $\underset{\substack{265 \\ H}}{ }$ | ${ }^{323} 51 \%$ | $\begin{gathered} 207 \\ \underset{K}{62 \%} \\ K \end{gathered}$ | ${ }_{516}^{55}$ | 353 56 | - 414 | 350 54 | $\stackrel{637}{55 \%}$ | 462\% | ${ }^{102} 42 \%$ | 679 $54 \%$ S |
| Access to healthcare | $\begin{aligned} & 1001 \\ & 49 \% \end{aligned}$ | 4414 | $\underset{\mathrm{B}}{561}$ | $\begin{gathered} 313 \\ 50 \% \end{gathered}$ | 237 $45 \%$ | $\underset{\mathrm{e}}{254}$ | ${ }_{49 \%}^{197}$ | 340 50 | $\stackrel{466}{51 \%}$ | 195 $46 \%$ | ${ }^{288}{ }^{46}$ | $\begin{gathered} 176 \\ 53 \% \\ k \end{gathered}$ | $\begin{gathered} 491 \\ 52 \% \\ k \end{gathered}$ | ${ }^{292} 46$ | ${ }^{384} 5$ | ${ }^{325} 5$ | ${ }^{543}$ \% | $\begin{gathered} 444 \\ 54 \% \\ Q \end{gathered}$ | ${ }^{108} 4{ }^{4}$ | $\underset{5}{638} \underset{\mathrm{~s}}{6}$ |
| Good health and well being | ${ }^{943} 4$ | 408 | $\begin{gathered} 535 \\ 50 \% \\ B \end{gathered}$ | 283 ${ }^{45}$ | ${ }^{228} 83$ | 234 ${ }^{49}$ | $\begin{aligned} & 198 \\ & 50 \% \end{aligned}$ | ${ }^{306} 45$ | $438 \%$ | 201\% | ${ }^{255} 40$ | $\begin{aligned} & 170 \\ & 51 \% \\ & K \end{aligned}$ | $\begin{gathered} 466 \\ { }_{\mathrm{K}}^{\mathrm{K}} \mathrm{~K} \end{gathered}$ | 271 ${ }^{43 \%}$ | 358\% | $314 \%$ | 531 | ${ }^{398} \times$ | ${ }^{112} 46$ | ${ }^{605} 48 \%$ |
| Drug addiction | 9414 | ${ }^{415} 4$ | $\underset{49}{525}$ | 253 $40 \%$ | 237 $45 \%$ | $\begin{gathered} 244 \\ 51 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 207 \\ 52 \% \\ \mathrm{D} \end{gathered}$ | 280 $41 \%$ | $\underset{H}{459} \underset{H}{40 \%}$ | 202\% | ${ }^{264} 42 \%$ | $\begin{gathered} 169 \\ 51 \% \\ K \end{gathered}$ | $\begin{gathered} 457 \\ 49 \% \\ K \end{gathered}$ | 288\% | - 352 | 301\% | 526\% | 398\% | ${ }^{104} 42 \%$ | 595 |
| Immigration | ${ }^{699}$ 34\% | ${ }_{36}^{345}$ | 354 ${ }_{3}$ | 221 ${ }^{35 \%}$ | 174 ${ }^{17}$ | ${ }^{156}$ | 1499\% | $\stackrel{268}{39}{ }_{1}$ | 284\% | 148\% | ${ }^{182}{ }_{2}$ | ${ }^{112} 34$ | $\begin{gathered} 363 \\ 38 \% \\ K \end{gathered}$ | 1819\% | $\begin{gathered} 281 \\ 37 \% \\ N \end{gathered}$ | $\begin{gathered} 237 \\ 37 \% \\ N \end{gathered}$ | 399\% | 286\% | 103\% | 4688 |
| Data privacy | ${ }_{346}{ }_{3}$ | 317 $33 \%$ | ${ }_{3}^{329}$ | 189\% | 157 $30 \%$ | ${ }^{167}$ | ${ }^{133}$ | 209 30 | ${ }_{307}{ }_{3}$ | 131 $30 \%$ | ${ }^{173}$ | 107 ${ }_{3}$ | $\begin{gathered} 332 \\ 35 \% \\ K \end{gathered}$ | ${ }_{177}{ }_{28}$ | 247 33 | $\underset{\substack{222 \\ n}}{\substack{25 \%}}$ | 346 | $\underset{\mathrm{q}}{290}$ | 64\% | 409 ${ }_{\text {33\% }}^{\text {s }}$ |
| Racial equality | $\stackrel{618}{30 \%}$ | 286\% | 331 $31 \%$ | 207 3 \% | 146 $28 \%$ | ${ }^{134} 289$ | 131 33 | $\begin{gathered} 243 \\ 35 \% \\ j \end{gathered}$ | $\begin{gathered} 290 \\ 32 \% \end{gathered}$ | 85\% | ${ }^{193}{ }_{30}$ | $\begin{gathered} 121 \\ 37 \% \\ \mathrm{~m} \end{gathered}$ | 273 ${ }_{29}$ | ${ }^{115} 18$ | $\begin{aligned} & 322 \\ & 43 \% \\ & N P \end{aligned}$ | $\begin{gathered} 181 \\ 28 \% \\ \mathrm{~N} \end{gathered}$ | 317\% | $\begin{gathered} 290 \\ 35 \% \\ \hline \end{gathered}$ | ${ }_{36 \%}$ | 412 |
| Gun violence | ${ }_{309}^{609}$ | ${ }_{30 \%}^{289}$ | 3200 | $\begin{gathered} 178 \\ 28 \% \end{gathered}$ | $\begin{gathered} 136 \\ 26 \% \end{gathered}$ | $\begin{gathered} 164 \\ 34 \% \\ E \end{gathered}$ | ${ }^{130} 3$ | 206 30 | 276 30 | ${ }^{126} 29$ | ${ }^{168}$ | $\begin{gathered} 116 \\ 35 \% \\ K \end{gathered}$ | ${ }^{291}$ 31\% | 172 ${ }_{2}$ | $\begin{gathered} 253 \\ 34 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{184} 29$ | 351 | 250\% | 82\% | 397 $32 \%$ |
| Supporting veterans | 521 ${ }^{26 \%}$ | $\underset{\mathrm{c}}{272}$ | ${ }_{2}^{249}$ 23\% | 1699\% | ${ }_{23 \%}^{121}$ | $\begin{gathered} 115 \\ 24 \% \end{gathered}$ | ${ }_{29 \%}^{116}$ | ${ }_{27 \%}^{187}$ | 2288\% | $\xrightarrow{105}$ | ${ }^{143}$ | $\begin{aligned} & 93 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 264 \\ 28 \% \\ k \end{gathered}$ | 141 | $\begin{gathered} 214 \\ 28 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{166}$ 26\% | 301 $26 \%$ | 213 | ${ }_{3}^{83}{ }_{\text {3 }}^{\text {t }}$ | 332 ${ }^{27 \%}$ |
| Sexual harassment | ${ }^{505} 25$ | $\begin{gathered} 267 \\ \text { 28\% } \end{gathered}$ | ${ }^{238} 2{ }^{2}$ | ${ }^{172} 27 \%$ | ${ }^{135} 26 \%$ | 103 ${ }^{22 \%}$ | 95\% | $\begin{gathered} 193 \\ 28 \% \\ j \end{gathered}$ | 227 25 | 80\% | ${ }^{126}$ | $\begin{aligned} & 878 \\ & 27 \% \\ & k \end{aligned}$ | $\begin{gathered} 261 \\ 28 \% \\ K \end{gathered}$ | 145 $23 \%$ | - 209 28 | 151 $23 \%$ | 270 $23 \%$ | 224\% | 76 $31 \%$ | ${ }^{358} 29 \%$ |
| Environmental efforts | 494\% | $\begin{gathered} 277 \\ { }_{\mathrm{C}}^{29 \%} \end{gathered}$ | 216\% | 164\% | 130 ${ }^{25 \%}$ | ${ }^{108}{ }_{23}$ | 923\% | $\begin{gathered} 193 \\ 28 \% \end{gathered}$ | 200 $22 \%$ | 100 23 | ${ }^{143} 23$ | 73\% | 251\% | ${ }^{146}$ | 185\% | 162\% | 287\% | ${ }^{198}$ | $\underset{\substack{84 \\ t}}{ }$ | 331 |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HI/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

## WAL11 How do you think the pandemic has impacted the following issues?

 Summary Of Exacerbated The Issue / Made The Issue WorseBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Gender equality | 353\% | $\underset{\mathrm{C}}{215}$ | 139 $13 \%$ | $\begin{aligned} & 135 \\ & { }^{21 \%} \\ & \mathrm{Fg} \end{aligned}$ | $\begin{gathered} 104 \\ \text { 20\% } \\ \hline \end{gathered}$ | 56 $12 \%$ | 159\% | $\begin{gathered} 157 \\ \underset{y y y}{23 \%} \\ 1 . \end{gathered}$ | $\stackrel{144}{16 \%}$ | 12\% | ${ }^{96}$ \% | 18\% | $\begin{gathered} 187 \\ 20 \% \\ k \end{gathered}$ | ${ }_{13}^{84}$ | $\begin{gathered} 172 \\ { }_{23}{ }^{2} \% \end{gathered}$ | ${ }_{15}^{98}$ | 194\% | 153 19 | 33 30 | 252 20 |
| Climate change | ${ }_{17 \%}^{353}$ | $\begin{gathered} 201 \\ { }_{\mathrm{C}}^{\mathrm{C}} \mathrm{C} \end{gathered}$ | 152 $14 \%$ | $\begin{gathered} 133 \\ \stackrel{21 \%}{\mathrm{~F}} \end{gathered}$ | $\begin{aligned} & 90 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 13 \% \end{aligned}$ | ${ }^{68}$ | $\stackrel{149}{22 \%}$ | $\begin{gathered} 137 \\ 15 \% \end{gathered}$ | 67\% | 93 $15 \%$ | 52\% | $\begin{gathered} 186 \\ 20 \% \\ K \end{gathered}$ | 914 | $\begin{gathered} 158 \\ { }_{21}^{21 \%} \\ N \end{gathered}$ | 104 $16 \%$ | ${ }^{218} 19$ | $\stackrel{127}{15 \%}$ | 73 30 T | 253 20 |
| LGBTQ rights | $315 \%$ | $\begin{gathered} 190 \\ \\ \\ \hline \mathrm{C} \end{gathered}$ | 125 | $\stackrel{\text { 121 }}{\substack{19 \%}}$ | 82\% | 12\% | 55 ${ }^{5}$ | $\begin{aligned} & 138 \\ & \text { iJ } \\ & \text { iJ } \end{aligned}$ | $\begin{gathered} 137 \\ 15 \% \\ j \end{gathered}$ | ${ }_{9}^{40}$ | ${ }^{83} 13 \%$ | ${ }_{17}^{55}$ | $\begin{gathered} 166 \\ \text { 188\% } \\ k \end{gathered}$ | 80 $13 \%$ | $\begin{aligned} & { }^{148}{ }_{2}{ }^{2} \% \end{aligned}$ | 86 $13 \%$ | ${ }^{185}$ | 124\% | 51\% | ${ }^{217} \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Climate change | ${ }_{3750}$ | ${ }_{358}^{35 \%}$ | ${ }_{37}{ }_{37}^{2}$ | $\begin{gathered} 248 \\ { }_{\mathrm{g}}^{2} \mathrm{O} \end{gathered}$ | $\underset{\mathrm{g}}{208}$ | $\begin{gathered} 170 \\ 36 \% \end{gathered}$ | ${ }_{31}^{124}$ | $\begin{gathered} 230 \\ 34 \% \end{gathered}$ | $\begin{gathered} 379 \\ 41 \% \\ \text { HJ } \end{gathered}$ | 141 31 | $\begin{gathered} 204 \\ 32 \% \end{gathered}$ | ${ }_{38 \%}^{127}$ | $\begin{gathered} 383 \\ \underset{K}{41 \%} \end{gathered}$ | $\begin{array}{r} 220 \\ 35 \% \end{array}$ | $\begin{gathered} 314 \\ 41 \% \\ \mathrm{nP} \end{gathered}$ | $\begin{gathered} 216 \\ 34 \% \end{gathered}$ | $\begin{gathered} 436 \\ 38 \% \end{gathered}$ | $\begin{gathered} 304 \\ 37 \% \end{gathered}$ | ${ }^{103} 42 \%$ | ${ }_{508} 41 \%$ |
| Environmental efforts | 721 $35 \%$ | ${ }_{348}^{36 \%}$ | ${ }^{373} 3$ | $\begin{gathered} 264 \\ 42 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 212 \\ 40 \% \\ \text { FG } \end{gathered}$ | ${ }^{142} 30$ | 103\% | $\begin{gathered} 263 \\ 38 \% \end{gathered}$ | 324 35 | ${ }^{134} 31 \%$ | 195 $31 \%$ | 117 $35 \%$ | $\begin{gathered} 377 \\ 40 \% \\ \mathrm{~K} \end{gathered}$ | 218 ${ }_{34}$ | $\begin{gathered} 294 \\ 39 \% \\ \hline \end{gathered}$ | 209 33 | 431 37 | 276 33 | $\underset{t}{117}$ | 511\% |
| Good health and well being | ${ }^{626}{ }_{31}$ | $\stackrel{328}{34 \%}$ | 2988\% | $\stackrel{217}{\stackrel{35 \%}{F}}$ | $\begin{gathered} 190 \\ 36 \% \\ \mathrm{Fg} \end{gathered}$ | 107 $22 \%$ | 112\% | $\begin{gathered} 255 \\ 35 \% \\ 1 J \end{gathered}$ | 264\% | ${ }^{107} 25$ | ${ }^{193} 31 \%$ | 89\% | 306 $32 \%$ | 207 33 | 242\% | 177\% | $\begin{gathered} 396 \\ \underset{R}{39 \%} \end{gathered}$ | 213\% | $\begin{gathered} 105 \\ 433 \% \\ T \end{gathered}$ | 399\% |
| Supporting veterans | ${ }_{24 \%}^{491}$ | $\underset{\underset{C}{292} \%}{282}$ | $\stackrel{209}{19 \%}$ | $\begin{gathered} 163 \\ \stackrel{26 \%}{F} \end{gathered}$ | $\begin{aligned} & 160 \\ & 30 \% \\ & \mathrm{Fg} \end{aligned}$ | $\begin{aligned} & 79 \\ & \\ & \hline 16 \% \end{aligned}$ | 82\% | $\begin{gathered} 214 \\ \text { 311\% } \\ 1 . J \end{gathered}$ | $\begin{gathered} 212 \\ 23 \% \end{gathered}$ | 65 $15 \%$ | ${ }_{23 \%}^{146}$ | 19\% | $\stackrel{254}{25 \%}$ | 156 ${ }^{25 \%}$ | ${ }^{183}{ }_{24}$ | $\begin{gathered} 152 \\ 24 \% \end{gathered}$ | $\underset{\mathrm{R}}{333}$ | $\begin{gathered} 148 \\ 18 \% \end{gathered}$ | 94 $39 \%$ | ${ }^{357}$ 29\% |
| Access to healthcare | ${ }^{475}$ | $\stackrel{268}{268}$ | $\stackrel{207}{19 \%}$ | $\stackrel{159}{25 \%}$ | $\begin{aligned} & 152 \\ & 29 \% \\ & \text { Fg } \end{aligned}$ | $\begin{aligned} & 78 \\ & 16 \% \end{aligned}$ | 82\% | $\begin{gathered} 211 \\ 311 \% \\ 1 \mathrm{~J} \end{gathered}$ | ${ }^{193}$ | 717\% | ${ }^{136} 2{ }^{2}$ | 20\% | ${ }_{248}^{26 \%}$ | $\begin{gathered} 162 \\ \underset{\mathrm{p}}{26 \%} \end{gathered}$ | ${ }^{185}$ | 129 ${ }^{20 \%}$ | $\begin{gathered} 329 \\ { }_{\mathrm{R}} 9 \end{gathered}$ | 133 16 | $\begin{gathered} 101 \\ 42 \% \\ T \end{gathered}$ | ${ }^{353}$ 28\% |
| Immigration | ${ }^{443} 2$ | $\begin{gathered} 268 \\ \underset{C}{268} \end{gathered}$ | $\stackrel{175}{16 \%}$ | 1412\% | $\begin{gathered} 136 \\ 26 \% \\ \text { fg } \end{gathered}$ | ${ }^{90} 19 \%$ | 75\% | ${ }^{154} 22$ | $\begin{gathered} 218 \\ \underset{y}{24} \% \end{gathered}$ | 72 $17 \%$ | ${ }^{115} 18 \%$ | 19\% | $\begin{gathered} 247 \\ 26 \% \\ \mathrm{KI}^{2} \end{gathered}$ | $\begin{gathered} 186 \\ \text { OP } \\ \text { OP } \end{gathered}$ | $\begin{gathered} 159 \\ \substack{211 \\ P} \end{gathered}$ | ${ }^{98}{ }^{15}$ | $\stackrel{288}{\stackrel{28}{2} \%}$ | 142\% | ${ }^{96}{ }^{9} \%$ | 318 |
| Gun violence | ${ }_{21 \%}^{425}$ | $\begin{gathered} 245 \\ { }_{C}^{25} \% \end{gathered}$ | 180\% | $\begin{aligned} & 180 \\ & 29 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 132 \\ & 25 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | 55\% | ${ }^{168}{ }^{25} \%$ | $\stackrel{197}{21}$ | 60 $14 \%$ | ${ }^{118}{ }_{19}$ | 55 | $\begin{gathered} 228 \\ 24 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{gathered} 151 \\ 24 \% \\ \mathrm{p} \end{gathered}$ | ${ }^{157}$ | $\begin{gathered} 117 \\ 18 \% \end{gathered}$ | $\underset{\mathrm{R}}{268}$ | 143 $17 \%$ | 84 35 \% | 324\% |
| Data privacy | ${ }_{17 \%}^{355}$ | $\begin{gathered} 235 \\ \underset{C}{24} \% \end{gathered}$ | $\stackrel{121}{11 \%}$ | $\begin{aligned} & 153 \\ & 24 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 125 \\ & 24 \% \\ & \mathrm{FG} \end{aligned}$ | ${ }^{42} \%$ | ${ }^{36} 9$ | $\begin{gathered} 181 \\ \text { 26\% } \\ 1.5 \end{gathered}$ | 125 ${ }_{14}$ | $\begin{aligned} & 50 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 100 \\ 16 \% \end{gathered}$ | ${ }^{38} 12$ | $\begin{aligned} & 196 \\ & { }_{21} \\ & \text { kL } \end{aligned}$ | $\begin{gathered} 119 \\ \substack{19 \% \\ \mathrm{P}} \end{gathered}$ | $\begin{gathered} 156 \\ \stackrel{1}{21} \% \\ P \end{gathered}$ | 80 $12 \%$ | $\underset{\mathrm{R}}{253}$ | 90 $11 \%$ | 104 <br> 43 | 280 $22 \%$ |
| Sexual harassment | 342\% | $\underset{\mathrm{C}}{217}$ | ${ }_{125}^{12 \%}$ | $\begin{aligned} & 156 \\ & 25 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 110 \\ & 210 \\ & \text { FG } \end{aligned}$ | ${ }_{43}^{9} \%$ | 33\% | $\begin{gathered} 154 \\ \stackrel{152}{15} \\ 1.0 \end{gathered}$ | $\stackrel{144}{16 \%}$ | 14\% | 91\% | ${ }_{14}^{47}$ | $\begin{gathered} 190 \\ \\ \\ K 0 \% \end{gathered}$ | $\begin{gathered} 122 \\ \substack{19 \%} \end{gathered}$ | $\begin{gathered} 138 \\ \substack{18 \% \\ \mathrm{P}} \end{gathered}$ | 82\% | $\begin{gathered} 225 \\ \underset{R}{20 \%} \end{gathered}$ | 106 $13 \%$ | 938\% | 276 $22 \%$ |
| Domestic violence | ${ }_{16 \%}^{326}$ | $\underset{\mathrm{C}}{223 \%}$ | $\begin{aligned} & 107 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & { }_{21}{ }^{21 \%} \end{aligned}$ | $\begin{aligned} & 104 \\ & 20 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 50 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 158 \\ \underset{15}{23 \%} \end{gathered}$ | $\begin{gathered} 136 \\ 15 \% \end{gathered}$ | 32\% | $\begin{aligned} & 65 \\ & 10 \% \\ & \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 206 \\ \begin{array}{c} 20 \% \\ \text { KL } \end{array} \end{gathered}$ | $\begin{aligned} & 96 \\ & 15 \% \end{aligned}$ | $\stackrel{146}{19 \mathrm{P}}$ | 85\% | $\begin{gathered} 219 \\ \stackrel{19}{\mathrm{R}} \mathrm{~F} \end{gathered}$ | $\stackrel{99}{12 \%}$ | 39 ${ }^{72}$ | 272 ${ }_{2}$ |
| Job creation | $\begin{gathered} 322 \\ 16 \% \end{gathered}$ | $\begin{gathered} 181 \\ \underset{C}{19 \%} \end{gathered}$ | $\stackrel{141}{13 \%}$ | $\begin{gathered} 150 \\ 24 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 93 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | $33 \%$ | 47\% | $\begin{gathered} 139 \\ \stackrel{20}{15} \\ 1 . \end{gathered}$ | 136\% | 17\% | 83 $13 \%$ | 48\% | $\begin{gathered} 178 \\ { }_{19 \%}^{19 \%} \\ K \end{gathered}$ | $\begin{gathered} 118 \\ \substack{19 \%} \end{gathered}$ | $\begin{gathered} 128 \\ \substack{17 \% \\ p} \end{gathered}$ | 77 $12 \%$ | $\underset{\mathrm{r}}{200} \mathbf{1 7 \%}$ | 109 $13 \%$ | 73 30 T | 2419 |
| Drug addiction | ${ }^{319} 16$ | $\underset{\mathrm{C}}{212}$ | $\stackrel{107}{10 \%}$ | $\begin{aligned} & 139 \\ & 22 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 109 \\ & 21 \% \\ & \text { FG } \end{aligned}$ | 46\% | 25\% | $\begin{aligned} & 153 \\ & \substack{22 \% \\ 1.5} \end{aligned}$ | ${ }_{112}^{12 \%}$ | 52\% | $\begin{aligned} & 84 \\ & { }_{13}^{8} \% \\ & \end{aligned}$ | 24\% | $\begin{aligned} & 191 \\ & \text { 20\% } \\ & \text { KL } \end{aligned}$ | $\begin{gathered} 113 \\ \substack{18 \% \\ \mathrm{p}} \end{gathered}$ | 121 $16 \%$ | 84 $13 \%$ | $\begin{gathered} 210 \\ \stackrel{18}{\mathrm{R}} \mathrm{C} \end{gathered}$ | ${ }^{97}$ 12\% | 33 ${ }_{\text {3 }}$ | 253\% |
| Racial equality | $\stackrel{317}{16 \%}$ | $\begin{gathered} 208 \\ 22 \% \\ C \end{gathered}$ | 109 $10 \%$ | $\begin{aligned} & 125 \\ & { }^{200} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 127 \\ & 24 \% \\ & \mathrm{FG} \end{aligned}$ | $4_{9 \%}$ | 22\% | $\begin{gathered} 157 \\ { }_{2}^{23 \%} \\ 1.5 \end{gathered}$ | ${ }^{115} 13 \%$ | 45\% | $\begin{aligned} & 75 \\ & 12 \% \\ & 1 \end{aligned}$ | 25\% | $\begin{gathered} 203 \\ 22 \% \\ \text { KL } \end{gathered}$ | $\begin{aligned} & 128 \\ & 20 \% \\ & \mathrm{OP} \end{aligned}$ | $\stackrel{109}{14 \%}$ | 80\% | $\stackrel{{ }_{19 \%}^{219}}{\substack{2}}$ | 86 $10 \%$ | $\begin{aligned} & 91 \\ & 37 \% \\ & \hline T \end{aligned}$ | 261\% |
| Hunger | ${ }^{311} 15$ | $\begin{gathered} 175 \\ 18 \% \\ C \end{gathered}$ | 136 ${ }_{13}$ | $\begin{gathered} 147 \\ { }_{23}^{23} \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 89 \\ & 17 \% \\ & \text { FG }^{2} \end{aligned}$ | 39\% | ${ }^{36} 9$ | $\begin{gathered} 138 \\ \stackrel{c}{20 \%} \\ 15 \end{gathered}$ | 121 $13 \%$ | $\begin{aligned} & 52 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 101 \\ 16 \% \\ 1 \end{gathered}$ | 34 $10 \%$ | $\begin{gathered} 155 \\ 16 \% \\ 1 \end{gathered}$ | 85 13 | $\begin{gathered} 141 \\ 19 \% \\ \mathrm{nP} \end{gathered}$ | 84\% | $\begin{gathered} 208 \\ { }_{R}^{88 \%} \end{gathered}$ | 93 $11 \%$ | 81 ${ }_{\text {3 }}$ ( | 243\% |
| Gender equality | 310 15 | $\underset{{ }_{C}^{202}}{209}$ | ${ }^{102}$ | $\begin{gathered} { }^{116} \begin{array}{c} 16 \\ \text { FG } \end{array} \end{gathered}$ | $\begin{aligned} & 125 \\ & { }^{2} 24 \% \\ & d F G \end{aligned}$ | ${ }^{38}{ }^{\circ}$ | $32 \%$ | $\begin{gathered} 163 \\ \stackrel{4}{24} \\ 15 \end{gathered}$ | $\begin{gathered} 114 \\ 12 \% \end{gathered}$ | 33 80 | 70 $11 \%$ | 32 $10 \%$ | $\begin{aligned} & 194 \\ & { }_{21} \% \\ & \mathrm{KL} \end{aligned}$ | $\begin{gathered} 114 \\ \substack{18 \% \\ P} \end{gathered}$ | 121 $16 \%$ | 76\% | $\underset{\mathrm{R}}{\stackrel{218}{218}}$ | 840\% | 949\% | ${ }_{262}{ }^{2} \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ (5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Education | 2914\% | $\begin{gathered} 174 \\ 18 \% \\ C \end{gathered}$ | ${ }^{117} 11 \%$ | $\begin{aligned} & 122 \\ & 19 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 91 \\ & 17 \% \\ & F G \end{aligned}$ | 10\% | 33\% | $\begin{gathered} 124 \\ \substack{18 \% \\ 1 j} \end{gathered}$ | 114 | 12\% | 81 $13 \%$ | 11\% | $\stackrel{158}{15 \%}$ | ${ }^{83} 13$ | 126\% | 83\% | $\begin{gathered} 201 \\ 17 \% \\ \mathrm{R} \end{gathered}$ | 10\% | 61 $25 \%$ | 224 $18 \%$ |
| Poverty | $\stackrel{262}{13 \%}$ | $\begin{gathered} 159 \\ 17 \% \\ C \end{gathered}$ | $\begin{aligned} & 103 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 19 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 92 \\ & 17 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | ${ }^{26} 5$ | ${ }_{23}^{63}$ | $\begin{aligned} & 134 \\ & 20 \% \\ & 1.5 \end{aligned}$ | $\begin{aligned} & 97 \\ & 11 \% \end{aligned}$ | ${ }^{31} 7$ | $\begin{aligned} & 62 \\ & 10 \% \end{aligned}$ | 27 ${ }_{8}$ | $\begin{aligned} & 154 \\ & 15 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 90 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 183 \\ \stackrel{16 \%}{R} \end{gathered}$ | ${ }_{89}{ }^{\text {\% }}$ | 76 $31 \%$ | 214\% |
| LGBTQ rights | ${ }_{12}^{242}$ | $\begin{gathered} 161 \\ \substack{17 \% \\ C} \end{gathered}$ | $8{ }_{8}^{81}$ | $\begin{gathered} \begin{array}{c} 115 \\ 118 \% \\ \text { FG } \end{array} . \end{gathered}$ | $\begin{aligned} & 94 \\ & 98 \% \\ & \text { FG } \end{aligned}$ | 24\% | ${ }_{2}^{2 \%}$ | $\begin{gathered} \text { 128 } \\ \text { 15\% } \\ \text { IJ } \end{gathered}$ | $\stackrel{86}{9 \%}$ | ${ }^{28}{ }_{6}$ | ${ }^{55}{ }_{9}$ | 27 8 \% | $\begin{gathered} 152 \\ 16 \% \\ \text { KL } \end{gathered}$ | 11\% | 106 14 | 67 $10 \%$ | $\begin{gathered} 164 \\ 14 \% \\ R \end{gathered}$ | ${ }_{86}{ }_{6}$ | 82 3 \% | 207\% |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| LGBTQ rights | $\begin{aligned} & 14766 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 609 \\ 63 \% \end{gathered}$ | $\begin{gathered} 867 \\ 81 \% \\ B \end{gathered}$ | $\begin{gathered} 392 \\ 62 \% \end{gathered}$ | $\begin{gathered} 351 \\ 67 \% \end{gathered}$ | $\begin{gathered} 397 \\ 83 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{aligned} & 335 \\ & 84 \% \\ & 8 \mathrm{E} \end{aligned}$ | $\begin{aligned} & 421 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 694 \\ \underset{H}{66 \%} \end{gathered}$ | $\begin{gathered} 360 \\ 84 \% \\ \mathrm{HI}^{3} \end{gathered}$ | $\begin{gathered} 495 \\ M 8 \% \\ M \end{gathered}$ | $\begin{gathered} 250 \\ \begin{array}{c} 75 \% \\ M \end{array} \end{gathered}$ | $\begin{gathered} 624 \\ 66 \% \end{gathered}$ | $\begin{gathered} 484 \\ \\ \hline 76 \% \\ 0 \end{gathered}$ | $502$ | $\begin{gathered} 490 \\ 76 \% \end{gathered}$ | $804 \%$ | $\underset{\mathrm{Q}}{633}$ | 111 $45 \%$ | $\begin{aligned} & 825 \\ & 66 \% \\ & 5 \end{aligned}$ |
| Gender equality | $\begin{gathered} 1368 \\ 67 \% \end{gathered}$ | 5337 | $\begin{gathered} 831 \\ 88 \% \end{gathered}$ | $\begin{gathered} 377 \\ 60 \% \end{gathered}$ | 300 | $\begin{gathered} 383 \\ 80 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{aligned} & 308 \\ & 7 \% \\ & \mathrm{DE}^{2} \end{aligned}$ | ${ }^{366} 5$ | $\begin{gathered} 659 \\ \underset{H}{72 \%} \end{gathered}$ | $\begin{gathered} 343 \\ 80 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 466 \\ \underset{M}{74 \%} \\ M \end{gathered}$ | $\begin{gathered} 240 \\ 72 \% \\ M \end{gathered}$ | 562\% | $\begin{gathered} 435 \\ 69 \% \end{gathered}$ | ${ }_{61 \%}^{663}$ | $\begin{gathered} 470 \\ 73 \% \end{gathered}$ | 742 $64 \%$ | $\underset{\mathrm{Q}}{\stackrel{586}{ }{ }^{71 \%}}$ | 77 $31 \%$ | $\begin{aligned} & 735 \\ & \\ & \\ & 59 \% \\ & \text { S } \end{aligned}$ |
| Sexual harassment | 1185\% | 476\% | $\begin{gathered} 709 \\ 66 \% \\ B \end{gathered}$ | 300 $48 \%$ | ${ }_{54 \%}^{283}$ | $\begin{aligned} & 331 \\ & 69 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 271 \\ & 68 \% \\ & \text { DE } \end{aligned}$ | 339 $49 \%$ | $\underset{\mathrm{H}}{546}$ | $\begin{gathered} 300 \\ \begin{array}{c} \text { OOO } \\ \mathrm{HI} \end{array} \end{gathered}$ | $\begin{gathered} 416 \\ \begin{array}{c} 66 \% \\ M \end{array} \end{gathered}$ | 196\% | 491\% | 367\% | 409\% | $\begin{gathered} 410 \\ 64 \% \\ 0 \end{gathered}$ | ${ }^{659} 5$ | 4933 | 74 $31 \%$ | $\begin{gathered} 615 \\ 499 \% \\ \hline \end{gathered}$ |
| Racial equality | $\begin{gathered} 1097 \\ 54 \% \end{gathered}$ | $\begin{gathered} 466 \\ 49 \% \end{gathered}$ | $\begin{gathered} 631 \\ 59 \% \\ 5 \end{gathered}$ | ${ }_{47 \%}$ | $\begin{gathered} 254 \\ 48 \% \end{gathered}$ | $\begin{gathered} 301 \\ 63 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 247 \\ & 62 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 286 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 512 \\ & 56 \% \\ & H \end{aligned}$ | $\begin{gathered} 299 \\ 70 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 365 \\ 58 \% \\ M \end{gathered}$ | $\begin{aligned} & 186 \\ & 56 \% \end{aligned}$ | ${ }^{466}$ | $\begin{gathered} 390 \\ 62 \% \\ 0 \end{gathered}$ | ${ }^{325} 43 \%$ | $\begin{gathered} 382 \\ 59 \% \\ \\ \hline 0 \% \end{gathered}$ | $\stackrel{618}{54 \%}$ | 447 54 | ${ }^{65} 9$ | $\begin{gathered} 576 \\ 46 \% \\ \hline \end{gathered}$ |
| Data privacy | $\begin{array}{r} 1030 \\ 51 \% \end{array}$ | $408 \%$ | $\begin{gathered} 622 \\ 58 \% \\ B \end{gathered}$ | 287 ${ }^{46 \%}$ | 246\% | $\begin{aligned} & 268 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 230 \\ & 58 \% \\ & 5 E \end{aligned}$ | 297 ${ }^{43 \%}$ | $\begin{gathered} 486 \\ { }_{5}^{3} \% \\ H \end{gathered}$ | $\begin{gathered} 248 \\ { }_{58} \% \end{gathered}$ | $\begin{gathered} 359 \\ 57 \% \\ M \end{gathered}$ | $\begin{gathered} 187 \\ 56 \% \\ M \end{gathered}$ | 415 | $\begin{gathered} 337 \\ 53 \% \\ 0 \end{gathered}$ | 353 ${ }^{47 \%}$ | $\begin{gathered} 341 \\ 53 \% \\ 0 \end{gathered}$ | $555 \%$ | $\begin{gathered} 443 \\ 54 \% \\ \mathrm{q} \end{gathered}$ | 76 $31 \%$ | 559 ${ }_{5}{ }^{5}$ |
| Supporting veterans | 1021 $50 \%$ | 406 $42 \%$ | $\begin{gathered} 614 \\ 57 \% \\ B \end{gathered}$ | 295\% | 247\% | $\begin{gathered} 284 \\ 59 \% \\ \text { DEg } \end{gathered}$ | 195 $49 \%$ | 285 ${ }^{42 \%}$ | $\begin{aligned} & 477 \\ & 52 \% \\ & \mathrm{H} \end{aligned}$ | $\begin{gathered} 258 \\ 60 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 344 \\ 54 \% \\ M \end{gathered}$ | $\begin{gathered} 175 \\ 53 \% \\ \mathrm{~m} \end{gathered}$ | 424\% | 337 53 | 359 $48 \%$ | 325 50 | 520 45 | $\begin{gathered} 462 \\ 56 \% \end{gathered}$ | 67\% | 560 ${ }^{5}$ |
| Gun violence | ${ }^{9988}{ }^{49}$ | 426 44 | $\begin{gathered} 572 \\ 53 \% \\ B \end{gathered}$ | 270 $43 \%$ | $\stackrel{259}{49 \%}$ | $\begin{gathered} 255 \\ 53 \% \\ 5 \end{gathered}$ | $\begin{gathered} 214 \\ 54 \% \\ \text { D } \end{gathered}$ | 312 $45 \%$ | $444 \%$ | $\begin{gathered} 242 \\ 57 \% \\ \mathrm{Hi} \end{gathered}$ | $\begin{gathered} 345 \\ 55 \% \\ M \end{gathered}$ | 161 48 | 423 | 310 $49 \%$ | 346 $46 \%$ | $\begin{gathered} 342 \\ 53 \% \\ \hline 0 \end{gathered}$ | 534 46 | $\begin{gathered} 430 \\ 52 \% \\ \mathrm{q} \end{gathered}$ | 782\% | $\begin{gathered} 527 \\ 42 \% \\ S \end{gathered}$ |
| Climate change | $929 \%$ | 401\% | $\begin{gathered} 527 \\ 49 \% \end{gathered}$ | ${ }_{39 \%}^{246}$ | $\begin{gathered} 230 \\ 44 \% \end{gathered}$ | $\begin{gathered} 245 \\ 51 \% \\ \mathrm{De} \end{gathered}$ | $\begin{aligned} & 207 \\ & 52 \% \\ & \operatorname{De} \end{aligned}$ | 306 ${ }^{45 \%}$ | 401\% | $\begin{gathered} 221 \\ 52 \% \end{gathered}$ | $\begin{gathered} 336 \\ 53 \% \\ M \end{gathered}$ | 153 46 | $\begin{gathered} 373 \\ 40 \% \end{gathered}$ | $\begin{gathered} 322 \\ 51 \% \\ 0 \end{gathered}$ | 284 ${ }_{38}$ | $\begin{aligned} & 323 \\ & 50 \% \\ & 0 \% \end{aligned}$ | $\stackrel{500}{43 \%}$ | 392 48 | ${ }^{68}{ }^{28}$ | ${ }_{3}^{488}{ }_{\mathrm{S}}$ |
| Immigration | $8{ }^{890} 4$ | $3{ }_{36}^{347}$ | $\begin{gathered} 543 \\ 51 \% \\ { }_{B} \end{gathered}$ | 2666 | 218 41 | 231 48 | 175 $44 \%$ | 2659\% | $\begin{gathered} 416 \\ 45 \% \\ h \end{gathered}$ | $\begin{gathered} 209 \\ { }_{H}^{209} \end{gathered}$ | $\begin{gathered} 335 \\ 53 \% \\ M \end{gathered}$ | $\begin{gathered} 156 \\ 47 \% \\ M \end{gathered}$ | 333 35 | 2666 | ${ }^{316} 4{ }_{4}$ | $307 \%$ | 467 | $\begin{gathered} 394 \\ 48 \% \\ Q \end{gathered}$ | ${ }^{45} 8$ | $\stackrel{462}{37}$ S |
| Environmental efforts | 817 $40 \%$ | 335 ${ }^{35}$ | $\begin{gathered} 483 \\ 45 \% \\ \hline \mathrm{~B} \end{gathered}$ | 201 ${ }_{3}$ | ${ }^{186}$ 35\% | $\begin{gathered} 226 \\ 47 \% \\ \mathrm{CE} \end{gathered}$ | $\begin{aligned} & 204 \\ & 51 \% \\ & 5 E \end{aligned}$ | 230 34 | $\begin{gathered} 393 \\ 43 \% \\ H \end{gathered}$ | $\begin{gathered} 194 \\ 45 \% \\ H \end{gathered}$ | $\begin{gathered} 295 \\ 47 \% \\ M \end{gathered}$ | $\begin{gathered} 142 \\ 43 \% \\ M \end{gathered}$ | 315 $33 \%$ | 269\% | ${ }^{276} 37$ | 272 $42 \%$ | ${ }_{386}$ | 349 $42 \%$ | ${ }^{45}$ | 406 ${ }_{\text {3 }}$ S |
| Drug addiction | 773 $38 \%$ | 333 ${ }^{35}$ | $\begin{gathered} 440 \\ 41 \% \\ \mathrm{~B} \end{gathered}$ | 236 ${ }_{38}$ | 182 ${ }^{35}$ | ${ }^{187} 39$ | $\begin{gathered} 167 \\ 42 \% \end{gathered}$ | ${ }^{253} 37$ | ${ }_{38 \%}^{345}$ | 174 ${ }^{17 \%}$ | $\begin{gathered} 284 \\ 45 \% \\ M \end{gathered}$ | $\begin{gathered} 139 \\ 42 \% \\ M \end{gathered}$ | 294\% | 232 3 | 283 ${ }_{3} \mathbf{3}$ | $\begin{gathered} 258 \\ 40 \% \end{gathered}$ | 417 | ${ }^{327} 40 \%$ | 58\% | 400 $32 \%$ S |
| Domestic violence | 5899\% | 285 ${ }^{3} \mathbf{\%}$ | 304 | $\underset{\substack{201}}{201}$ | ${ }^{158} 8$ | 118\% | 112 | $\begin{gathered} 222 \\ 32 \% \end{gathered}$ | ${ }^{235}$ 26\% | ${ }^{132}$ | $\begin{aligned} & 244 \\ & 39 \% \\ & \text { LM } \end{aligned}$ | 85\% | 220 $23 \%$ | 184\% | ${ }^{197}{ }_{26 \%}$ | $\begin{gathered} 208 \\ 32 \% \\ 0 \end{gathered}$ | 297\% | $\begin{gathered} 262 \\ { }_{Q}^{2} \% \end{gathered}$ | 626\% | 2988 |
| Access to healthcare | ${ }^{556}$ 27\% | 251 26 | $\begin{gathered} 304 \\ 28 \% \end{gathered}$ | $\begin{gathered} 156 \\ 25 \% \end{gathered}$ | $\begin{gathered} 138 \\ 26 \% \end{gathered}$ | ${ }_{30 \%}^{145}$ | ${ }_{29 \%}^{116}$ | ${ }^{136}$ 20\% | $\underset{H}{258} \underset{H}{28 \%}$ | $\begin{gathered} 162 \\ 38 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 207 \\ 33 \% \\ M \end{gathered}$ | 90\% | 203 22 | 179 ${ }^{28 \%}$ | ${ }^{188}{ }^{25 \%}$ | 189\% | 281 24 | $\begin{gathered} 246 \\ 30 \% \\ q \end{gathered}$ | 35 $14 \%$ | $\stackrel{258}{21 \%}$ |
| Education | 515 $25 \%$ | 247 ${ }_{26}$ | ${ }^{268 \%}$ | ${ }^{159} 25$ | 132 | 120 | ${ }^{103}$ | 169 25 | 2210 | ${ }^{124} 29$ | $\begin{aligned} & 205 \\ & 32 \% \\ & \text { LM } \end{aligned}$ | 78\% | 189\% | 182 29 | 1814 | ${ }^{152}$ | 261 $23 \%$ | $\begin{gathered} 224 \\ 22 \% \\ 9 \end{gathered}$ | 51\% | 273 $22 \%$ |
| Hunger | 467\% | 233 | 234\% | ${ }^{147}$ | ${ }^{127} 24$ | 97\% | 97\% | ${ }^{158}{ }_{2}{ }^{\text {\% }}$ | ${ }_{19}^{179}$ | $\begin{gathered} 130 \\ \begin{array}{c} 30 \% \\ \mathrm{hl} \end{array} \end{gathered}$ | $\begin{gathered} 181 \\ { }_{2}^{29 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 89 \\ 27 \% \\ M \end{gathered}$ | 169\% | 152 | 155 20 | 160\% | 247\% | 192\% | ${ }^{46} 9$ | $\underset{19}{233}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P-Q/R - S/T
Overlap formulae used.

Fielding Period: May 20-22, 2020
COVID-19
WAL11 How do you think the pandemic has impacted the following issues?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | Leisure Travelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 .- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Good health and well being | $\begin{gathered} 463 \\ 23 \% \end{gathered}$ | $\begin{gathered} 224 \\ 23 \% \end{gathered}$ | 239 22\% | $\begin{gathered} 127 \\ 20 \% \end{gathered}$ | $\begin{gathered} 111 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 29 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 89 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 124 \\ 18 \% \end{gathered}$ | $\begin{gathered} 218 \\ \underset{h}{44 \%} \end{gathered}$ | $\begin{gathered} 121 \\ 28 \% \\ H \end{gathered}$ | $\begin{gathered} 184 \\ 29 \% \\ \text { IM } \end{gathered}$ | 722\% | 170 180 | 155 $24 \%$ | 156 $21 \%$ | 152 $24 \%$ | $\begin{gathered} 227 \\ 20 \% \end{gathered}$ | $\begin{gathered} 212 \\ 26 \% \end{gathered}$ | 27\% | 245 ${ }_{\text {20 }} \mathrm{S}$ |
| Poverty | 452\% | 214 | ${ }^{238} 2{ }^{2} \%$ | $\begin{gathered} 146 \\ 23 \% \end{gathered}$ | 112 $21 \%$ | $\begin{gathered} 102 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 133 \\ 19 \% \end{gathered}$ | ${ }^{186}$ 20\% | $\begin{gathered} 134 \\ 31 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 180 \\ 28 \% \\ \mathrm{M} \end{gathered}$ | 76 ${ }^{73 \%}$ | 162 $17 \%$ | 140 $22 \%$ | 145 $19 \%$ | $\begin{gathered} 167 \\ 26 \% \\ 0 \% \end{gathered}$ | 239 $21 \%$ | 183\% | 32\% | 232 198 s |
| Job creation | 412 ${ }^{2} \%$ | 194\% | 218\% | ${ }^{131}$ 21\% | 97\% | 111 $23 \%$ | 74\% | 132 $19 \%$ | 167 $18 \%$ | $\begin{gathered} 113 \\ 26 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 159 \\ 25 \% \\ M \end{gathered}$ | $\begin{aligned} & 75 \\ & 23 \% \\ & M \end{aligned}$ | 131 $14 \%$ | 114 18 | $\stackrel{163}{21 \%}$ | ${ }^{136}$ | 205 | 179 $22 \%$ | 36\% | 197 16 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (\mathbf{T o t a l} \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | IndepeOdent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | ${ }^{315} 15$ | $\begin{gathered} 190 \\ \underset{C}{20 \%} \end{gathered}$ | $\stackrel{125}{12 \%}$ | $\begin{gathered} 121 \\ 19 \% \\ F \end{gathered}$ | 82\% | 56\% | 55 | $\begin{aligned} & { }^{138} \\ & { }_{2 j}{ }^{\circ} \% \end{aligned}$ | $\begin{gathered} 137 \\ \substack{15 \% \\ j} \end{gathered}$ | ${ }^{40} 9$ | 83 $13 \%$ | 17\% | $\begin{gathered} 166 \\ \substack{8 \% \\ k} \end{gathered}$ | 80 $13 \%$ | $\begin{aligned} & { }^{148}{ }_{20}{ }^{2} \mathrm{P} \end{aligned}$ | ${ }^{86}$ 13\% | ${ }^{185}{ }^{16 \%}$ | 124 | 51\% | ${ }^{217} \%$ |
| Improved the issue | ${ }_{12 \%}^{242}$ | $\begin{gathered} 161 \\ \substack{17 \% \\ C} \end{gathered}$ | 81 | $\begin{gathered} 115 \\ 18 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 94 \\ & 18 \% \\ & \text { FG } \end{aligned}$ | 24 5 | $\stackrel{9}{2 \%}$ | $\begin{gathered} 128 \\ 19 \% \\ 1.5 \end{gathered}$ | ${ }_{96}^{96}$ | ${ }^{28}{ }_{6}$ | ${ }^{55}{ }_{9}$ | 27 8 \% | $\begin{gathered} 152 \\ 16 \% \\ \text { KL } \end{gathered}$ | 11\% | $\begin{gathered} 106 \\ 14 \% \end{gathered}$ | 67 $10 \%$ | $\begin{gathered} 164 \\ \underset{R}{14 \%} \end{gathered}$ | ${ }_{86} 8$ | 824\% | 207 $17 \%$ |
| No change | 1476\% | $\begin{gathered} 609 \\ 63 \% \end{gathered}$ | $\begin{gathered} 867 \\ 81 \% \\ B \end{gathered}$ | ${ }^{392}{ }^{2} \%$ | 351\% | $\begin{gathered} 397 \% \\ 83 \end{gathered}$ DE | $\begin{aligned} & 335 \\ & { }_{84} \% \\ & \text { DE } \end{aligned}$ | 421\% | $\underset{H}{694} \underset{H}{696}$ | $\begin{gathered} 360 \\ { }_{84}{ }^{2} \% \end{gathered}$ | $\begin{gathered} 495 \\ { }^{48} \% \end{gathered}$ | $\begin{gathered} 250 \\ M 5 \\ M \end{gathered}$ | 624\% | $\begin{gathered} 484 \\ \\ \hline 66 \% \\ 0 \end{gathered}$ | ${ }^{502} 6$ | $\begin{gathered} 490 \\ 76 \% \\ 0 \end{gathered}$ | 804 | $\underset{Q}{633}$ | 111 45 | $\begin{gathered} 825 \\ 66 \% \\ \mathrm{~S} \end{gathered}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 429 | 632 $100 \%$ | 332 $100 \%$ | 942\% | 100\% | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 220) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 6999 ${ }^{34}$ | $\begin{gathered} 345 \\ 36 \% \end{gathered}$ | ${ }^{354} 3$ | 221 ${ }^{35 \%}$ | ${ }_{33}^{174}$ | ${ }^{156}$ 33\% | ${ }^{149} 9$ | $\stackrel{268}{39 \%}$ | ${ }_{31} 84$ | ${ }^{148} 84$ | ${ }^{182} 29$ | ${ }_{34 \%}^{112}$ | $\begin{gathered} 363 \\ 38 \% \\ K \end{gathered}$ | 181 $29 \%$ | $\begin{gathered} 281 \\ 37 \% \\ N \end{gathered}$ | $\begin{gathered} 237 \\ 37 \% \\ N \end{gathered}$ | 399\% | 286 ${ }_{3}$ | 103 $42 \%$ | 468\% |
| Improved the issue | $\stackrel{443}{22 \%}$ | $\underset{C}{268} \underset{C}{268}$ | $\begin{gathered} 175 \\ 16 \% \end{gathered}$ | ${ }_{221}^{141}$ | $\begin{gathered} 136 \\ { }_{2}^{26 \%} \\ \mathrm{fg} \end{gathered}$ | $\begin{aligned} & 90 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 154 \\ 22 \% \end{gathered}$ | $\begin{gathered} 218 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 72 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 115 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 649 \% \end{aligned}$ | $\begin{gathered} 247 \\ 26 \% \\ K I \end{gathered}$ | $\begin{aligned} & 186 \\ & \text { O9\% } \\ & \text { O } \end{aligned}$ | $\begin{gathered} 159 \\ 29 \\ \hline \mathrm{P} \end{gathered}$ | $\begin{aligned} & 98 \\ & 15 \% \end{aligned}$ | $\underset{\mathrm{R}}{288}$ | $\begin{gathered} 142 \\ 17 \% \end{gathered}$ | 969\% | ${ }^{318} 8$ |
| No change | 890\% | ${ }_{36}^{347}$ | $\begin{gathered} 543 \\ 51 \% \\ B \end{gathered}$ | 2666 | ${ }^{218} 41 \%$ | 231 48 | 175 ${ }^{44 \%}$ | 2659\% | $\begin{gathered} 416 \\ 45 \% \\ h \end{gathered}$ | $\begin{gathered} 209 \\ 4{ }_{H}^{2} \% \end{gathered}$ | $\begin{gathered} 335 \\ { }_{53} \mathrm{M} \end{gathered}$ | $\begin{gathered} 156 \\ 47 \% \\ M \end{gathered}$ | 333\% | 266\% | 316 | 307 $48 \%$ | 467 | $\begin{gathered} 394 \\ 48 \% \end{gathered}$ | 18\% | $\stackrel{462}{37 \%}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942 $100 \%$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (\mathbf{T o t a l} \\ (5 / 20) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | $\begin{gathered} 353 \\ 17 \% \end{gathered}$ | $\begin{gathered} 201 \\ 21 \% \\ \mathrm{C} \end{gathered}$ | $\begin{gathered} 152 \\ 14 \% \end{gathered}$ | $\begin{gathered} 133 \\ \underset{F}{21 \%} \end{gathered}$ | $\begin{aligned} & 90 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 149 \\ 2 \mathrm{ij} \end{gathered}$ | $\stackrel{137}{15 \%}$ | $\begin{aligned} & 67 \\ & 16 \% \\ & \end{aligned}$ | $\begin{aligned} & 93 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 16 \% \\ & 16 \end{aligned}$ | $\begin{gathered} 186 \\ 20 \% \\ K \end{gathered}$ | $\begin{aligned} & 91 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 158 \\ \underset{N}{21 \%} \end{gathered}$ | $\begin{gathered} 104 \\ 16 \% \end{gathered}$ | ${ }^{219}{ }_{19}$ | $\begin{gathered} 127 \\ 15 \% \end{gathered}$ | 73 $30 \%$ | 253\% |
| Improved the issue | 750 37 | ${ }_{3}^{358} \%$ |  | $\begin{gathered} 248 \\ 40 \% \\ \mathrm{~g} \end{gathered}$ | $\underset{\mathrm{g}}{208}$ | 170 36 | 124\% | 230 34 | $\begin{gathered} 379 \\ 41 \% \\ \mathrm{HJ} \end{gathered}$ | 141 ${ }^{14}$ | 204 ${ }_{3}$ | 127 ${ }^{127}$ | $\begin{gathered} 383 \\ 41 \% \\ K \end{gathered}$ | 220 ${ }^{35 \%}$ | $\begin{aligned} & 314 \\ & 41 \% \\ & 4 \mathrm{nP} \end{aligned}$ | 216 $34 \%$ | 4366 | 304 37 | 103 $42 \%$ | ${ }_{508}^{41 \%}$ |
| No change | ${ }^{929} 9$ | $\begin{gathered} 401 \\ 42 \% \end{gathered}$ | $\begin{gathered} 527 \\ 49 \% \\ \hline \end{gathered}$ | ${ }_{39}^{246} \%$ | $\begin{gathered} 230 \\ 44 \% \end{gathered}$ | $\begin{gathered} 245 \\ 51 \% \\ \text { De } \end{gathered}$ | $\begin{gathered} 207 \\ 52 \% \\ \mathrm{De} \end{gathered}$ | 306 ${ }^{45 \%}$ | 401\% | $\begin{gathered} 221 \\ 52 \% \\ i \end{gathered}$ | $\begin{gathered} 336 \\ 53 \% \\ \hline \end{gathered}$ | 153 $46 \%$ | $\begin{gathered} 373 \\ 40 \% \end{gathered}$ | $\begin{gathered} 322 \\ 51 \% \\ 0 \end{gathered}$ | 284\% | $\begin{gathered} 323 \\ 50 \% \\ 0 \end{gathered}$ | 500 ${ }^{43 \%}$ | 392\% | 68\% | $\stackrel{488}{{ }_{\mathrm{S}}^{5}}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 941 46 | ${ }^{415} 4$ | $\underset{\text { bi9\% }}{525}$ | 253 ${ }^{40 \%}$ | 237 ${ }^{45 \%}$ | $\begin{gathered} 244 \\ 51 \% \\ D_{D} \end{gathered}$ | $\begin{gathered} 207 \\ 52 \% \\ \mathrm{D} \end{gathered}$ | ${ }^{280} 41 \%$ | $\underset{\mathrm{H}}{459} \underset{\mathrm{H}}{4}$ | 202 47 | 264 42 | $\begin{gathered} 169 \\ \substack{51 \% \\ K} \end{gathered}$ | $\begin{gathered} 457 \\ { }_{K}^{49 \%} \end{gathered}$ | 2888\% | 352 ${ }^{47 \%}$ | 301 $47 \%$ | 526 | 398 48 | 104 $42 \%$ | ${ }^{595} 48 \%$ |
| Improved the issue | ${ }_{16 \%}^{319}$ | $\underset{\mathrm{C}}{212}$ | $\begin{gathered} 107 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 22 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 109 \\ & 21 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 46 \\ & 10 \% \end{aligned}$ | 25 ${ }_{6}$ | $\begin{gathered} 153 \\ \underset{c}{15} /{ }_{15} \end{gathered}$ | $\begin{gathered} 113 \\ 12 \% \end{gathered}$ | 52\% | $\begin{gathered} 84 \\ \text { 13\% } \\ \hline \end{gathered}$ | ${ }^{24} 7$ | $\begin{gathered} 191 \\ 20 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 113 \\ 18 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 121 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 13 \% \end{aligned}$ | $\begin{gathered} \text { 210 } \\ 18 \% \\ R \end{gathered}$ | $\begin{aligned} & 97 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 34 \% \\ & \hline \end{aligned}$ | 253\% |
| No change | ${ }^{773} 38$ | 333 35 | 440 4 B | 236 ${ }_{38}$ | ${ }^{182}$ | ${ }^{187}$ 39\% | 167 $42 \%$ | 253 ${ }^{3} 7$ | 3345 | 174 $41 \%$ | $\begin{gathered} 284 \\ 45 \% \\ M \end{gathered}$ | $\begin{gathered} 139 \\ \begin{array}{c} 42 \% \\ M \end{array} \end{gathered}$ | 294\% | 232 37 | 283\% | 258\% | ${ }^{417}$ 36\% | 3270 | 58\% | 400 $32 \%$ S |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 429 ${ }^{100 \%}$ | 632 $100 \%$ | 332 $100 \%$ | 100\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 240\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 <br> Total <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | ${ }_{17 \%}^{353}$ | $\begin{gathered} 215 \\ { }_{C}^{22} \% \end{gathered}$ | 139 13 | $\begin{gathered} 135 \\ \begin{array}{l} 21 \% \\ \mathrm{Fg} \end{array} \end{gathered}$ | $\begin{gathered} 104 \\ \stackrel{20}{F} \% \end{gathered}$ | 56 $12 \%$ | 59\% | $\begin{gathered} 157 \\ 23 \% \\ 15 \end{gathered}$ | 144 ${ }_{16}$ | 53 $12 \%$ | 96\% | 60 $18 \%$ | $\begin{gathered} 187 \\ \substack{20 \% \\ k} \end{gathered}$ | 84 $13 \%$ | $\begin{aligned} & 172 \\ & { }_{23} 3 \% \end{aligned}$ | ${ }^{98}{ }^{15}$ | 194\% | 153 $19 \%$ | 73 $30 \%$ | 252 20 |
| Improved the issue | ${ }_{15 \%}^{310}$ | $\underset{\mathrm{C}}{202}$ | ${ }^{102}{ }_{9}$ | $\begin{gathered} 116 \\ 18 \% \\ F G \end{gathered}$ | $\begin{gathered} 125 \\ 24 \% \\ \mathrm{dFG} \end{gathered}$ | ${ }^{38} 8$ | 32\% | $\begin{gathered} 163 \\ 24 \% \\ 1 . J \end{gathered}$ | $\stackrel{114}{12 \%}$ | ${ }^{33} 8$ | 70 $11 \%$ | $\begin{aligned} & 32 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & { }_{2}^{21} \% \\ & \mathrm{KL} \end{aligned}$ | $\begin{gathered} 114 \\ \substack{18 \% \\ P} \end{gathered}$ | $\begin{gathered} 121 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 12 \% \end{aligned}$ | $\stackrel{{ }_{19}^{218}}{\substack{218}}$ | $\begin{aligned} & 84 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 399 \% \\ & \hline \end{aligned}$ | ${ }_{21}^{262}$ |
| No change | 1368\% | $537 \%$ | $\underset{B}{831}$ | 377 $60 \%$ | 300 57 | $\begin{aligned} & 383 \\ & 80 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 308 \\ 77 \% \\ \text { DE } \end{gathered}$ | ${ }^{3666}$ | $\begin{gathered} 659 \\ \underset{H}{22 \%} \end{gathered}$ | $\begin{gathered} 343 \\ 80 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 466 \\ M 4 \% \\ M \end{gathered}$ | $\begin{gathered} 240 \\ \substack{72 \% \\ M} \end{gathered}$ | ${ }^{562}$ \% | $\begin{gathered} 435 \\ \\ 69 \% \end{gathered}$ | ${ }^{463}$ 61\% | $\begin{aligned} & 470 \\ & 73 \% \end{aligned}$ | 742 $64 \%$ | $\stackrel{586}{\substack{71 \%}}$ | 77 $31 \%$ | $\begin{aligned} & 735 \\ & \\ & \\ & 59 \\ & \text { S } \end{aligned}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942 $100 \%$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ Oth | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 494\% | $\underset{\mathrm{C}}{277}$ | 216 20 | $\begin{gathered} 164 \\ 26 \% \end{gathered}$ | 130 | ${ }^{108}$ | 923\% | $\begin{gathered} 193 \\ 28 \% \\ 1 \end{gathered}$ | 200 $22 \%$ | 100 | ${ }^{143}$ | 73 21 | 251 27 | ${ }^{146}$ | 186 ${ }^{25 \%}$ | 162 | 287 28 | ${ }^{198}$ | 82 34 t | 331 |
| Improved the issue | 721 ${ }^{35 \%}$ | ${ }_{368}^{348}$ | ${ }_{35 \%}^{373}$ | $\begin{gathered} 264 \\ 42 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 212 \\ 40 \% \\ \mathrm{FG} \end{gathered}$ | ${ }_{30 \%}^{142}$ | 103 ${ }^{26 \%}$ | $\begin{gathered} 263 \\ 38 \% \\ j \end{gathered}$ | 324 | 134 ${ }^{13}$ | ${ }_{6}^{195}$ | ${ }^{117}$ 35\% | $\begin{gathered} 377 \\ 40 \% \\ K \end{gathered}$ | 218 34 | $\begin{gathered} 294 \\ { }_{p}^{29 \%} \end{gathered}$ | 209 ${ }^{3} \mathrm{~F}$ | 431 ${ }^{3} \%$ | 276 ${ }_{3}{ }^{24}$ | $\underset{\substack{117 \\ 48 \%}}{ }$ | ${ }^{511}$ 41\% |
| No change | 817 40 | $\begin{array}{r} 335 \\ 35 \% \end{array}$ | 483\% | 201 $32 \%$ | ${ }_{35 \%}^{186}$ | $\begin{gathered} 226 \\ 47 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 204 \\ 51 \% \\ \text { DE } \end{gathered}$ | 230 34 | $\begin{gathered} 393 \\ 433 \% \\ H \end{gathered}$ | $\begin{gathered} 194 \\ 45 \% \\ H \end{gathered}$ | $\begin{gathered} 295 \\ 47 \% \\ M \end{gathered}$ | $\begin{gathered} 142 \\ 43 \% \\ M \end{gathered}$ | 315 | 269 ${ }_{4}$ | 276\% | 272 ${ }^{42}$ | ${ }^{436}$ 38\% | 349\% | ${ }^{45} 8$ | ${ }_{\text {406 }}^{406}$ |
| Sigma | 2032 $100 \%$ | 960\% | 1072 $100 \%$ | 628 $100 \%$ | 528 | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 429 | 632 <br> $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H//J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\underset{\text { Can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | ${ }^{609} 30$ | 2899\% | 320 30 | ${ }^{178} 28$ | ${ }^{136}$ | $\begin{gathered} 164 \\ 34 \% \\ \mathrm{E} \end{gathered}$ | 130 $33 \%$ | 206\% | 276 $30 \%$ | 126 $29 \%$ | 168\% | $\begin{gathered} 116 \\ 35 \% \\ K \end{gathered}$ | 291\% | $\xrightarrow{172}$ 27\% | $\begin{gathered} 253 \\ 34 \% \\ n \end{gathered}$ | 184\% | 351 $30 \%$ | 250\% | 82\% | 397 |
| Improved the issue | ${ }^{425}$ | ${ }_{2}^{245}{ }_{C}^{245}$ | $\begin{gathered} 180 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 29 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 132 \\ & 25 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | 55 ${ }_{14}$ | $\stackrel{168}{25 \%}$ | $\underset{\substack{197 \\ j}}{ }$ | $\begin{aligned} & 60 \\ & 14 \% \end{aligned}$ | ${ }^{118} 19 \%$ | $\begin{aligned} & 55 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 228 \\ { }_{24}{ }^{2} \% \end{gathered}$ | $\begin{gathered} 151 \\ \underset{p}{24 \%} \end{gathered}$ | ${ }_{21 \%}^{157}$ | ${ }_{18 \%}^{117}$ | $\underset{\mathrm{R}}{\stackrel{268}{238}}$ | $\begin{gathered} 143 \\ 17 \% \end{gathered}$ | 84 35 \% | 324\% |
| No change | ${ }^{998}$ | 426\% | $\underset{B}{572} \underset{5}{53 \%}$ | 270 ${ }^{43 \%}$ | $\underset{\mathrm{d}}{259}$ | $\underset{\mathrm{D}}{255}$ | $\begin{gathered} 214 \\ 54 \% \\ \mathrm{D} \end{gathered}$ | 312 $45 \%$ | ${ }_{484}{ }^{4}$ | $\begin{gathered} 242 \\ 5 . \% \\ \mathrm{Hi} \end{gathered}$ | $\begin{gathered} 345 \\ \% \\ \hline \end{gathered}$ | 161 48 | 423 45 | 310 $49 \%$ | 346\% | $\begin{aligned} & 342 \\ & 503 \% \\ & \hline \end{aligned}$ | 534 46 | $\begin{gathered} 430 \\ 52 \% \\ 9 \end{gathered}$ | 782\% | $\stackrel{527}{42 \%}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 6100 \% \end{aligned}$ | 100\% | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643\% | 1154 $100 \%$ | 823 | 244\% | 1248 $100 \%$ |

Proportions/Means: Col
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\underset{\text { Republi- }}{\text { Can }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 1318 65 | ${ }^{587}$ 61\% | $\begin{gathered} 731 \\ 68 \% \\ B \end{gathered}$ | 361 57 | $\begin{gathered} 324 \\ 61 \% \end{gathered}$ | $\begin{gathered} 349 \\ 73 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 284 \\ 71 \% \\ \mathrm{DE}^{2} \end{gathered}$ | 420 $61 \%$ | $\begin{aligned} & \text { 634 } \\ & \begin{array}{c} 69 \% \\ \mathrm{Hj} \end{array} \end{aligned}$ | 263 $61 \%$ | 390 $62 \%$ | $\begin{gathered} \text { 2299\% } \\ k \end{gathered}$ | ${ }_{627}^{67 \%}$ | 403 $64 \%$ | 506\% | ${ }^{408}$ | 732 $63 \%$ | $\underset{\mathrm{q}}{570}$ | 135 $55 \%$ | 802 <br> $64 \%$ |
| Improved the issue | ${ }_{13 \%}^{262}$ | $\begin{gathered} 159 \\ \underset{C}{17 \%} \end{gathered}$ | $\begin{aligned} & 103 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 121 \\ 19 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 92 \\ 17 \% \\ \mathrm{FG}^{2} \end{gathered}$ | ${ }^{26} 5$ | 23 6 | $\begin{gathered} 134 \\ 20 \% \\ 1, \end{gathered}$ | $\begin{aligned} & 97 \\ & 11 \% \end{aligned}$ | 31\% | $\begin{aligned} & 62 \\ & 10 \% \end{aligned}$ | ${ }_{27}^{8 \%}$ | $\begin{gathered} 154 \\ 16 \% \\ \text { KL } \end{gathered}$ | $\begin{aligned} & 90 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 105 \\ 14 \% \end{gathered}$ | ${ }^{68} \%$ | $\begin{gathered} 183 \\ \substack{66 \% \\ R} \end{gathered}$ | ${ }^{69}$ | 76 $31 \%$ | 214\% |
| No change | 452\% | 214\% | 238 22 | ${ }^{146}$ | ${ }^{112} 21 \%$ | 102 $21 \%$ | 23\% | 133 ${ }_{19}$ | ${ }^{186}{ }^{20 \%}$ | $\begin{gathered} 134 \\ 31 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 180 \\ { }^{88 \%} \end{gathered}$ | ${ }^{76}$ 23\% | 162 | 140 | $\stackrel{145}{19 \%}$ | $\begin{gathered} 167 \\ \underset{0}{26 \%} \end{gathered}$ | 239 $21 \%$ | 183 ${ }_{2}$ | 32\% | $\stackrel{232}{19 \%}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | ${ }^{528}{ }^{100 \%}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | 917 $100 \%$ | 100\% | $\begin{aligned} & 632 \\ & 6100 \% \end{aligned}$ | 100\% | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\text { Ran }}{\substack{\text { Republi- }}}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 1297\% | ${ }_{61 \%}^{585}$ | $\begin{gathered} 712 \\ 66 \% \\ b \end{gathered}$ | 347 $55 \%$ | $\begin{gathered} 339 \\ 64 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 333 \\ \substack{70 \% \\ D} \end{gathered}$ | $\begin{gathered} \text { 278 } \\ \underset{D}{7} \% \end{gathered}$ | 414 $60 \%$ | $\begin{gathered} 614 \\ 67 \% \\ h \end{gathered}$ | 269 63 | ${ }^{390}$ | ${ }^{208} 6$ | $\begin{gathered} 633 \\ 67 \% \\ k \end{gathered}$ | 402 63 | ${ }^{465}$ | 430 67 | 749 $65 \%$ | 535 65 | 134 $55 \%$ | 810 $65 \%$ S |
| Improved the issue | $\stackrel{322}{16 \%}$ | $\begin{gathered} \text { 181 } \\ \substack{19 \%} \end{gathered}$ | $\begin{gathered} 141 \\ 13 \% \end{gathered}$ | $\begin{gathered} 150 \\ 24 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 93 \\ & 93 \% \\ & 18 \% \end{aligned}$ | ${ }^{33} 7 \%$ | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 139 \\ \stackrel{3}{20 \%} \\ 1.5 \end{gathered}$ | $\begin{aligned} & 136 \\ & 15 \% \end{aligned}$ | ${ }_{11}^{47}$ | ${ }_{13 \%}^{83}$ | ${ }^{48}{ }^{15}$ | $\begin{gathered} \text { 178 } \\ { }_{19 \%}^{K} \\ K \end{gathered}$ | $\begin{gathered} 118 \\ 19 \mathrm{P} \end{gathered}$ | $\underset{p}{128} \underset{p}{17 \%}$ | $\begin{aligned} & 77 \\ & 12 \% \end{aligned}$ | $\underset{\substack{200 \\ r}}{\substack{20 \\ \hline}}$ | $\begin{gathered} 109 \\ 13 \% \end{gathered}$ | 73 $30 \%$ | ${ }_{19}{ }_{19}$ |
| No change | 4120\% | 194\% | 218 ${ }^{20 \%}$ | ${ }^{131}$ | 97\% | 111 ${ }^{13 \%}$ | 74 $18 \%$ | 132 ${ }_{19}$ | 167\% | $\begin{gathered} 113 \\ { }^{26 \%} \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 159 \\ \stackrel{5}{2} \% \\ \hline \end{gathered}$ | $\begin{aligned} & { }_{2}^{23} \% \\ & M \end{aligned}$ | 131 $14 \%$ | 114\% | ${ }^{163}$ | ${ }^{136}$ | 205 ${ }^{18 \%}$ | 179 $22 \%$ | ${ }^{36} 15$ | 197 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | 686 $100 \%$ | 917 $100 \%$ | 1209\% | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | 332 $100 \%$ | 942 $100 \%$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 100\% | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\underset{\text { Republi- }}{\text { Can }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 1117 <br> $55 \%$ | 456\% | $\begin{gathered} 661 \\ 62 \% \\ B \end{gathered}$ | 296\% | 265 50 | $\begin{gathered} 309 \\ 65 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 246 \\ 62 \% \\ \text { DE } \end{gathered}$ | 306 $45 \%$ | $\begin{gathered} 546 \\ 60 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 265 \\ 62 \% \\ H \end{gathered}$ | ${ }^{323} 5$ | $\begin{gathered} 207 \\ 62 \% \\ \mathrm{~K} \end{gathered}$ | 516 55 | 353 56 | 414 55 | 350 54 | $\stackrel{637}{55 \%}$ | 462 56 | 102 ${ }^{42 \%}$ | 679 54 S |
| Improved the issue | $\begin{gathered} 326 \\ 16 \% \end{gathered}$ | $\begin{gathered} 220 \\ { }_{\mathrm{C}}^{23} \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & { }^{21} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 104 \\ & 20 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 50 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 158 \\ \underset{1 j}{23 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 136 \\ 15 \% \end{gathered}$ | 32\% | $\begin{aligned} & 65 \\ & 10 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 206 \\ { }_{22} \% \\ \text { KL } \end{gathered}$ | $\begin{aligned} & 96 \\ & 15 \% \end{aligned}$ | $\stackrel{196}{196}$ | 85\% | $\begin{gathered} 219 \\ { }_{\mathrm{R}}^{219 \%} \end{gathered}$ | $\begin{aligned} & 99 \\ & 12 \% \end{aligned}$ | ${ }^{79}$ \% ${ }^{\text {\% }}$ | 272 $22 \%$ |
| No change | 5899\% | 285\% | 304 28 | 201 ${ }_{\text {32\% }}$ | ${ }^{158}{ }^{3} \%$ | 118\% | ${ }^{112} 28$ | $\stackrel{222}{32 \%}$ | 235 ${ }_{26}$ | ${ }^{132} 31 \%$ | $\begin{aligned} & 244 \\ & 349 \% \\ & \text { LM } \end{aligned}$ | 85\% | 220 23 | ${ }^{184} 29$ | 197\% | $\begin{gathered} 208 \\ 32 \% \\ 0 \end{gathered}$ | 297\% | $\underset{Q_{2}}{262}$ | 62\% | ${ }_{298}^{24 \%}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | 528\% | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | 917 $100 \%$ | 100\% | $\begin{aligned} & 632 \\ & 6100 \% \end{aligned}$ | 332\% | 100\% | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | 1154 $100 \%$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244\% | 1248\% |

Proportions/Means: Colum
Overlap formulae used.

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\underset{\text { Can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | ${ }^{618} 3$ | 286\% | ${ }^{331} \times$ | 207 33 | $\stackrel{146}{28 \%}$ | 134 $28 \%$ | 131 | $\begin{gathered} 243 \\ 35 \% \end{gathered}$ | $\begin{gathered} 290 \\ 32 \% \end{gathered}$ | 85\% | 193 ${ }^{1}$ | $\begin{gathered} 121 \\ 37 \% \\ \mathrm{~m} \end{gathered}$ | 273 $29 \%$ | 115 $18 \%$ | $\begin{aligned} & 322 \\ & 43 \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{gathered} 181 \\ \stackrel{28 \%}{N} \end{gathered}$ | 317 $27 \%$ | $\begin{gathered} 290 \\ { }_{Q}^{55 \%} \end{gathered}$ | ${ }^{88}{ }^{8} \%$ | 412 $33 \%$ |
| Improved the issue | ${ }_{16 \%}^{317}$ | $\underset{\substack{208 \\ \mathrm{C}}}{ }$ | $\begin{aligned} & 109 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & { }^{200} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 127 \\ 24 \% \\ \mathrm{FG} \end{gathered}$ | ${ }^{43} 9$ | 22 6 | $\begin{gathered} 157 \\ 23 \% \\ 1 . j \end{gathered}$ | ${ }_{13}^{115}$ | ${ }^{45}$ | $\begin{aligned} & 75 \\ & 12 \% \\ & 1 \end{aligned}$ | 25\% | $\begin{aligned} & 203 \\ & { }_{22} \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 128 \\ & \text { OP } \\ & \hline \end{aligned}$ | $\begin{gathered} 109 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 219 \\ { }_{\mathrm{R}}^{219 \%} \end{gathered}$ | $\begin{aligned} & 86 \\ & 10 \% \end{aligned}$ | 917\% | 261\% |
| No change | ${ }^{1097} 5$ | $466 \%$ | $\begin{gathered} 631 \\ \substack{\text { B9\% } \\ \hline} \end{gathered}$ | 295\% | 254 48 | $\begin{aligned} & 301 \\ & 63 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 247 \\ 62 \% \\ \text { DE } \end{gathered}$ | ${ }^{2866}$ | $\begin{aligned} & 512 \\ & 56 \% \\ & H \end{aligned}$ | $\begin{gathered} 299 \\ \begin{array}{c} 70 \% \\ \mathrm{HI} \end{array} \end{gathered}$ | $\begin{gathered} 365 \\ 58 \% \\ M \end{gathered}$ | ${ }^{186} 5$ | ${ }^{466}$ 49\% | $\begin{gathered} 390 \\ 62 \% \\ 0 \end{gathered}$ | 325 $43 \%$ | $\begin{gathered} 382 \\ 59 \% \end{gathered}$ | ${ }^{618} 5$ | 447 | 65\% | 576\% |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | ${ }^{520} 8$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 6100 \% \end{aligned}$ | 100\% | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643\% | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | $\begin{gathered} 1254 \\ 62 \% \end{gathered}$ | $552$ | $\begin{gathered} 702 \\ 65 \% \\ B \end{gathered}$ | 334 $53 \%$ | ${ }^{312} 59$ | $\begin{gathered} 341 \\ 72 \% \\ 7 E \end{gathered}$ | $\underset{\substack{267 \\ 67 \%}}{ }$ | $390 \%$ | $\begin{aligned} & 618 \\ & 67 \% \\ & \mathrm{HJ} \end{aligned}$ | 247 58 | $\begin{gathered} 350 \\ 55 \% \end{gathered}$ | $\begin{gathered} 209 \\ 63 \% \\ k \end{gathered}$ | $\begin{gathered} 619 \\ 66 \% \\ K \end{gathered}$ | 395 $62 \%$ | ${ }_{661}^{461}$ | $\begin{gathered} 399 \\ 62 \% \end{gathered}$ | $\begin{gathered} 699 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 537 \\ & 65 \% \end{aligned}$ | ${ }^{117} 48 \%$ | 773 $62 \%$ S |
| Improved the issue | 311 15 | $\begin{gathered} 175 \\ \substack{18 \% \\ C} \end{gathered}$ | $\begin{gathered} 136 \\ 13 \% \end{gathered}$ | $\begin{gathered} 147 \\ \text { 143\% } \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 89 \\ & 17 \% \\ & \mathrm{FG}^{89} \end{aligned}$ | 39\% | ${ }^{36} 9$ | $\begin{aligned} & 138 \\ & \\ & \\ & 1.5 \end{aligned}$ | ${ }_{121}^{13 \%}$ | 12\% | $\begin{gathered} 101 \\ 16 \% \\ 1 \end{gathered}$ | 34 $10 \%$ | $\begin{gathered} 155 \\ 16 \% \\ 1 \end{gathered}$ | ${ }_{13}^{85}$ | $\begin{gathered} 141 \\ 19 \% \\ \mathrm{nP} \end{gathered}$ | 84\% | $\begin{gathered} 208 \\ \underset{R}{8} \% \end{gathered}$ | ${ }_{11 \%}^{93}$ | ${ }_{31}^{81}{ }^{\text {¢ }}$ | $\stackrel{243}{19}$ \% |
| No change | ${ }^{467}$ | 233 | 234 22 | ${ }^{147}$ | ${ }^{127}$ | 970\% | 97 $24 \%$ | ${ }^{158} 23$ | 179\% | $\begin{gathered} 130 \\ 30 \% \\ \text { hl } \end{gathered}$ | $\begin{gathered} 181 \\ \stackrel{29}{M} \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 27 \% \\ & \mathrm{M}^{2} \end{aligned}$ | 169\% | 152 $24 \%$ | 155 20 | 160 25 | 247\% | 192\% | ${ }^{46} 9$ | 233 ${ }_{19}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | 100\% | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\underset{\text { Can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 505 25 | $\underset{\mathrm{C}}{267}$ | ${ }^{238} 2{ }_{2}$ | ${ }_{172}^{172}$ | ${ }^{135}$ | $\xrightarrow{103}$ | 954\% | $\stackrel{193}{28 \%}$ | ${ }^{227} 25$ | 85\% | ${ }^{126}$ | $\begin{aligned} & 88 \\ & 27 \% \\ & { }_{k} \end{aligned}$ | $\begin{gathered} 261 \\ 28 \% \\ K \end{gathered}$ | ${ }^{145}$ | 209 280 | ${ }^{151} 23 \%$ | 270 $23 \%$ | 224 27 | 76 $31 \%$ | 358\% |
| Improved the issue | $\begin{gathered} 342 \\ 17 \% \end{gathered}$ | $\begin{gathered} 217 \\ { }_{\mathrm{C}}^{23 \%} \% \end{gathered}$ | $\begin{gathered} 125 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & { }^{25 \%} \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 110 \\ & 21 \% \\ & \text { FG } \end{aligned}$ | ${ }^{43} 9$ | ${ }^{33} 8$ | $\begin{gathered} 154 \\ { }_{2}^{2} \% \\ \text { lJ } \end{gathered}$ | $\stackrel{144}{16 \%}{ }_{j}$ | 44\% | $\begin{aligned} & 91 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 190 \\ 20 \% \\ K \end{gathered}$ | $\underset{\mathrm{P}}{122}$ | $\begin{gathered} 138 \\ { }^{188 \%} \end{gathered}$ | $\begin{aligned} & 82 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 225 \\ 20 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 106 \\ 13 \% \end{gathered}$ | 938\% | 276 $22 \%$ |
| No change | 1185\% | 476\% | $\begin{gathered} 709 \\ 66 \% \\ B \end{gathered}$ | 300 $48 \%$ | 283 54 | $\begin{gathered} 331 \\ 69 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 271 \\ & 68 \% \\ & \text { DE } \end{aligned}$ | ${ }^{339} 49$ | $\underset{\mathrm{H}}{546}$ | $\begin{gathered} 300 \\ \begin{array}{c} 70 \% \\ \mathrm{HI} \end{array} \end{gathered}$ | $\begin{gathered} 416 \\ \begin{array}{c} 66 \% \\ M \end{array} \end{gathered}$ | ${ }^{196} 5$ | 491\% | 367\% | 4099\% | $\begin{gathered} 410 \\ 64 \% \\ 0 \end{gathered}$ | ${ }^{659} 5$ | 493 60 | 74 $31 \%$ | $\begin{aligned} & 615 \\ & { }_{9}^{69 \%} \end{aligned}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | ${ }^{520} 80$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 6100 \% \end{aligned}$ | 100\% | 942 100 | 633 $100 \%$ | 756 $100 \%$ | 643\% | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Can }}$ | Democrat | IndepeOndent | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | $\begin{gathered} 1226 \\ 60 \% \end{gathered}$ | $539 \%$ | $\begin{gathered} 687 \\ 64 \% \\ B \end{gathered}$ | $\begin{gathered} 346 \\ 55 \% \end{gathered}$ | $\begin{gathered} 305 \\ 58 \% \end{gathered}$ | $\begin{gathered} 311 \\ 65 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 263 \\ 66 \% \\ \mathrm{De} \end{gathered}$ | $\begin{gathered} 393 \\ 57 \% \end{gathered}$ | $\begin{gathered} 582 \\ 63 \% \end{gathered}$ | 251 $59 \%$ | $\begin{array}{r} 346 \\ 5 \\ 55 \% \end{array}$ | $\begin{gathered} 219 \\ 66 \% \\ K \end{gathered}$ | $\begin{gathered} 595 \\ 63 \% \\ K \end{gathered}$ | ${ }^{3688}$ | 450\% | $\begin{gathered} 408 \\ 63 \% \end{gathered}$ | ${ }_{60 \%}^{692}$ | ${ }_{63 \%}^{516}$ | 132 $54 \%$ | 751 $60 \%$ |
| Improved the issue | 2914\% | $\begin{gathered} 174 \\ 18 \% \\ C \end{gathered}$ | $\begin{gathered} 117 \\ 11 \% \end{gathered}$ | $\begin{gathered} 122 \\ 19 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 91 \\ 17 \% \\ \mathrm{FG} \end{gathered}$ | 46\% | 33 81 | $\begin{gathered} 124 \\ 18 \% \\ 1 j \end{gathered}$ | 114 | 53 $12 \%$ | 81 $13 \%$ | 35 $11 \%$ | $\begin{gathered} 158 \\ 17 \% \\ 1 \end{gathered}$ | 83 $13 \%$ | 126\% | 83\% | $\begin{gathered} 201 \\ \underset{R}{17 \%} \end{gathered}$ | 82\% | ${ }^{61}$ | 224\% |
| No change | 515 $25 \%$ | 247 26 | 2688\% | 159\% | 132\% | 120 ${ }^{125}$ | ${ }^{103}$ | 1699\% | 221 ${ }_{2}$ | 124 ${ }^{29}$ | $\begin{gathered} 205 \\ 32 \% \\ \text { KM } \end{gathered}$ | 78\% | 189\% | 182\% | 1814\% | 152 $24 \%$ | 2611 | $\underset{\mathrm{q}}{224}$ | 51\% | 273 ${ }_{2}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | ${ }^{943} 4$ | ${ }^{408}$ | $\begin{gathered} 535 \\ 50 \% \\ \mathrm{~B} \end{gathered}$ | 283 ${ }^{45 \%}$ | 228 ${ }_{43 \%}$ | 234 $49 \%$ | 198 $50 \%$ | ${ }^{306}$ 45\% | 436 48 | 201 47 | ${ }^{255}$ | $\begin{gathered} 170 \\ 51 \% \\ K \end{gathered}$ | $\begin{gathered} 466 \\ 49 \% \\ K \end{gathered}$ | 271 $43 \%$ | 358\% | $314 \%$ | 531 46 | ${ }^{398} 48$ | 112 $46 \%$ | 605 $48 \%$ |
| Improved the issue | ${ }_{31 \%}^{626}$ | $\begin{gathered} 328 \\ { }_{3}^{34} \% \\ \hline \end{gathered}$ | ${ }_{288}^{298}$ | $\begin{gathered} 217 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 36 \% \\ & \mathrm{Fg} \end{aligned}$ | ${ }_{22 \%}^{107}$ | ${ }_{28 \%}^{112}$ | $\begin{gathered} 255 \\ 37 \% \\ 1 J \end{gathered}$ | 264\% | ${ }^{107}$ 25\% | ${ }_{31}^{193}$ | 89\% | ${ }_{306}{ }^{3}$ | 207 3 \% | ${ }_{32}^{242}$ | ${ }_{28 \%}^{177}$ | $\begin{gathered} 396 \\ \underset{R}{34 \%} \end{gathered}$ | ${ }^{213} 26$ | $\begin{gathered} 105 \\ 43 \% \\ \hline \end{gathered}$ | 399 |
| No change | 463 $23 \%$ | ${ }^{224} 23$ | 2392\% | $\begin{aligned} & 127 \\ & \\ & 20 \% \end{aligned}$ | ${ }_{211}^{11 \%}$ | $\begin{aligned} & { }^{136} 29 \\ & \text { De } \end{aligned}$ | 89\% | 124 ${ }_{18 \%}$ | $\underset{\substack{218 \\ h}}{ }$ | $\begin{gathered} 121 \\ 28 \% \\ H \end{gathered}$ | $\begin{gathered} 184 \\ \stackrel{1}{29} \% \\ \text { IM } \end{gathered}$ | 722\% | 170 ${ }_{18}$ | 155 24 | ${ }^{156} 21 \%$ | 152\% | 227 20 | $\begin{gathered} 212 \\ \underset{Q}{26 \%} \end{gathered}$ | 27\% | $\stackrel{245}{20} \mathrm{~S}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | 429 ${ }^{100 \%}$ | 632 $100 \%$ | 332 $100 \%$ | 100\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 | 240\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H//J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 521 | $\begin{gathered} 272 \\ \underset{c}{28 \%} \end{gathered}$ | 249 23 | ${ }^{169} 27 \%$ | 121 | ${ }_{24}^{115}$ | ${ }^{116} 29$ | 187\% | 228 ${ }^{25 \%}$ | ${ }^{105}$ | ${ }_{23}^{143}$ | 93\% | $\begin{gathered} 264 \\ 28 \% \\ k \end{gathered}$ | 141 | $\begin{gathered} 214 \\ \text { 28\% } \\ \mathrm{n} \end{gathered}$ | ${ }^{166}$ | 301 | 213 26 | $\stackrel{83}{34} \mathrm{t}$ | ${ }^{332}$ 27\% |
| Improved the issue | ${ }_{24 \%}$ | $\underset{C}{282}$ | $\stackrel{209}{19 \%}$ | $\begin{gathered} 163 \\ \stackrel{165}{26 \%} \end{gathered}$ | $\begin{aligned} & 160 \\ & 30 \% \\ & \mathrm{Fg} \end{aligned}$ | $\begin{aligned} & 79 \\ & 16 \% \end{aligned}$ | 829\% | $\begin{gathered} 214 \\ 31 \% \\ 1 J \end{gathered}$ | $\underset{212}{212}$ | 65 ${ }^{6}$ \% | ${ }_{23}^{146}$ | $\begin{aligned} & 64 \% \\ & 19 \% \end{aligned}$ | $\begin{gathered} 254 \\ 25 \% \\ \hline \end{gathered}$ | ${ }^{156} 25$ | ${ }_{24 \%}^{183}$ | $\begin{gathered} 152 \\ 24 \% \end{gathered}$ | $\underset{\mathrm{R}}{333}$ | ${ }_{18 \%}^{148}$ | $\begin{aligned} & 94 \\ & 394 \% \end{aligned}$ | ${ }^{357}$ 29\% |
| No change | 1021 $50 \%$ | 4066 | $\begin{gathered} 614 \\ 57 \% \\ B \end{gathered}$ | 295\% | ${ }^{247}$ | $\begin{aligned} & 284 \\ & \text { 5E9\% } \\ & \text { DEg } \end{aligned}$ | 195 $49 \%$ | 285 ${ }^{42 \%}$ | $\begin{aligned} & 477 \\ & { }_{52 \%}^{\mathrm{H}} \end{aligned}$ | $\begin{gathered} 258 \\ \begin{array}{c} 60 \% \\ \mathrm{HI} \end{array} \end{gathered}$ | $\begin{gathered} 344 \\ 54 \% \\ M \end{gathered}$ | $\begin{gathered} 175 \\ 55 \% \\ m \end{gathered}$ | 424 | ${ }^{337} 5$ | 359 $48 \%$ | ${ }^{325} 5$ | 520 45 | $\begin{gathered} 462 \\ 56 \% \\ \hline \mathbf{Q} \end{gathered}$ | 67\% | 560 ${ }_{\text {S }}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 429 | 632 $100 \%$ | 332 $100 \%$ | 100\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 240\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 220) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | 1001 $49 \%$ | $\begin{gathered} 441 \\ 46 \% \end{gathered}$ | $\begin{gathered} 561 \\ 55_{B}^{2} \% \end{gathered}$ | $\begin{gathered} 313 \\ 50 \% \end{gathered}$ | 237 $45 \%$ | $\underset{e}{254} \underset{e}{253}$ | ${ }^{197} 49$ | $\begin{gathered} 340 \\ 50 \% \end{gathered}$ | 466 $51 \%$ | ${ }^{195}$ | ${ }^{288}{ }_{46}$ | $\begin{gathered} 176 \\ 53 \% \\ k \end{gathered}$ | $\begin{gathered} 491 \\ 52 \% \\ k \end{gathered}$ | 292 46 | ${ }^{384} 5$ | 325 $51 \%$ | 543 47 | $\begin{gathered} 444 \\ 54 \% \\ \mathrm{Q} \end{gathered}$ | 1084\% | $\begin{gathered} 638 \\ 51 \% \\ \mathrm{~s} \end{gathered}$ |
| Improved the issue | 475 ${ }_{23}$ | $\underset{C}{268} \underset{C}{268}$ | $\stackrel{207}{207}$ | $\begin{gathered} 159 \\ \stackrel{25}{F} \% \end{gathered}$ | $\begin{gathered} 152 \\ 29 \% \\ \mathrm{Fg} \end{gathered}$ | $\begin{aligned} & 78 \\ & 16 \% \end{aligned}$ | ${ }^{86}{ }^{6}$ | $\begin{gathered} 211 \\ \text { 311 } \\ \text { IJ } \end{gathered}$ | ${ }^{193}$ | 71 $17 \%$ | ${ }^{136}$ | 26\% | ${ }^{248} \times$ | $\begin{gathered} 162 \\ \underset{\mathrm{p}}{26 \%} \end{gathered}$ | $\stackrel{185}{24 \%}$ | 129 ${ }^{20 \%}$ | $\begin{gathered} 329 \\ { }_{\mathrm{R}}^{39} \% \end{gathered}$ | $\begin{gathered} 133 \\ 16 \% \end{gathered}$ | $\begin{gathered} 101 \\ 4 \frac{1}{T} \% \end{gathered}$ | ${ }^{353} 28$ |
| No change | 556\% | 251 26 | 304\% | 156\% | ${ }^{138}{ }_{26}$ | ${ }^{145} 30$ | ${ }^{116}{ }_{29}$ | ${ }^{136}$ 20\% | $\begin{gathered} 258 \\ \underset{H}{28} \% \end{gathered}$ | $\begin{gathered} 162 \\ 38 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 207 \\ 33 \% \\ M \end{gathered}$ | 90\% | ${ }^{203} 2{ }_{2}$ | 179\% | ${ }^{188}{ }^{56}$ | 1899\% | 281\% | $\begin{gathered} 246 \\ \substack{240 \% \\ 9} \end{gathered}$ | 35\% | $\underset{\mathrm{s}}{258}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 | 477 $100 \%$ | 399\% | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | 429 | 632 $100 \%$ | 332 $100 \%$ | 100\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Exacerbated the issue / made the issue worse | ${ }^{646}$ 32\% | $\begin{gathered} 317 \\ 33 \% \end{gathered}$ | ${ }_{31 \%}^{329}$ | 189 ${ }^{18}$ | $\begin{gathered} 157 \\ 30 \% \end{gathered}$ | $\begin{gathered} 167 \\ 35 \% \end{gathered}$ | $\begin{gathered} 133 \\ 33 \% \end{gathered}$ | 209 $30 \%$ | 307 33 | 131 | ${ }^{173}$ | 107 ${ }_{32 \%}$ | $\begin{gathered} 332 \\ 35 \% \\ K \end{gathered}$ | ${ }^{177}$ 28\% | 247 ${ }_{3}$ | $\underset{\substack{222 \\ \mathrm{n}}}{\substack{2 \\ \hline}}$ | ${ }_{3}^{346}$ \% | $\begin{gathered} 290 \\ 35 \% \\ 9 \end{gathered}$ | 64\% | 409 ${ }_{\text {43\% }}^{\text {s }}$ |
| Improved the issue | 355 ${ }_{17}$ | $\begin{gathered} 235 \\ 24 \% \\ C \end{gathered}$ | ${ }_{121}^{121 \%}$ | $\begin{aligned} & 153 \\ & 24 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 125 \\ & 24 \% \\ & \mathrm{FG} \end{aligned}$ | 42\% | ${ }_{9 \%}{ }_{9}$ | $\begin{gathered} 181 \\ { }_{1}^{26 \%} \\ 1.5 \end{gathered}$ | $\begin{gathered} 125 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 100 \\ 16 \% \end{gathered}$ | ${ }^{38} 12$ | $\begin{aligned} & 196 \\ & { }^{21 \%} \\ & \text { kL } \end{aligned}$ | $\begin{gathered} 119 \\ { }_{\mathrm{P}}^{19 \%} \end{gathered}$ | $\begin{gathered} 156 \\ \stackrel{1}{21} \% \\ P \end{gathered}$ | 12\% | $\underset{\mathrm{R}}{253}$ | 90 $11 \%$ | 104 ${ }^{43} \mathrm{~T}$ | 280\% |
| No change | 1030 $51 \%$ | 408 | $\begin{gathered} 622 \\ 58 \% \\ B \end{gathered}$ | 287\% | 246\% | $\begin{aligned} & 268 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 230 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | 297\% | $\begin{gathered} 486 \\ { }_{53}^{3} \% \end{gathered}$ | $\begin{gathered} 248 \\ 58 \% \\ H \end{gathered}$ | $\begin{gathered} 359 \\ \% \\ M 7 \% \end{gathered}$ | $\begin{gathered} 187 \\ 56 \% \\ M \end{gathered}$ | 415 | $\begin{gathered} 337 \\ 53 \% \\ 0 \end{gathered}$ | 353 ${ }^{47 \%}$ | $\begin{gathered} 341 \\ 53 \% \\ 0 \end{gathered}$ | $55^{585}$ | $\begin{gathered} 443 \\ 54 \% \\ \mathrm{q} \end{gathered}$ | 76\% | 559 ${ }_{\text {S }}^{5}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | 332 | 942 $100 \%$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 Total (5/20)- | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Access to healthcare | $\begin{aligned} & 1853 \\ & 91 \% \end{aligned}$ | ${ }_{88 \%}^{846}$ | $\begin{gathered} 1007 \\ 94 \% \end{gathered}$ | ${ }_{851}^{531}$ | $\begin{gathered} 482 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 456 \\ & 95 \% \\ & \text { De } \end{aligned}$ | $\begin{gathered} 384 \\ 96 \% \\ \mathrm{De} \end{gathered}$ | $\begin{aligned} & 620 \\ & 90 \% \end{aligned}$ | ${ }^{836} 9$ | ${ }^{396}{ }_{9}$ | ${ }^{585}{ }_{9}$ | 300 $90 \%$ | ${ }^{858} 9$ | ${ }_{969} 9$ | $\begin{aligned} & 713 \\ & 94 \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{gathered} 571 \\ 89 \% \end{gathered}$ | 1057 | 754 | 210 86 | 1125 90 |
| Good health and well being | ${ }_{91 \%}^{1847}$ | ${ }_{88}^{843}$ | $\underset{\mathrm{B}}{1004}$ | ${ }_{83}{ }_{83}$ | $\stackrel{485}{9.9} \underset{\mathrm{D}}{4}$ | $\begin{gathered} 451 \\ 94 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 390 \\ 98 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 622 \\ 91 \% \end{gathered}$ | $\stackrel{823}{90 \%}$ | $\stackrel{402}{94 \%}$ | $\stackrel{574}{6} \%$ | $\begin{aligned} & 304 \\ & 92 \% \end{aligned}$ | $\begin{gathered} 853 \\ 90 \% \end{gathered}$ | ${ }_{91 \%}^{574}$ | ${ }_{90 \%}^{684}$ | ${ }_{929}$ | $\begin{gathered} 1043 \\ 90 \% \end{gathered}$ | ${ }_{929}^{759}$ | 215 88 | $\begin{gathered} 1112 \\ 89 \% \end{gathered}$ |
| Data privacy | 1786\% | $883 \%$ | 951 ${ }_{89 \%}$ | ${ }^{511} 81 \%$ | $\begin{gathered} 464 \\ 88 \% \\ D \end{gathered}$ | $\begin{aligned} & 447 \\ & { }_{94}{ }^{2} \% \end{aligned}$ | $\begin{gathered} 364 \\ \substack{31 \% \\ \mathrm{D}} \end{gathered}$ | 602\% | ${ }^{795}$ | $\stackrel{389}{91 \%}$ | ${ }_{86}^{543}$ | ${ }^{298} 8$ | 838\% | 5719\% | ${ }^{655} 8$ | 559\%\% | 1028\% | 720\% | ${ }^{207} 88$ | 1084\% |
| Supporting small business | $1770$ | ${ }_{84 \%}^{804}$ | $\begin{gathered} 966{ }_{9}^{90 \%} \\ \hline \end{gathered}$ | ${ }_{81 \%}^{506}$ | $\begin{gathered} 451 \\ 85 \% \\ d \end{gathered}$ | $\begin{aligned} & 435 \\ & 91 \% \\ & \mathrm{De} \end{aligned}$ | $\begin{aligned} & 377 \\ & 95 \% \\ & \text { DE } \end{aligned}$ | 5988\% | ${ }^{786} 8$ | ${ }^{386} 9$ | 547\% | 2999\% | 814 $86 \%$ | 5555\% | ${ }_{687}{ }_{88}$ | 548\% | 1016 $88 \%$ | 710 $86 \%$ | 187\% | $\begin{gathered} 1075 \\ 86 \% \end{gathered}$ |
| Supporting veterans | $\begin{gathered} 1751 \\ 86 \% \end{gathered}$ | $\begin{gathered} 791 \\ 82 \% \end{gathered}$ | $\begin{gathered} 960 \\ 90 \% \\ \hline \end{gathered}$ | $485 \%$ | $\begin{gathered} 461 \\ 88 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 428 \\ 90 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 378 \\ & \text { 955\% } \\ & \text { DEf } \end{aligned}$ | $582 \%$ | $\begin{gathered} 778 \\ 85 \% \end{gathered}$ | $\begin{gathered} 392 \\ 91 \% \\ \mathrm{HI} \end{gathered}$ | 554\% | 2788\% | 8809 | $\begin{gathered} 563 \\ 89 \% \\ 0 \end{gathered}$ | - ${ }^{635} 5$ | $\begin{gathered} 554 \\ 86 \% \end{gathered}$ | $\begin{gathered} 1010 \\ 87 \% \end{gathered}$ | 701 $85 \%$ | 194 $80 \%$ | $\begin{gathered} 1059 \\ 85 \% \\ \mathrm{~s} \end{gathered}$ |
| Education | $\begin{gathered} 1733 \\ 85 \% \end{gathered}$ | $\begin{gathered} 788 \\ 82 \% \end{gathered}$ | $\begin{gathered} 945 \\ 88 \% \\ 8 \end{gathered}$ | ${ }_{869}$ | ${ }_{8}^{468 \%}$ | ${ }^{402} 84$ | $\begin{gathered} 324 \\ 81 \% \end{gathered}$ | $\begin{gathered} 606 \\ 88 \% \end{gathered}$ | 761 $83 \%$ | 367 $86 \%$ | $\begin{gathered} 528 \\ 84 \% \end{gathered}$ | 283 ${ }^{85 \%}$ | $820 \%$ | $\begin{gathered} 506 \\ 80 \% \end{gathered}$ | $\begin{gathered} 675 \\ { }_{\mathrm{N}}^{\mathrm{N}} \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 552 \\ & \stackrel{86 \%}{N} \end{aligned}$ | $\begin{gathered} 1009 \\ 87 \% \end{gathered}$ | ${ }_{88}^{682}$ | ${ }^{205} 84$ | 1080 ${ }^{87}$ |
| Job creation | 1728 ${ }^{85}$ | 8802 | $926$ | 516 ${ }_{82}$ | $\begin{aligned} & 472 \\ & 89 \% \\ & \text { DG } \end{aligned}$ | $\begin{aligned} & 424 \\ & 89 \% \\ & \text { DG } \end{aligned}$ | ${ }^{316} 79$ | $\stackrel{596}{87}$ | 747 $81 \%$ | 384 $90 \%$ 1 | ${ }^{543} 8$ | 2897\% | 792 $84 \%$ | 544 86 | 640 85 | 544\% | 1001 $87 \%$ | ${ }_{83 \%}^{683}$ | 215 ${ }_{88}$ | 1068 ${ }_{86 \%}$ |
| Hunger | ${ }_{84 \%}^{1714}$ | ${ }^{785} 8$ | $\begin{gathered} 929 \\ 87 \% \end{gathered}$ | ${ }_{84}^{530}$ | $\begin{aligned} & 450 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 406 \\ & 85 \% \end{aligned}$ | $328 \%$ | $588 \%$ | ${ }^{765}$ | 360 $84 \%$ | $\begin{gathered} 550 \\ M 7 \% \\ M \end{gathered}$ | ${ }_{86}^{286}$ | $\begin{gathered} 770 \\ 82 \% \end{gathered}$ | ${ }_{818} 82$ | $\begin{gathered} 659 \\ \substack{87 \% \\ n} \end{gathered}$ | ${ }_{83}^{537}$ | $\begin{aligned} & 979 \\ & 85 \% \end{aligned}$ | ${ }_{85 \%}^{696}$ | ${ }^{193}$ | $\begin{gathered} 1047 \\ 84 \% \end{gathered}$ |
| Poverty | 1662\% | 747\% | $\begin{gathered} 915 \\ 85 \% \end{gathered}$ | 504\% | 443 $84 \%$ | 397\% | 318\% | 579 84 | 740 $81 \%$ | 343 $80 \%$ | 523 83 | 280 84 | 758 80 | 509\% | $\begin{aligned} & 650 \\ & 88 \% \\ & N P \end{aligned}$ | ${ }^{503}$ | ${ }^{944} 8$ | ${ }^{678} 8$ | 1939 | 1026 ${ }^{82}$ |
| Environmental efforts | 1622 80 | 727 $76 \%$ | $\underset{\mathrm{B}}{895}$ | 503 ${ }_{80}$ | 420\% | 884\% | ${ }^{315} 79$ | 564\% | 719 $78 \%$ | 338\% | ${ }^{506} 80$ | 270 $81 \%$ | $749 \%$ | 472\% | $\begin{aligned} & \text { 646 } \\ & { }_{8 P} \% \end{aligned}$ | ${ }^{503}$ | 931\% | ${ }^{659} 79$ | 2088\% | 1010 $81 \%$ |
| Racial equality | ${ }^{1560}$ | ${ }_{72 \%}^{696}$ | $\begin{gathered} 865 \\ 86 \% \\ B \end{gathered}$ | 481\% | $\begin{gathered} 413 \\ 78 \% \end{gathered}$ | $\begin{gathered} 353 \\ 74 \% \end{gathered}$ | $\begin{gathered} 314 \\ 79 \% \end{gathered}$ | $\begin{gathered} 562 \\ 82 \% \\ 1 J \end{gathered}$ | ${ }^{688} 75$ | 311\% | ${ }_{78 \%}$ | $\begin{gathered} 268 \\ 81 \% \\ \mathrm{~m} \end{gathered}$ | 6974 | 441 70 | $\begin{aligned} & 634 \\ & 84 \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{gathered} 486 \\ \substack{76 \% \\ n} \end{gathered}$ | $874 \%$ | ${ }^{643} 78$ | ${ }^{185} 9$ | 977 78 |
| Gun violence | $1558$ | ${ }_{72 \%}^{69 \%}$ | $\begin{gathered} 868 \\ 81 \% \\ B \end{gathered}$ | $453$ | $\stackrel{409}{48 \%}$ | 371 ${ }^{78 \%}$ | $\begin{gathered} 324 \\ 81 \% \\ \mathrm{D} \end{gathered}$ | 520 76 | ${ }^{718} 78$ | 320 | $489 \%$ | $\begin{gathered} 263 \\ 79 \% \end{gathered}$ | 703 | 4588\% | $\begin{aligned} & 623 \\ & { }_{82 \%} \end{aligned}$ | 4788\% | ${ }^{883} 76$ | ${ }^{640} 78$ | ${ }^{178} 73$ | 972\% |
| Domestic violence | ${ }^{1546} 76 \%$ | 671 70 | $\begin{gathered} 874 \\ 82 \% \\ B \end{gathered}$ | ${ }^{467} 74$ | 406\% | ${ }^{376}$ | ${ }^{296} 74 \%$ | 525 | ${ }^{693} 76$ | 327 | $\begin{gathered} 495 \\ \hline \\ \hline \end{gathered}$ | $\begin{gathered} 266 \\ 80 \% \\ \mathrm{~m} \end{gathered}$ | 682\% | 463 $73 \%$ | $\begin{aligned} & 606 \\ & 80 \% \\ & \mathrm{~Np} \end{aligned}$ | 477\% | ${ }^{877} 7$ | ${ }^{626} 76$ | ${ }^{1689}$ | $\begin{gathered} 955 \\ \underset{S}{76 \%} \end{gathered}$ |
| Climate change | ${ }^{1514}$ | ${ }_{70 \%}^{671}$ | $\underset{\mathrm{B}}{842}$ | $\begin{gathered} 484 \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 413 \\ \begin{array}{c} 78 \% \\ \mathrm{fg} \end{array} \end{gathered}$ | ${ }^{338} 71 \%$ | 279\% | $\begin{aligned} & 550 \\ & 80 \% \\ & 1 \mathrm{~J} \end{aligned}$ | ${ }^{661} 72 \%$ | 303\% | ${ }^{453}$ | ${ }^{236}$ | $\underset{\substack{723 \\ 7 \\ k}}{ }$ | ${ }^{387}$ 61\% | $\begin{aligned} & 660 \\ & 87 \% \\ & N P \end{aligned}$ | $\begin{gathered} 467 \\ \underset{N}{73 \%} \end{gathered}$ | 870 | ${ }^{602}$ | $\underset{84 \%}{204}$ | 971\% |
| Sexual harassment | 1488\% | ${ }_{67 \%}^{647}$ | $\begin{gathered} 8418 \% \\ 8 \end{gathered}$ | $\stackrel{485}{77 \%}$ | 392\% | 327 $69 \%$ | ${ }^{283}$ | 522 | 659\% | 306\% | 4600 | 249\% | 676\% | 440\% | $\begin{aligned} & 597 \\ & { }_{7}^{97} \% \end{aligned}$ | 451 $70 \%$ | 8861 | ${ }^{5866}$ | ${ }^{172}$ | 937 75 |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
verlap formulae used.

Fielding Period: May $20-22,2020$
COVID-19
Weighted To The U.S. General Adult Population - Propensity
WAL12 Thinking about your life moving forward, how important are the following issues to you personally?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Gender equality | $\begin{gathered} 1478 \\ 73 \% \end{gathered}$ | $\begin{gathered} 657 \\ 68 \% \end{gathered}$ | $\begin{gathered} 821 \\ 77 \% \\ B \end{gathered}$ | 457 $73 \%$ | 401 $76 \%$ | $\begin{gathered} 331 \\ 69 \% \end{gathered}$ | $\begin{gathered} 289 \\ 72 \% \end{gathered}$ | $\begin{gathered} 519 \\ 76 \% \end{gathered}$ | $\begin{gathered} 669 \\ 73 \% \end{gathered}$ | 291\% | $449$ | 243 $73 \%$ | 682 $72 \%$ | 418 | $\begin{aligned} & 605 \\ & 80 \% \\ & N P \end{aligned}$ | $456$ | 852 | 590 | 187\% | 955 77 |
| Immigration | $\begin{gathered} 1403 \\ 69 \% \end{gathered}$ | $\begin{gathered} 617 \\ 64 \% \end{gathered}$ | $\begin{gathered} 787 \\ 73 \% \\ B \end{gathered}$ | 415 $66 \%$ | 376 $71 \%$ | $\begin{gathered} 329 \\ 69 \% \end{gathered}$ | 283 |  | 607 66 | 301 $70 \%$ | $448$ | 227 68 | 637 68 | 423 $67 \%$ | $535$ | $\begin{gathered} 446 \\ 69 \% \end{gathered}$ | 779 $68 \%$ | 579 | 170\% | 856 |
| Drug addiction | $\begin{gathered} 1379 \\ 68 \% \end{gathered}$ | $\begin{gathered} 623 \\ 65 \% \end{gathered}$ | $\begin{gathered} 757 \\ 71 \% \\ b \end{gathered}$ | $\begin{aligned} & 414 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 381 \\ & 72 \% \\ & \mathrm{dG} \end{aligned}$ | $\begin{gathered} 339 \\ \mathrm{~g} \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 246 \\ 62 \% \end{gathered}$ | $495$ | $\begin{aligned} & 603 \\ & 66 \% \end{aligned}$ | 282\% | $\begin{gathered} 437 \\ 69 \% \end{gathered}$ | $\begin{gathered} 230 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 630 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 407 \\ & 64 \% \end{aligned}$ | $552$ $\mathrm{NP}^{7}$ | $\begin{aligned} & 421 \\ & 65 \% \end{aligned}$ | 797\% | $\stackrel{548}{67 \%}$ | 1699\% | 8599 |
| LGBTQ rights | $\begin{gathered} 1145 \\ 56 \% \end{gathered}$ | $\begin{gathered} 504 \\ 52 \% \end{gathered}$ | $\begin{gathered} 641 \\ 60 \% \\ B \end{gathered}$ | $\begin{aligned} & 385 \\ & 61 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 327 \\ 62 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 234 \\ 49 \% \end{gathered}$ | $\begin{gathered} 198 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 418 \\ & 61 \% \\ & \text { ij } \end{aligned}$ | $498$ | $\begin{gathered} 228 \\ 53 \% \end{gathered}$ | $\begin{gathered} 370 \\ 59 \% \end{gathered}$ | $\begin{gathered} 173 \\ 52 \% \end{gathered}$ | $\begin{gathered} 528 \\ 56 \% \end{gathered}$ | $\begin{gathered} 278 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 516 \\ & 68 \% \\ & \text { NP } \end{aligned}$ | $\begin{aligned} & 350 \\ & 55 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{gathered} 657 \\ 57 \% \end{gathered}$ | $456$ | $\begin{aligned} & 153 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 748 \\ 60 \% \end{gathered}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Pare |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 Total (5/20)- | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| LGBTQ rights | ${ }_{44 \%}^{887}$ | $\begin{gathered} 456 \\ 48 \% \\ C \end{gathered}$ | 431 40 | 243 ${ }_{39}$ | $\begin{gathered} 201 \\ 38 \% \end{gathered}$ | $\begin{gathered} 243 \\ 51 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 201 \\ 50 \% \\ \mathrm{DE} \end{gathered}$ | ${ }^{2688}$ | $\begin{gathered} 419 \\ 46 \% \\ h \end{gathered}$ | $\underset{\substack{200 \\ 47 \% \\ h}}{ }$ | 262 $41 \%$ | 1588\% | 415 $44 \%$ | $\begin{aligned} & 355 \\ & 56 \% \\ & \text { OP } \end{aligned}$ | 240 $32 \%$ | $\begin{gathered} 293 \\ 45 \% \\ \hline \end{gathered}$ | 4936 | ${ }^{367} 45 \%$ | 917\% | 500 $40 \%$ |
| Drug addiction | ${ }_{3}^{653}$ | $\begin{gathered} 337 \\ { }_{c}^{35 \%} \end{gathered}$ | 315 ${ }^{29 \%}$ | $\underset{\mathrm{e}}{214}$ | ${ }_{28 \%}^{147}$ | $\begin{gathered} 139 \\ 29 \% \end{gathered}$ | $\begin{gathered} 154 \\ \begin{array}{c} 38 \% \\ E f \end{array} \end{gathered}$ | 1919 | $\begin{gathered} 315 \\ \substack{34 \% \\ h} \end{gathered}$ | 147 $34 \%$ | ${ }_{3196}$ | $\begin{gathered} 102 \\ 31 \% \end{gathered}$ | $312 \%$ | $\begin{gathered} 226 \\ 36 \% \\ \hline \end{gathered}$ | 205 27 | $\begin{gathered} 222 \\ 35 \% \\ \hline 0 \end{gathered}$ | ${ }_{31 \%}^{356}$ | ${ }_{3}^{275}$ | 75 $31 \%$ | 389 |
| Immigration | ${ }^{629} 31 \%$ | $\begin{gathered} 344 \\ 36 \% \\ \hline \end{gathered}$ | 285 27 | 213 $34 \%$ | ${ }^{152} 29$ | ${ }_{31}^{148}$ | ${ }^{117}$ 29\% | 1919 | $\begin{gathered} 310 \\ 34 \% \\ \mathrm{~h} \end{gathered}$ | 127 ${ }^{127}$ | ${ }^{184}{ }^{29 \%}$ | ${ }^{105} 3$ | 305 | 210\% | 222 $29 \%$ | ${ }^{197}$ 1\% | ${ }_{375}{ }_{3}$ | 2430\% | 74 $30 \%$ | $393 \%$ |
| Gender equality | ${ }_{253}^{27 \%}$ | $\begin{gathered} 303 \\ \underset{C}{32 \%} \end{gathered}$ | 251 $23 \%$ | $\stackrel{170}{27 \%}$ | ${ }^{127}$ 24\% | $\begin{gathered} 146 \\ 31 \% \end{gathered}$ | 110\% | ${ }_{24 \%}^{168}$ | 249 ${ }^{27}$ \% | $\begin{gathered} 137 \\ 32 \% \\ H \end{gathered}$ | ${ }_{29 \%}^{183}$ | 88\% | 260\% | $\begin{gathered} 215 \\ 34 \% \\ 0 \end{gathered}$ | 151 20 | $\begin{gathered} 187 \\ \underset{29 \%}{2} \end{gathered}$ | 302 26 | 233\% | 57 ${ }^{23 \%}$ | 293\% |
| Sexual harassment | $\stackrel{544}{27 \%}$ | $\begin{gathered} 313 \\ 33 \% \\ \hline \end{gathered}$ | ${ }_{221}^{231}$ | ${ }_{23}^{143}$ | ${ }_{26 \%}^{136}$ | $\begin{gathered} 150 \\ 31 \% \\ \text { D } \end{gathered}$ | ${ }_{216}^{116}$ | $\begin{gathered} 164 \\ 24 \% \end{gathered}$ | 2588\% | 122 ${ }^{29}$ | ${ }_{27}^{173}$ | 83\% | 266\% | $\begin{gathered} 193 \\ 30 \% \\ 0 \end{gathered}$ | ${ }^{159} 21 \%$ | $\begin{gathered} 192 \\ 30 \% \\ 0 \end{gathered}$ | 293\% | 237 | 729\% | 311 $25 \%$ |
| Climate change | ${ }_{25 \%}^{518}$ | $\begin{gathered} 289 \\ 30 \% \\ C \end{gathered}$ | 229 $21 \%$ | ${ }^{144}$ | ${ }^{115}$ | $\underset{\mathrm{e}}{139}$ | $\begin{gathered} 120 \\ 30 \% \\ \text { de } \end{gathered}$ | ${ }^{136} 20 \%$ | $\begin{gathered} 256 \\ \underset{H}{28 \%} \end{gathered}$ | $\underset{H}{126}{ }_{H}^{29 \%}$ | $\begin{gathered} 179 \\ 28 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{96} 9$ | 219 23 | $\begin{aligned} & 246 \\ & 39 \% \\ & \text { OP } \end{aligned}$ | 97 $13 \%$ | $\begin{gathered} 176 \\ 27 \% \\ 0 \% \end{gathered}$ | 284\% | 220 27 | 40 $16 \%$ | $\underset{\substack{277 \\ \mathrm{~s}}}{27}$ |
| Domestic violence | ${ }^{486}$ | $\begin{gathered} 289 \\ 30 \% \\ C \end{gathered}$ | 198\% | 160 ${ }^{16 \%}$ | ${ }^{122} 23$ | 101\% | 104 | 161 $24 \%$ | 224\% | 101 24 | ${ }^{137}$ | ${ }^{66}$ 20\% | $\begin{gathered} 260 \\ 28 \% \\ \mathrm{Kl} \end{gathered}$ | $\begin{gathered} 170 \\ 27 \% \\ 0 \end{gathered}$ | 151 | $\begin{gathered} 165 \\ \text { 26\% } \\ 0 \end{gathered}$ | 277 ${ }_{2}$ | ${ }^{196}$ 24\% | 76 31\% | ${ }_{293}^{24 \%}$ |
| Gun violence | ${ }_{23 \%}^{474}$ | $\begin{gathered} 270 \\ 28 \% \\ \mathrm{C} \end{gathered}$ | $\stackrel{204}{19 \%}$ | $\begin{gathered} 174 \\ 28 \% \\ \text { eG } \end{gathered}$ | ${ }_{22 \%}^{119}$ | ${ }_{22 \%}^{106}$ | $\begin{aligned} & 75 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 166 \\ 24 \% \end{gathered}$ | ${ }_{22}^{199}$ | 109 | ${ }_{23}^{143}$ | ${ }_{21}^{68}$ | $\begin{gathered} 240 \\ 25 \% \end{gathered}$ | $\begin{gathered} 175 \\ 28 \% \\ \hline 8 \end{gathered}$ | $\begin{gathered} 133 \\ 18 \% \end{gathered}$ | $\begin{gathered} 165 \\ \underset{0}{26 \%} \end{gathered}$ | $\begin{gathered} 271 \\ 24 \% \end{gathered}$ | ${ }_{22 \%}^{183}$ | ${ }^{66}$ 27\% | ${ }^{276}$ |
| Racial equality | 472 ${ }_{23}$ | $\begin{gathered} 265 \\ \underset{C}{88 \%} \end{gathered}$ | 207\% | 147 ${ }^{14}$ | ${ }^{115}$ | 124\% | ${ }^{86} \%$ | 125 | $\begin{gathered} 229 \\ { }_{H}^{25 \%} \end{gathered}$ | $\begin{gathered} 118 \\ { }_{27} \mathrm{H}^{2} \end{gathered}$ | ${ }^{141}$ | ${ }_{19}^{64}$ | $\stackrel{246}{26 \%}$ | $192$ Op | $\stackrel{122}{16 \%}$ | $\begin{gathered} 157 \\ 24 \% \\ 0 \end{gathered}$ | 280\% | 180 $22 \%$ | 59\% | 271 22 |
| Environmental efforts | 410 | $\begin{gathered} 234 \\ 24 \% \\ \mathrm{C} \end{gathered}$ | 177 ${ }_{16 \%}$ | ${ }^{125}$ | ${ }^{108}$ | 94\% | ${ }^{84}$ | 122 18 | ${ }^{198}{ }_{22}$ | 900 | ${ }^{127} 20$ | ${ }^{62} 9$ | 193\% | $\begin{gathered} 161 \\ 25 \% \\ 0 \% \end{gathered}$ | $\stackrel{110}{15 \%}$ | $\begin{gathered} 140 \\ 20 \% \\ 0 \end{gathered}$ | 223 ${ }_{19}$ | 171 ${ }_{21}$ | ${ }^{36}$ | ${ }^{238}$ |
| Poverty | $\begin{gathered} 370 \\ 18 \% \end{gathered}$ | $\begin{gathered} 213 \\ 213 \% \\ \mathrm{C} \end{gathered}$ | $\stackrel{157}{\stackrel{15 \%}{15}}$ | ${ }_{20 \%}^{124}$ | $\begin{aligned} & 85 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | 810\% | $\begin{gathered} 107 \\ 16 \% \end{gathered}$ | ${ }_{19 \%}^{177}$ | 20\% | $\begin{gathered} 109 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 184 \\ 20 \% \end{gathered}$ | $\begin{gathered} 124 \\ 20 \% \\ 0 \end{gathered}$ | $\stackrel{106}{14 \%}$ | $\begin{gathered} 140 \\ 22 \% \\ 0 \end{gathered}$ | $\begin{gathered} 210 \\ 18 \% \end{gathered}$ | $\begin{gathered} 145 \\ 18 \% \end{gathered}$ | 51\% | 222 18 |
| Hunger | ${ }^{318} 18$ | $\begin{gathered} 175 \\ 18 \% \\ C \end{gathered}$ | $\stackrel{143}{13 \%}$ | $\begin{aligned} & 98 \\ & 16 \% \end{aligned}$ | ${ }^{78}{ }^{15}$ | $\begin{aligned} & 71 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 14 \% \end{aligned}$ | 152 | 16\% | $\begin{aligned} & 83 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 173 \\ 18 \% \\ K \end{gathered}$ | $\begin{gathered} 115 \\ 18 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 97 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 106 \\ 17 \% \end{gathered}$ | $\stackrel{175}{15 \%}$ | $\begin{gathered} 127 \\ 15 \% \end{gathered}$ | 51\% | 202 ${ }_{16}$ |
| Job creation | 304 $15 \%$ | $\begin{gathered} 158 \\ 16 \% \end{gathered}$ | $\underset{14 \%}{146}$ | $\begin{gathered} 112 \\ 18 \% \\ \text { EF } \end{gathered}$ | 56\% | 53\% | $\begin{aligned} & 83 \\ & 21 \% \\ & { }^{1 \%} \% \end{aligned}$ | 90 $13 \%$ | $\begin{gathered} 170 \\ 19 \% \\ \mathrm{HJ} \end{gathered}$ | 10\% | 90\% | 43 $13 \%$ | 150 $16 \%$ | 14\% | ${ }^{116} 15$ | 99\% | $\stackrel{153}{13 \%}$ | 140 $17 \%$ | 29 $12 \%$ | 181 $14 \%$ |
| Education | 2999\% | $\begin{gathered} 172 \\ \\ \\ \hline 18 \% \end{gathered}$ | ${ }^{126} 12 \%$ | 14\% | 60 $11 \%$ | 75\% | $\begin{aligned} & 75 \\ & { }^{19 \%} \\ & \text { E } \end{aligned}$ | 81 $12 \%$ | $\begin{gathered} 156 \\ \stackrel{17 \%}{\mathrm{H}} \end{gathered}$ | ${ }_{14 \%}$ | $\stackrel{104}{16 \%}$ | 49\% | 122 13 | $\begin{gathered} 127 \\ \text { 20 } 20 \\ \text { OP } \end{gathered}$ | 81\% | 914\% | ${ }_{13}^{145}$ | $\begin{gathered} 141 \\ \mathrm{Q} \\ \hline 17 \% \end{gathered}$ | 39 $16 \%$ | ${ }_{1}^{168} 13$ |
| Supporting veterans | 2814\% | $\begin{gathered} 169 \\ \substack{18 \% \\ C} \end{gathered}$ | 112\% | $\begin{gathered} 143 \\ { }_{23}{ }^{23} \% \\ \mathrm{EFG} \end{gathered}$ | $\begin{aligned} & 67 \\ & 13 \% \\ & \text { G } \end{aligned}$ | $\begin{gathered} 49 \\ 10 \% \\ \mathrm{~g} \end{gathered}$ | 21 5 \% | $\begin{gathered} 104 \\ 15 \% \\ j \end{gathered}$ | $\begin{aligned} & 139 \\ & 15 \% \\ & \hline \end{aligned}$ | ${ }^{37} \%$ | 78\% | 54 $16 \%$ | 134 $14 \%$ | 71\% | $\begin{gathered} 121 \\ \substack{6 \% \\ \mathrm{n}} \end{gathered}$ | 89\% | 144\% | 122\% | $\begin{gathered} 50 \\ 20 \% \\ t \end{gathered}$ | 189\% |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Fielding Period: May $20-22,2020$
COVID-19
Weighted To The U.S. General Adult Population - Propensity
WAL12 Thinking about your life moving forward, how important are the following issues to you personally?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\underset{\text { Leisure }}{\text { Leiser }}$ Travelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 Total (5/20)- | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Supporting small business | $\begin{gathered} 262 \\ 13 \% \end{gathered}$ | $\begin{gathered} 156 \\ 16 \% \\ C \end{gathered}$ | $\begin{gathered} 105 \\ 10 \% \end{gathered}$ | $\begin{gathered} 121 \\ 19 \% \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 77 \\ & 15 \% \\ & \text { fG } \end{aligned}$ | $4_{9}^{9}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 131 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 128 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 138 \\ 12 \% \end{gathered}$ | 113 $14 \%$ | 57 23\% \% | 174 14 |
| Data privacy | ${ }_{12 \%}^{246}$ | $\begin{gathered} 126 \\ 13 \% \end{gathered}$ | $\begin{gathered} 120 \\ 11 \% \end{gathered}$ | $\begin{gathered} 117 \\ 19 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 64 \\ & 12 \% \\ & \mathrm{~F} \end{aligned}$ | ${ }^{30} 6 \%$ | ${ }^{36} 9 \%$ | $\begin{aligned} & 84 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 123 \\ 13 \% \end{gathered}$ | 409\% | $\begin{aligned} & 89 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 105 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 101 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 126 \\ 11 \% \end{gathered}$ | $\begin{gathered} 102 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 165 \\ 13 \% \end{gathered}$ |
| Good health and well being | $185{ }_{9}$ | $\begin{gathered} 117 \\ 12 \% \\ \mathrm{C} \end{gathered}$ | ${ }^{68}{ }_{6}$ | $\begin{gathered} 106 \\ 17 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 43 \\ { }_{\mathrm{G}} \% \end{gathered}$ | ${ }^{27} \%$ | 2\% | ${ }_{64}^{9 \%}$ | $\begin{aligned} & 94 \\ & 10 \% \\ & j \end{aligned}$ | ${ }_{6}^{26}$ | ${ }_{98}^{9}{ }_{\text {\% }}$ | ${ }^{28} 8$ | 90\% | $59 \%$ | 72 $10 \%$ | 54\% | $\begin{gathered} 111 \\ 10 \% \end{gathered}$ | 64\% | 29\% | 136 $11 \%$ |
| Access to healthcare | ${ }_{9 \%}^{179}$ | $\begin{gathered} 114 \\ 12 \% \\ \mathrm{C} \end{gathered}$ | $6_{6 \%}$ | $\begin{gathered} 96 \\ 15 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 46 \\ & 9 \% \\ & \mathrm{fg} \end{aligned}$ | 22 5 | 16 $4 \%$ | 66 $10 \%$ |  | 32\% | 47\% | 32 10 | ${ }^{85} 9$ | 63 $10 \%$ | $44 \%$ | 72 $11 \%$ | $\stackrel{97}{8 \%}$ | ${ }_{89}{ }^{\circ}$ | 34 $14 \%$ | 124 $10 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

## WAL12_19 Thinking about your life moving forward, how important are the following issues to you personally?

 LGBTQ rightsBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$501 } \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | ${ }^{1145} 5$ | $\begin{aligned} & 504 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 641 \\ 60 \% \\ B \end{gathered}$ | $\begin{aligned} & 385 \\ & 61 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 327 \\ & 62 \% \\ & \mathrm{FG} \end{aligned}$ | ${ }_{49 \%}^{234}$ | $\begin{aligned} & 198 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 418 \\ \begin{array}{c} 41 \% \\ i j \end{array} \end{gathered}$ | $498$ | ${ }^{228} 5$ | $\begin{aligned} & 370 \\ & \hline 59 \% \end{aligned}$ | $\begin{gathered} 173 \\ 52 \% \end{gathered}$ | $\begin{gathered} 528 \\ 56 \% \end{gathered}$ | 278 $44 \%$ | $\begin{aligned} & 516 \\ & 68 \% \\ & \text { NP } \end{aligned}$ | $\begin{aligned} & 350 \\ & 55 \% \\ & N \end{aligned}$ | $\begin{gathered} 657 \\ 57 \% \end{gathered}$ | ${ }^{456}$ | ${ }_{6}^{153}$ | $\begin{gathered} 748 \\ 60 \% \end{gathered}$ |
| Very important | $523{ }_{26}$ | $\stackrel{242}{25 \%}$ | 281 ${ }_{26}$ | $\begin{gathered} 187 \\ 30 \% \\ \text { SG } \end{gathered}$ | 142 ${ }_{2}$ | 111 $23 \%$ | 84\% | $\begin{gathered} 219 \\ 32 \% \\ 1 . J \end{gathered}$ | 213 $23 \%$ | 91\% | $\begin{gathered} 185 \\ \% \\ \hline 29 \% \end{gathered}$ | 75\% | 232\% | 101 $16 \%$ | $\begin{aligned} & 260 \\ & 34 \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{aligned} & 162 \\ & { }_{25 \%}^{N} \end{aligned}$ | 290\% | 217 26 | $\begin{aligned} & 85 \\ & 35 \% \\ & t \end{aligned}$ | ${ }^{347}$ 28\% |
| Somewhat important | ${ }^{621} 31 \%$ | ${ }_{262}^{26 \%}$ | $\begin{gathered} 360 \\ 34 \% \\ B \end{gathered}$ | 1988\% | $\begin{gathered} 185 \\ \stackrel{3}{5} \% \\ \hline \end{gathered}$ | ${ }_{26 \%}^{123}$ | ${ }_{29 \%}^{115}$ | ${ }^{1999}$ | ${ }^{285}$ | 137 ${ }^{13}$ | - ${ }^{185}$ | 980\% | 2966 | 177 ${ }^{28 \%}$ | $\begin{gathered} 257 \\ 34 \% \\ \mathrm{n} \end{gathered}$ | 188\% | ${ }_{368}{ }^{3}$ | 2399\% | ${ }^{68}{ }^{2} \%$ | 401 $32 \%$ |
| Not At All/Not Very Important (Net) | ${ }_{44 \%}^{887}$ | $\begin{gathered} 456 \\ { }_{4}^{88 \%} \end{gathered}$ | $\begin{gathered} 431 \\ 40 \% \end{gathered}$ | 2439 | ${ }_{38 \%}^{201}$ | $\begin{aligned} & 243 \\ & 51 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 201 \\ 50 \% \\ \text { DE } \end{gathered}$ | ${ }_{39}^{268}$ | $\begin{gathered} 419 \\ 46 \% \\ h \end{gathered}$ | $\begin{gathered} 200 \\ 47 \% \\ h \end{gathered}$ | $\stackrel{262}{41 \%}$ | $\begin{gathered} 158 \\ 48 \% \end{gathered}$ | 415 | $\begin{aligned} & 355 \\ & 56 \% \\ & 0 . \end{aligned}$ | 240 $32 \%$ | $\begin{gathered} 293 \\ 45 \% \\ \hline \end{gathered}$ | $4{ }_{43}{ }^{6}$ | ${ }^{367} 45$ | 91\% | 500 $40 \%$ |
| Not very important | 410 $20 \%$ | $\underset{\mathrm{C}}{219}$ | 192 ${ }_{18}$ | 114\% | $\xrightarrow{109}$ | ${ }_{24}^{112}$ | 75 $19 \%$ | ${ }^{136} 20 \%$ | ${ }^{194}$ | 80 $19 \%$ | 115 ${ }^{18}$ | 76 ${ }^{73}$ | 192\% | 135 ${ }^{21 \%}$ | 132 17 | 143 $22 \%$ | 232 $20 \%$ | ${ }^{167}$ | 20\% | 245 |
| Not at all important | ${ }_{23 \%}^{477}$ | $\begin{gathered} 238 \\ 25 \% \end{gathered}$ | $\stackrel{240}{22 \%}$ | $\stackrel{129}{21 \%}$ | $\begin{aligned} & 91 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & \begin{array}{l} 27 \% \\ d E \end{array} \end{aligned}$ | $\begin{aligned} & 126 \\ & 32 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 132 \\ 19 \% \end{gathered}$ | $\begin{gathered} 225 \\ \stackrel{25}{\mathrm{~h}} \mathrm{~h} \end{gathered}$ | $\begin{gathered} 120 \\ \underset{H}{28 \%} \end{gathered}$ | ${ }^{147}$ | 83\% | $\begin{gathered} 223 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 220 \\ & 35 \% \\ & \text { OP } \end{aligned}$ | $\begin{gathered} 108 \\ 14 \% \end{gathered}$ | $\begin{gathered} 149 \\ \underset{0}{23} \% \end{gathered}$ | ${ }_{23 \%}^{264}$ | $\begin{gathered} 200 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 42 \% \\ & 17 \% \end{aligned}$ | 255 20 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

## WAL12_20 Thinking about your life moving forward, how important are the following issues to you personally?

 ImmigrationBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $\begin{aligned} & 1403 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 617 \\ 64 \% \end{gathered}$ | $\begin{gathered} 787 \\ 78 \% \\ B \end{gathered}$ | $415$ | ${ }_{71 \%}^{376}$ | $\begin{gathered} 329 \\ 69 \% \end{gathered}$ | ${ }_{71 \%}^{283}$ | $492 \%$ | $\begin{gathered} 607 \\ 66 \% \end{gathered}$ | 301 70 | ${ }_{6}^{448}$ | $\underset{68 \%}{227}$ | $\begin{aligned} & 637 \\ & 68 \% \end{aligned}$ | ${ }_{6}^{423} \%$ | $535$ | $\begin{gathered} 446 \\ 69 \% \end{gathered}$ | $\begin{gathered} 779 \\ 68 \% \end{gathered}$ | $\begin{gathered} 579 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 856 \\ 69 \% \end{gathered}$ |
| Very important | 6944\% | $\begin{gathered} 303 \\ 32 \% \end{gathered}$ | $3{ }^{391}$ | ${ }^{188} 8$ | 179 $34 \%$ | ${ }^{168} 3$ | $\begin{gathered} 161 \\ 40 \% \\ \mathrm{D} \end{gathered}$ | $\stackrel{248}{36 \%}$ | 277 30 | 169 40 1 | $\begin{gathered} 264 \\ \% \\ \hline \\ \hline 1 \mathrm{M} \end{gathered}$ | $\stackrel{113}{34 \%}$ | ${ }_{267}^{267}$ | 216 34 | 264 ${ }_{3}$ | 215 ${ }_{3}$ | 3959 | ${ }^{275} 3$ | 83 $34 \%$ | 406 33 |
| Somewhat important | 709\% | 313 33 | 396\% | 228 ${ }_{36}$ | ${ }^{198}$ | ${ }^{162}$ | ${ }^{122} 31 \%$ | ${ }^{247} 36$ | 3330 | 132 ${ }^{1} 1$ | 184\% | 114\% | $\begin{gathered} 370 \\ 39 \% \\ K \end{gathered}$ | 207 33 | 271 36 | 231 ${ }^{36 \%}$ | 3834 ${ }_{3}$ | 305\% | 876\% | 450\% |
| Not At All/Not Very Important (Net) | ${ }_{31 \%}^{629}$ | $\begin{gathered} 344 \\ 36 \% \\ C \end{gathered}$ | 285 27 | $\begin{gathered} 213 \\ 34 \% \end{gathered}$ | $\begin{gathered} 152 \\ 29 \% \end{gathered}$ | ${ }_{31 \%}^{148}$ | ${ }_{29 \%}^{117}$ | 191 28 | $\begin{gathered} 310 \\ 34 \% \\ \mathrm{~h} \end{gathered}$ | 127 ${ }^{127}$ | $\begin{array}{r} 184 \\ 6 \end{array}$ | 105 $32 \%$ | 305 32 | 210 33 | 222 29 | ${ }_{31 \%}^{197}$ | ${ }_{3}^{375}$ | 243 $30 \%$ | 74 $30 \%$ | 393 $31 \%$ |
| Not very important | ${ }_{235}$ | $\begin{gathered} 249 \\ 26 \% \\ C \end{gathered}$ | 187\% | 144\% | ${ }^{108} 8$ | ${ }^{105}$ | 79\% | 123 | $\begin{gathered} 232 \\ 25 \% \\ \mathrm{Hj} \end{gathered}$ | 80\% | ${ }^{126}$ | 83\% | 203 ${ }_{2}$ | 130 | 161\% | 144 | ${ }_{2}^{269 \%}$ | 1620 | 20\% | ${ }^{283}$ 23\% |
| Not at all important | 193\% | ${ }^{95}$ | ${ }_{98}^{9}{ }^{\%}$ | ${ }^{68} 11 \%$ | 44\% | 43\% | 38 $10 \%$ | ${ }^{68} 10$ | ${ }^{78} 9$ | ${ }_{11}^{47}$ | ${ }^{58}{ }_{9}$ | 22\% | ${ }^{102} 11 \%$ | $\begin{aligned} & 80 \\ & 13 \% \\ & 130 \end{aligned}$ | ${ }_{80}^{6 \%}$ | ${ }^{53} 8$ | ${ }^{106} 9$ | 81 $10 \%$ | ${ }^{25} 10 \%$ | ${ }^{110} 9$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 0 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_21 Thinking about your life moving forward, how important are the following issues to you personally?

Climate change
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | ${ }^{1514} 75 \%$ | $\begin{gathered} 671 \\ 70 \% \end{gathered}$ | $\underset{\mathrm{B}}{842}$ | $\begin{gathered} 484 \\ 97 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 413 \\ \begin{array}{c} 78 \% \\ \mathrm{fg} \end{array} \end{gathered}$ | $338$ | $\begin{gathered} 279 \\ 70 \% \end{gathered}$ | $\begin{gathered} 550 \\ 80 \% \\ 1 . j \end{gathered}$ | $\begin{gathered} 661 \\ 72 \% \end{gathered}$ | 303 $71 \%$ | $\stackrel{453}{72 \%}$ | ${ }^{236}$ | $\begin{gathered} 723 \\ 7 \% \% \\ k \end{gathered}$ | ${ }_{61 \%}^{387}$ | $\begin{aligned} & 660 \\ & { }_{87}{ }^{2} \% \end{aligned}$ | $\begin{gathered} 467 \\ 7_{N}^{3} \% \\ \hline \end{gathered}$ | 870 | ${ }_{73}^{602}$ | $\stackrel{804}{84}$ | 971 78 |
| Very important | $\stackrel{867}{43 \%}$ | $\begin{gathered} 385 \\ 40 \% \end{gathered}$ | 482 | 268 ${ }^{43 \%}$ | $\begin{array}{r} 237 \\ 45 \% \end{array}$ | $\begin{gathered} 203 \\ 43 \% \end{gathered}$ | $\begin{gathered} 159 \\ 40 \% \end{gathered}$ | $\begin{gathered} 320 \\ 47 \% \\ 1 \end{gathered}$ | 361 $39 \%$ | 186 ${ }^{18}$ | . ${ }^{259}$ 41\% | 150 45 | $402 \%$ | 203 $32 \%$ | $\begin{aligned} & 411 \\ & 54 \% \\ & \mathrm{NP} \end{aligned}$ | $\underset{n}{253} \underset{n}{29 \%}$ | 490 | 3599\% | 134 5 5 T | ${ }^{557} 45 \%$ |
| Somewhat important | ${ }_{32 \%}$ | 287\% | 3600 34 | ${ }^{215} 34$ | ${ }_{3}^{176}$ | ${ }^{135}$ | 120\% | 230 33 | 300 | 117 $27 \%$ | - ${ }^{194} 1{ }^{1}$ | 86\% | 321\% | 184\% | ${ }_{3}^{248}$ | 214 31 | ${ }^{380} 3$ | 2430 | 70\% | 413 3 |
| Not At All/Not Very Important (Net) | ${ }_{25 \%}^{518}$ | $\begin{gathered} 289 \\ 30 \% \\ C \end{gathered}$ | ${ }_{21 \%}^{229}$ | ${ }_{23 \%}^{144}$ | ${ }_{22 \%}^{115}$ | $\underset{\mathrm{e}}{\stackrel{139}{29}}$ | $\begin{gathered} 120 \\ 30 \% \\ \text { de } \end{gathered}$ | $\begin{gathered} 136 \\ 20 \% \end{gathered}$ | $\stackrel{256}{28 \%} \underset{H}{28 \%}$ | $\underset{H}{126}{ }_{H}^{29 \%}$ | $\begin{gathered} 179 \\ 0 \quad 28 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{96} 9$ | 219 23 | $\begin{aligned} & 246 \\ & 39 \% \\ & \text { OP } \end{aligned}$ | 97 $13 \%$ | $\begin{gathered} 176 \\ 20 \% \\ 2 \% \end{gathered}$ | 284 25 | 220 27 | 40\% | $\underset{\substack{277 \\ \mathrm{~s}}}{ }$ |
| Not very important | 294\% | $\begin{gathered} 160 \\ 17 \% \\ c \end{gathered}$ | ${ }^{135} 13 \%$ | 91 15 | 76 $14 \%$ | 72 $15 \%$ | 55 | 12\% | 147 ${ }_{16 \%}$ | 65\% | - ${ }^{95}$ | $\begin{aligned} & \text { 206\% } \\ & \text { 20\%\% } \end{aligned}$ | 128 $14 \%$ | $\begin{gathered} 126 \\ 00 \% \\ 0 \mathrm{Op} \end{gathered}$ | ${ }^{78} 10 \%$ | 91\% | ${ }^{169}$ | 121 15 | 27\% | $\stackrel{177}{14 \%}$ |
| Not at all important | $\stackrel{224}{11 \%}$ | $\begin{gathered} 129 \\ \underset{C}{139} \% \end{gathered}$ | 95 | 53\% | ${ }^{39} \%$ | 67 $14 \%$ DE | $\begin{aligned} & 65 \\ & 16 \% \\ & \text { DE } \end{aligned}$ | 54\% | $\begin{gathered} 109 \\ \text { 122\% } \\ \mathrm{h} \end{gathered}$ | ${ }_{\substack{61 \\ 14 \% \\ H}}$ | $\begin{aligned} & 85 \\ & \begin{array}{l} 13 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 319 | 92\% | $\begin{aligned} & 120 \\ & 19 \% \\ & 19 \mathrm{PP} \end{aligned}$ | ${ }^{19} 3$ | $\begin{aligned} & 84 \\ & 13 \% \\ & \end{aligned}$ | 114\% | 100 $12 \%$ | 13 5 | ${ }^{100} 8$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399 $100 \%$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 429 | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

## WAL12_22 Thinking about your life moving forward, how important are the following issues to you personally?

 Drug addictionBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$501 } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $\begin{array}{r} 1379 \\ 68 \% \end{array}$ | $\begin{aligned} & 623 \\ & 65 \% \end{aligned}$ | $\underset{\substack{757 \\ b}}{\substack{\text { b }}}$ | $\begin{gathered} 414 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 381 \\ & 72 \% \\ & \mathrm{dG} \end{aligned}$ | $\begin{gathered} 339 \\ 71 \% \\ 9 \end{gathered}$ | $\begin{gathered} 246 \\ 62 \% \end{gathered}$ | $\underset{i}{495}$ | $\begin{aligned} & 603 \\ & 66 \% \end{aligned}$ | ${ }_{66 \%}^{282}$ | $\begin{gathered} 437 \\ 6 \\ 69 \% \end{gathered}$ | ${ }_{69 \%}^{230}$ | $\begin{gathered} 630 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 407 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 552 \\ & 73 \% \\ & N P \end{aligned}$ | $\begin{aligned} & 421 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 797 \\ 69 \% \end{gathered}$ | ${ }_{67 \%}^{548}$ | ${ }_{69 \%}^{169}$ | ${ }^{859} 9$ |
| Very important | ${ }_{38}^{778}$ | $325{ }^{34 \%}$ | $\begin{gathered} 453 \\ 42 \% \\ B \end{gathered}$ | 220 ${ }^{35 \%}$ | $\begin{gathered} 210 \\ 40 \% \end{gathered}$ | 196 $41 \%$ | 154 ${ }^{18}$ | $\stackrel{283}{41 \%}$ | $322 \%$ | 173 $40 \%$ | $\begin{gathered} 278 \\ \% \\ \hline \end{gathered}$ | ${ }^{127} 3$ | 329 ${ }^{35}$ | 239 ${ }^{38}$ | $\begin{gathered} 316 \\ \underset{\mathrm{p}}{32 \%} \end{gathered}$ | 223 35 | 457 | 301 | 92\% | 467\% |
| Somewhat important | 601 $30 \%$ | ${ }^{297}{ }^{31 \%}$ | 304 ${ }^{28 \%}$ | $\begin{gathered} 195 \\ \underset{\mathrm{~g}}{ } \mathrm{~g} \% \end{gathered}$ | $\begin{gathered} 171 \\ 32 \% \\ G \end{gathered}$ | 143 ${ }^{10}$ | 923\% | 211\% | 281\% | 109 $25 \%$ | - ${ }^{158}{ }^{25}$ | $\stackrel{104}{31 \%}$ | $\begin{gathered} 301 \\ 32 \% \\ K \end{gathered}$ | 1688\% | 235 31 | ${ }^{197}$ 31\% | $3{ }_{30}{ }_{3}$ | ${ }_{30 \%}^{247}$ | 77\% | 392 $31 \%$ |
| Not At All/Not Very Important (Net) | ${ }_{3}^{653}$ | $\underset{c}{337} \underset{c}{33 \%}$ | ${ }^{315} 29 \%$ | $\underset{e}{214} \underset{e}{214}$ | ${ }^{147} 28$ | 139\% | $\begin{gathered} 154 \\ \begin{array}{c} 38 \% \\ E f \end{array} \end{gathered}$ | 1919 | $\begin{gathered} 315 \\ 34 \% \\ h \end{gathered}$ | 147 $34 \%$ | ${ }_{31 \%}^{196}$ | ${ }^{102} 31 \%$ | 312 33\% | $\begin{gathered} 226 \\ \underset{06 \%}{ } \end{gathered}$ | 205\% | $\begin{gathered} 222 \\ 35 \% \end{gathered}$ | ${ }^{356} 31 \%$ | ${ }_{3}^{275}$ | 75 $31 \%$ | 389 |
| Not very important | ${ }^{345} 17 \%$ | ${ }_{18}^{174}$ | 171 $16 \%$ | $\begin{gathered} \text { 122 } \\ \text { 19\% } \\ \hline \end{gathered}$ | 72 $14 \%$ | 70\% | $\begin{aligned} & 800 \\ & 20 \% \\ & e \end{aligned}$ | 91 $13 \%$ | $\begin{gathered} 176 \\ { }_{19} \\ H \end{gathered}$ | 78 18 | - ${ }^{97}$ | ${ }^{66}$ 20\% | $\stackrel{157}{17 \%}$ | 114 $18 \%$ | 107 $14 \%$ | $\begin{gathered} 124 \\ 19 \% \\ 0 \end{gathered}$ | ${ }^{188}{ }_{16}$ | ${ }_{18}^{147}$ | 30 $12 \%$ | ${ }^{207}$ |
| Not at all important | $\stackrel{307}{15 \%}$ | 163 $17 \%$ | 144 $13 \%$ | 91 15 | 75 $14 \%$ | 14\% | 73 $18 \%$ | $\begin{gathered} 100 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 15 \% \end{aligned}$ | ${ }^{69} 16$ | ${ }^{98} 16 \%$ | ${ }^{36} 11 \%$ | $\begin{gathered} 155 \\ 16 \% \\ 1 \end{gathered}$ | $\begin{gathered} 112 \\ 18 \% \\ 0 \end{gathered}$ | 97 $13 \%$ | ${ }^{98}{ }^{15}$ | ${ }_{169}^{15 \%}$ | $\begin{gathered} 128 \\ 16 \% \end{gathered}$ | 18\% | 182\% |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_23 Thinking about your life moving forward, how important are the following issues to you personally?

 Gender equalityBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$501 } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $1478$ | $\begin{gathered} 657 \\ 68 \% \end{gathered}$ | $\underset{B}{821}$ | $457$ | $\begin{aligned} & 401 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 331 \\ & 69 \% \end{aligned}$ | $\stackrel{289}{72 \%}$ | ${ }_{76 \%}^{519}$ | ${ }_{73 \%}^{669}$ | 291 68 | $\stackrel{449}{71 \%}$ | $243$ | ${ }^{682}$ | $\begin{gathered} 418 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 605 \\ & 80 \% \\ & \text { NP } \end{aligned}$ | $456$ | ${ }_{74 \%}^{852}$ | $590$ | 187\% | 955 77 |
| Very important | 820 | $3{ }^{360} 38$ | $\begin{gathered} 460 \\ 43 \% \\ b \end{gathered}$ | ${ }^{264} 42$ | $\underset{f}{235}$ | ${ }_{36}^{174}$ | ${ }^{146}$ | $\begin{gathered} 326 \\ 48 \% \\ 15 \end{gathered}$ | ${ }^{338} 3$ | 156 ${ }_{36}$ | 245 ${ }^{39}$ | ${ }^{127} 3$ | 383 $41 \%$ | ${ }^{205}$ | $\begin{gathered} 394 \\ 52 \% \\ \text { NP } \end{gathered}$ | 221 34 | 4814\% | ${ }_{318}{ }^{39 \%}$ | 122\% | 560 45 |
| Somewhat important | ${ }_{32}^{659}$ | ${ }_{31 \%}^{297}$ | 361 $34 \%$ | ${ }_{3193}^{193}$ | ${ }_{3165}^{165}$ | ${ }_{33}^{157}$ | ${ }_{36}^{143} \%$ | $\begin{gathered} 193 \\ 28 \% \end{gathered}$ | $\begin{gathered} 331 \\ \underset{H}{36 \%} \end{gathered}$ | 135 ${ }^{13}$ | $\text { \% }{ }_{6}^{204}$ | ${ }^{116} 3$ | 2999\% | 213 34 | 211\% | $\begin{gathered} 235 \\ 37 \% \\ 0 \end{gathered}$ | ${ }_{3}^{371}$ | ${ }_{3}^{273}$ | ${ }_{25}^{65}$ | $395{ }_{3}$ |
| Not At All/Not Very Important (Net) | ${ }_{27 \%}^{553}$ | $\begin{gathered} 303 \\ \underset{C}{32 \%} \end{gathered}$ | 251 $23 \%$ | ${ }_{270}^{170}$ | $\begin{gathered} 127 \\ 24 \% \end{gathered}$ | ${ }_{31 \%}^{146}$ | $\begin{gathered} 110 \\ 28 \% \end{gathered}$ | $\begin{gathered} 168 \\ 24 \% \end{gathered}$ | ${ }_{27}^{249}$ | $\underset{{ }_{3}^{2}}{137}$ | $\begin{array}{r} 183 \\ 6 \\ \hline \end{array}$ | ${ }_{28}^{87}$ | 260\% | $\begin{gathered} 215 \\ 34 \% \\ 0 \end{gathered}$ | 151 20 | $\begin{gathered} 187 \\ \underset{O}{29 \%} \end{gathered}$ | 302 26 | 233 ${ }^{28 \%}$ | 57 ${ }^{3} \%$ | 293\% |
| Not very important | ${ }^{323} 16$ | $\begin{gathered} 175 \\ 18 \% \\ c \end{gathered}$ | $\stackrel{149}{14 \%}$ | 107\% | 74 $14 \%$ | 817\% | 61 $15 \%$ | $\stackrel{102}{15 \%}$ | 156\% | 15\% | 101 $16 \%$ | 57\% | 152 $16 \%$ | ${ }^{112} 18$ | 106 $14 \%$ | ${ }^{105} 16$ | 193\% | $119 \%$ | ${ }^{36}$ 15\% | 190 $15 \%$ |
| Not at all important | $\begin{gathered} 230 \\ 11 \% \end{gathered}$ | $\begin{gathered} 128 \\ 13 \% \\ c \end{gathered}$ | $\begin{gathered} 102 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 14 \% \end{aligned}$ | ${ }_{12} 12$ | $\begin{aligned} & 66 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 72 \\ 17 \% \\ \text { HII } \end{array} \end{aligned}$ | $\begin{aligned} & 82 \\ & 13 \% \end{aligned}$ | 319 | $\begin{aligned} & 108 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 103 \\ 16 \% \\ 16 \end{gathered}$ | ${ }_{45}^{6 \%}$ | $\begin{aligned} & 82 \\ & 13 \% \\ & 0 \end{aligned}$ | ${ }^{109} 9$ | $\begin{gathered} 114 \\ 14 \% \\ Q \end{gathered}$ | $\stackrel{21}{9 \%}$ | ${ }^{103} 8$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_24 Thinking about your life moving forward, how important are the following issues to you personally?

 Environmental effortsBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $\begin{aligned} & 1622 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 727 \\ 76 \% \end{gathered}$ | $\begin{gathered} 895 \\ 84 \% \\ B \end{gathered}$ | ${ }_{80}^{503}$ | $420$ | $\begin{gathered} 384 \\ 80 \% \end{gathered}$ | $\begin{gathered} 315 \\ 79 \% \end{gathered}$ | ${ }_{82 \%}$ | $\begin{gathered} 719 \\ 78 \% \end{gathered}$ | $338 \%$ | ${ }_{80 \%}^{506}$ | $\begin{gathered} 270 \\ 81 \% \end{gathered}$ | $\begin{gathered} 749 \\ 79 \% \end{gathered}$ | $472$ | $\begin{aligned} & 646 \\ & { }_{85} \% \end{aligned}$ | ${ }_{78 \%}^{503}$ | ${ }_{81 \%}^{931}$ | ${ }_{79 \%}^{652}$ | 208 85 | $\begin{gathered} 1010 \\ 81 \% \end{gathered}$ |
| Very important | $\stackrel{882}{43 \%}$ | $\begin{gathered} 385 \\ 40 \% \end{gathered}$ | $\begin{gathered} 497 \\ 46 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 309 \\ & \text { 49\% } \\ & \text { efG } \end{aligned}$ | ${ }^{227} 43 \%$ | 1999\% | ${ }_{37}^{147}$ | $\underset{i}{322}$ | 374 $41 \%$ | ${ }^{186} 43$ | ${ }^{272} 43$ | 1488\% | 408 | 229 ${ }_{36}$ | $\begin{aligned} & 411 \\ & 54 \% \\ & \mathrm{NP} \end{aligned}$ | 243\% | ${ }_{512} 44 \%$ | ${ }^{348}{ }_{42}$ | 127 ${ }_{5}$ | 571 $46 \%$ |
| Somewhat important | ${ }^{739}$ 36\% | 341 $36 \%$ | 3988 | 193\% | $\begin{gathered} 193 \\ 37 \% \\ d \end{gathered}$ | $\begin{gathered} 185 \\ { }_{d} 9 \% \end{gathered}$ | $\begin{gathered} 168 \\ \text { 422\% } \\ \hline \end{gathered}$ | 242 35 | $3{ }_{38}{ }^{3} 5$ | 152 | 234\% | 122 ${ }^{3} \%$ | 341 | $\begin{gathered} 243 \\ \\ \hline 8 \end{gathered}$ | 236 31 | $\begin{gathered} 261 \\ 41 \% \\ \hline \end{gathered}$ | ${ }_{319}{ }^{6} \%$ | $304 \%$ | 81\% | 439\% |
| Not At All/Not Very Important (Net) | ${ }_{20 \%}^{410}$ | $\begin{gathered} 234 \\ 24 \% \\ C \end{gathered}$ | $\stackrel{177}{16 \%}$ | ${ }^{125}$ | ${ }^{108} 20 \%$ | $\begin{aligned} & 94 \\ & 20 \% \end{aligned}$ | 84\% | ${ }_{182}^{122}$ | ${ }^{198}{ }_{22}$ | 900 | $\begin{gathered} 127 \\ 20 \% \end{gathered}$ | ${ }_{19}^{62}$ | 193\% | $\begin{gathered} 161 \\ 25 \% \\ 0 \end{gathered}$ | 110 ${ }^{15}$ | $\begin{gathered} 140 \\ \underset{2}{2} \% \end{gathered}$ | $\begin{gathered} 223 \\ 19 \% \end{gathered}$ | ${ }_{21 \%}^{171}$ | 36\% | ${ }_{19}^{238}$ |
| Not very important | ${ }_{13 \%}^{259}$ | $\begin{gathered} 147 \\ { }_{C}^{15 \%} \end{gathered}$ | 112\% | 75\% | 73 $14 \%$ | 61 $13 \%$ | 51 $13 \%$ | 75 $11 \%$ | 131 $14 \%$ | ${ }_{12}^{53}$ | $\begin{aligned} & 74 \\ & 12 \% \end{aligned}$ | 51 $15 \%$ | 117 ${ }_{12}$ | $\begin{gathered} 105 \\ 10 \% \\ 0 \end{gathered}$ | 73 $10 \%$ | 81 $13 \%$ | ${ }_{1}^{140}$ | 109 $13 \%$ | ${ }^{22} 9$ | 161 $13 \%$ |
| Not at all important | 151\% | $\begin{aligned} & 87 \\ & 9 \% \\ & \hline \end{aligned}$ | $64 \%$ | 50 8 \% | 35\% | 33\% | 33 8 \% | 47\% | ${ }^{67} \%$ | ${ }^{38} 9$ | $\begin{gathered} 52 \\ { }^{8} \% \end{gathered}$ | ${ }^{11} 3$ | $\begin{gathered} 76 \\ { }^{8} \% \end{gathered}$ | $\begin{aligned} & 56 \\ & \hline 9 \% \end{aligned}$ | 37 5 | $\begin{gathered} 58 \\ 9 \\ \hline 1 \% \end{gathered}$ | ${ }^{83}$ | 62\% | 14 6 | ${ }^{77}$ 6\% |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_25 Thinking about your life moving forward, how important are the following issues to you personally?

 Gun violenceBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $1558$ | $690 \%$ | $\begin{gathered} 868 \\ { }_{B}^{81 \%} \end{gathered}$ | $453$ | $\begin{gathered} 409 \\ 88 \% \end{gathered}$ | $\begin{gathered} 371 \\ 78 \% \end{gathered}$ | $\begin{gathered} 324 \\ 81 \% \\ \mathrm{D} \end{gathered}$ | ${ }_{76 \%}$ | ${ }_{78 \%}^{718}$ | 320 ${ }^{75 \%}$ | $489 \%$ | $\begin{gathered} 263 \\ 79 \% \end{gathered}$ | 703 | $458 \%$ | $\begin{aligned} & 623 \\ & 82 \% \\ & N P \end{aligned}$ | ${ }_{74 \%}$ | $883 \%$ | $\begin{gathered} 640 \\ 78 \% \end{gathered}$ | $\begin{gathered} 178 \\ 73 \% \end{gathered}$ | 972 78 |
| Very important | $920$ | $\begin{gathered} 386 \\ 40 \% \end{gathered}$ | $\begin{gathered} 535 \\ 500 \\ B \end{gathered}$ | 253 ${ }^{40 \%}$ | $\begin{gathered} 246 \\ 47 \% \\ d \end{gathered}$ | 225 47 | $\begin{gathered} 197 \\ \underset{d}{99 \%} \end{gathered}$ | 311 $45 \%$ | 430 47 | 179 42 | $\begin{gathered} 316 \\ 50 \% \\ M \end{gathered}$ | ${ }^{158} 48$ | 383 $41 \%$ | 240 38 | $\begin{aligned} & 419 \\ & 55 \% \\ & N P \end{aligned}$ | 261 $41 \%$ | $535{ }^{46 \%}$ | ${ }^{365} 4{ }^{4}$ | 114 $47 \%$ | ${ }^{557} 45 \%$ |
| Somewhat important | ${ }^{638}$ | $3{ }^{305}$ | ${ }_{31}^{333}$ | 201 32 | ${ }^{164} 3$ | ${ }^{146}$ 31\% | ${ }^{127} 3$ | 210 $31 \%$ | 288 ${ }_{31}$ | 141 31 | ${ }^{174} 27 \%$ | $\stackrel{106}{32 \%}$ | $\begin{gathered} 320 \\ 34 \% \\ K \end{gathered}$ | $\begin{gathered} 217 \\ 34 \% \\ \hline \end{gathered}$ | 204\% | $\begin{gathered} 216 \\ 34 \% \\ 0 \end{gathered}$ | $3{ }_{30}{ }^{3} 8$ | ${ }^{275} 3$ | 64\% | 415 ${ }_{\text {3 }}$ |
| Not At All/Not Very Important (Net) | $\underset{23 \%}{474}$ | $\begin{gathered} 270 \\ \\ \\ \hline \mathrm{C} \end{gathered}$ | $\stackrel{204}{19 \%}$ | $\begin{aligned} & 174 \\ & { }^{28 \%} \end{aligned}$ | 119 | ${ }^{106}{ }_{22}$ | ${ }^{75}{ }^{19}$ | ${ }^{166}$ | 1999 | 109 ${ }_{2}$ | ${ }_{23}^{143}$ | ${ }_{28}^{68}$ | 240 | $\begin{gathered} 175 \\ \\ \\ \hline 88 \% \end{gathered}$ | 133 $18 \%$ | $\begin{gathered} 165 \\ \\ 26 \% \end{gathered}$ | 271 $24 \%$ | ${ }^{183}{ }^{22 \%}$ | ${ }^{66}$ 27\% | ${ }_{2}^{276}$ |
| Not very important | 294\% | $\begin{gathered} 167 \\ \substack{17 \% \\ C} \end{gathered}$ | ${ }_{127}^{127}$ | $\begin{aligned} & 118 \\ & 19 \% \\ & \text { efG } \end{aligned}$ | 75 $14 \%$ | 130 | 41 $10 \%$ | 103 $15 \%$ | 138 | 53\% | $\begin{aligned} & 73 \\ & 12 \% \end{aligned}$ | 13\% | $\begin{gathered} 162 \\ \begin{array}{c} 17 \% \\ K \end{array} \end{gathered}$ | 100 $16 \%$ | ${ }_{12 \%}$ | $\begin{gathered} 105 \\ 16 \% \\ 0 \end{gathered}$ | $\stackrel{171}{15 \%}$ | ${ }^{112} 14 \%$ | 39 16 | 185\% |
| Not at all important | ${ }^{180} 9$ | $\begin{gathered} 102 \\ 11 \% \\ c \end{gathered}$ | $77 \%$ | ${ }^{56} 9$ | 44\% | 46\% | ${ }^{34} 9$ | ${ }_{9}^{63}$ | ${ }^{61} \%$ | 136 | 70 $11 \%$ | 24\% | ${ }^{78} 8$ | $\begin{aligned} & 75 \\ & 12 \% \\ & 12 \% \end{aligned}$ | 44\% | $\begin{gathered} 60 \\ 9 \\ \hline \end{gathered}$ | ${ }^{100} 9$ | 70 $9 \%$ | ${ }_{11}^{26}$ | 91\% |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 100\% | 1248 $100 \%$ |

Proporitions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$501 } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | 1662 | ${ }^{747}$ | $\begin{gathered} 915 \\ 85 \% \\ B \end{gathered}$ | ${ }_{804}^{504}$ | $\begin{gathered} 443 \\ 84 \% \end{gathered}$ | ${ }_{83 \%}^{397}$ | $\begin{gathered} 318 \\ 80 \% \end{gathered}$ | $\begin{gathered} 579 \\ 84 \% \end{gathered}$ | $\begin{gathered} 740 \\ 81 \% \end{gathered}$ | $\begin{gathered} 343 \\ 80 \% \end{gathered}$ | $\begin{gathered} 523 \\ \% \end{gathered}$ | ${ }_{84 \%}^{280}$ | $\begin{gathered} 758 \\ 80 \% \end{gathered}$ | ${ }_{809}{ }_{80 \%}$ | $\begin{aligned} & 650 \\ & { }_{86}{ }^{2} \mathrm{P} \end{aligned}$ | $\begin{gathered} 503 \\ 78 \% \end{gathered}$ | ${ }_{82 \%}^{944}$ | ${ }_{82 \%}^{678}$ | $\begin{aligned} & 193 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 1026 \\ 82 \% \end{gathered}$ |
| Very important | 1019 $50 \%$ | 452 $47 \%$ | $\begin{gathered} 567 \\ 53 \% \\ b \end{gathered}$ | 311 $50 \%$ | ${ }^{265} 5$ | 246 $51 \%$ | ${ }^{197} 49$ | $\begin{aligned} & 384 \\ & 56 \% \\ & 1 \end{aligned}$ | 413 | 222 52 | $\begin{gathered} 360 \\ \% \\ \hline \\ \hline \end{gathered}$ | $\begin{aligned} & 175 \\ & 53 \% \\ & \mathrm{~m} \end{aligned}$ | 421 | 283 45 | $\begin{aligned} & 441 \\ & 58 \% \\ & N P \end{aligned}$ | 294\% | 5933 | 403 49 | 129 53 | 602 $48 \%$ |
| Somewhat important | ${ }_{3}^{643}$ | ${ }^{295}$ | ${ }_{34}{ }_{3}{ }^{2}$ | ${ }^{193}{ }_{3}$ | ${ }^{177}{ }_{34}$ | ${ }^{152}$ | ${ }^{122} 31 \%$ | 195\% | $\begin{gathered} 327 \\ \begin{array}{c} 36 \% \\ \mathrm{Hj} \end{array} \end{gathered}$ | 121 28 | - ${ }^{163}$ 26\% | ${ }^{105}$ | $\begin{gathered} 337 \\ 36 \% \\ K \end{gathered}$ | $\begin{gathered} 225 \\ 36 \% \\ 0 \end{gathered}$ | 209\% | 2093\% | 351 | 274 $33 \%$ | 64\% | 425 34 s |
| Not At All/Not Very Important (Net) | $\begin{gathered} 370 \\ 18 \% \end{gathered}$ | $\begin{gathered} 213 \\ \underset{C}{22 \%} \end{gathered}$ | $\begin{gathered} 157 \\ 15 \% \end{gathered}$ | ${ }_{20 \%}^{124}$ | $\begin{aligned} & 85 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | ${ }_{21}^{81 \%}$ | $\begin{aligned} & 107 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 177 \\ 19 \% \end{gathered}$ | ${ }^{86}$ | $\begin{array}{r} 109 \\ 6 \\ \hline 17 \% \end{array}$ | $\begin{aligned} & 52 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 184 \\ 20 \% \end{gathered}$ | $\begin{gathered} 124 \\ 20 \% \\ 0 \end{gathered}$ | 106 $14 \%$ | $\begin{gathered} 140 \\ \underset{2}{2} \% \end{gathered}$ | 210 180 | $\begin{gathered} 145 \\ 18 \% \end{gathered}$ | 51 $21 \%$ | 222 ${ }_{18}$ |
| Not very important | 237 $12 \%$ | $\begin{gathered} 150 \\ 16 \% \\ C \end{gathered}$ | 87 | 80 $13 \%$ | 57 $11 \%$ | 470\% | 53 $13 \%$ | 73 $11 \%$ | ${ }^{116} 13 \%$ | ${ }_{11 \%}$ | - ${ }^{68}$ | 11\% | ${ }^{119} 13$ | 74 $12 \%$ 0 | ${ }^{59} \%$ | $\begin{gathered} 104 \\ 16 \% \\ \text { nO } \end{gathered}$ | ${ }^{135} 12$ | ${ }_{11} 92$ | 31 $13 \%$ | 152\% |
| Not at all important | ${ }^{133} 7 \%$ | ${ }^{63}$ | ${ }_{69}^{69}$ | $4_{7 \%}$ | ${ }^{28}{ }_{5 \%}$ | ${ }^{33}$ | ${ }^{28}{ }_{7 \%}$ | 35 ${ }_{\text {\% }}$ | ${ }^{61} \%$ | $\begin{gathered} 37 \\ 9 \% \\ \mathrm{~h}^{2} \end{gathered}$ | ${ }^{\circ} \quad{ }_{6 \%}$ | 14\% | 65 | ${ }^{50} 8$ | ${ }^{47}$ 6\% | ${ }^{36} 6 \%$ | 75 6 | $52 \%$ | 20 8 \% | 70 6 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_27 Thinking about your life moving forward, how important are the following issues to you personally?

 Job creationBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 Total (5/20)- | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $\begin{gathered} 1728 \\ 85 \% \end{gathered}$ | ${ }_{84 \%}^{802}$ | ${ }_{86 \%}^{926}$ | $\begin{gathered} 516 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 472 \\ & 89 \% \\ & \text { DG } \end{aligned}$ | $\begin{aligned} & 424 \\ & 89 \% \\ & \mathrm{DG} \end{aligned}$ | ${ }_{79 \%}^{316}$ | $\stackrel{596}{87 \%}$ | $\begin{gathered} 747 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 384 \\ & 90 \% \\ & \hline 1 \end{aligned}$ | ${ }_{6}^{543}$ | ${ }_{889}{ }_{87}$ | $\begin{gathered} 792 \\ 84 \% \end{gathered}$ | 544 86 | ${ }_{85 \%}^{640}$ | $544 \%$ | ${ }^{1001}$ | ${ }_{83}^{683}$ | 215 88 | $\text { 1068 }{ }_{86 \%}$ |
| Very important | $\begin{gathered} 1105 \\ 54 \% \end{gathered}$ | ${ }_{53 \%}^{507}$ | ${ }_{569}^{599}$ | $\begin{gathered} 326 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 322 \\ & 61 \% \\ & \text { DG } \end{aligned}$ | $\begin{gathered} 270 \\ 57 \% \\ 9 \end{gathered}$ | 186\% | $\begin{gathered} 424 \\ 62 \% \\ 1 \end{gathered}$ | $438 \%$ | $\stackrel{243}{57 \%}$ | 363 57 | 180\% | 502\% | ${ }^{347} 5$ | $\begin{gathered} 447 \\ { }_{\mathrm{P}}^{\mathrm{P}} \mathrm{~F} \end{gathered}$ | 311 | $\begin{gathered} 672 \\ 58 \% \\ { }_{R}^{2} \% \end{gathered}$ | 415 50 | $\begin{gathered} 152 \\ 62 \% \\ t \end{gathered}$ | 679 $54 \%$ |
| Somewhat important | ${ }^{623} 31 \%$ | ${ }^{296}$ | ${ }_{31}^{327}$ | 189\% | 150 ${ }^{28 \%}$ | ${ }^{154} 3$ | 130 ${ }^{13}$ | ${ }^{173} 25$ | $\begin{gathered} 309 \\ 34 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 141 \\ { }_{3}^{33 \%} \\ \hline \end{gathered}$ | 180\% | ${ }^{109} 3$ | 290 31 | $\begin{gathered} 197 \\ 31 \% \\ 0 \end{gathered}$ | 193\% | $\begin{gathered} 233 \\ 36 \% \\ 0 \end{gathered}$ | 330\% | 2683\% | 63\% | 3819 |
| Not At All/Not Very Important (Net) | $\begin{gathered} 304 \\ 15 \% \end{gathered}$ | $\begin{gathered} 158 \\ 16 \% \end{gathered}$ | ${ }^{146} 14 \%$ | $\begin{gathered} 112 \\ 18 \% \\ \text { EF } \end{gathered}$ | 56 $11 \%$ | 53 $11 \%$ | $\begin{aligned} & 83 \\ & 21 \% \\ & \text { EF } \end{aligned}$ | 90 $13 \%$ | $\begin{gathered} 170 \\ 19 \% \\ \mathrm{HJ} \end{gathered}$ | 10\% | 90 $14 \%$ | 43 $13 \%$ | 150 $16 \%$ | 14\% | ${ }^{116} 15$ | 99\% | ${ }_{153}^{13}$ | $\begin{gathered} 140 \\ 17 \% \end{gathered}$ | 29 $12 \%$ | 181\% |
| Not very important | ${ }^{183}{ }_{9} \%$ | $\begin{aligned} & 95 \\ & 10 \% \end{aligned}$ | $88{ }_{8}{ }^{8}$ | $\begin{gathered} 85 \\ 133 \% \\ \text { EFG } \end{gathered}$ | $35 \%$ | 34\% | 29\% | 52\% | $\begin{aligned} & 109 \\ & 12 \% \\ & 12 \mathrm{HJ} \end{aligned}$ | 22 5 | - ${ }_{80}$ | $\begin{aligned} & 34 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 10 \% \end{aligned}$ | 46\% | $\begin{aligned} & 72 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 10 \% \end{aligned}$ | ${ }^{90} 8$ | $\begin{aligned} & 87 \\ & 11 \% \end{aligned}$ | 17\% | ${ }^{115} 9$ |
| Not at all important | 121 6 \% | ${ }^{63} \%$ | 58 | ${ }^{27} 4 \%$ | ${ }^{21} 4 \%$ | 19\% | $\begin{gathered} 53 \\ 13 \% \\ 13 \% \end{gathered}$ | ${ }^{38} \%$ | 61\% | 22\% | $\begin{gathered} 40 \\ 6 \\ \hline 1 \end{gathered}$ | $\stackrel{9}{3 \%}$ | $\stackrel{59}{6 \%}$ | $43 \%$ | 44\% | 34 5 | 63\% | ${ }_{53}^{6 \%}$ | 12 5 | ${ }^{66}$ \% |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_28 Thinking about your life moving forward, how important are the following issues to you personally?

 Domestic violenceBase: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lesn } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Very/Somewhat Important (Net) \& $$
1546 \%
$$ \& $$
{ }_{70 \%}^{671}
$$ \& $$
\underset{8}{874}
$$ \& $$
4_{74 \%}
$$ \& $$
406
$$ \& $$
\begin{gathered}
376 \\
79 \%
\end{gathered}
$$ \& $$
{ }_{74 \%}^{296}
$$ \& $$
\stackrel{525}{76 \%}
$$ \& $$
693
$$ \& $$
\begin{gathered}
327 \\
76 \%
\end{gathered}
$$ \& $$
\stackrel{495}{78 \%}
$$ \& $$
\begin{gathered}
266 \\
\underset{m}{80 \%} \\
\mathrm{~m}
\end{gathered}
$$ \& $$
682 \%
$$ \& $$
{ }^{463}
$$ \& $$
\begin{aligned}
& 606 \\
& \stackrel{80}{80} \\
& \mathrm{~Np}
\end{aligned}
$$ \& $$
477
$$ \& $$
{ }_{76 \%}
$$ \& $$
\begin{gathered}
626 \\
76 \%
\end{gathered}
$$ \& $$
\begin{gathered}
168 \\
69 \%
\end{gathered}
$$ \& $$
\begin{gathered}
955 \\
76 \\
\mathrm{~S}
\end{gathered}
$$ <br>
\hline Very important \& 930 ${ }^{46 \%}$ \& ${ }_{366}^{38}$ \& $$
\begin{gathered}
564 \\
53 \\
5
\end{gathered}
$$ \& 280\% \& 248\% \& 223 47 \& 180 45 \& $$
\underset{i}{335}
$$ \& ${ }^{387} 42 \%$ \& 2089\% \& $$
\begin{gathered}
323 \\
\% \\
\hline \\
M
\end{gathered}
$$ \& $$
\begin{gathered}
162 \\
49 \% \\
\mathrm{~m}
\end{gathered}
$$ \& 385 ${ }^{41 \%}$ \& 256\% \& $$
\begin{aligned}
& 398 \\
& 53 \% \\
& \text { NP }
\end{aligned}
$$ \& 276
$43 \%$ \& 540\% \& 367
$45 \%$ \& 99 $41 \%$ \& $554{ }_{4}$ <br>
\hline Somewhat important \& ${ }_{316}{ }_{30}$ \& ${ }_{3}^{305}$ \& 310\% \& 187\% \& ${ }^{159} 9$ \& ${ }^{154} 3$ \& $$
{ }_{29 \%}^{116}
$$ \& 190\% \& $$
\begin{gathered}
306 \\
33 \% \\
h
\end{gathered}
$$ \& 119\% \& . ${ }^{172} 27$ \& 105 ${ }_{3}$ \& 297\% \& 207 3 \% \& 208\% \& 201\% \& $337 \%$ \& 260\% \& 69\% \& 401 $32 \%$ <br>
\hline Not At All/Not Very Important (Net) \& ${ }^{486}$ \& $$
\begin{gathered}
289 \\
30 \% \\
C
\end{gathered}
$$ \& ${ }^{198}$ \& 160\% \& ${ }^{122} 2{ }_{2}$ \& ${ }^{101}$ \& 104\% \& 161
$24 \%$ \& 224\% \& 101 \& ${ }^{137}$ \& 20\% \& $$
\begin{gathered}
260 \\
28 \% \\
\text { K1 }
\end{gathered}
$$ \& $$
\begin{gathered}
170 \\
27 \% \\
0
\end{gathered}
$$ \& 151

20\% \& $$
\begin{gathered}
165 \\
\stackrel{26 \%}{0}
\end{gathered}
$$ \& 277 $24 \%$ \& 1964 \& 76

$31 \%$ \& 293\% <br>

\hline Not very important \& 267 ${ }_{13}$ \& $$
\begin{gathered}
164 \\
\substack{17 \%}
\end{gathered}
$$ \& 103

$10 \%$ \& $$
\begin{gathered}
104 \\
17 \% \\
\text { FG }
\end{gathered}
$$ \& 73

$14 \%$ \& 50 $11 \%$ \& 40\% \& 79\% \& ${ }^{132} 14 \%$ \& 136 \& 60

$10 \%$ \& ${ }_{13}^{43}$ \& \[
$$
\begin{gathered}
\text { 149 } \\
\stackrel{16 \%}{K}
\end{gathered}
$$

\] \& 914 \& 11\% \& \[

$$
\begin{aligned}
& 96 \\
& 15 \% \\
& 0
\end{aligned}
$$
\] \& ${ }_{13}^{148}$ \& ${ }_{112}^{12}$ \& ${ }_{19}^{46}{ }_{\text {T }}$ \& 164

$13 \%$ <br>

\hline Not at all important \& $$
\stackrel{219}{11 \%}
$$ \& \[

$$
\begin{gathered}
125 \\
{ }_{C}^{135} \%
\end{gathered}
$$

\] \& ${ }^{95} 9$ \& \[

{ }_{9 \%}

\] \& 49\% \& 511\% \& \[

$$
\begin{aligned}
& 63 \\
& 16 \% \\
& 16 \%
\end{aligned}
$$

\] \& 82\% \& \[

$$
\begin{aligned}
& 92 \\
& 10 \%
\end{aligned}
$$

\] \& ${ }_{11 \%}^{45}$ \& \[

$$
\begin{aligned}
& 77 \\
& 12 \% \\
& \text { L }
\end{aligned}
$$

\] \& 23\% \& \[

$$
\begin{gathered}
111 \\
12 \% \\
1
\end{gathered}
$$
\] \& 79

$13 \%$ \& ${ }^{71} 9$ \& 11\% \& ${ }_{11}^{128}$ \& 10\% \& 30 $12 \%$ \& ${ }_{129}^{10 \%}$ <br>

\hline Sigma \& $$
\begin{gathered}
2032 \\
100 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 960 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 1072 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 628 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 528 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 477 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 399 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 686 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 917 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 429 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 632 \\
& \hline 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 332 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 942 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 633 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 756 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 643 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1154 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 823 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 244 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 1248 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_29 Thinking about your life moving forward, how important are the following issues to you personally?

Racial equality
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 Total (5/20)- | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | ${ }^{1560}$ | ${ }_{72 \%}^{696}$ | $\begin{gathered} 865 \\ 81 \% \\ B \end{gathered}$ | $481 \%$ | $\begin{aligned} & 413 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 353 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 314 \\ & 79 \% \end{aligned}$ | $\underset{\substack{562 \\ 1 . j}}{\substack{2 \\ \hline}}$ | ${ }_{75 \%}^{688}$ | 311 $73 \%$ | $\begin{gathered} 491 \\ \hline 78 \% \end{gathered}$ | $\begin{gathered} 268 \\ 81 \% \\ \mathrm{~m} \end{gathered}$ | 6974 | 441 70 | $\begin{aligned} & 634 \\ & { }_{84} \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{gathered} 486 \\ \substack{76 \% \\ \mathrm{n}} \end{gathered}$ | $\begin{gathered} 874 \\ 76 \% \end{gathered}$ | $\begin{gathered} 643 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 76 \% \end{aligned}$ | 977 |
| Very important | ${ }_{9} 901 \%$ | $\begin{gathered} 374 \\ 39 \% \end{gathered}$ | $\begin{gathered} 526 \\ 49 \% \end{gathered}$ | 289 ${ }^{46 \%}$ | 250\% | $\begin{gathered} 205 \\ 43 \% \end{gathered}$ | ${ }^{156} 39$ | $\begin{gathered} 366 \\ 53 \% \\ 1 . j \end{gathered}$ | 361 $39 \%$ | 174 $41 \%$ | ${ }_{6}^{292}$ | $\begin{gathered} 164 \\ 49 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{388} 41 \%$ | 207 33 | $\begin{aligned} & 424 \\ & 56 \% \\ & N P \end{aligned}$ | $\begin{aligned} & 270 \\ & 42 \% \\ & \mathrm{~N} \end{aligned}$ | ${ }^{518}$ 45\% | 359 44 | 116 $48 \%$ | ${ }^{576}$ 46\% |
| Somewhat important | ${ }^{660} 32 \%$ | 321 33 | 338\% | ${ }^{192}$ | ${ }^{163}$ | ${ }^{148}$ | $\begin{aligned} & 157 \\ & 39 \% \\ & \mathrm{De} \end{aligned}$ | 196\% | $\begin{gathered} 327 \\ 36 \% \\ H \end{gathered}$ | 137 ${ }^{1}$ | 199 ${ }^{\text {32\% }}$ | 104\% | 309 33 | $\begin{gathered} 234 \\ 37 \% \\ \hline \end{gathered}$ | 210 28 | $\begin{gathered} 216 \\ 34 \% \\ 0 \end{gathered}$ | ${ }^{356}$ 31\% | 284\% | ${ }^{69} 8$ | 402\% |
| Not At All/Not Very Important (Net) | ${ }_{23}{ }_{23}$ | $\begin{gathered} 265 \\ \underset{C}{88 \%} \end{gathered}$ | $\stackrel{207}{{ }_{19 \%}}$ | ${ }_{23 \%}^{147}$ | ${ }_{22 \%}^{115}$ | $\begin{gathered} 124 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 125 \\ 18 \% \end{gathered}$ | $\begin{gathered} 229 \\ { }_{H}^{25} \% \end{gathered}$ | $\begin{gathered} 118 \\ { }_{27} \% \\ H \end{gathered}$ | $\begin{array}{r} 141 \\ \hline \end{array}$ | $\begin{aligned} & 64 \% \end{aligned}$ | $\stackrel{246}{26 \%}$ | $\begin{aligned} & 192 \\ & 30 \% \\ & \text { Op } \end{aligned}$ | $\begin{gathered} 122 \\ 16 \% \end{gathered}$ | $\begin{gathered} 157 \\ 24 \% \\ 0 \end{gathered}$ | 280 24 | ${ }^{180}$ | 59 24 | 271 $22 \%$ |
| Not very important | 277\% | $\begin{gathered} 165 \\ \substack{17 \% \\ C} \end{gathered}$ | 112\% | $\begin{aligned} & 88 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 14 \% \end{aligned}$ | 45 $11 \%$ | $\begin{aligned} & 71 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 147 \\ \underset{H}{16 \%} \\ H \end{gathered}$ | 58 $14 \%$ | $\begin{aligned} & 70 \\ & 11 \% \end{aligned}$ | 13\% | $\begin{gathered} 150 \\ 16 \% \\ K \end{gathered}$ | $\begin{gathered} 100 \\ 16 \% \\ 0 \end{gathered}$ | 84 $11 \%$ | 93 $14 \%$ | $\begin{gathered} 176 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 12 \% \end{aligned}$ | 37 $15 \%$ | 1788 |
| Not at all important | 195 10 | $\begin{aligned} & 100 \\ & 10 \% \end{aligned}$ | $95 \%$ | ${ }^{58} 9$ | 40\% | 12\% | 40\% | 53\% | ${ }^{82} 9$ | $\begin{aligned} & 60 \\ & 14 \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{gathered} 71 \\ 11 \% \\ \text { 11\% } \end{gathered}$ | 19\% | ${ }^{96}$ 10\% | $\begin{aligned} & 92 \\ & 15 \% \end{aligned}$ Op | 38. | $\begin{aligned} & 65 \\ & 10 \% \\ & 0 \end{aligned}$ | ${ }^{104} 9$ | 85\% | ${ }^{22} 9$ | $92 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 686 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 632 \\ & \hline \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1248 \\ 100 \% \end{gathered}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_30 Thinking about your life moving forward, how important are the following issues to you personally?

Hunger
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | 1714 84 | $\begin{gathered} 785 \\ 82 \% \end{gathered}$ | $\stackrel{929}{87 \%}$ | $530 \%$ | $\begin{aligned} & 450 \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 406 \\ & 85 \% \end{aligned}$ | $328$ | $588 \%$ | $\begin{gathered} 765 \\ 83 \% \end{gathered}$ | 360 $84 \%$ | $\begin{gathered} 550 \\ M 7 \% \\ M \end{gathered}$ | ${ }_{86 \%}^{286}$ | $\begin{gathered} 770 \\ 82 \% \end{gathered}$ | ${ }_{8218}$ | $\begin{gathered} 659 \\ \substack{87 \% \\ n} \end{gathered}$ | $537 \%$ | $\begin{gathered} 979 \\ 85 \% \end{gathered}$ | ${ }_{85 \%}^{696}$ | ${ }_{79 \%}^{193}$ | $\begin{gathered} 1047 \\ 84 \% \end{gathered}$ |
| Very important | $\begin{gathered} 1127 \\ 55 \% \end{gathered}$ | $502 \%$ | $\begin{gathered} 626 \\ 58 \% \\ b \end{gathered}$ | ${ }^{338} 5$ | 310 $59 \%$ | 2768 | $\stackrel{203}{51 \%}$ | 391\% | $\begin{aligned} & 471 \% \\ & 51 \% \end{aligned}$ | $\stackrel{266}{62 \%}$ | $\begin{gathered} 389 \\ 6 \\ \hline \end{gathered}$ | $\begin{aligned} & 196 \\ & 59 \% \\ & M \end{aligned}$ | 4688\% | ${ }^{326} 5$ | $\begin{aligned} & 472 \\ & 62 \% \\ & \mathrm{NP} \end{aligned}$ | 329 $51 \%$ | 660 57 | 446\% | 129 $53 \%$ | 671 $54 \%$ |
| Somewhat important | 5886\% | ${ }^{283}$ 29\% | 303 28 | ${ }^{192}$ | ${ }^{140} 26$ | 130\% | ${ }^{125} 31 \%$ | $\underset{\mathrm{j}}{197}$ | $\stackrel{294}{32 \%}$ | 95\% | 161 25 | 90\% | $\underset{K}{302} \underset{K}{32 \%}$ | $\begin{gathered} 192 \\ 30 \% \\ 0 \end{gathered}$ | ${ }^{187}$ | $\stackrel{208}{32 \%}$ | 319 | 251 $30 \%$ | 64\% | 376 |
| Not At All/Not Very Important (Net) | ${ }^{318} 16$ | $\begin{gathered} 175 \\ 18 \% \\ 18 \end{gathered}$ | ${ }_{13 \%}^{143}$ | $\begin{aligned} & 98 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | ${ }_{148}^{98}$ | $\begin{gathered} 152 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 13 \% \end{aligned}$ | ${ }_{14}^{46}$ | $\begin{gathered} 173 \\ 18 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 115 \\ 18 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 97 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 106 \\ 17 \% \end{gathered}$ | 175 | 127 $15 \%$ | 51\% | 202\% |
| Not very important | $\stackrel{213}{11 \%}$ | $\begin{gathered} 125 \\ { }_{13}^{135} \\ C \end{gathered}$ | ${ }_{89} 8$ | 63 $10 \%$ | 60 $11 \%$ | 46 $10 \%$ | ${ }_{11}^{44}$ | 66 $10 \%$ | 109\% | ${ }_{98}^{9}{ }^{\text {\% }}$ | - ${ }^{8}$ \% | 33 $10 \%$ | $\begin{gathered} 118 \\ 12 \% \\ \mathrm{~K} \end{gathered}$ | 77 $12 \%$ | ${ }_{9 \%}^{67}$ | 70 $11 \%$ | 115 $10 \%$ | 11\% | 31 $13 \%$ | 153 $12 \%$ |
| Not at all important | ${ }^{105} 5$ | 51 | $54 \%$ | ${ }^{35}$ \% | ${ }^{18} 3$ | 25 ${ }_{\text {\% }}$ | ${ }^{27} \%$ | ${ }^{32}$ \% | 43\% | 30\% | - $\begin{array}{r}31 \\ 5 \%\end{array}$ | 13 4 \% | ${ }^{55} \%$ | ${ }^{38} \%$ | ${ }^{30} 4 \%$ | 37 6 \% | ${ }_{50}^{5 \%}$ | 39\% | 19 <br>  <br> 8 | 49 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | ${ }^{429} 9$ | $\begin{aligned} & 632 \\ & 0 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_31 Thinking about your life moving forward, how important are the following issues to you personally?

 Sexual harassmentBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (\mathbf{T o t a l} \\ (5 / 20) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $\text { 1488 } 73 \%$ | ${ }_{67 \%}^{647}$ | $\begin{gathered} 841 \\ { }_{8}^{88 \%} \end{gathered}$ | $\stackrel{485}{\stackrel{77 \%}{F}}$ | $392$ | $\begin{gathered} 327 \\ 69 \% \end{gathered}$ | ${ }_{71 \%}^{283}$ | $\frac{522}{76 \%}$ | ${ }^{659} 9$ | $\begin{gathered} 306 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 460 \\ & \hline 73 \% \end{aligned}$ | 249 | $\begin{gathered} 676 \\ 72 \% \end{gathered}$ | $440 \%$ | $\begin{aligned} & 597 \\ & { }^{79 \%} \end{aligned}$ | 451 70 | 861 75 | ${ }^{586}$ | 172 $71 \%$ | ${ }^{937} 7$ |
| Very important | ${ }^{841}$ 41\% | ${ }^{338} 3$ | $\begin{gathered} 503 \\ 47 \% \\ \hline \end{gathered}$ | $\begin{gathered} 294 \\ 47 \% \\ \text { eG } \end{gathered}$ | 210\% | 192\% | 146\% | $\begin{gathered} 312 \\ 45 \% \\ 1 \end{gathered}$ | 351 | ${ }^{178}{ }^{42 \%}$ | $\begin{gathered} 280 \\ \% \\ \hline \end{gathered}$ | 146 $44 \%$ | 348 | 232 37 | $\begin{gathered} 363 \\ 48 \% \\ \mathrm{NP} \end{gathered}$ | ${ }^{246} 38$ | 4988 | 316 $38 \%$ | 959\% | ${ }^{526} 42 \%$ |
| Somewhat important | ${ }_{34}^{64 \%}$ | ${ }_{309}{ }^{3}$ | 338\% | 191\% | ${ }^{183}{ }^{35 \%}$ | ${ }^{135}$ | ${ }^{138} 8$ | 210 $31 \%$ | $308 \%$ | 1288\% | . ${ }^{179}$ | 103 ${ }^{13}$ | $\begin{gathered} 329 \\ { }_{35} \% \\ K \end{gathered}$ | 209 ${ }_{3}$ | 234\% | 204 | ${ }_{31}^{362}$ | 270 $33 \%$ | 77\% | 411 33 |
| Not At All/Not Very Important (Net) | ${ }_{24}^{54 \%}$ | $\begin{gathered} 313 \\ { }_{3}^{3} \% \end{gathered}$ | ${ }_{221}^{231}$ | $\begin{gathered} 143 \\ 23 \% \end{gathered}$ | ${ }_{26 \%}^{136}$ | $\begin{gathered} 150 \\ 31 \% \\ \text { D } \end{gathered}$ | ${ }_{29 \%}^{116}$ | 164 $24 \%$ | ${ }^{258} 28$ | 122 ${ }^{29}$ | $\begin{array}{r} 173 \\ \% \end{array}$ | ${ }^{85} 3$ | ${ }_{28 \%}^{266}$ | $\begin{gathered} 193 \\ 30 \% \\ 0 \end{gathered}$ | 159 ${ }^{21 \%}$ | $\begin{gathered} 192 \\ 30 \% \end{gathered}$ | 293\% | 237 | 729\% | 311 $25 \%$ |
| Not very important | 312\% | $\stackrel{182}{\stackrel{19}{C} \%}$ | 130 $12 \%$ | 13\% | ${ }^{85} 16 \%$ | 184\% | 61 $15 \%$ | 14\% | 159\% | 14\% | . $\quad 96$ | ${ }_{14 \%}$ | ${ }^{155} 16 \%$ | $\begin{gathered} 102 \\ 16 \% \\ 0 \end{gathered}$ | 11\% | $\begin{gathered} 126 \\ 00 \% \\ 0 \end{gathered}$ | ${ }^{173} 15 \%$ | ${ }^{133} 16 \%$ | 40\% | $\stackrel{183}{15 \%}$ |
| Not at all important | $\stackrel{232}{11 \%}$ | $\begin{gathered} 132 \\ { }_{C}^{14 \%} \end{gathered}$ | ${ }^{100} 9$ | $\begin{aligned} & 60 \\ & 10 \% \end{aligned}$ | 51 $10 \%$ | 66 $14 \%$ | 55 $14 \%$ | $\begin{aligned} & 70 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 11 \% \end{aligned}$ | 63 $15 \%$ | 77 $12 \%$ | 11\% | 111 $12 \%$ | 91 $14 \%$ 0 | 74 $10 \%$ | 10\% | 121 $10 \%$ | $\xrightarrow{104} 13 \%$ | 32\% | 127 $10 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_32 Thinking about your life moving forward, how important are the following issues to you personally?

Education
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $1733$ | $\begin{gathered} 788 \\ 82 \% \end{gathered}$ | $\begin{gathered} 945 \\ 88 \% \\ 8 \end{gathered}$ | $539 \%$ | $\begin{gathered} 468 \\ { }_{\mathrm{G}} \mathrm{G} \% \end{gathered}$ | ${ }_{84}{ }_{84}^{2}$ | $\begin{gathered} 324 \\ 81 \% \end{gathered}$ | $\begin{gathered} 606 \\ 88 \% \end{gathered}$ | $\begin{gathered} 761 \\ 83 \% \end{gathered}$ | $\begin{gathered} 367 \\ 86 \% \end{gathered}$ | ${ }_{84 \%}^{528}$ | ${ }_{85 \%}^{283}$ | $820 \%$ | $\begin{gathered} 506 \\ 80 \% \end{gathered}$ | $\begin{gathered} 675 \\ { }_{89} \% \end{gathered}$ | $\begin{aligned} & 552 \\ & \stackrel{86 \%}{N} \end{aligned}$ | $\begin{gathered} 1009 \\ \underset{R}{87 \%} \end{gathered}$ | ${ }_{83}^{682}$ | 205 84 | $1080$ |
| Very important | $\begin{gathered} 1161 \\ 57 \% \end{gathered}$ | 496\% | $\begin{gathered} 665 \\ 62 \% \\ B \end{gathered}$ | 376 $60 \%$ | $\begin{gathered} 317 \\ 60 \% \end{gathered}$ | 257 $54 \%$ | 210 $53 \%$ | $\stackrel{418}{61 \%} \underset{i}{ }$ | 497 | 246\% | 376 <br> $59 \%$ | ${ }^{188}$ | 529 | ${ }^{328} 5$ | $\begin{aligned} & 489 \\ & \text { ك5\% } \\ & \text { NP } \end{aligned}$ | 343 $53 \%$ | $\begin{gathered} 692 \\ 60 \% \end{gathered}$ | ${ }^{447}$ 54\% | 149 $81 \%$ | 728 $58 \%$ |
| Somewhat important | 572\% | 292\% | 280\% | ${ }^{163}$ | 151 ${ }^{29 \%}$ | ${ }^{145} 3$ | ${ }^{113} 28$ | 187\% | 2649\% | 121 28 | ${ }_{153}^{15}$ | 959\% | $\underset{K}{291} \underset{K}{291}$ | 1788\% | ${ }^{186}$ 25\% | $\begin{gathered} 209 \\ 32 \% \\ 0 \end{gathered}$ | $317 \%$ | 235 29 | 56\% | ${ }^{353}$ 28\% |
| Not At All/Not Very Important (Net) | $\stackrel{299}{15 \%}$ | $\begin{gathered} 172 \\ \\ \\ \hline \mathrm{C} \% \end{gathered}$ | ${ }_{126}^{12 \%}$ | 88 $14 \%$ | $\begin{aligned} & 60 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 19 \% \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 81 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 156 \\ \substack{17 \% \\ H} \end{gathered}$ | 62 $14 \%$ | $\begin{gathered} 104 \\ \\ 16 \% \end{gathered}$ | 49\% | 122 ${ }_{13}$ | $\begin{gathered} 127 \\ \text { 20 } \\ \text { OP } \end{gathered}$ | 81 $11 \%$ | 914\% | $\stackrel{145}{13 \%}$ | $\begin{gathered} 141 \\ \substack{17 \%} \end{gathered}$ | 39 $16 \%$ | ${ }_{1}^{168} 1$ |
| Not very important | ${ }^{183}{ }_{9}$ | $\begin{gathered} \begin{array}{c} 110 \\ 11 \% \\ C \end{array} \end{gathered}$ | 73\% | $\begin{aligned} & \text { 666} \\ & \text { 11\% } \\ & \text { en } \end{aligned}$ | $35 \%$ | 33 | $\begin{aligned} & 48 \\ & 12 \% \\ & \mathrm{e} \end{aligned}$ | ${ }^{48} \%$ | $\begin{gathered} 105 \\ \begin{array}{c} 11 \% \\ \mathrm{Hj} \end{array} \end{gathered}$ | 30\% | 61 $10 \%$ | $\begin{aligned} & \begin{array}{l} 41 \\ 12 \% \\ M \end{array} \end{aligned}$ | 69\% | 71 $11 \%$ 0 | ${ }^{57} \%$ | ${ }^{55} \%$ | ${ }_{88}^{88}$ | 11\% | 26 $11 \%$ | ${ }^{118} 9$ |
| Not at all important | ${ }^{116} 6$ | 62\% | $54 \%$ | 22 4 \% | ${ }^{24} 5 \%$ | 42 De | 27\% | 33 5 | 51 61 | ${ }^{31} \%$ | $\frac{43}{7 \%}$ | $\stackrel{8}{2 \%}$ | $\begin{gathered} 54 \\ \stackrel{5}{6} \% \end{gathered}$ | $\begin{aligned} & 55 \\ & \hline 9 \% \end{aligned}$ | ${ }^{25} 3$ | 36\% | ${ }_{56}^{56}$ | $53 \%$ | 12\% | 50 4 \% |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 240 100 | 1248 $100 \%$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_33 Thinking about your life moving forward, how important are the following issues to you personally?

 Good health and well beingBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | ${ }_{91 \%}^{1847}$ | ${ }_{88}^{843}$ | $\begin{gathered} 1004 \\ 94 \% \end{gathered}$ | ${ }_{83 \%}^{521}$ | $\begin{gathered} 485 \\ 92 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 451 \\ 94 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 390 \\ & 98 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 622 \\ & 91 \% \end{aligned}$ | $\stackrel{823}{90 \%}$ | $\begin{gathered} 402 \\ 94 \% \\ i \end{gathered}$ | $\begin{gathered} 574 \\ 91 \% \end{gathered}$ | $\begin{aligned} & 304 \\ & 92 \% \end{aligned}$ | ${ }^{853} 90$ | $\begin{gathered} 574 \\ 91 \% \end{gathered}$ | ${ }_{90 \%}^{684}$ | $5899$ | $\begin{gathered} 1043 \\ 90 \% \end{gathered}$ | $\begin{gathered} 759 \\ 92 \% \end{gathered}$ | ${ }^{215} 8$ | $\begin{gathered} 1112 \\ 89 \% \end{gathered}$ |
| Very important | $\begin{aligned} & 1421 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 616 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 804 \\ { }_{B}^{55 \%} \end{gathered}$ | ${ }^{394} 63$ | 344 $65 \%$ | $\begin{aligned} & 368 \\ & 77 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 315 \\ 79 \% \\ \mathrm{DE} \end{gathered}$ | 4819\% | 637 ${ }^{69}$ | 303\% | $\begin{gathered} 459 \\ 73 \% \\ M \end{gathered}$ | 242\% | 624\% | 434 $69 \%$ | $549 \%$ | 438\% | 819 | $575 \%$ | 161 $66 \%$ | ${ }^{860} 69$ |
| Somewhat important | 426\% | $\underset{\substack{227 \\ c}}{ }$ | 200 $19 \%$ | ${ }^{128} 80$ | $\begin{aligned} & 142 \\ & 227 \% \\ & \text { DFg } \end{aligned}$ | 82\% | 75\% | ${ }^{141}{ }^{14}$ | ${ }^{186}$ 20\% | 93\% | ${ }^{115} 18$ | ${ }^{62}$ 19\% | $\begin{gathered} 228 \\ \underset{K}{24} \% \end{gathered}$ | 141 | 135 ${ }_{18 \%}$ | $\begin{gathered} 150 \\ 23 \% \\ 0 \end{gathered}$ | 223 $19 \%$ | 184\% | 24\% | 252 20 |
| Not At All/Not Very Important (Net) | ${ }^{185}$ | $\begin{gathered} 117 \\ 12 \% \\ 12 \% \end{gathered}$ | ${ }^{68}{ }_{6 \%}$ | $\begin{gathered} 106 \\ 10 \% \\ 17 \% G \end{gathered}$ | $\begin{gathered} 43 \\ { }^{8} \% \end{gathered}$ | 27 6 \% | $\stackrel{9}{2 \%}$ | ${ }_{94}^{9}$ | $\begin{aligned} & 94 \\ & 10 \% \\ & 10 \% \end{aligned}$ | ${ }_{6 \%}^{66}$ | ${ }^{58}{ }_{9}$ | $\stackrel{88}{88}$ | 90\% | ${ }_{9} 9$ | 72 $10 \%$ | 54\% | 111 $10 \%$ | ${ }_{84} 8$ | $\stackrel{29}{12 \%}$ | 136 $11 \%$ |
| Not very important | ${ }^{119} 6$ | $\begin{gathered} 73 \\ { }_{8}^{8 \%} \end{gathered}$ | $47 \%$ | $\begin{gathered} 62 \\ 10 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 31 \\ 6 \% \\ 9 \end{gathered}$ | ${ }^{18}{ }_{4}$ | ${ }_{2 \%}$ | 41 $6 \%$ | $\stackrel{64}{7 \%}$ | 15 4 \% | $\stackrel{34}{5 \%}$ | 18\% | 62\% | ${ }^{36} 6$ | 49 | 35\% | ${ }^{78} 7$ | 36 | 19 81 | 94\% |
| Not at all important | ${ }_{3}^{65}$ | $\begin{aligned} & 44 \\ & 54 \\ & \mathrm{C} \% \end{aligned}$ | 21\% | $\begin{gathered} 44 \\ \mathrm{EFG} \% \end{gathered}$ | $\begin{aligned} & 12 \\ & \begin{array}{l} 2 \% \\ 9 \end{array} \end{aligned}$ | $\stackrel{9}{2 \%}$ | $\stackrel{1}{*}$ | 24 3 \% | 31 3\% | ${ }^{11} 3$ | ${ }^{23} 4$ | 10 3 \% | ${ }^{27} 3$ | ${ }^{23} 4 \%$ | ${ }_{3}^{23}$ | 20 3 \% | $3{ }_{3 \%}$ | ${ }^{28} 3$ | 10 4 \% | 42\% |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Colum
Overlap formulae used.

## WAL12_34 Thinking about your life moving forward, how important are the following issues to you personally?

 Supporting veteransBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$501 } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $\begin{gathered} 1751 \\ 86 \% \end{gathered}$ | 791 ${ }_{8}$ | $\begin{gathered} 960 \\ 90 \% \\ \hline \end{gathered}$ | $485 \%$ | $\begin{gathered} 461 \\ \substack{87 \% \\ D} \end{gathered}$ | $\begin{gathered} 428 \\ 90 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 378 \\ & \text { 95f } \end{aligned}$ | 582 85 | ${ }_{85 \%}^{778}$ | $\begin{gathered} 392 \\ 91 \% \\ \mathrm{HI} \end{gathered}$ | 554 88 | ${ }^{278} 8$ | 8809 | $\underset{\substack{563 \\ 0}}{ }$ | ${ }^{635}$ | 554 86 | 1010 $87 \%$ | $\begin{gathered} 701 \\ 85 \% \end{gathered}$ | 194 $80 \%$ | $\underset{\substack{1059 \\ \mathrm{~s}}}{ }$ |
| Very important | 1024 $50 \%$ | $447 \%$ | $\begin{gathered} 576 \\ 54 \% \\ B \end{gathered}$ | 237 ${ }^{38}$ | $\begin{gathered} 250 \\ \stackrel{47 \%}{\mathrm{D}} \end{gathered}$ | $\begin{gathered} 276 \\ 58 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 260 \\ & 65 \% \\ & \text { DE } \end{aligned}$ | 317 $46 \%$ | ${ }^{467}$ | $\begin{gathered} 240 \\ 56 \% \\ H \end{gathered}$ | $\begin{gathered} 373 \\ \% \\ \hline \\ \hline 99 \% \end{gathered}$ | ${ }^{169} 5$ | 415 | 342 $54 \%$ | 375 50 | 307\% | ${ }^{595} 5$ | 413 | ${ }_{36 \%}$ | ${ }_{\text {5 }}^{576} \mathrm{C}$ |
| Somewhat important | ${ }^{728} 8$ | ${ }_{344}^{36 \%}$ | 384 ${ }_{36}$ | $\begin{gathered} 248 \\ { }_{39} \% \\ \text { GG } \end{gathered}$ | $\begin{gathered} 211 \\ 40 \% \\ \mathrm{HG} \end{gathered}$ | ${ }^{152}$ | ${ }^{117}$ 29\% | 2659\% | $311 \%$ | 151 35 | - 181 | ${ }^{109} 3$ | $\begin{gathered} 394 \\ 42 \% \\ \text { KL } \end{gathered}$ | 221 35 | 2600 | 247\% | ${ }_{315}{ }^{3} \%$ | 2888\% | ${ }^{106} 43 \%$ | 4839\% |
| Not At All/Not Very Important (Net) | $\begin{gathered} 281 \\ 14 \% \end{gathered}$ | $\begin{gathered} 169 \\ \\ \\ \hline 18 \% \end{gathered}$ | 112 10 | $\begin{gathered} 143 \\ { }_{23}{ }^{2} \% \end{gathered}$ | $\begin{aligned} & 67 \\ & { }_{13}{ }^{2} \% \end{aligned}$ | $\begin{gathered} 49 \\ 10 \% \\ 9 \end{gathered}$ | 21 5 | $\begin{gathered} 104 \\ 15 \% \\ j \end{gathered}$ | $\begin{gathered} 139 \\ 15 \% \end{gathered}$ | ${ }^{37} 9$ | $\begin{aligned} & 78 \\ & \\ & \hline 12 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 134 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 121 \\ \substack{66 \% \\ \mathrm{n}} \end{gathered}$ | 89\% | $\begin{gathered} 144 \\ 13 \% \end{gathered}$ | $\begin{gathered} 122 \\ 15 \% \end{gathered}$ | 20\% | 189 ${ }^{15 \%}$ |
| Not very important | 199\% | $\begin{gathered} 119 \\ { }_{C}^{12 \%} \\ \hline \end{gathered}$ | $79 \%$ | $\begin{gathered} 100 \\ 16 \% \\ \text { EGG } \end{gathered}$ | ${ }^{47} 9$ | $33 \%$ | 19\% | $\begin{aligned} & 74 \\ & 11 \% \\ & j \end{aligned}$ | $\begin{gathered} 101 \\ \substack{11 \\ J} \end{gathered}$ | 23 5 | - ${ }^{80}$ | 37 $11 \%$ | $\stackrel{102}{11 \%}$ | 51\% | $\begin{gathered} 91 \\ 12 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{56} 9$ | 112\% | ${ }^{78} 10 \%$ | 30 $12 \%$ | $\stackrel{141}{11 \%}$ |
| Not at all important | $8_{4 \%}$ | $\begin{aligned} & 50 \\ & { }_{5}^{5} \% \end{aligned}$ | $\text { 32 } 3$ | $\begin{gathered} 43 \\ \text { efG } \end{gathered}$ | $\begin{gathered} 20 \\ 4 \% \end{gathered}$ | $\begin{gathered} 17 \\ 3 \% \\ \mathrm{~g} \% \end{gathered}$ | ${ }_{1 \%}^{2}$ | 30 4 \% | ${ }^{38}$ | ${ }^{14} 3$ | - ${ }^{58}$ | 18\% | 31 | ${ }^{19} 3$ | 30 4 \% | 33\% | 32 3\% | $\begin{gathered} 44 \\ 5 \% \\ \hline \end{gathered}$ | $\begin{gathered} 19 \\ \frac{8}{\top} \% \end{gathered}$ | 48 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_35 Thinking about your life moving forward, how important are the following issues to you personally?

 Access to healthcareBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $1853$ | $\begin{gathered} 846 \\ 88 \% \end{gathered}$ | $\begin{gathered} 1007 \\ 94 \% \end{gathered}$ | $\begin{gathered} 531 \\ 85 \% \end{gathered}$ | $\begin{gathered} 482 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 456 \\ & \text { S5\% } \\ & \mathrm{De}^{2} \end{aligned}$ | $\begin{gathered} 384 \\ 96 \% \\ \mathrm{De} \end{gathered}$ | ${ }^{620} 90 \%$ | ${ }^{836} 91 \%$ | ${ }_{92 \%}^{396}$ | $\stackrel{585}{92 \%}$ | $\begin{gathered} 300 \\ 90 \% \end{gathered}$ | ${ }_{91 \%}^{858}$ | ${ }_{90 \%}^{569}$ | $\begin{aligned} & 713 \\ & 94 \% \\ & \text { NP } \end{aligned}$ | ${ }_{89 \%}^{571}$ | $\text { 1057 }{ }_{92 \%}$ | $\begin{gathered} 754 \\ 92 \% \end{gathered}$ | ${ }_{86 \%}^{210}$ | $\begin{gathered} 1125 \\ 90 \% \end{gathered}$ |
| Very important | 1329 | $\begin{aligned} & 573 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 756 \\ 71 \% \\ B \end{gathered}$ | 360 57 | $\begin{gathered} 343 \\ 65 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 350 \\ 73 \% \\ \mathrm{De}^{3} \end{gathered}$ | $\begin{gathered} 277 \\ \underset{\mathrm{D}}{27} \end{gathered}$ | ${ }^{448} 8$ | ${ }_{601}^{66 \%}$ | 281 66 | $\begin{gathered} 438 \\ \underset{M}{69 \%} \end{gathered}$ | $\begin{gathered} 235 \\ \left.\begin{array}{c} 71 \% \\ M \end{array}\right) \end{gathered}$ | 572 | 394\% | $\begin{aligned} & 534 \\ & { }_{71 \%} \\ & \text { NP } \end{aligned}$ | 401 $62 \%$ | 779 $68 \%$ | 522 $63 \%$ | ${ }^{163} 6$ | 793 $64 \%$ |
| Somewhat important | 524\% | $\underset{c}{273} \underset{c}{28 \%}$ | 251 ${ }^{23 \%}$ | 172 ${ }^{27 \%}$ | ${ }^{139} 26$ | ${ }^{106}{ }_{2}{ }^{2}$ | 107\% | 173 | 235 ${ }^{26 \%}$ | ${ }^{116}$ | . ${ }^{147} 23 \%$ | 65\% | $\begin{gathered} 286 \\ 30 \% \\ \text { KL } \end{gathered}$ | 175 | 179\% | 169\% | ${ }^{278} 24 \%$ | 232 28 | ${ }_{19}^{47}$ | $\begin{gathered} 332 \\ 27 \% \\ S \end{gathered}$ |
| Not At All/Not Very Important (Net) | ${ }^{179} 9$ | $\begin{gathered} 114 \\ { }_{C}^{122 \%} \end{gathered}$ | ${ }_{65}{ }^{\text {\% }}$ | $\begin{gathered} 96 \\ \text { EFG } \\ \text { EF } \end{gathered}$ | $\begin{aligned} & 46 \\ & { }^{9} \% \\ & \mathrm{fg}^{2} \end{aligned}$ | 22 ${ }_{5}$ | 16 $4 \%$ | $\begin{aligned} & 66 \\ & 10 \% \end{aligned}$ | $\stackrel{81}{9 \%}$ | 32\% | 47\% | 32\% | ${ }^{85}$ | $\begin{aligned} & 63 \\ & 10 \% \\ & 0 \end{aligned}$ | 44\% | $\begin{aligned} & 72 \\ & 11 \% \\ & 10 \end{aligned}$ | ${ }_{8}^{97}$ | ${ }_{89}$ | 34 $14 \%$ | 124\% |
| Not very important | ${ }^{115} 6$ | $\begin{aligned} & 71 \\ & { }^{7} \% \end{aligned}$ | 43 |  | $\begin{aligned} & 30 \\ & 6 \% \\ & \mathrm{G} \end{aligned}$ | ${ }^{13} 3$ | ${ }_{1 \%}^{4}$ | $\begin{gathered} 44 \\ 6 \% \\ \hline \end{gathered}$ | $58$ | ${ }^{12} 3$ | - ${ }^{4} 4$ | $\begin{gathered} 24 \\ 7 \% \\ k \end{gathered}$ | $\begin{gathered} 63 \\ \frac{7}{7} \% \end{gathered}$ | 34 \% | 31 $4 \%$ | $\begin{gathered} 49 \\ 89 \\ \hline \end{gathered}$ | ${ }_{65}^{65}$ | 45\% | $\stackrel{29}{12}$ \% | ${ }^{80}{ }_{6}$ |
| Not at all important | 64\% | $\begin{gathered} 43 \\ { }_{C}^{4} \% \end{gathered}$ | 21\% | $\begin{gathered} 29 \\ 5 \% \\ f \end{gathered}$ | ${ }^{15} 3$ | ${ }_{2 \%}$ | 11 3 \% | 21 3\% | $\stackrel{23}{2 \%}$ | 20\% | 23 4 | ${ }^{7} \%$ | 22 $2 \%$ | $\begin{aligned} & 29 \\ & 5 \% \\ & { }^{29} \end{aligned}$ | 12\% | $\begin{gathered} 23 \\ 4 \% \\ 0 \end{gathered}$ | ${ }_{3}^{32}$ | ${ }_{3}^{23}$ | ${ }^{5} \%$ | $44 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_36 Thinking about your life moving forward, how important are the following issues to you personally?

 Data privacyBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | ${ }^{1786} 88$ | $834 \%$ | ${ }_{89 \%}^{951}$ | ${ }_{811 \%}^{511}$ | $\begin{gathered} 464 \\ 88 \% \\ \text { B8. } \end{gathered}$ | $\begin{aligned} & 447 \\ & 94 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 364 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 602 \\ 88 \% \end{gathered}$ | ${ }_{87 \%}^{795}$ | ${ }_{91 \%}$ | ${ }_{86 \%}^{543}$ | ${ }_{88 \%}^{293}$ | ${ }_{898}^{89 \%}$ | ${ }_{90 \%}^{571}$ | $\begin{gathered} 655 \\ 87 \% \end{gathered}$ | ${ }_{859}$ | ${ }^{1028} 89$ | $\begin{gathered} 720 \\ 88 \% \end{gathered}$ | ${ }_{85 \%}^{207}$ | $10844 \%$ |
| Very important | $\begin{gathered} 1131 \\ 56 \% \end{gathered}$ | $\begin{gathered} 506 \\ 53 \% \end{gathered}$ | $\begin{gathered} 625 \\ 58 \% \\ b \end{gathered}$ | ${ }_{469}^{289}$ | $\begin{gathered} 304 \\ 58 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 311 \\ & 65 \% \\ & \text { De } \end{aligned}$ | $\begin{gathered} 226 \\ 57 \% \\ D \end{gathered}$ | ${ }^{378} 5$ | 485 | $\begin{gathered} 268 \\ \begin{array}{c} 62 \% \\ \mathrm{hl} \end{array} \end{gathered}$ | $\begin{aligned} & 376 \\ & \begin{array}{c} 60 \% \\ \text { IM } \end{array} . \end{aligned}$ | 174 $52 \%$ | 496\% | ${ }^{358} 5$ | 414\% | 359\% | $\begin{gathered} 689 \\ { }_{6}^{60 \%} \end{gathered}$ | 421\% | 142\% | ${ }^{669} 5$ |
| Somewhat important | ${ }^{655}{ }_{3}{ }^{\text {\% }}$ | 3288 | $3{ }^{326}$ | $\underset{f}{222}$ | 160\% | ${ }^{136} 28$ | ${ }_{34}^{137}$ | 224 33 | 309 $34 \%$ | 121 | ${ }^{167}$ 26\% | $\begin{gathered} 119 \\ 36 \% \\ K \end{gathered}$ | $\begin{gathered} 342 \\ 36 \% \\ K \end{gathered}$ | 213 $34 \%$ | 242\% | 200 $31 \%$ | 339\% | $\begin{gathered} 299 \\ { }_{Q}^{29 \%} \end{gathered}$ | 64\% | 415 ${ }_{\text {43\% }}$ |
| Not At All/Not Very Important (Net) | ${ }_{12 \%}^{246}$ | $\begin{gathered} 126 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 117 \\ 19 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 64 \\ & 12 \% \\ & \hline \end{aligned}$ | 30 $6 \%$ | ${ }^{36} 9$ | $\begin{aligned} & 84 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 123 \\ 13 \% \end{gathered}$ | ${ }^{40} 9$ | $\begin{aligned} & 89 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | 105 $11 \%$ | ${ }^{62}$ 10\% | 101 $13 \%$ | 84\% | ${ }_{11 \%}^{126}$ | $\begin{gathered} 102 \\ 12 \% \end{gathered}$ | 37 $15 \%$ | 165 13 |
| Not very important | ${ }^{158} 8$ | 79\% | 79\% | $\begin{gathered} 80 \\ 13 \% \\ \text { EFG } \end{gathered}$ | 37\% | ${ }^{22} 5$ | ${ }^{18} 5$ | 54\% | ${ }^{85}$ | ${ }_{5}^{20}$ | 52\% | 31 $9 \%$ | 72\% | ${ }^{35}$ | $\begin{aligned} & \begin{array}{l} 74 \\ 10 \% \\ \text { N } \end{array} \end{aligned}$ | 49\% | $81{ }^{7} \%$ | 70 $8 \%$ | ${ }_{11 \%}{ }^{27}$ | $113 \%$ |
| Not at all important | $89 \%$ | 47 | $41 \%$ | $\begin{gathered} 37 \\ 6 \% \\ F \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \\ & \hline \end{aligned}$ | $\stackrel{8}{2 \%}$ | 17 ${ }^{4}$ | 31 $4 \%$ | ${ }^{38}$ | 20\% | $\begin{aligned} & 37 \\ & \mathbf{I m}^{6 \%} \end{aligned}$ | ${ }_{3 \%}$ | $33 \%$ | ${ }^{27} 4$ | ${ }^{27} 4$ | 34\% | 45 | 33 $4 \%$ | 10 4 \% | 51\% |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 6 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244\% | 1248 $100 \%$ |

Proporitions/Means: Colu
Overlap formulae used.

## WAL12_37 Thinking about your life moving forward, how important are the following issues to you personally?

 Supporting small businessBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Important (Net) | $\begin{array}{r} 1770 \\ 87 \% \end{array}$ | $\begin{gathered} 804 \% \\ 84 \% \end{gathered}$ | $\begin{gathered} 966 \\ 90 \% \\ \hline \mathrm{~B} \end{gathered}$ | ${ }_{81 \%}^{506}$ | $\begin{gathered} 451 \\ { }_{d}{ }_{d} \% \end{gathered}$ | $\begin{aligned} & 435 \\ & 91 \% \\ & \mathrm{De}^{2} \end{aligned}$ | $\begin{gathered} 377 \\ 95 \% \\ \mathrm{DE} \end{gathered}$ | ${ }_{89} 89$ | $\begin{gathered} 786 \\ 86 \% \end{gathered}$ | ${ }_{90 \%}^{386}$ | ${ }_{87 \%}^{547}$ | ${ }_{90 \%}^{299}$ | $\begin{gathered} 814 \\ 86 \% \end{gathered}$ | $555$ | $\begin{gathered} 667 \\ 88 \% \end{gathered}$ | ${ }_{85 \%}^{548}$ | $\begin{gathered} 1016 \\ 88 \% \end{gathered}$ | $\begin{gathered} 710 \\ 86 \% \end{gathered}$ | 187\% | $\begin{gathered} 1075 \\ 86 \% \end{gathered}$ |
| Very important | ${ }^{996}$ | $\begin{aligned} & 437 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 560 \\ 52 \% \\ B \end{gathered}$ | 264 ${ }_{42}$ | $\underset{\mathrm{d}}{259}$ | $\begin{gathered} 268 \\ \underset{D}{56 \%} \end{gathered}$ | $\begin{gathered} 205 \\ 51 \% \\ \mathrm{D} \end{gathered}$ | 329 $48 \%$ | 432 47 | 235\% | $\begin{gathered} 331 \\ 52 \% \\ M \end{gathered}$ | $\begin{gathered} 181 \\ 55 \% \\ M \end{gathered}$ | 420 | 319 $50 \%$ | 369\% | 308\% | 592 | ${ }^{386}$ 47\% | 116\% | $584 \%$ |
| Somewhat important | ${ }^{774} 38$ | 3678 | 407\% | ${ }^{242} 3$ | ${ }^{192}{ }_{36}$ | ${ }^{167}$ | 172 43 | 2699\% | ${ }^{354} 3$ | 151 $35 \%$ | ${ }^{216}$ | ${ }^{118} 8{ }_{3}$ | $\begin{gathered} 394 \\ { }_{4}^{32 \%} \end{gathered}$ | 236\% | 2988\% | 240 37 | 424\% | $324 \%$ | 729\% | 4919\% |
| Not At All/Not Very Important (Net) | $\stackrel{262}{262}$ | $\begin{gathered} 156 \\ { }_{16 \%}^{6} \end{gathered}$ | $\begin{aligned} & 105 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 121 \\ 19 \% \\ \text { 19G } \end{gathered}$ | $\begin{aligned} & 77 \\ & 15 \% \\ & \hline \text { fG } \end{aligned}$ | 42\% | 22 5 | ${ }_{13}^{88}$ | 131 $14 \%$ | 43 $10 \%$ | $\begin{aligned} & 85 \\ & 13 \% \end{aligned}$ | 32\% | 128 $14 \%$ | ${ }_{12}{ }^{2} \%$ | ${ }_{12}^{89}$ | 95\% | $\stackrel{138}{12 \%}$ | $\stackrel{113}{14 \%}$ | 27 ${ }_{\text {23 }}$ | 174 $14 \%$ |
| Not very important | ${ }^{187}{ }_{9}$ | $\begin{gathered} 109 \\ { }_{C}^{11 \%} \end{gathered}$ | $78 \%$ | $\begin{aligned} & 85 \\ & 14 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 53 \\ & 10 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }^{30} 6$ | 19 ${ }_{5}$ | 57\% | $\begin{gathered} 107 \\ 12 \% \end{gathered}$ | ${ }^{23} 5$ | ${ }^{54} \%$ | 24\% | 100 $11 \%$ | 52\% | ${ }_{8}^{63}$ | 72 $11 \%$ | ${ }^{104} 9$ | ${ }^{77} 9$ | 41 <br> 17 | 129 $10 \%$ |
| Not at all important | 75\% | $\begin{aligned} & 47 \\ & { }^{5} \% \end{aligned}$ | ${ }_{3}^{28}$ | $\begin{aligned} & 36 \\ & 6 \% \\ & f G \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \\ & \mathrm{G} \% \end{aligned}$ | ${ }^{12} 3$ | 1\% | 31 5 \% | 24\% | 19\% | 31 $5 \%$ | ${ }_{3 \%}$ | ${ }_{3}^{29}$ | ${ }^{26} 4 \%$ | ${ }^{26} 3$ | 23\% | $34 \%$ | 35\% | $\begin{gathered} 16 \\ \underset{t}{6 \%} \end{gathered}$ | $44 \%$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | 1248 $100 \%$ |

Proporitions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More tolerant | ${ }^{575}{ }_{2}$ | $\underset{{ }_{C}^{36}}{345}$ | 230 $21 \%$ | $\begin{aligned} & 239 \\ & \begin{array}{l} 38 \% \end{array} \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 200 \\ 38 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 92 \\ & 19 \% \% \\ & \text { 19\% } \end{aligned}$ | 14\% | $\begin{gathered} 298 \\ \stackrel{43}{15} \end{gathered}$ | $\begin{gathered} 219 \\ 24 \% \end{gathered}$ | 59 $14 \%$ | ${ }^{126}$ | $\begin{aligned} & 95 \\ & { }^{295} \% \end{aligned}$ | $\begin{gathered} 327 \\ \\ \\ K \end{gathered}$ | 1699\% | $\begin{aligned} & 267 \\ & 35 \% \\ & N P \end{aligned}$ | ${ }^{139}{ }^{22 \%}$ | $\stackrel{388}{\substack{38 \\ R}}$ | 173 ${ }^{12}$ | ${ }^{159} 6$ | 443\% |
| Less tolerant | ${ }_{272}{ }_{28}$ | ${ }_{278}^{27 \%}$ | $\begin{gathered} 314 \\ 29 \% \end{gathered}$ | ${ }_{26 \%}^{166}$ | ${ }_{275}^{145}$ | ${ }_{31 \%}^{148}$ | 115 $29 \%$ | 169\% | $\begin{gathered} 276 \\ 30 \% \\ h \end{gathered}$ | 127 ${ }_{3}$ | $\begin{gathered} 208 \\ 33 \% \\ M \end{gathered}$ | 93\% | ${ }_{26 \%}^{248}$ | $\underset{\substack{32 \% \\ 0}}{202}$ | 190 ${ }^{25 \%}$ | 181 28 | 310 $27 \%$ | 255 ${ }^{31}$ | 37 $15 \%$ | ${ }^{359} 29$ |
| No change | 8844 | ${ }_{37 \%}^{357}$ | $\begin{gathered} 528 \\ 49 \% \end{gathered}$ | 223 ${ }_{36}$ | ${ }^{183} 3$ | $\begin{gathered} 238 \\ 50 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{aligned} & 240 \\ & 60 \% \\ & \text { DEf } \end{aligned}$ | 219 32 | $\begin{gathered} 423 \\ 46 \% \\ H \end{gathered}$ | $\begin{gathered} 242 \\ 57 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 298 \\ M \\ M \end{gathered}$ | ${ }^{144} 4$ | 3688\% | $\begin{gathered} 262 \\ 41 \% \end{gathered}$ | 299\% | $\begin{aligned} & 323 \\ & 50 \% \\ & \text { NO } \end{aligned}$ | ${ }^{456}$ 40\% | $\begin{gathered} 394 \\ { }_{Q}^{88 \%} \end{gathered}$ | 48\% | ${ }^{446} 36$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | 528 $100 \%$ | 477 $100 \%$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | 686\% | 917 $100 \%$ | 429 ${ }_{100 \%}$ | 632 | 100\% | 942 $100 \%$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Willing (Net) | $\begin{gathered} 1236 \\ 61 \% \end{gathered}$ | $\begin{gathered} 606 \\ 63 \% \end{gathered}$ | 631 59 | $\begin{aligned} & 414 \\ & 66 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 369 \\ 70 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 230 \\ 48 \% \end{gathered}$ | $\stackrel{223}{56 \%}$ | $\begin{gathered} 484 \\ \stackrel{71}{15} \\ 15 \end{gathered}$ | $\stackrel{534}{58 \%}$ | 218 51 | ${ }^{3666}$ | $\begin{gathered} 188 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 621 \\ & 66 \% \\ & \text { KL } \end{aligned}$ | 355 | $\begin{aligned} & 536 \\ & { }_{71} \% \\ & \mathrm{NP} \end{aligned}$ | ${ }^{346} 5$ | $\begin{gathered} 748 \\ 65 \% \\ R \end{gathered}$ | 461 | $\begin{gathered} 201 \\ 82 \% \end{gathered}$ | 841 $67 \%$ |
| Very willing | ${ }_{21 \%}^{429}$ | $\underset{C}{250} \underset{C}{26 \%}$ | $\begin{gathered} 179 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 24 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 166 \\ 31 \% \\ \text { DFG } \end{gathered}$ | $\begin{aligned} & 56 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 235 \\ 34 \% \\ 1.5 \end{gathered}$ | $\stackrel{128}{14 \%}$ | ${ }^{66}$ 15\% | $\begin{gathered} 105 \\ 17 \% \end{gathered}$ | 51 15 | $\begin{gathered} 256 \\ { }_{2}^{27} \% \\ \mathrm{KL}^{2} \end{gathered}$ | $\underset{\mathrm{P}}{142 \%}$ | $\begin{gathered} 187 \\ \stackrel{25 \%}{\mathrm{P}} \end{gathered}$ | $\begin{aligned} & 100 \\ & 16 \% \end{aligned}$ | $\stackrel{299}{296}$ | 118 $14 \%$ | ${ }^{122} 5$ | 334\% |
| Somewhat willing | 807 | $355 \%$ | $\begin{gathered} 451 \\ 42 \% \\ \mathrm{~b} \end{gathered}$ | ${ }^{265} 42$ | 203 39\% | ${ }^{174} 37$ | 164 $41 \%$ | ${ }^{246}$ \% | $\begin{aligned} & 406 \\ & 44 \% \\ & \mathrm{HJ} \end{aligned}$ | ${ }^{152} 35$ | 261 $41 \%$ | ${ }^{138} 41 \%$ | 365 39 | 213 $34 \%$ | $\begin{aligned} & 348 \\ & 46 \% \\ & N P \end{aligned}$ | ${ }^{245} 38$ | 450 $39 \%$ | 343 $42 \%$ | 79\% | ${ }_{5}^{506}$ |
| Not At All/Not Very Willing (Net) | ${ }^{796} 39$ | 354\% | $441 \%$ | 214 $34 \%$ | ${ }^{159} 3$ | $\begin{gathered} 247 \\ 52 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 176 \\ 44 \% \\ \text { DE } \end{gathered}$ | ${ }^{202} 29$ | $\begin{gathered} 383 \\ 42 \% \\ H \end{gathered}$ | $\begin{gathered} 211 \\ 49 \% \\ \mathrm{Hi} \end{gathered}$ | $\begin{gathered} 266 \\ 42 \% \\ M \end{gathered}$ | $\begin{gathered} 144 \\ 43 \% \\ M \end{gathered}$ | 322 34 | $\begin{gathered} 278 \\ 44 \% \\ 0 \end{gathered}$ | 221 29 | $\begin{gathered} 297 \\ 46 \% \\ \hline \end{gathered}$ | ${ }^{406}$ | $\begin{gathered} 362 \\ 44 \% \\ Q \end{gathered}$ | 43\% | 408 ${ }_{\text {3 }}$ |
| Not very willing | $\begin{gathered} 489 \\ 24 \% \end{gathered}$ | $\stackrel{202}{21 \%}$ | $\underset{B}{287}$ | $\begin{gathered} 145 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 18 \% \end{aligned}$ | $\underset{e}{124} \underset{e}{26 \%}$ | $\begin{aligned} & 123 \\ & 31 \% \\ & \text { dE } \end{aligned}$ | $\underset{19 \%}{127}$ | $\underset{\mathrm{H}}{247}$ | $\begin{gathered} 114 \\ { }_{27} \% \\ H \end{gathered}$ | $\begin{gathered} 158 \\ 25 \% \end{gathered}$ | $\begin{gathered} 104 \\ 31 \% \\ M \end{gathered}$ | ${ }^{198}$ | $\begin{gathered} 176 \\ \\ \\ \hline 8 \% \end{gathered}$ | 136 $18 \%$ | $\begin{gathered} 177 \\ 28 \% \\ \hline 8 \end{gathered}$ | 250 $22 \%$ | $\begin{gathered} 223 \\ 27 \% \end{gathered}$ | ${ }_{11 \%}^{27}$ | ${ }_{\text {280 }}^{28} \mathrm{~S}$ |
| Not at all willing | ${ }^{307} 15 \%$ | $\begin{gathered} 152 \\ 16 \% \end{gathered}$ | $\begin{gathered} 155 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 123 \\ \text { } 26 \% \end{gathered}$ | 13\% | 75 $11 \%$ | $\begin{gathered} 136 \\ \substack{15 \% \\ \mathrm{~h}} \end{gathered}$ | $\begin{aligned} & 96 \\ & 22 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{gathered} 108 \\ 17 \% \end{gathered}$ | 12\% | 124 | $\begin{gathered} 102 \\ 16 \% \\ 0 \end{gathered}$ | ${ }^{85} 11 \%$ | $\begin{gathered} 120 \\ 19 \% \end{gathered}$ | 156 | 138 $17 \%$ | 16 $6 \%$ | 127 $10 \%$ |
| Sigma | 20320\% | 960\% | 1072 100 | ${ }^{628} 100$ | ${ }^{528} 0$ | 177\% | 399\% | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | ${ }^{429} 10 \%$ | 632 $100 \%$ | 332\% | 1042\% | 633\% | 750\% | 100\% | 1154 $100 \%$ | 823 $100 \%$ | 2440 | 1248\% |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: Willing To Share Personal Data And Information

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lthan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOndent \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 1280 \& 515 \& 765 \& 554 \& 393 \& 176 \& 157 \& 482 \& 528 \& 270 \& 666 \& 180 \& 374 \& 379 \& 497 \& 404 \& 714 \& 533 \& 152 \& 780 <br>
\hline Weighted Base \& 1236 \& 606 \& 631 \& 414 \& 369 \& 230* \& 223* \& 484 \& 534 \& 218 \& 366 \& 188 \& 621 \& 355 \& 536 \& 346 \& 748 \& 461 \& 201* \& 841 <br>
\hline I want to help companies working to address the pandemic \& 5566\% \& 273 ${ }^{45 \%}$ \& 283 ${ }^{45 \%}$ \& $$
\stackrel{192}{46 \%}
$$ \& 170\% \& 84\% \& $$
\begin{gathered}
110 \\
49 \% \\
f
\end{gathered}
$$ \& ${ }^{238} 49 \%$ \& 230 $43 \%$ \& 88\% \& 161
$44 \%$ \& 72\% \& 293 47 \& 1699\% \& 240\% \& 147
$43 \%$ \& 348\% \& ${ }^{197}{ }^{43} \%$ \& ${ }^{108} 5$ \& 395\% <br>
\hline I believe it will help track the virus spread \& $$
\stackrel{546}{44 \%}
$$ \& 257 ${ }_{42 \%}$ \& 2899\% \& $$
\begin{gathered}
157 \\
38 \%
\end{gathered}
$$ \& ${ }^{166}$ 45\% \& $$
\begin{aligned}
& 101 \\
& 44 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 123 \\
& 55 \% \\
& 5
\end{aligned}
$$ \& 211
$43 \%$ \& 235 ${ }_{4}$ \& 100 46 \& $$
\begin{gathered}
160 \\
44 \%
\end{gathered}
$$ \& 749\% \& $$
\begin{gathered}
287 \\
46 \%
\end{gathered}
$$ \& $$
{ }_{39}^{138}
$$ \& $$
\begin{gathered}
259 \\
48 \% \\
N
\end{gathered}
$$ \& $$
\begin{gathered}
150 \\
43 \%
\end{gathered}
$$ \& 331\% \& 209 ${ }_{45}$ \& 90\% \& 376
$45 \%$ <br>
\hline It's the least I can do to contribute to fighting the pandemic \& 517 $42 \%$ \& 241 40 \& 277 ${ }^{44 \%}$ \& 162 ${ }^{16 \%}$ \& $$
\begin{gathered}
172 \\
47 \% \\
d
\end{gathered}
$$ \& ${ }^{103} 45$ \& $$
\begin{aligned}
& 80 \\
& 36 \%
\end{aligned}
$$ \& $$
\stackrel{222}{46 \%}
$$ \& $$
\underset{43}{228}
$$ \& ${ }_{31}^{67}$ \& $$
\begin{gathered}
138 \\
38 \%
\end{gathered}
$$ \& ${ }_{34}^{64}$ \& $$
\begin{gathered}
291 \\
47 \% \\
\text { KL }
\end{gathered}
$$ \& 1389\% \& 244\% \& 136
$39 \%$ \& 331
$44 \%$ \& ${ }^{178} 38$ \& ${ }^{98}{ }^{\text {\% }}$ \& 369
$44 \%$ <br>
\hline I trust that companies will use this data for the greater societal good \& $495{ }^{40 \%}$ \& $$
\begin{gathered}
278 \\
46 \%
\end{gathered}
$$ \& 217 34 \& 175
$42 \%$ \& ${ }^{155} 42 \%$ \& ${ }_{38}^{86}$ \& 789\% \& $$
\stackrel{216}{45 \%}
$$ \& 194\% \& 849\% \& ${ }^{140} 38$ \& ${ }_{33}^{62}$ \& 264 ${ }^{43}{ }_{1}$ \& 157
$44 \%$ \& 210\% \& 128\% \& $\stackrel{3106}{41 \%}$ \& 180 ${ }^{39 \%}$ \& $88{ }^{8} \%$ \& 352 ${ }^{42}$ <br>
\hline It is our patriotic duty to do whatever we can to help fight the pandemic \& $$
\begin{gathered}
476 \\
38 \%
\end{gathered}
$$ \& $$
{ }_{40 \%}^{245}
$$ \& 231 ${ }^{3} \%$ \& $$
{ }_{35 \%}^{143}
$$ \& $$
\begin{gathered}
131 \\
35 \%
\end{gathered}
$$ \& $$
\begin{gathered}
106 \\
46 \% \\
\mathrm{De}^{2}
\end{gathered}
$$ \& $$
\begin{aligned}
& 96 \\
& 43 \%
\end{aligned}
$$ \& 203 ${ }^{42 \%}$ \& $$
{ }_{3}^{199} \%
$$ \& 74
$34 \%$ \& $$
{ }_{3}^{137} \%
$$ \& 63
$34 \%$ \& $$
\begin{gathered}
254 \\
41 \%
\end{gathered}
$$ \& 129 ${ }^{36}$ \& $$
{ }_{37}^{198}
$$ \& $$
\begin{gathered}
148 \\
43 \%
\end{gathered}
$$ \& $$
{ }_{40 \%}^{298}
$$ \& $$
\begin{gathered}
171 \\
37 \%
\end{gathered}
$$ \& ${ }_{\text {47 }}{ }^{94}$ \& 317 <br>
\hline I think it will speed up the time to returning to normal activity \& 430\% \& 212 35 \& 218 35 \& 125 ${ }^{12}$ \& $$
\begin{aligned}
& 130 \\
& 35 \%
\end{aligned}
$$ \& 84\% \& $$
\begin{aligned}
& 91 \\
& 41 \% \\
& d
\end{aligned}
$$ \& 170 ${ }^{175}$ \& 190 36 \& ${ }_{32}^{69}$ \& $$
\begin{gathered}
127 \\
35 \%
\end{gathered}
$$ \& 54\% \& 232 37 \& 134\% \& 174 ${ }_{3}$ \& 122 35 \& 275 37 \& 1499\% \& $84 \%$ \& 295\% <br>
\hline Sigma \& $3{ }^{3020} 244$ \& ${ }^{1506}$ 249\% \& 1514\% \& 954\% \& 925\% \& 5635\% \& 5599\% \& 1259\% \& 1277

$239 \%$ \& 2842\% \& 863\% \& 307\% \& 1621\% \& 8465\% \& 1325\% \& 831 240 \& 1890\% \& 1084\% \& 5619\% \& 2103\% <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S
Overlap formulae used. ${ }^{\text {s small bas }}$

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Totala } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Protecting the health and safety of employees | $\begin{gathered} 1761 \\ 87 \% \end{gathered}$ | $\begin{gathered} 799 \\ 83 \% \end{gathered}$ | $\begin{gathered} 962 \\ 90 \% \end{gathered}$ | ${ }_{81 \%}^{506}$ | ${ }_{85}^{448}$ | $\begin{aligned} & 439 \\ & 92 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 369 \\ & 92 \% \\ & \text { DE } \end{aligned}$ | ${ }_{86}^{593}$ | ${ }_{87 \%}^{794}$ | $\begin{gathered} 374 \\ 87 \% \end{gathered}$ | $5_{870}$ | ${ }_{87 \%}^{289}$ | $8_{87 \%}^{817}$ | $\begin{gathered} 556 \\ 88 \% \\ \hline \end{gathered}$ | $\begin{gathered} 676 \\ \underset{P}{69 \%} \end{gathered}$ | ${ }_{82 \%}$ | $\begin{gathered} 1018 \\ 88 \% \end{gathered}$ | $\begin{gathered} 710 \\ 86 \% \end{gathered}$ | ${ }^{188}{ }^{7} \%$ | $\begin{gathered} 1062 \\ 85 \\ \hline \end{gathered}$ |
| Customer service | $\begin{gathered} 1648 \\ 81 \% \end{gathered}$ | ${ }^{755}$ | $\underset{883 \%}{892}$ | 461 $73 \%$ | 412\% | $\begin{aligned} & 428 \\ & 90 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 347 \\ 87 \% \\ \mathrm{DE} \end{gathered}$ | 5419\% | ${ }^{755}$ | 352 ${ }_{82 \%}$ | 518\% | 271 $82 \%$ | 766 $81 \%$ | 515 $81 \%$ | 625 ${ }_{83}$ | ${ }^{508} 7$ | ${ }^{946} 8$ | ${ }^{670} 81 \%$ | 180\% | 979\% |
| Employer/ employee relationships | $\text { 1635 } 80 \%$ | $752 \%$ | $\begin{gathered} 883 \\ 82 \% \\ \text { b } \end{gathered}$ | $448$ | $\begin{gathered} 410 \\ \\ \hline 8 \% \end{gathered}$ | $\begin{aligned} & 427 \\ & 90 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 349 \\ & 88 \% \\ & \text { DE } \end{aligned}$ | $540 \%$ | $\begin{gathered} 742 \\ 81 \% \end{gathered}$ | 353 ${ }^{\text {82\% }}$ | ${ }_{80 \%}^{508}$ | 278\% | ${ }_{79 \%}$ | 502 ${ }_{79}$ | 620 82 | $\begin{gathered} 513 \\ 80 \% \end{gathered}$ | ${ }^{933} 8$ | ${ }_{8}^{673}$ | ${ }^{173}$ | $\stackrel{983}{9} 9$ |
| Taking action for the greater social good | 1580\% | 715 $74 \%$ | $\begin{gathered} 865 \\ 8.8 \% \\ B \end{gathered}$ | 452\% | $\begin{gathered} 422 \\ 80 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 382 \\ \substack{30 \%} \end{gathered}$ | $\begin{gathered} 324 \\ 82 \% \\ \text { D } \end{gathered}$ | $\stackrel{522}{ }{ }_{76 \%}$ | $\begin{gathered} 735 \\ 80 \% \end{gathered}$ | 323 | $492 \%$ | $\begin{gathered} 278 \\ { }_{8 M}{ }^{24} \end{gathered}$ | ${ }_{76 \%}^{718}$ | 459\% | $\begin{aligned} & 641 \\ & 85 \% \\ & \mathrm{NP} \end{aligned}$ | 480 75 | 912 $79 \%$ | 641 $78 \%$ | 182 ${ }^{75}$ | 941 75 |
| Transparent supply chain practices | 1493 \% | ${ }^{681}$ \% | $\begin{gathered} 812 \\ \substack{76 \% \\ b} \end{gathered}$ | ${ }^{434}{ }_{69}$ | $\begin{gathered} 362 \\ 69 \% \end{gathered}$ | $\begin{gathered} 372 \\ 78 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 325 \\ 82 \% \\ \mathrm{DE} \end{gathered}$ | 4974 | $\begin{gathered} 702 \\ 76 \% \\ j \end{gathered}$ | 2988\% | 468\% | 259\% | 684 $73 \%$ | 459 $73 \%$ | 565 $75 \%$ | ${ }^{469}$ | ${ }^{865}$ | ${ }^{601} 73 \%$ | ${ }^{174} 71 \%$ | $896{ }_{72 \%}$ |
| Corporate role in the communities in which they operate operate | $1487$ | $\begin{gathered} 710 \\ 74 \% \end{gathered}$ | 7776 | $\begin{gathered} 433 \\ 69 \% \end{gathered}$ | $\begin{gathered} 383 \\ 73 \% \end{gathered}$ | $\underset{\mathrm{D}}{\substack{376}}$ | 294\% | 481 70 | $\begin{gathered} 706 \\ \substack{77 \% \\ \mathrm{Hj}} \end{gathered}$ | 300\% | 450 $71 \%$ | ${ }^{246} 74$ | ${ }^{698}{ }^{74}$ | 462 73 | 567\% | $457$ | ${ }^{853} 74$ | ${ }^{606}$ | 180\% | 913 ${ }_{73}$ |
| Product innovation | 1460\% | ${ }_{72 \%}^{696}$ | $\begin{gathered} 764 \\ 71 \% \end{gathered}$ | ${ }_{65 \%}^{406}$ | $\begin{gathered} 382 \\ \underset{D}{2} \% \end{gathered}$ | $\underset{\substack{369 \\ \hline 7 \%}}{ }$ | $\begin{gathered} 304 \\ 76 \% \\ 0.6 \end{gathered}$ | $499 \%$ | ${ }^{660} 72 \%$ | 301 $70 \%$ | $\begin{aligned} & 463 \\ & \hline 73 \% \end{aligned}$ | ${ }^{233}$ | ${ }^{692}$ | 456\% | $\underset{p}{563} \underset{p}{74 \%}$ | $\begin{gathered} 441 \\ 69 \% \end{gathered}$ | $\underset{\mathrm{R}}{877}$ | ${ }^{561}$ 68\% | ${ }^{178} 73$ | $895$ |
| Business strategies that prioritize social performance measures in addition to financial performance | 1441\% | 669\% | 772\% | 404\% | $\begin{gathered} 384 \\ \underset{\mathrm{D}}{3} \mathrm{C} \end{gathered}$ | $\begin{gathered} 363 \\ \substack{76 \% \\ \mathrm{D}} \end{gathered}$ | $\begin{gathered} 290 \\ \\ d \end{gathered}$ | ${ }^{487} 7$ | ${ }^{667} 7$ | 287\% | 426\% | ${ }^{235}$ | $\underset{\substack{688 \\ k}}{\substack{688 \\ \hline}}$ | ${ }^{447}$ \% | $\stackrel{566}{{ }_{7}^{56} \%}$ | 427 66 | ${ }^{839} 7$ | $577 \%$ | ${ }^{166} 6$ | 8889 |
| Meaningful communication from the CEO | $\begin{aligned} & 1401 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 647 \\ 67 \% \end{gathered}$ | $\begin{gathered} 753 \\ 70 \% \end{gathered}$ | ${ }_{67 \%}^{418}$ | $375 \%$ | $\begin{gathered} 323 \\ 68 \% \end{gathered}$ | ${ }_{71 \%}^{285}$ | $4972 \%$ | $\begin{aligned} & 634 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 274 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 439 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 227 \\ 68 \% \end{gathered}$ | ${ }_{699}^{649}$ | $\begin{aligned} & 417 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 554 \\ & 73 \% \\ & \mathrm{~Np} \end{aligned}$ | $430 \%$ | ${ }^{815} 71 \%$ | $\begin{gathered} 562 \\ 68 \% \end{gathered}$ | ${ }^{176}$ | $\begin{gathered} 854 \\ 68 \% \end{gathered}$ |
| Authentic messaging on corporate purpose and values | 1391 | $\begin{gathered} 648 \\ 68 \% \end{gathered}$ | $\begin{gathered} 743 \\ 69 \% \end{gathered}$ | 400 64 | $\begin{gathered} 380 \\ \substack{72 \% \\ \mathrm{D}} \end{gathered}$ | $\begin{gathered} 351 \\ 73 \% \\ \mathrm{Dg} \end{gathered}$ | $\begin{gathered} 260 \\ 65 \% \end{gathered}$ | ${ }^{4668}$ | ${ }_{70 \%}^{647}$ | $\begin{gathered} 278 \\ 65 \% \end{gathered}$ | $\begin{array}{r} 425 \\ 67 \% \end{array}$ | $\begin{gathered} 225 \\ 68 \% \end{gathered}$ | $659$ | ${ }^{415} 66$ | $\begin{aligned} & 559 \\ & 74 \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{aligned} & 417 \\ & 65 \% \end{aligned}$ | ${ }_{680}^{790}$ | $577$ | $\begin{gathered} 166 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 855 \\ & 68 \% \end{aligned}$ |
| Speaking out on social issues | 13888\% | ${ }^{635} 5$ | 753 | 443\% | ${ }^{377}{ }^{7} \%$ | 310\% | 258\% | $\begin{gathered} 510 \\ \begin{array}{c} 74 \% \\ 1 J \end{array} \end{gathered}$ | 5999\% | 279 65 | 428\% | ${ }^{237} 71 \%$ | 642 68 | 394\% | $\begin{aligned} & 572 \\ & 76 \% \\ & N P \text { P } \end{aligned}$ | 421 65 | 804\% | ${ }^{558} 8$ | $\underset{\substack{186 \\ t}}{\substack{86}}$ | ${ }^{862}$ 6\% |
| Stock performance | $\begin{aligned} & 1253 \\ & 62 \% \end{aligned}$ | ${ }_{63 \%}^{609}$ | $\begin{gathered} 644 \\ 60 \% \end{gathered}$ | $\begin{gathered} 385 \\ 61 \% \end{gathered}$ | $\begin{gathered} 338 \\ 64 \% \end{gathered}$ | $\begin{gathered} 300 \\ 63 \% \end{gathered}$ | $\begin{gathered} 230 \\ 58 \% \end{gathered}$ | $\begin{gathered} 435 \\ 63 \% \end{gathered}$ | $\begin{gathered} 559 \\ 61 \% \end{gathered}$ | $\begin{gathered} 260 \\ 61 \% \end{gathered}$ | $\begin{gathered} 371 \\ 59 \% \end{gathered}$ | $\begin{gathered} 214 \\ 64 \% \end{gathered}$ | $\begin{gathered} 606 \\ 64 \% \\ k \end{gathered}$ | $\begin{aligned} & 412 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 461 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 380 \\ 59 \% \end{gathered}$ | 719 $62 \%$ | $\begin{gathered} 510 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 785 \\ 63 \% \end{gathered}$ |
| Prioritization of both shareholder profit and company purpose | $12099$ | ${ }^{591} 62 \%$ | ${ }_{518}^{58 \%}$ | $\begin{gathered} 386 \\ \begin{array}{c} 62 \% \\ G \end{array} \end{gathered}$ | $\begin{gathered} 324 \\ 61 \% \\ \mathrm{~g} \end{gathered}$ | 290 $61 \%$ | 209 52 | $432$ | $\underset{j}{552}$ | 225 52 | 366 $58 \%$ | $\stackrel{188}{57}$ | ${ }_{5}^{591} 6$ | $\begin{gathered} 377 \\ 60 \% \end{gathered}$ | ${ }^{464} 6$ | $\begin{gathered} 368 \\ 57 \% \end{gathered}$ | 710 $61 \%$ | 472 57 | ${ }^{158} 8$ | 752 $60 \%$ |

[^0]Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$\underset{\text { Travelers }}{\text { Business }}$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 70 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Prioritization of both shareholder profit and company purpose \& $$
\begin{aligned}
& 823 \\
& 41 \%
\end{aligned}
$$ \& $$
{ }_{369}^{369}
$$ \& $$
\begin{gathered}
454 \\
42 \%
\end{gathered}
$$ \& $$
\begin{gathered}
241 \\
38 \%
\end{gathered}
$$ \& $$
\begin{gathered}
204 \\
39 \%
\end{gathered}
$$ \& $$
{ }_{39 \%}^{188}
$$ \& $$
\begin{gathered}
191 \\
48 \% \\
\mathrm{De}
\end{gathered}
$$ \& $$
{ }_{37 \%}^{254}
$$ \& $$
\begin{gathered}
366 \\
40 \%
\end{gathered}
$$ \& $$
\begin{gathered}
204 \\
48 \% \\
\mathrm{Hi}
\end{gathered}
$$ \& $$
\begin{gathered}
266 \\
42 \%
\end{gathered}
$$ \& $$
\begin{gathered}
144 \\
43 \%
\end{gathered}
$$ \& $$
{ }_{37 \%}^{351}
$$ \& $$
\begin{gathered}
256 \\
40 \%
\end{gathered}
$$ \& $$
{ }_{39 \%}^{293}
$$ \& $$
\begin{gathered}
275 \\
43 \%
\end{gathered}
$$ \& $$
\begin{gathered}
444 \\
39 \%
\end{gathered}
$$ \& $$
\begin{gathered}
351 \\
43 \%
\end{gathered}
$$ \& ${ }^{86} 9$ \& 4968 <br>
\hline Stock performance \& $$
{ }_{389}^{779}
$$ \& 351 ${ }_{3}$ \& 427 \& $$
\stackrel{242}{39 \%}
$$ \& $$
{ }_{36 \%}^{190}
$$ \& $$
\begin{gathered}
177 \\
37 \%
\end{gathered}
$$ \& $$
\begin{gathered}
170 \\
42 \%
\end{gathered}
$$ \& 251 37 \& 3599 \& ${ }^{169} 39$ \& $$
\begin{gathered}
261 \\
41 \% \\
\mathrm{~m}
\end{gathered}
$$ \& ${ }^{118} 36$ \& $$
\begin{gathered}
337 \\
36 \%
\end{gathered}
$$ \& 221 ${ }^{35 \%}$ \& 2959\% \& $$
{ }_{41 \%}^{263}
$$ \& 435\% \& $313 \%$ \& 81 31 \& 463 ${ }_{3}$ <br>
\hline Speaking out on social issues \& ${ }_{32 \%}^{644}$ \& ${ }^{325} 34$ \& 319
$30 \%$ \& 1859\% \& 1519 \& ${ }^{167} 35$ \& ${ }^{142}$ 3 ${ }^{\text {a }}$ \& ${ }^{176}$ 26\% \& $$
\begin{gathered}
318 \\
35 \% \\
H
\end{gathered}
$$ \& $$
\begin{gathered}
150 \\
35 \% \\
H
\end{gathered}
$$ \& 204 32 \& 95\% \& 301 $32 \%$ \& $$
\begin{gathered}
239 \\
38 \%
\end{gathered}
$$ \& 184\% \& $$
\begin{gathered}
222 \\
35 \% \\
\hline
\end{gathered}
$$ \& $350 \%$ \& ${ }^{265}$ 32\% \& 58\% \& 386

$31 \%$
s <br>
\hline Authentic messaging on corporate purpose and

values values \& $$
{ }_{32 \%}^{641}
$$ \& \[

312

\] \& \[

{ }_{31 \%}^{329}

\] \& \[

$$
\begin{aligned}
& 227 \\
& 36 \% \\
& \text { EF }
\end{aligned}
$$

\] \& \[

{ }_{28 \%}^{148}

\] \& \[

{ }_{27 \%}^{127}

\] \& \[

$$
\begin{gathered}
140 \\
35 \% \\
f
\end{gathered}
$$
\] \& 220 $32 \%$ \& 271 30 \& 151

$35 \%$ \& \[
$$
\begin{gathered}
207 \\
33 \%
\end{gathered}
$$

\] \& 107 ${ }_{3}$ \& \[

{ }_{30}^{283}

\] \& \[

$$
\begin{gathered}
218 \\
34 \% \\
0
\end{gathered}
$$

\] \& ${ }^{197}{ }^{26 \%}$ \& \[

$$
\begin{gathered}
226 \\
35 \%
\end{gathered}
$$
\] \& $364 \%$ \& 246\% \& 782\% \& $393{ }_{3}$ <br>

\hline Meaningful communication from the CEO \& ${ }_{31 \%}^{631}$ \& ${ }_{313}{ }_{3}$ \& 319
$30 \%$ \& 210 33 \& 153

$29 \%$ \& \[
{ }_{32 \%}^{154}

\] \& \[

{ }_{29 \%}^{114}

\] \& ${ }^{193}$ \& ${ }_{31 \%}^{283}$ \& \[

$$
\begin{gathered}
155 \\
\begin{array}{c}
36 \% \\
H
\end{array}
\end{gathered}
$$

\] \& \[

{ }_{31}^{193}

\] \& ${ }^{105} 3$ \& 293\% \& \[

$$
\begin{gathered}
216 \\
34 \% \\
0
\end{gathered}
$$

\] \& 203 27 \& \[

\underset{\substack{212 <br> 0}}{212}
\] \& 3399\% \& 261 $32 \%$ \& ${ }_{28}^{68}$ \& 3934 <br>

\hline Business strategies that prioritize social performance measures in addition to financial

performance \& 591 29 \& 291 30 \& 3000 \& $$
\begin{aligned}
& 224 \\
& 336 \% \\
& \text { EFg }
\end{aligned}
$$ \& ${ }^{144} 27$ \& 114

$24 \%$ \& 110 $27 \%$ \& 200 $29 \%$ \& 250 27 \& 1413\% \& \[
$$
\begin{gathered}
206 \\
\begin{array}{c}
33 \% \\
\mathrm{~m}
\end{array}
\end{gathered}
$$

\] \& 97\% \& 254 27 \& ${ }^{186}$ 29\% \& 190 25 \& \[

$$
\begin{gathered}
216 \\
34 \% \\
0
\end{gathered}
$$
\] \& 315 \& 246\% \& 78\% \& ${ }^{359} 29 \%$ <br>

\hline Product innovation \& $$
\stackrel{572}{ }{ }_{28 \%}
$$ \& \[

$$
\begin{gathered}
264 \\
28 \%
\end{gathered}
$$

\] \& ${ }^{308} 29$ \& \[

$$
\begin{gathered}
222 \\
35 \% \\
\text { EFG }
\end{gathered}
$$

\] \& $\stackrel{146}{28 \%}$ \& \[

{ }_{23 \%}^{109}

\] \& 954\% \& 187\% \& 257 28 \& ${ }^{128}{ }^{3} \%$ \& \[

{ }_{27}^{169}

\] \& 980\% \& 250 $27 \%$ \& ${ }_{177}{ }^{28 \%}$ \& ${ }^{193}{ }^{26 \%}$ \& \[

\underset{\substack{202 <br> 0}}{\substack{2 <br> \hline}}

\] \& $\stackrel{277}{24 \%}$ \& \[

\underset{\mathrm{Q}}{262}
\] \& ${ }^{66} \%$ \& ${ }^{353} 28$ <br>

\hline Corporate role in the communities in which they

operate operate \& $$
{ }_{245}^{27 \%}
$$ \& 250 \& 295 28 \& \[

$$
\begin{gathered}
\text { 195 } \\
\underset{F}{21 \%}
\end{gathered}
$$

\] \& \[

{ }_{274}^{144}

\] \& ${ }^{101}$ \& \[

{ }_{26 \%}^{105}

\] \& \[

$$
\begin{gathered}
205 \\
30 \% \\
1
\end{gathered}
$$

\] \& 212\% \& \[

$$
\begin{gathered}
129 \\
30 \% \\
i
\end{gathered}
$$
\] \& ${ }^{183} 29$ \& 86\% \& 244 \& 171 ${ }^{27 \%}$ \& 1899\% \& ${ }^{186}$ 29\% \& 301 26 \& 217 26 \& 64\% \& ${ }^{336} 27 \%$ <br>

\hline Transparent supply chain practices \& 539\% \& $$
\underset{\mathrm{c}}{279}
$$ \& 260 $24 \%$ \& \[

$$
\begin{aligned}
& 194 \\
& 31 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 166 \\
& 31 \% \\
& \text { FG }
\end{aligned}
$$
\] \& ${ }^{105}$ \& 74

$18 \%$ \& ${ }^{193}$ \& 216 $24 \%$ \& $$
\begin{gathered}
130 \\
30 \% \\
i
\end{gathered}
$$ \& 164 26 \& 73\% \& 259 27 \& $\stackrel{174}{27 \%}$ \& ${ }^{191}$ \& 174\% \& ${ }^{289}$ 25\% \& 222 27 \& 70 $29 \%$ \& 352 ${ }^{28 \%}$ <br>

\hline Taking action for the greater social good \& 452\% \& $$
\stackrel{246}{{ }_{C}^{26 \%}}
$$ \& 207 $19 \%$ \& \[

$$
\begin{gathered}
176 \\
\text { EFG }
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
106 \\
20 \%
\end{gathered}
$$

\] \& 950\% \& 75\% \& ${ }^{164} 24$ \& 182\% \& ${ }^{105} 25$ \& \[

\stackrel{140}{22 \%}

\] \& 54\% \& \[

\underset{\mathrm{L}}{225}

\] \& \[

$$
\begin{gathered}
174 \\
27 \% \\
0 \%
\end{gathered}
$$

\] \& $\stackrel{116}{15 \%}$ \& \[

$$
\begin{aligned}
& 163 \\
& 25 \% \\
& 0
\end{aligned}
$$
\] \& $\stackrel{242}{21 \%}$ \& 182\% \& 61 ${ }^{65 \%}$ \& 307 ${ }^{25 \%}$ <br>

\hline Employer/ employee relationships \& 397\% \& $$
\underset{\mathrm{C}}{209}
$$ \& 188\% \& \[

$$
\begin{gathered}
179 \\
\text { eFG }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 118 \\
& { }_{2}^{22 \%} \\
& \mathrm{FG}
\end{aligned}
$$
\] \& 50\% \& 50\% \& ${ }^{146}$ 21\% \& ${ }^{175} 19$ \& 76\% \& ${ }^{124} 20$ \& 53\% \& ${ }^{195}$ \& ${ }^{131}$ \& 136 ${ }^{18 \%}$ \& 130\% \& 2219\% \& 150

$18 \%$ \& 219\% \& 265 ${ }^{21 \%}$ <br>

\hline Customer service \& 3849\% \& $$
\underset{\mathrm{c}}{205}
$$ \& 179\% \& \[

$$
\begin{aligned}
& 167 \\
& 27 \% \\
& \mathrm{FG}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 116 \\
& 22 \% \\
& \text { FG }
\end{aligned}
$$
\] \& 10\% \& 52\% \& ${ }^{145}$ \& 163\% \& 76

$18 \%$ \& 114
$18 \%$ \& 180\% \& $\stackrel{177}{19 \%}$ \& ${ }^{118} 19$ \& 131 $17 \%$ \& ${ }^{135}$ \& 208\% \& ${ }^{153} 19$ \& 64 26 \& 269 $22 \%$ <br>

\hline Protecting the health and safety of employees \& $$
\stackrel{271}{27 \%}
$$ \& \[

$$
\begin{gathered}
161 \\
\substack{17 \% \\
C}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
110 \\
10 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
122 \\
19 \% \\
\text { FG }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 80 \\
& 15 \% \\
& F G
\end{aligned}
$$
\] \& ${ }^{38} 8$ \& ${ }^{30} 8$ \& $\xrightarrow{93} 14$ \& $\stackrel{123}{13 \%}$ \& 54\% \& 83

$13 \%$ \& 43\% \& 125
$13 \%$ \& 77

$12 \%$ \& 80\% \& $$
\begin{aligned}
& \text { 115 } \\
& \text { NO } \\
& \text { NO }
\end{aligned}
$$ \& 135

$12 \%$ \& 113
$14 \%$ \& $\stackrel{56}{23}{ }^{\text {2 }}$ \% \& $\xrightarrow{186}$ <br>
\hline
\end{tabular}

[^1]Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $\begin{gathered} 1635 \\ 80 \% \end{gathered}$ | $\begin{gathered} 752 \\ 78 \% \end{gathered}$ | $\begin{gathered} 883 \\ 82 \% \\ b \end{gathered}$ | 4488 | $\begin{gathered} 410 \\ \quad 88 \% \\ d \end{gathered}$ | $\begin{gathered} 427 \\ 90 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 349 \\ 88 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 540 \\ 79 \% \end{gathered}$ | $\begin{gathered} 742 \\ 81 \% \end{gathered}$ | 353 8 | ${ }_{6}^{508}$ | 278 $84 \%$ | $\begin{gathered} 747 \\ 79 \% \end{gathered}$ | 502\% | $\begin{gathered} 620 \\ 82 \% \end{gathered}$ | $\begin{gathered} 513 \\ 80 \% \end{gathered}$ | $\begin{gathered} 933 \\ 81 \% \end{gathered}$ | $\begin{gathered} 673 \\ 82 \% \end{gathered}$ | ${ }^{173} 71 \%$ | $\begin{gathered} 983 \\ \\ \hline \mathrm{~S} \end{gathered}$ |
| Less important today | 397 20 | $\underset{c}{209}$ | ${ }^{188}{ }_{18}$ | $\begin{gathered} 179 \\ \text { 299\% } \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 118 \\ & 22 \% \\ & \mathrm{FG} \end{aligned}$ | 50\% | 12\% | ${ }^{146}$ | ${ }^{175} 19 \%$ | 76 18 | 124 | 53 16 | ${ }^{195}$ | ${ }^{131} 21 \%$ | 136 $18 \%$ | 130\% | 2219\% | 150 $18 \%$ | 29\% ${ }^{71}$ | ${ }_{265}^{265}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 429 ${ }^{100 \%}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | 1154 $100 \%$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 240\% | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ (522) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Republ }}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $\begin{array}{r} 1761 \\ 87 \% \end{array}$ | $\begin{gathered} 799 \\ 83 \% \end{gathered}$ | $\begin{gathered} 962 \\ 90 \% \\ M_{0} \end{gathered}$ | ${ }_{81 \%}^{506}$ | ${ }_{85 \%}^{448}$ | $\begin{gathered} 439 \\ 92 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 369 \\ 92 \% \\ \mathrm{DE} \end{gathered}$ | ${ }_{86}^{593}$ | ${ }_{87 \%}$ | $\begin{gathered} 374 \\ 87 \% \end{gathered}$ | 550\% | ${ }_{87 \%}^{289}$ | $8_{87 \%}$ | $\begin{gathered} 556 \\ 88 \\ \hline 8 \end{gathered}$ | $\begin{gathered} 676 \\ 89 \\ \hline \mathrm{P} \end{gathered}$ | $528$ | $\begin{gathered} 1018 \\ 88 \% \end{gathered}$ | $\begin{gathered} 710 \\ 86 \% \end{gathered}$ | $188 \%$ | $\begin{gathered} 1062 \\ 85 \% \\ \hline \end{gathered}$ |
| Less important today | $\stackrel{271}{271}$ | $\begin{gathered} 161 \\ { }_{C}^{17 \%} \end{gathered}$ | $\begin{gathered} 110 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 19 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 80 \\ & 15 \% \\ & \text { FG } \end{aligned}$ | ${ }^{38}$ | 30 8 \% | 93 $14 \%$ | $\stackrel{123}{13 \%}$ | 54\% | 83 $13 \%$ | 43 $13 \%$ | 125 $13 \%$ | 77 ${ }_{12 \%}$ | 11\% | $\begin{aligned} & 115 \\ & 18 \% \\ & \text { NO } \end{aligned}$ | 135 $12 \%$ | 113 $14 \%$ | ${ }_{\text {236 }}^{5}$ | 186\% |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | 686 $100 \%$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | ${ }_{100 \%}$ | 632 $100 \%$ | $332 \%$ $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 ${ }^{100 \%}$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $1487$ | $\begin{gathered} 710 \\ 74 \% \end{gathered}$ | ${ }_{72 \%}^{776}$ | $\begin{gathered} 433 \\ 69 \% \end{gathered}$ | ${ }^{383}$ | $\underset{\text { 79\% }}{\substack{376 \\ \hline}}$ | 294\% | $481$ | $\begin{gathered} 706 \\ \substack{77 \% \\ \mathrm{Hj}} \end{gathered}$ | 300 70 | $450$ | 246 74 | ${ }^{698}{ }_{74}$ | 462 $73 \%$ | 567 | $457$ | 853 $74 \%$ | ${ }^{606}$ | 180 $74 \%$ | ${ }^{913} 73$ |
| Less important today | ${ }_{245}^{27 \%}$ | 250\% | ${ }^{295} 28 \%$ | $\begin{gathered} 195 \\ \underset{F}{31 \%} \end{gathered}$ | 144 27 | $\begin{gathered} 101 \\ 21 \% \end{gathered}$ | ${ }^{105}$ | $\begin{gathered} 205 \\ 30 \% \\ 1 \end{gathered}$ | 212 $23 \%$ | $\stackrel{129}{30 \%}$ | 183 ${ }^{29 \%}$ | 85\% | 244 26 | 171 27 | ${ }^{189}$ 25\% | ${ }^{186}$ 29\% | 301 $26 \%$ | 217 26 | 64\% | ${ }^{336}$ 27\% |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 429 | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 240\% | 1248\% |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | ${ }^{1580}$ | $\begin{gathered} 715 \\ 74 \% \end{gathered}$ | $\begin{gathered} 865 \\ 81 \% \\ B \end{gathered}$ | $452 \%$ | $\begin{gathered} 422 \\ 80 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 382 \\ 80 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 324 \\ 82 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 522 \\ 76 \% \end{gathered}$ | ${ }_{80 \%}^{735}$ | 323 | $\stackrel{492}{68 \%}$ | $\begin{gathered} 278 \\ \begin{array}{c} 84 \% \\ \mathrm{kM} \end{array} \end{gathered}$ | $\begin{gathered} 718 \\ 76 \% \end{gathered}$ | 459\% | $\begin{aligned} & 641 \\ & { }_{85}{ }^{5} \mathrm{~F} \end{aligned}$ | $480$ | 912 $79 \%$ | $\begin{gathered} 641 \\ 78 \% \end{gathered}$ | 182 ${ }^{\text {7 }}$ \% | 941 75 |
| Less important today | 452 $22 \%$ | $\begin{gathered} 246 \\ { }_{C}^{26 \%} \end{gathered}$ | $\stackrel{207}{{ }_{19 \%}}$ | $\begin{gathered} 176 \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 106 \\ 20 \% \end{gathered}$ | ${ }^{95}$ | 75 $19 \%$ | ${ }^{164} 24 \%$ | ${ }^{182} 20$ | 105 25 | $\begin{array}{r} 140 \\ 6 \\ \hline \end{array}$ | 54\% | $\stackrel{225}{24 \%}$ | $\begin{gathered} 174 \\ 27 \% \\ 0 \end{gathered}$ | ${ }^{116} 15$ | $\begin{aligned} & 163 \\ & 25 \% \\ & 0 \end{aligned}$ | ${ }_{242}^{21 \%}$ | 182\% | 615\% | 307 25 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 429 | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | 1154 $100 \%$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 240\% | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Republ }}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $1391$ | $\begin{gathered} 648 \\ 68 \% \end{gathered}$ | $\begin{gathered} 743 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 400 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 380 \\ 72 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 351 \\ 73 \% \\ \mathrm{Fg} \end{gathered}$ | $\begin{gathered} 260 \\ 65 \% \end{gathered}$ | $\begin{gathered} 466 \\ 68 \% \end{gathered}$ | ${ }^{647}$ | $\begin{gathered} 278 \\ 65 \% \end{gathered}$ | $425 \%$ | $\begin{gathered} 225 \\ 68 \% \end{gathered}$ | $659$ | $415$ | $\begin{aligned} & 559 \\ & 74 \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{aligned} & 417 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 790 \\ \hline 68 \% \end{gathered}$ | $\stackrel{577}{70 \%}$ | $\begin{aligned} & 166 \\ & 68 \% \end{aligned}$ | ${ }^{855}$ |
| Less important today | $\begin{gathered} 641 \\ 32 \% \end{gathered}$ | ${ }_{32 \%}$ | ${ }_{31 \%}^{329}$ | $\begin{gathered} 227 \\ 36 \% \\ E F \end{gathered}$ | ${ }^{148} 8$ | $\begin{gathered} 127 \\ 27 \% \end{gathered}$ | $\begin{gathered} 140 \\ 35 \% \\ \hline \end{gathered}$ | 220 $32 \%$ | 271 $30 \%$ | 151 $35 \%$ | ${ }_{6}^{207}$ | ${ }^{107} 32 \%$ | 283 ${ }_{3}$ | $\begin{gathered} 218 \\ 34 \% \\ 0 \end{gathered}$ | 197 26 | $\begin{gathered} 226 \\ 35 \% \\ \hline 0 \end{gathered}$ | 364 32 | 246\% | 782\% | $393 \%$ |
| Sigma | 2032 100 | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | 628 $100 \%$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | ${ }^{429} 0$ | 632 $100 \%$ | $332 \%$ $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | 12480\% |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $\begin{gathered} 1209 \\ 59 \% \end{gathered}$ | $\begin{gathered} 591 \\ 62 \% \end{gathered}$ | $\begin{gathered} 618 \\ 58 \% \end{gathered}$ | $\begin{gathered} 386 \\ \underset{G}{62 \%} \end{gathered}$ | $\begin{gathered} 324 \\ 61 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{61 \%}^{290}$ | 209 $52 \%$ | $\begin{gathered} 432 \\ 63 \% \end{gathered}$ | ${ }_{6}^{552}{ }_{j}^{2}$ | 225 | 366\% | 188\% | ${ }^{591}$ 63\% | 377 $60 \%$ | - $\quad 464$ | ${ }^{3688} 5$ | 710 $61 \%$ | 472 57 | ${ }^{158} 8$ | 752 $60 \%$ |
| Less important today | 823 \% | ${ }_{369}{ }^{3} \%$ | 454 42 | 2413\% | 204 39 | ${ }^{188} 3$ | $\begin{gathered} 191 \\ 48 \% \\ \mathrm{De}^{2} \end{gathered}$ | 254 37 | ${ }^{366} 40 \%$ | $\begin{gathered} 204 \\ \stackrel{48 \%}{\mathrm{Hi}} \end{gathered}$ | 266 $42 \%$ | ${ }^{144} 4{ }_{4}$ | 351 37 | 256\% | - ${ }^{293}$ | ${ }^{275} 43 \%$ | ${ }_{34}{ }^{39} \%$ | ${ }^{351} 43 \%$ | 86\% | 4968 |
| Sigma | 2032 100 | 960\% $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823\% | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | ${ }^{1388}$ | $\begin{aligned} & 635 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 753 \\ 70 \% \end{gathered}$ | ${ }_{71 \%}$ | $377$ | $\begin{gathered} 310 \\ 65 \% \end{gathered}$ | $\begin{gathered} 258 \\ 65 \% \end{gathered}$ | $\begin{gathered} 510 \\ \substack{74 \% \\ 1.5} \end{gathered}$ | $599$ | 279 6 | $\text { 428 }{ }_{6}^{48 \%}$ | ${ }^{237} 71 \%$ | $\underset{68 \%}{642}$ | $\begin{gathered} 394 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 572 \\ & { }_{76} 6 \% \end{aligned}$ | 421 65 | 804 $70 \%$ | ${ }^{5588}$ 68\% | $\underset{t}{186}$ | ${ }^{862}$ \% |
| Less important today | 644 32 | 325 34 | 319 $30 \%$ | ${ }^{185}$ | 151 $29 \%$ | ${ }^{167}$ | ${ }^{142} 3$ | ${ }^{176}$ | $\begin{gathered} 318 \\ 35 \% \\ H \end{gathered}$ | $\begin{gathered} 150 \\ \begin{array}{c} 35 \% \\ H \end{array} \end{gathered}$ | 204 ${ }^{3}$ | 959\% | 301 32 | $\begin{gathered} 239 \\ 38 \% \end{gathered}$ | - $\begin{array}{r}184 \\ 24 \%\end{array}$ | $\begin{gathered} 222 \\ 35 \% \\ \hline \end{gathered}$ | $350 \%$ | 265 ${ }_{3}$ | 58\% | 386 $31 \%$ s |
| Sigma | 2032 $100 \%$ | 960\% $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 686 $100 \%$ | 917 ${ }^{100 \%}$ | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $1493 \%$ | ${ }^{681 \%}$ | $\begin{gathered} 812 \\ \substack{66 \% \\ b} \end{gathered}$ | $\begin{gathered} 434 \\ 69 \% \end{gathered}$ | $\begin{gathered} 362 \\ 69 \% \end{gathered}$ | $\begin{gathered} 372 \\ 78 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 325 \\ 82 \% \\ \mathrm{DE} \end{gathered}$ | $494 \%$ | $\begin{gathered} 702 \\ 76 \% \\ j \end{gathered}$ | 298\% | $468 \%$ | $259 \%$ | $\begin{gathered} 684 \\ 73 \% \end{gathered}$ | 459 73 | $565 \%$ | $469 \%$ | 865\% | $\begin{gathered} 601 \\ 73 \% \end{gathered}$ | ${ }^{174} 71 \%$ | ${ }^{896}$ |
| Less important today | 539\% | $\begin{gathered} 279 \\ \underset{c}{29 \%} \end{gathered}$ | 260 24 | $\begin{aligned} & 194 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 166 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | ${ }^{105} 22$ | 74 18 | ${ }^{193} 28 \%$ | ${ }_{216}^{24 \%}$ | $\begin{gathered} 130 \\ 30 \% \\ i \end{gathered}$ | 164 $26 \%$ | 73 $22 \%$ | 259 27 | ${ }^{174} 27 \%$ | 1919 | ${ }^{174} 27 \%$ | 289\% | ${ }^{222} 27$ | 709\% | 352 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | 429\% | 632 $100 \%$ | 332 | 942 | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | ${ }^{240} 10$ | 1248\% |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $1441 \%$ | $\begin{gathered} 669 \\ 70 \% \end{gathered}$ | $\begin{gathered} 772 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 404 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 384 \\ 73 \% \\ 7 \end{gathered}$ | $\begin{gathered} 363 \\ \substack{76 \% \\ D} \end{gathered}$ | $\begin{gathered} 290 \\ 73 \% \\ d \end{gathered}$ | 487\% | ${ }_{73 \%}^{667}$ | 287\% | $426 \%$ | ${ }^{235} 71 \%$ | $\begin{gathered} 688 \\ \underset{k}{73 \%} \end{gathered}$ | $447 \%$ | $\begin{aligned} & 566 \\ & { }_{75}{ }^{2} \% \end{aligned}$ | 427 66 | ${ }^{839} 73$ | $577 \%$ | ${ }^{166} 68$ | ${ }^{889} 9$ |
| Less important today | 591\% | 291\% | 300\% | $\begin{aligned} & 224 \\ & 336 \% \\ & \text { EFg } \end{aligned}$ | $\stackrel{144}{27 \%}$ | 114 24 | 110\% | ${ }^{200}$ 29\% | 250 27 | 141 ${ }_{3}$ | $\begin{gathered} 206 \\ 33 \% \\ \mathrm{~m} \end{gathered}$ | 979\% | 254\% | ${ }^{186}$ 29\% | - $\begin{array}{r}190 \\ \hline 25\end{array}$ | $\begin{gathered} 216 \\ 34 \% \\ 0 \end{gathered}$ | 315 $27 \%$ | 246 30 | 782\% | 3599\% |
| Sigma | 2032 100 | 960 $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 686 $100 \%$ | 917 $100 \%$ | 4290\% | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ (522) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\underset{\substack{\text { Repun }}}{\text { Repubi- }}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | 1460 | ${ }_{72 \%}^{696}$ | 764 | 406\% | $\begin{gathered} 382 \\ 72 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 369 \\ 7 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 304 \\ \substack{76 \% \\ \mathrm{D}} \end{gathered}$ | 4999\% | $\begin{gathered} 660 \\ 72 \% \end{gathered}$ | 301 70 | $\stackrel{463}{73 \%}$ | ${ }^{233} 70 \%$ | ${ }_{73} 92 \%$ | 4566 | $\underset{\mathrm{p}}{563}$ | $\begin{gathered} 441 \\ 69 \% \end{gathered}$ | $\underset{\mathrm{R}}{877}$ | $\begin{gathered} 561 \\ 68 \% \end{gathered}$ | ${ }^{178} 78$ | 895 |
| Less important today | $\stackrel{572}{28 \%}$ | 264 $28 \%$ | ${ }_{208}^{308}$ | $\begin{gathered} 222 \\ \text { 35\% } \\ \text { EFG } \end{gathered}$ | 146\% | ${ }^{109} 23$ | 954\% | 187\% | 257\% | 128 ${ }_{3}$ | 169 ${ }^{17 \%}$ | ${ }_{30}^{98}$ | 250\% | ${ }^{177}{ }_{28}$ | 193 ${ }_{26}$ | $\underset{\substack{202 \\ 31 \%}}{\substack{0}}$ | ${ }_{27}^{27 \%}$ | $\begin{gathered} 262 \\ { }_{Q}^{2} \% \end{gathered}$ | 26\% | 353 $28 \%$ |
| Sigma | $\begin{array}{r} 2032 \\ 100 \% \end{array}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $\begin{gathered} 1648 \\ 81 \% \end{gathered}$ | $\begin{gathered} 755 \\ 79 \% \end{gathered}$ | $\begin{gathered} 892 \\ 83 \% \\ b \end{gathered}$ | 461 $73 \%$ | 412\% | $\begin{aligned} & 428 \\ & 90 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 347 \\ 87 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 541 \\ 79 \% \end{gathered}$ | $\begin{gathered} 755 \\ 82 \% \end{gathered}$ | $\begin{gathered} 352 \\ 82 \% \end{gathered}$ | $\begin{gathered} 518 \\ 82 \% \end{gathered}$ | $\begin{gathered} 271 \\ 82 \% \end{gathered}$ | $\begin{gathered} 766 \\ 81 \% \end{gathered}$ | ${ }_{815}^{515}$ | $\begin{gathered} 625 \\ 83 \% \end{gathered}$ | $\begin{gathered} 508 \\ 79 \% \end{gathered}$ | ${ }_{82 \%}^{946}$ | $\begin{gathered} 670 \\ 81 \% \end{gathered}$ | 180 $74 \%$ | 979\% |
| Less important today | $\begin{gathered} 384 \\ 19 \% \end{gathered}$ | $\begin{gathered} 205 \\ \underset{c}{21 \%} \end{gathered}$ | 179\% | $\begin{aligned} & 167 \\ & 27 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 116 \\ & { }_{22 \%} \\ & \mathrm{FG} \end{aligned}$ | 10\% | 52\% | ${ }^{145}$ | $\stackrel{163}{18 \%}$ | 76\% | 114 18 | 18\% | $\stackrel{177}{19 \%}$ | ${ }_{19}^{118}$ | 131 $17 \%$ | ${ }^{135}$ | ${ }^{208} 18$ | 153 $19 \%$ | 64\% | ${ }_{269}^{269}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942 | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $\begin{gathered} 1253 \\ 62 \% \end{gathered}$ | $\begin{gathered} 609 \\ 63 \% \end{gathered}$ | $\begin{gathered} 644 \\ 60 \% \end{gathered}$ | $\begin{gathered} 385 \\ 61 \% \end{gathered}$ | $\begin{gathered} 338 \\ 64 \% \end{gathered}$ | $\begin{gathered} 300 \\ 63 \% \end{gathered}$ | $\stackrel{230}{58 \%}$ | ${ }_{63 \%}^{435}$ | $\begin{gathered} 559 \\ 61 \% \end{gathered}$ | $\begin{gathered} 260 \\ 61 \% \end{gathered}$ | $\begin{gathered} 371 \\ 59 \% \end{gathered}$ | 214 $64 \%$ | $\begin{gathered} 606 \\ 64 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 412 \\ 65 \% \end{gathered}$ | ${ }_{61 \%}^{461}$ | $\begin{gathered} 380 \\ 59 \% \end{gathered}$ | $\begin{gathered} 719 \\ 62 \% \end{gathered}$ | ${ }_{510}^{62 \%}$ | ${ }^{163}$ | ${ }^{785} \times$ |
| Less important today | 779 $38 \%$ | 351\% | 427 | 242 ${ }_{39}$ | 190\% | ${ }_{37 \%}^{177}$ | 170 $42 \%$ | 251 37 | 3599 | 1699\% | $\begin{gathered} 261 \\ 41 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{118} 36$ | 337 ${ }^{36 \%}$ | 221 ${ }_{3}{ }^{2}$ | - 295 | 263\% | $435 \%$ | 313 $38 \%$ | 81 ${ }^{13}$ | 463 |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 686 $100 \%$ | 917 $100 \%$ | 4290\% | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823\% | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020

## WAL16_13 How important are each of the following today for corporate America?

 Meaningful communication from the CEOBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More important today | $\begin{gathered} 1401 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 647 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 753 \\ & 70 \% \end{aligned}$ | $418 \%$ | $375$ | $\begin{gathered} 323 \\ 68 \% \end{gathered}$ | ${ }_{71 \%}^{285}$ | $493$ | $\begin{aligned} & 634 \\ & 69 \% \end{aligned}$ | 274 64 | $439$ | $\begin{gathered} 227 \\ 68 \% \end{gathered}$ | $\begin{gathered} 649 \\ 69 \% \end{gathered}$ | 417 66 | $\begin{gathered} 554 \\ 73 \% \\ \mathrm{Tp} \% \end{gathered}$ | $430 \%$ | 815 | $\begin{gathered} 562 \\ 68 \% \end{gathered}$ | ${ }^{176}$ | 854 $68 \%$ |
| Less important today | ${ }^{631}$ 31 | 313 $33 \%$ | 319 $30 \%$ | 210 33 | ${ }^{153} 29 \%$ | 154 32 | $\begin{gathered} 114 \\ 29 \% \end{gathered}$ | ${ }^{193} 28 \%$ | ${ }^{283} 31 \%$ | $\begin{gathered} 155 \\ 36 \% \\ H \end{gathered}$ | 193 $31 \%$ | ${ }^{105} 3$ | 293\% | $\begin{gathered} 216 \\ 34 \% \\ 0 \end{gathered}$ | 203 27 | $\underset{\substack{212 \\ 0}}{ }$ | ${ }^{339} 29$ | 261 $32 \%$ | 68\% | 394 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | 1072 $100 \%$ | 628 $100 \%$ | $\begin{aligned} & 528 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399 $100 \%$ | ${ }^{686}{ }^{100 \%}$ | 917 | 429 ${ }^{100 \%}$ | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 | ${ }^{240} 10$ | 1248\% |

Proportions/Means: Colu
Overlap formulae used.

## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { can }}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Voters will be more critical going into the 2020 <br> election | ${ }^{966}$ 48\% | $\underset{c}{485} \underset{c}{41 \%}$ | 481 ${ }^{45 \%}$ | 260 ${ }^{41 \%}$ | $\begin{gathered} 273 \\ 52 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 237 \\ 50 \% \\ d \end{gathered}$ | 196\% | $\begin{aligned} & 360 \\ & 52 \% \\ & 1 . \end{aligned}$ | 415 | 192\% | 296\% | ${ }^{167}$ 50\% | 469\% | 307 48 | 371 $49 \%$ | 288\% | $\begin{gathered} \text { 590 } \\ \underset{R}{1 \%} \% \end{gathered}$ | 359 $44 \%$ | $\underset{t}{138} \underset{t}{ }$ | ${ }^{617} 49$ |
| Making it harder for candidạtes to engage with voters in a meaningful way | ${ }^{897}{ }^{44 \%}$ | $\underset{\mathrm{c}}{454}$ | 443 | ${ }^{236}$ 38\% | ${ }^{215} 41 \%$ | $\begin{gathered} 230 \\ 48 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 215 \\ 54 \% \\ \text { DE } \end{gathered}$ | 310 $45 \%$ | $407 \%$ | 180 ${ }^{42 \%}$ | 264 $42 \%$ | 161 $49 \%$ | $435{ }^{46}$ | ${ }^{288} 8{ }^{46}$ | 330 $44 \%$ | ${ }^{279}$ 43\% | 537\% | 346 $42 \%$ | 121 $50 \%$ | ${ }_{545}{ }^{4}$ |
| Decreasing voter turnout given safety concerns with voting in person | 8819 | $\begin{gathered} 370 \\ 38 \% \end{gathered}$ | 450 | 229 | $\begin{gathered} 213 \\ 40 \% \end{gathered}$ | $\begin{gathered} 214 \\ 45 \% \\ \hline \mathrm{D} \end{gathered}$ | $\begin{gathered} 163 \\ 41 \% \end{gathered}$ | 285 ${ }^{42 \%}$ | $\begin{gathered} 380 \\ 41 \% \end{gathered}$ | ${ }^{155}{ }_{36}$ | ${ }_{36}^{228}$ | $\begin{gathered} 138 \\ 42 \% \end{gathered}$ | $\begin{gathered} 415 \\ { }_{44 \%}^{K} \end{gathered}$ | 253 40 | $\begin{gathered} 332 \\ 44 \% \\ \hline \end{gathered}$ | ${ }_{37 \%}^{235}$ | $471 \%$ | $\begin{gathered} 337 \\ 41 \% \end{gathered}$ | $\stackrel{101}{41 \%}$ | $\stackrel{514}{41 \%}$ |
| Candidates are using the crisis for publicity | $\begin{aligned} & 808 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 383 \\ 40 \% \end{gathered}$ | 425 | ${ }_{33}^{206}$ | ${ }_{33}^{176}$ | $\begin{gathered} 228 \\ 48 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{aligned} & 198 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | 259 38 | 366\% | ${ }^{183}{ }_{43}$ | 240 38 | $\begin{gathered} 153 \\ 46 \% \\ k \end{gathered}$ | $\begin{gathered} 384 \\ 41 \% \end{gathered}$ | $\begin{gathered} 297 \\ \text { OP } \end{gathered}$ | ${ }^{259} 9$ | ${ }_{39 \%}^{252}$ | $482 \%$ | 316 $38 \%$ | 87\% | 4859\% |
| Drawing attention away from candidate platform and campaign goals | 734 $36 \%$ | ${ }_{367}^{36 \%}$ | ${ }_{367}^{36}$ | 213 $34 \%$ | ${ }^{192}$ | ${ }_{36}^{173}$ | 156 $39 \%$ | 257 37 | 327 36 | 150 ${ }_{35}$ | ${ }^{192}$ | 122 ${ }^{17}$ | $\begin{gathered} 386 \\ { }_{4}^{31 \%} \\ K \end{gathered}$ | 242 ${ }_{38}$ | 266\% | 225 35 | $419 \%$ | ${ }^{306}$ 37\% | $\stackrel{101}{41 \%}$ | 479\% |
| Candidates are using the crisis to draw attention away from controversy | ${ }_{34 \%}^{687}$ | $\begin{gathered} 371 \\ { }_{\mathrm{C}}^{\mathrm{C}} \end{gathered}$ | ${ }_{29 \%}^{316}$ | ${ }_{30 \%}^{186}$ | ${ }_{30 \%}^{158}$ | $\begin{aligned} & 180 \\ & 38 \% \\ & \mathrm{De} \end{aligned}$ | $\begin{gathered} 163 \\ 41 \% \\ \mathrm{CE} \end{gathered}$ | 239 ${ }^{35 \%}$ | 297\% | 151 $35 \%$ | $\begin{gathered} 210 \\ 33 \% \end{gathered}$ | ${ }_{3}^{124} \%$ | $\begin{gathered} 328 \\ 35 \% \end{gathered}$ | $\begin{gathered} 233 \\ 37 \% \\ \hline \end{gathered}$ | 225 30 | $\begin{gathered} 229 \\ 36 \% \end{gathered}$ | 378 | ${ }_{36}^{293}$ | ${ }^{86}{ }^{6}$ | 421 ${ }_{3}$ |
| Other | 101 5 | ${ }_{66}{ }_{6}$ | $44 \%$ | $\stackrel{41}{7 \%}$ | ${ }_{5}^{56}$ | ${ }^{11} 2 \%$ | 22\% | 31 | $33 \%$ | $\begin{aligned} & 37 \\ & 9{ }^{3} \% \end{aligned}$ | 33 | 12 4 \% | 40\% | ${ }^{36}$ \% | ${ }^{31} 4$ | $34 \%$ | $43 \%$ | 41\% | 27 <br> 11 <br> 1 | ${ }^{56}{ }_{4}$ |
| N/A - I do not think <br> COVID-19 is impacting <br> the 2020 Presidential <br> election | ${ }^{191}{ }_{9}$ | ${ }^{66} \%$ | $\begin{gathered} 125 \\ 12 \% \\ \text { 12 } \end{gathered}$ | 65 $10 \%$ | 52 10 | 44\% | 31 $8 \%$ | ${ }_{8}{ }_{8}$ | 10\% | 50 $12 \%$ | $\begin{aligned} & 79 \\ & { }_{7}^{33 \%} \\ & M^{2} \end{aligned}$ | $\begin{aligned} & \text { 27 } \\ & \frac{8}{\mathrm{~m}} \end{aligned}$ | 41\% | 41\% | ${ }_{9}^{64}$ | $\begin{gathered} 86 \\ \text { 13\% } \\ \text { NO } \end{gathered}$ | $79 \%$ | $\begin{aligned} & 98 \\ & { }^{92} \% \\ & { }^{2} \% \end{aligned}$ | 114\% | 76 $6 \%$ |

lection Presidential
Sigma
 Proportions/Means: Col.
Overlap formulae used.

## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| 0 | $784 \%$ | ${ }_{31 \%}^{301 \%}$ | $\begin{gathered} 483 \\ 45 \% \\ \hline \end{gathered}$ | ${ }_{270}^{170}$ | $\begin{gathered} 173 \\ 33 \% \\ { }_{d} \end{gathered}$ | $\begin{gathered} 226 \\ 47 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 214 \\ 54 \% \\ \text { DE } \end{gathered}$ | ${ }^{188}$ | $\begin{gathered} 360 \\ { }_{3} \\ \hline \end{gathered}$ | $\begin{aligned} & \text { 236 } \\ & \text { 55\% } \\ & \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 371 \\ & \stackrel{59}{59} \% \end{aligned}$ | $\begin{gathered} 139 \\ 42 \% \\ M \end{gathered}$ | 195 ${ }^{19}$ | 212\% | 255 ${ }_{3}$ | $\begin{aligned} & 317 \\ & \text { 49\% } \end{aligned}$ | 385 ${ }_{3}$ | $\begin{gathered} 370 \\ 45 \% \\ \hline \end{gathered}$ | $\stackrel{8}{3}$ |  |
| 1 | ${ }^{438}{ }_{2}{ }^{2}$ | $\begin{gathered} 173 \\ 18 \% \end{gathered}$ | $\begin{gathered} 266 \\ 25 \% \\ B \end{gathered}$ | 133 ${ }^{11}$ | ${ }^{103} 20 \%$ | $\begin{gathered} 111 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & \\ & \hline 15 \% \end{aligned}$ | $\underset{H}{238} \underset{H}{236}$ | $\begin{aligned} & 96 \\ & 22 \% \\ & \mathbf{H} \end{aligned}$ | $\stackrel{126}{20 \%}$ | 72 21 | ${ }^{224} 24$ | 124 ${ }^{20 \%}$ | $\begin{aligned} & 194 \\ & 26 \% \\ & \mathrm{nP} \end{aligned}$ | $\begin{gathered} 120 \\ 19 \% \end{gathered}$ | 232 20 | ${ }^{198}{ }_{24}$ | 14 6 | 4388\% |
| 2 | 343 $17 \%$ | ${ }_{178}^{19}$ | 165 $15 \%$ | 113 $18 \%$ | 81 $15 \%$ | ${ }^{75}$ 16\% | 74 $19 \%$ | $\begin{gathered} 114 \\ 17 \% \\ J \end{gathered}$ | $\begin{gathered} 185 \\ 20 \% \\ \hline \end{gathered}$ | ${ }^{45}$ | 74 $12 \%$ | $\begin{aligned} & 6^{205} \\ & { }^{20} \% \end{aligned}$ | $\begin{gathered} 191 \\ { }_{K}^{20 \%} \end{gathered}$ | 123 $19 \%$ | 123 $16 \%$ | 96\% | 211 18 | 125 $15 \%$ | 20 ${ }_{8}$ | $\begin{gathered} 343 \\ 27 \% \\ S \end{gathered}$ |
| 3 Or More (Net) | ${ }_{267}{ }_{23}$ | $\begin{gathered} 309 \\ 32 \% \\ C \end{gathered}$ | 158 $15 \%$ | $\begin{aligned} & 212 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 171 \\ & 32 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 64 \\ & \begin{array}{l} 13 \% \\ \mathrm{G} \end{array} \end{aligned}$ | 19 ${ }^{\text {\% }}$ | $\begin{gathered} 281 \\ \stackrel{41}{41} \% \end{gathered}$ | ${ }^{135} 15$ | 51 ${ }_{12 \%}$ | $\begin{aligned} & 62 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 55 \% \\ & 17 \% \end{aligned}$ | $\begin{gathered} 332 \\ 35 \% \\ \text { KL } \end{gathered}$ | $\stackrel{173}{27 \%}$ | $\begin{gathered} 184 \\ \stackrel{18}{24} \% \end{gathered}$ | ${ }^{110} \%$ | $\begin{gathered} 326 \\ 2_{\mathrm{R}} \mathrm{C} \end{gathered}$ | 130 $16 \%$ | $\stackrel{202}{83 \%}$ | 467\% |
| 3 | ${ }^{135}$ | ${ }_{7 \%}$ | ${ }_{69}{ }^{6}$ | $\begin{aligned} & 59 \\ & 99 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 7_{G} \% \end{aligned}$ | $\begin{gathered} 32 \\ \frac{7}{G} \% \end{gathered}$ | $7 \%$ <br>  <br>  <br>  | $\begin{aligned} & 61 \\ & 9 \% \end{aligned}$ | 55 | 19 ${ }^{1}$ | ${ }_{3}^{20}$ | ${ }^{18} 5$ | $\begin{aligned} & 92 \\ & \begin{array}{l} \text { 10\% } \\ \text { K1\% } \end{array} \end{aligned}$ | 46\% | $\begin{gathered} 60 \\ 8 \% \\ 8_{\mathrm{p}} \end{gathered}$ | ${ }^{28} 4$ | ${ }^{91} 8$ | 43\% | 12\% | $\begin{gathered} \begin{array}{c} 135 \\ 11 \% \\ \mathrm{~S} \end{array} \end{gathered}$ |
| 4 | ${ }_{86}^{4 \%}$ | $\begin{gathered} 55 \\ { }_{6}^{6} \% \end{gathered}$ | ${ }_{31}^{31}$ | $\begin{gathered} 45 \\ { }_{7 G}^{7} \% \end{gathered}$ | $\begin{aligned} & 27 \\ & { }^{5} \% \end{aligned}$ | ${ }_{2 \%}$ | ${ }_{1 \%}^{6}$ | $\begin{aligned} & 52 \\ & { }_{8} \% \end{aligned}$ | ${ }^{23} 3$ | ${ }^{10} 2$ | - ${ }^{15}$ | ${ }^{11} 3$ | $\begin{aligned} & { }^{60} \\ & { }_{6}^{6 \%} \end{aligned}$ | 35\% | ${ }^{24} 3$ | ${ }^{27} 4$ | 56\% | ${ }^{27} 3$ | 34 <br> 14 | ${ }^{86}$ |
| 5 | ${ }_{3}^{68}$ | $\begin{aligned} & 48 \\ & { }_{5}^{2} \% \end{aligned}$ | ${ }_{2}^{21}$ | 34 5 fG | 24 4 4 | ${ }^{10} 2 \%$ | $\stackrel{1}{*}$ | $\begin{aligned} & 45 \\ & 6 \% \\ & 15 \end{aligned}$ | $\stackrel{20}{2 \%}$ | ${ }_{1}{ }^{\text {\% }}$ | 12\% | ${ }^{12} 4$ | 41 K | 23 4 \% | 34 4 $p$ | ${ }^{12} 2$ | 45\% | 22, | 31 13 13 | ${ }^{68} \%$ |
| 6 | ${ }^{35}$ | $\begin{gathered} 25 \\ 3 \% \\ { }^{2} \% \end{gathered}$ | 10 | $\begin{aligned} & 17 \\ & 3 \% \\ & \mathbf{G} \% \end{aligned}$ | $\begin{aligned} & { }^{13}{ }_{2}^{2} \% \\ & \end{aligned}$ | 5\% | - | 24\% | 4 | ${ }^{7}$ 2\% | 5\% | ${ }_{1 \%}^{4}$ | $\begin{gathered} 24 \\ 34 \% \\ k \end{gathered}$ | ${ }^{16}$ 3\% | ${ }^{11}{ }_{1}$ | 1\% | $\stackrel{27}{2 \%}$ | $7 \%$ | 19 <br>  <br> 8 | 35 |
| 7 | ${ }^{11} \%$ | ${ }^{8} \%$ | 3 | 1\% | ${ }_{1}^{6}$ | - | - | ${ }^{8} \%$ | 3 | - | ${ }_{*}$ | 1 | ${ }^{7} \%$ | ${ }^{7} \%$ | ${ }_{*}$ | 2 | 1\% | 1 | 7 ${ }^{7}$ | ${ }^{11} \%$ |
| 8 | $\stackrel{9}{*}$ | 5 | 4 | $\stackrel{1}{*}$ | $\stackrel{8}{\mathrm{Dfg}_{2}^{2}}$ | - | - | 7 $1 \%$ | ${ }_{*}$ | * | * | 1 | ${ }_{1}^{7}$ | ${ }_{1 \%}^{3}$ | 1\% | * | 1\% | $\stackrel{1}{*}$ | 6 <br> 3 | ${ }_{1}{ }^{1}$ |
| 9 | ${ }_{*}$ | 6 $1 \%$ c | - | 1\% | $\stackrel{1}{*}$ | - | - | ${ }_{1}^{4}$ | $\stackrel{1}{*}$ | 1 | - | 1 | ${ }_{1 \%}^{6}$ | ${ }_{1 \%}^{4}$ | 2 | - | ${ }_{1 \%}^{6}$ | - | $\stackrel{4}{2 \%}$ | $\stackrel{6}{*}$ |
| 10 | ${ }^{18}{ }_{1 \%}$ | 10 | 1\% | 7 <br> 1 | $\begin{aligned} & 11 \\ & { }^{2 \%} \% \end{aligned}$ | - | - | $\begin{aligned} & \text { 18 } \\ & 15 \% \end{aligned}$ | * | - | 2 | - | $\begin{aligned} & 17 \\ & { }_{\mathrm{KI}} \% \end{aligned}$ | $7{ }^{7}$ | 1\% | ${ }_{1}^{4}$ | 15 $1 \%$ r | 3 | $\begin{gathered} 17 \\ { }_{1}^{7} \% \end{gathered}$ | ${ }_{1 \%}^{18}$ |
| More than 10 (11-100) | 99 | $\begin{aligned} & 86 \\ & { }_{\mathrm{g}}^{\mathrm{C}} \end{aligned}$ | ${ }_{1}^{13}$ | $\begin{gathered} 39 \\ { }^{39} \% \end{gathered}$ | $\begin{gathered} 44 \\ { }^{4} \% \\ \text { FG } \end{gathered}$ | ${ }^{10} 2$ | ${ }_{1 \%}^{6}$ | $\begin{aligned} & 62 \\ & { }_{9}{ }^{15} \end{aligned}$ | ${ }^{27} 3$ | 10 ${ }^{2} \%$ | ${ }_{1 \%}^{6}$ | ${ }_{2 \%}$ | 78 KL | 33 | ${ }^{38}$ | 29 ${ }^{4}$ | $\begin{aligned} & \text { 68\% } \\ & \frac{6}{\mathrm{R}} \end{aligned}$ | ${ }^{26} 3$ | 729\% | ${ }^{99}$ |
| Mean (Incl. 0) | 2.7 | 4.1 | 1.3 | $\begin{aligned} & 3.2 \\ & \mathrm{Fg} \end{aligned}$ | $\stackrel{3}{\text { FG }}$ ¢ | 1.3 | 1.9 | 4.0 | 2.0 | 2.0 | 1.3 | 1.5 | 3.8 | 3.1 | 2.4 | 2.5 | 3.1 | 1.7 | 10.4 | 4.3 |
| Std. Dev. (Incl. 0) | 7.54 | 10.47 | 2.46 | 6.61 | 9.22 | 2.62 | 9.78 | 7.23 | 6.60 | 9.43 | 5.41 | 2.28 | 7.71 | 8.14 | 4.49 | 9.53 | 7.62 | 3.78 | 14.47 | 9.24 |
| Std. Err. (Incl. 0) | 0.17 | 0.38 | 0.07 | 0.23 | 0.39 | 0.14 | 0.58 | 0.27 | 0.23 | 0.42 | 0.16 | 0.14 | 0.33 | 0.33 | 0.17 | 0.36 | 0.23 | 0.13 | 1.05 | 0.28 |
| Median (Incl. 0) | 1 | 2 | 1 | 2 | 1 | 1 | - | 2 | 1 | - | - | 1 | 2 | , | 1 | 1 | 1 | , | 6 | 2 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 632 \\ 6 \\ \hline 100 \% \end{gathered}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244\% | $\begin{gathered} 1248 \\ 100 \% \end{gathered}$ |

[^2]Fielding Period: May 20-22, 2020

Base: All Respondents
AA01 On average, how many vacations/leisure trips do you normally take each year by plane?

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 <br> Total <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 220 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| 0 | 1374 $68 \%$ | ${ }_{5308}^{508}$ | $\begin{gathered} 866 \\ { }_{B}^{81 \%} \end{gathered}$ | ${ }^{335} 5$ | $\begin{gathered} 273 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 386 \\ & 81 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 380 \\ \text { DEF } \end{gathered}$ | 319 $47 \%$ | $\underset{\mathrm{H}}{694} \underset{\mathrm{H}}{69 \%}$ | $\begin{gathered} 360 \\ 84 \% \\ 4 \end{gathered}$ | $\begin{aligned} & 526 \\ & 8_{3}{ }^{3} \% \end{aligned}$ | $\begin{gathered} 247 \\ M 4 \% \\ M \end{gathered}$ | 494\% | ${ }^{39} 62 \%$ | 4954 | $\begin{aligned} & 485 \\ & \text { NO } \end{aligned}$ | ${ }_{5}^{683}$ | $\begin{gathered} 648 \\ \hline \mathrm{Q} \end{gathered}$ | - | $\begin{gathered} 622 \\ 50 \% \\ S \end{gathered}$ |
| 1 | ${ }_{9 \%}^{180}$ | $\begin{gathered} 107 \\ { }_{C}^{11 \%} \end{gathered}$ | $73 \%$ | $\begin{aligned} & 80 \\ & 13 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 58 \\ & 11 \% \\ & { }_{\mathrm{G}} \mathrm{~F} \end{aligned}$ | $\begin{gathered} 32 \\ 7 \% \\ 9 \end{gathered}$ | ${ }^{10}{ }_{3 \%}$ | ${ }^{65}{ }_{9 \%}$ | ${ }^{87}$ | ${ }^{28} 7$ | 44 | ${ }^{29}{ }_{9}$ | $\begin{aligned} & 96 \\ & 10 \% \\ & k \end{aligned}$ | ${ }^{48} 8$ | $\begin{aligned} & 76 \\ & 10 \% \end{aligned}$ | ${ }^{56}$ | ${ }_{98}^{9 \%}$ | 76 $9 \%$ | - | 166 13 S |
| 2 | ${ }_{5}^{5}{ }^{\text {\% }}$ | $\begin{gathered} 69 \\ 7 \% \end{gathered}$ | ${ }_{26}^{26}$ | $\begin{gathered} 50 \\ { }_{8 G}^{8} \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \\ & \frac{5}{\mathrm{G}} \end{aligned}$ | $\begin{aligned} & 16 \\ & \begin{array}{l} 3 \% \\ \mathrm{~g} \end{array} \end{aligned}$ | 2 | $\begin{aligned} & 52 \\ & { }_{8}^{8} \% \end{aligned}$ | 32\% | ${ }^{11} 3$ | ${ }^{18}{ }_{3}$ | ${ }^{11} 3$ | $\begin{aligned} & 65 \\ & 7 \% \\ & \mathrm{KI} \% \end{aligned}$ | $\begin{aligned} & 39 \\ & \stackrel{39}{6} \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 5 \% \\ & \hline \end{aligned}$ | 15\% | 61 $5 \%$ | $34 \%$ | - | 93 S |
| 3 | ${ }_{31}^{61}$ | $\begin{aligned} & 38 \\ & { }^{3} \% \end{aligned}$ | ${ }^{23} 2 \%$ | $\begin{aligned} & 34 \\ & \text { FG } \% \end{aligned}$ | $\begin{aligned} & 19 \\ & { }_{\mathrm{G}} \mathrm{~F} \end{aligned}$ | $\stackrel{8}{2 \%}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 35 \\ & \text { 55\% } \\ & \text { iJ } \end{aligned}$ | ${ }^{24}{ }_{3}^{24}$ | ${ }_{1}^{2}$ | ${ }_{1 \%}$ | ${ }^{9} \%$ | $\begin{aligned} & 44 \\ & 5 \% \\ & \mathrm{~K} \end{aligned}$ | 21 3\% | ${ }^{27} 4 \%$ | ${ }^{13} 2$ | $\begin{gathered} 47 \\ \frac{4}{\mathrm{R}} \% \end{gathered}$ | ${ }^{13} 2$ | - | 61 5 |
| 4 | ${ }^{78}{ }^{4} \%$ | $\begin{aligned} & 61 \\ & 6 \% \\ & { }_{C}^{2} \end{aligned}$ | ${ }^{17} 2 \%$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & { }_{\mathrm{G}} \mathrm{~F} \end{aligned}$ | $\begin{gathered} 20 \\ { }_{\mathrm{G}}^{2} \% \end{gathered}$ | - | $\begin{aligned} & 50 \\ & 7 \% \\ & 7_{0} \% \end{aligned}$ | $28$ | 1 | ${ }_{1 \%}$ | ${ }_{3 \%}$ | $\begin{aligned} & 62 \\ & 7 \% \\ & \mathrm{Kl} \end{aligned}$ | ${ }^{28} 4$ | 34\% | ${ }^{16}$ 3\% | $\begin{aligned} & 65 \\ & 65 \% \\ & \mathrm{R} \end{aligned}$ | ${ }^{13} 2 \%$ | $\overline{-}$ | 71 $6 \%$ |
| 5 Or More (Net) | ${ }_{12 \%}^{244}$ | $\begin{gathered} 177 \\ 18 \% \\ C \end{gathered}$ | ${ }_{67}^{6 \%}$ | $\begin{gathered} 103 \\ 16 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 119 \\ \text { 23\% } \\ \text { DFG } \end{gathered}$ | ${ }^{15} 3$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 166 \\ { }_{2}^{24 \%} \\ 1.5 \end{gathered}$ | ${ }^{53} 6$ | ${ }^{26} 6$ | ${ }^{28}{ }_{4 \%}$ | $\begin{aligned} & \text { 29 } \\ & \text { K } \end{aligned}$ | $\begin{gathered} 181 \\ 19 \% \\ \text { KL } \end{gathered}$ | $\begin{aligned} & 102 \\ & 16 \% \\ & \text { OP } \end{aligned}$ | 11\% | ${ }^{58} \%$ | $\begin{gathered} 199 \\ \substack{17 \% \\ \mathrm{R}} \end{gathered}$ | 40 5 | 244 100\% T | ${ }^{236}$ 19\% |
| 5 | ${ }^{53} 3$ | $\begin{aligned} & 38 \\ & { }^{4} \% \end{aligned}$ | ${ }^{15}$ 1\% | $\begin{gathered} 28 \\ { }^{28} \% \end{gathered}$ | $\begin{gathered} 24 \\ { }^{4} \% \end{gathered}$ | 1 | * | $\begin{aligned} & 35 \\ & { }_{5}^{515} \end{aligned}$ | 13 | ${ }_{1}{ }^{\text {\% }}$ | ${ }_{1 \%}$ | 12 4 k | $\begin{aligned} & 33 \\ & { }_{3}^{3} \% \\ & K \end{aligned}$ | $\stackrel{24}{4} \mathrm{p}$ | ${ }^{19}$ 3\% | ${ }_{1 \%}$ | $\begin{gathered} 43 \\ { }^{4} \% \end{gathered}$ | ${ }_{1 \%}^{7}$ | $\begin{aligned} & 53 \\ & 22 \\ & \hline \end{aligned}$ | 52 |
| 6 | ${ }_{31}{ }_{2}$ | $\begin{gathered} 22 \\ { }_{2}^{2} \% \end{gathered}$ | ${ }^{10} \%$ | 18 $\mathrm{Fg}^{3} \%$ | 10 ¢ f | $\stackrel{1}{*}$ | 1 | $\begin{gathered} 19 \\ 3 \% \\ 1 \end{gathered}$ | ${ }_{1 \%}$ | ${ }_{1}{ }^{1}$ | ${ }_{1 \%}^{7}$ | 1\% | ${ }_{2}^{20}$ | ${ }^{8} \%$ | ${ }_{13}^{13}$ | $\stackrel{10}{2 \%}$ | $\begin{aligned} & 26 \\ & { }_{2} \% \end{aligned}$ | 3 | $\begin{aligned} & 31 \\ & 13 \% \\ & 13 \% \end{aligned}$ | ${ }^{30} 2$ |
| 7 | 20 $1 \%$ | $\begin{aligned} & 15 \\ & 2 \% \\ & c \end{aligned}$ | 5 | ${ }_{1 \%}^{6}$ | $\begin{aligned} & 12 \\ & { }_{2}^{2} \% \end{aligned}$ | ${ }_{*}$ | - | $\begin{aligned} & 13 \\ & { }_{i}^{2} \% \end{aligned}$ | 5 | ${ }_{1}^{2}$ | $\stackrel{3}{1 \%}$ | $\stackrel{1}{*}$ | ${ }^{16}$ | 9 p | 1\% | $\stackrel{1}{*}$ | $\begin{aligned} & 19 \\ & { }_{2}^{2} \% \end{aligned}$ | * | $\begin{aligned} & \text { 200 } \\ & \frac{8}{T} \end{aligned}$ | ${ }^{18} \%$ |
| 8 | ${ }_{1}{ }_{1} \%$ | ${ }^{14} 1 \%$ | 10 1 \% | 8 1 $\dagger$ | $\begin{gathered} 11 \\ { }_{2}^{2} \% \end{gathered}$ | - | 5 | ${ }^{13} 2$ | ${ }_{1 \%}$ | 1\% | $\stackrel{1}{*}$ | ${ }_{1}^{2}$ | $\begin{aligned} & 22 \\ & { }_{2}^{2} \% \end{aligned}$ | ${ }^{11}$ 2\% | ${ }_{1}^{6}$ | ${ }_{1 \%}^{7}$ | 19\% | ${ }_{1}^{5}$ | $\begin{aligned} & 24 \\ & 10 \% \\ & 10 \% \end{aligned}$ | 19\% |
| 9 | 19 | ${ }^{14} \%$ | 5 | ${ }_{1 \%}^{4}$ | $\begin{gathered} 10 \\ 2 \% \\ \mathrm{~g} \end{gathered}$ | 1\% | - | $\begin{gathered} 13 \\ { }_{1}^{2} \% \end{gathered}$ | * | 6 $1 \%$ 1 | $\stackrel{1}{*}$ | $\begin{aligned} & { }_{2}^{6} \% \\ & { }_{K}^{2} \end{aligned}$ | $\begin{gathered} 11 \\ 1 \% \\ { }^{1 \%} \end{gathered}$ | 5\% | ${ }_{1}^{6}$ | ${ }_{1 \%}^{7}$ | $\begin{aligned} & 17 \\ & 2 \% \\ & \mathrm{R} \end{aligned}$ | ${ }_{*}^{1}$ | $\begin{aligned} & 19 \\ & \frac{19}{\top} \% \end{aligned}$ | 19 ${ }_{1 \%}$ |
| 10 | ${ }^{21} \%$ | ${ }_{1 \%}^{8}$ | 13 1 \% | ${ }_{1 \%}^{7}$ | $\begin{gathered} 11 \\ 2 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{1 \%}^{3}$ | - | $\begin{aligned} & 16 \\ & { }_{2}^{2} \% \end{aligned}$ | 4 | 1 | ${ }_{1 \%}^{4}$ | 1\% | ${ }^{14} \%$ | 10 ${ }_{2}$ | ${ }_{1}^{4}$ | ${ }_{1}^{7}$ | 15 | ${ }_{1}^{6} \%$ | $\begin{aligned} & 21 \\ & \frac{9}{T} \% \end{aligned}$ | ${ }_{21}^{2 \%}$ |
| More than 10 (11-100) | $77 \%$ | $\begin{aligned} & 66 \\ & { }^{7} \% \end{aligned}$ | ${ }^{11} \%$ | $\begin{gathered} 32 \\ { }^{5} \% \end{gathered}$ | $\begin{gathered} 41 \\ { }^{4} \% \end{gathered}$ | 1\% | - | $\begin{aligned} & 56 \\ & { }^{8} \% \end{aligned}$ | 14\% | ${ }_{1 \%}^{6}$ | 1\% | 2\% | 66 $\mathrm{KL}^{\text {\% }}$ ( | $\begin{aligned} & 36 \\ & { }^{6} \% \end{aligned}$ | ${ }^{25}$ 3\% | ${ }^{16} 2$ | $\begin{aligned} & 59 \\ & { }_{5}^{5} \% \end{aligned}$ | ${ }^{18} \%$ | 77 $31 \%$ | 77 |
| Mean (Incl. 0) | 2.0 | 3.3 $C$ | 0.8 | $\begin{aligned} & 2.7 \\ & F G \end{aligned}$ | $\begin{gathered} 3.7 \\ \text { dFG } \end{gathered}$ | $0.6$ | 0.2 | 3.9 | 1.2 | 0.7 | 0.8 | 0.9 | $\begin{aligned} & 3.4 \\ & \text { KL } \end{aligned}$ | 2.8 0.8 | 1.6 | 1.7 | 2.7 | 1.1 | ${ }^{13.0}$ | 3.2 |
| Std. Dev. (Incl. 0) | 6.39 | 8.66 | 2.70 | 7.78 | 8.60 | 1.81 | 0.98 | 8.57 | 5.42 | 2.19 | 4.74 | 2.20 | 8.19 | 7.59 | 4.27 | 7.08 | 7.06 | 5.42 | 13.94 | 7.91 |
| Std. Err. (Incl. 0) | 0.14 | 0.31 | 0.08 | 0.27 | 0.36 | 0.10 | 0.06 | 0.32 | 0.19 | 0.10 | 0.14 | 0.13 | 0.35 | 0.31 | 0.16 | 0.27 | 0.22 | 0.18 | 1.01 | 0.24 |
| Median (Incl. 0) |  | - | - |  | - | - | - | 1 | - | - |  |  | - | - | - |  | - | - | 8 | 1 |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1248 \\ 100 \% \end{gathered}$ |

[^3]Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 <br> Total <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Personal cars | ${ }^{1831} 90 \%$ | ${ }_{899}^{853}$ | $\begin{aligned} & 978 \\ & 91 \% \end{aligned}$ | $532 \%$ | $\begin{gathered} 486 \\ 982 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 448 \\ 94 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 365 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $\stackrel{617}{90 \%}$ | $\begin{gathered} 818 \\ 89 \% \end{gathered}$ | $\begin{gathered} 395 \\ 92 \% \end{gathered}$ | $\begin{gathered} 564 \\ 89 \% \end{gathered}$ | $\begin{gathered} 301 \\ 91 \% \end{gathered}$ | ${ }_{90 \%}^{848}$ | $\stackrel{581}{92 \%}$ | ${ }_{89 \%}^{675}$ | $\begin{gathered} 575 \\ 89 \% \end{gathered}$ | $\begin{gathered} 1064 \\ 92 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 725 \\ 88 \% \end{gathered}$ | ${ }_{90 \%}^{220}$ | ${ }^{1125} 90 \%$ |
| Bike shares | ${ }^{896} 44 \%$ | $\begin{gathered} 472 \\ 49 . \\ \hline \end{gathered}$ | 424 | $\begin{gathered} 304 \\ \begin{array}{c} 49 \% \\ \mathrm{FG} \end{array} \end{gathered}$ | $\begin{gathered} 277 \\ 52 \% \\ \text { FG } \end{gathered}$ | ${ }^{186}{ }_{39}$ | ${ }^{128}{ }_{3}{ }^{1}$ | $\begin{aligned} & 345 \\ & 50 \% \\ & \text { IJ } \end{aligned}$ | $\begin{gathered} 380 \\ 41 \% \end{gathered}$ | 171 $40 \%$ | $\begin{gathered} 290 \\ 46 \% \end{gathered}$ | $\begin{gathered} 132 \\ 40 \% \end{gathered}$ | 415 | 296\% | 321 $42 \%$ | ${ }^{278} \times$ | 518\% | $\begin{gathered} 349 \\ 42 \% \end{gathered}$ | $\stackrel{126}{52 \%}$ | 5884 |
| Ubers | ${ }^{808} 40 \%$ | $\begin{gathered} 461 \\ \stackrel{48 \%}{C} \end{gathered}$ | ${ }^{347}$ 32\% | $\begin{gathered} 302 \\ 48 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 270 \\ 51 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 147 \\ \begin{array}{c} 14 \% \\ \mathrm{~g} \end{array} \end{gathered}$ | 82\% | $\begin{gathered} 385 \\ \substack{56 \% \\ 1 . J} \end{gathered}$ | $\begin{gathered} 309 \\ 34 \% \\ j \end{gathered}$ | ${ }^{113} 26$ | 252 40 | 119 36 | 392 ${ }^{42}$ | 271 $43 \%$ | 2959\% | 242\% | $\underset{\mathrm{r}}{483}$ | $300 \%$ | $$ | 555 |
| Trains | ${ }_{39 \%}^{797}$ | $\begin{gathered} 437 \\ 46 \% \\ C \end{gathered}$ | $\begin{gathered} 360 \\ 34 \% \end{gathered}$ | $\begin{gathered} 303 \\ 48 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 226 \\ 43 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 150 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 119 \\ 30 \% \end{gathered}$ | $\begin{gathered} 339 \\ 1.5 \\ \hline 19 \% \end{gathered}$ | $\begin{aligned} & 304 \\ & 33 \% \end{aligned}$ | ${ }^{155}$ | $\begin{gathered} 273 \\ 4{ }_{L} \% \end{gathered}$ | 115 35 | $\begin{gathered} 358 \\ 38 \% \end{gathered}$ | $\begin{gathered} 284 \\ \text { OP } \end{gathered}$ | $\stackrel{276}{36 \%}$ | ${ }_{37 \%}^{237}$ | ${ }^{465}$ | $\begin{gathered} 308 \\ 37 \% \end{gathered}$ | $\begin{gathered} 126 \\ 52 \% \\ 5 \end{gathered}$ | ${ }_{512}{ }_{41 \%}$ |
| Commercial flights | $\begin{gathered} 751 \\ 37 \% \end{gathered}$ | $\begin{gathered} 420 \\ 44 \% \\ C \end{gathered}$ | ${ }^{331}$ 31\% | $\begin{gathered} 298 \\ 47 \% \\ E F G \end{gathered}$ | $\begin{gathered} 212 \\ 40 \% \\ \mathrm{FG} \end{gathered}$ | 131 | $\begin{gathered} 109 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 306 \\ & 455 \\ & 1 \mathrm{IJ} \end{aligned}$ | ${ }_{34}^{312}$ | ${ }^{133}$ | $\begin{gathered} 231 \\ 36 \% \end{gathered}$ | 117 $35 \%$ | $\begin{gathered} 356 \\ 38 \% \end{gathered}$ | $\begin{gathered} 265 \\ 42 \% \\ 0 \end{gathered}$ | 257 ${ }^{34 \%}$ | 229 ${ }^{36 \%}$ | 429 ${ }^{\text {\% }}$ | 2899\% | $\begin{gathered} 129 \\ 533 \\ \hline \end{gathered}$ | 524 $42 \%$ |
| Taxi | ${ }^{738} 36$ | $\begin{gathered} 422 \\ 44 \% \\ C \end{gathered}$ | ${ }^{316} 29 \%$ | $\begin{gathered} 259 \\ 41 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 237 \\ { }_{45} \% \\ \mathrm{FG} \end{gathered}$ | ${ }^{134} 28$ | ${ }^{108} 27$ | $\begin{aligned} & 356 \\ & { }_{52 \%} /{ }_{1.5} \end{aligned}$ | 261 28 | 121 28 | $\underset{\mathrm{L}}{252}$ | $\stackrel{103}{31 \%}$ | 332 35 | ${ }_{248}^{39 \%}$ | 266\% | 224 35 | $\underset{r}{484}$ | 267 $32 \%$ | $\begin{aligned} & 123 \\ & 50 \% \\ & \mathrm{~T} \end{aligned}$ | 485\% |
| Subway | ${ }_{296}^{586}$ | $\begin{gathered} 346 \\ { }_{36} 6 \% \\ \hline \end{gathered}$ | 240 $22 \%$ | $\begin{gathered} 247 \\ 39 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 192 \\ & 36 \% \\ & \text { FG } \end{aligned}$ | 86\% | 62\% | $\begin{gathered} 282 \\ \stackrel{41}{1.5} \end{gathered}$ | ${ }^{209}$ 23\% | 95 ${ }^{\text {22\% }}$ | 180 280 1 | 71\% | $\begin{gathered} 296 \\ \hline 1 \% \end{gathered}$ | 187 ${ }^{3} \mathbf{4}$ | 226\% | 174 27 | $\underset{\substack{32 \% \\ R}}{\substack{367}}$ | 195 24 | $\begin{gathered} 116 \\ 44 \% \\ T \end{gathered}$ | 407 33 |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 <br> Total <br> (5/20)- | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Subway | $1446 \%$ | ${ }_{615}^{64 \%}$ | $\stackrel{832}{88 \%}$ | 381 $61 \%$ | 336 $64 \%$ | $\begin{gathered} 392 \\ 82 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 337 \\ & 84 \% \\ & \text { DE } \end{aligned}$ | 404 $59 \%$ | $\underset{\mathrm{H}}{708}$ | $\begin{gathered} 334 \\ 78 \% \\ H \end{gathered}$ | ${ }^{453}$ | $\begin{gathered} 261 \\ 79 \% \\ \mathrm{kM} \end{gathered}$ | ${ }^{647}$ 69\% | 446 | 531 $70 \%$ | 4699\% | 787 $68 \%$ | $\underset{\mathrm{Q}}{628}$ | 128 $53 \%$ | 841 67\% S |
| Taxi | ${ }_{64 \%}^{1294}$ | ${ }_{56 \%}^{538}$ | $\begin{gathered} 756 \\ 78 \\ \hline 7 \% \end{gathered}$ | $\begin{gathered} 369 \\ 59 \% \end{gathered}$ | ${ }_{551}^{291}$ | $\begin{gathered} 343 \\ 72 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 291 \\ & 73 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 330 \\ 48 \% \end{gathered}$ | $\begin{gathered} 656 \\ 72 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 307 \\ 72 \% \\ H \end{gathered}$ | $\begin{gathered} 380 \\ 60 \% \end{gathered}$ | $\begin{gathered} 229 \\ 69 \% \\ K \end{gathered}$ | $\begin{aligned} & 610 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 385 \\ 61 \% \end{gathered}$ | 490\% | 419 65 | $\begin{gathered} 710 \\ 62 \% \end{gathered}$ | $\underset{\mathrm{q}}{556} \underset{\substack{58 \\ \hline}}{ }$ | 121 50 | 763 <br>  <br> 18 <br> S |
| Commercial flights | 1281 $63 \%$ | $540 \%$ | $\begin{gathered} 741 \\ 69 \% \end{gathered}$ | 330 $53 \%$ | $\begin{gathered} 316 \\ 60 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 346 \\ \begin{array}{c} 72 \% \\ \text { DE } \end{array} . \end{gathered}$ | $\begin{aligned} & 290 \\ & \text { 293\% } \\ & \text { DE } \end{aligned}$ | 380 5 | $\begin{gathered} 605 \\ \underset{H}{66 \%} \end{gathered}$ | $\underset{H}{296}$ | 402 $64 \%$ | 215 6 | ${ }^{586}{ }_{6}{ }^{6}$ | ${ }^{3688} 5$ | $\begin{aligned} & 499 \\ & \stackrel{66 \%}{N} \end{aligned}$ | 414\% | 724 $63 \%$ | 534\% | 115 47 | ${ }^{725} 5$ |
| Trains | 1235 $61 \%$ | 523 54 | $\begin{gathered} 712 \\ 66 \% \end{gathered}$ | 325 5 | 302 5 | $\begin{gathered} 327 \\ 69 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 281 \\ 70 \% \\ \text { DE } \end{gathered}$ | ${ }^{347}$ 51\% | $\begin{gathered} 614 \\ 67 \% \\ \mathrm{H}^{2} \end{gathered}$ | $\begin{gathered} 274 \\ 64 \% \\ H \end{gathered}$ | 360 57 | $\begin{gathered} 217 \\ \stackrel{5}{6} \% \end{gathered}$ | 584\% | ${ }^{348} 5$ | $\begin{aligned} & 480 \\ & \stackrel{64 \%}{N} \end{aligned}$ | $\begin{aligned} & 406 \\ & { }_{63 \%}{ }_{N}^{2} \end{aligned}$ | ${ }^{689} 9$ | 514 6 | ${ }^{118} 48$ | 736 ${ }_{\text {599\% }}$ |
| Ubers | $\begin{gathered} 1224 \\ 60 \% \end{gathered}$ | $499$ | $\begin{gathered} 725 \\ 68 \% \\ B \end{gathered}$ | $\begin{gathered} 326 \\ 52 \% \end{gathered}$ | $\begin{gathered} 258 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 330 \\ & 69 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 310 \\ & \text { 78\% } \\ & \text { DEf } \end{aligned}$ | $\begin{gathered} 301 \\ 44 \% \end{gathered}$ | $\begin{gathered} 608 \\ \underset{H}{66 \%} \end{gathered}$ | $\begin{gathered} 315 \\ 74 \% \\ \mathrm{Hi} \end{gathered}$ | $\begin{gathered} 381 \\ 6 \\ 60 \% \end{gathered}$ | $\begin{gathered} 213 \\ 64 \% \end{gathered}$ | $\begin{gathered} 551 \\ 58 \% \end{gathered}$ | $\begin{gathered} 362 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 461 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 401 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 671 \\ 58 \% \end{gathered}$ | $\underset{\substack{523 \\ 9}}{ }$ | ${ }_{36 \%}$ | $\begin{gathered} 693 \\ 56 \% \\ 5 \end{gathered}$ |
| Bike shares | ${ }^{1136}$ | $\stackrel{489}{51 \%}$ | $\begin{gathered} 648 \\ 60 \% \\ B \end{gathered}$ | $\begin{gathered} 323 \\ 51 \% \end{gathered}$ | 251 $48 \%$ | $\begin{aligned} & 291 \\ & 61 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 271 \\ & 68 \% \\ & \text { DE } \end{aligned}$ | 342 $50 \%$ | $\begin{aligned} & 537 \\ & { }_{\mathrm{H}}^{\mathrm{H}} \mathrm{H} \end{aligned}$ | $\stackrel{258}{60 \%} \underset{H}{4}$ | ${ }^{342} 5$ | 200 $60 \%$ | 528 | 337 | 435 58 | 365 57 | ${ }^{636}$ 5 | 474\% | ${ }^{118} 88$ | ${ }^{664} 5$ |
| Personal cars | 201 $10 \%$ | $\stackrel{107}{11 \%}$ | $94{ }_{9}$ | $\begin{gathered} 96 \\ \text { 15\% } \\ \text { EFG } \end{gathered}$ | 42\% | 29\% | 35\% | 69 $10 \%$ | $\stackrel{99}{11 \%}$ | 33\% | ${ }^{68} 11 \%$ | $\stackrel{31}{9 \%}$ | 94 $10 \%$ | 52 ${ }^{\text {\% }}$ | 11\% | 68 $11 \%$ | ${ }^{90} 8$ | $\begin{aligned} & 97 \\ & { }^{12 \%} \% \\ & { }^{2} \end{aligned}$ | 24 $10 \%$ | 123 $10 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\stackrel{586}{29 \%}$ | $\begin{gathered} 346 \\ 36 \% \\ C \end{gathered}$ | $\stackrel{240}{22 \%}$ | $\begin{aligned} & 247 \\ & 39 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 192 \\ & 36 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 86 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 282 \\ \stackrel{41}{1 J} \end{gathered}$ | 209 $23 \%$ | 95\% | $\begin{array}{r} 180 \\ 6 \\ \hline 28 \% \end{array}$ | $\begin{aligned} & 71 \% \\ & 21 \% \end{aligned}$ | $\underset{\substack{291 \% \\ L}}{ }$ | $\begin{gathered} 187 \\ 30 \% \end{gathered}$ | ${ }_{30 \%}^{226}$ | $\begin{gathered} 174 \\ 27 \% \end{gathered}$ | $\begin{gathered} 367 \\ { }_{\mathrm{R}}^{\mathrm{R}} \mathrm{~K} \% \end{gathered}$ | ${ }_{195}^{24 \%}$ | 116 <br> 47 | 407 $33 \%$ |
| Very safe | ${ }_{8 \%}^{154}$ | $\begin{aligned} & 99 \\ & 10 \% \\ & 10 \% \end{aligned}$ | 55 | $\begin{aligned} & 68 \\ & 11 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | $\begin{gathered} 56 \\ 11 \% \\ \mathrm{FG}^{2} \end{gathered}$ | ${ }_{3 \%}^{16}$ | 14\% | $\begin{aligned} & 87 \\ & 13 \% \\ & 13 \% \end{aligned}$ | 48\% | 19 4 \% | 44\% | 21 6 | ${ }^{82} 9$ | ${ }^{52} \%$ | ${ }_{88}{ }_{8}$ | 44\% | $\begin{gathered} 111 \\ \begin{array}{c} 10 \% \\ \mathrm{R} \end{array} \end{gathered}$ | ${ }_{5}^{37}$ | 44 <br> $18 \%$ <br> 18 | 119 $10 \%$ |
| Somewhat safe | $432 \%$ | $\begin{gathered} 247 \\ \underset{C}{26 \%} \end{gathered}$ | 185\% | $\begin{aligned} & 179 \\ & 29 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & { }^{136}{ }^{26 \%} \\ & \text { FG } \end{aligned}$ | 69\% | ${ }_{12}{ }^{2} \%$ | $\begin{gathered} 195 \\ \begin{array}{c} 28 \% \\ 1 J \end{array} \end{gathered}$ | 161 $18 \%$ | 76\% | ${ }^{135}{ }^{1} /{ }^{1}$ | 50\% | $\underset{\mathrm{L}}{213}$ | 135 | 167 ${ }^{2} 2$ | 130 | 255 | 158 19 | 32 ${ }_{\text {30, }}^{\text {t }}$ | ${ }_{28}^{287}$ |
| Not At All/Not Very Safe (Net) | ${ }^{1446} 71 \%$ | $\begin{gathered} 615 \\ 64 \% \end{gathered}$ | $\begin{gathered} 832 \\ 88 \end{gathered}$ | ${ }_{61 \%}^{381}$ | $\begin{gathered} 336 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 392 \\ & 82 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 337 \\ & 8_{84} \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 404 \\ & 59 \% \end{aligned}$ | $\underset{\mathrm{H}}{708}$ | $\begin{gathered} 334 \\ \underset{H}{88 \%} \end{gathered}$ | $\stackrel{453}{72 \%}$ | $\begin{aligned} & 261 \\ & \text { KM } \\ & \text { kM } \end{aligned}$ | $\begin{gathered} 647 \\ 69 \% \end{gathered}$ | $446 \%$ | ${ }_{70 \%}^{531}$ | $\begin{aligned} & 469 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 787 \\ 68 \% \end{gathered}$ | $\begin{gathered} 628 \\ \underset{Q}{68 \%} \end{gathered}$ | 128 53 | $\begin{gathered} 841 \\ { }_{S}^{67 \%} \end{gathered}$ |
| Not very safe | 560\% | 2788\% | ${ }^{283} 26$ | $\begin{aligned} & 201 \\ & 32 \% \\ & \text { EFF } \end{aligned}$ | 1264 | 111 $23 \%$ | ${ }^{122} 30 \%$ | 185 27 | 261 28 | 115 $27 \%$ | 176 ${ }^{18}$ | 959\% | 260\% | 167 ${ }^{16 \%}$ | 190 ${ }^{25 \%}$ | $\begin{gathered} 203 \\ 32 \% \\ 0 \end{gathered}$ | 312 | ${ }^{236}$ 29\% | ${ }^{68}{ }^{8} \%$ | ${ }^{353}$ 28\% |
| Not at all safe | ${ }^{886} 4$ | ${ }^{337} 35$ | $\begin{gathered} 549 \\ 51 \% \\ B \end{gathered}$ | ${ }^{180}$ | $\begin{gathered} 210 \\ 40 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 280 \\ 59 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 216 \\ 54 \% \\ \text { DE } \end{gathered}$ | 220 $32 \%$ | $\begin{gathered} 447 \\ { }_{4}^{49 \%} \end{gathered}$ | $\begin{gathered} 219 \\ 51 \% \\ H \end{gathered}$ | 277 44 | $\begin{gathered} 166 \\ 50 \% \\ \mathrm{~m} \end{gathered}$ | 386 $41 \%$ | 279 $44 \%$ | 340 $45 \%$ | 266 $41 \%$ | 475 | $\begin{gathered} 392 \\ 48 \% \end{gathered}$ | 60\% | $\stackrel{488}{\text { 399\% }}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | ${ }^{429} 0$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 100 | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | ${ }_{39 \%}^{797}$ | $\begin{gathered} 437 \\ 46 \% \\ C \end{gathered}$ | ${ }^{360} 34 \%$ | $\begin{gathered} 303 \\ 48 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 226 \\ 43 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 150 \\ 31 \% \end{gathered}$ | $\begin{gathered} 119 \\ 30 \% \end{gathered}$ | $\begin{gathered} 339 \\ 15 \\ 15 \end{gathered}$ | 304 $33 \%$ | ${ }^{155} 3$ | $\begin{gathered} 273 \\ 43 \% \end{gathered}$ | ${ }_{35}^{115}$ | $\begin{gathered} 358 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 284 \\ & 45 \% \\ & \text { OP } \end{aligned}$ | ${ }_{36 \%}^{276}$ | ${ }_{37 \%}^{237}$ | $\begin{aligned} & 465 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 308 \\ 37 \% \end{gathered}$ | $\begin{gathered} 126 \\ 5 \\ 5 \\ \hline \end{gathered}$ | 512 $41 \%$ |
| Very safe | 237 $12 \%$ | $\begin{gathered} 147 \\ { }_{15 \%}^{15} \end{gathered}$ | 918 | $\begin{gathered} 114 \\ 18 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 67 \\ & { }^{13 \%} \% \\ & { }^{2} \end{aligned}$ | 25 ${ }^{\text {\% }}$ | 31 $8 \%$ | $\begin{gathered} 127 \\ \substack{19 \% \\ \text { IJ }} \end{gathered}$ | ${ }^{77} 8$ | 33 ${ }_{8}$ | 73 $12 \%$ | 35 $10 \%$ | 119 ${ }_{13}$ | ${ }^{82}$ \% | ${ }^{90} 12 \%$ | 10\% | $\underset{\substack{152 \\ 13 \\ \text { r }}}{ }$ | ${ }^{77} 9$ | ${ }^{58}{ }^{\text {T }}$ \% | 170 $14 \%$ |
| Somewhat safe | 560\% | $\begin{gathered} 290 \\ 30 \% \\ c \end{gathered}$ | 270 | $\begin{gathered} 189 \\ 30 \% \\ G \end{gathered}$ | $\begin{gathered} 158 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | ${ }^{125}{ }^{26 \%}$ | 87\% | $\begin{gathered} 212 \\ 31 \% \end{gathered}$ | 226\% | 1212\% | $\begin{gathered} 200 \\ 32 \% \\ \text { IM } \end{gathered}$ | 80\% | 239 ${ }^{25 \%}$ | $\begin{gathered} 203 \\ 32 \% \\ 0 \end{gathered}$ | ${ }^{186}$ | 171 $27 \%$ | 313 $27 \%$ | 231 | 67\% | 342 $27 \%$ |
| Not At All/Not Very Safe (Net) | $\begin{gathered} 1235 \\ 61 \% \end{gathered}$ | $\begin{gathered} 523 \\ 54 \% \end{gathered}$ | $\begin{gathered} 712 \\ 66 \% \\ B \end{gathered}$ | $\begin{gathered} 325 \\ 52 \% \end{gathered}$ | $\begin{gathered} 302 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 327 \\ & 6.9 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 281 \\ 70 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 347 \\ 51 \% \end{gathered}$ | $\begin{gathered} 614 \\ 67 \% \\ \mathrm{H}^{2} \end{gathered}$ | $\begin{gathered} 274 \\ 64 \% \\ H \end{gathered}$ | $\begin{aligned} & 360 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 217 \\ 65 \% \\ K \end{gathered}$ | ${ }_{62 \%}^{584}$ | $\begin{gathered} 348 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 480 \\ & \underset{N}{64 \%} \end{aligned}$ | $\begin{aligned} & 406 \\ & { }^{63 \%} \% \\ & N \end{aligned}$ | ${ }^{689} 60 \%$ | $\begin{gathered} 514 \\ 63 \% \end{gathered}$ | ${ }^{118} 48 \%$ | $\begin{gathered} 736 \\ \text { 599\% } \end{gathered}$ |
| Not very safe | 5699\% | 273\% | 295 28 | $\stackrel{178}{28 \%}$ | 129 ${ }^{24 \%}$ | $\begin{gathered} 130 \\ 27 \% \end{gathered}$ | $\underset{\mathrm{e}}{\stackrel{132}{3} \%}$ | 182 26 | 281\% | ${ }^{106} 25 \%$ | 161 ${ }^{15 \%}$ | 96\% | 277 ${ }^{29 \%}$ | ${ }^{163}$ | 206\% | ${ }^{199} 9$ | 330 ${ }^{29 \%}$ | 223 27 | 60 $25 \%$ | 362 29 |
| Not at all safe | ${ }^{666}$ 33\% | 250\% | $\begin{gathered} 416 \\ 39 \% \end{gathered}$ | ${ }^{147} 23$ | $\begin{gathered} 174 \\ 33 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 198 \\ & \begin{array}{l} 41 \% \\ \text { De } \end{array} \end{aligned}$ | $\begin{gathered} 149 \\ 37 \% \\ D \end{gathered}$ | ${ }^{166} 24 \%$ | $\begin{gathered} 333 \\ 36 \% \\ H \end{gathered}$ | $\begin{gathered} 168 \\ { }_{3}^{16 \%} \\ H \end{gathered}$ | $\begin{gathered} 199 \\ 31 \% \end{gathered}$ | 121 ${ }^{36 \%}$ | 307 33 | ${ }^{185}$ | $\begin{gathered} 275 \\ \stackrel{36 \%}{N} \\ N \end{gathered}$ | 207 32\% | 359 $31 \%$ | 2919 | 58\% | 375 $30 \%$ s |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | ${ }^{429} 0$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 100 | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{gathered} 751 \\ 37 \% \end{gathered}$ | $\begin{gathered} 420 \\ 44 \% \\ \mathrm{C} \end{gathered}$ | ${ }^{331} 31 \%$ | $\begin{gathered} 298 \\ \text { } 47 \% \end{gathered}$ | $\begin{gathered} 212 \\ 40 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 131 \\ 28 \% \end{gathered}$ | $\begin{gathered} 109 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 306 \\ & \begin{array}{l} 55 \% \\ 15 \end{array} \end{aligned}$ | $\begin{gathered} 312 \\ 34 \% \end{gathered}$ | $\begin{gathered} 133 \\ 31 \% \end{gathered}$ | $\begin{array}{r} 231 \\ 6 \end{array}$ | ${ }_{35 \%}^{117}$ | $\begin{gathered} 356 \\ 38 \% \end{gathered}$ | $\begin{gathered} 265 \\ 42 \% \\ 0 \end{gathered}$ | ${ }_{34 \%}^{257}$ | $\begin{gathered} 229 \\ 36 \% \end{gathered}$ | ${ }^{429} 9$ | 289 ${ }_{3}$ | $\begin{gathered} 129 \\ 53 \% \\ 5 \end{gathered}$ | 524 |
| Very safe | 237 $12 \%$ | $\begin{gathered} 152 \\ \substack{16 \% \\ C} \end{gathered}$ | $84 \%$ | $\begin{gathered} 109 \\ 17 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 73 \\ & 14 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | 34\% | 21 5 | $\begin{gathered} 136 \\ \text { iJ } \\ \text { iJ } \end{gathered}$ | $72 \%$ | 29\% | 69 $11 \%$ | ${ }_{11 \%}$ | 121 $13 \%$ | ${ }_{12}^{72 \%}$ | ${ }_{12}^{87}$ | 73 $11 \%$ | 150 $13 \%$ r | ${ }^{77} 9$ | 73 30 T | 175 $14 \%$ |
| Somewhat safe | 514\% | $\underset{c}{267} \underset{c}{28 \%}$ | 247 $23 \%$ | $\begin{gathered} 189 \\ 30 \% \\ \mathrm{Fg} \end{gathered}$ | 139 ${ }^{16 \%}$ | 97\% | 82\% | 170 | 240 26 | 104\% | 161 ${ }^{15 \%}$ | 80\% | 235 25 | $\begin{gathered} 189 \\ 30 \% \\ 0 \end{gathered}$ | 170 $22 \%$ | 156\% | 280 $24 \%$ | 211 26 | 56\% | 3488 |
| Not At All/Not Very Safe (Net) | $\begin{gathered} 1281 \\ 63 \% \end{gathered}$ | $\begin{gathered} 540 \\ 56 \% \end{gathered}$ | $\begin{gathered} 741 \\ 6{ }_{B}^{7} \% \end{gathered}$ | $\begin{aligned} & 330 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 316 \\ 60 \% \\ \mathrm{D} \% \end{gathered}$ | $\begin{gathered} 346 \\ \begin{array}{c} \text { 72 } \\ \text { DE } \end{array} \end{gathered}$ | $\begin{gathered} 290 \\ \text { 293\% } \\ \text { DE } \end{gathered}$ | $\begin{gathered} 380 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 605 \\ & \begin{array}{c} 66 \% \\ H \end{array} \end{aligned}$ | $\underset{\mathrm{H}}{296}$ | $\begin{gathered} 402 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 586 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 368 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 499 \\ & \stackrel{96 \%}{N} \end{aligned}$ | 414\% | 724 | $\begin{gathered} 534 \\ 65 \% \end{gathered}$ | 115 47 | $\begin{gathered} 725 \\ 58 \% \\ \hline \mathrm{~S} \end{gathered}$ |
| Not very safe | 519\% | ${ }^{226} 24 \%$ | 293 27 | $\begin{gathered} 164 \\ \underset{\mathrm{e}}{26 \%} \end{gathered}$ | 109 ${ }^{1}$ | ${ }^{125}{ }^{26 \%}$ | $\begin{gathered} 120 \\ 30 \% \\ E \end{gathered}$ | ${ }^{166}$ | 253\% | 100 ${ }_{23}$ | - ${ }^{156}$ | 88\% | 237 ${ }^{25 \%}$ | 152 $24 \%$ | 174 ${ }^{13}$ | $\begin{aligned} & 192 \\ & 30 \% \\ & \mathrm{nO} \end{aligned}$ | ${ }^{306} 27$ | 204 25 | ${ }_{22}{ }^{1} \%$ | 310 $25 \%$ |
| Not at all safe | 762\% | 315 | $\underset{{ }_{B}^{42 \%}}{448}$ | ${ }^{166}$ 26\% | $\begin{gathered} 206 \\ 39 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 220 \\ 46 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 170 \\ 430 \\ \mathrm{D} \end{gathered}$ | ${ }^{215} 31 \%$ | $\begin{gathered} 352 \\ 38 \% \\ H \end{gathered}$ | $\begin{gathered} 195 \\ \begin{array}{c} 46 \% \\ \mathrm{Hi} \end{array} \end{gathered}$ | 246 $39 \%$ | $\stackrel{127}{38 \%}$ | 349 37 | ${ }_{316}{ }_{34}$ | $\begin{gathered} 325 \\ 43 \% \\ \mathrm{NP} \end{gathered}$ | 221 34 | ${ }^{418} 8$ | 330 $40 \%$ | 63\% | $\begin{gathered} 414 \\ 33 \% \\ \mathrm{~s} \end{gathered}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | ${ }^{429} 0$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 100 | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$\underset{\text { Travelers }}{\text { Business }}$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& \$50k- \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Very/Somewhat Safe (Net) \& $$
\begin{gathered}
1831 \\
90 \%
\end{gathered}
$$ \& $$
{ }_{89}^{853}
$$ \& $$
{ }_{91 \%}^{978}
$$ \& $$
5_{85 \%}
$$ \& $$
\begin{gathered}
486 \\
92 \% \\
\text { D }
\end{gathered}
$$ \& $$
\begin{gathered}
448 \\
94 \% \\
\mathrm{D}
\end{gathered}
$$ \& $$
\begin{gathered}
365 \\
91 \% \\
\mathrm{D}
\end{gathered}
$$ \& $$
\stackrel{617}{90 \%}
$$ \& $$
{ }_{89 \%}^{818}
$$ \& $$
{ }_{92 \%}^{395}
$$ \& $$
{ }_{89}^{564}
$$ \& $$
{ }_{91 \%}^{301}
$$ \& $$
{ }_{90 \%}^{848}
$$ \& $$
\stackrel{581}{92 \%}
$$ \& $$
\begin{gathered}
675 \\
89 \%
\end{gathered}
$$ \& $$
{ }_{89 \%}^{575}
$$ \& $$
\begin{gathered}
1064 \\
92 \% \\
R
\end{gathered}
$$ \& $$
\begin{gathered}
725 \\
88 \%
\end{gathered}
$$ \& 220 ${ }^{\text {90\% }}$ \& $$
\begin{gathered}
1125 \\
90 \%
\end{gathered}
$$ <br>
\hline Very safe \& $$
{ }^{1290} 63 \%
$$ \& $$
{ }_{62 \%}{ }_{62}
$$ \& $$
{ }_{65 \%}^{697}
$$ \& 373
$59 \%$ \& $$
{ }_{633}^{332}
$$ \& $$
\begin{gathered}
317 \\
66 \%
\end{gathered}
$$ \& $$
\underset{d}{268}
$$ \& 429 \& ${ }^{556}$ 61\% \& $$
\begin{gathered}
304 \\
\substack{71 \% \\
\mathrm{HI}}
\end{gathered}
$$ \& ${ }_{64}^{405}$ \& 218 66 \& ${ }^{583}$ \% \& $$
\begin{aligned}
& 442 \\
& \text { OP } \\
& \hline
\end{aligned}
$$ \& 455 6 \& 394
$61 \%$ \& 747

$65 \%$ \& ${ }^{523} 64 \%$ \& 143
$59 \%$ \& 793
$64 \%$ <br>

\hline Somewhat safe \& 541\% \& 260\% \& 281 26 \& 159 25 \& ${ }^{154} 29$ \& 131 ${ }^{17 \%}$ \& 97\% \& \[
{ }^{188} \%

\] \& \[

\stackrel{262}{29} \%

\] \& 21\% \& 160 \& 82\% \& 259\% \& 139 22 \& \[

\stackrel{220}{\stackrel{29}{29} \%}

\] \& \[

$$
\begin{gathered}
181 \\
\substack{28 \% \\
n}
\end{gathered}
$$
\] \& 317\% \& 203\% \& 76\% \& 332 27 <br>

\hline Not At All/Not Very Safe (Net) \& $$
\begin{gathered}
201 \\
10 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
107 \\
11 \%
\end{gathered}
$$

\] \& \[

{ }^{94} 9

\] \& \[

$$
\begin{gathered}
96 \\
\text { EFG } \\
\text { EFG }
\end{gathered}
$$

\] \& \[

42

\] \& \[

{ }_{29}^{69}

\] \& \[

{ }^{35}

\] \& \[

$$
\begin{aligned}
& 69 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 99 \\
& 11 \%
\end{aligned}
$$

\] \& 33\% \& \[

$$
\begin{aligned}
& 68 \\
& 11 \%
\end{aligned}
$$
\] \& 31

$9 \%$ \& 94
$10 \%$ \& 52\% \& 11\% \& 68

$11 \%$ \& ${ }_{80}^{90}$ \& $$
\begin{aligned}
& 97 \\
& 12 \% \\
& { }_{Q}^{2}
\end{aligned}
$$ \& 24\% \& 123

$10 \%$ <br>

\hline Not very safe \& 110 5 \& 61 6 \& 49\% \& $$
\begin{gathered}
60 \\
10 \% \\
\text { EFG }
\end{gathered}
$$ \& ${ }^{26} 5$ \& ${ }^{17} 4$ \& ${ }^{8} \%$ \& ${ }_{6}^{40}$ \& 54 6 \& ${ }^{17} 4$ \& ${ }^{28} 4$ \& ${ }^{18}{ }^{5}$ \& ${ }^{58}{ }_{6}$ \& ${ }^{30} 5$ \& ${ }^{50} \%$ \& 30 5 \& 57 \& ${ }_{6}^{68}$ \& 13 5 \& 76\% <br>

\hline Not at all safe \& ${ }^{91}$ \& 46\% \& 45 \& \[
$$
\begin{aligned}
& 36 \\
& { }^{6} \% \\
& \text { ef }
\end{aligned}
$$

\] \& ${ }^{16}$ 3\% \& ${ }^{13} 3$ \& \[

$$
\begin{aligned}
& 27 \\
& \text { 7\% } \\
& \text { ef }
\end{aligned}
$$

\] \& 29 ${ }_{4}$ \& 45\% \& 17 \& \[

$$
\begin{aligned}
& 40 \\
& 6 \% \\
& \mathrm{~m}
\end{aligned}
$$
\] \& 13

$4 \%$ \& ${ }^{36} 4 \%$ \& ${ }^{23} 4 \%$ \& 31

$4 \%$ \& 37 6 \& $34 \%$ \& $$
\begin{gathered}
49 \\
6 \% \\
\hline
\end{gathered}
$$ \& 11 5 \& $47 \%$ <br>

\hline Sigma \& 2032 $100 \%$ \& \[
$$
\begin{aligned}
& 960 \\
& \text { 100\% }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1072 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 628 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 528 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 477 \\
& 100 \%
\end{aligned}
$$
\] \& 399\% \& ${ }^{686}{ }^{100 \%}$ \& 917

$100 \%$ \& ${ }_{100 \%}^{429}$ \& \[
$$
\begin{aligned}
& 632 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 332 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 942 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 633 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 756 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 643 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1154 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 823 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 244 \\
& 100 \%
\end{aligned}
$$
\] \& 1248

$100 \%$ <br>
\hline
\end{tabular}

Proporitions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | 808\% | $\begin{gathered} 461 \\ 48 \% \\ C \end{gathered}$ | $3_{32 \%}$ | $\begin{gathered} 302 \\ 48 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 270 \\ 51 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 147 \\ 31 \% \\ \mathrm{~g} \end{gathered}$ | 829\% | $\begin{gathered} 385 \\ 56 \% \\ 1,5 \end{gathered}$ | $\begin{gathered} 309 \\ j 4 \\ j \end{gathered}$ | ${ }_{113}{ }_{26}$ | $\begin{array}{r} 252 \\ \hline 40 \% \end{array}$ | $\begin{gathered} 119 \\ 36 \% \end{gathered}$ | ${ }_{42 \%}$ | $\begin{gathered} 271 \\ 43 \% \end{gathered}$ | ${ }_{39 \%}^{295}$ | $\begin{gathered} 242 \\ 38 \% \end{gathered}$ | $\underset{\mathrm{r}}{483}$ | $\begin{gathered} 300 \\ 36 \% \end{gathered}$ | $\begin{gathered} 156 \\ \frac{64}{T} \% \end{gathered}$ | ${ }^{555} 4$ |
| Very safe | 204\% | $\begin{gathered} 135 \\ 14 \% \\ C \end{gathered}$ | ${ }_{68}^{68}$ | $\begin{aligned} & 100 \\ & 16 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 73 \\ & 14 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | 20 ${ }_{4}$ | $\stackrel{10}{3 \%}$ | $\begin{gathered} 123 \\ 18 \% \\ \text { IJ } \end{gathered}$ | 64\% | ${ }^{17} 4$ | 54\% | ${ }^{30} 9$ | $\begin{gathered} 113 \\ 12 \% \\ \mathrm{k} \end{gathered}$ | 71 $11 \%$ | 72 $10 \%$ | ${ }_{90}^{9 \%}$ | $\underset{\substack{134 \\ \text { r }}}{13}$ | ${ }^{65}$ | 27 28\% | 156 $12 \%$ |
| Somewhat safe | 604 $30 \%$ | $\begin{gathered} 325 \\ 34 \% \\ C \end{gathered}$ | ${ }^{278} 26$ | $\underset{\mathrm{G}}{202}$ | $\begin{aligned} & 197 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | 127\% | 780\% | $\begin{gathered} 262 \\ 38 \% \\ 1.5 \end{gathered}$ | 245 27 | 96\% | ${ }^{198}$ | 89\%\% | 279 30\% | 199\% | 223 $29 \%$ | 182\% | 3499 | 235 29 | 886\% | $399 \%$ |
| Not At All/Not Very Safe (Net) | $\begin{gathered} 1224 \\ 60 \% \end{gathered}$ | $499$ | $\begin{gathered} 725 \\ 68 \% \\ 8 \end{gathered}$ | $\begin{gathered} 326 \\ 52 \% \end{gathered}$ | $\begin{gathered} 258 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 330 \\ & 6 . \\ & \text { CE } \end{aligned}$ | $\begin{aligned} & 310 \\ & 78 \% \\ & \text { DEf } \end{aligned}$ | $\begin{gathered} 301 \\ 44 \% \end{gathered}$ | $\begin{gathered} 608 \\ \underset{H}{66 \%} \end{gathered}$ | $\begin{gathered} 315 \\ 74 \% \\ \mathrm{Hi} \end{gathered}$ | $\begin{gathered} 381 \\ 60 \% \end{gathered}$ | 213 $64 \%$ | $\begin{gathered} 551 \\ 58 \% \end{gathered}$ | 362 57 | ${ }_{61 \%}^{461}$ | $\begin{aligned} & 401 \\ & 62 \% \end{aligned}$ | 671 58 | $\underset{\substack{523 \\ 6 \\ \hline}}{ }$ | ${ }_{36 \%}$ | $\begin{gathered} 693 \\ 56 \\ 5 \end{gathered}$ |
| Not very safe | 618 $30 \%$ | $\begin{gathered} 253 \\ 26 \% \end{gathered}$ | $\begin{gathered} 365 \\ 34 \% \\ B \end{gathered}$ | $\begin{gathered} \text { 1992\% } \\ \text { E } \end{gathered}$ | 132 | 142\% | $\begin{gathered} 145 \\ \begin{array}{c} 36 \% \\ E \end{array} \end{gathered}$ | 160 ${ }^{163}$ | $\begin{gathered} 327 \\ 36 \% \\ H \end{gathered}$ | $\begin{gathered} 131 \\ 30 \% \\ \mathrm{~h} \end{gathered}$ | $\begin{gathered} 178 \\ 28 \% \end{gathered}$ | 114 $34 \%$ | 274 ${ }^{29 \%}$ | 203 $32 \%$ | 210 28 | 204 $32 \%$ | 330 ${ }^{29 \%}$ | 270 $33 \%$ | 50\% | $\stackrel{381}{31 \%}$ |
| Not at all safe | 607\% | 247 26 | $\begin{gathered} 360 \\ 34 \% \\ B \end{gathered}$ | 127 ${ }^{20 \%}$ | ${ }^{126}$ | $\begin{aligned} & 188 \\ & 39 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 165 \\ & 41 \% \\ & \mathrm{CE} \end{aligned}$ | ${ }^{141}$ 21\% | $\underset{H}{281} \underset{H}{281}$ | $\begin{gathered} 184 \\ 43 \% \\ \mathrm{HI} \end{gathered}$ | 203 | ${ }^{98} \%$ | 277 ${ }^{29 \%}$ | 159 25 | $\begin{gathered} 251 \\ { }_{33}{ }_{N} \% \end{gathered}$ | ${ }^{196}{ }_{31}$ | 340 $29 \%$ | ${ }^{253} 3$ | 39 $16 \%$ | $\begin{gathered} 312 \\ 25 \% \\ \mathrm{~S} \end{gathered}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100 \%} \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | ${ }^{429} 10 \%$ | $\begin{aligned} & 632 \\ & 0 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\begin{array}{c}
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{array}
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Very/Somewhat Safe (Net) \& $$
\begin{gathered}
738 \\
36 \%
\end{gathered}
$$ \& $$
\begin{gathered}
422 \\
44 \% \\
\mathrm{C}
\end{gathered}
$$ \& $$
{ }_{29 \%}^{316}
$$ \& $$
\begin{gathered}
259 \\
41 \% \\
\mathrm{FG}
\end{gathered}
$$ \& $$
\begin{gathered}
237 \\
\begin{array}{c}
45 \% \\
\mathrm{FG}
\end{array}
\end{gathered}
$$ \& $$
\begin{gathered}
134 \\
28 \%
\end{gathered}
$$ \& $$
{ }^{108} \%
$$ \& $$
\begin{gathered}
356 \\
52 \% \\
1.5
\end{gathered}
$$ \& 261
$28 \%$ \& 121 \& $$
\underset{40 \%}{252}
$$ \& ${ }_{31}^{103}$ \& 332 35 \& 2488\% \& 2666 \& 224 ${ }^{3}$ \& $$
\begin{gathered}
444 \\
38 \% \\
r
\end{gathered}
$$ \& 267 $32 \%$ \& 123

50
T \& 4859\% <br>

\hline Very safe \& $$
{ }_{8 \%}^{164}
$$ \& \[

$$
\begin{gathered}
109 \\
\begin{array}{c}
11 \% \\
C
\end{array}
\end{gathered}
$$

\] \& ${ }_{56}^{56}$ \& \[

$$
\begin{aligned}
& 66 \\
& 10 \% \\
& \mathrm{Fg}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 56 \\
& 11 \% \\
& \mathrm{Fg}^{2}
\end{aligned}
$$

\] \& 19 ${ }^{1}$ \% \& 23 6 \& \[

$$
\begin{gathered}
106 \\
\text { 155 } \\
\text { IJ }
\end{gathered}
$$
\] \& ${ }^{36} 4$ \& ${ }^{22} 5$ \& 51 8 \% \& ${ }^{23} 7$ \& ${ }_{80}^{8 \%}$ \& ${ }^{55} \%$ \& $54 \%$ \& ${ }^{55}{ }_{9}$ \& ${ }^{102} 9$ \& ${ }_{63}^{6}$ \& 20\% \& ${ }^{117} 9$ <br>

\hline Somewhat safe \& 574 280 \& $$
\begin{gathered}
314 \\
{ }_{C}^{33 \%}
\end{gathered}
$$ \& 260 24 \& \[

$$
\begin{gathered}
193 \\
31 \% \\
\text { GG }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 181 \\
& 34 \% \\
& \text { FG }
\end{aligned}
$$

\] \& ${ }^{115}$ \& 21\% \& \[

$$
\begin{gathered}
250 \\
\begin{array}{c}
36 \% \\
1 . J
\end{array}
\end{gathered}
$$

\] \& 225 24 \& 99\% \& \[

$$
\begin{gathered}
202 \\
32 \% \\
\mathrm{Lm}
\end{gathered}
$$
\] \& 80\% \& 253 \& 193 ${ }^{19}$ \& 212 28 \& 169\% \& 3433 \& 214\% \& 74

$30 \%$ \& ${ }^{3688}{ }_{2}{ }^{\text {\% }}$ <br>

\hline Not At All/Not Very Safe (Net) \& $$
{ }_{64 \%}^{1294}
$$ \& \[

$$
\begin{gathered}
538 \\
56 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
756 \\
71 \% \\
\hline
\end{gathered}
$$

\] \& \[

{ }_{59 \%}^{369}

\] \& \[

$$
\begin{gathered}
291 \\
55 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
343 \\
{ }_{2}^{2} \% \\
\text { DE }
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
291 \\
73 \% \\
\text { DE }
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
330 \\
48 \%
\end{gathered}
$$

\] \& \[

\underset{H}{656}

\] \& \[

$$
\begin{gathered}
307 \\
\underset{H}{72 \%}
\end{gathered}
$$

\] \& \[

380 \%

\] \& \[

$$
\begin{gathered}
\text { 2299\% } \\
\text { K }
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
610 \\
65 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
385 \\
61 \%
\end{gathered}
$$
\] \& 4900 \& 419 6 \& 710

$62 \%$ \& $$
\begin{gathered}
556 \\
\underset{9}{58 \%}
\end{gathered}
$$ \& 121

$50 \%$ \& 763

$61 \%$
S <br>

\hline Not very safe \& 664 ${ }_{3}$ \& 289\% \& \[
$$
\begin{gathered}
375 \\
35 \% \\
b
\end{gathered}
$$

\] \& \[

\underset{E}{231} \underset{E}{231}

\] \& 143 27 \& 145 ${ }^{14}$ \& \[

$$
\begin{gathered}
146 \\
36 \% \\
E
\end{gathered}
$$

\] \& $\xrightarrow{177}$ 26\% \& \[

$$
\begin{gathered}
357 \\
39 \% \\
\mathrm{HJ}
\end{gathered}
$$

\] \& 130\% \& 175 ${ }^{28}$ \& \[

$$
\begin{gathered}
128 \\
39 \% \\
K
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
324 \\
34 \% \\
K
\end{gathered}
$$
\] \& 204 32 \& 237\% \& 223 ${ }_{3}$ \& ${ }_{31}^{358}$ \& 294 36 \& 720\% \& 425 ${ }_{34}$ <br>

\hline Not at all safe \& 630 ${ }^{31 \%}$ \& ${ }^{249} 26$ \& \[
$$
\begin{gathered}
381 \\
36 \% \\
B
\end{gathered}
$$

\] \& ${ }^{138} 22 \%$ \& \[

$$
\begin{gathered}
148 \\
28 \% \\
d
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
199 \\
42 \% \\
\mathrm{DE}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 145 \\
& 36 \% \\
& \mathrm{De}^{2}
\end{aligned}
$$

\] \& ${ }^{153} 22 \%$ \& \[

$$
\begin{gathered}
300 \\
{ }_{3}^{33 \%} \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
177 \\
41 \% \\
\mathrm{HI}
\end{gathered}
$$
\] \& 205 ${ }^{2}$ \& ${ }^{101} 31 \%$ \& 286\% \& 180\% \& 253 33 \& ${ }^{196}$ \& $352 \%$ \& ${ }_{32}{ }_{32}$ \& 49\% \& $\stackrel{338}{27 \%}$ <br>

\hline Sigma \& $$
\begin{gathered}
2032 \\
100 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 960 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1072 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 628 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 528 \\
& 100 \%
\end{aligned}
$$
\] \& 477

$100 \%$ \& 399\% \& ${ }^{686}{ }^{100 \%}$ \& 917

$100 \%$ \& 1209\% \& $$
\begin{aligned}
& 632 \\
& 100 \%
\end{aligned}
$$ \& 332

$100 \%$ \& 942\% \& $$
\begin{aligned}
& 633 \\
& 100 \%
\end{aligned}
$$ \& 756

$100 \%$ \& \[
$$
\begin{aligned}
& 643 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1154 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 823 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{gathered}
1248 \\
100 \%
\end{gathered}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | ${ }_{44 \%}^{896}$ | $\begin{gathered} 472 \\ { }_{\mathrm{C}}^{\mathrm{C}} \mathrm{C} \end{gathered}$ | $\begin{gathered} 424 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 304 \\ & 49 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 277 \\ 52 \% \\ \mathrm{FG} \end{gathered}$ | ${ }_{39 \%}^{186}$ | ${ }_{32 \%}^{128}$ | $\begin{gathered} 345 \\ 50 \% \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 380 \\ 41 \% \end{gathered}$ | $\begin{gathered} 171 \\ 40 \% \end{gathered}$ | $\begin{gathered} 290 \\ 46 \% \end{gathered}$ | $\begin{gathered} 132 \\ 40 \% \end{gathered}$ | 415 $44 \%$ | ${ }^{296}$ | $\begin{gathered} 321 \\ 42 \% \end{gathered}$ | $\begin{gathered} 278 \\ 43 \% \end{gathered}$ | $\begin{gathered} 518 \\ 45 \% \end{gathered}$ | $\begin{gathered} 349 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 52 \% \end{aligned}$ | $\stackrel{584}{47 \%}$ |
| Very safe | ${ }_{13 \%}^{258}$ | $\begin{gathered} 171 \\ \substack{88 \%} \end{gathered}$ | ${ }_{8 \%}^{87}$ | $\begin{aligned} & 89 \\ & 14 \% \\ & G \end{aligned}$ | $\begin{aligned} & 79 \\ & 15 \% \\ & \text { G } \end{aligned}$ | 57 $12 \%$ | 32\% | $\begin{gathered} 125 \\ 18 \% \\ 15 \end{gathered}$ | ${ }^{82}$ \% | $\begin{aligned} & 50 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ | 125 $13 \%$ | ${ }_{13}^{84}$ | $\begin{aligned} & 96 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 152 \\ 13 \% \end{gathered}$ | $92 \%$ | 25 ${ }_{\text {22 }}$ | $\stackrel{186}{15 \%}$ |
| Somewhat safe | ${ }^{638}{ }_{31}$ | ${ }^{301}$ 31\% | ${ }^{337} 31 \%$ | $\begin{gathered} 216 \\ 34 \% \\ G G \end{gathered}$ | $\begin{aligned} & 198 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | 129\% | 96\% | 219 32\% | 2993\% | 120\% | ${ }_{34}^{214}$ | 959\% | 289 ${ }^{31}$ \% | 212\% | 225 30 | 201\% | ${ }^{366}{ }_{3}{ }^{6}$ | 257\% | 719\% | $398{ }_{3}$ |
| Not At All/Not Very Safe (Net) | $\begin{gathered} 1136 \\ 56 \% \end{gathered}$ | $\begin{gathered} 489 \\ 51 \% \end{gathered}$ | $\begin{gathered} 648 \\ 60 \% \\ B \end{gathered}$ | $\begin{gathered} 323 \\ 51 \% \end{gathered}$ | $\begin{gathered} 251 \\ 48 \% \end{gathered}$ | $\begin{gathered} 291 \\ 6.1 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 271 \\ 68 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 342 \\ 50 \% \end{gathered}$ | $\underset{\mathrm{H}}{537}$ | $\begin{gathered} 258 \\ \underset{H}{60 \%} \end{gathered}$ | $\begin{gathered} 342 \\ 54 \% \end{gathered}$ | $\begin{gathered} 200 \\ 60 \% \end{gathered}$ | $\begin{gathered} 528 \\ 56 \% \end{gathered}$ | $\begin{gathered} 337 \\ 53 \% \end{gathered}$ | 435\% | $\begin{aligned} & 365 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 636 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 474 \\ 58 \% \end{gathered}$ | ${ }^{118} 88$ | 664 53 |
| Not very safe | ${ }_{273}{ }_{28}$ | 264\% | ${ }_{209}^{39 \%}$ | $\begin{gathered} 197 \\ \underset{E}{31 \%} \end{gathered}$ | 130 | ${ }_{2}^{138} \%$ | $\begin{gathered} 109 \\ 27 \% \end{gathered}$ | ${ }_{177}{ }_{26 \%}$ | $\underset{\substack{292 \\ \mathrm{hj}}}{292}$ | 105 $24 \%$ | ${ }_{153}^{15}$ | $\begin{gathered} 108 \\ 33 \% \\ K \end{gathered}$ | 273 $29 \%$ | 167 $26 \%$ | 226\% | 180\% | ${ }^{323} 2{ }_{2}$ | 23680 | 60\% | 362 ${ }^{29 \%}$ |
| Not at all safe | 563 28. | ${ }^{225} 23$ | $\begin{gathered} 339 \\ 32 \% \end{gathered}$ | 126 ${ }^{20}$ | ${ }^{122} 23$ | $\begin{aligned} & 153 \\ & 32 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 163 \\ 41 \% \\ \mathrm{DE} \end{gathered}$ | ${ }^{165}$ | ${ }^{245}$ | $\begin{gathered} 153 \\ 36 \% \\ \mathrm{HI} \end{gathered}$ | ${ }^{190}{ }^{19}$ | 918\% | 255\% | 170 27 | 209 280 | ${ }^{185}$ 29\% | 313 $27 \%$ | ${ }^{238} 29$ | 57 $24 \%$ | ${ }_{202}^{24 \%}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proporitions/Means: Colu
Overlap formulae used.

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
\hline 522)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Less } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Personal cars \& $$
\begin{gathered}
1800 \\
89 \%
\end{gathered}
$$ \& 8881 \& $$
959 \%
$$ \& ${ }_{815}{ }_{8}$ \& $$
\begin{gathered}
478 \\
91 \% \\
\text { D }
\end{gathered}
$$ \& $$
\begin{gathered}
439 \\
92 \% \\
\mathrm{D}
\end{gathered}
$$ \& $$
\begin{gathered}
368 \\
962 \% \\
\text { D }
\end{gathered}
$$ \& $\stackrel{610}{89 \%}$ \& 796
$87 \%$ \& $$
\begin{gathered}
394 \\
92 \%
\end{gathered}
$$ \& 561 89 \& 293\% \& 8266\% \& $$
\begin{gathered}
575 \\
91 \% \\
0
\end{gathered}
$$ \& 6555 \& 571 $89 \%$ \& $$
\begin{gathered}
1041 \\
90 \%
\end{gathered}
$$ \& 714
$87 \%$ \& 213 ${ }_{8}$ \& 1092
$87 \%$ <br>
\hline Bike shares \& $$
\begin{aligned}
& 850 \\
& 42 \%
\end{aligned}
$$ \& $$
\begin{gathered}
447 \\
{ }_{C} \%
\end{gathered}
$$ \& $$
\begin{gathered}
403 \\
38 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 300 \\
& { }^{48 \%} \\
& \mathrm{FG}
\end{aligned}
$$ \& $$
\begin{gathered}
254 \\
.48 \% \\
\mathrm{FG}
\end{gathered}
$$ \& $$
\begin{gathered}
172 \\
36 \%
\end{gathered}
$$ \& $$
{ }_{31 \%}^{125}
$$ \& $$
\begin{gathered}
330 \\
48 \% \\
1.5
\end{gathered}
$$ \& $$
{ }_{360}{ }_{360}
$$ \& $$
\begin{gathered}
160 \\
37 \%
\end{gathered}
$$ \& $$
\begin{gathered}
271 \\
43 \%
\end{gathered}
$$ \& $$
\begin{gathered}
124 \\
37 \%
\end{gathered}
$$ \& $$
402 \%
$$ \& 286\% \& 303 $40 \%$ \& $$
\begin{gathered}
261 \\
41 \%
\end{gathered}
$$ \& $$
{ }_{428}
$$ \& $$
\begin{gathered}
333 \\
40 \%
\end{gathered}
$$ \& 120 ${ }^{49 \%}$ \& ${ }^{555} 4{ }^{\text {\% }}$ <br>
\hline Ubers \& 783 ${ }_{3}$ \& $$
\begin{gathered}
438 \\
{ }_{C}^{6} \% \\
\hline
\end{gathered}
$$ \& 345 \& $$
\begin{gathered}
288 \\
{ }^{46} \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 263 \\
& 50 \% \\
& \text { FG }
\end{aligned}
$$ \& 141 29 \& 90\% \& $$
\begin{gathered}
363 \\
\substack{53 \% \\
1 . J}
\end{gathered}
$$ \& ${ }^{296} 32 \%$ \& ${ }^{124} 29$ \& 243 38 \& 109 ${ }^{3} \mathbf{9}$ \& 379
40 \& 271 ${ }_{\text {p }}$ \& 278 ${ }_{3}$ \& 233 36 \& 474
$41 \%$
$R$ \& 278\% \& 137

$56 \%$ \& $5{ }^{534} 4$ <br>

\hline Trains \& 719 35 \& $$
\begin{gathered}
405 \\
40 \% \\
42 \\
C
\end{gathered}
$$ \& 314 \& \[

$$
\begin{gathered}
274 \\
44 \% \\
\mathrm{FG}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
216 \\
{ }_{4}^{41 \%}
\end{gathered}
$$

\] \& ${ }^{123} 26$ \& ${ }^{105}$ \& \[

$$
\begin{gathered}
313 \\
46 \% \\
1.5
\end{gathered}
$$

\] \& ${ }_{31} 81 \%$ \& ${ }^{125} 29$ \& \[

$$
\begin{gathered}
249 \\
39 \%
\end{gathered}
$$

\] \& 84\% \& \[

$$
\begin{gathered}
349 \\
\hline \mathrm{~L}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
271 \\
43 \% \\
\mathrm{OP}
\end{gathered}
$$

\] \& 247 ${ }_{3}$ \& 201\% \& 423 ${ }_{3}$ \& 272 33 \& \[

$$
\begin{gathered}
124 \\
55 \% \\
\hline \mathrm{~T}
\end{gathered}
$$
\] \& 4766 <br>

\hline Taxi \& $$
\begin{gathered}
715 \\
35 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
411 \\
43 \% \\
C
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
304 \\
28 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
242 \\
39 \% \\
\mathrm{FG}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
238 \\
45 \% \\
\text { dFG }
\end{gathered}
$$

\] \& \[

{ }_{26 \%}^{126}

\] \& \[

{ }^{109} 27 \%

\] \& \[

$$
\begin{aligned}
& 340 \\
& 50 \% \\
& 1,5
\end{aligned}
$$

\] \& 264\% \& 112 ${ }_{26}$ \& \[

\underset{\mathrm{L}}{252}

\] \& 85\% \& \[

$$
\begin{gathered}
326 \\
35 \% \\
L
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
249 \\
39 \%
\end{gathered}
$$

\] \& 2533 \& \[

{ }_{33}^{213}

\] \& \[

$$
\begin{gathered}
435 \\
\begin{array}{c}
38 \% \\
R
\end{array}
\end{gathered}
$$

\] \& ${ }^{251} 31 \%$ \& \[

$$
\begin{gathered}
127 \\
52 \% \\
\hline
\end{gathered}
$$
\] \& 474 38 <br>

\hline Commercial flights \& ${ }^{687}{ }^{34}$ \& \[
$$
\begin{gathered}
390 \\
{ }_{C}^{41 \%}
\end{gathered}
$$

\] \& 297 \& \[

$$
\begin{gathered}
259 \\
41 \% \\
\mathrm{FG}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
212 \\
40 \% \\
\mathrm{FG}
\end{gathered}
$$

\] \& ${ }^{118} 8$ \& ${ }^{98}{ }^{2} \%$ \& \[

$$
\begin{gathered}
286 \\
42 \% \\
1.5
\end{gathered}
$$

\] \& ${ }^{285}$ 31\% \& ${ }^{116}$ \& 206 3 \% \& 96\% \& \[

$$
\begin{gathered}
343 \\
36 \% \\
1
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
240 \\
38 \% \\
0
\end{gathered}
$$

\] \& ${ }^{237}$ 31\% \& 210 33 \& \[

\underset{r}{412}

\] \& 250 $30 \%$ \& \[

$$
\begin{gathered}
127 \\
52 \% \\
\hline
\end{gathered}
$$
\] \& 477 ${ }^{38 \%}$ <br>

\hline Subway \& $$
{ }_{286}^{56}
$$ \& \[

$$
\begin{gathered}
344 \\
36 \% \\
C
\end{gathered}
$$

\] \& ${ }_{221}^{21 \%}$ \& \[

$$
\begin{aligned}
& 231 \\
& 37 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 197 \\
& 37 \% \\
& \mathrm{FG}
\end{aligned}
$$
\] \& 83\% \& 54

$14 \%$ \& \[
$$
\begin{gathered}
273 \\
40 \% \\
1 . J
\end{gathered}
$$

\] \& ${ }_{2}^{205}$ \& 870\% \& \[

\underset{\substack{170 <br> 27}}{ }
\] \& 62

$19 \%$ \& \[
$$
\begin{gathered}
302 \\
32 \% \\
\mathrm{~kL}
\end{gathered}
$$

\] \& 187 30 \& 213 28 \& ${ }^{165}$ \& \[

$$
\begin{gathered}
355 \\
\substack{35 \% \\
R}
\end{gathered}
$$
\] \& 181 $22 \%$ \& ${ }_{\substack{125 \\ 51 \%}}$ \& 403 ${ }_{3}$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20.22 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lthan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Subway | $1467 \%$ | 616 $64 \%$ | $\begin{gathered} 851 \\ 79 \% \\ \text { B } \end{gathered}$ | ${ }^{397} 63$ | $\begin{gathered} 331 \\ 63 \% \end{gathered}$ | $\begin{gathered} 394 \\ 83 \% \\ D E \end{gathered}$ | $\begin{gathered} 345 \\ 86 \% \\ \text { DE } \end{gathered}$ | 413 $60 \%$ | $\begin{gathered} 713 \\ 78 \% \\ H \end{gathered}$ | $\begin{gathered} 341 \\ 80 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 463 \\ \begin{array}{c} 73 \% \\ \mathrm{~m} \end{array} \end{gathered}$ | $\begin{aligned} & 270 \\ & 81 \% \\ & \text { KM } \end{aligned}$ | ${ }^{640} 68$ | 446\% | $544{ }^{7} \%$ | ${ }^{478} 74$ | 799\% | $\begin{gathered} 642 \\ \hline 8 \% \end{gathered}$ | 119 $49 \%$ | $\begin{gathered} 845 \\ \substack{88 \% \\ \mathrm{~S}} \end{gathered}$ |
| Commercial flights | ${ }^{1345}$ | $\begin{gathered} 571 \\ 59 \% \end{gathered}$ | $\begin{gathered} 774 \\ 72 \% \\ 7 \end{gathered}$ | $\begin{gathered} 368 \\ 59 \% \end{gathered}$ | $\begin{gathered} 316 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 359 \\ & 75 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 301 \\ & \begin{array}{l} 55 \% \\ \text { DE } \end{array} . \end{aligned}$ | $\begin{gathered} 400 \\ 58 \% \end{gathered}$ | $\begin{gathered} 633 \\ { }_{6}^{69 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 313 \\ 73 \% \\ H \end{gathered}$ | $427 \%$ | $\begin{gathered} 236 \\ \underset{m}{71 \%} \end{gathered}$ | $\begin{gathered} 600 \\ 64 \% \end{gathered}$ | 393 $62 \%$ | $\begin{gathered} 519 \\ \underset{n}{59 \%} \end{gathered}$ | $\begin{gathered} 433 \\ 67 \% \end{gathered}$ | 742 $64 \%$ | $\underset{\mathrm{q}}{573}$ | 117 $48 \%$ | $\begin{gathered} 771 \\ 62 \% \\ \mathrm{~S} \end{gathered}$ |
| Taxi | $\begin{array}{r} 1317 \\ 65 \% \end{array}$ | 549 | $\begin{gathered} 768 \\ { }_{8}^{72 \%} \end{gathered}$ | $\begin{gathered} 385 \\ \underset{e}{31 \%} \\ \hline \end{gathered}$ | 290\% | $\begin{gathered} 351 \\ 74 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 290 \\ 73 \% \\ \text { DE } \end{gathered}$ | ${ }^{346} 50$ | $\underset{H}{654} \underset{H}{654}$ | $\begin{gathered} 317 \\ \underset{4}{74 \%} \\ \hline \end{gathered}$ | 380\% | $\begin{aligned} & 247 \\ & \text { KM }^{4} \% \end{aligned}$ | ${ }_{617}^{65 \%}$ | 384\% | $503 \%$ | 430\% | 719\% | $\begin{gathered} 572 \\ 699 \end{gathered}$ | 117 48 | $\begin{gathered} 774 \\ 62 \% \\ \substack{2 \\ \hline} \end{gathered}$ |
| Trains | $\begin{gathered} 1313 \\ 65 \% \end{gathered}$ | $555{ }_{58}$ | $\begin{gathered} 758 \\ 71 \% \\ B \end{gathered}$ | ${ }^{353} 5$ | 312 $59 \%$ | $\begin{gathered} 354 \\ 74 \% \\ \mathrm{DE}^{2} \end{gathered}$ | $\begin{gathered} 294 \\ 74 \% \\ \mathrm{DE}^{2} \end{gathered}$ | 373 $54 \%$ | $\stackrel{636}{69 \%}{ }_{H}^{6}$ | $\begin{gathered} 303 \\ \underset{H}{71 \%} \\ \hline \end{gathered}$ | 383\% | $\begin{aligned} & 248 \\ & \text { KM } \end{aligned}$ | ${ }^{5934} 6$ | 362 57 | $\begin{gathered} 509 \\ \stackrel{5}{67 \%} \\ N \end{gathered}$ | $\begin{gathered} 442 \\ \stackrel{4}{69 \%} \end{gathered}$ | 731 $63 \%$ | 551 $67 \%$ | 120 ${ }^{49 \%}$ | $\begin{gathered} 773 \\ 62 \% \\ \hline \end{gathered}$ |
| Ubers | $\begin{gathered} 1249 \\ 61 \% \end{gathered}$ | $\begin{gathered} 523 \\ 54 \% \end{gathered}$ | $\begin{gathered} 727 \\ 68 \% \\ B \end{gathered}$ | $\begin{gathered} 339 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 265 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 337 \\ 71 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 309 \\ 77 \% \\ \mathrm{DE} \end{gathered}$ | 324 47 | $\begin{gathered} 621 \\ 68 \% \\ H \end{gathered}$ | $\begin{gathered} 305 \\ 71 \% \\ H \end{gathered}$ | 389\% | $\begin{gathered} 223 \\ 67 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 563 \\ & 60 \% \end{aligned}$ | 362 | $\begin{gathered} 478 \\ 63 \% \end{gathered}$ | $\begin{gathered} 410 \\ 64 \% \end{gathered}$ | ${ }^{680} 5$ | $\begin{gathered} 544 \\ 66 \% \\ \hline \end{gathered}$ | ${ }^{106} 44 \%$ | $\begin{aligned} & 714 \\ & 57 \% \\ & S \end{aligned}$ |
| Bike shares | $\begin{gathered} 1182 \\ 58 \% \end{gathered}$ | 513 | $\begin{gathered} 669 \\ 62 \% \\ B \end{gathered}$ | ${ }^{328} 5$ | 274 5 | $\begin{aligned} & 305 \\ & 64 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 274 \\ & 69 \% \\ & \text { DE } \end{aligned}$ | ${ }^{356} 5$ | $\underset{\substack{557 \\ H}}{\substack{4 \\ H}}$ | $\begin{gathered} 268 \\ { }_{63 \%} \\ H \end{gathered}$ | 362 57 | ${ }^{208} \times 1$ | 540 | 347 $55 \%$ | ${ }^{453} 60$ | 382\% | ${ }_{566 \%}$ | ${ }^{490} 60 \%$ | ${ }^{124} 51 \%$ | 693\% |
| Personal cars | 232 ${ }_{11}$ | 119 $12 \%$ | 113 $11 \%$ | $\begin{gathered} 113 \\ 18 \% \\ \text { EFG } \end{gathered}$ | ${ }^{50} 9$ | 38\% | 31 ${ }_{8}$ | 76 $11 \%$ | 121 ${ }_{\text {13\% }}$ | 34\% | . $71 \%$ | ${ }_{12 \%}$ | ${ }_{12}^{116}$ | ${ }^{58} \%$ | 101 $\substack{13 \% \\ n}$ | 72 $11 \%$ | $\stackrel{113}{10 \%}$ | $\begin{gathered} 109 \\ \begin{array}{c} 13 \% \\ \mathrm{q} \end{array} \\ \hline \end{gathered}$ | 31 $13 \%$ | 136 ${ }_{13}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{gathered} 565 \\ 28 \% \end{gathered}$ | $\begin{gathered} 344 \\ 36 \% \\ C \end{gathered}$ | ${ }_{21 \%}^{221}$ | $\begin{aligned} & 231 \\ & 37 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 197 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 83 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 273 \\ 40 \% \\ 15 \end{gathered}$ | 205 $22 \%$ | 870\% | $\stackrel{170}{27 \%}$ | $\begin{aligned} & 62 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 302 \\ 32 \% \\ \text { kL } \end{gathered}$ | ${ }_{30 \%}^{187}$ | $\begin{gathered} 213 \\ 28 \% \end{gathered}$ | $\begin{gathered} 165 \\ \\ 26 \% \end{gathered}$ | $\begin{gathered} 355 \\ 35 \% \\ \mathrm{R} \end{gathered}$ | 181 $22 \%$ | $\begin{gathered} 125 \\ 5 \\ 5 \\ \hline \end{gathered}$ | 403 $32 \%$ |
| Very safe | ${ }^{180} 9$ | $\begin{gathered} 130 \\ 14 \% \\ C \end{gathered}$ | 50 | $\begin{aligned} & 77 \\ & 12 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 73 \\ & 14 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | ${ }^{15} 3$ | 15 4 \% | $\begin{gathered} 104 \\ 15 \% \\ 15 \% \end{gathered}$ | 57 | 19 4 \% | ${ }^{40} 6$ | 25\% | $\begin{gathered} 104 \\ \substack{11 \% \\ K} \end{gathered}$ | ${ }^{63} 10 \%$ | ${ }^{71} 9$ | 46\% | $\begin{gathered} 117 \\ \substack{10 \% \\ R} \end{gathered}$ | 52\% | ${ }_{\text {26 }}^{5}$ | 144 |
| Somewhat safe | ${ }^{385}$ | $\underset{\mathrm{C}}{214}$ | 17116\% | $\begin{aligned} & 154 \\ & 25 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 124 \\ 23 \% \\ \text { FG } \end{gathered}$ | ${ }^{68}{ }^{14 \%}$ | 39 $10 \%$ | $\begin{gathered} 169 \\ 25 \% \\ 15 \end{gathered}$ | $\stackrel{148}{16 \%}$ | ${ }^{69} 9$ | ${ }^{130}{ }_{\text {21 }}^{\text {L }}$ | ${ }^{37} \%$ | ${ }_{2}^{198}{ }_{\text {L }}$ | 124 | $\stackrel{142}{19 \%}$ | 119 ${ }_{18}$ | $\underset{R}{239}$ | 129 $16 \%$ | 29\% | 259 ${ }^{21 \%}$ |
| Not At All/Not Very Safe (Net) | $1467$ | $\begin{gathered} 616 \\ 64 \% \end{gathered}$ | $\underset{\mathrm{B}}{851}$ | ${ }_{63 \%}^{397}$ | $\begin{gathered} 331 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 394 \\ & 83 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 345 \\ & 86 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 413 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 713 \\ 78 \% \\ H \end{gathered}$ | $\begin{gathered} 341 \\ 80 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 463 \\ 73 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 270 \\ & { }^{81 \%} \% \\ & \mathrm{KM}^{2} \end{aligned}$ | $\begin{gathered} 640 \\ 68 \% \end{gathered}$ | $446 \%$ | $544 \%$ | $\begin{gathered} 478 \\ 74 \% \end{gathered}$ | ${ }^{799}$ | $\begin{gathered} 642 \\ { }_{Q}^{6} \% \end{gathered}$ | 1199\% | $\begin{gathered} 845 \\ 68 \% \\ \hline \mathrm{~S} \end{gathered}$ |
| Not very safe | ${ }_{298}^{58 \%}$ | 279 ${ }_{2}$ | ${ }^{309} 29$ | $\begin{gathered} \text { 1992\% } \\ \text { E } \end{gathered}$ | 130 | 129 ${ }^{27 \%}$ | $\begin{gathered} 130 \\ \underset{\mathrm{e}}{33 \%} \end{gathered}$ | ${ }^{186}$ | ${ }_{31 \%}$ | ${ }^{118} 27$ | 191\% | $\begin{gathered} 113 \\ 34 \% \end{gathered}$ | 246\% | ${ }^{186}{ }^{29 \%}$ | 211 28 | 1920 | ${ }^{326} 28$ | 249 ${ }^{3} \mathrm{\%}$ | 58\% | 348\% |
| Not at all safe | ${ }^{879} 4$ | ${ }^{337} 35$ | $\stackrel{542}{51 \%} \underset{B}{ }$ | ${ }^{198}{ }_{31}$ | $\begin{gathered} 201 \\ 38 \% \\ d \end{gathered}$ | $\begin{aligned} & 266 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 214 \\ 54 \% \\ \text { DE } \end{gathered}$ | 227 33 | $\stackrel{428}{47 \%}{ }_{H}$ | $\begin{gathered} 223 \\ 52 \% \\ \mathrm{H} \end{gathered}$ | 272 $43 \%$ | ${ }^{158} 48$ | 394\% | 260 $41 \%$ | 333 $44 \%$ | 286 $45 \%$ | ${ }^{473} 41 \%$ | $\begin{gathered} 393 \\ 48 \% \\ Q \end{gathered}$ | 62\% | 4980 ${ }_{\text {S }}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | ${ }^{429} 0$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 100 | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | 719 $35 \%$ | $\begin{gathered} 405 \\ 42 \% \\ C \end{gathered}$ | $\begin{gathered} 314 \\ 29 \% \end{gathered}$ | $\begin{gathered} 274 \\ 44 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 216 \\ { }_{41} / 1 \% \end{gathered}$ | ${ }_{26 \%}^{123}$ | $\begin{gathered} 105 \\ 26 \% \end{gathered}$ | $\begin{gathered} 313 \\ 46 \% \\ 15 \end{gathered}$ | ${ }_{31}^{281}$ | 125 29 | $\begin{gathered} 249 \\ \hline \end{gathered}$ | 84\% | $\stackrel{349}{3} \mathrm{~L} \%$ | $\begin{gathered} 271 \\ 43 \% \\ \text { OP } \end{gathered}$ | ${ }_{33}^{247}$ | $\begin{gathered} 201 \\ 31 \% \end{gathered}$ | $4_{3}{ }_{3}^{23} \%$ | ${ }_{3}^{272}$ 3 | $\begin{gathered} 124 \\ 5 \\ \hline \end{gathered}$ | 4766 |
| Very safe | ${ }^{211}$ 1\% | $\begin{gathered} 139 \\ 14 \% \\ C \end{gathered}$ | $79 \%$ | $\begin{aligned} & 98 \\ & 16 \% \\ & { }^{6 G} \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 12 \% \\ & \mathrm{FG}^{2} \% \end{aligned}$ | ${ }_{6}^{29}$ | 25 ${ }_{6}$ | $\begin{gathered} 112 \\ 16 \% \\ 1.5 \end{gathered}$ | $\stackrel{78}{8 \%}$ | ${ }^{28} 7$ | ${ }_{\text {12 }}^{73} \mathrm{~L}$ | 19 ${ }_{6}$ | $\stackrel{117}{\substack{12 \% \\ \mathrm{~L}}}$ | ${ }_{12}^{72 \%}$ | 82 $11 \%$ | ${ }^{59} 9$ | $\stackrel{142 \%}{142}$ | ${ }_{8}^{69}$ | 44 $18 \%$ $t$ | 157 $13 \%$ |
| Somewhat safe | 501 25 | $\begin{gathered} 267 \\ \underset{C}{28 \%} \end{gathered}$ | 235 $22 \%$ | $\begin{gathered} 177 \\ 28 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 150 \\ 28 \% \\ \mathrm{Fg}^{2} \end{gathered}$ | 94\% | 80\% | $\stackrel{201}{29 \%}$ | $\stackrel{203}{22 \%}$ | 97\% | $\stackrel{176}{1}{ }^{178 \%}$ | ${ }^{65} 9$ | 232 25 | $\begin{aligned} & 195 \\ & 31 \% \\ & \text { OP } \end{aligned}$ | ${ }^{165}$ | 142\% | 280 $24 \%$ | 204\% | 80 ${ }_{\text {33\% }}^{\substack{\text { t }}}$ | 319 |
| Not At All/Not Very Safe (Net) | $\begin{gathered} 1313 \\ 65 \% \end{gathered}$ | $555$ | $\underset{B}{758} \underset{\substack{71 \%}}{ }$ | $\begin{gathered} 353 \\ 56 \% \end{gathered}$ | $\begin{gathered} 312 \\ 59 \% \end{gathered}$ | $\begin{gathered} 354 \\ \begin{array}{c} 74 \% \\ \text { DE } \end{array} \end{gathered}$ | $\begin{gathered} 294 \\ 74 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 373 \\ 54 \% \end{gathered}$ | $\begin{gathered} \text { 636 } \\ { }_{\mathrm{H}} \end{gathered}$ |  | ${ }_{6}^{383}$ | $\begin{aligned} & 248 \\ & \text { KM } \end{aligned}$ | $\begin{gathered} 594 \\ 63 \% \end{gathered}$ | 362 57 | $\begin{gathered} 509 \\ \underset{\sim}{67 \%} \end{gathered}$ | $\begin{gathered} 442 \\ { }^{69 \%} \\ N \end{gathered}$ | 731 $63 \%$ | ${ }_{651}^{65 \%}$ | 120 49 | $\begin{gathered} 773 \\ 62 \% \\ 6 \end{gathered}$ |
| Not very safe | 5399\% | 242\% | 2960 | ${ }^{175}$ | 120 ${ }^{23 \%}$ | ${ }^{128} \%$ | ${ }_{29 \%}^{115}$ | 183 ${ }^{27 \%}$ | 250\% | ${ }^{105}$ | 164 ${ }^{16 \%}$ | $\begin{aligned} & 108 \\ & 33 \% \\ & \mathrm{~km} \end{aligned}$ | 238 ${ }^{25 \%}$ | 137 | $\stackrel{203}{27 \%}$ | $\begin{gathered} 198 \\ \underset{31 \%}{N} \end{gathered}$ | ${ }^{298}{ }_{26}$ | 231 $28 \%$ | 51\% | 326\% |
| Not at all safe | 774 $38 \%$ | 312 33 | $\begin{gathered} 462 \\ 43 \% \\ \hline \end{gathered}$ | ${ }^{178} 88$ | $\begin{gathered} 191 \\ 36 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 226 \\ 47 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 178 \\ 45 \% \\ \text { De } \end{gathered}$ | 190 280 | $\begin{gathered} 386 \\ { }_{42} \mathrm{H}^{2} \end{gathered}$ | $\begin{gathered} 198 \\ 46 \% \\ H \end{gathered}$ | 219 35 | $\begin{gathered} 140 \\ 42 \% \\ k \end{gathered}$ | 3555 | 224 35 | 306 $40 \%$ | 244\% | 433 ${ }^{38 \%}$ | 319 $39 \%$ | 69\% | $\begin{gathered} 446 \\ 36 \% \\ \mathrm{~s} \end{gathered}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | ${ }^{429} 0$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 100 | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporions/Means:Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/I/J-KILIM - N/O/P - Q/R-S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | ${ }_{34 \%}^{687}$ | $\begin{gathered} 390 \\ 41 \% \\ C \end{gathered}$ | ${ }_{28 \%}^{297}$ | $\begin{gathered} 259 \\ { }_{4}^{41 \%} \end{gathered}$ | $\begin{gathered} 212 \\ 40 \% \\ \mathrm{FG} \end{gathered}$ | ${ }_{25 \%}^{118}$ | 98\% | $\begin{gathered} 286 \\ 42 \% \\ 15 \end{gathered}$ | ${ }_{31 \%}^{285}$ | ${ }_{116}^{27 \%}$ | ${ }_{6}^{206}$ | 96\% | $\begin{gathered} 343 \\ 36 \% \\ \hline \end{gathered}$ | $\begin{gathered} 240 \\ 38 \% \\ 0 \end{gathered}$ | ${ }_{31 \%}^{237}$ | ${ }_{33 \%}^{210}$ | $\underset{r}{412} \underset{\substack{46 \%}}{ }$ | ${ }_{30 \%}^{250}$ | $\begin{gathered} 127 \\ 52 \% \\ 5 \end{gathered}$ | ${ }_{38 \%}^{477}$ |
| Very safe | ${ }^{245} 12 \%$ | $\begin{gathered} 167 \\ { }_{C}^{17 \%} \end{gathered}$ | ${ }^{78} \%$ | $\begin{gathered} 105 \\ 17 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 83 \\ & 16 \% \\ & \mathrm{FG} \end{aligned}$ | 37\% | 20 5 | $\begin{gathered} 137 \\ 20 \% \\ 15 \end{gathered}$ | $73 \%$ | 35\% | ${ }^{58}{ }_{9}{ }^{\text {a }}$ | $\stackrel{31}{9 \%}$ | $\begin{gathered} 141 \\ \begin{array}{c} 55 \% \\ \mathrm{Kl} \end{array} \end{gathered}$ | 92\% | ${ }_{11 \%}$ | 70 $11 \%$ | 151 $13 \%$ | 82\% | 76 $31 \%$ | 190 $15 \%$ |
| Somewhat safe | 442\% | 222 23 | 220\% | $\begin{gathered} 154 \\ \underset{F}{55} \% \end{gathered}$ | $\underset{f}{129} \underset{ }{129}$ | 82\% | 78\% | 1492\% | 211 $23 \%$ | 819\% | 147 ${ }^{13}$ | 65\% | ${ }^{201}$ 21\% | ${ }^{148} 23$ | 154 20 | 140 $22 \%$ | 260 230 | 167\% | 52 $21 \%$ | ${ }_{28}^{287}$ |
| Not At All/Not Very Safe (Net) | $\begin{gathered} 1345 \\ 66 \% \end{gathered}$ | $\begin{gathered} 571 \\ 59 \% \end{gathered}$ | $\begin{gathered} 774 \\ 7{ }_{B}^{2} \% \end{gathered}$ | $\begin{aligned} & 368 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 316 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 359 \\ & \text { CE } \\ & \hline 55 \end{aligned}$ | $\begin{aligned} & 301 \\ & 75 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 400 \\ & 58 \% \end{aligned}$ | $\begin{gathered} \text { 633 } \\ \underset{H}{633} \end{gathered}$ | $\begin{gathered} 313 \\ { }_{H}^{3} \% \\ \hline \end{gathered}$ | $427 \%$ | $\begin{gathered} 236 \\ \substack{71 \% \\ \mathrm{~m}} \end{gathered}$ | $\begin{gathered} 600 \\ 64 \% \end{gathered}$ | 393 $62 \%$ | $\begin{gathered} 519 \\ \text { 69\% } \\ \hline \end{gathered}$ | ${ }_{6}^{433} \%$ | 742 $64 \%$ | $\begin{gathered} 573 \\ \underset{q}{50 \%} \end{gathered}$ | 117 48 | $\begin{gathered} 771 \\ 62 \% \\ 6 \end{gathered}$ |
| Not very safe | 543 $27 \%$ | $\begin{gathered} 240 \\ 25 \% \end{gathered}$ | ${ }^{303}$ | $\begin{gathered} 181 \\ \stackrel{29}{E} \% \end{gathered}$ | 111\% | 127\% | $\begin{gathered} 124 \\ 31 \% \\ E \end{gathered}$ | ${ }^{175}$ | 250 27 | ${ }^{118} 28$ | 180\% | 89\% | 241 ${ }_{26}$ | 173 | ${ }^{178}{ }^{24 \%}$ | $\begin{gathered} 192 \\ 30 \% \\ 0 \end{gathered}$ | 293 25 | ${ }^{238} 29$ | 54\% | 321 ${ }^{26 \%}$ |
| Not at all safe | 802\% | 331 $34 \%$ | $\begin{gathered} 472 \\ 44 \% \\ B \end{gathered}$ | ${ }^{188}{ }_{30}$ | $\begin{gathered} 206 \\ { }_{\text {39 \% }} \end{gathered}$ | $\begin{aligned} & 231 \\ & { }^{49} \% \end{aligned}$ | $\begin{gathered} 178 \\ 44 \% \\ \mathrm{D} \end{gathered}$ | ${ }^{225} 3$ | $\begin{gathered} 383 \\ 42 \% \\ H \end{gathered}$ | $\begin{gathered} 195 \\ 45 \% \\ H \end{gathered}$ | 247 39 | ${ }^{147} 44 \%$ | 359 | 220 35 | $\begin{gathered} 341 \\ 45 \% \\ \mathrm{NP} \end{gathered}$ | 2413\% | 4499\% | ${ }^{335} 41 \%$ | 62\% | $\begin{gathered} 450 \\ 36 \% \\ 5 \end{gathered}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | ${ }_{100 \%}^{429}$ | $\begin{aligned} & 632 \\ & 0 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P-Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{gathered} 1800 \\ 89 \% \end{gathered}$ | ${ }_{88 \%}^{841}$ | ${ }_{899}^{959}$ | $\begin{gathered} 515 \\ 82 \% \end{gathered}$ | $\begin{gathered} 478 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 439 \\ 92 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 368 \\ 92 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 610 \\ 89 \% \end{gathered}$ | ${ }_{87 \%}^{796}$ | $\begin{gathered} 394 \\ 92 \% \\ i \end{gathered}$ | ${ }_{896}$ | ${ }_{88}^{293}$ | $\begin{gathered} 826 \\ 88 \% \end{gathered}$ | $\begin{gathered} 575 \\ 91 \% \\ 0 \end{gathered}$ | $\begin{gathered} 655 \\ 87 \% \end{gathered}$ | ${ }_{89 \%}^{571}$ | $\begin{gathered} 1041 \\ 90 \% \\ \mathrm{r} \end{gathered}$ | $\begin{gathered} 714 \\ 87 \% \end{gathered}$ | $\begin{gathered} 213 \\ 87 \% \end{gathered}$ | $\begin{gathered} 1092 \\ 87 \% \end{gathered}$ |
| Very safe | $\begin{aligned} & 1242 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 578 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 665 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 345 \\ 55 \% \end{gathered}$ | $\begin{gathered} 327 \\ 62 \% \\ d \end{gathered}$ | $\begin{gathered} 320 \\ 6 \% \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 250 \\ 63 \% \\ d \end{gathered}$ | ${ }^{406} 59 \%$ | $\begin{gathered} 540 \\ 59 \% \end{gathered}$ | $\begin{gathered} 296 \\ { }^{299 \%} \\ \mathrm{HI} \end{gathered}$ | 391 62 | 216 6 | 555 | $\begin{gathered} 419 \\ 66 \% \\ 0 \end{gathered}$ | 436\% | 388 $60 \%$ | $\begin{gathered} 740 \\ 64 \% \\ R \end{gathered}$ | ${ }^{476}$ | 142\% | 744 $60 \%$ |
| Somewhat safe | 5588\% | 264\% | 2924 | 170\% | 151 | 119 25 | 1180\% | $\begin{gathered} 204 \\ 30 \% \end{gathered}$ | 2568 | 939 | 170\% | ${ }^{78} 23$ | 271 29 | 156\% | 219\% | 183\% | 301 26 | 2388\% | 719\% | ${ }^{348} 8$ |
| Not At All/Not Very Safe (Net) | $\stackrel{232}{11 \%}$ | 119 $12 \%$ | $\stackrel{113}{11 \%}$ | $\begin{gathered} 113 \\ 18 \% \\ \text { EFG } \end{gathered}$ | ${ }^{50} 9$ | ${ }^{38} 8$ | 31 ${ }_{8}$ | 76 $11 \%$ | $\stackrel{121}{13 \%}$ | 34\% | 71 $11 \%$ | ${ }^{38} 2$ | ${ }_{1}^{116}$ | ${ }^{58} \%$ | $\begin{gathered} 101 \\ \begin{array}{c} 13 \% \\ \mathrm{n} \end{array} \end{gathered}$ | 72 $11 \%$ | 113 $10 \%$ | $\begin{gathered} 109 \\ \underset{q}{13 \%} \end{gathered}$ | 31 $13 \%$ | 156 $13 \%$ |
| Not very safe | 132\% | ${ }^{66}$ | $6_{6 \%}$ | $\begin{gathered} 70 \\ 11 \% \\ \text { EFG } \end{gathered}$ | $\stackrel{27}{5 \%}$ | 25 ${ }^{5}$ | 10 2 \% | 40 6 | ${ }^{75}{ }_{8}^{6}$ | ${ }^{18} 4$ | 33 $5 \%$ | 20\% | ${ }^{76} 8$ | ${ }^{35}$ | $\begin{aligned} & 65 \\ & { }_{\mathrm{p}} \% \end{aligned}$ | 32\% | 74\% | 54\% | ${ }^{18} \%$ | ${ }^{95}$ |
| Not at all safe | ${ }_{59}{ }^{\text {\% }}$ | $53 \%$ | 46\% | $\begin{gathered} 43 \\ 7^{7} \% \end{gathered}$ | ${ }^{23} 4$ | ${ }^{13} 3$ | 21 5 | ${ }^{36} 5$ | 47\% | 17 | ${ }^{38}{ }_{6}$ | 19\% | 41 | ${ }^{23} 4 \%$ | 37 5 | 40\% | 39 | $\begin{gathered} 54 \\ \mathbf{Q}^{2} \% \end{gathered}$ | 13 5 | 61 5 |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | ${ }_{100 \%}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$\underset{\text { Travelers }}{\text { Business }}$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lesn } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& \$50k- \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Very/Somewhat Safe (Net) \& $$
\begin{gathered}
783 \\
39 \%
\end{gathered}
$$ \& $$
\begin{gathered}
438 \\
{ }_{C}^{46} \%
\end{gathered}
$$ \& $$
{ }_{32 \%}^{345}
$$ \& $$
\begin{gathered}
288 \\
\begin{array}{c}
46 \%
\end{array}
\end{gathered}
$$ \& $$
\begin{aligned}
& 263 \\
& 50 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{gathered}
141 \\
29 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 90 \\
& 23 \%
\end{aligned}
$$ \& $$
\begin{gathered}
363 \\
53 \% \\
53
\end{gathered}
$$ \& 296 ${ }_{3}$ \& ${ }^{124} 29$ \& $$
{ }_{6}^{243}
$$ \& ${ }_{3}^{109}$ \& $$
\begin{gathered}
379 \\
40 \%
\end{gathered}
$$ \& $$
\begin{gathered}
271 \\
43 \%
\end{gathered}
$$ \& 278 ${ }^{37}$ \% \& $$
{ }_{36}^{233}
$$ \& $$
\begin{gathered}
474 \\
{ }_{41 \%} \%
\end{gathered}
$$ \& 278 34 \& $$
\begin{gathered}
137 \\
56 \% \\
\hline
\end{gathered}
$$ \& 534 $43 \%$ <br>
\hline Very safe \& 197 $10 \%$ \& $$
\begin{gathered}
126 \\
{ }_{13 \%}
\end{gathered}
$$ \& ${ }^{71} \%$ \& $$
\begin{aligned}
& 86 \\
& 14 \% \\
& \mathrm{FG}
\end{aligned}
$$ \& $$
\begin{aligned}
& 82 \\
& 16 \% \\
& F G
\end{aligned}
$$ \& 21\% \& ${ }_{2 \%}$ \& $$
\begin{gathered}
119 \\
17 \% \\
1 / 5
\end{gathered}
$$ \& 64\% \& 14 3 \% \& ${ }_{81}{ }_{8}$ \& 25\% \& $$
\begin{gathered}
114 \\
12 \% \\
\mathrm{k}
\end{gathered}
$$ \& ${ }^{67} 11 \%$ \& 78
$10 \%$ \& ${ }^{53} 8$ \& $\underset{\substack{129 \\ \text { r }}}{\text { rem }}$ \& ${ }_{84}{ }^{6}$ \& ${ }^{62} \times$ \& 147
$12 \%$ <br>
\hline Somewhat safe \& 5886\% \& $$
\stackrel{311}{32 \%}
$$ \& 274 26 \& $$
\begin{gathered}
203 \\
\begin{array}{c}
22 \% \\
\dagger G
\end{array}
\end{gathered}
$$ \& $$
\begin{aligned}
& 181 \\
& 34 \% \\
& \text { FG }
\end{aligned}
$$ \& 119\% \& 821\% \& $$
\begin{gathered}
243 \\
35 \% \\
1.5
\end{gathered}
$$ \& 232\% \& 110 $26 \%$ \& 192\% \& 83\% \& 265 28 \& $$
\underset{\substack{205 \\ 0}}{ }
$$ \& 201\% \& 180\% \& $3{ }_{30}{ }^{3}$ \& 215 \& 76\% \& 3887 <br>
\hline Not At All/Not Very Safe (Net) \& $$
\begin{gathered}
1249 \\
61 \%
\end{gathered}
$$ \& $$
\begin{gathered}
523 \\
54 \%
\end{gathered}
$$ \& $$
\begin{gathered}
727 \\
68 \% \\
\text { B }
\end{gathered}
$$ \& $$
\begin{gathered}
339 \\
54 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 265 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 337 \\
& 71 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{gathered}
309 \\
77 \% \\
\mathrm{DE}
\end{gathered}
$$ \& $$
\begin{gathered}
324 \\
47 \%
\end{gathered}
$$ \& $$
\begin{gathered}
621 \\
68 \% \\
H
\end{gathered}
$$ \& $$
\begin{gathered}
305 \\
71 \% \\
H
\end{gathered}
$$ \& $$
{ }_{6}^{389}
$$ \& $$
\begin{gathered}
223 \\
\begin{array}{c}
27 \% \\
\mathrm{~m}
\end{array}
\end{gathered}
$$ \& $$
\begin{aligned}
& 563 \\
& 60 \%
\end{aligned}
$$ \& $$
\begin{gathered}
362 \\
57 \%
\end{gathered}
$$ \& $$
{ }_{63 \%}^{478}
$$ \& $$
\begin{gathered}
410 \\
64 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 680 \\
& 59 \%
\end{aligned}
$$ \& $$
\begin{gathered}
544 \\
66 \%
\end{gathered}
$$ \& ${ }^{106}$ \& $$
\begin{gathered}
714 \\
57 \% \\
S
\end{gathered}
$$ <br>
\hline Not very safe \& 613
$30 \%$ \& $$
\begin{gathered}
259 \\
27 \%
\end{gathered}
$$ \& $$
\begin{gathered}
353 \\
\underset{B}{33} \%
\end{gathered}
$$ \& $$
\begin{gathered}
196 \\
31 \% \\
e
\end{gathered}
$$ \& 131 \& ${ }^{146}$ 31\% \& $$
\begin{gathered}
139 \\
{ }_{5}^{35} \%
\end{gathered}
$$ \& 161
$23 \%$ \& $$
\begin{gathered}
324 \\
35 \% \\
H
\end{gathered}
$$ \& $$
\begin{gathered}
128 \\
30 \% \\
h
\end{gathered}
$$ \& $$
{ }_{30 \%}^{189}
$$ \& $\stackrel{117}{35 \%}$ \& 269\% \& 179\% \& 234\% \& 200 $31 \%$ \& 319
$28 \%$ \& $$
\begin{gathered}
281 \\
{ }_{\mathbf{Q 4}} \mathrm{Q}
\end{gathered}
$$ \& ${ }_{22}^{51 \%}$ \& 367

S <br>

\hline Not at all safe \& ${ }_{31 \%}^{637}$ \& 263\% \& \[
$$
\begin{gathered}
373 \\
35 \% \\
B
\end{gathered}
$$

\] \& ${ }^{143} 23$ \& 133 \& \[

$$
\begin{aligned}
& 191 \\
& 40 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 170 \\
& 43 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& ${ }^{162} 24 \%$ \& \[

\underset{\mathrm{H}^{2}}{297}

\] \& \[

$$
\begin{aligned}
& 177 \\
& 41 \% \\
& \mathrm{HI}
\end{aligned}
$$
\] \& 200 $32 \%$ \& 106 ${ }_{32 \%}$ \& ${ }_{31}^{295}$ \& ${ }^{183}$ 29\% \& 244 32 \& 210 33 \& ${ }_{31}^{362}$ \& 263

$32 \%$ \& 54\% \& 347\% <br>
\hline Sigma \& 2032

$100 \%$ \& \[
$$
\begin{aligned}
& 960 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1072 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 628 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 528 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 477 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 399 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 686 \\
& 100 \%
\end{aligned}
$$
\] \& 917

$100 \%$ \& 429

$100 \%$ \& $$
\begin{aligned}
& 632 \\
& \hline 100 \%
\end{aligned}
$$ \& 332

$100 \%$ \& \[
$$
\begin{aligned}
& 942 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 633 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 756 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 643 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1154 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 823 \\
& 100 \%
\end{aligned}
$$
\] \& 244

$100 \%$ \& $$
\begin{gathered}
1248 \\
100 \%
\end{gathered}
$$ <br>

\hline
\end{tabular}

Proporitions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | ${ }_{315}{ }_{3}$ | $\begin{gathered} 411 \\ 43 \% \\ C \end{gathered}$ | $\begin{gathered} 304 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 242 \\ & { }_{39} \% \end{aligned}$ | $\begin{gathered} 238 \\ \text { 4FG } \end{gathered}$ | ${ }^{126} 26$ | $\begin{gathered} 109 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 340 \\ & 50 \% \\ & \text { IJ } \end{aligned}$ | 264\% | ${ }_{26 \%}^{112}$ | $\underset{\mathrm{L}}{252}$ | 85\% | $\begin{gathered} 326 \\ \hline \mathrm{~L} \\ \hline \end{gathered}$ | 249\% | 253 ${ }_{3}$ | ${ }_{33}^{213}$ | $\begin{gathered} 435 \\ \begin{array}{c} 38 \% \\ R \end{array} \end{gathered}$ | ${ }^{251} 31 \%$ | $\begin{gathered} 127 \\ 52 \% \\ \hline \end{gathered}$ | 474\% |
| Very safe | ${ }^{188}{ }_{9}$ | $\begin{gathered} 134 \\ 14 \% \\ \mathrm{C} \end{gathered}$ | 55 | $\begin{aligned} & \begin{array}{l} 70 \\ 11 \% \\ \mathrm{Fg} \end{array} \end{aligned}$ | $\begin{aligned} & 68 \\ & { }^{613 \%} \\ & \text { FG } \end{aligned}$ | ${ }^{26} 5$ | 24 6 | $\begin{gathered} 109 \\ \begin{array}{c} 16 \% \\ 1.5 \end{array} \end{gathered}$ | ${ }^{58}{ }_{6}$ | 21 5 \% | $\begin{aligned} & 61 \\ & 10 \% \\ & 1 \end{aligned}$ | ${ }^{18}{ }^{6}$ | $\begin{aligned} & 94 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 10 \% \end{aligned}$ | ${ }_{98}{ }^{\%}$ | ${ }^{56} \%$ | $\begin{gathered} 123 \\ \substack{11 \% \\ \mathrm{R}} \end{gathered}$ | 56\% | 24 ${ }_{\text {2 }}$ | 136 $11 \%$ |
| Somewhat safe | 527\% | $\underset{\mathrm{C}}{278}$ | 249 23 | $\underset{f}{172} \underset{\substack{27 \%}}{ }$ | $\begin{aligned} & 169 \\ & 32 \% \\ & \text { FG } \end{aligned}$ | 100 | 81\% | $\begin{gathered} 230 \\ \begin{array}{c} 34 \\ 1.5 \end{array} \end{gathered}$ | 2068 | 21\% | $\begin{aligned} & 191 \\ & 30 \% \\ & \mathrm{Lm} \end{aligned}$ | 20\% | 232\% | ${ }^{185}$ | 185\% | 157 $24 \%$ | 312 | 195\% | 72\% | ${ }^{338} 8$ |
| Not At All/Not Very Safe (Net) | $\begin{array}{r} 1317 \\ 65 \% \end{array}$ | $549$ | $\begin{gathered} 768 \\ \underset{B}{72 \%} \end{gathered}$ | $\underset{e}{385} \underset{e}{381}$ | $\begin{gathered} 290 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 351 \\ & 74 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 290 \\ 73 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 346 \\ 50 \% \end{gathered}$ | $\begin{gathered} 654 \\ { }_{H}^{71 \%} \end{gathered}$ | $\begin{gathered} 317 \\ { }_{74 \%} \end{gathered}$ | $\begin{gathered} 380 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 247 \\ & { }^{74} 4 \end{aligned}$ | $\begin{aligned} & 617 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 384 \\ 61 \% \end{gathered}$ | $503$ | $430 \%$ | $\begin{gathered} 719 \\ 62 \% \end{gathered}$ | $\underset{\mathrm{Q}}{572}$ | 117 $48 \%$ | $\begin{gathered} 774 \\ 62 \% \\ 6 \end{gathered}$ |
| Not very safe | ${ }_{31 \%}^{640}$ | 273 ${ }^{28 \%}$ | $\begin{gathered} 367 \\ 34 \% \\ B \end{gathered}$ | $\begin{gathered} 224 \\ 36 \% \\ E \end{gathered}$ | ${ }^{138} 26$ | ${ }^{146}$ | 131 $33 \%$ | 175 ${ }_{26}$ | $\begin{gathered} 322 \\ 35 \% \\ H \end{gathered}$ | $\begin{gathered} 142 \\ 33 \% \\ H \end{gathered}$ | $\begin{gathered} 181 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & { }^{41} \% \\ & \text { KM } \end{aligned}$ | ${ }^{288}$ | 195 $31 \%$ | 234\% | 211 $33 \%$ | ${ }^{335} 29$ | $\begin{gathered} 295 \\ { }_{Q}^{26 \%} \end{gathered}$ | 57\% | $\stackrel{387}{31 \%}$ |
| Not at all safe | ${ }_{3}^{677}$ | 277 29 | $\begin{gathered} 401 \\ 37 \% \\ B \end{gathered}$ | 161 $26 \%$ | 152 ${ }^{15}$ | $\begin{gathered} 205 \\ 43 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 159 \\ 40 \% \\ \mathrm{DE} \end{gathered}$ | 171 $25 \%$ | $\begin{gathered} 331 \\ 36 \% \\ H \end{gathered}$ | $\begin{gathered} 175 \\ 41 \% \\ H \end{gathered}$ | ${ }^{200} 3$ | ${ }_{34 \%}^{112}$ | 328 | ${ }^{189} 9$ | ${ }_{369}{ }^{6} 9$ | 219 34 | 3843\% | 277 34 | 615\% | 387 |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | 1248 $100 \%$ |

Proporitions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S $/ T$
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{gathered} 850 \\ 42 \% \end{gathered}$ | $\stackrel{447}{47 \%}$ | ${ }_{38}^{403}$ | $\begin{aligned} & 300 \\ & { }^{48 \%} \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 254 \\ \begin{array}{c} 48 \% \end{array} \end{gathered}$ | ${ }_{36 \%}^{172}$ | $\begin{gathered} 125 \\ 31 \% \end{gathered}$ | $\begin{gathered} 330 \\ 1.5 \% \\ 1 . \end{gathered}$ | ${ }_{360}{ }_{360}$ | $\begin{gathered} 160 \\ 37 \% \end{gathered}$ | $\begin{gathered} 271 \\ 43 \% \end{gathered}$ | $\begin{gathered} 124 \\ 37 \% \end{gathered}$ | $\begin{gathered} 402 \\ 43 \% \end{gathered}$ | 286\% | $\begin{gathered} 303 \\ 40 \% \end{gathered}$ | $\begin{gathered} 261 \\ 41 \% \end{gathered}$ | ${ }_{428}^{48}$ | $\begin{gathered} 333 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 49 \% \end{aligned}$ | ${ }^{555} 4{ }^{\text {\% }}$ |
| Very safe | ${ }_{12 \%}^{249}$ | $\begin{gathered} 153 \\ \substack{66 \% \\ C} \end{gathered}$ | ${ }_{9}^{97}$ | $\begin{aligned} & 90 \\ & 14 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & 82 \\ & 16 \% \\ & \mathrm{G} \end{aligned}$ | 51\% | ${ }^{26} 7$ | $\begin{gathered} 122 \\ 18 \% \\ 1.5 \end{gathered}$ | $\begin{aligned} & 92 \\ & 10 \% \end{aligned}$ | ${ }^{36} \%$ | $\begin{aligned} & 69 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | 127 $14 \%$ | ${ }_{12 \%}$ | 90 $12 \%$ | 82\% | 154 $13 \%$ | 11\% | $\stackrel{49}{20 \%}$ | 181 $14 \%$ |
| Somewhat safe | 601 $30 \%$ | 294\% | ${ }^{307} 29$ | $\begin{aligned} & 210 \\ & 33 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 172 \\ 33 \% \\ \text { tg } \end{gathered}$ | 121 25 | 99\% | 208 ${ }^{30}$ | ${ }^{2688}{ }_{29}$ | ${ }^{125} 29 \%$ | 201 32 | 84\% | 274 29 | 209 33 | 213 280 | 179\% | ${ }^{333} 29$ | 246\% | 719\% | 3374 |
| Not At All/Not Very Safe (Net) | $\begin{gathered} 1182 \\ 58 \% \end{gathered}$ | $\begin{gathered} 513 \\ 53 \% \end{gathered}$ | $\underset{B}{669}$ | $\begin{gathered} 328 \\ 52 \% \end{gathered}$ | $\begin{gathered} 274 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 305 \\ & 64 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 274 \\ 69 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 356 \\ 52 \% \end{gathered}$ | $\underset{\underset{61 \%}{557}}{\substack{51 \\ \hline}}$ | $\begin{gathered} 268 \\ { }_{63 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 362 \\ 57 \% \end{gathered}$ | $\begin{gathered} 208 \\ 63 \% \end{gathered}$ | $\begin{gathered} 540 \\ 57 \% \end{gathered}$ | $\begin{gathered} 347 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 453 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 382 \\ 59 \% \end{gathered}$ | $\begin{gathered} 666 \\ 58 \% \end{gathered}$ | ${ }^{490} 60 \%$ | 124 | ${ }_{5693}^{56 \%}$ |
| Not very safe | 602 ${ }_{3}$ | 270 280 | ${ }^{331}$ 31\% | ${ }^{186}$ | 141 $27 \%$ | ${ }^{145} 3$ | $\begin{aligned} & 130 \\ & 32 \% \end{aligned}$ | ${ }^{199} 29 \%$ | ${ }_{30 \%}^{278}$ | 125 ${ }^{29}$ | 179 ${ }^{28 \%}$ | $\begin{gathered} 116 \\ 35 \% \\ \mathrm{k} \end{gathered}$ | 268\% | 165\% | $\begin{gathered} 241 \\ 32 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{196}$ 31\% | $3{ }_{30} 34$ | 246\% | 57\% | 370 $30 \%$ s |
| Not at all safe | 580\% $29 \%$ | 243 25 | $\begin{gathered} 337 \\ 31 \% \\ B \end{gathered}$ | ${ }_{23}^{142}$ | 133 | $\begin{aligned} & 160 \\ & 33 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 145 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | ${ }^{158} 23$ | $\begin{gathered} 279 \\ 30 \% \\ H \end{gathered}$ | $\begin{gathered} 143 \\ { }_{33}{ }_{\mathrm{H}} \end{gathered}$ | ${ }^{183}{ }_{29}$ | 92\% | ${ }^{273}$ 29\% | ${ }^{182}$ 29\% | 212 28 | ${ }^{186}$ 29\% | 323 28 | 244 30 | ${ }^{67} \%$ | ${ }^{323}$ 26\% |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | ${ }_{100 \%}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proporitions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S $/ T$
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 220 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Personal cars | $\begin{gathered} 1812 \\ 89 \% \end{gathered}$ | ${ }_{89}^{854}$ | $958$ | ${ }_{811}^{511}$ | $\begin{gathered} 479 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 439 \\ 92 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 383 \\ 96 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{aligned} & 614 \\ & 90 \% \end{aligned}$ | $802 \%$ | $\stackrel{396}{92 \%}$ | $\begin{gathered} 560 \\ 89 \% \end{gathered}$ | ${ }_{88 \%}^{293}$ | $\stackrel{844}{90 \%}$ | $\begin{aligned} & 573 \\ & 91 \% \end{aligned}$ | ${ }_{878}^{65 \%}$ | ${ }_{90 \%}^{581}$ | ${ }^{1036} 90 \%$ | $\begin{gathered} 732 \\ 89 \% \end{gathered}$ | 213 ${ }^{87 \%}$ | 1101 $88 \%$ |
| Bike shares | 1096 54 | $\begin{gathered} 541 \\ 56 \% \end{gathered}$ | $\begin{gathered} 554 \\ 52 \% \end{gathered}$ | $\begin{gathered} 374 \\ 60 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 314 \\ & 60 \% \\ & \text { FG } \end{aligned}$ | 225 47 | $\begin{aligned} & 182 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 425 \\ & { }_{62} \% \\ & 1.5 \end{aligned}$ | 470 $51 \%$ | 201\% | ${ }^{348} 5$ | 171 $51 \%$ | 515 | $\begin{aligned} & 378 \\ & 60 \% \\ & \text { OP } \end{aligned}$ | ${ }^{392} 5$ | 326 $51 \%$ | 631 $55 \%$ | 433 | $\underset{\substack{154 \\ 63 \% \\ t}}{ }$ | 700\% |
| Taxi | 1053\% | ${ }^{555}$ | 4999\% | $\begin{aligned} & 355 \\ & 57 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 320 \\ & 661 \% \\ & \text { FG } \end{aligned}$ | 2084\% | 170 | $\begin{aligned} & 435 \\ & \text { 433\% } \\ & \text { IJ } \end{aligned}$ | $441 \%$ | 1788 | ${ }^{337} 5$ | 160 | 500 | $\underset{\mathrm{p}}{357}$ | 382\% | 314 $49 \%$ | $\begin{gathered} 639 \\ \underset{R}{55 \%} \end{gathered}$ | ${ }^{392} 48$ | $\begin{gathered} 155 \\ 64 \% \\ T \end{gathered}$ | 676 $54 \%$ |
| Ubers | $\begin{gathered} 1053 \\ 52 \% \end{gathered}$ | $\begin{gathered} 539 \\ { }_{56} \% \end{gathered}$ | $\begin{gathered} 514 \\ 48 \% \end{gathered}$ | $\begin{gathered} 379 \\ 60 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 333 \\ & 63 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 195 \\ 41 \% \end{gathered}$ | $\begin{gathered} 146 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 447 \\ & \begin{array}{c} \text { IJ } \\ \text { IJ } \end{array} \end{aligned}$ | $429 \%$ | 177 $41 \%$ | $\begin{aligned} & 330 \\ & 6 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 154 \\ 46 \% \end{gathered}$ | $5{ }_{54}^{504}$ | 342 $54 \%$ | 400 53 | 311 $48 \%$ | $\begin{gathered} 616 \\ 53 \% \end{gathered}$ | 405 | $\begin{aligned} & 160 \\ & \quad 66 \% \end{aligned}$ | 693 $55 \%$ |
| Trains | 1013 $50 \%$ | $\begin{gathered} 520 \\ 54 \% \\ C \end{gathered}$ | 493 | $\begin{aligned} & 359 \\ & 57 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 296 \\ & 56 \% \\ & \text { FG } \end{aligned}$ | ${ }_{38}^{183}$ | ${ }^{175} 44 \%$ | $\begin{aligned} & 414 \\ & 60 \% \\ & \text { IJ } \end{aligned}$ | $426 \%$ | 173 $40 \%$ | $\begin{gathered} 337 \\ 53 \% \\ L \end{gathered}$ | ${ }^{147} 44 \%$ | 470 50 | $\begin{gathered} 344 \\ 54 \% \\ 0 \end{gathered}$ | ${ }^{358} 87$ | 311 $48 \%$ | 585 | ${ }^{397} 48$ | $\begin{gathered} 150 \\ \begin{array}{c} 61 \% \\ T \end{array} \end{gathered}$ | ${ }^{657}$ |
| Commercial flights | 1005 $49 \%$ | $\begin{gathered} 512 \\ 53 / \mathrm{C} \end{gathered}$ | $494 \%$ | $\begin{gathered} 345 \\ 55 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 303 \\ 57 \% \\ \text { FG } \end{gathered}$ | 200 $42 \%$ | ${ }^{158} 40 \%$ | $\begin{aligned} & 404 \\ & \stackrel{59 \%}{15} \\ & \text { IJ } \end{aligned}$ | $\begin{aligned} & 431 \\ & 47 \% \end{aligned}$ | 171 $40 \%$ | ${ }^{306} 48$ | ${ }^{152} 46$ | ${ }^{495} 5$ | $\begin{aligned} & 354 \\ & 56 \% \\ & \text { OP } \end{aligned}$ | 354 | ${ }^{297} 46$ | $\begin{gathered} 607 \\ 53 \% \\ \mathrm{R} \end{gathered}$ | 374 $45 \%$ | $\begin{aligned} & 157 \\ & 64 \% \\ & T \end{aligned}$ | ${ }^{666}$ 53\% |
| Subway | ${ }^{886}$ 44\% | $\begin{gathered} 486 \\ { }_{51} \% \end{gathered}$ | 3999\% | $\begin{aligned} & 332 \\ & 53 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 288 \\ & 55 \% \\ & \mathrm{FG} \end{aligned}$ | ${ }_{30 \%}^{143}$ | ${ }^{123}$ | $\begin{gathered} 379 \\ \begin{array}{c} 55 \% \\ 1 J \end{array} \end{gathered}$ | 362\% | 145 $34 \%$ | $\begin{gathered} 275 \\ 43 \% \\ L \end{gathered}$ | $\xrightarrow{117} 35$ | $\underset{\mathrm{L}}{447}$ | $\underset{\mathrm{p}}{299}$ | 325 $43 \%$ | ${ }^{262} 41 \%$ | $\begin{gathered} 540 \\ 47 \% \\ \mathrm{R} \end{gathered}$ | 320 $39 \%$ | $\begin{aligned} & 155 \\ & 64 \% \\ & T \end{aligned}$ | 596\% |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Can }}{\text { Republi- }}$ | Democrat | $\begin{aligned} & \text { Indepe- } \\ & \text { ndent/ } \\ & \text { Other } \end{aligned}$ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Subway | $\begin{aligned} & 1146 \\ & 56 \% \end{aligned}$ | ${ }_{4}^{474}$ \% | $\begin{gathered} 672 \\ 63 \% \\ \mathbf{B} \end{gathered}$ | ${ }_{47 \%}^{296}$ | $\begin{gathered} 240 \\ 45 \% \end{gathered}$ | $\begin{gathered} 335 \\ 70 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 276 \\ & 69 \% \\ & \mathrm{CE} \end{aligned}$ | ${ }^{307} 45$ | $\begin{gathered} 555 \\ 61 \% \\ H \end{gathered}$ | $\begin{gathered} 284 \\ \underset{H}{66 \%} \end{gathered}$ | 358\% | $\begin{aligned} & 215 \\ & 65 \% \\ & \text { KM } \end{aligned}$ | 495 5 | 334 53 | 431 | $\begin{gathered} 381 \\ 59 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{614} 5$ | $\begin{gathered} 503 \\ 61 \% \\ \mathrm{Q} \end{gathered}$ | ${ }^{88}{ }^{8} \%$ | $\begin{gathered} 652 \\ 52 \\ 5 \end{gathered}$ |
| Commercial flights | $\begin{aligned} & 1027 \\ & 51 \% \end{aligned}$ | $\stackrel{448}{47 \%}$ | $\begin{gathered} 578 \\ 54 \% \\ 5 \end{gathered}$ | 283 ${ }^{45 \%}$ | $\begin{gathered} 225 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 278 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 241 \\ & 60 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 282 \\ 41 \% \end{gathered}$ | $\begin{gathered} 487 \\ \stackrel{53}{H} \% \end{gathered}$ | $\begin{gathered} 258 \\ 60 \% \\ \mathrm{Hi} \end{gathered}$ | 327 $52 \%$ | $\begin{gathered} 180 \\ 54 \% \end{gathered}$ | 4488 | 279 ${ }^{44 \%}$ | $\begin{aligned} & 402 \\ & 53 \% \\ & N \end{aligned}$ | $\begin{gathered} 346 \\ \stackrel{54 \%}{N} \end{gathered}$ | $\stackrel{547}{47 \%}$ | $\begin{gathered} 449 \\ { }_{\mathrm{Q}}^{2} \% \end{gathered}$ | 87 36 | $\begin{gathered} 582 \\ 47 \% \\ S \end{gathered}$ |
| Trains | 1019 50 | $440 \%$ | $\begin{gathered} 579 \\ 54 \% \\ B \end{gathered}$ | 2699\% | 232 44 | $\begin{gathered} 295 \\ 62 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 224 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | 272 40 | $\begin{gathered} 491 \\ 54 \% \\ H \end{gathered}$ | $\begin{gathered} \text { 256 } \\ 60 \% \\ H \end{gathered}$ | 295\% | $\begin{aligned} & 184 \\ & \stackrel{56 \%}{K} \\ & K \end{aligned}$ | 472 50 | 289 ${ }^{46 \%}$ | ${ }^{3988}$ | ${ }^{332} 5$ | 5699 | 426 $52 \%$ | 949\% | ${ }_{591}^{59}$ S |
| Ubers | $\begin{aligned} & 979 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 421 \\ 44 \% \end{gathered}$ | ${ }_{5}^{558}{ }_{\mathrm{B}}^{2}$ | ${ }_{40 \%}^{249}$ | ${ }_{37}^{195}$ | $\begin{aligned} & 282 \\ & 59 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 253 \\ & 63 \% \\ & \text { DE } \end{aligned}$ | ${ }_{359}^{239}$ | $\begin{aligned} & 488 \\ & { }_{H}^{3} \% \\ & H \end{aligned}$ | $\underset{\mathrm{H}}{252}$ | $\begin{array}{r} 302 \\ 6 \end{array}$ | $\begin{aligned} & 178 \\ & 54 \% \end{aligned}$ | 4388 | 291 46 | ${ }_{47 \%}^{356}$ | ${ }^{332} 5$ | 538\% | 418 | 84 $34 \%$ | 556\% |
| Taxi | $\begin{aligned} & 979 \\ & 48 \% \end{aligned}$ | ${ }_{4206}$ | $\begin{gathered} 573 \\ 53 \% \\ B \end{gathered}$ | ${ }^{273} 43$ | ${ }_{39 \%}^{208}$ | $\begin{aligned} & 269 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 229 \\ 57 \% \\ \mathrm{DE} \end{gathered}$ | 251 37 | $\begin{gathered} 476 \\ 52 \% \\ H \end{gathered}$ | $\underset{\mathrm{H}}{251}$ | 295\% | 172 $52 \%$ | 443 | ${ }_{2}^{276}$ 44\% | $\begin{gathered} 374 \\ 49 \% \end{gathered}$ | $\begin{gathered} 329 \\ 51 \% \\ n \end{gathered}$ | ${ }^{515} 45$ | $\begin{gathered} 431 \\ 52 \% \\ \mathbf{Q} \end{gathered}$ | ${ }_{36}^{89}$ | 572 |
| Bike shares | ${ }^{936} 46$ | 419 | 517 48 | 253 $40 \%$ | 214 40 | $\begin{aligned} & 252 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 217 \\ 54 \% \\ \mathrm{DE} \end{gathered}$ | 262 38 | $\begin{gathered} 447 \\ 49 \% \\ H \end{gathered}$ | $\begin{gathered} 228 \\ 53 \% \\ H \end{gathered}$ | 284\% | 161 ${ }^{49 \%}$ | 427 | ${ }^{255} 40 \%$ | $\begin{gathered} 364 \\ \stackrel{48 \%}{N} \end{gathered}$ | $\begin{gathered} 317 \\ 49 \% \\ \mathrm{~N} \end{gathered}$ | 522\% | 390\% | 90\% | $\stackrel{549}{44 \%}$ |
| Personal cars | 220 $11 \%$ | $\stackrel{106}{11 \%}$ | $\stackrel{114}{11 \%}$ | $\begin{gathered} 116 \\ 19 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 49 \\ & 9 \% \end{aligned}$ | ${ }^{38} 8$ | 16 4 \% | 72 $10 \%$ | $\underset{\substack{116 \\ 13}}{ }$ | 32\% | 72 $11 \%$ | 39 ${ }^{12}$ | 109\% | ${ }_{90}^{9 \%}$ | ${ }_{13}^{98}$ | 62 10 | $\stackrel{118}{10 \%}$ | 91\% | 31 $13 \%$ | 148\% |

Proportions/Means: Columns Tested ( $5 \%$, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$\underset{\text { Travelers }}{\text { Business }}$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lesn } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Very/Somewhat Safe (Net) \& ${ }^{886}$ 44\% \& $$
\begin{gathered}
486 \\
51 \% \\
C
\end{gathered}
$$ \& $$
399
$$ \& $$
\begin{aligned}
& 332 \\
& 53 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 288 \\
& 55 \% \\
& \mathrm{FG}
\end{aligned}
$$ \& $$
\begin{gathered}
143 \\
30 \%
\end{gathered}
$$ \& $$
{ }_{31}^{123}
$$ \& $$
\begin{aligned}
& 379 \\
& 55 \% \\
& 15
\end{aligned}
$$ \& 362 39 \& ${ }^{145}$ \& $$
\begin{gathered}
275 \\
43 \%
\end{gathered}
$$ \& $$
{ }_{35 \%}^{117}
$$ \& $$
\underset{\mathrm{L}}{447}
$$ \& $$
\begin{gathered}
299 \\
47 \%
\end{gathered}
$$ \& $$
\begin{gathered}
325 \\
43 \%
\end{gathered}
$$ \& $$
\begin{gathered}
262 \\
41 \%
\end{gathered}
$$ \& $$
\begin{gathered}
540 \\
\underset{R}{47 \%}
\end{gathered}
$$ \& $$
320 \%
$$ \& $$
\begin{gathered}
155 \\
64 \% \\
T
\end{gathered}
$$ \& 596\% <br>
\hline Very safe \& ${ }^{228} 11 \%$ \& $$
\begin{gathered}
148 \\
{ }_{C}^{15 \%}
\end{gathered}
$$ \& ${ }_{80}^{80}$ \& $$
\begin{aligned}
& 91 \\
& 14 \% \\
& \mathrm{FG}^{1 \%}
\end{aligned}
$$ \& $$
\begin{aligned}
& 90 \\
& 17 \% \\
& \mathrm{FG}^{2}
\end{aligned}
$$ \& 34\% \& ${ }^{13} 3$ \& $$
\begin{gathered}
122 \\
18 \% \\
1 . J
\end{gathered}
$$ \& ${ }_{90}^{9 \%}$ \& ${ }^{26} 6$ \& 64
$10 \%$ \& $\stackrel{31}{9 \%}$ \& 129
$14 \%$ \& 135

p \& 84

$11 \%$ \& ${ }^{59} 9$ \& $$
\begin{gathered}
157 \\
\underset{R}{14 \%}
\end{gathered}
$$ \& ${ }^{63}$ \& 72

$30 \%$
1 \& 179
$14 \%$ <br>

\hline Somewhat safe \& ${ }^{657} 32 \%$ \& $$
\underset{\substack{339 \\ c}}{ }
$$ \& 319

$30 \%$ \& \[
$$
\begin{gathered}
241 \\
38 \% \\
\text { FG }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 198 \\
& \begin{array}{l}
38 \% \\
\text { FG }
\end{array}
\end{aligned}
$$

\] \& ${ }^{109}$ 23\% \& 110 28 \& \[

$$
\begin{gathered}
256 \\
37 \% \\
1 J
\end{gathered}
$$

\] \& 282 $31 \%$ \& 119 28 \& \[

$$
\begin{array}{r}
211 \\
6 \\
\hline 33 \%
\end{array}
$$

\] \& 86\% \& \[

$$
\begin{gathered}
319 \\
34 \% \\
1
\end{gathered}
$$
\] \& 214\% \& 241 32 \& 203 32 \& 383 ${ }_{3}$ \& 256\% \& 83\% \& 417 ${ }^{3} \%$ <br>

\hline Not At All/Not Very Safe (Net) \& $$
\begin{gathered}
1146 \\
56 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
474 \\
49 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
672 \\
63 \% \\
\mathbf{B}
\end{gathered}
$$

\] \& \[

{ }_{47 \%}^{296}

\] \& \[

$$
\begin{array}{r}
240 \\
45 \%
\end{array}
$$

\] \& \[

$$
\begin{aligned}
& 335 \\
& 70 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 276 \\
& 69 \% \\
& \text { CE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 307 \\
& 45 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
555 \\
61 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
284 \\
\underset{H}{66 \%}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 358 \\
& 6 \\
& \hline 57 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 215 \\
& 65 \% \\
& \text { KM }^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 495 \\
& 53 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 334 \\
& 53 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 431 \\
& 57 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
381 \\
5 \mathrm{n} \% \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
614 \\
53 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
503 \\
61 \% \\
6
\end{gathered}
$$

\] \& \[

{ }_{36}^{88}

\] \& \[

$$
\begin{gathered}
652 \\
52 \\
5
\end{gathered}
$$
\] <br>

\hline Not very safe \& ${ }_{33}^{665}$ \& \[
$$
\begin{gathered}
283 \\
29 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
383 \\
36 \% \\
B
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
184 \\
29 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
137 \\
26 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 175 \\
& 37 \% \\
& \mathrm{dE}
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
169 \\
42 \% \\
\mathrm{DE}
\end{gathered}
$$

\] \& 187\% \& \[

$$
\begin{gathered}
322 \\
35 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
156 \\
36 \% \\
H
\end{gathered}
$$

\] \& \[

{ }_{32}^{202}

\] \& \[

$$
\begin{aligned}
& 149 \\
& \text { KM } \\
& \text { KM }
\end{aligned}
$$
\] \& 261

$28 \%$ \& 191
$30 \%$ \& 244\% \& 230\% \& ${ }_{3}^{357}$ \& 291 35 \& ${ }_{22}{ }^{1} \%$ \& ${ }_{3}^{388}{ }_{\text {S }}$ <br>

\hline Not at all safe \& ${ }^{481} \times$ \& 191 20 \& $$
\begin{gathered}
290 \\
{ }_{B}^{27 \%}
\end{gathered}
$$ \& ${ }^{112} 18$ \& 102

$19 \%$ \& \[
$$
\begin{aligned}
& 160 \\
& 34 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
107 \\
27 \% \\
\mathrm{De}^{2}
\end{gathered}
$$

\] \& 120 180 \& \[

$$
\begin{gathered}
233 \\
{ }_{3}^{25 \%} \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
128 \\
{ }_{30}{ }_{\mathrm{H}}
\end{gathered}
$$
\] \& . ${ }^{156}$ \& 67 ${ }^{6} \%$ \& 234\% \& ${ }^{143} 23$ \& ${ }^{188}{ }^{25 \%}$ \& 151

$23 \%$ \& ${ }^{256}$ 22\% \& ${ }_{2}^{213}$ 26\% \& 37 $15 \%$ \& $\underset{\text { 26 }}{264}$ <br>
\hline Sigma \& 2032

$100 \%$ \& \[
$$
\begin{aligned}
& 960 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1072 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 628 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 528 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 477 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 399 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 686 \\
& 100 \%
\end{aligned}
$$
\] \& 917

$100 \%$ \& 429

$100 \%$ \& $$
\begin{aligned}
& 632 \\
& \hline 100 \%
\end{aligned}
$$ \& 332

$100 \%$ \& \[
$$
\begin{aligned}
& 942 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 633 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 756 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 643 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1154 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 823 \\
& 100 \%
\end{aligned}
$$

\] \& 244\% \& \[

$$
\begin{gathered}
1248 \\
100 \%
\end{gathered}
$$
\] <br>

\hline
\end{tabular}

Proporitions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{gathered} 1013 \\ 50 \% \end{gathered}$ | $\begin{gathered} 520 \\ 54 \% \\ C \end{gathered}$ | $4_{46 \%}$ | $\begin{gathered} 359 \\ 57 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 296 \\ & 56 \% \\ & \text { FG } \end{aligned}$ | ${ }^{183}{ }^{38}$ | $\begin{gathered} 175 \\ 44 \% \end{gathered}$ | $\begin{gathered} 414 \\ 60 \% \\ \text { IJ } \end{gathered}$ | ${ }^{426} 46$ | 173 $40 \%$ | $\begin{gathered} 337 \\ 53 \% \\ L \end{gathered}$ | 147 $44 \%$ | 470 50 | $\begin{gathered} 344 \\ 54 \% \\ 0 \end{gathered}$ | ${ }^{358}{ }^{47} \%$ | $\begin{gathered} 311 \\ 48 \% \end{gathered}$ | $585$ | $\begin{gathered} 397 \\ 48 \% \end{gathered}$ | $\begin{gathered} 150 \\ 6.1 \% \\ \hline T \end{gathered}$ | ${ }^{657}$ |
| Very safe | ${ }_{15 \%}^{295}$ | $\stackrel{178}{\substack{19 \%}}$ | ${ }^{116}$ | $\begin{gathered} 110 \\ 18 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 99 \\ & 199 \\ & { }^{9} \% \end{aligned}$ | 46\% | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 154 \\ \underset{15}{15} \% \end{gathered}$ | 97 $11 \%$ | 44\% | $\begin{aligned} & 98 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 150 \\ 16 \% \end{gathered}$ | $\begin{gathered} 119 \\ 19 \% \\ \text { OP } \end{gathered}$ | 95 $13 \%$ | 81 $13 \%$ | $\begin{gathered} 193 \\ \substack{17 \% \\ R} \end{gathered}$ | 94\% | 36 ${ }_{\text {31\% }}$ | 213 $17 \%$ |
| Somewhat safe | 719\% | $3{ }_{36}{ }^{3} \%$ | ${ }^{377}$ 35\% | $\begin{gathered} 249 \\ \stackrel{40}{F} \% \end{gathered}$ | $\stackrel{197}{\substack{37 \%}}$ | 137\% | ${ }^{136}$ 34\% | $\begin{gathered} 260 \\ 38 \% \end{gathered}$ | 3298 | 129 30\% | ${ }^{240} 38$ | 110 $33 \%$ | 321 | 225 35 | 263 ${ }^{35 \%}$ | 231 36 | $392 \%$ | $303 \%$ | 74 $30 \%$ | 444\% |
| Not At All/Not Very Safe (Net) | $\begin{array}{r} 1019 \\ 50 \% \end{array}$ | ${ }_{460}$ | $\begin{gathered} 579 \\ 54 \% \\ \hline \end{gathered}$ | ${ }_{43 \%}^{269}$ | $\begin{gathered} 232 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 295 \\ & 6.6 \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 224 \\ 56 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 272 \\ 40 \% \end{gathered}$ | $\begin{gathered} 491 \\ \stackrel{54}{\mathrm{H}} \% \end{gathered}$ | $\begin{gathered} 256 \\ \stackrel{25}{60 \%} \\ H \end{gathered}$ | ${ }_{47 \%}^{295}$ | $\begin{aligned} & 184 \\ & \begin{array}{l} 56 \% \\ K \end{array} \end{aligned}$ | 472\% | 289 ${ }^{46 \%}$ | $\begin{gathered} 398 \\ 53 \% \\ n \end{gathered}$ | ${ }^{332} 5$ | 5699 | 426 52 | 94\% | $\stackrel{591}{{ }_{S} \%}$ |
| Not very safe | ${ }_{30}^{618}$ | 287 ${ }_{3}$ | $\begin{gathered} 331 \\ 31 \% \end{gathered}$ | 162 ${ }^{16 \%}$ | ${ }^{138} 26$ | $\begin{aligned} & 171 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 147 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | $\stackrel{167}{24 \%}$ | $\underset{{ }_{32}^{297}}{\mathrm{H}}$ | $\begin{gathered} 153 \\ 36 \% \\ H \end{gathered}$ | ${ }^{168}$ | $\begin{aligned} & 125 \\ & { }_{38} \% \\ & \text { KM } \end{aligned}$ | 2769\% | 181 $29 \%$ | 227 ${ }^{3}$ | 210 33 | ${ }_{31 \%}^{357}$ | 250\% | ${ }_{22}^{51 \%}$ | $\begin{gathered} 380 \\ 30 \% \\ \mathrm{~S} \end{gathered}$ |
| Not at all safe | 401 $20 \%$ | $\begin{gathered} 153 \\ 16 \% \end{gathered}$ | $\begin{gathered} 248 \\ \underset{B}{23 \%} \end{gathered}$ | 107\% | 93 $18 \%$ | $\begin{aligned} & 124 \\ & 26 \% \\ & \text { DE } \end{aligned}$ | 179\% | ${ }_{15}^{104}$ | $\stackrel{194}{21 \%}{ }_{\mathrm{H}}$ | $\begin{gathered} 102 \\ 24 \% \\ H \end{gathered}$ | ${ }^{127} 20$ | 59\% | 196 ${ }_{21}$ | 108 $17 \%$ | $\begin{gathered} 171 \\ \underset{n}{23 \%} \end{gathered}$ | 122\% | 212\% | ${ }^{176}$ 21\% | 42\% | 212\% |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | 686 $100 \%$ | 917 $100 \%$ | ${ }_{100 \%}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244\% | 1248 $100 \%$ |

Proporitions/Means: Colu
Overlap formulae used.

## AA04_3 How safe do you think the following means of transportation will be in 3 months from now?

 Commercial flightsBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{gathered} 1005 \\ 49 \% \end{gathered}$ | $\begin{gathered} 512 \\ 55 \% \\ \mathrm{C} \end{gathered}$ | $494 \%$ | $\begin{aligned} & 345 \\ & 55 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 303 \\ & 57 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 200 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 404 \\ & 59 \% \\ & 1 J \end{aligned}$ | $\underset{\mathrm{j}}{431}$ | 171 40 | $\begin{gathered} 306 \\ 6 \end{gathered}$ | $\begin{gathered} 152 \\ 46 \% \end{gathered}$ | $495$ | $\begin{aligned} & 354 \\ & 56 \% \\ & \text { OP } \end{aligned}$ | $\begin{gathered} 354 \\ 47 \% \end{gathered}$ | ${ }_{46 \%}^{297}$ | $\begin{gathered} 607 \\ 53 \% \\ \mathrm{R} \end{gathered}$ | 374 $45 \%$ | $\begin{gathered} 157 \\ \frac{64 \%}{T} \end{gathered}$ | ${ }^{666}$ 53 |
| Very safe | $\begin{gathered} 300 \\ 15 \% \end{gathered}$ | $\stackrel{178}{\substack{19 \%}}$ | ${ }_{112}^{122}$ | $\begin{gathered} 108 \\ \underset{G}{17 \%} \end{gathered}$ | $\begin{gathered} 100 \\ \stackrel{19}{\mathrm{G}} \mathrm{G} \end{gathered}$ | $\begin{aligned} & 65 \\ & 14 \% \\ & \mathrm{G} \end{aligned}$ | ${ }^{27} \%$ | $\begin{gathered} 142 \\ \underset{1}{11} \% \\ 1 . \end{gathered}$ | ${ }^{115} 13 \%$ | 43 $10 \%$ | 87 $14 \%$ | ${ }_{13}^{43}$ | 160 | $\begin{gathered} 126 \\ 20 \% \\ \mathrm{OP} \end{gathered}$ | ${ }_{11 \%}$ | 87 $14 \%$ | $\begin{gathered} 207 \\ \underset{R}{80 \%} \end{gathered}$ | 840\% | 74 $30 \%$ T | 226 $18 \%$ |
| Somewhat safe | 706 $35 \%$ | 334\% | 372 $35 \%$ | $\begin{gathered} 237 \\ \underset{F}{23} \% \end{gathered}$ | $\stackrel{202}{38 \%}$ | ${ }^{135}$ | 132\% | $\begin{gathered} 262 \\ 38 \% \end{gathered}$ | 316 $34 \%$ | ${ }^{128} 30$ | 219 35 | ${ }^{108} 3$ | 334\% | 227 36 | 2688\% | 210 33 | 400 ${ }^{35 \%}$ | 2900 | 84\% | 440 35 |
| Not At All/Not Very Safe (Net) | $\begin{aligned} & 1027 \\ & 51 \% \end{aligned}$ | ${ }_{47 \%}$ | $\begin{gathered} 578 \\ 54 \% \\ B \end{gathered}$ | $\begin{gathered} 283 \\ 45 \% \end{gathered}$ | $\begin{gathered} 225 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 278 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 241 \\ 60 \% \\ \text { DE } \end{gathered}$ | $\stackrel{282}{41 \%}$ | $\begin{gathered} 487 \\ { }_{53}{ }_{H} \% \end{gathered}$ | $\begin{gathered} 258 \\ 60 \% \\ \mathrm{Hi} \end{gathered}$ | $\begin{gathered} 327 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 54 \% \end{aligned}$ | 4488 | 279 $44 \%$ | $\begin{gathered} 402 \\ 53 \% \\ N \end{gathered}$ | $\begin{aligned} & 346 \\ & \stackrel{54 \%}{N} \end{aligned}$ | ${ }_{47 \%}^{547}$ | $\begin{gathered} 449 \\ 55 \% \end{gathered}$ | 87\% | $\stackrel{582}{47 \%}$ |
| Not very safe | ${ }_{281}^{571}$ | 260 27 | $\begin{gathered} 311 \\ 29 \% \end{gathered}$ | 161 $26 \%$ | 121 ${ }^{23 \%}$ | 130\% | $\begin{gathered} 159 \\ \text { } 40 \% \end{gathered}$ | ${ }^{155} 23 \%$ | $\begin{gathered} 273 \\ 30 \% \\ H \end{gathered}$ | $\begin{gathered} 142 \\ 33 \% \\ H \end{gathered}$ | $\begin{gathered} 178 \\ 28 \% \end{gathered}$ | $\begin{gathered} 109 \\ 33 \% \\ M \end{gathered}$ | 233 | 149 24 | 2068 | $\begin{gathered} 215 \\ 34 \% \\ \mathrm{No} \end{gathered}$ | 2988 ${ }_{26}$ | $\begin{gathered} 253 \\ \underset{q}{31 \%} \end{gathered}$ | 47\% | $\stackrel{341}{27 \%}$ |
| Not at all safe | ${ }^{456}$ 22\% | 189\% | $\begin{gathered} 267 \\ 25 \% \\ B \end{gathered}$ | ${ }^{122} 19 \%$ | $\stackrel{104}{20 \%}$ | $\begin{gathered} 148 \\ 31 \% \\ \text { DEG } \end{gathered}$ | ${ }^{82}$ 21\% | $\stackrel{127}{18 \%}$ | $\begin{gathered} 214 \\ \underset{h}{23 \%} \end{gathered}$ | $\begin{gathered} 116 \\ 27 \% \\ \mathrm{H} \end{gathered}$ | 149 ${ }^{4} 4$ | 71 $21 \%$ | 214 23 | 130 $21 \%$ | $\begin{aligned} & 196 \\ & 26 \% \\ & \text { np } \end{aligned}$ | 130 | 249 22 | 196\% | 40\% | $\stackrel{241}{19 \%}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100} \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | ${ }^{429} 9$ | $\begin{aligned} & 632 \\ & 0 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporions/Means:Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IIJ-KILIM - N/O/P - Q/R - S/I
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{gathered} 1812 \\ 89 \% \end{gathered}$ | ${ }_{894}^{854}$ | ${ }_{898}^{958}$ | ${ }_{811 \%}^{511}$ | $\begin{gathered} 479 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 439 \\ 92 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 383 \\ 96 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{aligned} & 614 \\ & 90 \% \end{aligned}$ | $802$ | $\stackrel{396}{92 \%}$ | ${ }_{89}{ }_{89}$ | ${ }_{88}^{293}$ | ${ }_{90 \%}^{844}$ | ${ }_{91 \%}^{573}$ | ${ }_{878}^{65}$ | $\begin{gathered} 581 \\ 90 \% \end{gathered}$ | ${ }^{1036}$ | $\begin{gathered} 732 \\ 89 \% \end{gathered}$ | 213 | 1101 $88 \%$ |
| Very safe | $1322$ | $\begin{gathered} 611 \\ 64 \% \end{gathered}$ | $\begin{gathered} 711 \\ 66 \% \end{gathered}$ | ${ }^{359} 9$ | $\begin{gathered} 339 \\ \underset{\mathrm{E}}{\mathrm{D}} \mathrm{C} \end{gathered}$ | $\begin{gathered} 340 \\ \substack{71 \% \\ D} \end{gathered}$ | $\begin{gathered} 284 \\ \substack{71 \% \\ D} \end{gathered}$ | 427 $62 \%$ | ${ }^{586}$ 64\% | $\begin{gathered} 308 \\ 72 \% \\ \mathrm{HI}^{2} \end{gathered}$ | 417 66 | 230\% | 600 $64 \%$ | $\begin{aligned} & 448 \\ & { }^{71 \%} \end{aligned}$ | 475 63 | 3999\% | $\begin{gathered} 773 \\ 67 \% \end{gathered}$ | ${ }^{526} 64 \%$ | 148 $61 \%$ | 804\% |
| Somewhat safe | 491\% | 243\% | 247 23 | 153 $24 \%$ | ${ }^{140} 26$ | ${ }^{100}$ | 99\% | 187\% ${ }_{\text {j }}$ | ${ }_{2}^{215}$ | 21\% | ${ }^{143}$ | 63 $19 \%$ | 243\% | 125 20 | 184\% | $\begin{gathered} 183 \\ \stackrel{28}{\mathrm{~N}} \end{gathered}$ | ${ }_{2}^{263}$ | 2068 | 25\% | ${ }^{296}$ |
| Not At All/Not Very Safe (Net) | $\stackrel{220}{11 \%}$ | ${ }_{11 \%}^{106}$ | 114\% | $\begin{gathered} 116 \\ 19 \% \\ \text { 19GG } \end{gathered}$ | $\begin{aligned} & 49 \\ & { }_{\mathrm{G}} \% \end{aligned}$ | ${ }^{38} 8$ | 16 4 \% | 72 $10 \%$ | $\begin{gathered} 116 \\ 13 \% \\ \hline \end{gathered}$ | 32\% | 72 $11 \%$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 10 \% \end{aligned}$ | ${ }_{9 \%}$ | 98 $13 \%$ | $\begin{aligned} & 62 \\ & 10 \% \end{aligned}$ | ${ }^{118} 10 \%$ | 91\% | 31 $13 \%$ | ${ }_{128}^{128}$ |
| Not very safe | 135 | ${ }_{7}^{66}$ | $69 \%$ | $\begin{gathered} 74 \\ 12 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 28 \\ & \frac{28}{5} \% \end{aligned}$ | 25 ${ }^{5}$ | ${ }_{2 \%}$ | 45 | $\begin{gathered} 76 \\ 8 \% \\ \hline \end{gathered}$ | ${ }^{14} 3$ | 35\% | ${ }^{26} 8$ | 70 | 31 5 | 72 $10 \%$ $N P$ | 32\% | 71 $6 \%$ | 60\% | 14 6 | 100 ${ }_{8}$ |
| Not at all safe | ${ }^{85}$ | 40 4 \% | 45 | $\begin{gathered} 42 \\ \text { eFG } \end{gathered}$ | 21\% | ${ }^{13} 3$ | $\stackrel{8}{2 \%}$ | ${ }^{27} 4 \%$ | 40 4 \% | 19\% | $\begin{aligned} & 38 \\ & { }^{3} \% \end{aligned}$ | 13 $4 \%$ | ${ }^{29} \%$ | ${ }^{29} 5$ | ${ }^{26}$ 3\% | 30 5 | $47 \%$ | 30 4 \% | $\begin{gathered} 16 \\ \frac{16}{7} \end{gathered}$ | 48 |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | 399\% | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | ${ }_{100 \%}^{429}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proporitions/Means: Colu
Overlap formulae used.

## AA04_5 How safe do you think the following means of transportation will be in 3 months from now?

 UbersBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{aligned} & 1053 \\ & 52 \% \end{aligned}$ | ${ }_{56}^{539}$ | $\begin{gathered} 514 \\ 48 \% \end{gathered}$ | $\begin{gathered} 379 \\ 60 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 333 \\ & 63 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 195 \\ 41 \% \end{gathered}$ | ${ }_{37 \%}^{146}$ | $\begin{gathered} 447 \\ \stackrel{5}{1 J} \% \\ \hline \end{gathered}$ | ${ }_{4}^{429} \%$ | $\begin{gathered} 177 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 330 \\ & 6 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 154 \\ 46 \% \end{gathered}$ | ${ }_{54 \%}^{504}$ | $\begin{gathered} 342 \\ 54 \% \end{gathered}$ | ${ }_{53 \%}^{400}$ | $\begin{gathered} 311 \\ 48 \% \end{gathered}$ | $\begin{gathered} 616 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 405 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 160 \\ 66 \% \\ \hline T \end{gathered}$ | $\begin{gathered} 693 \\ 55 \% \end{gathered}$ |
| Very safe | $\begin{gathered} 303 \\ 15 \% \end{gathered}$ | $\begin{gathered} 182 \\ \stackrel{19}{C} \% \end{gathered}$ | 121\% | $\begin{gathered} 114 \\ 18 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 115 \\ & { }_{2}^{22 \%} \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 54 \\ & \begin{array}{c} 11 \% \\ G \end{array} \end{aligned}$ | 20 ${ }^{\text {\% }}$ |  | $\begin{gathered} 111 \\ 12 \% \end{gathered}$ | 33 ${ }_{8}$ | 86 $14 \%$ | ${ }^{38} 11 \%$ | $\begin{gathered} 168 \\ \text { 18\% } \\ \text { kl } \end{gathered}$ | 108\% | $\stackrel{108}{14 \%}$ | 87\% | $\begin{gathered} 209 \\ \underset{R}{88 \%} \end{gathered}$ | 10\% | 36 ${ }^{86}$ | 223 $18 \%$ |
| Somewhat safe | 750\% | 357 | 393\% | $\begin{gathered} 265 \\ 42 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 218 \\ 41 \% \\ \mathrm{FG} \end{gathered}$ | 14130 | ${ }^{126}{ }_{3}{ }^{2}$ | $\begin{gathered} 289 \\ \underset{42}{15} \end{gathered}$ | 318 $35 \%$ | ${ }^{143} 3$ | 245 $39 \%$ | ${ }^{116} 38$ | ${ }^{336}$ 36\% | 234\% | 2929 ${ }^{39}$ | 224\% | 407 ${ }_{35 \%}$ | $319 \%$ | 74 $30 \%$ | $\begin{gathered} 469 \\ 38 \% \\ \mathrm{~s} \end{gathered}$ |
| Not At All/Not Very Safe (Net) | $\begin{gathered} 979 \\ 48 \% \end{gathered}$ | $\begin{gathered} 421 \\ 44 \% \end{gathered}$ | $\begin{gathered} 558 \\ 52 \% \\ B \end{gathered}$ | $\begin{gathered} 249 \\ 40 \% \end{gathered}$ | ${ }_{3}^{195}$ | $\begin{gathered} 282 \\ 59 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 253 \\ & 63 \% \\ & \text { DE } \end{aligned}$ | ${ }_{35 \%}^{239}$ | $\begin{aligned} & 488 \\ & { }_{53 \%}^{\mathrm{H}} \end{aligned}$ | $\underset{\mathrm{H}}{252}$ | $\begin{array}{r} 302 \\ 6 \end{array}$ | $\stackrel{178}{54 \%}$ | 4388 | $\begin{gathered} 291 \\ 46 \% \end{gathered}$ | ${ }_{47 \%}^{356}$ | ${ }^{332} 5$ | 5388 | ${ }^{418} 5$ | 84\% | $\begin{gathered} 556 \\ \stackrel{45}{5} \% \end{gathered}$ |
| Not very safe | ${ }^{563}$ | ${ }_{2}^{237}$ | $\begin{gathered} 326 \\ 30 \% \\ \text { B } \end{gathered}$ | 154 | ${ }^{115}$ | $\begin{gathered} 145 \\ 30 \% \\ E \end{gathered}$ | $\begin{aligned} & 149 \\ & 37 \% \\ & \mathrm{DE} \end{aligned}$ | 134 ${ }^{1}$ | $\begin{gathered} 303 \\ 33 \% \\ H \end{gathered}$ | $\underset{H}{\stackrel{126}{29}}$ | $\stackrel{172}{27 \%}$ | $\begin{aligned} & 112 \\ & 34 \% \\ & \mathrm{kM} \end{aligned}$ | 235 25 | ${ }^{168} 8$ | 207\% | ${ }^{188}{ }_{29}$ | ${ }^{313} 27 \%$ | ${ }^{238} 29$ | 20\% | $\stackrel{349}{ }{ }_{\text {S }}$ |
| Not at all safe | 416\% | ${ }_{184}^{184}$ | ${ }_{223}^{233}$ | 95 ${ }^{15}$ | 81 15 | $\begin{aligned} & 137 \\ & 29 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 104 \\ & 26 \% \\ & \text { DE } \end{aligned}$ | ${ }^{105} 15$ | $\begin{gathered} 185 \\ \substack{20 \% \\ h} \end{gathered}$ | $\begin{gathered} 126 \\ \stackrel{129}{29} \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 130 \\ 21 \% \end{gathered}$ | 26\% | 203 22 | $\stackrel{123}{19 \%}$ | 149 20 | ${ }^{144}$ | ${ }^{224} 19 \%$ | ${ }^{180}$ | 35 $14 \%$ | 207 $17 \%$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & { }_{100 \%} \end{aligned}$ | 917 $100 \%$ | ${ }^{429} 0$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244\% | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporions/Means:Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IIJ-KILIM - N/O/P - Q/R - S/I
Overlap formulae used.

## AA04_6 How safe do you think the following means of transportation will be in 3 months from now?

Taxi
Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lesn } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Very/Somewhat Safe (Net) \& $$
\begin{aligned}
& 1053 \\
& 52 \%
\end{aligned}
$$ \& $$
\begin{gathered}
555 \\
58 \% \\
C
\end{gathered}
$$ \& $$
499 \%
$$ \& $$
\begin{aligned}
& 355 \\
& 57 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 320 \\
& 61 \% \\
& \mathrm{FG}
\end{aligned}
$$ \& $$
\begin{gathered}
208 \\
44 \%
\end{gathered}
$$ \& $$
\begin{gathered}
170 \\
43 \%
\end{gathered}
$$ \& $$
\begin{gathered}
435 \\
\left.\begin{array}{c}
43 \% \\
1 . j
\end{array}\right)
\end{gathered}
$$ \& $$
\begin{gathered}
441 \\
48 \%
\end{gathered}
$$ \& $$
\stackrel{178}{41 \%}
$$ \& $$
\begin{aligned}
& 337 \\
& 6 \\
& \hline 53 \%
\end{aligned}
$$ \& $$
\begin{gathered}
160 \\
48 \%
\end{gathered}
$$ \& $$
{ }_{53 \%}^{500}
$$ \& $$
\begin{gathered}
357 \\
\underset{p}{36 \%}
\end{gathered}
$$ \& $$
{ }_{51 \%}^{382}
$$ \& $$
\begin{gathered}
314 \\
49 \%
\end{gathered}
$$ \& $$
\begin{gathered}
639 \\
\stackrel{5}{5} \% \\
R
\end{gathered}
$$ \& $$
\begin{gathered}
392 \\
48 \%
\end{gathered}
$$ \& $$
\begin{gathered}
155 \\
64 \% \\
T
\end{gathered}
$$ \& 676
$54 \%$ <br>
\hline Very safe \& 270 $13 \%$ \& $$
\begin{gathered}
173 \\
\\
\\
\\
\hline \text { 最 }
\end{gathered}
$$ \& ${ }_{9}^{97}$ \& $$
\begin{aligned}
& 97 \\
& 915 \% \\
& \mathrm{FG}
\end{aligned}
$$ \& $$
\begin{gathered}
106 \\
{ }^{20 \%} \\
\text { dFG }
\end{gathered}
$$ \& ${ }_{88}{ }^{\circ}$ \& ${ }^{28} \%$ \& $$
\begin{gathered}
153 \\
\substack{15 \% \\
1.5}
\end{gathered}
$$ \& $\stackrel{84}{9 \%}$ \& 33 ${ }_{8}$ \& 80
$13 \%$ \& 299\% \& $$
\begin{gathered}
153 \\
\substack{16 \% \\
L}
\end{gathered}
$$ \& $$
\begin{aligned}
& 85 \\
& 13 \%
\end{aligned}
$$ \& 105
$14 \%$ \& 80\% \& $$
\begin{gathered}
194 \\
\substack{17 \% \\
\mathrm{R}}
\end{gathered}
$$ \& ${ }^{70} 9$ \& 29 ${ }^{71}$ \& 196
$16 \%$ <br>
\hline Somewhat safe \& 784\% \& ${ }^{382} 40 \%$ \& 402\% \& 2588 \& ${ }^{214} 4$ \& ${ }^{170} 36$ \& 142\% \& $$
\stackrel{282}{41 \%}
$$ \& $357 \%$ \& ${ }^{145} 34$ \& ${ }^{257} 41 \%$ \& 131 ${ }^{39 \%}$ \& ${ }^{346} 37$ \& $$
272
$$
op \& 278 ${ }_{3}$ \& 234 ${ }^{36 \%}$ \& 445 \& 322 $39 \%$ \& 845\% \& 479\% <br>
\hline Not At All/Not Very Safe (Net) \& $$
\begin{aligned}
& 979 \\
& 48 \%
\end{aligned}
$$ \& $$
{ }_{4206}
$$ \& $$
\begin{gathered}
573 \\
53 \% \\
\mathrm{~B}
\end{gathered}
$$ \& $$
\begin{gathered}
273 \\
43 \%
\end{gathered}
$$ \& $$
{ }_{39}^{208}
$$ \& $$
\begin{aligned}
& 269 \\
& 56 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{gathered}
229 \\
57 \% \\
\mathrm{DE}^{2}
\end{gathered}
$$ \& $$
\begin{gathered}
251 \\
37 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 476 \\
& 52 \% \\
& \mathrm{H}^{2} \%
\end{aligned}
$$ \& $$
\underset{H}{251} \underset{H}{59 \%}
$$ \& $$
{ }_{6}^{295}
$$ \& $$
\begin{aligned}
& 172 \\
& 52 \%
\end{aligned}
$$ \& $$
{ }_{473}
$$ \& $$
\begin{gathered}
276 \\
44 \%
\end{gathered}
$$ \& $$
\begin{gathered}
374 \\
49 \%
\end{gathered}
$$ \& $$
\begin{gathered}
329 \\
5 \% \\
\mathrm{n} \%
\end{gathered}
$$ \& ${ }_{515}{ }^{\text {45\% }}$ \& $$
\begin{gathered}
431 \\
52 \% \\
\mathrm{Q}^{2} \%
\end{gathered}
$$ \& ${ }_{36}^{89}$ \& 572 <br>
\hline Not very safe \& $$
\stackrel{583}{29 \%}
$$ \& $$
{ }_{26 \%}^{253}
$$ \& 330 $31 \%$ \& $$
\underset{\mathrm{e}}{179}
$$ \& 121 ${ }^{23 \%}$ \& 141 30 \& $$
\begin{gathered}
142 \\
35 \% \\
E
\end{gathered}
$$ \& ${ }^{152} 2{ }^{2}$ \& $$
\underset{\substack{294 \\ \mathrm{H}}}{ }
$$ \& $$
\begin{gathered}
137 \\
{ }_{32} \% \\
\mathrm{H}
\end{gathered}
$$ \& $$
{ }^{168} \%
$$ \& $$
\begin{aligned}
& 112 \\
& 34 \% \\
& \mathrm{~km}
\end{aligned}
$$ \& 250 \& ${ }^{165}$ \& 214 28 \& 203 32 \& 304 ${ }^{26 \%}$ \& $$
\begin{gathered}
259 \\
31 \% \\
q
\end{gathered}
$$ \& 53 $22 \%$ \& 367

$29 \%$ <br>

\hline Not at all safe \& 396\% \& $$
\begin{gathered}
152 \\
16 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
243 \\
\underset{B}{23 \%}
\end{gathered}
$$

\] \& 94\% \& 16\% \& \[

$$
\begin{aligned}
& 128 \\
& { }_{27} \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
82 \\
22 \% \\
d
\end{gathered}
$$

\] \& ${ }_{14 \%}^{99}$ \& \[

$$
\begin{gathered}
183 \\
\stackrel{1}{20} \% \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
114 \\
27 \% \\
\mathrm{Hi}
\end{gathered}
$$

\] \& \[

$$
\begin{array}{r}
127 \\
\hline 20 \%
\end{array}
$$
\] \& 60

$18 \%$ \& 1920 \& 111 $18 \%$ \& 159 ${ }^{11 \%}$ \& ${ }_{195}^{19 \%}$ \& 210 180 \& ${ }_{21}^{172}$ \& ${ }^{36}$ 15\% \& ${ }^{205}$ <br>

\hline Sigma \& 2032 $100 \%$ \& \[
$$
\begin{aligned}
& 960 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 1072 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 628 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 528 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 477 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 399 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 686 \\
& { }_{100}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 917 \\
& 100 \%
\end{aligned}
$$

\] \& ${ }^{429} 10 \%$ \& \[

$$
\begin{aligned}
& 632 \\
& 0 \\
& \hline 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 332 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 942 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 633 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 756 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 643 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1154 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 823 \\
& 100 \%
\end{aligned}
$$
\] \& 244

$100 \%$ \& $$
\begin{aligned}
& 1248 \\
& 100 \%
\end{aligned}
$$ <br>

\hline
\end{tabular}

Proporitions/Means: Colu
Overlap formulae used.

## AA04_7 How safe do you think the following means of transportation will be in 3 months from now?

23 May 2020
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Safe (Net) | $\begin{aligned} & 1096 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 541 \\ 56 \% \end{gathered}$ | $\begin{gathered} 554 \\ 52 \% \end{gathered}$ | $\begin{gathered} 374 \\ 60 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 314 \\ & 60 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 225 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 425 \\ & \begin{array}{c} 62 \% \\ 1 . J \end{array} \end{aligned}$ | $\begin{aligned} & 470 \\ & 51 \% \end{aligned}$ | 201 $47 \%$ | $\begin{array}{r} 348 \\ \hline 55 \% \end{array}$ | $\begin{aligned} & 171 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 515 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 378 \\ 60 \% \\ \text { OP } \end{gathered}$ | $392$ | $\begin{gathered} 326 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 631 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 433 \\ 53 \% \end{gathered}$ | $\begin{gathered} 154 \\ 63 \% \\ t \end{gathered}$ | $\begin{gathered} 700 \\ 56 \% \end{gathered}$ |
| Very safe | $\begin{gathered} 362 \\ 18 \% \end{gathered}$ | $\begin{gathered} 200 \\ 21 \% \\ C \end{gathered}$ | $\stackrel{162}{15 \%}$ | $\begin{aligned} & 139 \\ & 22 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 114 \\ 22 \% \\ \text { fG } \end{gathered}$ | $\begin{aligned} & 73 \\ & 15 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }_{96}^{96}$ | $\begin{gathered} 166 \\ { }_{2}^{24 \%} \\ 1.5 \end{gathered}$ | 143 16 | 53 $12 \%$ | 103 $16 \%$ | 47 14 | $\begin{gathered} 198 \\ \begin{array}{c} 21 \% \\ \mathrm{kl} \end{array} \end{gathered}$ | $\begin{gathered} 136 \\ 21 \% \\ \text { op } \end{gathered}$ | 124 | 102 16 | $\begin{gathered} 230 \\ \underset{R}{20 \%} \end{gathered}$ | $\stackrel{123}{15 \%}$ | 83 <br> 3 | ${ }_{267}{ }^{267}$ |
| Somewhat safe | 734 36 | $342 \%$ | 392 | 235 ${ }_{3}$ | 201 38 | ${ }^{152}$ | ${ }^{146}$ | 259\% | $327 \%$ | ${ }^{148} 8$ | 245 ${ }_{39}$ | 123 ${ }^{127}$ | 3188 | 242\% | ${ }^{2688} 3$ | 224\% | 401 ${ }^{35 \%}$ | 3118 | 70\% | 432 35 |
| Not At All/Not Very Safe (Net) | ${ }^{936}$ 46\% | 419 $44 \%$ | $\begin{gathered} 517 \\ 48 \% \end{gathered}$ | 253 $40 \%$ | 214 $40 \%$ | $\begin{aligned} & 252 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 217 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | 262 38 | $\stackrel{447}{49 \%}$ | $\begin{gathered} 228 \\ { }_{53}^{3} \% \end{gathered}$ | 284\% | 161 $49 \%$ | 427 45 | 255 40 | $\begin{gathered} 364 \\ { }^{48 \%} \end{gathered}$ | $\begin{gathered} 317 \\ \underset{N}{49 \%} \end{gathered}$ | ${ }^{522} 45$ | 390 $47 \%$ | 90\% | $\stackrel{549}{44 \%}$ |
| Not very safe | ${ }^{573}$ 28\% | 274 29 | 2999 | 160 ${ }^{26 \%}$ | 133 | 142\% | $\begin{aligned} & 139 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | ${ }^{153} 2{ }_{2}$ | $\begin{gathered} 286 \\ { }_{31} \\ H \end{gathered}$ | $\begin{gathered} 134 \\ 31 \% \\ H \end{gathered}$ | $\begin{array}{r} 164 \\ 6 \end{array}$ | ${ }^{107} 32 \%$ | 254\% | ${ }^{156} 25$ | 229 ${ }^{3} \mathrm{\%}$ | ${ }^{188}{ }^{29 \%}$ | ${ }^{334} 29$ | $\stackrel{227}{28 \%}$ | 44\% | 370 $30 \%$ S |
| Not at all safe | 363\% | ${ }_{1}^{145}$ | $\begin{gathered} 218 \\ \underset{B}{20 \%} \end{gathered}$ | 93 $15 \%$ | 81 15 | $\begin{aligned} & { }^{111}{ }_{23}^{23 \%} \\ & \text { DE } \end{aligned}$ | 780\% | ${ }^{108} 16$ | 161 $18 \%$ | $\begin{aligned} & 93 \\ & 22 \% \\ & h \end{aligned}$ | 120 $19 \%$ | 54\% | 173 $18 \%$ | ${ }_{169}$ | 135 $18 \%$ | 129 ${ }^{20 \%}$ | ${ }^{189} 16 \%$ | ${ }^{163}$ | ${ }^{46} 9$ | $\xrightarrow{178}{ }_{14}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | ${ }^{429} 0$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | 332 $100 \%$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 100 | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Colu
Overlap formulae used.

## Base: All Respondents

AA05 Once stay home orders are lifted in your area, how soon do you plan on traveling by airplane?
23 May 2020

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Immediately | ${ }^{90} 4 \%$ | $\begin{gathered} 59 \\ { }_{C}^{2} \% \end{gathered}$ | 32 3 \% | $\begin{aligned} & 40 \\ & \frac{6}{\mathrm{G}} \end{aligned}$ | $\begin{aligned} & 34 \\ & 64 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & 17 \\ & { }^{1} \% \end{aligned}$ | : | ${ }^{36} 5$ | ${ }^{30} 3$ | 24\% | ${ }^{23} 4$ | 13\% | 49\% | 32\% | ${ }^{26}$ 3\% | 33 5 | ${ }^{51} 4 \%$ | 36 4 \% | ${ }^{18} \%$ | ${ }^{75}$ \% |
| 1-30 days | ${ }^{105} 5$ | $\begin{gathered} 71 \\ { }_{\mathrm{C}}^{7} \% \end{gathered}$ | ${ }^{35}$ | $\begin{aligned} & 59 \\ & \text { FG }_{9} \% \end{aligned}$ | $\begin{gathered} 38 \\ { }_{7 G} \% \end{gathered}$ | ${ }_{2 \%}^{8}$ | 1 | $\begin{aligned} & 71 \\ & \text { 10\% } \\ & \text { 1J } \end{aligned}$ | ${ }^{29} 3$ | ${ }_{1}^{6}$ | ${ }^{12}$ | 12 4 \% | $\begin{aligned} & 76 \\ & \text { KIV }^{2} \end{aligned}$ | ${ }^{35}$ | ${ }_{6}^{46}$ | 24\% | $\begin{gathered} 80 \\ 7_{R} \% \end{gathered}$ | ${ }^{22} 3$ | 45 <br> 18 <br> 18 | ${ }^{95}$ |
| 2-3 months | 266\% | $\begin{gathered} 166 \\ \stackrel{17 \%}{C} \end{gathered}$ | ${ }^{100} 9$ | $\begin{aligned} & 107 \\ & 17 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 94 \\ & 18 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 46 \\ 10 \% \\ \mathrm{~g} \end{gathered}$ | ${ }^{18} 5$ | $\begin{gathered} 127 \\ 18 \% \\ 15 \end{gathered}$ | $\begin{gathered} 109 \\ 12 \% \end{gathered}$ | ${ }^{29} \%$ | ${ }_{96}^{96}$ | 40\% | $\begin{gathered} 163 \\ 17 \% \\ K \end{gathered}$ | $\begin{aligned} & 99 \\ & 16 \% \\ & 16 \% \end{aligned}$ | $\begin{gathered} 113 \\ \substack{55 \\ \mathrm{P}} \end{gathered}$ | $54{ }_{8 \%}$ | $\begin{gathered} 187 \\ \begin{array}{c} 16 \% \\ \mathrm{R} \end{array} \end{gathered}$ | ${ }^{73} 9$ |  | ${ }_{24}^{20 \%}$ |
| 4-6 months | $\stackrel{283}{14 \%}$ | $\begin{gathered} 157 \\ 16 \% \\ C \end{gathered}$ | 126 | $\begin{gathered} 111 \\ 18 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 80 \\ & 15 \% \\ & f \end{aligned}$ | $\begin{aligned} & 48 \\ & 10 \% \end{aligned}$ | 14\% | $\begin{gathered} 113 \\ 16 \% \\ j \end{gathered}$ | $\begin{gathered} 134 \\ \\ \\ \hline 5 \% \% \end{gathered}$ | ${ }^{36} 8$ | ${ }^{50} 8$ | $\begin{aligned} & 51 \\ & \begin{array}{l} 115 \% \\ \text { K } \end{array} \end{aligned}$ | $\begin{gathered} \text { 175 } \\ \text { 19\% } \\ K \end{gathered}$ | $\begin{gathered} 100 \\ \begin{array}{c} 16 \% \\ \mathrm{p} \end{array} \end{gathered}$ | $\begin{gathered} 111 \\ 15 \% \end{gathered}$ | 72 $11 \%$ | $\begin{gathered} 180 \\ \underset{r}{6 \%} \end{gathered}$ | ${ }_{12 \%}$ | ${ }^{62} \times 1$ | ${ }^{236} 19 \%$ |
| 7-11 months | 220 $11 \%$ | ${ }_{90}^{9 \%}$ | $\xrightarrow{129} 12 \%$ | $\begin{aligned} & 84 \\ & { }^{13} \% \\ & \text { E } \end{aligned}$ | 44\% | ${ }^{52} 11 \%$ | 40\% | $\begin{aligned} & 81 \\ & 12 \% \\ & 5 \end{aligned}$ | $\begin{gathered} 111 \\ \quad 12 \% \\ \mathrm{~J} \end{gathered}$ | ${ }^{27}$ 6\% | ${ }^{65}$ | 42\% | ${ }_{1102}^{11 \%}$ | ${ }^{78}{ }^{12 \%}$ | 81\% | ${ }_{90}^{9 \%}$ | ${ }_{118}^{10 \%}$ | ${ }_{12 \%}{ }^{12}$ | 27 $11 \%$ | 185\% |
| A year or longer | ${ }_{235}^{535}$ | $\xrightarrow{203}$ | $\begin{gathered} 331 \\ 31 \% \\ \mathrm{~B} \end{gathered}$ | 107 $17 \%$ | $\begin{gathered} 119 \\ 23 \% \\ d \end{gathered}$ | $\begin{aligned} & 161 \\ & 34 \% \\ & \text { PE } \end{aligned}$ | $\begin{aligned} & 148 \\ & 37 \% \\ & \mathrm{DE} \end{aligned}$ | 129 $19 \%$ | $\underset{H}{287} \underset{H}{287}$ | $\underset{H}{118} \underset{H}{28 \%}$ | 144\% | 92\% | $\begin{gathered} 272 \\ 29 \% \\ K \end{gathered}$ | 135 | $\begin{gathered} 215 \\ \stackrel{28}{\mathrm{~N}} \end{gathered}$ | $\begin{gathered} 184 \\ \stackrel{29}{\mathrm{~N}} \mathrm{~N} \end{gathered}$ | ${ }^{285}$ 25\% | $\begin{gathered} 245 \\ 30 \% \\ q \end{gathered}$ | ${ }^{20} 8$ | $\stackrel{338}{27 \%}$ |
| Never again | ${ }^{117}$ 6\% | 59 | ${ }_{5}^{5} \%$ | ${ }^{17} 3$ | ${ }^{18}{ }_{3}{ }^{\text {a }}$ | $\begin{gathered} 42 \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ <br> DE | ${ }^{20} 3$ | $\begin{aligned} & 57 \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 41 \\ 10 \% \\ H \end{array} \end{aligned}$ | $\begin{aligned} & 51 \\ & { }_{\mathrm{M}}^{2} \% \end{aligned}$ | $\begin{aligned} & 25 \\ & \mathrm{M}^{2} \end{aligned}$ | 31 3\% | ${ }^{36}$ \% | 40\% | 41\% | ${ }^{61}$ | 47\% | ${ }_{1}^{3}$ | ${ }^{29} 2$ |
| Not applicable | 416\% | $\xrightarrow{155}$ | $\begin{gathered} 261 \\ 24 \% \\ B \end{gathered}$ | 103 $16 \%$ | 101 $19 \%$ | 104 22 | $\begin{gathered} 108 \\ 27 \% \\ \text { De } \end{gathered}$ | ${ }^{110} 16 \%$ | 160 | $\begin{gathered} 146 \\ 34 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{aligned} & 232 \\ & \text { SM } \end{aligned}$ | $\begin{aligned} & 57 \\ & \begin{array}{l} 17 \% \\ M \end{array} \end{aligned}$ | 73 ${ }_{8 \%}$ | ${ }_{117}^{19}$ | 123 $16 \%$ | $\begin{aligned} & 176 \\ & \text { NO } \\ & \text { NO } \end{aligned}$ | 192\% | $\begin{gathered} 204 \\ 25 \% \\ \text { Q } \end{gathered}$ | ${ }_{1}^{4} \%$ | $44 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T
Overlap formula Overlap formulae used.

## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| A vaccine has been created and made accessible | 970 48 | 447\% | 523 $49 \%$ | 2914 | 237 ${ }^{45 \%}$ | ${ }^{228} 88$ | $\underset{e}{213} \underset{\substack{23 \%}}{ }$ | $\underset{j}{336} \underset{j}{49}$ | $459$ | 175 $41 \%$ | ${ }_{38}^{242}$ | $\begin{gathered} 173 \\ 52 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 509 \\ 54 \% \\ K \end{gathered}$ | 289\% | $\begin{gathered} 398 \\ { }_{n P}^{39} \% \end{gathered}$ | 282 $44 \%$ | 541\% | 410\% | 131 $54 \%$ | ${ }^{695} 5$ |
| Covid19 testing given to everyone | ${ }_{30}^{707}$ | ${ }_{37 \%}^{354}$ | ${ }_{33}^{353}$ | $\begin{gathered} 246 \\ 39 \% \\ \mathrm{Fg} \end{gathered}$ | $\begin{gathered} 209 \\ 40 \% \\ \mathrm{Fg} \end{gathered}$ | $\begin{gathered} 130 \\ 27 \% \end{gathered}$ | ${ }_{31 \%}^{122}$ | $\stackrel{268}{39 \%}$ | $325$ | 114\% | ${ }_{29 \%}^{184}$ | $\begin{gathered} 137 \\ 41 \% \\ k \end{gathered}$ | $\begin{gathered} 357 \\ 38 \% \\ K \end{gathered}$ | 205 | 322 $4{ }^{43} \%$ | ${ }^{180} 88$ | 401 35 | ${ }^{296} 36$ | 117 $48 \%$ | ${ }^{536} 43 \%$ |
| Mandatory capacity limits for public transportation | ${ }_{30}^{616}$ | ${ }^{274} 29 \%$ | ${ }_{32}{ }_{32}$ | ${ }^{188}{ }_{3}{ }^{3}$ | $\begin{aligned} & 193 \\ & 37 \% \\ & \text { dfG } \end{aligned}$ | 140 ${ }^{29 \%}$ | 94\% | $\begin{gathered} 255 \\ 37 \% \\ 1.5 \end{gathered}$ | ${ }^{258} 28 \%$ | $\xrightarrow{103}$ | ${ }_{23}^{145}$ | $\begin{gathered} 115 \\ 35 \% \\ K \end{gathered}$ | $\begin{gathered} 327 \\ 35 \% \\ K \end{gathered}$ | $\underset{\mathrm{B}}{209 \%}$ | 2463 ${ }_{\text {3 }}$ | 161 $25 \%$ | 364 $32 \%$ | ${ }^{244} 30$ | 110 ${ }^{\text {45\% }}$ | 457\% |
| Limited virus transmission in the region where I'm flying to | ${ }^{580} 29 \%$ | 293 30 | 288\% | ${ }^{180}$ 29\% | ${ }^{157} 3$ | ${ }^{127} 27 \%$ | ${ }^{116}{ }_{29}$ | $\underset{3}{217}$ | ${ }^{258} 28$ | ${ }^{105}$ | ${ }_{24}^{154}$ | ${ }^{96} 9$ | $\underset{K}{296} \underset{K}{296}$ | $\underset{\mathrm{P}}{202}$ | 221 29 | ${ }_{157}^{24 \%}$ | ${ }_{31 \%}^{356}$ | ${ }^{215} 26$ | ${ }^{113} 46$ | ${ }_{36}^{447}$ |
| Having limited virus transmission in my community | 4999\% | $\begin{gathered} 254 \\ 26 \% \end{gathered}$ | ${ }^{245} 23 \%$ | $\begin{aligned} & 187 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | 134 ${ }^{25 \%}$ | 940\% | ${ }^{83}$ 21\% | $\begin{aligned} & 206 \\ & 30 \% \\ & 1.5 \end{aligned}$ | $\begin{gathered} 219 \\ 24 \% \\ j \end{gathered}$ | 73 $17 \%$ | ${ }^{131}$ | 814\% | $\begin{gathered} 268 \\ 28 \% \\ K \end{gathered}$ | 137 | $\begin{gathered} 205 \\ 27 \% \\ n \end{gathered}$ | ${ }^{157}$ 24\% | 286\% | 201 $24 \%$ | 91 $37 \%$ t | 3800 |
| Mandatory thermal testing and PPE for Taxi and Uber/Lyft drivers | ${ }^{468}{ }_{23}$ | $\underset{\mathrm{c}}{248}$ | 221\% | $\begin{gathered} 163 \\ \underset{F}{26 \%} \end{gathered}$ | $\begin{gathered} 138 \\ \stackrel{1}{5} \% \end{gathered}$ | 86\% | 82\% | $\begin{gathered} 215 \\ \text { 311 } \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 190 \\ 21 \% \\ j \end{gathered}$ | ${ }_{15}^{63}$ | $\stackrel{117}{18 \%}$ | 74 21 | $\underset{\mathrm{K}}{257}$ | ${ }_{147}^{23 \%}$ | 193 $\substack{25 \%}$ | 129 ${ }^{20 \%}$ | 291 ${ }_{\text {r }}^{29}$ | ${ }^{165}$ | 970\% | 374 $30 \%$ |
| Testing positive for antibodies | 4422\% | ${ }^{216}$ | 225 | ${ }^{134}$ | ${ }^{127} 24 \%$ | 919\% | 90\% | ${ }^{158} 23$ | ${ }^{197}$ | 87\% | ${ }^{99} 16$ | $\begin{aligned} & 91 \\ & 27 \% \\ & K \end{aligned}$ | $\begin{gathered} 230 \\ { }_{24}^{24 \%} \end{gathered}$ | ${ }^{145}$ | $\begin{gathered} 180 \\ \underset{\mathrm{p}}{24 \%} \end{gathered}$ | ${ }_{18}^{116}$ | 257\% | 180\% | 36 ${ }^{85}$ | ${ }^{322} 26$ |
| Widespread adoption of contact tracing | ${ }^{315}{ }_{15 \%}$ | $\begin{gathered} 151 \\ 16 \% \end{gathered}$ | $\stackrel{159}{15 \%}$ | $\begin{gathered} 107 \\ 17 \% \\ \mathrm{Fg} \end{gathered}$ | $\begin{aligned} & 114 \\ & { }_{22} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | ${ }_{11}^{43}$ | $\begin{gathered} 138 \\ \\ \\ 1.5 \end{gathered}$ | $\begin{gathered} 130 \\ 14 \% \end{gathered}$ | 410\% | ${ }^{80} 13 \%$ | 43\% | $\begin{gathered} 179 \\ 19 \% \\ \mathrm{KI} \end{gathered}$ | 72 $11 \%$ | $\begin{gathered} 161 \\ 21 \% \\ \mathrm{NP} \end{gathered}$ | 78 $12 \%$ | 187 ${ }^{16 \%}$ | $119 \%$ | 62 26\% | 236 ${ }_{19}$ |
| N/A - There are no actions that will make me comfortable to do certain activities again | 509 $25 \%$ | 216 $22 \%$ | $\underset{\substack{293 \\ b}}{293}$ | ${ }^{98}{ }^{16}$ | $\begin{gathered} 113 \\ 21 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 153 \\ & 32 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 146 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | 121 $18 \%$ | $\begin{gathered} 219 \\ { }_{24} \mathrm{H}^{2} \end{gathered}$ | $\begin{gathered} 170 \\ 40 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{aligned} & 242 \\ & \text { LM } \end{aligned}$ | $\begin{aligned} & 82 \\ & 25 \% \\ & M \end{aligned}$ | $\xrightarrow{126}$ | $\begin{gathered} 149 \\ 24 \% \\ 0 \end{gathered}$ | 135 | $\begin{aligned} & 225 \\ & \text { 25\% } \\ & \text { NO } \end{aligned}$ | ${ }^{255}$ 22\% | $\begin{gathered} 225 \\ \underset{9}{27 \%} \end{gathered}$ | ${ }^{13} 5$ | ${ }^{111} 9$ |
| Sigma | $\begin{aligned} & 5101 \\ & 251 \% \end{aligned}$ | $\begin{gathered} 2453 \\ 255 \% \end{gathered}$ | 2648 $247 \%$ | 1595 | $\begin{aligned} & 1421 \\ & 269 \% \end{aligned}$ | $\begin{aligned} & 1096 \\ & 230 \% \end{aligned}$ | ${ }_{289}^{989}$ | 1914\% | ${ }_{2}^{2255} 24$ | 932 | 13944 | 892\% | 2550 $271 \%$ | 1555 ${ }^{46 \%}$ | 2060 $272 \%$ | 1485 $231 \%$ | 2939 250 | ${ }^{2056} 250$ | 822 ${ }_{3}$ | 3558\% |

Proportions/Means: Columns Tested ( $5 \%$, 10\% risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R-S/T
Overlap formulae used.

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Very/Somewhat Comfortable (Net) \& 805
$40 \%$ \& $$
\begin{gathered}
476 \\
50 \% \\
50 \%
\end{gathered}
$$ \& 329 $31 \%$ \& $$
\begin{gathered}
328 \\
52 \% \\
\text { FG }
\end{gathered}
$$ \& $$
\begin{gathered}
270 \\
51 \% \\
\text { FG }
\end{gathered}
$$ \& 111 \& ${ }^{96}$ \& $$
\begin{gathered}
372 \\
542 \\
1.5
\end{gathered}
$$ \& 296 ${ }_{3}$ \& 137 ${ }^{13}$ \& ${ }^{226}$ \% \& 120 36 \& $$
\begin{aligned}
& 428 \\
& 45 \% \\
& \text { KL }
\end{aligned}
$$ \& $$
\begin{gathered}
289 \\
46 \% \\
0 P
\end{gathered}
$$ \& 290 38 \& 225 35 \& $$
\underset{\mathrm{R}}{503}
$$ \& 265 ${ }_{3}$ \& ${ }^{175}$ \& 608
$49 \%$ <br>
\hline Very comfortable \& 301 $15 \%$ \& $$
\underset{\mathrm{C}}{224}
$$ \& ${ }^{77} \%$ \& $$
\begin{aligned}
& \text { 126 } \\
& \text { 20 } \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{gathered}
119 \\
22 \% \\
\text { FG }
\end{gathered}
$$ \& ${ }^{36} \%$ \& 21 5 \& $$
\begin{gathered}
166 \\
{ }_{2}^{24} \\
1 \mathrm{~J}
\end{gathered}
$$ \& ${ }^{81}{ }_{9}$ \& 54
$13 \%$ \& ${ }_{11 \%}^{67}$ \& ${ }^{30} 9$ \& $$
\begin{aligned}
& \text { 188 } \\
& \text { KL } \\
& \text { KL }
\end{aligned}
$$ \& $$
\begin{gathered}
111 \\
17 \% \\
\mathrm{p}
\end{gathered}
$$ \& $\stackrel{109}{14 \%}$ \& 81 $13 \%$ \& $$
\begin{gathered}
204 \\
\stackrel{28}{8} \%
\end{gathered}
$$ \& 810\% \& $\stackrel{105}{43}$ \& ${ }^{246}$ 20\% <br>
\hline Somewhat comfortable \& 503 $25 \%$ \& 252 ${ }_{26}$ \& 251 \& $$
\begin{gathered}
202 \\
\text { 32\% }
\end{gathered}
$$ \& $$
\begin{aligned}
& 151 \\
& 29 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 75 \\
& \\
& \hline
\end{aligned}
$$ \& 75
$19 \%$ \& $$
\begin{gathered}
206 \\
30 \% \\
1, J
\end{gathered}
$$ \& 214 \& ${ }^{83}{ }^{19 \%}$ \& 159 25 \& 90\% \& 240 \& 178
28\% \& 181 $24 \%$ \& ${ }^{144}$ \& ${ }^{299} 26$ \& 184 \& 719\% \& ${ }^{362} 29$ <br>
\hline Not At All/Not Very Comfortable (Net) \& 1227 $60 \%$ \& 4840\% \& $$
\begin{gathered}
743 \\
69 \% \\
B
\end{gathered}
$$ \& 300
$48 \%$ \& ${ }^{2589}$ \% \& $$
\begin{aligned}
& 366 \\
& 77 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{aligned}
& 303 \\
& 76 \% \\
& \text { DE }
\end{aligned}
$$ \& 314
$46 \%$ \& $$
\begin{gathered}
622 \\
{ }_{68} \mathrm{H}^{2}
\end{gathered}
$$ \& $$
\begin{gathered}
291 \\
68 \% \\
H
\end{gathered}
$$ \& $$
\begin{gathered}
406 \\
\% \\
\quad 64 \% \\
M
\end{gathered}
$$ \& $$
\begin{gathered}
212 \\
64 \% \\
M
\end{gathered}
$$ \& 514 55 \& 344
$54 \%$ \& $$
\begin{gathered}
466 \\
62 \% \\
\mathrm{n}
\end{gathered}
$$ \& $$
\begin{aligned}
& 418 \\
& \quad 65 \% \\
& N
\end{aligned}
$$ \& ${ }^{651} 56$ \& $$
\begin{gathered}
558 \\
68 \% \\
\hline
\end{gathered}
$$ \& 69\% \& 640
$51 \%$
S <br>
\hline Not very comfortable \& $$
{ }_{273}
$$ \& 244 \& 2999 \& ${ }^{169}$ \& 120 ${ }^{23 \%}$ \& $$
\begin{gathered}
146 \\
31 \% \\
\mathrm{e}
\end{gathered}
$$ \& 107\% \& 160

$23 \%$ \& $$
\begin{gathered}
276 \\
30 \% \\
H
\end{gathered}
$$ \& $\stackrel{107}{25 \%}$ \& 150

$24 \%$ \& 91\% \& 260 280 \& 159 25 \& 190 ${ }^{25 \%}$ \& 194 30 \& 293\% \& 244\% \& 479\% \& $$
\begin{gathered}
348 \\
\\
\hline 8 \\
\hline
\end{gathered}
$$ <br>

\hline Not at all comfortable \& 685 ${ }^{34}$ \& 240 25 \& \[
$$
\begin{gathered}
444 \\
41 \% \\
\mathrm{~B}
\end{gathered}
$$

\] \& 131\% \& \[

$$
\begin{gathered}
138 \\
{ }_{d}^{66 \%}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 220 \\
& 46 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 196 \\
& 49 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& ${ }^{155} 23 \%$ \& \[

$$
\begin{gathered}
345 \\
38 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
185 \\
43 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
257 \\
\% \\
\hline \\
41 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
122 \\
37 \% \\
M
\end{gathered}
$$

\] \& 254 27 \& 185 $29 \%$ \& \[

$$
\begin{gathered}
276 \\
\begin{array}{c}
36 \% \\
N
\end{array}
\end{gathered}
$$

\] \& 224\% \& ${ }^{358} \times$ \& \[

$$
\begin{gathered}
314 \\
38 \% \\
Q_{0}
\end{gathered}
$$

\] \& ${ }^{22} 9$ \& \[

\underset{\mathrm{S}}{292}
\] <br>

\hline Sigma \& $$
\begin{gathered}
2032 \\
100 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 960 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1072 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 628 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 528 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 477 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 399 \\
& 100 \%
\end{aligned}
$$
\] \& ${ }_{1086}^{686}$ \& 917

$100 \%$ \& ${ }_{100 \%}$ \& $$
\begin{aligned}
& 632 \\
& \hline
\end{aligned}
$$ \& 332

$100 \%$ \& 9420 \& 633
$100 \%$ \& 756
$100 \%$ \& 643
$100 \%$ \& 1154
$100 \%$ \& 823 \& 244
$100 \%$ \& 1248\% <br>
\hline
\end{tabular}

[^4]Fielding Period: May 20-22, 2020
COVID-19
Weighted To The U.S. General Adult Population - Propensity
AA08 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 Total (5/20 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 k \\ & \$ 75 k \end{aligned}$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Business travel for on-site quality control at production sites / factories | $\begin{aligned} & 1108 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 537 \\ 56 \% \end{gathered}$ | $\begin{gathered} 571 \\ 53 \% \end{gathered}$ | $\begin{gathered} 377 \\ 60 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 310 \\ 59 \% \\ \mathrm{fG} \end{gathered}$ | $\begin{gathered} 239 \\ 50 \% \end{gathered}$ | $\begin{gathered} 182 \\ 46 \% \end{gathered}$ | $\begin{gathered} 413 \\ 60 \% \\ \text { iJ } \end{gathered}$ | $\begin{gathered} 493 \\ 54 \% \end{gathered}$ | $\begin{gathered} 202 \\ 47 \% \end{gathered}$ | $\begin{gathered} 336 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 523 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 383 \\ 60 \% \\ 0 \text { OP } \end{gathered}$ | $\begin{gathered} 397 \\ 52 \% \end{gathered}$ | $\begin{gathered} 328 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 656 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 427 \\ 52 \% \end{gathered}$ | $\begin{gathered} 153 \\ 63 \% \end{gathered}$ | $\begin{gathered} 716 \\ 57 \% \end{gathered}$ |
| Business meetings with prospective clients (e.g. new business development) | $\begin{gathered} 1088 \\ 54 \% \end{gathered}$ | $\begin{gathered} 539 \\ 56 \% \end{gathered}$ | $\begin{gathered} 549 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 366 \\ & 58 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 328 \\ 62 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 212 \\ 44 \% \end{gathered}$ | $\begin{gathered} 182 \\ 46 \% \end{gathered}$ | $\begin{gathered} 417 \\ 61 \% \\ 1 \mathrm{~J} \end{gathered}$ | $\begin{gathered} 460 \\ 50 \% \end{gathered}$ | 212 49 | $\begin{gathered} 296 \\ 47 \% \end{gathered}$ | 194 58\% K | 556 59\% K | 364 58\% p | $\begin{gathered} 401 \\ 53 \% \end{gathered}$ | $\begin{gathered} 323 \\ 50 \% \end{gathered}$ | $\begin{gathered} 666 \\ 58 \% \\ R \end{gathered}$ | $\begin{gathered} 397 \\ 48 \% \end{gathered}$ | $\begin{gathered} 177 \\ 72 \% \\ \hline \end{gathered}$ | $\begin{gathered} 713 \\ 57 \% \end{gathered}$ |
| Meetings to manage fast-moving developments (e.g. new business opportunities, new asks from clients, etc.) | $\begin{array}{r} 1044 \\ 51 \% \end{array}$ | $\begin{gathered} 539 \\ 56 \% \\ C \end{gathered}$ | $\begin{array}{r} 505 \\ 47 \% \end{array}$ | $\begin{aligned} & 368 \\ & 59 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 325 \\ 61 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 206 \\ 43 \% \end{gathered}$ | $\begin{gathered} 145 \\ 36 \% \end{gathered}$ | $\begin{gathered} 431 \\ 63 \% \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 423 \\ 46 \% \end{gathered}$ | 190 $44 \%$ | $\begin{gathered} 310 \\ \hline \quad 49 \% \end{gathered}$ | $\begin{gathered} 169 \\ 51 \% \end{gathered}$ | $\begin{gathered} 517 \\ 55 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 339 \\ 53 \% \end{gathered}$ | $379$ | $\begin{gathered} 326 \\ 51 \% \end{gathered}$ | $\begin{gathered} 644 \\ 56 \% \\ R \end{gathered}$ | $3{ }^{377} 46$ | $\begin{gathered} 175 \\ 72 \% \\ \hline \end{gathered}$ | $\begin{gathered} 705 \\ 56 \% \end{gathered}$ |
| Business meetings with clients (e.g. existing business contracts) | $\begin{gathered} 1024 \\ 50 \% \end{gathered}$ | $\begin{gathered} 521 \\ 54 \% \\ \mathrm{C} \end{gathered}$ | 503 $47 \%$ | $\begin{aligned} & 353 \\ & 56 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 315 \\ 60 \% \\ \text { FG } \end{gathered}$ | 199 $42 \%$ | $\begin{gathered} 158 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 391 \\ & 57 \% \\ & \text { IJ } \end{aligned}$ | 4499\% | ${ }^{185} 43 \%$ | 291 $46 \%$ | $\begin{gathered} 167 \\ 50 \% \end{gathered}$ | $\begin{gathered} 523 \\ 55 \% \\ \mathrm{~K} \end{gathered}$ | 336 $53 \%$ | $\begin{gathered} 378 \\ 50 \% \end{gathered}$ | $\begin{gathered} 310 \\ 48 \% \end{gathered}$ | $\begin{gathered} 601 \\ 52 \% \end{gathered}$ | 397 48 | $\begin{gathered} 163 \\ 67 \% \end{gathered}$ | 670 $54 \%$ |
| Internal organizational meetings (e.g., meetings with your staff) | 887 44 | $\begin{gathered} 470 \\ 49 \% \\ \mathrm{C} \end{gathered}$ | 417 $39 \%$ | $\begin{gathered} 356 \\ 57 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 258 \\ 49 \% \\ \text { FG } \end{gathered}$ | 153 $32 \%$ | 120 $30 \%$ | $\begin{gathered} 377 \\ \text { 55\% } \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 358 \\ 39 \% \end{gathered}$ | 151 $35 \%$ | $\begin{gathered} 264 \\ 42 \% \end{gathered}$ | 135 $41 \%$ | $\begin{gathered} 440 \\ 47 \% \end{gathered}$ | $\begin{gathered} 286 \\ 45 \% \end{gathered}$ | $\begin{gathered} 325 \\ 43 \% \end{gathered}$ | $\begin{gathered} 276 \\ 43 \% \end{gathered}$ | $\begin{gathered} 508 \\ 44 \% \end{gathered}$ | 356 $43 \%$ | $\begin{gathered} 152 \\ 62 \% \\ \hline \end{gathered}$ | 607 $49 \%$ |
| Keynote business events and professional conferences | 711 $35 \%$ | $\begin{gathered} 401 \\ 42 \% \\ \mathrm{C} \end{gathered}$ | 311 $29 \%$ | $\begin{gathered} 292 \\ 46 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 227 \\ 43 \% \\ \text { FG } \end{gathered}$ | ${ }^{118} 25$ | 74 $19 \%$ | $\begin{gathered} 329 \\ 48 \% \\ 1 J \end{gathered}$ | ${ }^{266}$ 29\% | $\stackrel{116}{27 \%}$ | 218 35 | 97\% | $\begin{gathered} 370 \\ 39 \% \end{gathered}$ | 2288\% | 271 $36 \%$ | 213 $33 \%$ | $\begin{gathered} 444 \\ \text { 39\% } \\ \text { R } \end{gathered}$ | 247 30 | $\begin{gathered} 127 \\ 52 \% \\ \mathrm{~T} \end{gathered}$ | 507 |
| Company retreats, offsites, team building meetings etc | $\begin{gathered} 575 \\ 28 \% \end{gathered}$ | $\begin{gathered} 340 \\ 35 \% \\ \mathrm{C} \end{gathered}$ | $\begin{gathered} 235 \\ 22 \% \end{gathered}$ | $\begin{gathered} 266 \\ 42 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 198 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 73 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 258 \\ 38 \% \\ 1 \mathrm{~J} \end{gathered}$ | 222 | $\begin{aligned} & 95 \\ & \text { 22\% } \end{aligned}$ | $\begin{gathered} 161 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & \text { 26\% } \end{aligned}$ | $\begin{gathered} 295 \\ 31 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 184 \\ 29 \% \end{gathered}$ | $\begin{gathered} 227 \\ 30 \% \end{gathered}$ | $\begin{gathered} 165 \\ 26 \% \end{gathered}$ | $\begin{gathered} 352 \\ 30 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 199 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 53 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 427 \\ 34 \% \end{gathered}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used Overlap formulae used.

Fielding Period: May 20-22, 2020
COVID-19
Weighted To The U.S. General Adult Population - Propensity
AA08 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | Leisure Travelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{k} \\ & \$ 75 \mathrm{k} \end{aligned}$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Company retreats, offsites, team building meetings etc | $1457$ | $\begin{gathered} 620 \\ 65 \% \end{gathered}$ | $\begin{gathered} 837 \\ 78 \% \\ B \end{gathered}$ | $\begin{gathered} 361 \\ 58 \% \end{gathered}$ | $\begin{gathered} 330 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 405 \\ & 85 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 361 \\ 90 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 429 \\ 62 \% \end{gathered}$ | $\begin{gathered} 695 \\ 76 \% \\ H \end{gathered}$ | $\begin{gathered} 334 \\ 78 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 471 \\ \quad 75 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 244 \\ 74 \% \end{gathered}$ | $\begin{gathered} 647 \\ 69 \% \end{gathered}$ | $449$ | $\begin{aligned} & 529 \\ & 70 \% \end{aligned}$ | $478$ | 802 | $\begin{gathered} 624 \\ 76 \% \\ Q \end{gathered}$ | $\begin{gathered} 116 \\ 47 \% \end{gathered}$ | $\begin{gathered} 821 \\ 66 \% \\ S \end{gathered}$ |
| Keynote business events and professional conferences | $\begin{gathered} 1321 \\ 65 \% \end{gathered}$ | $\begin{gathered} 559 \\ 58 \% \end{gathered}$ | $\begin{gathered} 761 \\ 71 \% \\ \mathrm{~B} \end{gathered}$ | $\begin{gathered} 336 \\ 54 \% \end{gathered}$ | $\begin{gathered} 300 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 359 \\ & 75 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 325 \\ 81 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 357 \\ 52 \% \end{gathered}$ | $\begin{gathered} 652 \\ 71 \% \\ H \end{gathered}$ | $\begin{gathered} 312 \\ 73 \% \\ \mathrm{H} \end{gathered}$ | $\begin{aligned} & 414 \\ & 6 \\ & \hline \end{aligned}$ | $\begin{gathered} 235 \\ 71 \% \\ M \end{gathered}$ | $\begin{aligned} & 573 \\ & 61 \% \end{aligned}$ | 405 $64 \%$ | 486 $64 \%$ | $\begin{gathered} 430 \\ 67 \% \end{gathered}$ | $\begin{gathered} 709 \\ 61 \% \end{gathered}$ | 576 70\% Q | 117 $48 \%$ | $\begin{gathered} 741 \\ 59 \% \\ \mathrm{~S} \end{gathered}$ |
| Internal organizational meetings (e.g., meetings with your staff) | $\begin{gathered} 1145 \\ 56 \% \end{gathered}$ | $\begin{gathered} 490 \\ 51 \% \end{gathered}$ | $\begin{gathered} 655 \\ 61 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 272 \\ 43 \% \end{gathered}$ | $\begin{gathered} 270 \\ 51 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 324 \\ & 68 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 279 \\ 70 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 309 \\ 45 \% \end{gathered}$ | $\begin{gathered} 559 \\ 61 \% \\ \mathrm{H} \end{gathered}$ | 278 | $\begin{aligned} & 368 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 197 \\ 59 \% \end{gathered}$ | $\begin{gathered} 503 \\ 53 \% \end{gathered}$ | $\begin{gathered} 347 \\ 55 \% \end{gathered}$ | $\begin{gathered} 431 \\ 57 \% \end{gathered}$ | $\begin{gathered} 367 \\ 57 \% \end{gathered}$ | $\begin{gathered} 646 \\ 56 \% \end{gathered}$ | $\begin{gathered} 467 \\ 57 \% \end{gathered}$ | 92\% | $\begin{gathered} 641 \\ 51 \% \\ S \end{gathered}$ |
| Business meetings with clients (e.g. existing business contracts) | $\begin{gathered} 1008 \\ 50 \% \end{gathered}$ | $\begin{gathered} 439 \\ 46 \% \end{gathered}$ | $\begin{gathered} 569 \\ 53 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 275 \\ 44 \% \end{gathered}$ | $\begin{gathered} 213 \\ 40 \% \end{gathered}$ | $\begin{gathered} 278 \\ 58 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 241 \\ 60 \% \\ D E \end{gathered}$ | $\begin{gathered} 295 \\ 43 \% \end{gathered}$ | $\begin{gathered} 468 \\ 51 \% \end{gathered}$ | $\begin{gathered} 244 \\ 57 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 342 \\ 54 \% \\ \hline \mathrm{M} \end{gathered}$ | $\begin{gathered} 164 \\ 50 \% \end{gathered}$ | $\begin{gathered} 420 \\ 45 \% \end{gathered}$ | $\begin{gathered} 297 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 378 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 333 \\ 52 \% \end{gathered}$ | $\begin{gathered} 552 \\ 48 \% \end{gathered}$ | $\begin{gathered} 426 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 578 \\ 46 \% \\ S \end{gathered}$ |
| Meetings to manage fast-moving developments (e.g. new business opportunities, new asks from clients, etc.) | $\begin{gathered} 988 \\ 49 \% \end{gathered}$ | $\begin{gathered} 421 \\ 44 \% \end{gathered}$ | $\begin{gathered} 567 \\ 53 \% \\ B \end{gathered}$ | $\begin{gathered} 260 \\ 41 \% \end{gathered}$ | $\begin{gathered} 203 \\ 39 \% \end{gathered}$ | $\begin{gathered} 271 \\ 57 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 254 \\ 64 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 256 \\ 37 \% \end{gathered}$ | $\begin{gathered} 495 \\ 54 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 238 \\ 56 \% \\ \hline \end{gathered}$ | $\begin{gathered} 322 \\ 51 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 163 \\ 49 \% \end{gathered}$ | $\begin{gathered} 425 \\ 45 \% \end{gathered}$ | $\begin{gathered} 294 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 377 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 317 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 510 \\ 44 \% \end{gathered}$ | $\begin{gathered} 446 \\ 54 \% \\ Q \end{gathered}$ | $\begin{aligned} & 69 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 543 \\ 44 \% \\ \mathrm{~S} \end{gathered}$ |
| Business meetings with prospective clients (e.g. new business development) | $\begin{gathered} 944 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 421 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 523 \\ 49 \% \end{gathered}$ | $\begin{gathered} 261 \\ 42 \% \end{gathered}$ | 200 38 | $\begin{gathered} 265 \\ 56 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 217 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | 269 $39 \%$ | $\begin{gathered} 457 \\ 50 \% \\ H \end{gathered}$ | $\begin{gathered} 217 \\ 51 \% \end{gathered}$ | $\begin{gathered} 336 \\ 53 \% \\ \text { LM } \end{gathered}$ | $\begin{aligned} & 138 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 386 \\ 41 \% \end{gathered}$ | $\begin{gathered} 269 \\ 42 \% \end{gathered}$ | $\begin{gathered} 355 \\ 47 \% \end{gathered}$ | $\begin{gathered} 320 \\ 50 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 488 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 426 \\ 52 \% \\ \text { Q } \end{gathered}$ | $\begin{aligned} & 67 \\ & 28 \% \end{aligned}$ | 535 43 S |
| Business travel for on-site quality control at production sites / factories | $\begin{gathered} 924 \\ 45 \% \end{gathered}$ | $\begin{gathered} 424 \\ 44 \% \end{gathered}$ | $\begin{gathered} 501 \\ 47 \% \end{gathered}$ | $\begin{gathered} 251 \\ 40 \% \end{gathered}$ | $\begin{gathered} 218 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 238 \\ & 50 \% \\ & \text { De } \end{aligned}$ | $\begin{gathered} 217 \\ 54 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 273 \\ 40 \% \end{gathered}$ | $\begin{gathered} 424 \\ 46 \% \end{gathered}$ | $\begin{gathered} 227 \\ 53 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 296 \\ 47 \% \end{gathered}$ | $\begin{gathered} 143 \\ 43 \% \end{gathered}$ | $\begin{gathered} 419 \\ 45 \% \end{gathered}$ | $\begin{gathered} 250 \\ 40 \% \end{gathered}$ | $\begin{gathered} 359 \\ 48 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 314 \\ 49 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 498 \\ 43 \% \end{gathered}$ | $\begin{gathered} 396 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 532 \\ 43 \% \end{gathered}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H//J - K/L/M - N/O/P - Q/R - S/T Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 114
Weighted To The U.S. General Adult Population - Propensity
AA08_1 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
23 May 2020 Business meetings with clients (e.g. existing business contracts)
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $\begin{aligned} & 1024 \\ & 50 \% \end{aligned}$ | $\underset{\mathrm{C}}{521}$ | 503 $47 \%$ | $\begin{aligned} & 353 \\ & 56 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 315 \\ & 60 \% \\ & \mathrm{FG} \end{aligned}$ | 199 $42 \%$ | $\begin{gathered} 158 \\ 40 \% \end{gathered}$ | $\begin{gathered} 391 \\ \substack{57 \% \\ 1 . j} \end{gathered}$ | 4499 | 185 ${ }^{18}$ | 291 46 | ${ }^{167} 5$ | $\begin{aligned} & 523 \\ & 55 \% \\ & K \end{aligned}$ | ${ }^{336} 5$ | 378 $50 \%$ | 310 $48 \%$ | ${ }_{501}^{52 \%}$ | ${ }^{397} 48$ | $\begin{gathered} 163 \\ 67 \% \\ T \end{gathered}$ | 670 $54 \%$ |
| Non-Essential | $\begin{gathered} 1008 \\ 50 \% \end{gathered}$ | $439 \%$ | $\underset{5}{569} \underset{B}{5}$ | 275 44 | 213 $40 \%$ | $\begin{gathered} 278 \\ 58 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 241 \\ 60 \% \\ \mathrm{DE} \end{gathered}$ | 295 ${ }_{4}$ | $\underset{H}{468} \underset{H}{41 \%}$ | $\begin{gathered} 244 \\ { }_{57 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 342 \\ \% \\ \hline \\ \hline \end{gathered}$ | 164 $50 \%$ | 420 45 | 297\% | 378 $50 \%$ | 333 $52 \%$ | 552\% | ${ }^{426} 5$ | 81 31 | ${ }_{5}^{578}{ }_{\text {S }}{ }^{\text {\% }}$ |
| Sigma | 2032 $100 \%$ | 960\% $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 686 $100 \%$ | 1917\% | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823\% | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
COIghted To The U.S. General Adult Population - Propensity
AA08_2 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
23 May 2020 Business meetings with prospective clients (e.g. new business development)
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 201-22) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2 \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $\begin{gathered} 1088 \\ 54 \% \end{gathered}$ | $539$ | $\begin{gathered} 549 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 366 \\ & 58 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 328 \\ 62 \% \\ \text { FG } \end{gathered}$ | 212 $44 \%$ | $\begin{aligned} & 182 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 417 \\ & 61 \% \\ & 61 / \end{aligned}$ | 460\% | 212\% | 296\% | $\begin{aligned} & 194 \\ & 58 \% \\ & K \end{aligned}$ | $\begin{gathered} 556 \\ 59 \\ K \end{gathered}$ | $\begin{gathered} 364 \\ 58 \% \\ \mathrm{p} \end{gathered}$ | - 401 | 323 $50 \%$ | $\begin{gathered} \text { 666 } \\ 58 \% \\ R \end{gathered}$ | 397\% | $\begin{gathered} 177 \\ 7 \\ 7 \mathrm{~T}_{\mathrm{T}} \% \end{gathered}$ | 713 5 |
| Non-Essential | 944 ${ }_{46}$ | 421 44 | 523 ${ }^{49 \%}$ | 261 $42 \%$ | 200\% | $\begin{aligned} & 265 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 217 \\ 54 \% \\ \text { DE } \end{gathered}$ | 269\% | $\underset{50}{457} \underset{H}{ }$ | $\begin{gathered} 217 \\ \stackrel{51 \%}{H} \end{gathered}$ | $\begin{gathered} 336 \\ 6 \\ \hline \\ \hline \end{gathered}$ | ${ }^{138} 42 \%$ | 386 $41 \%$ | 269 ${ }^{42 \%}$ | - $\quad 355$ | $\begin{gathered} 320 \\ 50 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{488}{ }_{42 \%}$ | $\begin{gathered} 426 \\ 52 \% \\ Q \end{gathered}$ | 67\% | 535 |
| Sigma | 2032 $100 \%$ | 960\% | 1072 $100 \%$ | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 100\% | 917\% | 429\% | 632 <br> $100 \%$ | 332\% | 9420 | 633 $100 \%$ | 756 $100 \%$ | 6433\% | $\stackrel{1154}{100 \%}$ | 823 | 244 $100 \%$ | 1248\% |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 116
COIghted To The U.S. General Adult Population - Propensity
AA08_3 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
23 May 2020
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | ${ }_{44 \%}^{887}$ | $\begin{gathered} 470 \\ 49 \% \\ C \end{gathered}$ | 417 39 | $\begin{gathered} 356 \\ 57 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 258 \\ { }_{49} / 2 \end{gathered}$ | 153 ${ }^{15}$ | ${ }_{30 \%}^{120}$ | $\begin{gathered} 377 \\ 55 \% \\ 1 J \end{gathered}$ | ${ }^{358} 3$ | 151 $35 \%$ | 264 42 | ${ }^{135} 41 \%$ | 440\% | ${ }^{286}$ \% ${ }^{\text {\% }}$ | ${ }^{325} 43 \%$ | 276 $43 \%$ | $\stackrel{508}{44 \%}$ | ${ }^{356} 43 \%$ | $\begin{gathered} 152 \\ 62 \% \\ \hline T \end{gathered}$ | 607 $49 \%$ |
| Non-Essential | $\begin{aligned} & 1145 \\ & 56 \% \end{aligned}$ | 490\% | $\begin{gathered} 655 \\ 61 \% \\ B \end{gathered}$ | 272 ${ }^{43 \%}$ | $\begin{gathered} 270 \\ 51 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 324 \\ 68 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 279 \\ 70 \% \\ \mathrm{DE} \end{gathered}$ | 309 $45 \%$ | $\begin{gathered} 559 \\ \underset{H}{61 \%} \\ H \end{gathered}$ | $\begin{gathered} 278 \\ \stackrel{7}{65} \\ H \end{gathered}$ | ${ }^{368} 5$ | ${ }^{197} 59$ | ${ }_{503}{ }^{53}$ | ${ }^{347} 5$ | 431 57 | ${ }^{367}$ | ${ }^{646} 5$ | 467\% | 92\% | 641 $51 \%$ S |
| Sigma | 2032 $100 \%$ | 960\% $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 686 $100 \%$ | 1917 | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823\% | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 117
23 May 2020
Weighted To The U.S. General Adult Population - Propensity
AA08_4 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Company retreats, offsites, team building meetings etc
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | 575 $28 \%$ | $\begin{gathered} 340 \\ 35 \% \\ C \end{gathered}$ | ${ }^{235}$ | $\begin{gathered} 266 \\ 42 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 198 \\ 37 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 73 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ |  | 222 $24 \%$ | 95 ${ }^{2}$ \% | 161 $25 \%$ | ${ }^{88}{ }^{26}$ | $\underset{\substack{295 \\ 3 \\ k}}{ }$ | 184 29 | 227 $30 \%$ | ${ }^{165}$ | $\underset{\mathrm{R}}{352}$ | 1999 | ${ }_{\text {123 }}^{128}$ | ${ }^{427} 3$ |
| Non-Essential | $1457$ | 620 65 | $\begin{gathered} 837 \\ { }_{B}^{88 \%} \end{gathered}$ | 3615 | 330 $63 \%$ | $\begin{aligned} & 405 \\ & { }^{85 \%} \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 361 \\ & 90 \% \\ & \text { DE } \end{aligned}$ | 429 $62 \%$ | $\begin{gathered} 695 \\ \underset{H}{76 \%} \end{gathered}$ | $\begin{gathered} 334 \\ \underset{H}{88 \%} \end{gathered}$ | $\begin{gathered} 471 \\ \substack{75 \% \\ \mathrm{~m}} \end{gathered}$ | 244\% | 647 $69 \%$ | $449 \%$ | 529 $70 \%$ | ${ }^{478}{ }_{74}$ | 802\% |  | ${ }^{116} 47 \%$ | $\begin{gathered} 821 \\ 66 \% \\ \mathrm{~S} \end{gathered}$ |
| Sigma | 2032 $100 \%$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | 628 $100 \%$ | $\begin{aligned} & 528 \% \\ & 100 \% \end{aligned}$ | 477 $100 \%$ | 399\% | ${ }^{686}{ }^{100 \%}$ | 917 | 429 ${ }^{100 \%}$ | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823\% | 244\% | 1248\% |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $\begin{gathered} 711 \\ 35 \% \end{gathered}$ | $\begin{gathered} 401 \\ \stackrel{42}{\mathrm{C}} \% \end{gathered}$ | ${ }_{29 \%}^{311}$ | $\begin{gathered} 292 \\ 46 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 227 \\ 43 \% \\ \mathrm{FG} \end{gathered}$ | ${ }_{25 \%}^{118}$ | $\begin{aligned} & 74 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 329 \\ 48 \% \\ 1 . j \end{gathered}$ | ${ }^{266}$ 29\% | ${ }^{116}$ | 218 ${ }^{3} \%$ | 979\% | $\underset{\mathrm{L}}{370 \%}$ | 228 ${ }_{36}$ | 271 ${ }_{36 \%}$ | 213 ${ }_{3}$ | $\underset{\mathrm{R}}{444}$ | 247 30 | $\begin{gathered} 127 \\ 52 \% \\ 5 \end{gathered}$ | $\stackrel{507}{41 \%}$ |
| Non-Essential | $\begin{array}{r} 1321 \\ 65 \% \end{array}$ | ${ }_{58}^{559}$ | $\begin{gathered} 761 \\ 71 \% \\ B \end{gathered}$ | 336 $54 \%$ | 300 | $\begin{gathered} 359 \\ 75 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 325 \\ { }_{81} \% \\ \mathrm{DE} \end{gathered}$ | 357 5 | $\begin{gathered} 652 \\ \underset{H}{71 \%} \end{gathered}$ | $\begin{gathered} 312 \\ \underset{H}{73 \%} \end{gathered}$ | \% 414 | $\begin{gathered} 235 \\ \left.\begin{array}{c} 71 \% \\ M \end{array}\right) \end{gathered}$ | 573 $61 \%$ | 405 $64 \%$ | 486\% | 430\% | 709 $61 \%$ | $\begin{gathered} 576 \\ \underset{Q}{50 \%} \end{gathered}$ | 117 $48 \%$ | 741 $59 \%$ |
| Sigma | 2032 100 | 960 $100 \%$ | 1072 100 | 628 $100 \%$ | 528 ${ }^{100 \%}$ | 477 $100 \%$ | 399 $100 \%$ | 100\% | 917 $100 \%$ | 4290\% | 632 100\% | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643\% $100 \%$ | 1154 $100 \%$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $\begin{gathered} 1108 \\ 55 \% \end{gathered}$ | $537$ | $\begin{gathered} 571 \\ 53 \% \end{gathered}$ | $\begin{gathered} 377 \\ 60 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 310 \\ 59 \% \\ \text { GG } \end{gathered}$ | $\begin{gathered} 239 \\ 50 \% \end{gathered}$ | $\stackrel{182}{46 \%}$ | $\begin{aligned} & 413 \\ & 60 \% \\ & \text { iJ } \end{aligned}$ | ${ }_{54 \%}^{493}$ | 202 47 | $\begin{gathered} 336 \\ \% \\ 53 \% \end{gathered}$ | $\begin{gathered} 189 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 523 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 383 \\ & 60 \% \\ & \text { OP } \end{aligned}$ | $\begin{aligned} & 397 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 328 \\ 51 \% \end{gathered}$ | $\begin{gathered} 656 \\ 57 \% \end{gathered}$ | 427 52 | ${ }^{153} 6$ | 716 57 |
| Non-Essential | 924 45 | $424 \%$ | 501\% | 251 $40 \%$ | ${ }^{218} 41 \%$ | $\begin{gathered} 238 \\ 50 \% \\ \mathrm{De}^{2} \end{gathered}$ | $\begin{gathered} 217 \\ 54 \% \\ \text { DE } \end{gathered}$ | 273 $40 \%$ | $\begin{gathered} 424 \\ 46 \% \\ h \end{gathered}$ | $\begin{gathered} 227 \\ { }_{53}{ }_{\mathrm{H}} \mathrm{~F} \end{gathered}$ | 296 ${ }^{29}$ | ${ }^{143} 43$ | 419 | 250\% | $\begin{gathered} 359 \\ \stackrel{88 \%}{N} \end{gathered}$ | $\begin{gathered} 314 \\ \stackrel{499}{\mathrm{~N}} \end{gathered}$ | $498{ }_{4}$ | ${ }^{396}$ 48\% | 91\% | ${ }^{532} 43$ |
| Sigma | 2032 100 | 960 $100 \%$ | 1072 100 | 628 $100 \%$ | 528 | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 4290\% | 632 100\% | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643\% $100 \%$ | 1154 $100 \%$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Coighted To The U.S. General Adult Population - Propensity
AA08_7 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Meetings to manage fast-moving developments (e.g. new business opportunities, new asks from clients, etc.)
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $\begin{aligned} & 1044 \\ & 51 \% \end{aligned}$ | ${ }_{56}^{539}$ | $505 \%$ | $\begin{aligned} & 368 \\ & 59 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 325 \\ & 61 \% \\ & \text { FG } \end{aligned}$ | 206 ${ }^{43 \%}$ | $\begin{gathered} 145 \\ 36 \% \end{gathered}$ | $\begin{gathered} 431 \\ \text { 633\% } \\ \text { IJ } \end{gathered}$ | 423 | 190\% | 310 $49 \%$ | ${ }^{169} 51 \%$ | $\begin{gathered} 517 \\ 55 \% \\ k \end{gathered}$ | 339 53 | 379 $50 \%$ | 326 $51 \%$ | $\begin{gathered} 644 \\ 56 \% \\ \mathrm{R} \end{gathered}$ | 377 $46 \%$ | ${ }^{175}$ | 705 $56 \%$ |
| Non-Essential | ${ }^{988}{ }^{49} \%$ | 421 44 | $\begin{gathered} 567 \\ 53 \% \\ B \end{gathered}$ | 260 ${ }^{41 \%}$ | 203 ${ }^{39 \%}$ | $\begin{gathered} 271 \\ 57 \% \\ \mathrm{DE}^{2} \end{gathered}$ | $\begin{gathered} 254 \\ 64 \% \\ \mathrm{DE} \end{gathered}$ | ${ }^{256}$ 37\% | $\begin{gathered} 495 \\ 54 \% \\ H \end{gathered}$ | $\begin{gathered} 238 \\ { }_{56}{ }_{H} \end{gathered}$ | $\begin{gathered} 322 \\ 51 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{163} 4$ | 425 45 | 294\% | 377 50 | 317 $49 \%$ | 510 $44 \%$ | $\begin{gathered} 446 \\ 54 \% \\ Q \end{gathered}$ | 69\% | $\stackrel{543}{44 \%}$ |
| Sigma | 2032 100 | 960\% $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 686 $100 \%$ | 1917\% | 4290\% | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 20 \\ 5 / 22) \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Visits to see close family members (parents, kids, siblings, grandparents, etc.) | $\begin{gathered} 1311 \\ 65 \% \end{gathered}$ | $\begin{gathered} 646 \\ 67 \% \\ c \end{gathered}$ | $\begin{aligned} & 665 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 413 \\ & 66 \% \end{aligned}$ | $\underset{f}{352} \underset{f}{67 \%}$ | $\stackrel{282}{59 \%}$ | $\begin{gathered} 264 \\ 66 \% \end{gathered}$ | 474 $69 \%$ | $\begin{gathered} 559 \\ 61 \% \end{gathered}$ | 278 68 | $\begin{gathered} 402 \\ 64 \% \end{gathered}$ | ${ }_{66 \%}^{220}$ | $\begin{gathered} 618 \\ 66 \% \end{gathered}$ | $\begin{gathered} 448 \\ 71 \% \\ 0 \end{gathered}$ | 428 57 | $\begin{gathered} 435 \\ 68 \% \\ 0 \end{gathered}$ | $\begin{gathered} 765 \\ 66 \% \end{gathered}$ | ${ }_{63 \%}^{517}$ | $\underset{\substack{180 \\ t}}{ }$ | 831 $67 \%$ |
| Travel for weddings, immediate family and close friends | $\begin{gathered} 1067 \\ 53 \% \end{gathered}$ | 521 $54 \%$ | ${ }^{546} 51 \%$ | $\begin{gathered} 366 \\ 58 \% \\ \mathrm{Fg} \end{gathered}$ | $\begin{gathered} 297 \\ 55 \% \\ F \end{gathered}$ | 204 $43 \%$ | 200\% | $\begin{gathered} 398 \\ 58 \% \\ 1.5 \end{gathered}$ | 462 50 | 207 $48 \%$ | ${ }^{328} 52 \%$ | 173 $52 \%$ | 504 | $\begin{aligned} & 351 \\ & 55 \% \\ & \hline 5 \% \end{aligned}$ | 361 $48 \%$ | $\begin{aligned} & 356 \\ & 55 \% \\ & \hline \end{aligned}$ | 614 $53 \%$ | 430 5 | 133 $54 \%$ | ${ }_{5}^{672} 5$ |
| Visits to see close friends | $940 \%$ | $\begin{gathered} 505 \\ 53 \% \\ C \end{gathered}$ | $\begin{aligned} & 434 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 320 \\ 51 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 275 \\ 52 \% \\ \text { FG } \end{gathered}$ | ${ }^{189} 40 \%$ | ${ }_{39}^{155}$ | $\begin{gathered} 360 \\ 52 \% \\ 1 . j \end{gathered}$ | $\begin{gathered} 392 \\ 43 \% \end{gathered}$ | ${ }^{188} 4{ }^{4}$ | $\begin{gathered} 275 \\ 44 \% \end{gathered}$ | $\begin{gathered} 138 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 482 \\ & \begin{array}{l} 51 \% \\ \mathrm{KL} \end{array} \end{aligned}$ | $\begin{gathered} 308 \\ 49 \% \end{gathered}$ | $\begin{gathered} 309 \\ 41 \% \end{gathered}$ | $\begin{gathered} 322 \\ 50 \% \\ \hline \end{gathered}$ | ${ }_{47 \%}$ | $\begin{gathered} 364 \\ 44 \% \end{gathered}$ | $\underset{\substack{139 \\ 5 \\ t}}{ }$ | 615 $49 \%$ |
| Holiday travel (e.g. <br> Thanksgiving, Christmas, <br> Rosh Hashanah, Yom <br> Kippur etc.) | $928$ | $\stackrel{488}{51 \%}$ | ${ }_{41 \%}^{440}$ | $\begin{aligned} & 355 \\ & 53 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 262 \\ 50 \% \\ \mathrm{Fg} \end{gathered}$ | ${ }_{36 \%}^{169}$ | $\begin{gathered} 161 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 357 \\ & 52 \% \\ & 1.5 \end{aligned}$ | $\begin{gathered} 384 \\ 42 \% \end{gathered}$ | 1868 | ${ }_{46 \%}$ | 151 45 | ${ }_{471}$ | $\begin{gathered} 325 \\ 51 \% \\ 0 \end{gathered}$ | 303 $40 \%$ | $\begin{gathered} 300 \\ 47 \% \\ 0 \end{gathered}$ | 533 | 368 $45 \%$ | $\begin{aligned} & 140 \\ & 57 \% \\ & T \end{aligned}$ | 610 $49 \%$ |
| Travel for weddings, graduations, etc. of other family and friends | ${ }^{907} 45$ | 455 | 453 | $\begin{gathered} 329 \\ 52 \% \\ \mathrm{FG} \end{gathered}$ | $\stackrel{245}{46 \%}$ | ${ }^{180} 38$ | ${ }^{153} 3$ | $\begin{gathered} 349 \\ 51 \% \\ 1 j \end{gathered}$ | ${ }^{375} 41 \%$ | ${ }^{183}{ }^{43 \%}$ | 277 $44 \%$ | 131 $39 \%$ | $\underset{\mathrm{L}}{459}$ | 297\% | 313 $41 \%$ | 297 46 | $\begin{gathered} 547 \\ \underset{R}{47 \%} \end{gathered}$ | ${ }^{337} 41 \%$ | ${ }^{128} 5$ | 5988 |
| Summer vacations with friends/family | ${ }^{880} 43 \%$ | $491 \%$ | 3899 | $\begin{gathered} 303 \\ 48 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 265 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | ${ }^{169} 5$ | 142\% | $\begin{aligned} & 344 \\ & 540 \% \\ & 1 . J \end{aligned}$ | 368\% | ${ }^{167} 3$ | 251 40 | ${ }^{135} 41 \%$ | $\begin{gathered} 459 \\ \stackrel{49 \%}{\mathrm{KI}} \end{gathered}$ | 296\% | ${ }^{308} 41 \%$ | ${ }^{276} 43 \%$ | $\stackrel{546}{\stackrel{5}{\mathrm{R}} \%}$ | 3168 | $\begin{gathered} 153 \\ 63 \% \\ \hline \end{gathered}$ | 604 $48 \%$ |
| Religious travel, <br> pilgrimages, and retreats | ${ }^{786}$ 39\% | $\begin{gathered} 420 \\ 44 \% \\ C \end{gathered}$ | 366 $34 \%$ | $\begin{aligned} & 315 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 234 \\ 44 \% \\ \mathrm{FG} \end{gathered}$ | ${ }_{31 \%}^{146}$ | 91\% | $\begin{aligned} & 345 \\ & 50 \% \\ & 1,5 \end{aligned}$ | 296 $32 \%$ | ${ }_{34}^{145}$ | $\underset{\text { 39 }}{245}$ | 101 $30 \%$ | $\begin{gathered} 399 \\ 4 \mathrm{~L} \% \end{gathered}$ | $\begin{gathered} 280 \\ { }^{44 \%} \end{gathered}$ | 275 ${ }_{36}$ | 231 36 | 461 $40 \%$ | 301 $37 \%$ | $\begin{aligned} & 133 \\ & \left.\begin{array}{l} \text { 555 } \end{array}\right) \end{aligned}$ | 529 $42 \%$ |
| Spur of the moment travel (e.g. weekend getaways, etc.) | ${ }_{31 \%}^{637}$ | $\begin{gathered} 390 \\ 41 \% \\ C \end{gathered}$ | ${ }_{2}^{248} 2$ | $\begin{aligned} & 235 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 226 \\ 43 \% \\ \mathrm{FG} \end{gathered}$ | 92\% | 84\% | $\begin{gathered} 280 \\ \begin{array}{c} 41 \% \\ 1 J \end{array} \end{gathered}$ | 247 27 | 111 $26 \%$ | . ${ }^{174} 28$ | ${ }^{96} 9$ | $\begin{gathered} 344 \\ 37 \% \\ \mathrm{KI} \end{gathered}$ | 221 35 | 225 30 | ${ }^{191}$ | 3688 ${ }_{3}$ | 254\% |  | 443\% |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P-Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Spur of the moment travel (e.g. weekend getaways, | ${ }^{1395}{ }_{69 \%}$ | $5{ }^{571}$ | $\begin{gathered} 824 \\ 77 \% \end{gathered}$ | 393 $63 \%$ | 302 $57 \%$ | $\begin{aligned} & 385 \\ & 81 \% \\ & \mathrm{BE} \end{aligned}$ | $\begin{aligned} & 315 \\ & 79 \% \\ & \text { DE } \end{aligned}$ | 406 $59 \%$ | $\underset{\substack{733 \% \\ H}}{\substack{671 \\ \hline}}$ | $\begin{gathered} 318 \\ { }_{7}^{44 \%} \\ H \end{gathered}$ | $\begin{gathered} 458 \\ 72 \% \\ M \end{gathered}$ | $\begin{gathered} 236 \\ \underset{m}{71 \%} \end{gathered}$ | ${ }^{5988}$ | 412 65 | 531 $70 \%$ | 452\% | 786 $68 \%$ | ${ }^{569 \%}$ | 120 ${ }^{49 \%}$ | $\begin{aligned} & 806 \\ & 65 \% \\ & 5 \end{aligned}$ |
| Religious travel, <br> pilgrimages, and retreats | $\begin{gathered} 1246 \\ 61 \% \end{gathered}$ | ${ }_{56 \%}^{540}$ | $\begin{gathered} 706 \\ 66 \% \\ B \end{gathered}$ | 313 $50 \%$ | $\begin{gathered} 294 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 331 \\ & 69 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 308 \\ & 77 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 342 \\ 50 \% \end{gathered}$ | $\begin{gathered} 621 \\ 68 \% \\ H \end{gathered}$ | $\begin{gathered} 284 \\ 66 \% \\ H \end{gathered}$ | 388\% | $\begin{aligned} & 231 \\ & \text { KM } \\ & \text { KM } \end{aligned}$ | 5438 | 353 56 | $\begin{gathered} 481 \\ \underset{N}{64 \%} \end{gathered}$ | $\begin{gathered} 412 \\ \begin{array}{c} 64 \% \\ \mathrm{~N} \end{array} \end{gathered}$ | $\begin{gathered} 692 \\ 60 \% \end{gathered}$ | $522$ | 111 $45 \%$ | $\begin{gathered} 719 \\ 58 \% \\ \hline \end{gathered}$ |
| Summer vacations with friends/family | $\begin{aligned} & 1152 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 469 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 683 \\ 64 \% \\ B \end{gathered}$ | 324 52 | 263 50 | $\begin{gathered} 309 \\ 65 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 257 \\ 64 \% \\ \text { DE } \end{gathered}$ | 342 50 | $\begin{gathered} 549 \\ 60 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 261 \\ 61 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 382 \\ \begin{array}{c} 60 \% \\ M \end{array} \end{gathered}$ | $\begin{aligned} & 196 \\ & \stackrel{59 \%}{\mathrm{~m}} \end{aligned}$ | 483 | 337\% | ${ }^{448} 5$ | 367\% | ${ }^{608} 5$ | $\begin{gathered} 507 \\ 62 \% \\ \mathrm{Q} \end{gathered}$ | 917\% | $\begin{gathered} 644 \\ 52 \% \\ S_{5} \end{gathered}$ |
| Travel for weddings, graduations, etc. of other family and friends | 1125 $55 \%$ | ${ }_{505}^{53 \%}$ | ${ }^{619} 58$ | 299\% | ${ }^{283} 5$ | $\begin{gathered} 297 \\ 62 \% \\ \operatorname{De}^{2} \end{gathered}$ | $\begin{gathered} 246 \\ \text { 22\% } \\ \text { D } \end{gathered}$ | 337 $49 \%$ | $\underset{\mathrm{H}}{542}$ | $\begin{gathered} 245 \\ 57 \% \\ h \end{gathered}$ | 355\% | $\begin{gathered} 201 \\ 61 \% \\ M \end{gathered}$ | 483 $51 \%$ | ${ }^{336} 5$ | 443 59 | 346 $54 \%$ | ${ }_{507}^{53 \%}$ | $\stackrel{486}{{ }_{59} \%}$ | ${ }^{116} 47 \%$ | 650 50 |
| Holiday travel (e.g. Thanksgiving, Christmas, Rosh Hashanah, Yom Kippur etc.) | $\begin{gathered} 1104 \\ 54 \% \end{gathered}$ | 472 $49 \%$ | $\begin{gathered} 632 \\ 5.5 \% \\ B \end{gathered}$ | 293\% | $\begin{gathered} 266 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 308 \\ & 64 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 238 \\ & 60 \% \\ & \mathrm{De} \end{aligned}$ | 329 $48 \%$ | $\begin{gathered} 533 \\ 58 \% \\ H \end{gathered}$ | $\begin{gathered} 242 \\ 57 \% \\ \mathrm{H} \end{gathered}$ | 340 54 | 181 51 | 501 $53 \%$ | ${ }^{308} 49 \%$ | $\begin{aligned} & 453 \\ & 60 \% \\ & \mathrm{~Np} \end{aligned}$ | ${ }^{343} 5$ | ${ }^{621} 54$ | 455 | 104 $43 \%$ | ${ }_{\text {S }}^{638} \mathrm{~S}$ |
| Visits to see close friends | $\begin{gathered} 1092 \\ 54 \% \end{gathered}$ | 455 | $\begin{gathered} 638 \\ 59 \% \\ \hline \end{gathered}$ | ${ }^{308} 49$ | $\begin{gathered} 253 \\ 48 \% \end{gathered}$ | $\begin{gathered} 288 \\ 60 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 244 \\ & 61 \% \\ & \text { DE } \end{aligned}$ | ${ }^{326} 48 \%$ | $\underset{\substack{525 \\ H}}{ }$ | $\begin{gathered} 241 \\ \stackrel{56 \%}{\mathrm{H}} \end{gathered}$ | $\begin{gathered} 357 \\ 56 \% \\ M \end{gathered}$ | $\begin{gathered} 194 \\ 59 \% \\ M \end{gathered}$ | 4619 | 325 $51 \%$ | $\begin{aligned} & 447 \\ & \text { 59\% } \\ & \text { PP } \end{aligned}$ | 321 $50 \%$ | ${ }^{606} 53$ | 459\% | ${ }^{105} 43 \%$ | 633 $51 \%$ s |
| Travel for weddings, graduations, etc. of close friends | 965 ${ }^{47}$ | $439 \%$ | ${ }^{526} 49$ | 261 $42 \%$ | 231 $44 \%$ | $\begin{gathered} 274 \\ 57 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{aligned} & 199 \\ & 50 \% \\ & d \end{aligned}$ | ${ }^{288}{ }^{42 \%}$ | $\begin{gathered} 455 \\ 50 \% \\ H \end{gathered}$ | $\begin{gathered} 222 \\ 52 \% \\ H \end{gathered}$ | 304\% | 159\% | 4388 | 282 ${ }^{45 \%}$ | $\begin{aligned} & 395 \\ & 52 \% \\ & N P \end{aligned}$ | 287\% | 540\% | ${ }^{393} 48$ | 111 $46 \%$ | $\stackrel{576}{46 \%}$ |
| Visits to see close family members (parents, kids, siblings, grandparents, etc.) | $\begin{gathered} 721 \\ 35 \% \end{gathered}$ | 314 $33 \%$ | $\begin{gathered} 407 \\ 38 \% \\ b \end{gathered}$ | 214 $34 \%$ | ${ }^{176} 3$ | $\begin{gathered} 195 \\ 41 \% \\ e \end{gathered}$ | 135 $34 \%$ | 212 $31 \%$ | $\underset{{ }_{3}}{359}$ | $\begin{aligned} & 150 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 230 \\ 36 \% \end{gathered}$ | $\xrightarrow{112} 3$ | $324 \%$ | ${ }_{29 \%}^{185}$ | $\begin{aligned} & 328 \\ & 43 \% \\ & N P \end{aligned}$ | $\stackrel{208}{32 \%}$ | ${ }^{388}{ }_{34}$ | $3{ }^{306}$ | 64\% | 417 $33 \%$ s |

etc.)

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ-K/LM - N/O/P - Q/R - S/T
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 123
COIVhted To The U.S. General Adult Population - Propensity
AA09_1 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
23 May 2020 Summer vacations with friends/family
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 201-22) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2 \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | ${ }^{880} 43 \%$ | $\begin{gathered} 491 \% \\ { }_{C} \% \end{gathered}$ | 389 ${ }_{36 \%}$ | $\begin{gathered} 303 \\ 48 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 265 \\ 50 \% \\ \text { FG } \end{gathered}$ | ${ }_{35 \%}^{169}$ | ${ }_{36 \%}^{142}$ | $\begin{gathered} 344 \\ 50 \% \\ 1,5 \end{gathered}$ | ${ }^{368} 40$ | ${ }^{167}$ 39\% | 251 $40 \%$ | ${ }^{135} 41 \%$ | $\begin{gathered} 459 \\ 499 \\ \mathrm{KI} \end{gathered}$ | 296\% | 308 $41 \%$ | 276 $43 \%$ | $\begin{gathered} 546 \\ 47 \% \\ \mathrm{R} \end{gathered}$ | 316 | $\begin{gathered} 153 \\ 63 \% \\ \hline \end{gathered}$ | 604 $48 \%$ |
| Non-Essential | $\begin{gathered} 1152 \\ 57 \% \end{gathered}$ | 4699 | $\begin{gathered} 683 \\ 64 \% \\ B \end{gathered}$ | ${ }^{324} 5$ | 263 50 | $\begin{aligned} & 309 \\ & 65 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 257 \\ & 64 \% \\ & \text { DE } \end{aligned}$ | 342\% | $\begin{gathered} 549 \\ 60 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 261 \\ \underset{H}{61 \%} \end{gathered}$ | $\begin{gathered} 382 \\ \quad 60 \% \\ M \end{gathered}$ | $\begin{gathered} 196 \\ 59 \% \\ \mathrm{~m} \end{gathered}$ | 483 | 337 ${ }_{5}$ | $\stackrel{448}{59 \%}$ | 367 $57 \%$ | ${ }_{508}^{608}$ | $\begin{gathered} 507 \\ { }_{62 \%} \end{gathered}$ | 91\% | ${ }_{5}^{644} 5$ |
| Sigma | 2032 $100 \%$ | 960\% $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 100\% | 917\% | 4290\% | 632 <br> $100 \%$ | 332 $100 \%$ | 9420 | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823 | 244 $100 \%$ | 1248\% |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (\mathbf{T o t a l} \\ (5 / 20) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $\begin{gathered} 1311 \\ 65 \% \end{gathered}$ | $\begin{gathered} 646 \\ 67 \% \\ c \end{gathered}$ | $\begin{gathered} 665 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 413 \\ & 66 \% \end{aligned}$ | $\underset{f}{352} \underset{\substack{37 \\ f}}{ }$ | $\stackrel{282}{59 \%}$ | $\begin{gathered} 264 \\ 66 \% \end{gathered}$ | $\begin{gathered} 474 \\ 69 \% \\ 1 \end{gathered}$ | $\begin{gathered} 559 \\ 61 \% \end{gathered}$ | $\begin{gathered} 278 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 402 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 220 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 618 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 448 \\ \\ \hline 11 \% \end{gathered}$ | $\begin{gathered} 428 \\ 57 \% \end{gathered}$ | $\begin{gathered} 435 \\ 68 \% \\ \hline 0 \end{gathered}$ | $\begin{gathered} 765 \\ 66 \% \end{gathered}$ | ${ }_{63 \%}^{517}$ | $\begin{gathered} 180 \\ 74 \% \\ \mathrm{t} \end{gathered}$ | 831 $67 \%$ |
| Non-Essential | 721 ${ }_{35 \%}$ | 314 $33 \%$ | $\begin{gathered} 407 \\ 38 \% \\ b \end{gathered}$ | 214 | ${ }^{176}$ | $\stackrel{195}{41 \%}$ | ${ }^{135} 34 \%$ | ${ }^{212} 31 \%$ | $\underset{{ }_{3}}{359}$ | 150 ${ }^{35 \%}$ | 230 $36 \%$ | ${ }_{34 \%}^{112}$ | 324 34 | ${ }^{185}$ 29\% | $\begin{aligned} & 328 \\ & 43 \% \\ & \mathrm{NP} \end{aligned}$ | ${ }^{208}$ | ${ }^{388}{ }_{34}$ | ${ }^{306} 37$ | 64\% | 417 $33 \%$ s |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | 429 | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 240\% | 1248\% |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $940$ | $\begin{gathered} 505 \\ 53 \% \\ C \end{gathered}$ | $434 \%$ | $\begin{aligned} & 320 \\ & 51 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 275 \\ 52 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 189 \\ 40 \% \end{gathered}$ | ${ }_{39 \%}^{155}$ | $\begin{gathered} 360 \\ 52 \% \\ 1.5 \end{gathered}$ | ${ }^{392} 43 \%$ | ${ }^{188} 84$ | $\stackrel{275}{44 \%}$ | ${ }^{138} 41 \%$ | $\begin{aligned} & 482 \\ & 51 \% \\ & \mathrm{KL} \end{aligned}$ | $\begin{gathered} 308 \\ 49 \% \end{gathered}$ | 309 $41 \%$ | $\begin{gathered} 322 \\ 50 \% \\ \hline \end{gathered}$ | 547\% | 364 $44 \%$ | $\underset{\substack{139 \\ 57 \\ t}}{ }$ | 615 $49 \%$ |
| Non-Essential | 1092 $54 \%$ | 455 | $\begin{gathered} 638 \\ 59 \% \end{gathered}$ | ${ }^{308} 49$ | 253 $48 \%$ | $\begin{aligned} & 288 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 244 \\ 61 \% \\ \mathrm{DE} \end{gathered}$ | 326 $48 \%$ | $\underset{H}{525} \underset{H}{57 \%}$ | $\begin{gathered} 241 \\ 56 \% \\ H \end{gathered}$ | $\begin{gathered} 357 \\ \% \\ \hline \\ \hline \end{gathered}$ | $\begin{gathered} 194 \\ 59 \% \\ M \end{gathered}$ | 461 $49 \%$ | 325 $51 \%$ | $\begin{aligned} & 447 \\ & \text { 59\% } \\ & N P \end{aligned}$ | 321 $50 \%$ | ${ }_{506}^{60 \%}$ | 459\% | ${ }^{105} 43 \%$ | $\underset{\substack{633 \\ 51 \%}}{ }$ |
| Sigma | 2032 ${ }^{100 \%}$ | 960\% $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 100\% | 1917\% | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823\% | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
COVID-19 To The U.S. General Adult Population - Propensity
AA09_4 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Holiday travel (e.g. Thanksgiving, Christmas, Rosh Hashanah, Yom Kippur etc.)
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | ${ }_{46 \%}^{928}$ | $\stackrel{488}{51 \%}$ | ${ }_{41 \%}^{440}$ | $\begin{gathered} 335 \\ 53 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 262 \\ 50 \% \\ \mathrm{Fg} \end{gathered}$ | ${ }_{369}^{169}$ | 161 $40 \%$ | $\begin{gathered} 357 \\ 52 \% \\ 15 \end{gathered}$ | ${ }^{384} 4{ }_{4}$ | 186 | 293 ${ }^{26 \%}$ | 151 $45 \%$ | 441\% | $\begin{gathered} 325 \\ 51 \% \\ 0 \end{gathered}$ | 303 $40 \%$ | $\begin{gathered} 300 \\ 47 \% \\ 0 \end{gathered}$ | 533 ${ }^{46 \%}$ | 3688\% | $\begin{gathered} 140 \\ 57 \% \\ \hline \mathrm{~T} \end{gathered}$ | 610 $49 \%$ |
| Non-Essential | 1104 $54 \%$ | $472{ }^{49}$ \% | $\begin{gathered} 632 \\ 59 \% \\ \text { B } \end{gathered}$ | 293 ${ }^{47}$ | 266\% | $\begin{gathered} 308 \\ 64 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 238 \\ 60 \% \\ \mathrm{De} \end{gathered}$ | 329 ${ }^{48 \%}$ | $\begin{gathered} 533 \\ 58 \% \\ H \end{gathered}$ | $\begin{gathered} 242 \\ 57 \% \\ H \end{gathered}$ | - ${ }^{340} 54 \%$ | 181 51 | 501 53 | 308 $49 \%$ | $\begin{aligned} & 453 \\ & 60 \% \\ & \mathrm{~Np} \end{aligned}$ | ${ }^{343} 5$ | 621 $54 \%$ | 455 5 | 104 $43 \%$ | ${ }_{\text {c }}^{538} \mathrm{~S}$ |
| Sigma | 2032 100 | 960 $100 \%$ | 1072 100 | 628 $100 \%$ | 528 | 477 $100 \%$ | 399 $100 \%$ | 100\% | 917 $100 \%$ | 4290\% | 632 100\% | 332 | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643\% $100 \%$ | 1154 $100 \%$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $\begin{gathered} 1067 \\ 53 \% \end{gathered}$ | $\begin{gathered} 521 \\ 54 \% \end{gathered}$ | $\begin{gathered} 546 \\ 51 \% \end{gathered}$ | $\begin{gathered} 366 \\ 58 \% \\ \mathrm{Fg} \end{gathered}$ | $\begin{gathered} 297 \\ 5 \mathrm{~F} \end{gathered}$ | $\begin{gathered} 204 \\ 43 \% \end{gathered}$ | $\begin{gathered} 200 \\ 50 \% \end{gathered}$ | $\begin{gathered} 398 \\ 58 \% \\ 1,5 \end{gathered}$ | ${ }^{462} 5$ | 207 48 | $\begin{gathered} 328 \\ \% \\ 52 \% \end{gathered}$ | 173 $52 \%$ | $5{ }_{5}^{504}$ | $\begin{gathered} 351 \\ 55 \% \end{gathered}$ | 361 $48 \%$ | $\begin{aligned} & 356 \\ & 55 \% \end{aligned}$ | 614 53 | 430 52 | 133 $54 \%$ | 672 $54 \%$ |
| Non-Essential | 965 ${ }^{47 \%}$ | $439 \%$ | 526 $49 \%$ | 261 $42 \%$ | 231 $44 \%$ | $\begin{gathered} 274 \\ 57 \% \\ \mathrm{DE}^{2} \end{gathered}$ | $\begin{gathered} 199 \\ 50 \% \\ d \end{gathered}$ | ${ }^{288}{ }_{42 \%}$ | $\underset{H}{455} \underset{H}{45 \%}$ | $\underset{{ }_{5}^{2}}{222}$ | 304 48 | 159 $48 \%$ | 4388 | 282\% | $\begin{aligned} & 395 \\ & 52 \% \\ & N P \end{aligned}$ | 287\% | 540 ${ }^{47 \%}$ | 393 $48 \%$ | 111 $46 \%$ | ${ }_{576}{ }_{46}$ |
| Sigma | 2032 100 | 960 $100 \%$ | 1072 100 | 628 $100 \%$ | 528 | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 917 $100 \%$ | 4299\% | 632 100\% | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643\% $100 \%$ | 1154 $100 \%$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 128
COVID-19 To The U.S. General Adult Population - Propensity
AA09_6 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Travel for weddings, graduations, etc. of other family and friends
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 201-22) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2 \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | 907 ${ }_{45}$ | 455 | 453 | $\begin{gathered} 329 \\ 52 \% \\ \text { FG } \end{gathered}$ | $\stackrel{245}{46 \%}$ | $\begin{gathered} 180 \\ 38 \% \end{gathered}$ | $\begin{gathered} 153 \\ 38 \% \end{gathered}$ | $\begin{gathered} 349 \\ 51 \% \\ 1 j \end{gathered}$ | ${ }^{375} 41 \%$ | 183\% | ${ }^{277} 44 \%$ | 131 $39 \%$ | $\stackrel{459}{49 \%}$ | ${ }^{297}$ \% | 313 $41 \%$ | 2976 | $\underset{\mathrm{R}}{547 \%}$ | ${ }^{337}$ 41\% | ${ }^{128} 5$ | ${ }^{5988}{ }^{\text {8 }}$ \% |
| Non-Essential | $\begin{gathered} 1125 \\ 55 \% \end{gathered}$ | ${ }_{53 \%}^{505}$ | 619 58 | 299\% | 283 $54 \%$ | $\begin{gathered} 297 \\ 62 \% \\ \operatorname{De} \end{gathered}$ | $\begin{gathered} 246 \\ \text { 62\% } \\ \text { D } \end{gathered}$ | 337 $49 \%$ | $\underset{\mathrm{H}}{542}$ | $\begin{gathered} 245 \\ 57 \% \\ h \end{gathered}$ | ${ }_{6}^{355}$ | $\begin{gathered} 201 \\ 61 \% \\ M \end{gathered}$ | 483\% | ${ }^{336} 5$ | 443 59 | 346 $54 \%$ | ${ }_{507}^{60 \%}$ | $\stackrel{486}{59 \%}$ | ${ }^{116}$ | 650 5 |
| Sigma | 2032 $100 \%$ | 960\% | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399 $100 \%$ | 100\% | 917\% | 429\% | 632 $100 \%$ | 332 $100 \%$ | 9420 | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Can }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | ${ }^{637}$ 31\% | $\begin{gathered} 390 \\ 411 \% \\ C \end{gathered}$ | ${ }_{248}^{23 \%}$ | $\begin{gathered} 235 \\ 37 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 226 \\ 43 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 92 \\ & 19 \% \end{aligned}$ | ${ }_{21}^{84}$ | $\begin{aligned} & 280 \\ & 41 \% \\ & 15 \end{aligned}$ | 247 27 | 111 $26 \%$ | $\begin{gathered} 174 \\ 28 \% \end{gathered}$ | 96\% | $\begin{gathered} 344 \\ 34 \% \\ \mathrm{Kl} \end{gathered}$ | 221 ${ }^{35 \%}$ | 225 30 | 191 30 | ${ }_{368}{ }^{3} \%$ | 254\% | $\stackrel{\text { l }}{\substack{123 \\ 51 \\ T}}$ | 443 ${ }_{3}$ |
| Non-Essential | ${ }^{1395}$ | $\begin{gathered} 571 \\ 59 \% \end{gathered}$ | $\underset{B}{824} \underset{B}{824}$ | ${ }^{393} 6$ | 302\% | $\begin{aligned} & 385 \\ & 88 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 315 \\ 79 \% \\ \text { DE } \end{gathered}$ | 406 $59 \%$ | $\underset{\mathrm{H}}{671}$ | $\begin{gathered} 318 \\ { }_{74 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 458 \\ \% \\ \hline 72 \% \end{gathered}$ | $\begin{gathered} 236 \\ \substack{71 \% \\ \mathrm{~m}} \end{gathered}$ | ${ }^{5938}$ | 412 65 | 531 70 | 452\% | ${ }^{786}$ 68\% | ${ }^{569} 6$ | 120 ${ }^{49 \%}$ | $\begin{aligned} & 806 \\ & { }_{65 \%}^{5} \end{aligned}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399 $100 \%$ | ${ }^{686}{ }^{100 \%}$ | 917\% | 429\% | 632 $100 \%$ | 332 $100 \%$ | 942 | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154\% | 823 | 244\% | 1248\% |

Proportions/Means: Colu
Overlap formulae used.

AA09_8 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
23 May 2020 Religious travel, pilgrimages, and retreats
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential | $\begin{gathered} 786 \\ 39 \% \end{gathered}$ | $\begin{gathered} 420 \\ \stackrel{44}{C} \% \end{gathered}$ | ${ }_{366}{ }^{3}$ | $\begin{aligned} & 315 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 234 \\ 44 \% \\ \mathrm{FG} \end{gathered}$ | 146 $31 \%$ | 91 23 | $\begin{gathered} 345 \\ 50 \% \\ 1 . j \end{gathered}$ | 2966 | ${ }_{34}^{145}$ | $\stackrel{245}{39 \%}$ | 101 $30 \%$ | $\begin{gathered} 399 \\ 42 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 280 \\ 44 \% \\ O P \end{gathered}$ | ${ }_{36}^{275}$ | 231 ${ }^{36 \%}$ | 461 40 | 301 $37 \%$ | $\begin{aligned} & 133 \\ & \text { 135\% } \\ & \hline \mathrm{T} \end{aligned}$ | 529 ${ }^{42}$ \% |
| Non-Essential | $\begin{gathered} 1246 \\ 61 \% \end{gathered}$ | 540 | $\begin{gathered} 706 \\ 66 \% \\ B \end{gathered}$ | 313 $50 \%$ | 294\% | $\begin{aligned} & 331 \\ & 69 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 308 \\ { }^{77 \%} \\ \mathrm{DE}^{2} \end{gathered}$ | 342 50 | $\begin{gathered} 621 \\ 68 \% \\ H \end{gathered}$ | $\begin{gathered} 284 \\ 66 \% \\ H \end{gathered}$ | ${ }^{388}$ | $\begin{aligned} & 231 \\ & \text { KM } \\ & \text { KM } \end{aligned}$ | 543 58 | 353 56 | $\begin{gathered} 481 \\ \underset{N}{64 \%} \end{gathered}$ | $\begin{gathered} 412 \\ \begin{array}{c} 64 \% \\ \mathrm{~N} \end{array} \end{gathered}$ | 692\% | ${ }^{522} 6$ | 111 $45 \%$ | $\begin{gathered} 719 \\ 58 \% \\ \hline \end{gathered}$ |
| Sigma | 2032 100 | 960\% $100 \%$ | 1072 100 | 628 $100 \%$ | 5288 | 477 $100 \%$ | 399\% | 686 $100 \%$ | 917 | 4290\% | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\stackrel{1154}{100 \%}$ | 823\% | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

AA10 Which of the following destination conditions would you be willing to travel to for essential travel?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | Leisure Travelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 Total (5/205/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{k} \\ & \$ 75 \mathrm{k} \end{aligned}$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Domestic travel to regions that have limited community transmission | $\begin{gathered} 574 \\ 28 \% \end{gathered}$ | $319$ $33 \%$ <br> C | $\begin{gathered} 254 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 228 \\ & 36 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 194 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 109 \\ 23 \% \\ G \end{gathered}$ | $\begin{aligned} & 42 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 271 \\ \text { 39\% } \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 216 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 6 \\ & \hline 20 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 347 \\ 37 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 202 \\ \text { 32\% } \end{gathered}$ | $\begin{gathered} 217 \\ 29 \% \end{gathered}$ | $\begin{gathered} 155 \\ 24 \% \end{gathered}$ | $\begin{gathered} 362 \\ 31 \% \end{gathered}$ | $\begin{gathered} 200 \\ 24 \% \end{gathered}$ | $\begin{gathered} 134 \\ 55 \% \\ \hline \end{gathered}$ | $\begin{gathered} 454 \\ 36 \% \end{gathered}$ |
| International travel to countries that have limited community transmission (CDC Level 1) | $\begin{gathered} 556 \\ 27 \% \end{gathered}$ | $\begin{gathered} 327 \\ 34 \% \\ \mathrm{C} \end{gathered}$ | 228 | $\begin{aligned} & 248 \\ & 40 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 186 \\ & 35 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 90 \\ & 19 \% \\ & G \end{aligned}$ | $\begin{gathered} 31 \\ 8 \% \end{gathered}$ | $\begin{gathered} 273 \\ 40 \% \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 213 \\ 23 \\ \hline \end{gathered}$ | $\begin{aligned} & 69 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 117 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 24 \% \\ & k \end{aligned}$ | $\begin{gathered} 334 \% \\ 35 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 166 \\ 26 \% \end{gathered}$ | $\begin{gathered} 224 \\ 30 \% \end{gathered}$ | $\begin{gathered} 165 \\ 26 \% \end{gathered}$ | $\begin{gathered} 349 \\ 30 \% \\ R \end{gathered}$ | $\begin{gathered} 189 \\ 23 \% \end{gathered}$ | $\begin{gathered} 130 \\ 53 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 450 \\ 36 \% \end{gathered}$ |
| International travel to countries that have ongoing/widespread community transmission (CDC Level 2 and 3 countries) | $\begin{gathered} 350 \\ 17 \% \end{gathered}$ | $\begin{gathered} 229 \\ 24 \% \end{gathered}$ | 121\% | $\begin{gathered} 189 \\ 30 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 111 \\ & 21 \% \\ & \text { FG } \end{aligned}$ | $36$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{gathered} 205 \\ 30 \% \\ 1 J \end{gathered}$ | $\begin{gathered} 106 \\ 12 \% \end{gathered}$ | 39\% | $\begin{aligned} & 76 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 210 \\ 22 \% \\ \mathrm{KI} \end{gathered}$ | $\begin{gathered} 108 \\ 17 \% \end{gathered}$ | $\begin{gathered} 146 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 218 \\ 19 \% \\ r \end{gathered}$ | $\begin{gathered} 120 \\ 15 \% \end{gathered}$ | $\begin{gathered} 104 \\ 42 \% \\ T \end{gathered}$ | $\begin{gathered} 302 \\ 24 \% \end{gathered}$ |
| Domestic travel to regions that have ongoing/widespread | $\begin{gathered} 342 \\ 17 \% \end{gathered}$ | $\begin{gathered} 215 \\ 22 \% \\ \mathrm{C} \end{gathered}$ | $\begin{gathered} 127 \\ 12 \% \end{gathered}$ | $\begin{gathered} 178 \\ 28 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 112 \\ 21 \% \\ \text { FG } \end{gathered}$ | $\text { 31 } 7 \%$ | $\begin{gathered} 21 \\ 5 \% \end{gathered}$ | $180$ | $\begin{gathered} 122 \\ 13 \% \end{gathered}$ | $40$ | $\begin{aligned} & 89 \\ & 6 \quad 14 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 190 \\ 20 \% \end{gathered}$ | $\begin{gathered} 106 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 100 \\ 16 \% \end{gathered}$ | $\begin{gathered} 220 \\ 19 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 108 \\ 13 \% \end{gathered}$ | $\begin{gathered} 101 \\ 41 \% \end{gathered}$ | $\begin{gathered} 275 \\ 22 \% \end{gathered}$ |

community transmission
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H//J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

AA10 Which of the following destination conditions would you be willing to travel to for essential travel?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | Leisure Travelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\begin{aligned} & \$ 50 \mathrm{k} \\ & \mathbf{\$ 7 5 k} \end{aligned}$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Domestic trayel to regions that have limited community transmission | $\begin{gathered} 510 \\ 25 \% \end{gathered}$ | $\begin{gathered} 272 \\ \text { 28\% } \end{gathered}$ | 238 | $\begin{gathered} 202 \\ 32 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 118 \\ 22 \% \end{gathered}$ | $\begin{gathered} 103 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 162 \\ 24 \% \end{gathered}$ | $\begin{gathered} 241 \\ 26 \% \end{gathered}$ | $\begin{gathered} 107 \\ 25 \% \end{gathered}$ | $\begin{gathered} 161 \\ \% \quad 25 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 27 \% \end{aligned}$ | 233 | 156 $25 \%$ | $\begin{gathered} 187 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 281 \\ 24 \% \end{gathered}$ | $\begin{gathered} 211 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 365 \\ 29 \% \end{gathered}$ |
| Domestic travel to regions that have ongoing/widespread community transmission | $\begin{gathered} 441 \\ 22 \% \end{gathered}$ | $\begin{gathered} 263 \\ 27 \% \\ C \end{gathered}$ | $\begin{gathered} 178 \\ 17 \% \end{gathered}$ | $\begin{gathered} 196 \\ 31 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 129 \\ & 25 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 73 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 195 \\ 28 \% \\ 1 \mathrm{~J} \end{gathered}$ | $\begin{gathered} 172 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & \% \quad 18 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 244 \\ 26 \% \\ \mathrm{KI} \end{gathered}$ | $\begin{array}{r}131 \\ \hline 21 \%\end{array}$ | $\begin{aligned} & 186 \\ & 25 \% \\ & p \end{aligned}$ | $\begin{gathered} 124 \\ 19 \% \end{gathered}$ | $\begin{gathered} 259 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 33 \% \end{aligned}$ | 359 29 |
| International travel to countries that have ongoing/widespread community transmission (CDC Level 2 and 3 countries) | $\begin{gathered} 394 \\ 19 \% \end{gathered}$ | $\begin{gathered} 236 \\ 25 \% \\ C \end{gathered}$ | 158 | $\begin{gathered} 181 \\ 29 \% \\ \text { eFG } \end{gathered}$ | $\begin{gathered} 119 \\ 23 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 60 \\ & 13 \% \end{aligned}$ | 35 | $\begin{gathered} 170 \\ 25 \% \\ 1 J \end{gathered}$ | $\begin{gathered} 170 \\ 19 \% \\ j \end{gathered}$ | $\begin{aligned} & 54 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & \% \quad 18 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 16 \% \end{aligned}$ | 210 $22 \%$ | $\begin{gathered} 127 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 115 \\ 18 \% \end{gathered}$ | $\begin{gathered} 245 \\ 21 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 132 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & \text { 28\% } \end{aligned}$ | $\begin{gathered} 316 \\ 25 \% \end{gathered}$ |
| International travel to countries that have limited community transmission (CDC Level 1) | $\begin{gathered} 381 \\ 19 \% \end{gathered}$ | $\begin{gathered} 208 \\ \text { 22\% } \\ \text { C } \end{gathered}$ | 174 16 | $\begin{gathered} 173 \\ 28 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 109 \\ 21 \% \\ G \end{gathered}$ | $\begin{aligned} & 74 \\ & 16 \% \\ & \text { G } \end{aligned}$ | $\stackrel{25}{6 \%}$ | 154 22 1 | ${ }^{145} 16$ | 82\% | $\begin{aligned} & 112 \\ & \% \quad 18 \% \end{aligned}$ | 57\% | 196 $21 \%$ | 120 $19 \%$ | $\stackrel{146}{19 \%}$ | $\begin{gathered} 116 \\ 18 \% \end{gathered}$ | 226 $20 \%$ | 146 $18 \%$ |  | 292 23 |

(CDC Level 1)
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H//J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential business travel | ${ }^{556} 27$ | $\begin{gathered} 327 \\ 34 \% \\ C \end{gathered}$ | 228 ${ }_{2}$ | $\begin{gathered} 248 \\ 40 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 186 \\ & { }_{3}^{35} \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 90 \\ & { }^{9} 9 \% \\ & \hline \end{aligned}$ | 31 8 \% | $\begin{gathered} 273 \\ 40 \% \\ 1 \mathrm{~J} \end{gathered}$ | $\begin{gathered} 213 \\ 23 \% \\ j \end{gathered}$ | 69\% | . ${ }^{117} 19$ | $\begin{aligned} & 81 \\ & 24 \% \\ & k \end{aligned}$ | $\begin{aligned} & 334 \\ & 355 \\ & \text { KL } \end{aligned}$ | ${ }^{166}$ 26\% | 224 30 | ${ }^{165}$ | $\begin{gathered} 349 \\ 30 \% \\ \mathrm{R} \end{gathered}$ | 189\% | $\begin{aligned} & 130 \\ & 533 \\ & \hline \end{aligned}$ | 450 36 |
| Essential non-business travel | $\begin{gathered} 381 \\ 19 \% \end{gathered}$ | $\begin{gathered} 208 \\ \underset{C}{22 \%} \end{gathered}$ | $\stackrel{174}{16 \%}$ | $\begin{gathered} 173 \\ 28 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 109 \\ { }_{\mathrm{G}} \mathrm{G} \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 14 \% \\ & 16 \% \end{aligned}$ | ${ }^{25}{ }_{6}$ | $\stackrel{154}{22 \%}$ | $\stackrel{145}{16 \%}$ | 82\% | $\begin{gathered} 112 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 17 \% \end{aligned}$ | ${ }^{196}$ | 120 ${ }^{19 \%}$ | ${ }_{19 \%}^{146}$ | ${ }^{116} 18$ | 226 $20 \%$ | 146\% | 32 ${ }_{\text {30 }}$ | 292\% |
| Neither | 1095 54 | 425 | $\begin{gathered} 670 \\ 62 \% \\ \text { B } \end{gathered}$ | 207 33 | $\begin{gathered} 234 \\ 44 \% \\ \hline \end{gathered}$ | $\begin{gathered} 312 \\ 65 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 342 \\ & \text { DEF } \end{aligned}$ | 259\% | $\begin{gathered} 559 \\ \underset{61 \%}{ } \\ \hline \end{gathered}$ | $\begin{gathered} 277 \\ 65 \% \\ \mathrm{H}^{2} \end{gathered}$ | $\begin{gathered} 403 \\ 64 \% \\ M \end{gathered}$ | $\begin{gathered} 194 \\ 58 \% \\ M \end{gathered}$ | ${ }^{412} 44 \%$ | 347 $55 \%$ | 386\% | 362\% | 579 | $\stackrel{489}{{ }_{\mathrm{Q}}^{\mathrm{Q}}}$ | ${ }_{17}{ }^{2} \%$ | ${ }_{507}^{507}$ |
| Sigma | 2032 $100 \%$ | 960\% | 1072 $100 \%$ | 628 $100 \%$ | 528 ${ }^{100 \%}$ | 477 $100 \%$ | 399 $100 \%$ | 686 $100 \%$ | 1017 | 429 $100 \%$ | . 632 | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Fielding Period: May 20-22, 2020
Page 134
23 May 2020
AA10_2 Which of the following destination conditions would you be willing to travel to for essential travel?
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential business travel | $\begin{gathered} 350 \\ 17 \% \end{gathered}$ | $\begin{gathered} 229 \\ \stackrel{24}{C} \% \end{gathered}$ | $\stackrel{121}{11 \%}$ | $\begin{gathered} 189 \\ 30 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 111 \\ 21 \% \\ \mathrm{FG} \end{gathered}$ | ${ }^{36} \%$ | 14 4 \% | $\begin{gathered} 205 \\ 30 \% \\ 1, j \end{gathered}$ | 106 | ${ }^{39} \%$ | 76 $12 \%$ | 51 $15 \%$ | $\begin{gathered} 210 \\ 22 \% \\ \mathrm{Kl} \end{gathered}$ | 108 $17 \%$ | $\stackrel{146}{19 \%}$ | 97 $15 \%$ | $\underset{r}{218}$ | $\begin{gathered} 120 \\ 15 \% \end{gathered}$ | $\begin{gathered} 104 \\ 4 \frac{1}{T} \% \end{gathered}$ | 302 $24 \%$ |
| Essential non-business travel | 394\% | $\underset{C}{236} \underset{C}{235}$ | 158 $15 \%$ | $\begin{gathered} 181 \\ \text { eFG } \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 119 \\ & 23 \% \\ & \mathrm{FG} \end{aligned}$ | 60 $13 \%$ | ${ }^{35} 9$ | $\begin{aligned} & 170 \\ & \text { 25\% } \\ & 15 \end{aligned}$ | $\begin{gathered} 170 \\ 19 \% \end{gathered}$ | 54 $13 \%$ | 115 $18 \%$ | 52\% | $\stackrel{210}{22 \%}$ | 127 ${ }^{127}$ | 152 | 115 $18 \%$ | $\begin{gathered} 245 \\ \underset{R}{21 \%} \end{gathered}$ | 132 ${ }_{16}$ | 69\% | 316 |
| Neither | 12883\% | 4955\% | $\begin{gathered} 793 \\ 74 \% \\ B \end{gathered}$ | ${ }^{258} 41 \%$ | $\begin{gathered} 298 \\ 56 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 382 \\ & 80 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 350 \\ & 88 \% \\ & \text { DEf } \end{aligned}$ | 310 $45 \%$ | $\begin{gathered} 641 \\ \underset{H}{70 \%} \end{gathered}$ | $\begin{gathered} 336 \\ { }_{8} \mathrm{HI}^{2} \end{gathered}$ | $\begin{gathered} 441 \\ 70 \% \\ M \end{gathered}$ | $\begin{gathered} 229 \\ 69 \% \\ M \end{gathered}$ | $5{ }^{523} 5$ | ${ }^{39} 638$ | 4588\% | $\begin{gathered} 432 \\ 67 \% \\ 0 \end{gathered}$ | 691 | $\begin{gathered} 571 \\ 69 \% \\ Q \end{gathered}$ | 719\% | 631\% |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | 628 $100 \%$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | 477 $100 \%$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | 332 $100 \%$ | 942 $100 \%$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 $100 \%$ | 244 $100 \%$ | 1248\% |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential business travel | $\begin{gathered} 574 \\ 28 \% \end{gathered}$ | $\begin{gathered} 319 \\ 33 \% \\ C \end{gathered}$ | 254 ${ }^{24}$ | $\begin{aligned} & 228 \\ & 36 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 194 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 109 \\ \underset{G}{23 \%} \end{gathered}$ | $\begin{aligned} & 42 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 271 \\ \underset{1 J}{27 \%} \end{gathered}$ | $\stackrel{216}{24 \%}$ | ${ }_{20}^{86}$ | $\begin{gathered} 126 \\ 20 \% \end{gathered}$ | 85\% | $\begin{gathered} 347 \\ 37 \% \\ \text { KL } \end{gathered}$ | $\underset{\underset{P}{202}}{202}$ | ${ }_{2}^{217}$ | ${ }^{155} 24 \%$ | $\underset{\substack{362 \\ 31 \% \\ R}}{ }$ | 200 $24 \%$ | $\begin{aligned} & 134 \\ & 55 \% \\ & \hline \end{aligned}$ | 454 36 |
| Essential non-business travel | 510 25 | $\begin{gathered} 272 \\ \underset{C}{28 \%} \end{gathered}$ | 238 $22 \%$ | $\begin{gathered} 202 \\ \text { 32\% } \\ \text { EGG } \end{gathered}$ | ${ }^{118} 2{ }_{2}$ | ${ }^{103}$ | ${ }^{82}{ }^{2} \%$ | ${ }_{24}^{162}$ | 241 26 | 107 $25 \%$ | 161 $25 \%$ | 90\% | 233 ${ }^{25 \%}$ | 156\% | 187 ${ }^{18}$ | 167 $26 \%$ | 281 $24 \%$ | 211 | 625\% | ${ }^{365}$ |
| Neither | ${ }^{948}{ }_{4} \%$ | $\begin{gathered} 369 \\ 38 \% \end{gathered}$ | $\begin{gathered} 579 \\ 54 \% \\ { }_{B} \end{gathered}$ | ${ }^{197}$ | $\begin{gathered} 217 \\ 41 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 265 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 269 \\ \text { (67\% } \end{gathered}$ | ${ }^{253} 3$ | $\begin{aligned} & 460 \\ & \stackrel{400 \%}{H} \\ & \hline \end{aligned}$ | $\stackrel{235}{\stackrel{55}{4}}$ | $\begin{gathered} 345 \\ 55 \% \\ \text { IM } \end{gathered}$ | $\begin{gathered} 157 \\ \underset{\mathrm{~m}}{47 \%} \end{gathered}$ | 3622 | 275 $43 \%$ | 352 47 | 321 50 | 511 $44 \%$ | $\begin{gathered} 413 \\ 50 \% \\ \mathrm{q} \end{gathered}$ | 49\% | $\begin{gathered} 429 \\ \underset{S}{44 \%} \end{gathered}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proporitions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Essential business travel | 342 ${ }^{17}$ \% | $\begin{gathered} 215 \\ 22 \% \\ \mathrm{C} \end{gathered}$ | 127 | $\begin{gathered} 178 \\ \text { 28\% } \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 112 \\ 21 \% \\ \mathrm{FG} \end{gathered}$ | ${ }^{31} 7$ | 21 5 | $\begin{aligned} & 180 \\ & \begin{array}{c} 26 \% \\ 1.5 \end{array} \end{aligned}$ | 122 $13 \%$ | ${ }^{40} 9$ | 89 $14 \%$ | 51 $15 \%$ | $\begin{gathered} 190 \\ 20 \% \\ K \end{gathered}$ | 106 | ${ }^{136} 18 \%$ | 100 $16 \%$ | $\stackrel{220}{\stackrel{19}{\mathrm{R}} \mathrm{R}}$ | 108 | ${ }^{101} 41 \%$ | 275 $22 \%$ |
| Essential non-business travel | 441 $22 \%$ | $\begin{gathered} 263 \\ { }_{C}^{27 \%} \\ C \end{gathered}$ | $\stackrel{178}{17 \%}$ | $\begin{gathered} 196 \\ 31 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 129 \\ & 25 \% \\ & \text { FG } \end{aligned}$ | 73 15 | ${ }_{11}^{42}$ | $\begin{aligned} & 195 \\ & 28 \% \\ & 1.5 \end{aligned}$ | $\stackrel{172}{19 \%}$ | 74 | 113 $18 \%$ | 63 $19 \%$ | $\begin{gathered} 244 \\ 24 \% \\ \mathrm{KI} \end{gathered}$ | 131\% | $\begin{gathered} 186 \\ \underset{p}{25 \%} \end{gathered}$ | 124 $19 \%$ | 259 $22 \%$ | 166\% | 823\% | ${ }^{359} 9$ |
| Neither | $\begin{gathered} 1249 \\ 61 \% \end{gathered}$ | $482 \%$ |  | 253 40 | $\begin{gathered} 286 \\ \substack{54 \% \\ D} \end{gathered}$ | $\begin{gathered} 372 \\ 78 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 337 \\ & 84 \% \\ & \mathrm{DE} \end{aligned}$ | 311 $45 \%$ | $\begin{gathered} 623 \\ 68 \% \\ H \end{gathered}$ | $\begin{gathered} 314 \\ \underset{H 3}{3} \% \end{gathered}$ | $$ | $\begin{gathered} 218 \\ \underset{M}{66 \%} \end{gathered}$ | 508 | ${ }^{396}$ \% | 435\% | $\begin{gathered} 419 \\ 65 \% \\ \hline \end{gathered}$ | ${ }^{675} 5$ | $\begin{gathered} 549 \\ 67 \% \end{gathered}$ | 625\% | 614 $49 \%$ |
| Sigma | 2032 $100 \%$ | 960\% | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | 628 $100 \%$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | 100\% | 917 $100 \%$ | ${ }_{129} 10 \%$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | 1154 $100 \%$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | 1248 $100 \%$ |

Proporions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Travel by car for summer vacations instead of flying (e.g., road trips) | $\begin{gathered} 1213 \\ 60 \% \end{gathered}$ | $\begin{gathered} 579 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 634 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 315 \\ 50 \% \end{gathered}$ | $\begin{gathered} 352 \\ 67 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 312 \\ 65 \% \\ \mathrm{D} \end{gathered}$ | $\underset{\mathrm{d}}{235}$ | $\begin{aligned} & 405 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 543 \\ 59 \% \end{gathered}$ | $\begin{gathered} 265 \\ 62 \% \end{gathered}$ | $\begin{gathered} 357 \\ 57 \% \end{gathered}$ | ${ }_{62 \%}^{207}$ | $\begin{gathered} 594 \\ { }_{63 \%} \\ K \end{gathered}$ | $\begin{aligned} & 424 \\ & 67 \% \\ & O P \end{aligned}$ | $\begin{aligned} & 415 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 375 \\ 58 \% \end{gathered}$ | $\begin{gathered} 739 \\ 64 \% \\ \mathrm{R} \end{gathered}$ | 461 | 146 $60 \%$ | ${ }_{807}^{65 \%}$ |
| Substitute short distance flights with driving | 1149\% | 551 | ${ }^{5988}$ | $\begin{gathered} 366 \\ 58 \% \\ \mathbf{G} \end{gathered}$ | $\begin{gathered} 324 \\ 61 \% \\ G \end{gathered}$ | 266\% | 193 ${ }^{48 \%}$ | $\underset{J}{421}$ | $530$ | ${ }^{198}{ }_{46}$ | 298\% | $\begin{aligned} & 190 \\ & 55 \% \\ & K \end{aligned}$ | $\begin{gathered} 609 \\ \quad 65 \% \\ K \end{gathered}$ | $\begin{gathered} 379 \\ 60 \% \\ \mathrm{P} \end{gathered}$ | $\% \quad \begin{gathered} 441 \\ 58 \% \\ p \end{gathered}$ | 329 $51 \%$ | $\begin{gathered} 691 \\ \underset{R}{60 \%} \end{gathered}$ | 441\% | ${ }^{156} 64 \%$ | ${ }^{835} 6$ |
| Substitute vacations with staycations | $10988$ | $490$ | $\begin{gathered} 608 \\ 57 \% \\ b \end{gathered}$ | $\begin{gathered} 318 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 322 \\ & 61 \% \\ & \mathrm{DG} \end{aligned}$ | $\begin{gathered} 268 \\ 56 \% \end{gathered}$ | $190 \%$ | $388 \%$ | 4994\% | 216\% | 289 | $\begin{gathered} 185 \\ { }^{56 \%} \\ K \end{gathered}$ | $\begin{gathered} 566 \\ { }_{6}^{2} \% \\ K \end{gathered}$ | 338\% | $\begin{gathered} 439 \\ 58 \% \\ \hline \mathrm{P} \end{gathered}$ | 321 50 | $\begin{gathered} 663 \\ 57 \% \\ R \end{gathered}$ | 414\% | ${ }^{155}$ | 730\% |
| Substitute business meetings that require flying with virtua meetings or gatherings (e.g., Zoom, Facetime. Teams, Blue Jeans, other) | $\begin{aligned} & 907 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 467 \\ 49.9 \end{gathered}$ | ${ }_{41 \%}^{440}$ | $\begin{aligned} & 345 \\ & 55 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 305 \\ 58 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 177 \\ 37 \% \\ G \end{gathered}$ | 80\% | $\begin{aligned} & 371 \\ & \begin{array}{l} 54 \% \\ 1.5 \end{array} \end{aligned}$ | $\stackrel{386}{42 \%}$ | 151 $35 \%$ | 207 3 \% | $\begin{gathered} 140 \\ 42 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 522 \\ 55 \% \\ \text { KL } \end{gathered}$ | 265 $42 \%$ | $\begin{gathered} 382 \\ 51 \% \\ \text { NP } \end{gathered}$ | 260 $40 \%$ | $\begin{aligned} & 575 \\ & 500 \% \\ & \mathrm{R} \end{aligned}$ | $319 \%$ | $\begin{gathered} 181 \\ \quad \frac{44}{\mathrm{~T}} \% \end{gathered}$ | 693\% |
| Substitute winter holiday travel with virtual gatherings (e.g., Zoom Facetime | 863 ${ }^{42 \%}$ | 432 45 | 432 $40 \%$ | $\begin{gathered} 289 \\ 46 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 283 \\ 54 \% \\ \text { FFG } \end{gathered}$ | ${ }_{36 \%}^{173}$ | ${ }_{30}^{118}$ | $\begin{gathered} 336 \\ \stackrel{49}{\mathrm{iJ}} \end{gathered}$ | $392$ | 135 ${ }^{13}$ | ${ }^{231} 3$ | 115 $35 \%$ | $\begin{gathered} 472 \\ 50 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{gathered} 269 \\ 43 \% \\ \mathrm{p} \end{gathered}$ | 363 <br> 48 | 231 36 | $\begin{gathered} 529 \\ 46 \% \\ \hline \end{gathered}$ | $3{ }_{38}^{315}$ | 156 64 | 626 $50 \%$ |

gatherings (e.g., Zoom,
Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lthan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Substitute winter holiday travel with virtual travel with virtual gatherings (e.g., Zoom, Facetime) | 601 $30 \%$ | $\begin{gathered} 315 \\ { }_{3}^{33} \% \\ \mathrm{C} \end{gathered}$ | 286\% | $\begin{gathered} 213 \\ 34 \% \\ \mathrm{E} \end{gathered}$ | ${ }^{138} 8{ }_{2}$ | ${ }^{137}$ 29\% | $\begin{gathered} 113 \\ 28 \% \end{gathered}$ | 208 30 | 263 $29 \%$ | 130\% | 192\% | $\begin{gathered} 122 \\ 37 \% \\ M \end{gathered}$ | 265 28 | 204 $32 \%$ | 210\% | ${ }^{187}$ 29\% | 339\% | 245 30 | 75 $31 \%$ | 407 $33 \%$ |
| Substitute vacations with staycations | ${ }^{495}$ | 255 27 | ${ }^{240} 22$ | $\begin{gathered} 177 \\ 28 \% \\ E \end{gathered}$ | 111 $21 \%$ | ${ }^{107}$ | 100 | ${ }^{174}$ 25\% | $\stackrel{218}{24 \%}$ | ${ }^{103} 24$ | ${ }^{163} 26$ | 81\% | 234 25 | $\begin{aligned} & 188 \\ & 30 \% \\ & \text { OP } \end{aligned}$ | ${ }^{166}$ 22\% | $\stackrel{141}{22 \%}$ | 284\% | ${ }^{197}$ | 55 ${ }^{\text {23 }}$ | ${ }^{345}$ |
| Travel by car for summer vacations instead of flying (e.g., road trips) | ${ }_{219}^{419}$ | ${ }_{23}^{219}$ | ${ }_{19 \%}^{200}$ | $\begin{gathered} 175 \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 102 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 167 \\ 24 \% \\ j \end{gathered}$ | ${ }_{20 \%}^{186}$ | ${ }^{66}$ | $\begin{gathered} 108 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 221 \\ \underset{K}{23 \%} \end{gathered}$ | $\begin{gathered} 107 \\ 17 \% \end{gathered}$ | $\begin{gathered} 204 \\ 27 \% \\ N P \end{gathered}$ | $\begin{gathered} 108 \\ 17 \% \end{gathered}$ | $\begin{gathered} 239 \\ 21 \% \end{gathered}$ | $\begin{gathered} 163 \\ 20 \% \end{gathered}$ | 77 $32 \%$ $t$ | $\begin{gathered} 305 \\ 24 \% \end{gathered}$ |
| Substitute short distance flights with driving | $\begin{gathered} 369 \\ 18 \% \end{gathered}$ | ${ }^{188}$ | 181\% | $\begin{aligned} & 130 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & \hline 16 \% \end{aligned}$ | 817\% | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | 136\% | 158\% | 75\% | $\begin{gathered} 121 \\ 19 \% \end{gathered}$ | 60\% | $\begin{gathered} 167 \\ 18 \% \end{gathered}$ | 109\% | 157\% | $\begin{aligned} & 103 \\ & 16 \% \end{aligned}$ | 202\% | $\begin{gathered} 152 \\ 18 \% \end{gathered}$ | ${ }^{46}$ \% | 250\% |
| Substitute business meetings that require flying with virtua meetings or gatherings Teams, Blue Jeans, other) | $\begin{array}{r} 354 \\ 17 \% \end{array}$ | $\begin{gathered} 213 \\ \underset{C}{22} \% \end{gathered}$ | 141 $13 \%$ | $\begin{gathered} 147 \\ \text { 23\% } \\ \text { EFG } \end{gathered}$ | 84 $16 \%$ | 69\% | 54 $13 \%$ | $\underset{\substack{153 \\ 15 \\ 15}}{ }$ | 143 16 | 58\% | $\begin{gathered} 127 \\ \underset{m}{20 \%} \end{gathered}$ | 65\% | 1499 | 123 $19 \%$ | 131 $17 \%$ | 100 $16 \%$ | 181 16 | $\stackrel{156}{19 \%}$ | ${ }^{48}{ }^{2} \%$ | ${ }_{248}^{20 \%}$ |

Fielding Period: May 20-22, 2020

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\underset{\substack{\text { Republi- }}}{\text { Can }}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Likely \& ${ }^{907} 45$ \& $$
\begin{gathered}
467 \\
{ }_{\mathrm{C}}^{\mathrm{C}} \mathrm{~F}
\end{gathered}
$$ \& 440 \& $$
\begin{aligned}
& 345 \\
& 55 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 305 \\
& 58 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{gathered}
177 \\
37 \% \\
G
\end{gathered}
$$ \& 80\% \& $$
\begin{gathered}
371 \\
54 \% \\
15
\end{gathered}
$$ \& $$
\begin{gathered}
386 \\
42 \% \\
j
\end{gathered}
$$ \& 151
$35 \%$ \& 207 3 \% \& $$
\begin{gathered}
140 \\
42 \% \\
K
\end{gathered}
$$ \& $$
\begin{aligned}
& 522 \\
& 55 \% \\
& \text { KL }
\end{aligned}
$$ \& 265 ${ }^{42 \%}$ \& $$
\begin{aligned}
& 382 \\
& 51 \% \\
& \text { NP }
\end{aligned}
$$ \& 260 $40 \%$ \& $$
\begin{gathered}
575 \\
50 \% \\
\mathrm{R}
\end{gathered}
$$ \& 319
$39 \%$ \& $$
\begin{gathered}
181 \\
\underset{T}{74}
\end{gathered}
$$ \& 693
55 <br>
\hline Unlikely \& $$
\begin{gathered}
354 \\
17 \%
\end{gathered}
$$ \& $$
\begin{gathered}
213 \\
22 \% \\
\mathrm{C}
\end{gathered}
$$ \& $\stackrel{141}{13 \%}$ \& $$
\begin{gathered}
147 \\
\text { 23\% } \\
\text { EFG }
\end{gathered}
$$ \& $$
\begin{aligned}
& 84 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 69 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 54 \% \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{gathered}
153 \\
{ }_{22}^{2} \% \\
15
\end{gathered}
$$ \& $$
\begin{gathered}
143 \\
16 \%
\end{gathered}
$$ \& 14\% \& $$
\begin{gathered}
127 \\
20 \% \\
\mathrm{~m}
\end{gathered}
$$ \& $$
{ }_{20}^{65}
$$ \& $$
\begin{gathered}
149 \\
16 \%
\end{gathered}
$$ \& 123 ${ }_{19}$ \& 131\% \& $$
\begin{gathered}
100 \\
16 \%
\end{gathered}
$$ \& $$
\begin{gathered}
181 \\
16 \%
\end{gathered}
$$ \& $$
\begin{gathered}
156 \\
19 \%
\end{gathered}
$$ \& 48\% \& 248\% <br>
\hline Not applicable \& 771 $38 \%$ \& 280\% \& 4914 \& ${ }^{136}$ \& $$
{ }^{139} 26
$$ \& $$
\begin{gathered}
231 \\
48 \% \\
\mathrm{DE}
\end{gathered}
$$ \& $$
\begin{gathered}
265 \\
\text { 66F } \\
\text { DEF }
\end{gathered}
$$ \& 162 24 \& $$
\begin{gathered}
389 \\
{ }_{42} \%
\end{gathered}
$$ \& $$
\begin{gathered}
219 \\
51 \% \\
\mathrm{HI}
\end{gathered}
$$ \& $$
\begin{gathered}
298 \\
\hline \\
\hline
\end{gathered}
$$ \& $$
\begin{gathered}
127 \\
38 \% \\
M
\end{gathered}
$$ \& 272 ${ }^{29 \%}$ \& 245
$39 \%$ \& - ${ }_{32}^{24}$ \& $$
\begin{gathered}
283 \\
44 \% \\
0
\end{gathered}
$$ \& 398\% \& $$
\begin{gathered}
347 \\
42 \% \\
\hline \mathrm{Q}
\end{gathered}
$$ \& 15 6 \& 307

25\% <br>
\hline Sigma \& 2032 $100 \%$ \& 960\% \& 1072
$100 \%$ \& 628
$100 \%$ \& 528
$100 \%$ \& 477
$100 \%$ \& 399
$100 \%$ \& ${ }_{100 \%}^{686}$ \& 917
$100 \%$ \& 429
$100 \%$ \& 632
$100 \%$ \& 332
$100 \%$ \& 942\% \& 633
$100 \%$ \& 756
$100 \%$ \& 643
$100 \%$ \& 1154
$100 \%$ \& 823\% \& 244
$100 \%$ \& 1248
$100 \%$ <br>
\hline
\end{tabular}

Proporions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used.

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Wave 13 <br> Total <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Likely | $\begin{aligned} & 1213 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 579 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 634 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 315 \\ 50 \% \end{gathered}$ | $\begin{gathered} 352 \\ 67 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 312 \\ & 65 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 235 \\ \\ { }_{d} \% \end{gathered}$ | $\begin{aligned} & 405 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 543 \\ 59 \% \end{gathered}$ | $\begin{gathered} 265 \\ 62 \% \end{gathered}$ | $\begin{gathered} 357 \\ 57 \% \end{gathered}$ | $\begin{gathered} 207 \\ 62 \% \end{gathered}$ | $\begin{gathered} 594 \\ 63 \% \\ K \end{gathered}$ | $\begin{aligned} & 424 \\ & 67 \% \\ & \mathrm{OP} \end{aligned}$ | $\begin{aligned} & 415 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 375 \\ 58 \% \end{gathered}$ | $\begin{gathered} 739 \\ 64 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 461 \\ 56 \% \end{gathered}$ | $\begin{gathered} 146 \\ 60 \% \end{gathered}$ | ${ }_{807}^{85 \%}$ |
| Unlikely | 419 | 219 23 | 200 $19 \%$ | $\begin{gathered} 175 \\ { }^{128 \%} \\ \text { EFG } \end{gathered}$ | ${ }^{102} 19$ | 73 $15 \%$ | 17\% | $\begin{gathered} 167 \\ 24 \% \\ \hline \end{gathered}$ | 186\% | ${ }^{66}$ 15\% | $\stackrel{108}{17 \%}$ | 70 $21 \%$ | $\begin{gathered} 221 \\ { }_{2}^{23} \% \end{gathered}$ | 107 $17 \%$ | $\begin{gathered} 204 \\ 27 \% \\ N P \end{gathered}$ | 108\% | 239 $21 \%$ | 163 ${ }^{16 \%}$ | 77 $32 \%$ $t$ | ${ }^{305}$ |
| Not applicable | 400\% | 162\% | $\underset{B}{238}$ | $\stackrel{137}{\stackrel{2}{2} \%}$ | 75\% | 92\% | $\begin{aligned} & \text { 925 } \\ & \text { 24\% } \\ & \hline \end{aligned}$ | ${ }^{114} 17 \%$ | ${ }^{189}$ 21\% | $\begin{aligned} & 97 \\ & \text { 23\% } \\ & \text { he } \end{aligned}$ | $\begin{aligned} & 166 \\ & { }^{26 \%} \\ & \text { LM } \end{aligned}$ | 17\% | 127 $14 \%$ | 102 ${ }_{16}$ | 18187 | $\begin{aligned} & 160 \\ & \text { NO } \\ & \hline \end{aligned}$ | ${ }^{175} 15$ | $\begin{gathered} 199 \\ { }_{2} \mathbf{Q}^{2} \end{gathered}$ | 219\% | 136 $11 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Likely | ${ }^{1098}{ }_{54 \%}$ | $490$ | $\begin{gathered} 608 \\ 57 \% \\ b \end{gathered}$ | $\begin{gathered} 318 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 322 \\ & 61 \% \\ & \text { DG } \end{aligned}$ | $\begin{gathered} 268 \\ 56 \% \end{gathered}$ | $\begin{gathered} 190 \\ 48 \% \end{gathered}$ | $\begin{gathered} 388 \\ 57 \% \end{gathered}$ | $\begin{gathered} 494 \\ 54 \% \end{gathered}$ | $\begin{gathered} 216 \\ 50 \% \end{gathered}$ | $\begin{gathered} 289 \\ 46 \% \end{gathered}$ | $\begin{gathered} 185 \\ 56 \% \\ K \end{gathered}$ | $\begin{gathered} 566 \\ \underset{K}{60 \%} \\ K \end{gathered}$ | $\begin{gathered} 338 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 439 \\ & 58 \mathrm{P} \\ & \hline \end{aligned}$ | $\begin{gathered} 321 \\ 50 \% \end{gathered}$ | $\begin{gathered} 663 \\ 57 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 414 \\ & 50 \% \end{aligned}$ | ${ }^{155}$ 64\% | 730 $58 \%$ |
| Unlikely | ${ }_{29}^{24 \%}$ | 255\% | 240 $22 \%$ | $\begin{gathered} 177 \\ 28 \% \\ E \end{gathered}$ | ${ }^{111} 21 \%$ | ${ }^{107} 22 \%$ | $\begin{gathered} 100 \\ 25 \% \end{gathered}$ | ${ }_{174}{ }_{25}$ | 218 $24 \%$ | $\xrightarrow{103}$ | $\begin{gathered} 163 \\ 26 \% \end{gathered}$ | 81\% | 234\% | $\begin{aligned} & 188 \\ & 30 \% \\ & \text { OP } \end{aligned}$ | 166\% | 141 $22 \%$ | 284 25 | 197 ${ }^{24 \%}$ | 55 ${ }^{3} \%$ | ${ }^{345}$ |
| Not applicable | 439\% | 216 $22 \%$ | 224\% | ${ }^{132} 21 \%$ | 95\% | ${ }^{102}$ | $\begin{gathered} 110 \\ 27 \% \\ E \end{gathered}$ | 124 | 206\% | $\begin{gathered} 110 \\ \stackrel{26 \%}{\mathrm{H}} \end{gathered}$ | $\begin{aligned} & 180 \\ & 28 \% \\ & \text { LM } \end{aligned}$ | 20\% | 142 | 106\% | 152 20 | $\begin{aligned} & 182 \\ & \text { NO } \\ & \text { NO } \end{aligned}$ | 207\% | $\underset{Q}{212}$ | 34\% | 174 $14 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{c} 1154 \\ 100 \% \end{array} \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Likely | ${ }^{863} 4$ | ${ }^{432} 45$ | 432 40 | $\begin{gathered} 289 \\ \stackrel{46}{\mathrm{FG}} \end{gathered}$ | $\begin{gathered} 283 \\ 54 \% \\ \text { DFG } \end{gathered}$ | ${ }_{36 \%}^{173}$ | ${ }^{118} 80$ | $\begin{gathered} 336 \\ \stackrel{49}{\mathrm{iJ}} \end{gathered}$ | $\stackrel{392}{43 \%}$ | 135 ${ }^{1}$ | 231 37 | ${ }^{115} 35$ | $\begin{gathered} 472 \\ 50 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{gathered} 269 \\ \underset{p}{269} \end{gathered}$ | 363 $48 \%$ $P$ | 231 $36 \%$ | $\begin{gathered} 529 \\ \stackrel{46 \%}{R} \end{gathered}$ | 315 $38 \%$ | 156 <br>  <br> $64 \%$ | ${ }^{626} 50$ |
| Unlikely | $\begin{gathered} 601 \\ 30 \% \end{gathered}$ | $\begin{gathered} 315 \\ 33 \% \\ C \end{gathered}$ | 286\% | $\begin{gathered} 213 \\ 34 \% \\ \mathrm{E} \end{gathered}$ | ${ }^{138} 26$ | ${ }^{137}$ 29\% | 113 $28 \%$ | 208 ${ }_{30}$ | 263 ${ }_{29}$ | 130\% | ${ }^{192}$ | $\begin{gathered} 122 \\ 37 \% \\ M \end{gathered}$ | 265 28 | 204 32 | 210\% | ${ }^{187}$ 29\% | 3399\% | 245 ${ }^{3} \mathrm{\%}$ | 75 $31 \%$ | 407 ${ }_{3}$ |
| Not applicable | 5688\% | 214 | $\begin{gathered} 354 \\ B \\ \hline \end{gathered}$ | ${ }^{126}$ | ${ }^{107} 20$ | $\begin{aligned} & 167 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 168 \\ & { }_{42 \%} \\ & \mathrm{DE} \end{aligned}$ | ${ }^{142} 21 \%$ | $\underset{\mathrm{H}}{263}$ | $\begin{gathered} 163 \\ 38 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 209 \\ \% \\ \hline 33 \% \end{gathered}$ | $\begin{aligned} & \text { 95 } \\ & \text { 29\% } \\ & \hline \end{aligned}$ | 205 | 159 25 | 183\% | $\begin{aligned} & 226 \\ & 35 \% \\ & \text { NO } \end{aligned}$ | 285\% | $\underset{Q_{2}}{262}$ | 13 5 | $\begin{gathered} 215 \\ S_{5} \end{gathered}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | 528\% | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | ${ }^{686}$ | 917\% | ${ }^{429} 9$ | . 632 | 332\% | 942\% | 633\% | 756 $100 \%$ | 643\% | 1154 $100 \%$ | 100\% | 2440 | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ -K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\underset{\substack{\text { Repun }}}{\text { Repubi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Likely | $\begin{gathered} 1149 \\ 57 \% \end{gathered}$ | $\begin{gathered} 551 \\ 57 \% \end{gathered}$ | $598$ | $\begin{gathered} 366 \\ 58 \\ \hline \mathrm{G} \end{gathered}$ | $\begin{gathered} 324 \\ 61 \% \\ G \end{gathered}$ | ${ }^{2666}$ | $\begin{gathered} 193 \\ 48 \% \end{gathered}$ | $\begin{gathered} 421 \\ 61 \% \\ j \end{gathered}$ | $\begin{aligned} & 530 \\ & 58 \% \end{aligned}$ | ${ }^{198}{ }_{46}$ | ${ }_{4}^{298} \%$ | $\begin{aligned} & 190 \\ & 5 \% \\ & K \end{aligned}$ | $\begin{aligned} & 609 \\ & 65 \% \\ & \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 379 \\ & 60 \% \\ & 60 \% \end{aligned}$ | $\begin{gathered} 441 \\ \stackrel{58 \%}{\mathrm{p}} \end{gathered}$ | $\begin{gathered} 329 \\ 51 \% \end{gathered}$ | $\begin{gathered} 691 \\ 60 \% \\ \mathrm{R} \end{gathered}$ | 441 $54 \%$ | 156 $64 \%$ | 835\% |
| Unlikely | $\begin{gathered} 369 \\ 18 \% \end{gathered}$ | ${ }^{188}$ | 1817\% | $\begin{gathered} 130 \\ 21 \% \end{gathered}$ | 87 16 | 817\% | 71 $18 \%$ | 136 $20 \%$ | ${ }^{158} 17 \%$ | 75\% | 121 $19 \%$ | 60 $18 \%$ | $\stackrel{167}{18 \%}$ | 109 | ${ }^{157}$ | 103 $16 \%$ | 202 $17 \%$ | 152 ${ }_{18}$ | ${ }^{46} 9$ | 250 20 |
| Not applicable | 514\% | 221 ${ }_{2}$ | 293\% | ${ }^{132} 21 \%$ | ${ }^{117}$ 22\% | $\begin{gathered} 130 \\ 27 \% \\ d \end{gathered}$ | $\begin{aligned} & 135 \\ & 34 \% \\ & \text { 3E } \end{aligned}$ | 130\% | $\stackrel{229}{25 \%}$ | $\begin{gathered} 156 \\ \begin{array}{c} 36 \% \\ \mathrm{HI} \end{array} \end{gathered}$ | $\begin{aligned} & 214 \\ & 34 \% \\ & \text { LM } \end{aligned}$ | $\begin{aligned} & \stackrel{8}{25}_{25 \%} \\ & \hline \end{aligned}$ | 167 $18 \%$ | 145 ${ }^{13}$ | ${ }^{158}{ }^{1} \%$ | $\begin{aligned} & 211 \\ & 33 \% \\ & \text { NO } \end{aligned}$ | 2611\% | $\begin{gathered} 2380 \\ \substack{28 \% \\ 9} \end{gathered}$ | 42\% | 163 $13 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | 528 $100 \%$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | 1154 $100 \%$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244\% | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 201-22) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Cleaning services guarantee hygienic wipe | $\begin{gathered} 1126 \\ 55 \% \end{gathered}$ | $\begin{gathered} 500 \\ 52 \% \end{gathered}$ | $\begin{gathered} 626 \\ 588 \% \\ \hline \end{gathered}$ | $\begin{gathered} 353 \\ 56 \% \end{gathered}$ | $\begin{gathered} 290 \\ 55 \% \end{gathered}$ | $\begin{gathered} 271 \\ 57 \% \end{gathered}$ | $\begin{gathered} 211 \\ 53 \% \end{gathered}$ | $\begin{gathered} 381 \\ 56 \% \end{gathered}$ | $\stackrel{531}{58 \%}$ | $\begin{gathered} 214 \\ 50 \% \end{gathered}$ | $\begin{gathered} 308 \\ 49 \% \end{gathered}$ | $\underset{\substack{202 \\ K}}{\substack{21 \%}}$ | $\begin{gathered} 560 \\ 59 \% \\ K \end{gathered}$ | $\begin{gathered} 379 \\ 60 \% \\ \mathrm{P} \% \end{gathered}$ | $\begin{aligned} & 419 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 329 \\ 51 \% \end{gathered}$ | $\begin{gathered} 656 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 452 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 796 \\ \\ 64 \% \end{gathered}$ |
| Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission | $\begin{aligned} & 1067 \\ & 53 \% \end{aligned}$ | $497 \%$ | $\begin{gathered} 570 \\ 53 \% \end{gathered}$ | $\begin{gathered} 326 \\ 52 \% \end{gathered}$ | 2999 | ${ }_{51 \%}^{241}$ | $\stackrel{202}{51 \%}$ | 374 $54 \%$ | ${ }^{489}$ | 204 48 | 2814\% | $\begin{aligned} & 183 \\ & 55 \% \\ & \mathrm{~K} \end{aligned}$ | $\begin{gathered} 549 \\ 58 \% \\ K \end{gathered}$ | $\begin{gathered} 362 \\ \substack{57 \% \\ P} \end{gathered}$ | $\begin{gathered} 408 \\ 54 \% \\ \mathrm{P} \end{gathered}$ | 297\% | $\underset{r}{642} \underset{\substack{6 \\ \hline}}{ }$ | 408\% | 161 $66 \%$ | 761 $61 \%$ |
| Hand sanitizer packets handed out with snacks | 1062 $52 \%$ | 482\% | 580\% | $\begin{gathered} 349 \\ 56 \% \\ 9 \end{gathered}$ | 282 53 | $\stackrel{246}{51 \%}$ | ${ }^{185}$ | $\begin{gathered} 373 \\ 54 \% \\ j \end{gathered}$ | $\begin{gathered} 491 \\ 53 \% \end{gathered}$ | 199\% | ${ }^{293} 46$ | $\begin{aligned} & 183 \\ & 55 \% \\ & 5 \end{aligned}$ | $\begin{gathered} 526 \\ 56 \% \\ K \end{gathered}$ | $\begin{gathered} 349 \\ 55 \% \\ \hline \mathrm{P} \end{gathered}$ | $\begin{gathered} 410 \\ 54 \% \\ p \end{gathered}$ | 303 47 | 619 54 | 427 $52 \%$ | 1499 | 750 $60 \%$ |
| Adjust boarding process to allow 6' social distance and avoid overcrowding | $\begin{gathered} 1052 \\ 52 \% \end{gathered}$ | ${ }_{454}^{454}$ | $\underset{B}{597} \underset{B}{59 \%}$ | 316 $50 \%$ | $\begin{gathered} 300 \\ 57 \% \\ d \end{gathered}$ | ${ }_{51 \%}^{241}$ | $\begin{gathered} 195 \\ 49 \% \end{gathered}$ | $\begin{gathered} 358 \\ 52 \% \\ j \end{gathered}$ | ${ }_{506}^{506}$ | 188 $44 \%$ | $\begin{gathered} 280 \\ 44 \% \end{gathered}$ | $\begin{gathered} 185 \\ 56 \% \\ K \end{gathered}$ | $\begin{gathered} 534 \\ 57 \% \\ K \end{gathered}$ | $\begin{aligned} & 367 \\ & 58 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{gathered} 394 \\ 52 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 291 \\ 45 \% \end{gathered}$ | ${ }^{625} 5$ | $\begin{aligned} & 405 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 161 \\ 66 \% \end{gathered}$ | $\begin{gathered} 745 \\ 60 \% \end{gathered}$ |
| Mandatory masks on the plane for passengers and crew | 1040 $51 \%$ | 455 ${ }^{47}$ \% | $\begin{gathered} 585 \\ { }_{5}^{55} \end{gathered}$ | 319 $51 \%$ | 288\% | 236\% | ${ }^{196}{ }^{49 \%}$ | $\begin{aligned} & 351 \\ & 55 \% \\ & j \end{aligned}$ | $\begin{aligned} & 506 \\ & 55 \% \\ & \hline \end{aligned}$ | 183\% | ${ }^{278}{ }^{44 \%}$ | $\begin{aligned} & \text { 185 } \\ & \stackrel{56 \%}{K} \end{aligned}$ | $\begin{gathered} 524 \\ 56 \% \\ K \end{gathered}$ | $\begin{aligned} & 350 \\ & 55 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{gathered} 402 \\ 5{ }_{P}^{2} \% \end{gathered}$ | 288\% | $\stackrel{618}{54 \%}$ | 409\% | $\begin{gathered} 169 \\ \hline \mathrm{~T} \end{gathered}$ | 742 59 |
| Required temperature tests for passengers and crew | 1019 50 | $454{ }^{4} \%$ | $\begin{gathered} 565 \\ 53 \\ 5 \\ b \end{gathered}$ | 307 $49 \%$ | 273 | 238\% | 201 $50 \%$ | 355 5 | ${ }^{465}$ | ${ }^{198} 46$ | 2914 | 172 52 | $\begin{aligned} & 506 \\ & 54 \% \\ & K \end{aligned}$ | $\begin{aligned} & 347 \\ & 55 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{gathered} 388 \\ 51 \% \\ p \end{gathered}$ | 284\% | $\underset{5}{612}$ | 391 48 | ${ }^{155}$ 64\% | 733 $59 \%$ |
| Pre-travel testing/screening for passengers/crew to ensure no passenger antibodies from recovery | $\begin{gathered} 1011 \\ 50 \% \end{gathered}$ | 439 | $\begin{gathered} 572 \\ 53 \% \\ B \end{gathered}$ | 315 $50 \%$ | 275 52 | $\begin{gathered} 232 \\ 49 \% \end{gathered}$ | ${ }^{190}$ | $\begin{gathered} 356 \\ 52 \% \\ i \end{gathered}$ | $\underset{\mathrm{j}}{467}$ | 188\% | $\begin{gathered} 270 \\ 43 \% \end{gathered}$ | $\begin{gathered} 182 \\ 55 \% \\ K \end{gathered}$ | $\begin{gathered} 510 \\ 54 \% \\ K \end{gathered}$ | $\begin{aligned} & 330 \\ & 5 \mathrm{P} \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{gathered} 401 \\ 53 \% \\ \hline \mathrm{P} \end{gathered}$ | $\begin{gathered} 279 \\ 43 \% \end{gathered}$ | $582 \%$ | $\begin{aligned} & 415 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 65 \% \end{aligned}$ | 734 $59 \%$ |
| Reconfiguring airports for social distancing | ${ }^{993} 49$ | $455{ }_{4}$ | 5388 | 305 $49 \%$ | 270 $51 \%$ | $\begin{gathered} 230 \\ 48 \% \end{gathered}$ | 188\% | $359$ | $\begin{aligned} & 458 \\ & 50 \% \end{aligned}$ | 176 $41 \%$ | 260 $41 \%$ | $\begin{aligned} & 178 \\ & 54 \% \\ & K \end{aligned}$ | $\begin{gathered} 495 \\ { }_{53} \% \\ K \end{gathered}$ | $\begin{aligned} & 347 \\ & 55 \% \\ & \hline \mathrm{P} \end{aligned}$ | ${ }_{3}^{382} 5$ | ${ }_{41 \%}^{263}$ | ${ }_{51 \%}^{585}$ | 390 47 | 149 $61 \%$ | 700 56 |
| Guarantee of circulating air | 920 ${ }^{45 \%}$ | 418 \% | 501\% | 288\% | $\begin{gathered} 266 \\ \stackrel{50 \%}{F} \end{gathered}$ | ${ }^{187} 3$ | 180 ${ }^{45 \%}$ | $\begin{gathered} 323 \\ 47 \% \\ J \end{gathered}$ | $\begin{gathered} 431 \\ 47 \% \\ J \end{gathered}$ | 165 ${ }^{165}$ | ${ }^{261} 41 \%$ | 159 $48 \%$ | $\underset{K}{458} \underset{K}{498}$ | $\begin{aligned} & 324 \\ & 51 \% \\ & \text { 5P } \end{aligned}$ | 340 45 | 256\% | 552\% | ${ }^{355} 43 \%$ | $\begin{gathered} 154 \\ 63 \% \\ T \end{gathered}$ | ${ }^{6688}$ |
| News and information from the airline on where it is safe to travel to and from | 8900 | $414{ }_{4}$ | 4746\% | $\begin{gathered} 284 \\ 45 \% \\ G \end{gathered}$ | $\begin{gathered} 251 \\ \underset{G}{88 \%} \end{gathered}$ | 211 44 | ${ }_{36}^{143}$ | $\begin{gathered} 333 \\ 48 \% \end{gathered}$ | 396 $43 \%$ | 161 $38 \%$ | 253 40 | ${ }^{152} 46$ | $\begin{gathered} 442 \\ 47 \% \\ K \end{gathered}$ | $\begin{gathered} 298 \\ 4 \mathrm{P} \end{gathered}$ | $\begin{gathered} 351 \\ 46 \% \\ \hline \mathrm{P} \end{gathered}$ | ${ }_{37 \%}^{241}$ | 521 | ${ }^{358} 44 \%$ | $\begin{gathered} 151 \\ 62 \% \\ 6 \end{gathered}$ | 615 $49 \%$ |
| Contact-less menus / disposable silverware | 881 $43 \%$ | $\begin{gathered} 381 \\ 40 \% \end{gathered}$ | $\begin{gathered} 500 \\ 47 \% \\ B \end{gathered}$ | 281 45 | 244 46 | 201 $42 \%$ | ${ }^{154} 3$ | $\begin{gathered} 311 \\ 45 \% \\ j \end{gathered}$ | $\stackrel{408}{44 \%}$ | 162 ${ }_{3}$ | 255 ${ }^{40}$ | ${ }^{156}$ 47\% | 420 45 | $\stackrel{298}{47 \%}$ | $\begin{gathered} 358 \\ 48 \\ \hline \mathrm{P} \end{gathered}$ | 225 35 | 521 45 | ${ }_{34}{ }_{42 \%}$ | $\stackrel{132}{54 \%}$ | 623 $50 \%$ |
| Shared data on where the airplane has been, including the crew | ${ }^{788}{ }_{3}{ }^{\text {\% }}$ | ${ }^{3688} 3$ | 420 39 | $\begin{gathered} 266 \\ { }_{42} \% \end{gathered}$ | $\begin{gathered} 227 \\ 43 \% \\ \text { fG } \end{gathered}$ | ${ }^{166}$ 35\% | 129 ${ }^{3}$ | $\begin{gathered} 294 \\ \\ 43 \% \end{gathered}$ | $354 \%$ | 140 33 | 213 $34 \%$ | 129 ${ }^{39 \%}$ | $\begin{gathered} 406 \\ 43 \% \\ K \end{gathered}$ | $\stackrel{262}{26}$ | 317 $42 \%$ | 208 $32 \%$ | $\underset{\mathrm{r}}{481}$ | 294 36 | $\begin{aligned} & 143 \\ & 599 \% \\ & \hline \mathrm{~T} \end{aligned}$ | ${ }^{588}{ }^{4} \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Shared data on where the airplane has been, including the crew | $\begin{gathered} 394 \\ 19 \% \end{gathered}$ | $\stackrel{239}{25 \%}$ | $\begin{gathered} 155 \\ 14 \% \end{gathered}$ | $\begin{gathered} 160 \\ \text { eFG } \end{gathered}$ | $\begin{gathered} 104 \\ 20 \% \\ \mathrm{G} \end{gathered}$ | $\begin{aligned} & 84 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 165 \\ 24 \% \\ 1 J \end{gathered}$ | $\begin{gathered} 166 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 15 \% \end{aligned}$ | $\begin{array}{r} 109 \\ \hline 17 \% \end{array}$ | $\begin{aligned} & 64 \\ & 19 \% \end{aligned}$ | ${ }_{21 \%}^{198}$ | $\begin{gathered} 120 \\ 19 \% \end{gathered}$ | $\begin{gathered} 154 \\ 20 \% \end{gathered}$ | $\begin{gathered} 121 \\ 19 \% \end{gathered}$ | ${ }_{21 \%}^{240}$ | $\stackrel{142}{17 \%}$ | $\begin{gathered} 79 \\ { }_{2}^{7} \% \end{gathered}$ | 284 $23 \%$ |
| Required temperature tests for passengers and crew | $\stackrel{376}{19 \%}$ | $\begin{gathered} 227 \\ 24 \% \\ C \end{gathered}$ | 150 $14 \%$ | $\begin{aligned} & 158 \\ & { }^{25 \%} \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 110 \\ & { }_{21} \% \\ & \mathrm{FG} \end{aligned}$ | 65 $14 \%$ | 43 $11 \%$ | $\begin{gathered} 160 \\ 23 \% \\ 15 \end{gathered}$ | 160 $17 \%$ | 56 $13 \%$ | $\begin{aligned} & 96 \\ & 15 \% \end{aligned}$ | 53 $16 \%$ | $\begin{gathered} 211 \\ \begin{array}{c} 221 \\ \mathrm{Kl} \end{array} \end{gathered}$ | 106 | 152\% | 119 18 | 2288 | ${ }^{132} 16 \%$ | ${ }^{67} \%$ | 282\% |
| Mandatory masks on the plane for passengers and crew | 371 $18 \%$ | $\begin{gathered} 221 \\ \underset{C}{231} \% \end{gathered}$ | 149\% | $\begin{aligned} & 147 \\ & { }_{23 \%} \\ & \text { eFG } \end{aligned}$ | 97\% | 74 $16 \%$ | 53\% | $\begin{gathered} 161 \\ 23 \% \\ 1 \mathrm{lj} \end{gathered}$ | 138\% | 72 17 | 110\% | 412\% | $\stackrel{205}{202}$ | ${ }_{19}^{117}$ | 131 $17 \%$ | ${ }_{192}^{192}$ | $\underset{R}{234} \underset{\sim}{230 \%}$ | 120 | 56\% | ${ }_{277}{ }_{2}{ }^{2}$ |
| Pre-travel testing/screening for passengers/crew to ensure no passenger antibodies from recovery | $\begin{gathered} 356 \\ 18 \% \end{gathered}$ | $\begin{gathered} 227 \\ { }_{2}^{24 \%} \end{gathered}$ | ${ }_{12 \%}^{128}$ | $\begin{aligned} & 146 \\ & { }_{23} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 108 \\ & 20 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 59 \\ & 12 \% \end{aligned}$ | $\stackrel{42}{11 \%}$ | $\begin{gathered} 155 \\ { }_{15}^{23 \%} \\ 1 . \end{gathered}$ | $\begin{gathered} 144 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 13 \% \end{aligned}$ | $\begin{array}{r} 105 \\ \hline 17 \% \end{array}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ | $\stackrel{195}{29}{ }_{\mathrm{L}}$ | 111 $18 \%$ | $\begin{gathered} 121 \\ 16 \% \end{gathered}$ | $\stackrel{124}{19 \%}$ | $\stackrel{228}{{ }_{20}^{20} \%}$ | $\stackrel{112}{14 \%}$ | 22\% | 264\% |
| News and information from the airline on where it is safe to travel to and from | 353\% | $\begin{gathered} 199 \\ \underset{C}{21 \%} \end{gathered}$ | 154\% | $\begin{aligned} & 151 \\ & 24 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 104 \\ & { }^{20} \% \\ & \text { FG } \end{aligned}$ | 49\% | ${ }_{12 \%}$ | $\stackrel{136}{\stackrel{130}{j} \%}$ | 162 $18 \%$ | 55 ${ }^{13}$ | 90 $14 \%$ | 54\% | $\begin{gathered} 193 \\ \stackrel{20}{K} \% \end{gathered}$ | 109\% | 135 ${ }^{18 \%}$ | 109 ${ }^{17 \%}$ | $\stackrel{220}{\stackrel{219}{\mathrm{R}} \%}$ | $114 \%$ | ${ }^{66} \%$ | 276\% |
| Guarantee of circulating air | 351 $17 \%$ | $\begin{gathered} 199 \\ 21 \% \\ C \end{gathered}$ | $\stackrel{152}{14 \%}$ | $\begin{gathered} 157 \\ \text { EFG\% } \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 91 \\ 17 \% \\ \mathrm{~g} \end{gathered}$ | 60 $13 \%$ | ${ }^{42} 11 \%$ | $\begin{gathered} 157 \\ { }_{23}^{23} \\ 1 . \end{gathered}$ | $\stackrel{145}{16 \%}$ | 119\% | $\stackrel{97}{15 \%}$ | ${ }^{45} 4$ | $\begin{gathered} 192 \\ \stackrel{20}{20} \% \end{gathered}$ | 103 $16 \%$ | 139 180 | 109 | 206 180 | 124 | 59\% | ${ }_{266}{ }^{26}$ |
| Contact-less menus / disposable silverware | $\begin{gathered} 350 \\ 17 \% \end{gathered}$ | $\begin{gathered} 220 \\ { }_{2}^{23} \% \\ \hline \end{gathered}$ | $\begin{gathered} 130 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 23 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 101 \\ 19 \% \\ 19 \mathrm{G} \end{gathered}$ | $\begin{aligned} & 63 \\ & 13 \% \end{aligned}$ | 43 $11 \%$ | $\begin{gathered} 151 \\ \begin{array}{c} 22 \% \\ \text { lJ } \end{array} \end{gathered}$ | 146\% | $\begin{aligned} & 53 \\ & 12 \% \end{aligned}$ | $\begin{array}{r} 105 \\ 6 \end{array}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | ${ }_{20 \%}^{186}$ | $\begin{gathered} 108 \\ 17 \% \end{gathered}$ | $\begin{gathered} 125 \\ 17 \% \end{gathered}$ | $\begin{gathered} 117 \\ 18 \% \end{gathered}$ | ${ }_{18 \%}^{209}$ | $\stackrel{126}{15 \%}$ | $\underset{\substack{66 \\ t}}{\text { c }}$ | 255 ${ }^{20}$ |
| Reconfiguring airports for social distancing | 347\% | $\stackrel{206}{201 \%}$ | $\stackrel{141}{13 \%}$ | $\begin{gathered} 149 \\ 24 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 88 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 20 \% \end{aligned}$ | 141 $15 \%$ | 70 $16 \%$ | $\begin{gathered} 105 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 16 \% \end{aligned}$ | 173 $18 \%$ | ${ }^{96}$ | 1419\% | 110\% | 2068 | ${ }^{128} 16$ | $\underset{\text { 27 }}{\substack{66 \\ \mathrm{t}}}$ | 260 ${ }^{21 \%}$ |
| Adjust boarding process to allow 6' social distance and avoid overcrowding | ${ }^{333} 16 \%$ | $\begin{gathered} 211 \\ \underset{\mathrm{C}}{21 \%} \end{gathered}$ | 123 $11 \%$ | $\begin{gathered} 142 \\ \text { 23\% } \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 84 \\ \begin{array}{l} 16 \% \\ \mathrm{~g} \end{array} \end{gathered}$ | 66 $14 \%$ | 410\% | $\begin{gathered} 137 \\ 20 \% \\ i j \end{gathered}$ | $\stackrel{136}{15 \%}$ | 59\% | 106\% | 52\% | 160 | 87 $14 \%$ | 131 $17 \%$ | 115 $18 \%$ | 195\% | $\stackrel{126}{15 \%}$ | $\underset{\text { 21 }}{\substack{65 \\ \text { ¢ }}}$ | ${ }_{19}{ }_{19}$ |
| Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission | $\begin{gathered} 316 \\ 16 \% \end{gathered}$ | $\begin{gathered} 177 \\ { }_{C}^{18 \%} \end{gathered}$ | $\stackrel{140}{13 \%}$ | $\begin{gathered} 146 \\ \text { 23\% } \\ \text { EFG } \end{gathered}$ | 71 $14 \%$ | ${ }^{58}{ }^{12 \%}$ | 42\% | $\begin{gathered} 143 \\ \begin{array}{c} 21 \% \\ 1 . j \end{array} \end{gathered}$ | 123 $13 \%$ | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 15 \% \end{aligned}$ | 42\% | 164\% | 83\% | $\begin{gathered} 124 \\ 16 \% \end{gathered}$ | ${ }^{110} \%$ | $\begin{aligned} & 190 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 115 \\ 14 \% \end{gathered}$ | 57\% | $\underset{19}{237}$ |
| Hand sanitizer packets handed out with snacks | 314\% | $\begin{gathered} 190 \\ { }_{C}^{20} \% \end{gathered}$ | 124 $12 \%$ | $\begin{aligned} & 141 \\ & { }_{2}^{22 \%} \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 96 \\ 18 \% \\ F G \end{gathered}$ | 36 ${ }_{8}$ | 40\% | $\begin{gathered} 145 \\ \substack{21 \% \\ 1 . j} \end{gathered}$ | 121 ${ }_{13 \%}$ | ${ }_{11 \%}{ }^{1}$ | 89 $14 \%$ | ${ }^{36} 11 \%$ | $\begin{gathered} 178 \\ 19 \% \\ \text { kL } \end{gathered}$ | 97 $15 \%$ | 120 $16 \%$ | 97 $15 \%$ | $\begin{gathered} 198 \\ \substack{17 \% \\ R} \end{gathered}$ | ${ }_{12 \%}^{96}$ | 70 29\% | 2488 |
| Cleaning services guarantee hygienic wipe down of seats | ${ }_{14}^{292}$ | $\begin{gathered} 162 \\ \underset{C}{17 \%} \end{gathered}$ | $\stackrel{129}{12 \%}$ | $\begin{gathered} 133 \\ \text { 21\% } \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 85 \\ & \begin{array}{l} 86 \\ 16 \% \end{array} \end{aligned}$ | 40 80 | 33\% | $\begin{gathered} 137 \\ 20 \% \\ 1,5 \end{gathered}$ | 116 $13 \%$ | 399\% | 79 $13 \%$ | 40\% | $\begin{gathered} 160 \\ 17 \% \\ \mathrm{k} \end{gathered}$ | 86 $14 \%$ | ${ }_{118}^{16 \%}$ | ${ }^{87}$ 13\% | 184 $16 \%$ $r$ | ${ }_{12 \%}{ }^{12}$ | ${ }_{22}^{51 \%}$ | 223 $18 \%$ |

Proporions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proporions/Means: Colu
Overlap formulae used.

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 \\
5 / 22)
\end{gathered}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 70 \mathbf{k}^{-}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 32 \& 75 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline Shared data on where the airplane has been, including the crew \& $$
\begin{aligned}
& 850 \\
& 42 \%
\end{aligned}
$$ \& $$
{ }_{3}^{353} \%
$$ \& $$
496
$$ \& $$
{ }_{32}^{202}
$$ \& $$
{ }_{37 \%}^{197}
$$ \& $$
\begin{gathered}
227 \\
48 \% \\
\text { DE }
\end{gathered}
$$ \& $$
\begin{gathered}
224 \\
56 \% \\
\text { DE }
\end{gathered}
$$ \& $$
{ }_{33}^{227}
$$ \& $$
\begin{gathered}
397 \\
\underset{H}{43 \%}
\end{gathered}
$$ \& $$
\begin{gathered}
226 \\
53 \% \\
H 1
\end{gathered}
$$ \& $$
\begin{gathered}
310 \\
49 \% \\
M
\end{gathered}
$$ \& 139 ${ }^{42 \%}$ \& $$
\begin{gathered}
339 \\
36 \%
\end{gathered}
$$ \& 251
$40 \%$ \& 285 38 \& $$
\begin{aligned}
& 314 \\
& 49 \% \\
& \mathrm{NO}
\end{aligned}
$$ \& $$
\begin{array}{r}
434 \\
38 \%
\end{array}
$$ \& $$
\begin{gathered}
387 \\
47 \% \\
Q
\end{gathered}
$$ \& 31
$13 \%$ \& $$
\begin{gathered}
376 \\
30 \% \\
\mathrm{~S}
\end{gathered}
$$ <br>
\hline Contact-less menus / disposable silverware \& $8{ }^{801}$ \& 359\% \& $$
{ }_{41 \%}^{422}
$$ \& 204 32 \& 183 ${ }^{35}$ \& $$
\begin{gathered}
213 \\
45 \% \\
\mathrm{DE}
\end{gathered}
$$ \& $$
\begin{gathered}
201 \\
50 \% \\
\text { DE }
\end{gathered}
$$ \& 225 ${ }_{3}$ \& $$
\begin{gathered}
363 \\
40 \% \\
H
\end{gathered}
$$ \& $$
\begin{gathered}
213 \\
50 \% \\
\mathrm{HI}
\end{gathered}
$$ \& $$
\begin{gathered}
273 \\
43 \% \\
M
\end{gathered}
$$ \& 130\% \& 337 ${ }^{36 \%}$ \& 227\% \& 273 36 \& $$
\begin{aligned}
& 301 \\
& 47 \% \\
& \text { NO }
\end{aligned}
$$ \& 423 ${ }_{3}$ \& $$
\begin{gathered}
353 \\
43 \% \\
{ }_{Q}
\end{gathered}
$$ \& ${ }^{46}{ }^{19}$ \& 370
$30 \%$
S <br>
\hline News and information from the airline on where it is safe to travel to and from \& ${ }^{789} 9$ \& ${ }_{348}{ }_{36}$ \& $442 \%$ \& ${ }^{192}{ }_{31}$ \& ${ }_{3}^{172}$ \& $$
\begin{gathered}
217 \\
45 \% \\
\mathrm{DE}
\end{gathered}
$$ \& $$
\begin{gathered}
208 \\
52 \% \\
\text { DE }
\end{gathered}
$$ \& 218 $32 \%$ \& $$
\begin{gathered}
359 \\
{ }_{3} \\
\hline
\end{gathered}
$$ \& $$
\begin{gathered}
213 \\
50 \% \\
\mathrm{HI}
\end{gathered}
$$ \& $$
\begin{gathered}
289 \\
{ }_{46 \%} \\
\text { M }
\end{gathered}
$$ \& 125 ${ }^{38 \%}$ \& 308 33 \& 227\% \& 269\% \& $$
\begin{aligned}
& 293 \\
& 46 \% \\
& \text { NO }
\end{aligned}
$$ \& 414 \& $$
\begin{gathered}
351 \\
43 \% \\
\hline
\end{gathered}
$$ \& 26 $11 \%$ \& 357

S <br>

\hline Guarantee of circulating air \& $$
\begin{gathered}
761 \\
37 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
343 \\
36 \%
\end{gathered}
$$

\] \& \[

{ }_{39 \%}^{418}

\] \& \[

$$
\begin{gathered}
183 \\
29 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
171 \\
32 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
231 \\
48 \% \\
\mathrm{DE}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
177 \\
44 \% \\
\text { DE }
\end{gathered}
$$

\] \& 205 $30 \%$ \& \[

$$
\begin{gathered}
341 \\
\underset{H}{37 \%}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
215 \\
50 \% \\
\mathrm{HI}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
274 \\
43 \% \\
M
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
\text { 128 } \\
39 \% \\
\mathrm{~m}
\end{gathered}
$$

\] \& \[

{ }_{31 \%}^{293}

\] \& ${ }_{3}^{205}$ \& 278\% \& \[

$$
\begin{gathered}
278 \\
43 \% \\
\text { No }
\end{gathered}
$$

\] \& ${ }_{396}{ }_{3}$ \& \[

$$
\begin{gathered}
344 \\
\stackrel{3}{2} \%
\end{gathered}
$$
\] \& 31

$13 \%$ \& 315

S5 \% <br>

\hline Reconfiguring airports for social distancing \& ${ }_{34}^{693}$ \& \[
$$
\begin{gathered}
300 \\
31 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
393 \\
39 \% \\
b
\end{gathered}
$$

\] \& \[

{ }_{28}^{175}

\] \& \[

$$
\begin{aligned}
& 170 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
185 \\
{ }_{\text {39\% }}^{\text {D }}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
164 \\
41 \% \\
\mathrm{De}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
193 \\
28 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
318 \\
35 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
182 \\
42 \% \\
\mathrm{Hi}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
267 \\
42 \% \\
\text { LM }
\end{gathered}
$$
\] \& 101

$30 \%$ \& 274 ${ }^{29 \%}$ \& 190\% \& 233\% \& \[
$$
\begin{aligned}
& 270 \\
& 42 \% \\
& \mathrm{NO}
\end{aligned}
$$

\] \& ${ }_{363}$ \& \[

$$
\begin{gathered}
305 \\
37 \% \\
9
\end{gathered}
$$
\] \& 29

$12 \%$ \& $\stackrel{288}{ }{ }_{\text {23\% }}$ <br>
\hline Pre-travel testing/screening for passengers/crew to ensure no passenge antibodies from recovery \& ${ }_{365}^{665}$ \& ${ }_{31}^{294}$ \& 372

$35 \%$ \& ${ }^{167}$ 27\% \& \[
{ }_{27 \%}^{145}

\] \& \[

$$
\begin{aligned}
& 186 \\
& 39 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
167 \\
42 \% \\
\mathrm{DE}
\end{gathered}
$$

\] \& ${ }^{176}$ 26\% \& \[

$$
\begin{gathered}
306 \\
{ }_{3}^{3} \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
183 \\
43 \% \\
\mathrm{HI}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
257 \\
41 \% \\
{ }^{4} \mathrm{M}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
108 \\
33 \% \\
\mathrm{~m}
\end{gathered}
$$

\] \& ${ }^{237}$ 25\% \& 192\% \& 234\% \& \[

$$
\begin{gathered}
239 \\
37 \% \\
\text { no }
\end{gathered}
$$

\] \& $3{ }_{30}^{344}$ \& \[

$$
\begin{gathered}
296 \\
{ }_{Q} 6 \%
\end{gathered}
$$
\] \& 31

$13 \%$ \& 250
$20 \%$
S <br>

\hline Hand sanitizer packets handed out with snacks \& ${ }^{656}$ 32\% \& $$
{ }_{30}^{289} 9
$$ \& 367

$34 \%$ \& 138 ${ }^{22 \%}$ \& \[
$$
\begin{gathered}
150 \\
28 \% \\
\mathrm{D}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 195 \\
& { }^{41 \%} \\
& \mathrm{DE}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 174 \\
& 43 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& 1699\% \& \[

$$
\begin{gathered}
306 \\
{ }_{3}^{3} \% \\
\mathrm{H}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
182 \\
42 \% \\
\mathrm{HI}^{2}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
251 \\
\% \\
40 \% \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
113 \\
34 \% \\
M
\end{gathered}
$$

\] \& 238 ${ }^{25 \%}$ \& 187 30 \& 226\% \& \[

$$
\begin{aligned}
& 242 \\
& 38 \% \\
& \mathrm{NO}
\end{aligned}
$$

\] \& ${ }^{336}{ }_{2}{ }^{29 \%}$ \& \[

\underset{Q}{296}

\] \& 24 $10 \%$ \& \[

$$
\begin{gathered}
251 \\
20 \% \\
\mathrm{~S}
\end{gathered}
$$
\] <br>

\hline Pre-travel testing/screening for passengers/crew to ensure no passenger ing transmission \& $$
{ }_{32 \%}^{648}
$$ \& \[

{ }_{30 \%}^{286}

\] \& \[

{ }_{36}^{362}

\] \& \[

{ }^{156}

\] \& \[

{ }_{30 \%}^{158}

\] \& \[

$$
\begin{gathered}
179 \\
37 \% \\
\text { De }
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
156 \\
39 \% \\
\mathrm{De}^{2}
\end{gathered}
$$

\] \& 169 25 \& \[

$$
\begin{gathered}
305 \\
33_{\mathrm{H}}^{3}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
174 \\
41 \% \\
\mathrm{Hi}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 258 \\
& 41 \% \\
& \text { LM }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
107 \\
32 \% \\
\mathrm{~m}
\end{gathered}
$$

\] \& 230 ${ }^{24 \%}$ \& 188\% \& 224\% \& \[

$$
\begin{gathered}
236 \\
37 \% \\
\mathrm{nO}
\end{gathered}
$$

\] \& ${ }^{322} 28$ \& \[

$$
\begin{gathered}
300 \\
36 \% \\
\hline
\end{gathered}
$$
\] \& ${ }_{11 \%}{ }^{26}$ \& 250

$20 \%$
S <br>

\hline Adjust boarding process to allow 6' social distance and avoid overcrowding \& ${ }^{647}$ 32\% \& ${ }^{295}$ \& 352 33 \& 170 27 \& ${ }^{144} 27 \%$ \& \[
$$
\begin{aligned}
& 170 \\
& 36 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 163 \\
& 41 \% \\
& \mathrm{AE}
\end{aligned}
$$

\] \& 1918 \& 275 $30 \%$ \& \[

$$
\begin{gathered}
181 \\
42 \% \\
\mathrm{HI}^{2}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 246 \\
& 39 \% \\
& \text { LM }
\end{aligned}
$$

\] \& 959\% \& ${ }_{26}^{248}$ \& 178\% \& 232 31 \& \[

$$
\begin{aligned}
& 238 \\
& 37 \% \\
& \text { No }
\end{aligned}
$$

\] \& ${ }^{333}$ 29\% \& \[

\underset{Q}{293}
\] \& ${ }^{22} 9$ \& 262

$21 \%$
S <br>

\hline Required temperature tests for passengers and crew \& ${ }^{637}$ \& \[
$$
\begin{gathered}
280 \\
29 \%
\end{gathered}
$$

\] \& ${ }^{358} 3$ \& \[

$$
\begin{gathered}
162 \\
26 \%
\end{gathered}
$$

\] \& ${ }^{145}$ \& \[

$$
\begin{aligned}
& 175 \\
& 37 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 155 \\
& 39 \% \\
& \text { BE }
\end{aligned}
$$
\] \& 171

$25 \%$ \& \[
\underset{\substack{292 <br> \mathrm{H}}}{\substack{292}}

\] \& \[

$$
\begin{gathered}
175 \\
41 \% \\
\mathrm{HI}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
245 \\
39 \% \\
M
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
106 \\
32 \% \\
M
\end{gathered}
$$

\] \& ${ }_{225}^{24}$ \& 180\% \& 217 29 \& \[

$$
\begin{aligned}
& 241 \\
& 37 \% \\
& \text { NO }
\end{aligned}
$$

\] \& 314 \& \[

$$
\begin{gathered}
299 \\
{ }_{Q}^{29 \%}
\end{gathered}
$$

\] \& ${ }^{22} 9$ \& \[

$$
\begin{gathered}
233 \\
19 \% \\
\mathrm{~S}
\end{gathered}
$$
\] <br>

\hline Mandatory masks on the plane for passengers and crew \& ${ }^{621}$ \% \& $$
\begin{gathered}
284 \\
30 \%
\end{gathered}
$$ \& ${ }_{31 \%}^{337}$ \& 161

$26 \%$ \& $\stackrel{143}{27 \%}$ \& \[
$$
\begin{aligned}
& 167 \\
& 35 \% \\
& \text { De }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 38 \% \\
& \text { DE }
\end{aligned}
$$

\] \& 174 \& 274 30 \& \[

$$
\begin{gathered}
173 \\
40 \% \\
\mathrm{HI}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
244 \\
39 \% \\
M
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
106 \\
32 \% \\
M
\end{gathered}
$$

\] \& 213 \& 165\% \& ${ }^{223} 29 \%$ \& \[

$$
\begin{aligned}
& 233 \\
& 36 \% \\
& \text { No }
\end{aligned}
$$

\] \& 301 ${ }_{26}$ \& \[

$$
\begin{gathered}
294 \\
36 \% \\
\text { Q }
\end{gathered}
$$
\] \& ${ }^{18} 8$ \& 230

180
S <br>

\hline Cleaning services guarantee hygienic wipe down of seats \& 614 30 \& 298\% \& 316\% \& ${ }^{142}$ 23\% \& \[
$$
\begin{gathered}
152 \\
29 \% \\
\mathrm{D}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
165 \\
35 \% \\
\text { D }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 155 \\
& 39 \% \\
& \text { DE }
\end{aligned}
$$

\] \& ${ }^{168}{ }_{24}$ \& 270 29 \& \[

$$
\begin{gathered}
176 \\
41 \% \\
\mathrm{HI}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
244 \\
39 \% \\
\text { LM }
\end{gathered}
$$

\] \& 897\% \& 223 \& 168\% \& 219\% \& \[

$$
\begin{gathered}
227 \\
35 \% \\
\text { No }
\end{gathered}
$$
\] \& 313

$27 \%$ \& $$
\begin{gathered}
275 \\
{ }_{\mathrm{B}}^{2} \%
\end{gathered}
$$ \& ${ }^{28} 11 \%$ \& $\stackrel{229}{180}$ <br>

\hline
\end{tabular}

[^5]Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\left(\begin{array}{c}
\text { Total } \\
(5 / 22)-
\end{array}\right.
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lesn } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\underset{\substack{\text { Republi- }}}{\text { Can }}
$$ \& Democrat \& IndepeOndent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 2032 \& 775 \& 1257 \& 847 \& 571 \& 330 \& 284 \& 699 \& 841 \& 492 \& 1092 \& 282 \& 534 \& 616 \& 707 \& 709 \& 1060 \& 909 \& 189 \& 1109 <br>
\hline Weighted Base \& 2032 \& 960 \& 1072 \& 628 \& 528 \& 477 \& 399 \& 686 \& 917 \& 429 \& 632 \& 332 \& 942 \& 633 \& 756 \& 643 \& 1154 \& 823 \& 244 \& 1248 <br>
\hline More likely \& ${ }^{788}{ }^{39}$ \& ${ }_{368}{ }_{3}$ \& 420\% \& $$
\begin{gathered}
266 \\
42 \% \\
\mathrm{HG}
\end{gathered}
$$ \& $$
\begin{gathered}
227 \\
43 \% \\
\mathrm{fG}
\end{gathered}
$$ \& ${ }^{166}$ \& ${ }^{129} 32 \%$ \& $$
\begin{gathered}
294 \\
43 \%
\end{gathered}
$$ \& ${ }^{354} 39$ \& 140 ${ }_{3}$ \& $$
\begin{gathered}
213 \\
34 \%
\end{gathered}
$$ \& 129 ${ }^{39}$ \& $$
\begin{gathered}
406 \\
43 \% \\
\mathrm{~K}
\end{gathered}
$$ \& $$
\stackrel{262}{41 \%}
$$ \& $$
\begin{gathered}
317 \\
42 \% \\
\mathrm{P}
\end{gathered}
$$ \& 208 $32 \%$ \& $\underset{48}{481}$ \& 294\% \& 143

59 \& 588\% <br>

\hline Less likely \& 394 $19 \%$ \& \[
\stackrel{239}{25 \%}

\] \& $\stackrel{155}{14 \%}$ \& \[

$$
\begin{aligned}
& 160 \\
& \text { eFG }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
104 \\
20 \% \\
\mathrm{G}
\end{gathered}
$$

\] \& 84\% \& 46\% \& \[

$$
\begin{gathered}
165 \\
24 \% \\
15
\end{gathered}
$$
\] \& 166\% \& 63

$15 \%$ \& 109\% \& 64
$19 \%$ \& ${ }^{198}$ \& 120
$19 \%$ \& 154 20 \& 121
$19 \%$ \& 240 $21 \%$ \& 142
$17 \%$ \& 70
$29 \%$
$t$ \& ${ }_{28}^{28}{ }_{2}$ <br>

\hline No change \& 850 ${ }^{42 \%}$ \& \[
353

\] \& \[

$$
\begin{gathered}
498 \\
46 \% \\
B
\end{gathered}
$$

\] \& \[

{ }_{32}^{202}

\] \& \[

\underset{37 \%}{197}

\] \& \[

$$
\begin{aligned}
& 227 \\
& 48 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
224 \\
56 \% \\
\text { DE }
\end{gathered}
$$

\] \& \[

227

\] \& \[

$$
\begin{gathered}
397 \\
43 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
226 \\
533 \% \\
\mathrm{HI}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
310 \\
49 \% \\
M
\end{gathered}
$$
\] \& 139 ${ }^{129}$ \& 339\% \& 251

$40 \%$ \& 2855\% \& \[
$$
\begin{aligned}
& 314 \\
& \text { 49\% }
\end{aligned}
$$

\] \& 434\% \& \[

$$
\begin{gathered}
387 \\
47 \%
\end{gathered}
$$
\] \& 31

$13 \%$ \& $$
\begin{gathered}
376 \\
30 \% \\
\mathrm{~S}
\end{gathered}
$$ <br>

\hline Sigma \& $$
\begin{gathered}
2032 \\
100 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 960 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1072 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 628 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 528 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 477 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 399 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 686 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 917 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 429 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 632 \\
& 0 \\
& \hline 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 332 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 942 \\
& 100 \%
\end{aligned}
$$
\] \& 633

$100 \%$ \& 756

$100 \%$ \& \[
$$
\begin{aligned}
& 643 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1154 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 823 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 244 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 1248 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. Overlap formulae used.

Fielding Period: May 20-22, 2020 Pre-travel testing/screening for passengers/crew to ensure no passenger is infected or has the antibodies from recovery
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ (5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lthan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Can }}$ | Democrat | IndepeOndent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | $\begin{aligned} & 1011 \\ & 50 \% \end{aligned}$ | $439 \%$ | $\begin{gathered} 572 \\ 53 \% \\ B \end{gathered}$ | $\begin{gathered} 315 \\ 50 \% \end{gathered}$ | 275 | 232 $49 \%$ | 190 $48 \%$ | 356\% | $\underset{\mathrm{j}}{467}$ | ${ }^{188}$ | 270 $43 \%$ | $\begin{gathered} 182 \\ 55 \% \\ K \end{gathered}$ | $\begin{aligned} & 510 \\ & 54 \% \\ & K \end{aligned}$ | $\begin{gathered} 330 \\ 52 \% \\ \hline \end{gathered}$ | $\begin{gathered} 401 \\ 5 \mathrm{P} \% \end{gathered}$ | 279 ${ }^{273}$ | 582 | 415 50 | 159 6 | 734 $59 \%$ |
| Less likely | $\begin{gathered} 356 \\ 18 \% \end{gathered}$ | $\begin{gathered} 227 \\ \stackrel{24 \%}{C} \end{gathered}$ | ${ }_{128}^{128}$ | $\begin{aligned} & 146 \\ & 23 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 108 \\ & { }^{20} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 59 \\ & 12 \% \end{aligned}$ | 42\% | $\begin{aligned} & 155 \\ & \begin{array}{c} 23 \% \\ 1 . j \end{array} \end{aligned}$ | $\stackrel{144}{16 \%}$ | 57 $13 \%$ | 105 $17 \%$ | ${ }_{12}{ }^{12}$ | $\stackrel{195}{\stackrel{1}{21 \%}}$ | 111180 | 121 $16 \%$ | $\stackrel{124}{19 \%}$ | $\stackrel{228}{20 \%}$ | 112 $14 \%$ | 54\% | 264\% |
| No change | ${ }^{665}{ }_{3}{ }^{\text {\% }}$ | 2934 | ${ }_{3}^{372} 3$ | $\stackrel{167}{27 \%}$ | ${ }^{145} \%$ | $\begin{aligned} & 186 \\ & 39 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 167 \\ 42 \% \\ \mathrm{DE} \end{gathered}$ | ${ }^{176}{ }_{26}$ | $\begin{gathered} 306 \\ 33 \% \\ H \end{gathered}$ | $\begin{gathered} 183 \\ \stackrel{43}{\mathrm{HI}} \% \\ \hline \end{gathered}$ | $\begin{gathered} 257 \\ 41 \% \\ \text { IM }^{2} \end{gathered}$ | $\begin{gathered} 108 \\ 33 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{237}$ 25\% | 192\% | 234\% | $\begin{gathered} 239 \\ 37 \% \\ \text { no } \end{gathered}$ | $344 \%$ | $\begin{gathered} 296 \\ \underset{Q}{66} \end{gathered}$ | 31 $13 \%$ | $\begin{gathered} 250 \\ 20 \% \\ S \end{gathered}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Fielding Period: May 20-22, 2020 Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { \$50k } \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2 \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | $\begin{gathered} 1067 \\ 53 \% \end{gathered}$ | $497 \%$ | 570 $53 \%$ | ${ }^{326} 5$ | 299\% | 241 $51 \%$ | $\begin{gathered} 202 \\ 51 \% \end{gathered}$ | 374 $54 \%$ | 489\% | 204 48 | 281 44 | $\begin{gathered} 183 \\ 55 \% \\ K \end{gathered}$ | $\begin{gathered} 549 \\ 58 \% \\ K \end{gathered}$ | $\stackrel{362}{57 \%}$ | $\stackrel{408}{54 \%}$ | 297\% | $\begin{gathered} 642 \\ 56 \% \end{gathered}$ | 408 | 161 $66 \%$ | 761 $61 \%$ |
| Less likely | ${ }^{316} 16$ | $\begin{gathered} 177 \\ 18 \% \\ C \end{gathered}$ | $\stackrel{140}{13 \%}$ | $\begin{gathered} 146 \\ 23 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 71 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 143 \\ \substack{1 \\ 15} \end{gathered}$ | 123\% | 51 $12 \%$ | 93 $15 \%$ | 12\% | $\begin{aligned} & 164 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 13 \% \end{aligned}$ | 124 $16 \%$ | ${ }^{110} \%$ | $\begin{gathered} 190 \\ 16 \% \end{gathered}$ | 115 $14 \%$ | 57 | $\stackrel{237}{19 \%}$ |
| No change | ${ }_{34}{ }^{3} \%$ | ${ }^{286}$ 30\% | 33620 | ${ }^{156}$ 25\% | ${ }^{158} 80$ | $\begin{gathered} 179 \\ 37 \% \\ \mathrm{De} \end{gathered}$ | $\begin{aligned} & 156 \\ & 39 \% \\ & \text { De } \end{aligned}$ | 169\% | $\begin{gathered} 305 \\ { }_{3}^{3} \% \\ H \end{gathered}$ | $\begin{gathered} 174 \\ \begin{array}{c} 41 \% \\ H i \end{array} \end{gathered}$ | $\begin{gathered} 258 \\ \left.\hline \quad \begin{array}{c} 41 \% \\ \mathrm{LM} \end{array}\right) \end{gathered}$ | $\begin{gathered} 107 \\ 32 \% \\ \mathrm{~m} \end{gathered}$ | 230 | 1888\% | 224\% | $\begin{gathered} 236 \\ 37 \% \\ \text { nO } \end{gathered}$ | $322 \%$ | $\begin{gathered} 300 \\ 36 \% \\ \text { Q } \end{gathered}$ | 26 $11 \%$ | 250 ${ }_{\text {20 }}$ |
| Sigma | 2032 $100 \%$ | 960\% $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | ${ }^{686}$ 100\% | 917 $100 \%$ | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 100\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | $8{ }^{890}$ | $\begin{gathered} 414 \\ 43 \% \end{gathered}$ | ${ }_{4}^{476}$ | $\begin{gathered} 284 \\ 45 \% \end{gathered}$ | $\begin{gathered} 251 \\ 48 \% \\ G \end{gathered}$ | 211 $44 \%$ | $\begin{aligned} & 143 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 333 \\ 48 \% \end{gathered}$ | $\begin{gathered} 396 \\ 43 \% \end{gathered}$ | 161 | $\begin{gathered} 253 \\ \hline 40 \% \end{gathered}$ | 152 46 | $\underset{\mathrm{K}}{442}$ | $\stackrel{298}{47 \%}$ | $\begin{gathered} 351 \\ \stackrel{46 \%}{\mathrm{P}} \end{gathered}$ | 241 37 | 521 45 | ${ }^{358} 4{ }^{\text {\% }}$ | $\begin{gathered} 151 \\ 62 \% \\ 6 T \end{gathered}$ | 615 $49 \%$ |
| Less likely | ${ }^{353} 17 \%$ | $\begin{gathered} 199 \\ { }_{21}{ }_{C} \end{gathered}$ | 154\% | $\begin{aligned} & 151 \\ & 24 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 104 \\ & 20 \% \\ & \text { FG } \end{aligned}$ | 10\% | ${ }_{12 \%}$ | $\stackrel{136}{20 \%}$ | 162\% | 55 $13 \%$ | ${ }_{14 \%}^{90}$ | 54 $16 \%$ | $\begin{gathered} 193 \\ 20 \% \\ K \end{gathered}$ | 109 | - ${ }^{135} 18 \%$ | 109\% | $\begin{gathered} 220 \\ \stackrel{19 \%}{\mathrm{R}} \end{gathered}$ | 114\% | ${ }^{66}$ 27\% | 276 $22 \%$ |
| No change | ${ }_{399}$ | ${ }_{36 \%}$ | $\begin{aligned} & 442 \\ & 41 \% \end{aligned}$ | 192\% | ${ }_{33}^{172}$ | $\begin{aligned} & 217 \\ & 45 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 208 \\ 52 \% \\ \text { DE } \end{gathered}$ | 218 32 | $\underset{H}{359}$ | $\begin{aligned} & 213 \\ & 50 \% \\ & \mathrm{HI} \end{aligned}$ |  | ${ }^{125} 38$ | 308 33 | 227 ${ }^{36 \%}$ | 2699\% | $\begin{aligned} & 293 \\ & \text { NO } \end{aligned}$ | 414\% | $\begin{gathered} 351 \\ 43 \% \end{gathered}$ | ${ }^{26} 11 \%$ | $\begin{gathered} 357 \\ \stackrel{29}{S} \% \end{gathered}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 0 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. Overlap formulae used.

Fielding Period: May 20-22, 2020
23 May 2020
AA12_5 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during Covid19? Reconfiguring airports for social distancing
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | ${ }_{493}^{993}$ | 455 | $\begin{gathered} 538 \\ 50 \% \end{gathered}$ | $\begin{gathered} 305 \\ 49 \% \end{gathered}$ | 270 $51 \%$ | $\begin{gathered} 230 \\ 48 \% \end{gathered}$ | ${ }^{188}$ | $\begin{aligned} & 359 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 458 \\ 50 \% \end{gathered}$ | 176 $41 \%$ | $\begin{gathered} 260 \\ \% \end{gathered}$ | $\begin{gathered} 178 \\ 54 \% \\ K \end{gathered}$ | $\begin{gathered} 495 \\ \stackrel{3}{5} \% \\ K \end{gathered}$ | $\begin{gathered} 347 \\ 55 \% \end{gathered}$ | $\begin{gathered} 382 \\ 51 \% \\ P \end{gathered}$ | ${ }_{263}{ }^{26} \%$ | 5855 | 390 47 | 149 $61 \%$ | 700 56 |
| Less likely | ${ }_{17 \%}^{347}$ | ${ }_{2}^{206}$ | ${ }_{13 \%}^{141}$ | $\begin{gathered} 149 \\ 24 \% \\ \text { EFG } \end{gathered}$ | ${ }^{88}{ }^{17}$ | 63 $13 \%$ | ${ }_{12}{ }^{2} \%$ | ${ }^{135}$ | 141 $15 \%$ | 70 | - 105 | 53 $16 \%$ | 173 $18 \%$ | ${ }_{15}^{96}$ | $\stackrel{141}{19 \%}$ | 110\% | 2068 | ${ }^{128} 16$ | $\underset{\substack{66 \\ 27 \\ \text { c }}}{ }$ | 260 $21 \%$ |
| No change | ${ }_{34 \%}^{693}$ | $300$ | $\begin{gathered} 393 \\ 39 \% \\ b \end{gathered}$ | ${ }^{175}$ | $\begin{aligned} & 170 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 185 \\ \text { 39\% } \\ \text { D } \end{gathered}$ | $\begin{gathered} 164 \\ 41 \% \\ \text { De } \end{gathered}$ | $\begin{gathered} 193 \\ 28 \% \end{gathered}$ | $\begin{gathered} 318 \\ \underset{5}{35 \%} \\ H \end{gathered}$ | $\begin{gathered} 182 \\ \stackrel{42 \%}{\mathrm{Hi}} \end{gathered}$ | $\begin{gathered} 267 \\ 0 \\ \hline \quad 42 \% \end{gathered}$ | 101 $30 \%$ | 274\% | 190\% | 233\% | $\begin{aligned} & 270 \\ & \text { NO } \end{aligned}$ | ${ }^{363}$ | $\begin{gathered} 305 \\ 37 \% \\ 9 \end{gathered}$ | 29\% | $\stackrel{288}{28 \%}{ }_{S}^{3}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | 100\% | $\begin{aligned} & 632 \\ & \hline \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | 9420 | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | - $\begin{aligned} & 756 \\ & 100 \%\end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | 1154 $100 \%$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/LM - N/O/P-Q/R-S/I
Overlap formulae used.
Overlap formulae used.

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 20) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | $\begin{gathered} 1126 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 500 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 626 \\ 58 \\ 58 \end{gathered}$ | $\begin{gathered} 353 \\ 56 \% \end{gathered}$ | ${ }^{290} 55 \%$ | $\begin{gathered} 271 \\ 57 \% \end{gathered}$ | $\begin{gathered} 211 \\ 53 \% \end{gathered}$ | 381 $56 \%$ | $\begin{gathered} 531 \\ 58 \% \\ j \end{gathered}$ | 214 50 | $\begin{array}{r} 308 \\ 6 \end{array}$ | $\begin{gathered} 202 \\ \underset{K}{61 \%} \end{gathered}$ | $\begin{gathered} 560 \\ \substack{59 \% \\ K} \end{gathered}$ | $\begin{gathered} 379 \\ 60 \% \\ \mathrm{P} \end{gathered}$ | - 419 | $\begin{gathered} 329 \\ 51 \% \end{gathered}$ | ${ }^{656}$ 57\% | 452 | $\begin{aligned} & 164 \\ & 67 \% \end{aligned}$ | 796 $64 \%$ |
| Less likely | 292 $14 \%$ | $\begin{gathered} 162 \\ \underset{C}{17 \%} \end{gathered}$ | 129 | $\begin{gathered} 133 \\ { }_{211} \% \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 85 \\ & 16 \% \\ & \text { FG } \end{aligned}$ | 40 80 | 33 ${ }_{8}$ | $\begin{gathered} 137 \\ 20 \% \\ 15 \end{gathered}$ | ${ }^{116} 13 \%$ | 399\% | ${ }^{79} 13 \%$ | 40\% | $\begin{gathered} 160 \\ 17 \% \\ k \end{gathered}$ | $\begin{aligned} & 86 \\ & 14 \% \end{aligned}$ | ${ }_{118}^{16 \%}$ | 87\% | $\begin{gathered} 184 \\ 16 \% \end{gathered}$ | ${ }^{96}$ 12\% | ${ }^{52}$ 21\% | 223 $18 \%$ |
| No change | ${ }_{30 \%}^{614}$ | ${ }_{31 \%}^{298}$ | ${ }^{316} 29$ | ${ }_{23}^{142}$ | $\begin{gathered} 152 \\ 29 \% \\ \mathrm{D} \end{gathered}$ | $\underset{\mathrm{D}}{165} \underset{\substack{15 \\ \hline}}{ }$ | $\begin{aligned} & 155 \\ & 39 \% \\ & \text { DE } \end{aligned}$ | 168\% | 270 $29 \%$ | $\begin{gathered} 176 \\ 41 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 244 \\ \text { LM } \end{gathered}$ | 89\% | 223 | 168\% | 219\% | $\begin{gathered} 227 \\ 35 \% \\ \mathrm{No} \end{gathered}$ | $313 \%$ | $\begin{gathered} 275 \\ 33 \% \end{gathered}$ | ${ }^{28} 11 \%$ | $\begin{gathered} 229 \\ 18 \% \\ S_{S} \end{gathered}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 6 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Colu
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22)- \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Can }}$ | Democrat | IndepeOndent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | $1062$ | 482 | 580 | $\begin{gathered} 349 \\ 56 \% \\ \mathrm{~g} \end{gathered}$ | 282 53 | ${ }^{246} 51 \%$ | ${ }^{185}{ }^{46 \%}$ | $\begin{gathered} 373 \\ 54 \% \\ j \end{gathered}$ | $\stackrel{491}{53 \%}$ | 1999 | 293 46 | $\begin{gathered} 183 \\ \stackrel{185}{5} \\ K \end{gathered}$ | $\begin{gathered} 526 \\ 56 \% \\ K \end{gathered}$ | $\begin{gathered} 349 \\ 55 \% \\ \hline \mathrm{P} \end{gathered}$ | $\begin{gathered} 410 \\ 54 \% \\ \mathrm{p} \end{gathered}$ | 303 $47 \%$ | 619 $54 \%$ | 427 $52 \%$ | 149 $61 \%$ | 750 $60 \%$ |
| Less likely | $\begin{array}{r} 314 \\ 15 \% \end{array}$ | $\begin{gathered} 190 \\ { }_{C}^{20 \%} \end{gathered}$ | ${ }_{124}^{12 \%}$ | $\begin{aligned} & 141 \\ & 22 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 96 \\ 18 \% \\ F G \end{gathered}$ | 36 ${ }_{8}$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 145 \\ 21 \% \\ 1,5 \end{gathered}$ | 121 $13 \%$ | ${ }_{11 \%}{ }^{1}$ | 89 $14 \%$ | 11\% | $\begin{gathered} 178 \\ 19 \% \\ \text { kL } \end{gathered}$ | 97\% | 120 ${ }_{16}$ | 97\% | $\begin{gathered} 198 \\ { }_{\mathrm{R}}^{17 \%} \end{gathered}$ | ${ }_{12 \%}$ | 290\% | 248\% |
| No change | ${ }_{3}^{656}$ | 289\% ${ }_{3}$ |  | 138\% | $\begin{gathered} 150 \\ 28 \% \\ D \end{gathered}$ | $\begin{aligned} & 195 \\ & 41 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{gathered} 174 \\ 43 \% \\ \mathrm{DE} \end{gathered}$ | 1699\% | $\begin{gathered} 306 \\ 33 \% \\ H \end{gathered}$ | $\begin{aligned} & 182 \\ & \stackrel{42}{\mathrm{HI}} \end{aligned}$ | $\begin{gathered} 251 \\ 40 \% \\ M \end{gathered}$ | $\begin{gathered} 113 \\ 34 \% \\ M \end{gathered}$ | 2388\% | 187\% | ${ }^{226} 30$ | $\begin{aligned} & 242 \\ & \text { NO } \\ & \text { NO } \end{aligned}$ | 336\% | $\begin{gathered} 299 \\ \underset{Q}{29} \% \end{gathered}$ | 24 $10 \%$ | $\begin{gathered} 251 \\ \substack{20 \% \\ \mathrm{~S}} \end{gathered}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 632 \\ 0 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 2 / 22) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\substack{\text { Ren }}}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | $\begin{aligned} & 1040 \\ & 51 \% \end{aligned}$ | $4_{475}$ | $\stackrel{585}{55 \%}$ | $\begin{gathered} 319 \\ 51 \% \end{gathered}$ | ${ }^{288}{ }_{55 \%}$ | $\begin{gathered} 236 \\ 50 \% \end{gathered}$ | ${ }^{196}$ | $\begin{gathered} 351 \\ 51 \% \\ j \end{gathered}$ | $\stackrel{506}{55 \%}$ | 183\% | ${ }^{278}{ }_{44 \%}$ | $\begin{aligned} & 185 \\ & \begin{array}{l} 56 \% \\ K \end{array} \end{aligned}$ | $\begin{gathered} 524 \\ \stackrel{56}{5} \% \\ K \end{gathered}$ | $\begin{aligned} & 350 \\ & 55 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\stackrel{402}{53 \%}$ | ${ }^{288}$ | 618 $54 \%$ | 409\% | ${ }^{169} 6$ | 742 $59 \%$ |
| Less likely | 371 $18 \%$ | $\begin{gathered} 221 \\ { }_{\mathrm{C}}^{23 \%} \end{gathered}$ |  | $\begin{gathered} 147 \\ \text { eFG } \\ \text { eFG } \end{gathered}$ | 97 $18 \%$ | 74 $16 \%$ | 53 $13 \%$ | $\begin{gathered} 161 \\ \underset{1}{23 \%} \end{gathered}$ | ${ }^{138} 15$ | 72 $17 \%$ | 110 $17 \%$ | ${ }_{12}{ }^{1}$ | $\underset{\mathrm{L}}{205}$ | ${ }_{117}^{19}$ | 131 $17 \%$ | 122 $19 \%$ | $\begin{gathered} 234 \\ 20 \% \\ \mathrm{R} \end{gathered}$ | 120 15 | 56\% | 277 ${ }_{2}$ |
| No change | ${ }^{621} 31 \%$ | ${ }_{304}$ | $337 \%$ | $\begin{gathered} 161 \\ 26 \% \end{gathered}$ | ${ }_{27}^{143}$ | $\begin{aligned} & 167 \\ & 35 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 150 \\ & 38 \% \\ & \text { BE } \end{aligned}$ | 174 | 274 30 | $\begin{aligned} & 173 \\ & 40 \% \\ & \mathrm{HI} \end{aligned}$ | $\begin{gathered} 244 \\ 39 \% \\ M \end{gathered}$ | $\begin{gathered} 106 \\ 32 \% \\ M \end{gathered}$ | 213 | ${ }^{165}$ | 223\% | $\begin{aligned} & 233 \\ & 36 \% \\ & \text { No } \end{aligned}$ | 301 26 | $\begin{gathered} 294 \\ 36 \% \\ Q \end{gathered}$ | ${ }^{18} 8$ | $\begin{gathered} 230 \\ \stackrel{18 \%}{8} \% \end{gathered}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ (5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lthan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Can }}$ | Democrat | IndepeOndent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | $\begin{gathered} 1019 \\ 50 \% \end{gathered}$ | 454 $47 \%$ | $\begin{gathered} 565 \\ 53 \% \\ b \end{gathered}$ | $\begin{gathered} 307 \\ 49 \% \end{gathered}$ | 273 $52 \%$ | $\begin{gathered} 238 \\ 50 \% \end{gathered}$ | $\begin{gathered} 201 \\ 50 \% \end{gathered}$ | 355 | ${ }^{465}$ | ${ }^{198} 4{ }^{46 \%}$ | 291 46 | 172 $52 \%$ | $\begin{aligned} & 506 \\ & 54 \% \\ & K \end{aligned}$ | $\begin{gathered} 347 \\ 55 \% \\ \hline \end{gathered}$ | $\begin{gathered} 388 \\ 51 \% \\ \mathrm{p} \end{gathered}$ | 284\% | $\underset{\substack{612 \\ 53 \%}}{ }$ | 391\% | ${ }^{155}$ 64\% | 733 $59 \%$ |
| Less likely | $\begin{gathered} 376 \\ 19 \% \end{gathered}$ | $\begin{gathered} 227 \\ \underset{C}{24} \% \end{gathered}$ | 150 $14 \%$ | $\begin{aligned} & 158 \\ & { }_{25 \%} \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 110 \\ & { }_{21}^{21 \%} \\ & \mathrm{FG} \end{aligned}$ | ${ }^{65} 4$ | 43 $11 \%$ | $\begin{aligned} & 160 \\ & 23 \% \\ & 1.5 \end{aligned}$ | 160 $17 \%$ | 136 | ${ }^{96} 15$ | 53 16 | $\begin{gathered} 211 \\ 22 \% \\ \mathrm{Kl}^{2} \% \end{gathered}$ | 106\% | 152 20 | 119 $18 \%$ | ${ }^{228} 80$ | 132\% | ${ }^{67} 7$ | 282\% |
| No change | ${ }^{637}$ \% | 280\% | ${ }^{353}{ }_{3}{ }^{14}$ | 162\% | ${ }^{145} \%$ | $\begin{aligned} & 175 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 155 \\ & 399 \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 171 \\ 25 \% \end{gathered}$ | $\underset{\mathrm{H}}{2922}$ | $\begin{gathered} 175 \\ 41 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 245 \\ 39 \% \\ M \end{gathered}$ | $\begin{gathered} 106 \\ 32 \% \\ M \end{gathered}$ | 225 ${ }_{24}$ | 180\% | 217 29 | $\begin{aligned} & 241 \\ & \text { NO } \end{aligned}$ | 314 | $\begin{gathered} 299 \\ { }_{Q}^{26 \%} \end{gathered}$ | ${ }^{22} 9$ | $\underset{\mathrm{S}}{233}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22)- \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lthan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Can }}$ | Democrat | IndepeOndent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | 1052 | $454{ }^{4} \%$ | $\underset{\mathrm{B}}{597}$ | 316 $50 \%$ | $\begin{gathered} 300 \\ 57 \% \\ d \end{gathered}$ | 241\% | ${ }^{195} 49$ | $\begin{gathered} 358 \\ 52 \\ j \end{gathered}$ | $\stackrel{506}{55 \%}$ | ${ }^{188}$ | 280 $44 \%$ | $\begin{gathered} 185 \\ 56 \% \\ K \end{gathered}$ | $\begin{gathered} 534 \\ 57 \% \\ K \end{gathered}$ | $\begin{gathered} 367 \\ 58 \% \\ \mathrm{P} \end{gathered}$ | $\begin{gathered} 394 \\ 52 \% \\ \mathrm{p} \end{gathered}$ | 291 45 | 625 $54 \%$ | 405 $49 \%$ | 161 66 | 745 $60 \%$ |
| Less likely | $\begin{gathered} 333 \\ 16 \% \end{gathered}$ | $\begin{gathered} 211 \\ 212 \% \\ \mathrm{C} \end{gathered}$ | $\xrightarrow{123} 11 \%$ | $\begin{gathered} 142 \\ \text { E23\% } \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 84 \\ 16 \% \\ \mathrm{~g} \end{gathered}$ | 66 $14 \%$ | 410\% | $\begin{gathered} 137 \\ 20 \% \\ i j \end{gathered}$ | ${ }^{136} 15$ | 59\% | 106\% | 52\% | 160 | 14\% | 131 | 115 $18 \%$ | 195\% | 126 $15 \%$ | $\underset{\text { 25\% }}{\substack{61 \\ \text { \% }}}$ | 2419\% |
| No change | ${ }_{34}^{64 \%}$ | ${ }^{295}$ | ${ }^{352} 3$ | $\begin{gathered} 170 \\ 27 \% \end{gathered}$ | ${ }^{144} 27$ | $\begin{aligned} & 170 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 163 \\ & 41 \% \\ & \mathrm{CE} \end{aligned}$ | 191\% | 275 30 | $\begin{aligned} & 181 \\ & \stackrel{42 \%}{\mathrm{HI}} \end{aligned}$ | $\begin{gathered} 246 \\ 39 \% \\ \text { LM } \end{gathered}$ | 95\% | ${ }^{248} \times$ | 1788\% | 232 31 | $\begin{aligned} & 238 \\ & 37 \% \\ & \text { No } \end{aligned}$ | 333\% | $\begin{gathered} 293 \\ \underset{Q}{26 \%} \end{gathered}$ | ${ }^{22} 9$ | $\begin{gathered} 262 \\ 21 \% \\ S \end{gathered}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proportionss/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used Overlap formulae used.

Fielding Period: May 20-22, 2020
23 May 2020
AA12_11 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Guarantee of circulating air
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { \$50k } \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2 \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | ${ }^{920} 45$ | ${ }_{44}^{418}$ | 501 $47 \%$ | $\begin{gathered} 288 \\ 46 \% \end{gathered}$ | $\begin{gathered} 266 \\ \stackrel{50}{5} \% \\ F \end{gathered}$ | 187 ${ }^{39}$ \% | 180 $45 \%$ | $\begin{gathered} 323 \\ 47 \% \\ J \end{gathered}$ | $\begin{gathered} 431 \\ 47 \% \\ J \end{gathered}$ | 165 $39 \%$ | ${ }^{261} 41 \%$ | 1598 | $\begin{gathered} 458 \\ 499 \% \\ K \end{gathered}$ | $\begin{aligned} & 324 \\ & 51 \% \\ & \text { OP } \end{aligned}$ | 340 45 | 256\% | 552 $48 \%$ | 355 $43 \%$ | $\begin{gathered} 154 \\ 634 \\ \hline \end{gathered}$ | 668 $54 \%$ |
| Less likely | $\begin{gathered} 351 \\ 17 \% \end{gathered}$ | $\begin{gathered} 199 \\ 21 \% \\ C \end{gathered}$ | $\begin{gathered} 152 \\ 14 \% \end{gathered}$ | $\begin{gathered} 157 \\ \text { } 25 \% \end{gathered}$ | $\begin{gathered} 91 \\ 17 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 60 \\ & 13 \% \end{aligned}$ | ${ }_{11}^{42}$ | $\begin{gathered} 157 \\ 23 \% \\ 1 J \end{gathered}$ | $\begin{gathered} 145 \\ 16 \% \end{gathered}$ | 11\% | 97 $15 \%$ | 45 $14 \%$ | $\underset{\substack{1920 \% \\ k l}}{\substack{\text { an }}}$ | $\begin{gathered} 103 \\ 16 \% \end{gathered}$ | 139\% | $\begin{gathered} 109 \\ 17 \% \end{gathered}$ | ${ }_{18 \%}^{206}$ | $\begin{gathered} 124 \\ 15 \% \end{gathered}$ | 59\% | ${ }_{266}{ }^{21 \%}$ |
| No change | 761\% | ${ }^{343} 36$ | 4189\% | 1839\% | ${ }^{171}{ }_{3}{ }^{\text {\% }}$ | $\begin{gathered} 231 \\ 48 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 177 \\ 44 \% \\ \mathrm{DE} \end{gathered}$ | 205 30 | $\underset{\substack{341 \\ H}}{ }$ | $\begin{gathered} 215 \\ 50 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 274 \\ \% \\ \hline \end{gathered}$ | $\begin{gathered} 128 \\ \begin{array}{c} 39 \% \\ \mathrm{~m} \end{array} \end{gathered}$ | ${ }^{293}$ | 205 32 | 278\% | $\begin{gathered} 278 \\ 433 \% \\ \text { No } \end{gathered}$ | ${ }_{34}^{396}$ | $\begin{gathered} 344 \\ \stackrel{32}{2} \% \end{gathered}$ | 31 $13 \%$ | 315 ${ }^{3}$ |
| Sigma | 2032 $100 \%$ | 960\% $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | 429 $100 \%$ | 632 <br> $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 20 \\ 5 / 22) \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Can }}$ | Democrat | IndepeOndent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More likely | 881 $43 \%$ | $\begin{gathered} 381 \\ 40 \% \end{gathered}$ | $\begin{gathered} 500 \\ 47 \% \end{gathered}$ | 281 45 | $\begin{gathered} 244 \\ 46 \% \end{gathered}$ | 2014 | $\begin{gathered} 154 \\ 39 \% \end{gathered}$ | 311 $45 \%$ | 4084 | ${ }_{38}^{162}$ | ${ }_{6}^{255}$ | 156 $47 \%$ | 420 45 | $\stackrel{298}{47 \%}$ | $\begin{gathered} 358 \\ 48 \% \end{gathered}$ | 225 35 | 521 45 | $\begin{gathered} 343 \\ 42 \% \end{gathered}$ | 132 $54 \%$ | 623 $50 \%$ |
| Less likely | 350 $17 \%$ | $\begin{gathered} 220 \\ { }_{C}^{23 \%} \end{gathered}$ | 130 $12 \%$ | $\begin{aligned} & 143 \\ & 23 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 101 \\ \substack{19 \\ \text { fG }} \end{gathered}$ | 63 $13 \%$ | 43 $11 \%$ | $\begin{gathered} 151 \\ \substack{15 \\ 15} \end{gathered}$ | $\stackrel{146}{16 \%}$ | 53 $12 \%$ | 105\% | 46\% | ${ }^{186}$ 20\% | 108\% | 125 $17 \%$ | 117\% | 209\% | $\stackrel{126}{15 \%}$ | $\stackrel{66}{27 \%}$ | 255 |
| No change | ${ }_{301}^{89 \%}$ | $359$ | ${ }_{41}^{42} \%$ | ${ }_{32}^{204}$ | 1835 | $\begin{gathered} 213 \\ 45 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 201 \\ 50 \% \\ \text { DE } \end{gathered}$ | 225 ${ }_{3}$ | $\begin{gathered} 363 \\ 40 \% \\ H \end{gathered}$ | $\begin{aligned} & 213 \\ & 50 \% \\ & \mathrm{HI} \end{aligned}$ | $\begin{gathered} 273 \\ 0 \\ \hline \end{gathered}$ | 130\% | 337 36 | 227 ${ }_{36}$ | ${ }_{36}^{273}$ | $\begin{aligned} & 301 \\ & 47 \% \\ & \text { NO } \end{aligned}$ | 423\% | $\begin{gathered} 353 \\ 43 \% \\ \hline \mathbf{Q} \end{gathered}$ | ${ }_{19}^{46}$ | $\begin{gathered} 370 \\ 30 \% \\ \mathrm{~S} \end{gathered}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 0 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Less } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| American | ${ }^{1265}$ | $\begin{aligned} & 621 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 644 \\ 60 \% \end{gathered}$ | $\begin{gathered} 324 \\ 52 \% \end{gathered}$ | $\begin{gathered} 351 \\ \underset{D}{66 \%} \end{gathered}$ | $\begin{gathered} 312 \\ 65 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 278 \\ \substack{70 \% \\ \mathrm{D}} \end{gathered}$ | $\begin{gathered} 463 \\ 68 \% \\ 1.5 \end{gathered}$ | ${ }_{61 \%}^{556}$ | $\begin{gathered} 245 \\ 57 \% \end{gathered}$ | $\begin{gathered} 367 \\ 58 \% \end{gathered}$ | $\begin{gathered} 207 \\ 63 \% \end{gathered}$ | $\begin{gathered} 632 \\ 67 \% \\ K \end{gathered}$ | $\begin{gathered} 427 \\ \underset{\mathrm{P}}{47 \%} \end{gathered}$ | $\begin{gathered} 475 \\ \underset{\mathrm{p}}{2} \mathrm{p} \end{gathered}$ | 364 $57 \%$ | $\begin{gathered} 784 \\ 68 \% \\ R \end{gathered}$ | 4588\% | $\underset{\mathrm{t}}{182}$ | 840 67 |
| Delta | $\begin{gathered} 1258 \\ 62 \% \end{gathered}$ | $\begin{gathered} 585 \\ 61 \% \end{gathered}$ | $\begin{gathered} 673 \\ 63 \% \end{gathered}$ | $\begin{gathered} 331 \\ 53 \% \end{gathered}$ | $\begin{gathered} 337 \\ \underset{D}{34} \% \end{gathered}$ | $\begin{gathered} 325 \\ 68 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 263 \\ 66 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 460 \\ 67 \% \\ 1 . \end{gathered}$ | ${ }_{60 \%}^{547}$ | 250\% | ${ }^{365}$ | $\begin{gathered} 207 \\ 62 \% \end{gathered}$ | $\begin{gathered} 625 \\ 66 \% \\ K \end{gathered}$ | $$ | $\begin{gathered} 481 \\ 64 \% \\ \hline \mathrm{P} \end{gathered}$ | 356\% | $\begin{gathered} 761 \\ 66 \% \\ \mathrm{R} \end{gathered}$ | 475 58 | 161 $66 \%$ | 832 $67 \%$ |
| Southwest | ${ }^{1251}$ | ${ }^{5689} \%$ | ${ }_{684}^{684}$ | ${ }^{318} 5$ | $\begin{gathered} 350 \\ \substack{66 \%} \end{gathered}$ | $\begin{gathered} 314 \\ 66 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 269 \\ 67 \% \\ D \end{gathered}$ | $\begin{gathered} 451 \\ 66 \% \\ \hline \end{gathered}$ | ${ }^{557}$ 61\% | 243 $57 \%$ | ${ }^{356}$ \% | 1979\% | $\begin{gathered} 639 \\ 68 \% \\ \mathrm{Kl} \end{gathered}$ | $\begin{gathered} 418 \\ \quad 66 \% \\ \underset{P}{4} \end{gathered}$ | $\begin{gathered} 473 \\ 63 \% \\ \mathrm{p} \end{gathered}$ | 360\% | $\begin{gathered} 756 \\ \underset{R}{76 \%} \end{gathered}$ | 481\% | ${ }^{176}$ | 825 66 |
| United | $\begin{gathered} 1204 \\ 59 \% \end{gathered}$ | $\begin{gathered} 579 \\ 60 \% \end{gathered}$ | 624 $58 \%$ | $\begin{gathered} 305 \\ 49 \% \end{gathered}$ | $\begin{gathered} 342 \\ \\ 65 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 297 \\ 62 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 259 \\ 65 \% \end{gathered}$ | ${ }^{421}$ 61\% | $529 \%$ | 253\% | ${ }^{335} 5$ | ${ }^{198} 80$ | $\begin{gathered} 606 \\ 64 \% \\ K \end{gathered}$ | $\begin{aligned} & 413 \\ & \quad 65 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{gathered} \text { 453 } \\ \stackrel{6}{\mathrm{P}} \% \end{gathered}$ | ${ }^{338} 5$ | $\begin{gathered} 735 \\ 64 \% \\ R \end{gathered}$ | 443 $54 \%$ | 170 $70 \%$ $t$ | 787 $63 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/LM - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| United | ${ }_{26 \%}$ | $\begin{gathered} 285 \\ 30 \% \\ C \end{gathered}$ | 244 23 | $\begin{gathered} 214 \\ 34 \% \\ \text { EFG } \end{gathered}$ | ${ }^{111} 21 \%$ | ${ }^{118} 2{ }^{25}$ | ${ }^{86} \%$ | $\stackrel{188}{27 \%}$ | $\stackrel{259}{28 \%}$ | 81 $19 \%$ | $\begin{gathered} 143 \\ 23 \% \end{gathered}$ | ${ }_{29}^{89}$ | $\begin{gathered} 267 \\ 28 \% \\ k \end{gathered}$ | 148 $23 \%$ | ${ }_{28 \%}^{208}$ | ${ }_{272}^{172}$ | ${ }_{28 \%}^{286}$ | $\begin{gathered} 229 \\ 28 \% \end{gathered}$ | 28\% | 373 $30 \%$ |
| Delta | ${ }^{469}$ 23\% | $\begin{gathered} 276 \\ 29 \% \\ \mathrm{C} \end{gathered}$ | 193 | $\begin{aligned} & 179 \\ & 29 \% \\ & \text { EFg } \end{aligned}$ | ${ }^{116}$ | $\begin{aligned} & 90 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 21 \% \end{aligned}$ | 149 ${ }_{2}$ | $\stackrel{239}{26 \%}$ | 81 $19 \%$ | . ${ }^{125}$ | 701\% | $\begin{gathered} 244 \\ 26 \% \\ K \end{gathered}$ | 137 | ${ }^{177}{ }_{23}$ | ${ }^{155}$ | 241\% | $\begin{gathered} 211 \\ \underset{q}{26 \%} \end{gathered}$ | 70\% | 324\% |
| American | 453 22 | $\begin{gathered} 241 \\ { }_{C}^{25} \% \end{gathered}$ | 212\% | $\begin{aligned} & 181 \\ & 29 \% \\ & \text { EG } \end{aligned}$ | 96\% | ${ }^{108} 23$ | ${ }^{68} \%$ | ${ }^{144}$ | 227 25 | 819\% | . ${ }^{114} 18 \%$ | 76\% | $\begin{gathered} 232 \\ \underset{K}{25 \%} \end{gathered}$ | 132\% | 174 ${ }^{13 \%}$ | 147\% | 234\% | $\begin{gathered} 205 \\ \underset{9}{25 \%} \end{gathered}$ | 20\% | ${ }_{296}^{29 \%}$ |
| Southwest | $\begin{gathered} 434 \\ 21 \% \end{gathered}$ | $\begin{gathered} 270 \\ 28 \% \\ C \end{gathered}$ | 164 15 | $\begin{gathered} 174 \\ \text { E } 28 \% \end{gathered}$ | $\stackrel{103}{19 \%}$ | $\begin{aligned} & 92 \\ & 19 \% \end{aligned}$ | 64 $16 \%$ | ${ }_{20 \%}^{135}$ | 217 $24 \%$ | 82 19 | $\begin{aligned} & \text { 116 } \\ & 18 \% \end{aligned}$ | 21\% | $\underset{k}{221} \underset{k}{23 \%}$ | 131\% | ${ }_{23 \%}^{178}$ | $\begin{gathered} 125 \\ 19 \% \end{gathered}$ | ${ }_{21 \%}^{237}$ | $\begin{gathered} 176 \\ 21 \% \end{gathered}$ | 54\% | 306 25 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lthan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Favorable <br> (Net) | $\begin{gathered} 1258 \\ 62 \% \end{gathered}$ | ${ }_{61 \%}^{585}$ | $\begin{gathered} 673 \\ 63 \% \end{gathered}$ | $\begin{gathered} 331 \\ 53 \% \end{gathered}$ | $\begin{gathered} 337 \\ 64 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 325 \\ 68 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 263 \\ \underset{D}{66 \%} \end{gathered}$ | $\begin{gathered} 460 \\ 67 \% \\ 1.5 \end{gathered}$ | $\begin{gathered} 547 \\ 60 \% \end{gathered}$ | 250 58 | $\begin{gathered} 365 \\ 58 \% \end{gathered}$ | $\begin{gathered} 207 \\ 62 \% \end{gathered}$ | $\begin{gathered} 625 \\ 66 \% \\ K \end{gathered}$ | $$ | $\underset{\mathrm{P}}{481} \underset{\substack{46 \%}}{ }$ | 356 ${ }^{5}$ | $\begin{gathered} 761 \\ 66 \% \\ R \end{gathered}$ | 475 58 | 161 $66 \%$ | 832 $67 \%$ |
| Very favorable | 4900 | 236 ${ }^{25 \%}$ | 254 24 | 140 22 | 133 $25 \%$ | ${ }^{125} 2{ }^{26 \%}$ | 23\% | $\begin{gathered} 215 \\ \text { 311 } \\ 1.5 \end{gathered}$ | 183\% | ${ }_{21}{ }^{2} \%$ | ${ }^{135} 21 \%$ | 876\% | ${ }^{245} 26$ | $\begin{gathered} 175 \\ 28 \% \\ \hline \mathrm{P} \end{gathered}$ | $\begin{gathered} 190 \\ 25 \% \\ \mathrm{p} \end{gathered}$ | $\stackrel{125}{19 \%}$ | $\underset{\mathrm{R}}{312}$ | ${ }^{171}$ 21\% | 980 ${ }^{9}$ | ${ }^{368}{ }_{29}$ |
| Somewhat favorable | ${ }^{768} 8$ | ${ }_{34}{ }^{36 \%}$ | 419 | 191 30 | $\stackrel{204}{39 \%} \underset{\mathrm{D}}{204}$ | $\begin{gathered} 200 \\ 42 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 172 \\ 43 \% \\ D \end{gathered}$ | 244\% | 364\% | ${ }^{159} 9$ | 230\% | 121 ${ }^{126}$ | 380\% | 245 ${ }_{39}$ | 292 $39 \%$ | 231 ${ }^{36 \%}$ | 4499\% | 304\% | ${ }^{63} 26$ | $\stackrel{465}{37 \%} \underset{S}{ }$ |
| Very/Somewhat Unfavorable (Net) | ${ }^{469}$ | $\stackrel{276}{296}$ | 193 $18 \%$ | $\begin{aligned} & 179 \\ & \text { E } 29 \% \end{aligned}$ | 116 $22 \%$ | 90\% | 83\% | 149 ${ }^{2}$ | $\stackrel{239}{26 \%}$ | 819\% | 125 | 70 $21 \%$ | $\underset{\text { K }}{244}$ | 137 | 177 $23 \%$ | ${ }^{155}$ | ${ }_{241}{ }_{2}$ | $\begin{gathered} 211 \\ \stackrel{9}{26 \%} \end{gathered}$ | 70\% | 324 ${ }^{26 \%}$ |
| Somewhat unfavorable | 301 $15 \%$ | $\stackrel{182}{\stackrel{19}{C} \%}$ | ${ }_{119}^{119}$ | $\begin{gathered} 116 \\ { }_{c}^{18 \%} \\ \text { ef } \end{gathered}$ | 713\% | 12\% | 55\% | ${ }^{96} 14 \%$ | 152\% | 52\% | 77 ${ }_{12 \%}$ | 47\% | $\begin{gathered} 156 \\ \substack{17 \% \\ k} \end{gathered}$ | 94\% | - $\begin{array}{r}113 \\ 15 \%\end{array}$ | 94\% | ${ }_{167}^{15 \%}$ | 121 15 | 43\% | 209 $17 \%$ |
| Very unfavorable | ${ }^{168}$ | $\begin{aligned} & 94 \\ & 10 \% \end{aligned}$ | 74\% | $\begin{aligned} & 63 \\ & 10 \% \end{aligned}$ | ${ }^{46} 9$ | $32$ | 27\% | ${ }^{53}$ | $\begin{aligned} & 87 \\ & 10 \% \end{aligned}$ | ${ }^{28} 7$ | ${ }^{48}{ }_{8 \%}$ | 24\% | ${ }^{88}$ | $43 \%$ | - $\quad 64$ | ${ }_{91}^{9 \%}$ | ${ }^{74}$ | $\begin{aligned} & 90 \\ & \hline 11 \% \\ & \mathbf{Q}^{2} \end{aligned}$ | ${ }^{27} 11 \%$ | 1149\% |
| N/A - Not familiar with this brand | ${ }_{15 \%}^{306}$ | $\begin{aligned} & 99 \\ & 10 \% \end{aligned}$ | $\underset{B}{206}$ | $\begin{gathered} 117 \\ \substack{19 \\ \text { ef }} \end{gathered}$ | 74 $14 \%$ | $\begin{aligned} & 62 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | 78 $11 \%$ | 131 $14 \%$ | $\begin{aligned} & 98 \\ & 23 \% \\ & \mathrm{HI}^{2} \end{aligned}$ | $\begin{aligned} & 142 \\ & { }_{2}^{22 \%} \\ & \text { IM } \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \\ & M \end{aligned}$ | 73 ${ }_{8}$ | 76 $12 \%$ | ${ }_{13 \%}^{98}$ | $\begin{aligned} & \text { 132 } 21 \% \\ & \text { NO } \end{aligned}$ | 151 $13 \%$ | $\begin{gathered} 137 \\ 17 \% \end{gathered}$ | 13 5 | ${ }^{9} 7 \%$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | 756\% | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 100\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Favorable (Net) | ${ }^{1265}$ | $\begin{aligned} & 621 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 644 \\ 60 \% \end{gathered}$ | $\begin{gathered} 324 \\ 52 \% \end{gathered}$ | $\begin{gathered} 351 \\ 66 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 312 \\ 65 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} \text { 278 } \\ \substack{70 \%} \end{gathered}$ | $\begin{gathered} 463 \\ 68 \% \\ 1.5 \end{gathered}$ | ${ }_{61 \%}^{556}$ | 245 57 | $\begin{aligned} & 367 \\ & 58 \% \end{aligned}$ | ${ }_{63 \%}^{207}$ | $\begin{gathered} 632 \\ 67 \% \\ K \end{gathered}$ | $\begin{gathered} 427 \\ \underset{\mathrm{P}}{67 \%} \end{gathered}$ | $\begin{gathered} 475 \\ 63 \% \\ p \end{gathered}$ | $\begin{gathered} 364 \\ 57 \% \end{gathered}$ | $\begin{gathered} 784 \\ 68 \% \\ R \end{gathered}$ | 458\% | $\underset{t}{182}$ | 840 6 |
| Very favorable | 419 ${ }^{19}$ | $\begin{gathered} 238 \\ { }_{25} \% \end{gathered}$ | 181\% | $\begin{gathered} 136 \\ \underset{\mathrm{G}}{22 \%} \end{gathered}$ | $\begin{gathered} 149 \\ \text { DFG } \end{gathered}$ | 84\% | 51 $13 \%$ | $\begin{gathered} 218 \\ { }_{32}^{1 / 5} \end{gathered}$ | 125 $14 \%$ | 77\% | 111 $18 \%$ | 55 $16 \%$ | $\begin{gathered} 243 \\ { }_{2}^{26 \%} \\ \mathrm{KL} \end{gathered}$ | $\begin{gathered} 161 \\ 25 \% \\ \mathrm{P} \end{gathered}$ | $\begin{gathered} 164 \\ \underset{\mathrm{P}}{22 \%} \end{gathered}$ | 94\% | $\underset{R}{280} \underset{R}{280}$ | 133 $16 \%$ | 102 ${ }_{\text {42 }}$ | 321 26 |
| Somewhat favorable | ${ }^{846}{ }_{42}$ | ${ }^{383} \%$ | $\begin{gathered} 463 \\ 43 \% \end{gathered}$ | ${ }^{188} \%$ | $\begin{gathered} 202 \\ 38 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 228 \\ 48 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{aligned} & 228 \\ & 57 \% \\ & \text { DEf } \end{aligned}$ | 246\% | $\begin{gathered} 431 \\ \begin{array}{c} 47 \% \\ \mathrm{Hj} \end{array} \end{gathered}$ | ${ }^{169} 9$ | ${ }_{6}^{256}$ | 153\% | $3_{41 \%}$ | 2666 | 310 $41 \%$ | $\begin{gathered} 270 \\ 42 \% \end{gathered}$ | 504\% | $325 \%$ | 80 3 \% | $\begin{gathered} 519 \\ 42 \% \\ \hline \end{gathered}$ |
| Very/Somewhat Unfavorable (Net) | 453 ${ }_{2}$ | $\begin{gathered} 241 \\ 25 \% \\ C \end{gathered}$ | 212 20 | $\begin{aligned} & 181 \\ & 29 \% \\ & \text { EG } \end{aligned}$ | 96\% | ${ }^{108}{ }_{23}$ | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | ${ }^{144} 21 \%$ | 227 25 | 81 $19 \%$ | 114 ${ }^{18}$ | 76 ${ }^{73 \%}$ | $\begin{gathered} 232 \\ \underset{K}{25 \%} \end{gathered}$ | ${ }^{132} 21 \%$ | 174 ${ }_{23}$ | ${ }^{147}$ 23\% | 234 20 | $\begin{gathered} 205 \\ \underset{9}{25 \%} \end{gathered}$ | 20\% | 296\% |
| Somewhat unfavorable | ${ }^{293} 14 \%$ | $\begin{gathered} 157 \\ \substack{16 \% \\ c} \end{gathered}$ | 136 $13 \%$ | $\begin{gathered} 112 \\ 18 \% \\ E g \end{gathered}$ | ${ }_{12}^{62}$ | 74 $16 \%$ | 45\% | 103 $15 \%$ | 130 $14 \%$ | 59\% | 63 $10 \%$ | $\begin{aligned} & 53 \\ & 16 \% \\ & \mathrm{~K} \end{aligned}$ | $\begin{gathered} 156 \\ \substack{17 \% \\ K} \end{gathered}$ | 90 14 | 100 $13 \%$ | 103 $16 \%$ | 157 $14 \%$ | ${ }^{129} 16$ | 32\% | ${ }_{196}^{196}$ |
| Very unfavorable | ${ }^{160}$ | ${ }_{9}^{84}$ | 76 | $\begin{gathered} 69 \\ 11 \% \\ E G \end{gathered}$ | $34 \%$ | $34 \%$ | 23\% | ${ }_{41}^{6 \%}$ | $\begin{aligned} & 97 \\ & { }_{1} 11 \% \\ & \mathrm{HJ} \end{aligned}$ | 22 5 | 51 ${ }_{8 \%}$ | ${ }^{23} 7$ | ${ }^{77} 8$ | 42\% | 74 $10 \%$ | 44\% | $77 \%$ | ${ }^{76} 9$ | 17\% | 100 ${ }_{8}$ |
| N/A - Not familiar with this brand | 314\% | $\begin{aligned} & 98 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 216 \\ 20 \% \\ B \end{gathered}$ | $\begin{aligned} & 123 \\ & 20 \% \\ & \text { Fg } \end{aligned}$ | $\begin{aligned} & 81 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 24 \% \\ & \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 151 \\ & { }_{2}^{24 \%} \\ & \text { LM } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 48 \\ 14 \% \\ M \end{array} \end{aligned}$ | ${ }^{78} 8$ | 74 $12 \%$ | 107 | $\begin{aligned} & 132 \\ & { }_{21} 1 \% \end{aligned}$ | 136 | $\begin{gathered} 160 \\ { }_{\mathrm{Q}}^{19 \%} \end{gathered}$ | 13 5 | ${ }^{112} 9$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | ${ }^{429} 0$ | $\begin{aligned} & 632 \\ & 6100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | 1154 $100 \%$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | 244\% | 1248 $100 \%$ |

Proporions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Favorable <br> (Net) | $\begin{gathered} 1204 \\ 59 \% \end{gathered}$ | $\begin{gathered} 579 \\ 60 \% \end{gathered}$ | ${ }^{624} 58$ | $\begin{gathered} 305 \\ 49 \% \end{gathered}$ | $\begin{gathered} 342 \\ 65 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 297 \\ \underset{D}{2} \% \end{gathered}$ | $\begin{gathered} 259 \\ 65 \% \\ \text { D } \end{gathered}$ | ${ }_{61 \%}^{421}$ | $\begin{aligned} & 529 \\ & 58 \% \end{aligned}$ | 253 59 | 335 $53 \%$ | ${ }^{198}{ }^{60}$ | $\begin{gathered} 606 \\ \substack{64 \% \\ K} \end{gathered}$ | $\begin{gathered} 413 \\ \quad 65 \% \\ \mathrm{P} \end{gathered}$ | $\begin{gathered} 453 \\ 60 \% \\ \mathrm{P} \end{gathered}$ | ${ }^{338} 5$ | $\begin{gathered} 735 \\ 64 \% \\ R \end{gathered}$ | 443 $54 \%$ | $\underset{\substack{170 \\ 70 \%}}{ }$ | 787 $63 \%$ |
| Very favorable | $\stackrel{387}{ }{ }_{19 \%}$ | $\underset{c}{206}$ | 1817\% | 106\% | $\begin{aligned} & 128 \\ & 24 \% \\ & \mathrm{DG}^{2} \end{aligned}$ | 91 $19 \%$ | 61 $15 \%$ | $\begin{aligned} & 178 \\ & { }_{15}^{26 \%} \end{aligned}$ | ${ }^{135} 15$ | 74 $17 \%$ | ${ }^{98}{ }^{8}$ | 60 $18 \%$ | $\underset{\mathrm{K}}{212}$ | $\begin{gathered} 147 \\ \underset{\mathrm{P}}{14 \%} \end{gathered}$ | $\begin{gathered} 148 \\ \text { 20\% } \\ \hline \end{gathered}$ | 92 | $\underset{R}{252}$ | 122\% | 93 ${ }^{9} \mathbf{1}$ | ${ }^{304} 24$ |
| Somewhat favorable | 817 | ${ }^{373} 3$ | $443 \%$ | 199\% | $\begin{gathered} 214 \\ 41 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 205 \\ 43 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 198 \\ & 50 \% \\ & \text { De } \end{aligned}$ | 243 ${ }_{35}$ | $\begin{gathered} 394 \\ { }_{4}^{33 \%} \\ \hline \end{gathered}$ | 180\% | 237 37 | ${ }^{138} 42 \%$ | ${ }^{394} 4{ }_{4}$ | 266 ${ }^{42 \%}$ | - $\quad 305$ | ${ }^{246}$ | $483 \%$ | 321 | 77 $31 \%$ | $\underset{\mathrm{s}}{483}$ |
| Very/Somewhat Unfavorable (Net) | 529\% | $\begin{gathered} 285 \\ 30 \% \\ C \end{gathered}$ | ${ }_{2}^{244}$ | $\begin{gathered} 214 \\ \text { 34\% } \\ \text { EFG } \end{gathered}$ | ${ }^{111}$ 21\% | $\begin{gathered} 118 \\ 25 \% \end{gathered}$ | ${ }_{21 \%}^{86}$ | $\stackrel{188}{27 \%}$ | $\underset{259}{259}$ | 819\% | $\begin{gathered} 143 \\ 23 \% \end{gathered}$ | 897\% | $\begin{gathered} 267 \\ \underset{k}{28 \%} \end{gathered}$ | ${ }^{148} 23$ | - 208 | ${ }^{172} 27 \%$ | 286\% | 229\% | ${ }^{68} 8$ | 373 ${ }_{30}$ |
| Somewhat unfavorable | $\stackrel{307}{15 \%}$ | $\begin{gathered} 167 \\ \substack{17 \% \\ c} \end{gathered}$ | ${ }_{13}^{139} 1$ | $\begin{gathered} 136 \\ \text { E22\% } \\ \text { EFG } \end{gathered}$ | 11\% | 14\% | ${ }_{11}^{42}$ | $\begin{gathered} 109 \\ 16 \% \end{gathered}$ | $\begin{gathered} 152 \\ \substack{17 \%} \\ J \end{gathered}$ | 11\% | 85 $13 \%$ | 55\% | ${ }^{148}{ }_{16}$ | 92 | - $\quad 118$ | 97 ${ }^{15}$ | ${ }^{166}$ 14\% | 131 $16 \%$ | 37 $15 \%$ | ${ }^{216} 17 \%$ |
| Very unfavorable | $\stackrel{222}{11 \%}$ | $\begin{gathered} 117 \\ 12 \% \end{gathered}$ | $\stackrel{105}{10 \%}$ | $\begin{aligned} & 78 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | ${ }_{11 \%}$ | 79\% | $\begin{gathered} 107 \\ 12 \% \end{gathered}$ | 36\% | ${ }^{58} 9$ | 34 $10 \%$ | ${ }^{119} 13 \%$ | ${ }^{57} 9$ | - $\begin{aligned} & 90 \\ & 12 \%\end{aligned}$ | 75\% | $\begin{aligned} & 120 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 12 \% \end{aligned}$ | 31 $13 \%$ | 157 $13 \%$ |
| N/A - Not familiar with this brand | ${ }^{300}{ }_{15 \%}$ | $\begin{aligned} & 96 \\ & 10 \% \end{aligned}$ | $\underset{\substack{19 \%}}{204}$ | $\begin{gathered} 108 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 74 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 544 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 129 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 224 \% \\ & \mathrm{HI}^{2} \end{aligned}$ | $\begin{gathered} 154 \\ { }_{24 \%} \\ \text { LM } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 43 \\ 13 \% \\ M \end{array} \end{aligned}$ | ${ }^{69} \%$ | 72 $11 \%$ | 95 $13 \%$ | $\begin{aligned} & 133 \\ & \text { 211 } \\ & \text { NO } \end{aligned}$ | $\begin{gathered} 133 \\ 12 \% \end{gathered}$ | $\begin{gathered} 151 \\ 18 \% \\ Q \end{gathered}$ | ${ }_{3}^{6}$ | $\begin{gathered} 89 \\ 7 \% \end{gathered}$ |
| Sigma | $\begin{gathered} 2032 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | 917 $100 \%$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | 100\% | 633 $100 \%$ | 756\% | 643 $100 \%$ | 1154 $100 \%$ | 823\% | 100\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Very/Somewhat Favorable (Net) | $\begin{gathered} 1251 \\ 62 \% \end{gathered}$ | $\stackrel{568}{59 \%}$ | 684\% | ${ }^{318} 51 \%$ | $\begin{gathered} 350 \\ 66 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 314 \\ 66 \% \\ \mathrm{D} \end{gathered}$ | $\underset{\mathrm{D}}{269}$ | $\begin{gathered} 451 \\ 66 \% \\ \hline \end{gathered}$ | ${ }^{557}$ 61\% | 243 $57 \%$ | ${ }^{356} 5$ | 1979 | $\begin{aligned} & 639 \\ & 689 \\ & \mathrm{Kl} \end{aligned}$ | $\begin{gathered} 418 \\ \quad 66 \% \\ P \end{gathered}$ | $\begin{gathered} 473 \\ 63 \% \\ \mathrm{p} \end{gathered}$ | 360 $56 \%$ | $\begin{gathered} 756 \\ 66 \% \\ \mathrm{R} \end{gathered}$ | 4819\% | ${ }^{176}$ | 825 66 |
| Very favorable | $\begin{gathered} 468 \\ 23 \% \end{gathered}$ | $\underset{23 \%}{224}$ | $\begin{gathered} 244 \\ 23 \% \end{gathered}$ | $\begin{gathered} 120 \\ 19 \% \end{gathered}$ | ${ }_{23 \%}^{119}$ | $\begin{gathered} 141 \\ 29 \% \\ \mathrm{De} \end{gathered}$ | $\begin{aligned} & 82 \% \\ & 22 \% \end{aligned}$ | $\begin{gathered} 195 \\ 28 \% \\ 1.5 \end{gathered}$ | $\begin{gathered} 187 \\ 20 \% \end{gathered}$ | ${ }_{20}^{80}$ | ${ }_{220}^{140}$ | 82\% | ${ }_{24 \%}^{228}$ | $\begin{gathered} 184 \\ \underset{\mathrm{P}}{29 \%} \end{gathered}$ | $\begin{gathered} 182 \\ \stackrel{2}{P} \% \end{gathered}$ | $\begin{gathered} 102 \\ 16 \% \end{gathered}$ | $\underset{24 \%}{277}$ | ${ }_{23 \%}^{186}$ | ${ }^{86}$ 35 | ${ }^{339} 27$ |
| Somewhat favorable | 783\% | $343 \%$ | $\begin{gathered} 440 \\ 41 \% \\ b \end{gathered}$ | 1982\% | $\begin{gathered} 230 \\ { }_{\mathrm{D}}^{2} \% \\ \hline \end{gathered}$ | 1733\% | $\begin{gathered} 181 \\ 45 \% \\ { }^{5 f} \end{gathered}$ | 257\% | 3699\% | 157\% | ${ }_{3}^{216}$ | ${ }_{35 \%}^{115}$ | $\begin{aligned} & 411 \\ & { }_{4}^{44 \%} \end{aligned}$ | 234\% | 2919 | 258\% | $\underset{\mathrm{r}}{479}$ | ${ }^{295}{ }_{36}$ | 90\% | ${ }^{486}$ \% |
| Very/Somewhat Unfavorable (Net) | ${ }^{434}{ }^{21 \%}$ | $\begin{gathered} 270 \\ \\ 28 \% \end{gathered}$ | 164 15 | $\begin{gathered} 174 \\ \text { E28\% } \end{gathered}$ | ${ }^{103} 19$ | 19\% | 16\% | 135 $20 \%$ | 217 24 | 82\% | ${ }^{116} 18 \%$ | ${ }_{21}^{69}$ | $\underset{k}{221} \underset{k}{23 \%}$ | ${ }^{131}{ }^{21 \%}$ | ${ }^{178}{ }_{23}$ | 125 $19 \%$ | ${ }^{237}$ 21\% | ${ }^{176}{ }_{21 \%}$ | 54\% | ${ }^{306}$ 25\% |
| Somewhat unfavorable | $\stackrel{276}{274 \%}$ | $\begin{gathered} 171 \\ { }^{18 \%} \end{gathered}$ | $\stackrel{105}{10 \%}$ | $\begin{gathered} 104 \\ 17 \% \\ G \end{gathered}$ | 74 $14 \%$ | $\begin{aligned} & 60 \\ & 13 \% \end{aligned}$ | 10\% | 103 $15 \%$ | ${ }_{14 \%}^{128}$ | ${ }_{11 \%}^{45}$ | 79 $13 \%$ | 50\% | 136 $14 \%$ | 93 $15 \%$ | 104\% | 79\% | 151 $13 \%$ | $114 \%$ | 35 ${ }^{3}$ | $\stackrel{204}{ } \stackrel{16 \%}{ }$ |
| Very unfavorable | ${ }_{8 \%}^{157}$ | $\begin{aligned} & 99 \\ & 10 \% \\ & 10 \% \end{aligned}$ | 58 | $\begin{gathered} 71 \\ \begin{array}{c} 11 \% \\ \text { Efg } \end{array} \end{gathered}$ | 29 ${ }^{\text {\% }}$ | ${ }^{33} 7$ | 25 6 | ${ }^{32}$ \% | $\begin{aligned} & 89 \\ & 10 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{gathered} 36 \\ { }^{36} \% \end{gathered}$ | 37 | ${ }^{19} 6$ | $\begin{gathered} 86 \\ 96 \% \\ \mathrm{k} \end{gathered}$ | ${ }^{38}$ | $\begin{aligned} & 73 \\ & 10 \% \\ & \text { 10\% } \end{aligned}$ | 46\% | 87 | ${ }^{62} \%$ | 19\% | 102\% |
| N/A - Not familiar with this brand | 347\% | 123 $13 \%$ | $\begin{gathered} 224 \\ 2_{B}^{21 \%} \end{gathered}$ | $\begin{aligned} & 135 \\ & 22 \% \\ & \text { EF } \end{aligned}$ | 76 $14 \%$ | 715\% | $\begin{aligned} & 66 \\ & 16 \% \end{aligned}$ | ${ }^{100} 15 \%$ | $\stackrel{143}{16 \%}$ | $\begin{aligned} & 104 \\ & 24 \% \\ & \mathrm{HI} \end{aligned}$ | $\begin{gathered} 159 \\ 25 \% \\ M \end{gathered}$ | $\begin{aligned} & \frac{65}{202} \% \\ & M \end{aligned}$ | ${ }^{8}{ }_{9}{ }^{\text {\% }}$ | 13\% | $\stackrel{105}{14 \%}$ | $\begin{aligned} & 158 \\ & { }_{25}^{25} \end{aligned}$ | ${ }^{160} 14 \%$ | $\begin{gathered} 166 \\ \underset{Q}{206} \% \end{gathered}$ | 14\% | ${ }^{117} 9$ |
| Sigma | $\begin{array}{r} 2032 \\ 100 \% \end{array}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1072 \\ 100 \% \end{gathered}$ | 628 $100 \%$ | ${ }^{528}{ }^{100 \%}$ | 477 $100 \%$ | 399 $100 \%$ | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 100\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | $\begin{aligned} & 1154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\stackrel{244}{100 \%}$ | $\begin{gathered} 1248 \\ 100 \% \end{gathered}$ |

Proporions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| American | 495 ${ }_{2}$ | $\begin{gathered} 302 \\ 31 \% \\ C \end{gathered}$ | 193 | $\begin{aligned} & 214 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 181 \\ & 34 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 67 \\ & 14 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }^{33} 8$ | $\underset{\substack{287 \\ \hline 15}}{ }$ | $\stackrel{147}{16 \%}$ | 61 $14 \%$ | 111 $18 \%$ | 56 $17 \%$ | $\begin{aligned} & 304 \\ & 32 \% \\ & \text { KL } \end{aligned}$ | 163 ${ }_{26}$ | $\begin{gathered} 198 \\ \underset{p}{198} \end{gathered}$ | ${ }^{134} 21 \%$ |  | 137 $17 \%$ | $\begin{gathered} 141 \\ 58 \% \\ \hline \end{gathered}$ | 409 $33 \%$ |
| Southwest | 456\% | $\underset{C}{262} \underset{C}{27}$ | ${ }^{193} 18 \%$ | $\begin{aligned} & 203 \\ & { }_{32} \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 64 \\ & 13 \% \\ & \mathrm{~g} \end{aligned}$ | 30\% | $\begin{gathered} 252 \\ 37 \% \\ 1.5 \end{gathered}$ | ${ }^{150} 16 \%$ | 53 $12 \%$ | 101 $16 \%$ | 54 $16 \%$ | $\begin{gathered} 272 \\ 29 \% \\ \mathrm{KL} \end{gathered}$ | ${ }^{147}$ 23\% | $\begin{gathered} 187 \\ \underset{p}{25 \%} \end{gathered}$ | 122 | $\begin{gathered} 314 \\ 27 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{129} 16$ | $\begin{aligned} & 138 \\ & 56 \% \\ & \mathrm{~T} \end{aligned}$ | ${ }^{386}$ |
| Delta | 447\% | $\begin{gathered} 271 \\ 28 \% \\ \mathrm{C} \end{gathered}$ | 176\% | $\begin{aligned} & 189 \\ & 30 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 160 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | - 65 | 35\% | $\begin{gathered} 235 \\ 34 \% \\ 15 \end{gathered}$ | $\begin{gathered} 162 \\ 18 \% \\ j \end{gathered}$ | 51 $12 \%$ | 107\% | 61 $18 \%$ | $\begin{gathered} 251 \\ { }_{2} 7^{7} \% \end{gathered}$ | 142 23 | $\begin{gathered} 183 \\ 24 \% \\ \mathrm{p} \end{gathered}$ | 122\% | $\underset{\mathrm{R}}{297}$ | ${ }^{136} 16$ | $\begin{aligned} & 120 \\ & 49 \% \\ & \hline \end{aligned}$ | 374\% |
| United | ${ }_{247}$ | $\begin{gathered} 270 \\ \underset{C}{88 \%} \end{gathered}$ | 177 $16 \%$ | $\begin{aligned} & 199 \\ & \begin{array}{l} 32 \% \\ \mathrm{FG} \end{array} \end{aligned}$ | $\begin{aligned} & 166 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | 56 $12 \%$ | $\stackrel{26}{7 \%}$ | $\begin{gathered} 250 \\ \begin{array}{c} 36 \% \\ 1,5 \end{array} \end{gathered}$ | $\begin{gathered} 150 \\ 16 \% \\ j \end{gathered}$ | ${ }_{11 \%}^{46}$ | 106\% | 60 $18 \%$ | $\begin{gathered} 266 \\ \text { 28\% } \\ \text { KL } \end{gathered}$ | 161 <br> $26 \%$ | $\underset{\substack{172 \\ \\ \text { 23\% }}}{ }$ | 113 $18 \%$ | $\stackrel{292}{25}$ | 142\% | $\stackrel{139}{57}$ | ${ }^{367}$ 29\% |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ \hline 522) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Delta | 2914 | $\begin{gathered} 167 \\ { }_{C}^{17 \%} \end{gathered}$ | $\stackrel{123}{11 \%}$ | $\begin{aligned} & 120 \\ & 19 \% \\ & \text { eFg } \end{aligned}$ | $\begin{gathered} 76 \\ 14 \% \\ f \end{gathered}$ | 43\% | 51 $13 \%$ | $\begin{gathered} 130 \\ 19 \% \\ 1 . j \end{gathered}$ | ${ }_{1}^{113} 12$ | ${ }_{11 \%}$ | 73 $12 \%$ | ${ }^{30} 9$ | $\begin{gathered} 182 \\ 19 \% \\ \mathrm{KL} \end{gathered}$ | 100 $16 \%$ | - $\begin{array}{r}113 \\ 15 \%\end{array}$ | 77 $12 \%$ | ${ }_{165}^{16}$ | 120 | 50 $21 \%$ | 232 19 |
| United | 280 ${ }_{14}$ | 148\% | 131 $12 \%$ | $\begin{gathered} 120 \\ 19 \% \\ \text { EFG } \end{gathered}$ | ${ }_{13}^{68}$ | $43 \%$ | $\begin{aligned} & 48 \% \\ & 12 \% \end{aligned}$ | $\stackrel{107}{16 \%}$ | ${ }_{13}^{118}$ | 55\% | 72 $11 \%$ | 35 $11 \%$ | $\begin{aligned} & 159 \\ & 17 \% \\ & \mathrm{Kl} \end{aligned}$ | ${ }^{88}{ }^{14 \%}$ | - $\quad 118$ | 74 $11 \%$ | 169\% | $\begin{gathered} 101 \\ 12 \% \end{gathered}$ | 39 ${ }^{16 \%}$ | 219\% |
| American | 269 ${ }_{13}$ | $\begin{gathered} 154 \\ \substack{16 \% \\ C} \end{gathered}$ | ${ }^{115} 11 \%$ | $\begin{aligned} & 108 \\ & 17 \% \\ & \mathrm{EF}^{2} \end{aligned}$ | 60 $11 \%$ | 39\% | 61 $15 \%$ F | 96 $14 \%$ | 124\% | $11 \%$ | 77 ${ }^{7}$ | 43 $13 \%$ | 136 $14 \%$ | 97 <br> 15 | $\begin{gathered} 108 \\ 14 \% \\ \mathrm{p} \end{gathered}$ | 63 $10 \%$ | ${ }_{14}^{14 \%}$ | 120 | 37 $15 \%$ | 210\% |
| Southwest | $\stackrel{259}{13 \%}$ | $\stackrel{148}{\stackrel{15}{C} \%}$ | 111 10 | $\begin{aligned} & 107 \\ & 17 \% \\ & \mathrm{eF} \end{aligned}$ | $\begin{aligned} & 66 \\ & 12 \% \\ & f \end{aligned}$ | ${ }^{37} 8$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | 107 $16 \%$ | $\stackrel{115}{13 \%}$ | ${ }^{37} 9$ | 74 $12 \%$ | 32\% | 144\% | ${ }^{92} 15 \%$ | - $\begin{aligned} & \text { 98 } \\ & 13 \%\end{aligned}$ | 69 $11 \%$ | $\stackrel{145}{13 \%}$ | $\stackrel{103}{12 \%}$ | 33 $14 \%$ | 199\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Southwest | $\begin{aligned} & 1317 \\ & 65 \% \end{aligned}$ | $550 \%$ | $\begin{gathered} 768 \\ { }_{B}^{7} \% \end{gathered}$ | $\begin{gathered} 317 \\ 50 \% \end{gathered}$ | $\begin{gathered} 304 \\ 58 \% \\ \hline \mathrm{~d} \end{gathered}$ | $\begin{gathered} 376 \\ 79 \% \\ \mathrm{CE} \end{gathered}$ | $\begin{gathered} 321 \\ 80 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 327 \\ 48 \% \end{gathered}$ | $\underset{H}{652} \underset{H}{71 \%}$ | $\begin{gathered} 338 \\ 79 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 457 \\ \substack{22 \% \\ M} \end{gathered}$ | $\begin{gathered} 246 \\ 74 \% \\ M \end{gathered}$ | $\begin{gathered} 526 \\ 56 \% \end{gathered}$ | $\begin{gathered} 394 \\ 62 \% \end{gathered}$ | $\begin{gathered} 471 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 452 \\ & \mathrm{NO} \% \end{aligned}$ | $\begin{aligned} & 694 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 591 \\ { }_{Q} \% \end{gathered}$ | 73 $30 \%$ | $\begin{gathered} 663 \\ 5 \\ 5 \\ 5 \end{gathered}$ |
| United | $1305$ | $\begin{gathered} 542 \\ 56 \% \end{gathered}$ | $\begin{gathered} 764 \\ 71 \% \\ 8 \end{gathered}$ | 309 ${ }^{49 \%}$ | $\begin{gathered} 294 \\ 56 \% \\ d \end{gathered}$ | $\begin{gathered} 378 \\ 79 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 325 \\ 81 \% \\ \mathrm{DE} \end{gathered}$ | 329 $48 \%$ | $\begin{gathered} 649 \\ \underset{H}{71 \%} \end{gathered}$ | $\begin{gathered} 327 \\ \underset{H}{76 \%} \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 454 \\ \substack{72 \% \\ M} \end{gathered}$ | $\begin{gathered} 237 \\ M 1 \% \\ M \end{gathered}$ | 518 | 384 $61 \%$ | 4666 | $\begin{aligned} & 456 \\ & \mathrm{NO}_{1} \% \end{aligned}$ | ${ }^{693}$ | $\begin{gathered} 580 \\ 70 \% \end{gathered}$ | ${ }^{66}$ 27\% | $\stackrel{662}{\substack{53 \% \\ S}}$ |
| Delta | $\begin{gathered} 1294 \\ 64 \% \end{gathered}$ | $522 \%$ | $\begin{gathered} 773 \\ 7{ }_{B}^{2} \% \end{gathered}$ | 319 $51 \%$ | $\begin{gathered} 292 \\ 55 \% \end{gathered}$ | $\begin{gathered} 370 \\ 77 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 314 \\ 79 \% \\ \text { DE } \end{gathered}$ | 322 ${ }^{47 \%}$ | $\underset{\mathrm{H}}{643}$ | $\begin{gathered} 330 \\ \\ \\ \mathrm{Hi} \% \end{gathered}$ | $\underset{M}{452} \underset{M}{71 \%}$ | $\begin{gathered} 241 \\ 73 \% \\ M \end{gathered}$ | 510 | ${ }^{391} 62 \%$ | 460 $61 \%$ | $\begin{aligned} & 443 \\ & 69 \% \\ & \text { nO } \end{aligned}$ | ${ }^{692}$ 60\% | $\begin{gathered} 567 \\ 69 \% \end{gathered}$ | 730\% | $\begin{gathered} 643 \\ 52 \% \\ S_{S} \end{gathered}$ |
| American | $\begin{aligned} & 1268 \\ & 62 \% \end{aligned}$ | $\stackrel{504}{53 \%}$ | $\begin{gathered} 764 \\ 71 \% \\ B \end{gathered}$ | $\begin{gathered} 305 \\ 49 \% \end{gathered}$ | $\begin{gathered} 287 \\ 54 \% \end{gathered}$ | $\begin{gathered} 371 \\ 78 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 305 \\ & 76 \% \\ & \text { DE } \end{aligned}$ | 303 $44 \%$ | $\begin{gathered} 646 \\ \\ \hline \mathrm{H} \end{gathered}$ | $\begin{gathered} 319 \\ { }_{H} 5 \% \end{gathered}$ | $\begin{gathered} 444 \\ \stackrel{40}{M} \% \end{gathered}$ | $\begin{gathered} 233 \\ 70 \% \\ M \end{gathered}$ | 502 | 373 $59 \%$ | 450\% | $\begin{aligned} & 446 \\ & { }_{6}{ }^{2} \% \end{aligned}$ | ${ }_{5}^{673} 5$ | $\begin{gathered} 565 \\ 69 \% \end{gathered}$ | 26\% | $\begin{aligned} & 629 \\ & 50 \% \\ & \mathrm{~S} \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

# AA14_1 How has your view of the following companies changed since the coronavirus pandemic? 

Delta
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(220 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2 \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More Positive | ${ }_{22 \%}^{447}$ | $\begin{gathered} 271 \\ \underset{C}{28 \%} \end{gathered}$ | $\stackrel{176}{16 \%}$ | $\begin{aligned} & 189 \\ & { }_{3}^{30 \%} \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 160 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 65 \\ & 14 \% \end{aligned}$ | ${ }^{35} 9$ | $\begin{gathered} 235 \\ 34 \% \\ 15 \end{gathered}$ | $\begin{gathered} 162 \\ \\ \\ j 8 \% \end{gathered}$ | 51 $12 \%$ | $\stackrel{107}{17 \%}$ | 61 $18 \%$ | $\begin{gathered} 251 \\ 27 \% \\ \text { KL } \end{gathered}$ | 142 ${ }^{23}$ | $\underset{\substack{183 \\ \mathrm{p}}}{\text { p }}$ | 122 $19 \%$ | $\underset{\mathrm{R}}{297}$ | 136 $16 \%$ | 120 <br> 49 | 374 $30 \%$ |
| More Negative | 2914\% | $\begin{gathered} 167 \\ \substack{17 \% \\ C} \end{gathered}$ | 123 $11 \%$ | $\begin{aligned} & 120 \\ & 19 \% \\ & \text { eFg } \end{aligned}$ | $\begin{aligned} & 76 \\ & 14 \% \\ & f \end{aligned}$ | ${ }^{43} 9$ | 51 $13 \%$ | $\begin{gathered} 130 \\ \substack{19 \% \\ 15} \end{gathered}$ | ${ }_{1}^{113} 12$ | 11\% | 73 $12 \%$ | ${ }^{30} 9$ | $\begin{gathered} 182 \\ \substack{19 \% \\ \text { KL }} \end{gathered}$ | 100 | 113 $15 \%$ | 77 $12 \%$ | ${ }_{165}^{165}$ | 120 $15 \%$ | 50\% | 232\% |
| No Change | $\begin{array}{r} 1294 \\ 64 \% \end{array}$ | $\stackrel{522}{54 \%}$ | $\begin{gathered} 773 \\ 7{ }_{B}^{2} \% \end{gathered}$ | 319 | ${ }_{5}^{292}$ | $\begin{gathered} 370 \\ \text { DE } \\ \hline \end{gathered}$ | $\begin{gathered} 314 \\ { }^{79 \%} \\ \text { DE } \end{gathered}$ | 322 47 | $\underset{\mathrm{H}}{643}$ | $\begin{gathered} 330 \\ \\ \\ \mathrm{Hi} \% \end{gathered}$ | $\begin{gathered} 452 \\ \% \\ \hline \end{gathered}$ | $\begin{gathered} 241 \\ \underset{M}{3} \% \end{gathered}$ | 510 | ${ }^{391} 62 \%$ | 460 $61 \%$ | $\begin{aligned} & 443 \\ & 69 \% \\ & \text { nO } \end{aligned}$ | 692\% | $\begin{gathered} 567 \\ 69 \% \end{gathered}$ | 730\% | $\begin{gathered} 643 \\ 52 \\ S \end{gathered}$ |
| Sigma | 2032 100 | 960\% | 1072 $100 \%$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

# AA14_2 How has your view of the following companies changed since the coronavirus pandemic? 

American
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | IndepeOndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More Positive | 495 ${ }^{24 \%}$ | $\underset{\substack{302 \\ C}}{\substack{31 \%}}$ | 193 $18 \%$ | $\begin{aligned} & 214 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 181 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 67 \\ & \text { 14\% } \\ & \mathrm{g} \end{aligned}$ | ${ }^{33} 8$ | $\begin{gathered} 287 \\ { }_{15} \% \end{gathered}$ | ${ }_{147}^{16 \%}$ | 61 $14 \%$ | 111 $18 \%$ | 56\% | $\begin{gathered} 304 \\ 32 \% \\ \text { KL } \end{gathered}$ | 163 26 | $\begin{gathered} 198 \\ \underset{\mathrm{p}}{198} \end{gathered}$ | ${ }^{134}$ 21\% | $\underset{\mathrm{R}}{338}$ | 137 $17 \%$ | 141 58\% | 409 $33 \%$ |
| More Negative | $\stackrel{269}{269}$ | $\begin{gathered} 154 \\ 16 \% \\ C \end{gathered}$ | 115 $11 \%$ | $\begin{aligned} & 108 \\ & 17 \% \\ & \mathrm{EF}^{2} \end{aligned}$ | 60 $11 \%$ | 39\% | $\begin{aligned} & 61 \\ & 15 \% \\ & \text { F } \end{aligned}$ | 96 $14 \%$ | 124\% | 11\% | 77 $12 \%$ | ${ }_{13}^{43}$ | 136 $14 \%$ | 97 15 P | $\begin{gathered} 108 \\ 14 \% \\ \mathrm{p} \end{gathered}$ | 63 $10 \%$ | 143 | 120 $15 \%$ | 37 $15 \%$ | 210\% |
| No Change | ${ }^{1268}$ | $5{ }_{53}{ }^{5}$ | $\begin{gathered} 764 \\ 71 \% \\ B \end{gathered}$ | 3059 | 287\% | $\begin{gathered} 371 \\ \text { DE } \\ \hline 88 \end{gathered}$ | $\begin{gathered} 305 \\ 76 \% \\ D E \end{gathered}$ | 303 $44 \%$ | $\begin{gathered} 646 \\ \underset{H}{70 \%} \end{gathered}$ | $\begin{gathered} 319 \\ \underset{y}{55 \%} \end{gathered}$ | $\begin{gathered} 444 \\ 70 \% \\ M \end{gathered}$ | $\underset{M}{233} \underset{\substack{230}}{ }$ | $5{ }^{502}$ | ${ }^{373} 5$ | 450\% | $\begin{aligned} & \text { 446 } \\ & \text { NO } \end{aligned}$ | 673 58 | $\begin{gathered} 565 \\ 69 \% \\ \text { Q } \end{gathered}$ | 66\% | $\begin{gathered} 629 \\ 50 \% \\ \mathrm{~S} \end{gathered}$ |
| Sigma | 2032 $100 \%$ | 960 $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | 477 $100 \%$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | 686 $100 \%$ | 917 $100 \%$ | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942 $100 \%$ | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823\% | 244 $100 \%$ | 1248\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

# AA14_3 How has your view of the following companies changed since the coronavirus pandemic? 

23 May 2020
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2 \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More Positive | ${ }_{22 \%}^{447}$ | $\begin{gathered} 270 \\ \underset{C}{28 \%} \end{gathered}$ | $\stackrel{177}{16 \%}$ | $\begin{aligned} & 199 \\ & 32 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 166 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | 12\% | ${ }^{26} 7$ | $\begin{gathered} 250 \\ 36 \% \\ 1 . J \end{gathered}$ | $\begin{gathered} 150 \\ \\ \\ \hline 16 \% \end{gathered}$ | 11\% | $\stackrel{106}{17 \%}$ | 60 $18 \%$ | $\begin{gathered} 266 \\ 28 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 161 \\ 26 \% \\ P \end{gathered}$ | $\begin{gathered} 172 \\ { }_{\mathrm{p}}^{23 \%} \end{gathered}$ | 113 $18 \%$ | $\stackrel{292}{25 \%} \underset{\mathrm{R}}{ }$ | 142 | $\begin{gathered} 139 \\ 5 \\ 57 \end{gathered}$ | 367 ${ }_{29}$ |
| More Negative | $\stackrel{280}{14 \%}$ | ${ }_{15 \%}^{148}$ | 131 $12 \%$ | $\begin{gathered} 120 \\ \text { 19\% } \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 68 \\ & 13 \% \end{aligned}$ | ${ }^{43} 9$ | $\begin{aligned} & 48 \% \\ & 12 \% \end{aligned}$ | $\stackrel{107}{16 \%}$ | 118\% | ${ }^{55} 13 \%$ | 72 $11 \%$ | 35 $11 \%$ | $\begin{aligned} & 159 \\ & 17 \% \% \\ & \mathrm{Kl} \% \end{aligned}$ | 88\% | ${ }_{118}^{16 \%}$ | 74 $11 \%$ | 169\% | 101 $12 \%$ | 39 ${ }^{16 \%}$ | 219\% |
| No Change | $\begin{gathered} 1305 \\ 64 \% \end{gathered}$ | $542 \%$ | $\begin{gathered} 764 \\ \underset{B}{71 \%} \end{gathered}$ | 3099\% | $\begin{gathered} 294 \\ 56 \% \\ d \end{gathered}$ | $\begin{gathered} 378 \\ \text { DE } \\ \hline 9 . \end{gathered}$ | $\begin{gathered} 325 \\ 81 \% \\ \mathrm{DE} \end{gathered}$ | ${ }^{329} 48 \%$ | $\begin{gathered} 649 \\ { }_{7} \mathrm{H}^{2} \end{gathered}$ | $\begin{gathered} 327 \\ \substack{76 \% \\ H} \end{gathered}$ | $\begin{gathered} 454 \\ \% \\ \hline \end{gathered}$ | $\underset{M}{237}$ | $518{ }_{5}$ | ${ }^{384}{ }_{6}$ | 466\% | $\begin{aligned} & 456 \\ & \mathrm{NO}^{11 \%} \end{aligned}$ | ${ }^{693}$ 60\% | $\begin{gathered} 580 \\ \underset{Q}{70 \%} \end{gathered}$ | ${ }^{66} \%$ | $\begin{gathered} 662 \\ 5 \times 5 \% \\ 5 \end{gathered}$ |
| Sigma | 2032 $100 \%$ | 960\% $100 \%$ | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 399 $100 \%$ | ${ }^{686}{ }^{100 \%}$ | 917 $100 \%$ | 429 $100 \%$ | 632 <br> $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H//J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

# AA14_4 How has your view of the following companies changed since the coronavirus pandemic? 

23 May 2020
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { Can }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| More Positive | 4566 | $\underset{\substack{262 \\ \mathrm{C}}}{ }$ | 193 $18 \%$ | $\begin{aligned} & 203 \\ & 32 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 158 \\ & { }_{3}^{30} \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 64 \\ & { }_{13}^{6} \% \\ & \hline \end{aligned}$ | 30\% | $\begin{gathered} 252 \\ 37 \% \\ 1 . J \end{gathered}$ | 150 $16 \%$ | 53\% | 101 $16 \%$ | 54 $16 \%$ | $\begin{gathered} 272 \\ 29 \% \\ \text { KL } \end{gathered}$ | ${ }_{147}^{23 \%}$ | $\begin{gathered} 187 \\ \underset{p}{25 \%} \end{gathered}$ | 122 ${ }^{19}$ | $\begin{gathered} 314 \\ 27 \% \\ \mathrm{R} \end{gathered}$ | 129 ${ }_{16}$ | $\begin{gathered} 138 \\ \stackrel{136}{T} \% \end{gathered}$ | 386 $31 \%$ |
| More Negative | ${ }_{13 \%}^{259}$ | $\begin{gathered} 148 \\ { }_{C}^{15 \%} \\ \hline \end{gathered}$ | 111 $10 \%$ | $\begin{gathered} 107 \\ 17 \% \\ \text { eF } \end{gathered}$ | $\begin{aligned} & 66 \\ & 12 \% \\ & f \end{aligned}$ | 37\% | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 107 \\ \substack{16 \% \\ j} \end{gathered}$ | ${ }^{115} 13 \%$ | ${ }_{9}^{37}$ | 74 $12 \%$ | 32 10 | 144\% | 92\% | ${ }_{13}^{98}$ | 69 $11 \%$ | ${ }_{13}^{145}$ | 103 | 33 $14 \%$ | 199\% |
| No Change | $\begin{aligned} & 1317 \\ & 65 \% \end{aligned}$ | $550 \%$ | $\underset{{ }_{B}^{72 \%}}{768}$ | 317 50 | $\begin{gathered} 304 \\ 58 \% \\ d \end{gathered}$ | $\begin{gathered} 376 \\ 79 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 321 \\ & 80 \% \\ & \text { DE } \end{aligned}$ | 327 $48 \%$ | $\underset{\substack{652 \\ \mathrm{H}}}{\substack{\text { 2 }}}$ | $\stackrel{338}{79}{ }^{31}$ | $\begin{gathered} 457 \\ \hline \quad{ }^{72 \%} \% \end{gathered}$ | $\begin{gathered} 246 \\ { }_{4}^{4} \% \end{gathered}$ | 526\% | 394\% | 471 $62 \%$ | $\begin{aligned} & \text { 452 } \\ & \text { NO } \end{aligned}$ | $694 \%$ | $\underset{\mathrm{Q}}{591}$ | 73 $30 \%$ | $\begin{aligned} & 663 \\ & 5 \\ & 53 \% \\ & 5 \end{aligned}$ |
| Sigma | 2032 $100 \%$ | 960\% | 1072 $100 \%$ | 628 $100 \%$ | 528 $100 \%$ | 477 $100 \%$ | 3999\% | 100\% | 917 $100 \%$ | 429 $100 \%$ | 632 $100 \%$ | 332 $100 \%$ | 942\% | 633 $100 \%$ | 756 $100 \%$ | 643 $100 \%$ | 1154 $100 \%$ | 823 | 244\% | 1248 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Ran }}{\text { Republi- }}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 2032 | 775 | 1257 | 847 | 571 | 330 | 284 | 699 | 841 | 492 | 1092 | 282 | 534 | 616 | 707 | 709 | 1060 | 909 | 189 | 1109 |
| Weighted Base | 2032 | 960 | 1072 | 628 | 528 | 477 | 399 | 686 | 917 | 429 | 632 | 332 | 942 | 633 | 756 | 643 | 1154 | 823 | 244 | 1248 |
| Southwest | 4462\% | 214 | 232 $22 \%$ | ${ }^{118} 19$ | 94\% | $\begin{aligned} & 133 \\ & 28 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 102 \\ & 25 \% \\ & \text { de } \end{aligned}$ | 115 17 | $\underset{H}{238} \underset{H}{236}$ | 93\% | ${ }^{137} 22 \%$ | 722\% | 215 | ${ }^{155}$ 25\% | 164 ${ }_{2}$ | ${ }^{126}$ 20\% | 239 ${ }^{21 \%}$ | ${ }^{196}$ | 38 ${ }^{16 \%}$ |  |
| American | ${ }^{440} 20$ | $\underset{\mathrm{c}}{231}$ | ${ }_{209}^{209}$ | $\begin{aligned} & 163 \\ & 26 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 153 \\ & 29 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 85 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 39 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 201 \\ \underset{1 J}{29 \%} \end{gathered}$ | $\xrightarrow{173} \mathrm{H}$ | ${ }^{66}$ \% | 110\% | 56\% | $\begin{gathered} 263 \\ 28 \% \\ { }_{28 L} \end{gathered}$ | 137 | $\begin{gathered} 187 \\ \stackrel{2}{\mathrm{P}} \% \end{gathered}$ | ${ }_{18 \%}^{116}$ | $\begin{gathered} 300 \\ \stackrel{26}{R} \end{gathered}$ | $\begin{gathered} 130 \\ 16 \% \end{gathered}$ | ${ }_{\text {37 }}^{\text {91\% }}$ | 321 ${ }^{26 \%}$ |
| Delta | ${ }^{440} 2{ }_{2}$ | ${ }^{188}{ }^{20 \%}$ | 252 24 | 138 ${ }^{22}$ | 101 $19 \%$ | ${ }^{101}$ | ${ }^{100}$ 25\% | 138 ${ }^{20 \%}$ | 214 | 81\% | ${ }^{128}{ }^{20 \%}$ | $\begin{aligned} & 87 \\ & 26 \% \\ & { }_{k} \end{aligned}$ | 209 $22 \%$ | 151 $24 \%$ | 150\% | 139 $22 \%$ | 232\% | 201 $24 \%$ | 50 $21 \%$ | 301 |
| United | 324 ${ }^{16 \%}$ | $\stackrel{187}{\substack{19 \%}}$ | $\stackrel{137}{13 \%}$ | $\begin{gathered} 119 \\ \stackrel{19}{\mathrm{G}} \mathrm{~F} \end{gathered}$ | 83 $16 \%$ | 73 $15 \%$ | ${ }_{12 \%}$ | $\begin{array}{r}137 \\ \\ \\ \hline 1\end{array}$ | 124 | ${ }_{15}^{63}$ | 87\% | 47\% | $\begin{gathered} 172 \\ 18 \% \\ k \end{gathered}$ | 107 $17 \%$ | ${ }_{118}^{16}$ | 98 $15 \%$ | 198\% | 118\% | 20\% | 223 |
| Other | 3819\% | $\begin{gathered} 141 \\ 15 \% \end{gathered}$ | $\underset{B}{241}$ | 89 $14 \%$ | 97\% | 85\% | $\begin{gathered} 110 \\ \text { DEF } \end{gathered}$ | 96 $14 \%$ | $\begin{gathered} 168 \\ \substack{88 \% \\ h} \end{gathered}$ | $\begin{gathered} 117 \\ { }_{27 \%} \% \end{gathered}$ | $\begin{gathered} 171 \\ \% \\ M \end{gathered}$ | $\begin{aligned} & \begin{array}{c} \text { 21\% } \\ \text { M } \end{array} \end{aligned}$ | ${ }^{83} 9$ | 82\% | $\begin{gathered} 136 \\ \text { i8\% } \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 164 \\ & \text { NO } \\ & \text { NO } \end{aligned}$ | 185 ${ }^{16 \%}$ | $\begin{gathered} 178 \\ \underset{Q}{22 \%} \end{gathered}$ | 15 6 | $\stackrel{127}{10 \%}$ |
| Sigma | $\begin{aligned} & 2032 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 960 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1072 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 628 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 528 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 917 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 632 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 942 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 633 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 756 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 643 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1154 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 823 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1248 \\ & 100 \% \end{aligned}$ |

[^6]Fielding Period: May 20-22, 2020

Base: Applicable Response

|  | $\underset{\text { Fly on a }}{\text { plane }}$ | Go to a gym class | Take a cruise | Go out to dinner | Visit a casino | Stay in a hotel | Go to the office | $\begin{aligned} & \text { Go to } \\ & \text { a sporting } \\ & \text { event } \end{aligned}$ | Go to the movies | Host/attend <br> a large soci- <br> al gathering | Take public transportation (e.g., subway, busses, trains) | Greet people with a handshake |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) |
| Unweighted Base | 1560 | 1363 | 1366 | 1896 | 1428 | 1742 | 1283 | 1510 | 1720 | 1701 | 1477 | 1846 |
| Weighted Base | 1666 | 1394 | 1451 | 1916 | 1476 | 1814 | 1302 | 1573 | 1749 | 1739 | 1502 | 1879 |
| Up To 6 Months (Net) | $\begin{gathered} 792 \\ 48 \% \\ C \end{gathered}$ | $\begin{array}{r} 823 \\ \text { ACEHKL } \end{array}$ |  | $\begin{aligned} & 1409 \\ & 74 \% \end{aligned}$ <br> BCEFHIJKL | $\begin{gathered} 751 \\ 51 \% \\ \mathrm{aC} \end{gathered}$ | $\begin{array}{r} 1064 \\ \text { ACEHKL } \end{array}$ | $\begin{gathered} 1034 \\ \text { BCDEFHIJKL } \end{gathered}$ | $\begin{aligned} & 836 \\ & 53 \% \\ & A C \end{aligned}$ | $\begin{gathered} 1003 \\ \text { ACEHkL } \end{gathered}$ | $\begin{gathered} 993 \\ \text { ACEHL } \end{gathered}$ | $\begin{aligned} & 815 \\ & 54 \% \\ & \text { ACe } \end{aligned}$ | $\begin{aligned} & 992 \\ & 53 \% \\ & A C \end{aligned}$ |
| Up To 3 Months (Sub-Net) | $\underset{\substack{522 \\ 31 \%}}{ }$ | $\begin{array}{r} 621 \\ \text { ACEFHIKKL } \end{array}$ |  | $\begin{gathered} 1066 \\ \text { ABCEFHIJKL } \end{gathered}$ | $\begin{aligned} & 518 \\ & 35 \% \\ & { }^{35} \% \end{aligned}$ | $\begin{array}{r} 734 \\ \text { ACEh } \end{array}$ | $\begin{gathered} 867 \\ \text { BCDEFHIJKL } \end{gathered}$ | $\begin{aligned} & 587 \\ & 37 \% \\ & A C \end{aligned}$ | $\begin{gathered} 688 \\ \text { ACE } \end{gathered}$ | $\begin{aligned} & 659 \\ & 38 \% \\ & A_{C} \end{aligned}$ | $\begin{aligned} & 563 \\ & 37 \% \\ & { }^{3 C} \% \end{aligned}$ | $\begin{gathered} 746 \\ 40 \% \\ \text { ACE } \end{gathered}$ |
| $\begin{aligned} & \text { Immediately/1-30 Days } \\ & \text { (Sub-Sub-Net) } \end{aligned}$ | $\begin{gathered} 291 \\ 17 \% \end{gathered}$ | $\begin{gathered} 337 \\ \text { ACEhy } \end{gathered}$ |  | $\begin{array}{r} 643 \\ \text { ABCEFHIJKL } \end{array}$ | $\begin{aligned} & 298 \\ & { }_{20}^{20} \% \end{aligned}$ |  | ${ }_{491}^{649} \text { IBCDEFHIJKL }$ | $\begin{aligned} & 337 \\ & 21 \% \\ & \mathrm{AC}^{2} \end{aligned}$ | $\begin{aligned} & 391 \\ & 22 \% \\ & \text { ACj } \end{aligned}$ | $\begin{gathered} 345 \\ { }^{34} \% \\ \mathrm{aC} \end{gathered}$ | $\begin{aligned} & 339 \\ & \text { 23\% } \\ & \text { ACj } \end{aligned}$ | $\begin{gathered} 446 \\ \text { ACEJ }_{2}^{4} \% \end{gathered}$ |
| Immediately | $\begin{gathered} 132 \\ 8 \% \\ c \end{gathered}$ | $\begin{aligned} & 148 \\ & 11 \% \\ & \text { ACj } \end{aligned}$ |  | $\begin{array}{r} 291 \\ \text { ABCEFHIJKL } \end{array}$ | $\underset{\mathrm{C}}{\stackrel{137}{(1)}}$ |  |  | $\begin{aligned} & 152 \\ & 10 \% \\ & \mathrm{CC}^{2} \end{aligned}$ | $\begin{aligned} & 171 \\ & 10 \% \\ & \text { AC } \end{aligned}$ | ${ }_{\mathrm{C}}^{150}$ | $\begin{aligned} & 152 \\ & 10 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 207 \\ & 11 \% \\ & \text { ACJ } \end{aligned}$ |
| 1-30 days | $\begin{aligned} & 159 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 189 \\ 14 \% \\ A^{4 C e} \end{gathered}$ |  | $\begin{gathered} 352 \\ 18 \% \end{gathered}$ <br> BCEFHIJKL | ${ }_{11}^{162}$ |  | ${ }_{\substack{279 \\ \text { BCdEFHIJKL }}}$ | $\begin{aligned} & 185 \\ & { }^{12 \%} \\ & \mathrm{CC}^{2} \end{aligned}$ | $\begin{aligned} & 220 \\ & { }_{2}^{13} \% \\ & \text { AC } \end{aligned}$ | 1195 | $\begin{aligned} & 187 \\ & \begin{array}{l} 12 \% \\ \text { AC } \end{array} \end{aligned}$ | $\begin{aligned} & 240 \\ & { }^{43} \% \\ & \text { AC } \end{aligned}$ |
| 2-3 months | 231 $14 \%$ | $\begin{gathered} 284 \\ \text { ACEHiKL } \end{gathered}$ |  | $\begin{aligned} & 423 \\ & \text { CEFGHIJKL } \end{aligned}$ | ${ }^{220} 15 \%$ | $\begin{array}{r} 323 \\ \text { ACek } \\ \text { ACek } \end{array}$ | $\begin{gathered} 226 \\ 17 \% \\ A^{17} \end{gathered}$ | $\begin{gathered} 250 \\ { }_{16}^{6} \% \end{gathered}$ | $\begin{gathered} 297 \\ 17 \% \\ A^{17} \end{gathered}$ | $\begin{gathered} 314 \\ \text { ACek } \\ \text { A8 } \end{gathered}$ | 224 $15 \%$ | $\begin{gathered} 299 \\ { }_{6}^{16 \%} \end{gathered}$ |
| 4-6 months | $\begin{aligned} & 270 \\ & 16 \% \\ & \text { Cgl } \end{aligned}$ | 201 $14 \%$ | 171 $12 \%$ | $\begin{gathered} \begin{array}{c} 344 \\ \text { BCGL } \end{array} \\ \hline \end{gathered}$ | $\begin{aligned} & 233 \\ & 16 \% \\ & \mathrm{CgI} \end{aligned}$ | $\begin{array}{r} 330 \\ \text { BCGL } \\ \text { BCG } \end{array}$ | 166 ${ }_{13}$ | $\begin{gathered} 249 \\ 16 \% \\ \mathrm{CgI} \end{gathered}$ | $\begin{gathered} 314 \\ { }_{18 \%}^{18 \%} \\ \text { BCGL } \end{gathered}$ | $\begin{gathered} 333 \\ \text { aBCeGHL } \end{gathered}$ | $\begin{gathered} 252 \\ 17 \% \\ \text { CGL } \end{gathered}$ | 247 ${ }_{13}$ |
| 7-11 months | $\begin{gathered} 234 \\ \text { BcdGKL } \end{gathered}$ | 136 $10 \%$ | $\begin{gathered} 160 \\ 11 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 223 \\ \underset{\mathrm{G}}{22 \%} \end{gathered}$ | $\begin{gathered} 199 \\ 13 \% \\ \text { BGL } \end{gathered}$ | $\begin{array}{r} { }^{270}{ }_{15}{ }^{\circ} \\ \text { BCDGiKL } \end{array}$ | ${ }_{8 \%}^{101}$ | $\begin{gathered} 201 \\ 13 \% \\ \text { BGL } \end{gathered}$ | $\begin{aligned} & 211 \\ & 12 \% \\ & \text { bGl } \end{aligned}$ | $\begin{gathered} 239 \\ \text { BcGkL } \\ \text { Bct } \end{gathered}$ | $\begin{gathered} 167 \\ \underset{G}{11 \%} \end{gathered}$ | 185 |
| A year or longer | $\begin{gathered} 483 \\ 29 \% \\ \text { BDFGHIJKL } \end{gathered}$ | $\begin{aligned} & 225 \\ & 16 \% \\ & 16 G \end{aligned}$ | $\begin{gathered} 403 \\ \text { BDFGHiJKL } \end{gathered}$ | $\begin{gathered} 224 \\ 12 \% \\ \mathrm{G} \end{gathered}$ | $\begin{array}{r} 403 \\ { }_{2} \% \\ \text { BDFGHLJL } \end{array}$ | $\begin{array}{r} 401 \\ \text { BDGL } \end{array}$ | ${ }_{8 \%}^{101}$ | $\begin{gathered} 373 \\ { }^{24 \%} \\ \text { BDGL } \end{gathered}$ | $\begin{gathered} 421 \\ \text { 324\% } \\ \text { BDGkLL } \end{gathered}$ | $\begin{gathered} 369 \\ \begin{array}{c} 21 \% \\ \text { BDGL } \end{array} \end{gathered}$ | $\begin{gathered} 320 \\ \begin{array}{c} 32 \% \\ \text { BDGL } \end{array} \end{gathered}$ | $\begin{aligned} & 328 \\ & 17 \% \\ & \mathrm{DG} \end{aligned}$ |
| Never again | $\begin{gathered} 157 \\ { }^{15 \%} \% \end{gathered}$ | $\begin{array}{r} 210 \\ \text { ADEFGHIJ } \end{array}$ | $\begin{gathered} 313 \\ \text { ABDEFGHIJK } \end{gathered}$ | ${ }^{60}$ | $\begin{gathered} 123 \\ \text { DFGi } \end{gathered}$ | $\begin{aligned} & 80 \\ & 4 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 67 \\ & 5 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 163 \\ 10 \% \\ \text { DeFGIJ } \end{gathered}$ | $\begin{gathered} 114 \\ \mathrm{DF}^{2} \% \end{gathered}$ | $\begin{gathered} 138 \\ \mathrm{DFG}^{8} \% \end{gathered}$ | $\begin{gathered} 200 \\ \text { ADEFGHIJ } \end{gathered}$ | $\begin{gathered} 373 \\ \text { ABDEFGHIJK } \end{gathered}$ |
| 1 Day To 3 Months (Net) | 390 $23 \%$ | $\begin{aligned} & 474 \\ & 34 \% \end{aligned}$ <br> ACEFHIJKL |  | $\begin{gathered} { }^{775} \\ \text { ABCEFHIJKL } \end{gathered}$ | $\begin{gathered} 381 \\ \underset{C}{26 \%} \end{gathered}$ | $\begin{array}{r} 542 \\ \text { ACE } \\ \hline 30 \end{array}$ | $\begin{gathered} 506 \\ 39 \% \end{gathered}$ <br> ABCEFHIJKL | $\begin{aligned} & 435 \\ & { }_{2}^{28 \%} \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 517 \\ \text { ACE } \end{gathered}$ | $\begin{gathered} 509 \\ { }^{2} 9.9 \\ \text { ACe } \end{gathered}$ | $\begin{aligned} & 411 \\ & 27 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 539 \\ & { }_{29}{ }^{2} \% \end{aligned}$ |
| Sigma | $\begin{gathered} 1666 \\ 100 \% \end{gathered}$ | $\begin{gathered} 1394 \\ 100 \% \end{gathered}$ | 1451 $100 \%$ | $\begin{aligned} & 1916 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1476 \\ 100 \% \end{gathered}$ | 1814 $100 \%$ | $\begin{gathered} 1302 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 1573 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1749 \\ & \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1739 \\ 100 \% \end{gathered}$ | $\begin{gathered} 1502 \\ 100 \% \end{gathered}$ | $\begin{gathered} 1879 \\ 100 \% \end{gathered}$ |

Proportions/Means: All Columns Tested (5\%, 10\% risk level)
Overlap formulae used.

## Base: Applicable Response (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 <br> (5/20 - <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ \$ 0 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline Go to the office \& $$
\begin{gathered}
641 \\
49 \%
\end{gathered}
$$ \& $$
\begin{gathered}
346 \\
49 \%
\end{gathered}
$$ \& 295\% \& $$
{ }^{253}
$$ \& $$
\begin{gathered}
214 \\
53 \%
\end{gathered}
$$ \& 126
$51 \%$ \& $$
{ }_{39}^{47}
$$ \& $$
\begin{gathered}
278 \\
52 \\
i
\end{gathered}
$$ \& 253 45 \& 110
$53 \%$ \& 171 $52 \%$ \& 50\% \& 345
48 \& $$
\begin{gathered}
213 \\
54 \% \\
0
\end{gathered}
$$ \& 214
$43 \%$ \& $$
\begin{gathered}
214 \\
52 \% \\
0
\end{gathered}
$$ \& 393 50 \& 229 \& 113
$49 \%$ \& 447\% <br>
\hline Go out to dinner \& $$
{ }_{34 \%}^{643}
$$ \& $$
\begin{gathered}
344 \\
38 \% \\
C
\end{gathered}
$$ \& $$
{ }_{30}^{299}
$$ \& $$
\begin{gathered}
235 \\
40 \% \\
F G
\end{gathered}
$$ \& $$
\begin{gathered}
188 \\
37 \%
\end{gathered}
$$ \& $$
\begin{gathered}
141 \\
31 \% \\
\mathrm{~g}
\end{gathered}
$$ \& $$
\begin{aligned}
& 79 \\
& 21 \%
\end{aligned}
$$ \& $$
\begin{gathered}
250 \\
38 \%
\end{gathered}
$$ \& $$
{ }_{29 \%}^{248}
$$ \& $$
\begin{gathered}
145 \\
37 \% \\
1
\end{gathered}
$$ \& $$
\begin{gathered}
214 \\
38 \% \\
\mathrm{~L}
\end{gathered}
$$ \& $$
\begin{aligned}
& 92 \\
& 28 \%
\end{aligned}
$$ \& $$
{ }_{33 \%}^{308}
$$ \& $$
\begin{gathered}
263 \\
43 \% \\
\text { OP }
\end{gathered}
$$ \& $$
\begin{aligned}
& 180 \\
& 25 \%
\end{aligned}
$$ \& $$
\begin{gathered}
200 \\
34 \% \\
0
\end{gathered}
$$ \& $$
{ }_{36 \%}^{396}
$$ \& $$
{ }_{31 \%}^{235}
$$ \& $$
\begin{gathered}
98 \\
40 \% \\
t
\end{gathered}
$$ \& 399 $33 \%$ <br>
\hline Go to a gym class \& $$
\begin{gathered}
337 \\
\\
24 \%
\end{gathered}
$$ \& $$
\begin{gathered}
207 \\
{ }_{\mathrm{C}}^{29 \%}
\end{gathered}
$$ \& 130
$19 \%$ \& $$
\begin{aligned}
& 164 \\
& 32 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 108 \\
& 27 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 48 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 18 \\
& 10 \%
\end{aligned}
$$ \& $$
\begin{gathered}
169 \\
31 \% \\
1
\end{gathered}
$$ \& $$
\begin{gathered}
110 \\
18 \%
\end{gathered}
$$ \& ${ }^{58}{ }^{3} \%$ \& $$
{ }_{27}^{97 \%}
$$ \& 480\% \& ${ }^{181}$ \& $$
\begin{gathered}
110 \\
25 \%
\end{gathered}
$$ \& ${ }^{116}$ \& $$
\begin{gathered}
111 \\
28 \% \\
0
\end{gathered}
$$ \& ${ }_{298}^{198}$ \& $\xrightarrow{129}$ 24\% \& 70\% \& 252 24 <br>
\hline Greet people with a handshake \& ${ }_{246}{ }_{24}$ \& $$
\begin{gathered}
273 \\
30 \% \\
\mathrm{C}
\end{gathered}
$$ \& 174
$18 \%$ \& $$
\begin{aligned}
& 183 \\
& 32 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{gathered}
137 \\
28 \% \\
\mathrm{fG}
\end{gathered}
$$ \& $$
\begin{aligned}
& 87 \\
& 20 \% \\
& \text { B }
\end{aligned}
$$ \& 39
$11 \%$ \& $$
\begin{gathered}
216 \\
\text { 34\% } \\
1.5
\end{gathered}
$$ \& 153
$18 \%$ \& 77 \& $$
\begin{gathered}
156 \\
\underset{L}{28 \%} \\
L
\end{gathered}
$$ \& 58\% \& 211 $23 \%$ \& $$
\begin{gathered}
157 \\
26 \% \\
0
\end{gathered}
$$ \& 140 \& $$
\begin{gathered}
150 \\
\substack{66 \% \\
0}
\end{gathered}
$$ \& 275 ${ }_{2}$ \& 157
$21 \%$ \& $$
\begin{gathered}
76 \\
31 \% \\
\mathrm{t}
\end{gathered}
$$ \& ${ }_{28}^{287}$ <br>
\hline Stay in a hotel \& $$
{ }_{23 \%}
$$ \& $$
\begin{gathered}
243 \\
28 \% \\
C
\end{gathered}
$$ \& $$
\begin{aligned}
& 168 \\
& \\
& \hline 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 171 \\
& 30 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 136 \\
& 28 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{gathered}
74 \\
17 \% \\
\mathrm{~g}
\end{gathered}
$$ \& $$
{ }_{9}^{29}
$$ \& $$
\begin{gathered}
176 \\
\text { 28\% } \\
1.5
\end{gathered}
$$ \& $$
\begin{gathered}
164 \\
20 \%
\end{gathered}
$$ \& 71 20 \& $$
\stackrel{120}{24 \%}
$$ \& $$
\begin{aligned}
& 48 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{gathered}
225 \\
25 \% \\
\hline
\end{gathered}
$$ \& $$
\begin{gathered}
154 \\
27 \% \\
0
\end{gathered}
$$ \& $$
{ }_{17 \%}^{119}
$$ \& $$
\begin{aligned}
& 138 \\
& \\
& \\
& \\
& \hline 0
\end{aligned}
$$ \& $$
\begin{gathered}
251 \\
24 \%
\end{gathered}
$$ \& $$
{ }_{21 \%}^{149}
$$ \& $$
\begin{gathered}
74 \\
31 \% \\
\mathrm{t}
\end{gathered}
$$ \& 289 ${ }_{24}$ <br>
\hline Take public transportation (e.g., subway, busses, trains) \& 339 ${ }^{33 \%}$ \& $$
\begin{gathered}
230 \\
{ }_{C}^{29 \%}
\end{gathered}
$$ \& ${ }^{110} 15 \%$ \& $$
\begin{aligned}
& 146 \\
& { }_{2}^{28 \%} \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 123 \\
& { }_{29} 9 \\
& \text { FG }
\end{aligned}
$$ \& 51
$15 \%$ \& 19\% \& $$
\begin{gathered}
178 \\
\text { 31\% } \\
\text { IJ }
\end{gathered}
$$ \& $$
{ }_{18 \%}^{117}
$$ \& 45\% \& ${ }^{105}$ \& 53 \& 163 \& $\xrightarrow{109}$ \& 122 ${ }^{120}$ \& 109\% \& ${ }_{217}^{217}$ \& 111 $20 \%$ \& $$
\begin{aligned}
& { }_{35}^{33} \% \\
& \hline
\end{aligned}
$$ \& 247\% <br>
\hline Go to the movies \& 391 $22 \%$ \& $$
\stackrel{244}{29 \%}
$$ \& 147
$16 \%$ \& $$
\begin{aligned}
& 170 \\
& { }_{29}{ }^{29} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 133 \\
& \text { 28\% } \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 69 \\
& \frac{17}{17 \%} \\
& \hline
\end{aligned}
$$ \& 19 ${ }_{6}$ \& $$
\begin{aligned}
& 194 \\
& \text { 191\% } \\
& \text { IJ }
\end{aligned}
$$ \& 137
$17 \%$ \& ${ }^{60} 18 \%$ \& $$
\begin{gathered}
118 \\
{ }_{25}^{25}
\end{gathered}
$$ \& 49\% \& $$
\underset{24}{212}
$$ \& $$
\begin{gathered}
154 \\
\text { 29\% } \\
\text { OP }
\end{gathered}
$$ \& $\xrightarrow{129} 19$ \& 108\% \& $$
\begin{gathered}
251 \\
25 \% \\
\hline
\end{gathered}
$$ \& 130
$19 \%$ \& 86
$36 \%$ \& ${ }_{281}{ }_{24}$ <br>
\hline Go to a sporting event \& $$
\begin{gathered}
337 \\
21 \%
\end{gathered}
$$ \& $$
\underset{\substack{222 \\ 27 \%}}{ }
$$ \& 115
$15 \%$ \& $$
\begin{aligned}
& 161 \\
& 30 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 120 \\
& 27 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 43 \% \\
&
\end{aligned}
$$ \& ${ }_{13}^{6}$ \& $$
\begin{gathered}
167 \\
29 \% \\
1 . j
\end{gathered}
$$ \& 115
$16 \%$ \& 55 $18 \%$ \& 85 20 \& $\stackrel{43}{16 \%}$ \& $$
\underset{\mathrm{L}}{199}
$$ \& $$
\begin{gathered}
141 \\
27 \% \\
\text { Op }
\end{gathered}
$$ \& 106
$18 \%$ \& 90\% \& $$
\begin{gathered}
219 \\
23 \%
\end{gathered}
$$ \& 105
$18 \%$ \& 80

T \& 252 23 <br>

\hline Visit a casino \& $$
{ }_{20}^{298}
$$ \& \[

$$
\begin{gathered}
194 \\
{ }_{C}^{25 \%}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
104 \\
15 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 26 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 115 \\
& 28 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 34 \\
& 10 \%
\end{aligned}
$$

\] \& ${ }^{23} 9$ \& \[

$$
\begin{gathered}
146 \\
27 \% \\
1 J
\end{gathered}
$$
\] \& 104

$16 \%$ \& ${ }^{48} 7$ \& $$
\begin{gathered}
101 \\
24 \% \\
\mathrm{~m}
\end{gathered}
$$ \& 43

$18 \%$ \& $\stackrel{142}{19 \%}$ \& 107 \& 100 \& 912\% \& 190 ${ }^{21 \%}$ \& 95 ${ }^{18}$ \& $$
\begin{aligned}
& \text { 67 } \\
& \text { 30\% }
\end{aligned}
$$ \& ${ }_{21}^{217}$ <br>

\hline Host/attend a large social gathering \& $$
{ }_{20 \%}^{345}
$$ \& \[

$$
\begin{gathered}
199 \\
24 \% \\
C
\end{gathered}
$$
\] \& 146

$16 \%$ \& \[
$$
\begin{aligned}
& 156 \\
& \text { 28\% } \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 111 \\
& 23 \% \\
& \text { FG }
\end{aligned}
$$
\] \& ${ }_{12}{ }^{2} \%$ \& 30

$10 \%$ \& \[
$$
\begin{gathered}
162 \\
27 \% \\
1.5
\end{gathered}
$$

\] \& $\stackrel{122}{15 \%}$ \& ${ }^{62} 8$ \& \[

$$
\begin{aligned}
& 116 \\
& 24 \% \\
& \mathrm{Lm}
\end{aligned}
$$
\] \& ${ }_{16}{ }^{2} \%$ \& 164

$19 \%$ \& $$
\begin{gathered}
128 \\
\underset{0}{22 \%}
\end{gathered}
$$ \& 107

$16 \%$ \& $$
\begin{gathered}
111 \\
22 \% \\
0
\end{gathered}
$$ \& 211\% \& 123

$18 \%$ \& $\stackrel{63}{27 \%}$ \& 248 <br>

\hline Fly on a plane \& 2917\% \& $$
\begin{gathered}
198 \\
{ }_{2} \mathrm{C}^{2}
\end{gathered}
$$ \& ${ }^{93} 11 \%$ \& \[

$$
\begin{aligned}
& 139 \\
& { }^{26 \%} \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 92 \\
& 2{ }_{2}^{21 \%} \\
& f G
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 54 \\
& \begin{array}{c}
14 \% \\
\mathrm{G}
\end{array}
\end{aligned}
$$

\] \& ${ }_{2 \%}^{6}$ \& \[

\stackrel{133}{22} \%
\] \& 111

$14 \%$ \& 476\% \& ${ }^{66}$ 16\% \& 11\% \& \[
\stackrel{175}{175 \%}

\] \& 105 \& 102 \& 83\% \& 183\% \& 99\% \& \[

$$
\begin{aligned}
& \text { 688 } \\
& \text { 280\% }
\end{aligned}
$$
\] \& 238\% <br>

\hline Take a cruise \& $$
\begin{gathered}
223 \\
15 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
1520 \\
\text { 20\% }
\end{gathered}
$$
\] \& 72

$10 \%$ \& \[
$$
\begin{aligned}
& 117 \\
& 23 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 79 \\
& 20 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 25 } \\
& 9 \\
& \hline
\end{aligned}
$$

\] \& ${ }_{1 \%}^{2}$ \& \[

$$
\begin{gathered}
138 \\
\\
156
\end{gathered}
$$
\] \& ${ }^{55} 9$ \& 30

$11 \%$ \& \[
$$
\begin{aligned}
& 51 \\
& 15 \% \\
& 15
\end{aligned}
$$

\] \& ${ }_{93}^{93}$ \& \[

$$
\begin{gathered}
139 \\
18 \% \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 76 \\
& 16 \%
\end{aligned}
$$
\] \& 79

$14 \%$ \& \[
$$
\begin{aligned}
& 68 \\
& 16 \%
\end{aligned}
$$

\] \& \[

\stackrel{146}{17 \%}
\] \& 70

$13 \%$ \& $$
\begin{aligned}
& 67 \\
& 30 \% \\
& 30 \%
\end{aligned}
$$ \& 183\% <br>

\hline
\end{tabular}

[^7]Base: Applicable Response (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Go to the office | ${ }_{667}^{867}$ | $480 \%$ | $\begin{gathered} 387 \\ 66 \% \end{gathered}$ | $\begin{gathered} 344 \\ 66 \% \end{gathered}$ | ${ }^{292}$ | ${ }^{155} \times 2$ | $\begin{aligned} & 76 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 374 \\ 70 \% \\ i \end{gathered}$ | $\begin{gathered} 353 \\ 63 \% \end{gathered}$ | 140 $68 \%$ | $\begin{gathered} 221 \\ 67 \% \end{gathered}$ | ${ }_{69 \%}^{132}$ | $\begin{aligned} & 482 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 290 \\ \\ \hline 73 \% \end{gathered}$ | $\begin{gathered} 300 \\ 61 \% \end{gathered}$ | $\underset{67 \%}{277}$ | $\underset{\mathrm{R}}{554 \%}$ | 292 $61 \%$ | $\begin{aligned} & 173 \\ & { }_{7} 5 \mathrm{~T} \% \end{aligned}$ | 631 $66 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Go out to dinner | $\begin{aligned} & 1066 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 553 \\ 61 \% \\ C \end{gathered}$ | $\begin{aligned} & 513 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 379 \\ & 65 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 303 \\ & 60 \% \\ & \text { FG } \end{aligned}$ | 207 $46 \%$ | $\stackrel{177}{48 \%}$ | $\begin{gathered} 412 \\ 63 \% \\ 1 . j \end{gathered}$ | $\begin{gathered} 443 \\ 51 \% \end{gathered}$ | 211 53 | $\begin{gathered} 337 \\ 60 \% \end{gathered}$ | $\begin{gathered} 177 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 509 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 395 \\ & 64 \% \\ & \text { OP } \end{aligned}$ | $\begin{gathered} 341 \\ 47 \% \end{gathered}$ | $\begin{gathered} 330 \\ 57 \% \\ \hline \end{gathered}$ | $\begin{gathered} 641 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 407 \\ & 54 \% \end{aligned}$ | $\underset{\substack{156 \\ 64 \% \\ t}}{ }$ | 681 $56 \%$ |
| Go to a gym class | 621 $45 \%$ | $\begin{gathered} 378 \\ 53 \% \\ { }_{C}^{3} \% \end{gathered}$ | $\begin{gathered} 244 \\ 36 \% \end{gathered}$ | $\begin{gathered} 297 \\ 58 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 214 \\ & 53 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 76 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 300 \\ & \begin{array}{c} 56 \% \\ 1 . J \end{array} \end{aligned}$ | ${ }_{38}^{232}$ | 89\% | $\begin{gathered} 146 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 355 \\ 47 \% \end{gathered}$ | $\begin{gathered} 222 \\ 50 \% \\ 0 \end{gathered}$ | $\begin{gathered} 224 \\ 40 \% \end{gathered}$ | $\begin{gathered} 175 \\ 44 \% \end{gathered}$ | $\begin{gathered} 403 \\ 499 \% \\ R \end{gathered}$ | ${ }^{199} 9$ | $\begin{gathered} 149 \\ 64 \% \\ \mathrm{~T} \end{gathered}$ | $489 \%$ |
| Stay in a hotel | 734 $40 \%$ | $\begin{aligned} & 433 \\ & 49 \% \\ & C \end{aligned}$ | 301 | $\begin{gathered} 291 \\ 51 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 245 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 135 \\ 32 \% \\ G \end{gathered}$ | 63 $19 \%$ | $\begin{aligned} & 317 \\ & 50 \% \\ & 1 . J \end{aligned}$ | 288\% | ${ }^{128} 8{ }_{3}$ | 204\% | $\xrightarrow{107}$ | $\underset{\mathrm{L}}{400}$ | $\begin{gathered} 283 \\ 49 \% \\ \mathrm{OP} \end{gathered}$ | 238 34 | 213 $39 \%$ | $\underset{\mathrm{R}}{465}$ | 251 35 | $\begin{gathered} 144 \\ 60 \% \\ \mathrm{~T} \end{gathered}$ | 543 $45 \%$ |
| Greet people with a handshake | ${ }_{40 \%}^{746}$ | $\stackrel{448}{49 \%}$ | ${ }_{31 \%}^{298}$ | $\begin{gathered} 304 \\ \text { 533\% } \\ \text { eFG } \end{gathered}$ | $\begin{gathered} 229 \\ 46 \% \\ F G \end{gathered}$ | $\begin{gathered} 143 \\ { }_{3}{ }_{\mathrm{G}} \mathrm{G} \end{gathered}$ | $\begin{aligned} & 70 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 340 \\ & 53 \% \\ & 1.5 \end{aligned}$ | ${ }_{32 \%}^{275}$ | $\begin{gathered} 131 \\ 34 \% \end{gathered}$ | $\begin{gathered} 239 \\ 43 \% \end{gathered}$ | $\begin{gathered} 101 \\ 32 \% \end{gathered}$ | $\begin{gathered} 369 \\ 41 \% \\ L \end{gathered}$ | ${ }_{41 \%}^{250}$ | ${ }_{38}^{262}$ | $\begin{gathered} 234 \\ 41 \% \end{gathered}$ | $\begin{gathered} 465 \\ 43 \% \\ R \end{gathered}$ | ${ }_{359}^{259}$ | $\begin{aligned} & 142 \\ & 58 \% \\ & \mathrm{~T} \end{aligned}$ | $\begin{gathered} 504 \\ 42 \% \end{gathered}$ |
| Go to the movies | ${ }^{688}{ }^{3} \%$ | $\begin{gathered} 402 \\ 47 \% \\ C \end{gathered}$ | 287 ${ }_{3}$ | $\begin{aligned} & 296 \\ & 51 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 223 \\ 47 \% \\ F G \end{gathered}$ | 101 | ${ }^{68}{ }^{23} \%$ | $\begin{aligned} & 320 \\ & 521 \% \\ & \text { IJ } \end{aligned}$ | 259\% | 110 $32 \%$ | $\begin{gathered} 206 \\ 43 \% \\ L \end{gathered}$ | 100 $33 \%$ | $\begin{gathered} 360 \\ 41 \% \\ 1 \end{gathered}$ | $\begin{gathered} 250 \\ 46 \% \\ \mathrm{Op} \end{gathered}$ | 232 35 | ${ }_{38}^{206}$ | 414 | 259\% | $\begin{aligned} & 140 \\ & \\ & 59 \% \end{aligned}$ | 491\% |
| Host/attend a large social gathering | ${ }^{659} 38$ | $\begin{gathered} 385 \\ \stackrel{46}{C} \% \end{gathered}$ | 274 31 | $\begin{gathered} 293 \\ 52 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 201 \\ 42 \% \\ \text { FG } \end{gathered}$ | $\stackrel{103}{25 \%}$ | ${ }_{22}^{62}$ | $\begin{gathered} 284 \\ \stackrel{47}{1 . J} \\ \hline \end{gathered}$ | ${ }^{249}$ 31\% | ${ }^{127} 36$ | $\begin{gathered} 202 \\ 42 \% \end{gathered}$ | 107 $34 \%$ | 320 | $\begin{gathered} 243 \\ 42 \% \\ \hline \end{gathered}$ | 217 31 | ${ }^{199} 39 \%$ | ${ }^{396} 39 \%$ | 242 36 | $\begin{gathered} 120 \\ 5 \\ 51 \% \end{gathered}$ | 4680 |
| Take public transportation (e.g., subway, busses, trains) | ${ }_{363}$ | $\begin{gathered} 365 \\ \stackrel{46}{C} \% \end{gathered}$ | ${ }_{28 \%}^{198}$ | $\begin{gathered} 250 \\ \text { FG } \\ \text { FG } \end{gathered}$ | $\begin{gathered} 203 \\ 48 \% \\ F G \end{gathered}$ | 74 21 | 36 $15 \%$ | $\underset{5}{291} \underset{1 . j}{291}$ | $\underset{30 \%}{197}$ | 75\% | $\begin{gathered} 170 \\ 41 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 291 \\ 38 \% \end{gathered}$ | $\begin{gathered} 179 \\ 39 \% \end{gathered}$ | 213 $35 \%$ | $\begin{gathered} 171 \\ 39 \% \end{gathered}$ | $\begin{gathered} 369 \\ 41 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{32 \%}^{179}$ | $\begin{aligned} & 132 \\ & \stackrel{5}{5} \% \end{aligned}$ | $\begin{aligned} & 431 \% \\ & 41 \% \end{aligned}$ |
| Go to a sporting event | $587 \%$ | $\begin{gathered} 374 \\ 46 \% \\ C \end{gathered}$ | 213 28 | $\begin{gathered} 289 \\ 533 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 187 \\ 42 \% \\ \mathrm{FG} \end{gathered}$ | 77 ${ }^{72}$ | 34\% | $\begin{gathered} 281 \\ 49 \% \\ \text { IJ } \end{gathered}$ | 224 $32 \%$ | 827\% | $\begin{gathered} 152 \\ 36 \% \\ 1 \end{gathered}$ | 79\% | $\begin{gathered} 337 \\ 41 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 213 \\ 41 \% \\ 0 \end{gathered}$ | ${ }_{3}^{205}$ | ${ }^{169} 37 \%$ | $\begin{gathered} 377 \\ 40 \% \end{gathered}$ | ${ }^{194} 3$ | $\begin{aligned} & 136 \\ & \begin{array}{l} 59 \% \\ T \end{array} \end{aligned}$ | $454 \%$ |
| Visit a casino | ${ }_{318}{ }_{3}$ | $\begin{gathered} 323 \\ { }_{42 \%} \end{gathered}$ | ${ }^{195}$ | $\begin{gathered} 214 \\ { }^{44} \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 44 \% \\ & \mathrm{FG} \end{aligned}$ | 77 $23 \%$ | ${ }^{45} 8$ | $\begin{gathered} 241 \\ \stackrel{45 \%}{1.5} \end{gathered}$ | 194\% | 849\% | ${ }^{154} 3$ | 836\% | 261 ${ }_{35 \%}$ | $\begin{gathered} 195 \\ 40 \% \\ 0 \end{gathered}$ | 174 $30 \%$ | ${ }^{149} 3$ | 332 37 | ${ }_{31}^{168}$ | $\begin{aligned} & 117 \\ & 52 \% \\ & \hline \end{aligned}$ | 404 $39 \%$ |
| Fly on a plane | ${ }^{522} 31 \%$ | $\begin{gathered} 334 \\ 41 \% \\ C \end{gathered}$ | 188\% | $\begin{gathered} 227 \\ \begin{array}{c} 42 \% \\ \mathrm{FG} \end{array} \end{gathered}$ | $\begin{aligned} & 176 \\ & 41 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 89 \\ & { }_{23}{ }_{\mathrm{G}} \mathrm{~F} \end{aligned}$ | 30 $10 \%$ | $\begin{gathered} 260 \\ \text { 430 } \\ \text { IJ } \end{gathered}$ | 192\% | 70 24 | ${ }^{121} 29 \%$ | 69\% | $\begin{aligned} & 310 \\ & 36 \% \\ & \text { KL } \end{aligned}$ | $\begin{gathered} 187 \\ 36 \% \\ 0 \end{gathered}$ | 189\% | 146 $30 \%$ | $\stackrel{346}{35 \%} \underset{R}{3}$ | 164 25 | $\begin{aligned} & 135 \\ & \quad \begin{array}{l} 56 \% \\ T \end{array} \end{aligned}$ | 453 ${ }_{3}$ |
| Take a cruise | $\stackrel{404}{28 \%}$ | $\begin{gathered} 290 \\ 39 \% \\ C \end{gathered}$ | 114 $16 \%$ | $\begin{aligned} & 198 \\ & 40 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 153 \\ & 38 \% \\ & \text { FG } \end{aligned}$ | 31\% | ${ }^{22} 9$ | $\begin{gathered} 236 \\ 1.5 \\ 1.5 \end{gathered}$ | 130 $20 \%$ | 38 $14 \%$ | $\begin{aligned} & 85 \\ & 24 \% \\ & \text { 24\% } \end{aligned}$ | 159 | $\begin{gathered} 267 \\ 34 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 154 \\ 33 \% \end{gathered}$ | 129 23 | ${ }^{122} 29$ | $\stackrel{283}{\substack{32 \% \\ R}}$ | ${ }^{111}$ 21\% | $\begin{aligned} & 135 \\ & \left.\begin{array}{c} 59 \% \\ \hline \end{array}\right) \end{aligned}$ | $3493 \%$ |

[^8]Base: Applicable Response (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdher Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Go out to dinner | 775 $40 \%$ | 391 $43 \%$ | 384 $38 \%$ | $\begin{gathered} 276 \\ 47 \% \\ F \end{gathered}$ | $\begin{gathered} 216 \\ 4{ }_{F}^{23} \% \end{gathered}$ | ${ }^{138} 80$ | ${ }^{145}$ | $\begin{gathered} 307 \\ 47 \% \\ 1 J \end{gathered}$ | 332 38 | 136 $34 \%$ | $\stackrel{234}{41 \%}$ | 139 $42 \%$ | $\begin{gathered} 367 \\ 40 \% \end{gathered}$ | $\begin{gathered} 272 \\ 44 \% \\ 0 \end{gathered}$ | 271 38 | $\begin{gathered} 232 \\ 40 \% \end{gathered}$ | $\begin{gathered} 467 \\ 42 \% \end{gathered}$ | 2988\% | 112 46 | 507 $42 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Go to the office | $\begin{gathered} 506 \\ 39 \% \end{gathered}$ | ${ }_{39}^{278}$ | 227 $38 \%$ | $\begin{gathered} 211 \\ 40 \% \end{gathered}$ | $\begin{gathered} 167 \\ 41 \% \\ f \end{gathered}$ | 77 $31 \%$ | 50 $41 \%$ | $\begin{gathered} 226 \\ 42 \% \end{gathered}$ | ${ }_{3}^{198}$ | 829\% | 115 35 | 72 $37 \%$ | $\begin{gathered} 301 \\ 42 \% \\ \mathrm{k} \end{gathered}$ | 161 $41 \%$ | 182 ${ }^{3} \%$ | 163 $40 \%$ | $\underset{\mathrm{r}}{329}$ | ${ }^{165}$ 35 | $\begin{aligned} & 118 \\ & \begin{array}{c} 118 \\ 51 \% \end{array} \end{aligned}$ | ${ }^{398}$ |
| Go to a gym class | ${ }_{34 \%}^{474}$ | $\begin{gathered} 282 \\ 40 \% \\ C \end{gathered}$ | $\stackrel{192}{28 \%}$ | $\begin{gathered} 223 \\ 44 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 169 \\ & 42 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 54 \\ & 18 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 228 \\ 42 \% \\ 15 \end{gathered}$ | $\begin{gathered} 184 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 25 \% \end{aligned}$ | 999\% | $\begin{aligned} & 75 \\ & 32 \% \end{aligned}$ | $\underset{\substack{382 \\ K}}{282}$ | $\begin{aligned} & 179 \\ & 40 \% \\ & \text { Op } \end{aligned}$ | $\begin{gathered} 171 \\ 31 \% \end{gathered}$ | ${ }_{31 \%}^{124}$ | $\begin{gathered} 318 \\ 38 \% \\ R \end{gathered}$ | ${ }_{27 \%}^{145}$ | $\begin{aligned} & 119 \\ & 52 \% \\ & \hline \mathrm{~T} \end{aligned}$ | 3888\% |
| Stay in a hotel | ${ }_{30 \%}^{542}$ | $\begin{gathered} 323 \\ { }_{3} 7 \% \end{gathered}$ | $\stackrel{220}{23 \%}$ | $\begin{gathered} 218 \\ \text { 38\% } \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 174 \\ & 35 \% \\ & \text { FG } \end{aligned}$ | 99\% | $\begin{aligned} & 52 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 237 \\ 37 \% \\ 1 J \end{gathered}$ | $\stackrel{225}{27 \%}$ | 812\% | $\begin{gathered} 140 \\ 28 \% \end{gathered}$ | 89\% | ${ }_{33}^{296}$ | $\begin{gathered} 223 \\ 39 \% \\ \text { OP } \end{gathered}$ | 185\% | ${ }^{134} 24$ | $\begin{gathered} 354 \\ \underset{R}{35 \%} \end{gathered}$ | 179 ${ }^{15}$ | $\begin{aligned} & 108 \\ & \begin{array}{c} 15 \% \\ T \end{array} \end{aligned}$ | 426 36 |
| Go to the movies | $\begin{gathered} 517 \\ 30 \% \end{gathered}$ | $\begin{gathered} 295 \\ 35 \% \\ C \end{gathered}$ | 222 25 | $\begin{gathered} 219 \\ 38 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 162 \\ & 34 \% \\ & \text { FG } \end{aligned}$ | 79 $19 \%$ | 59\% | $\begin{gathered} 245 \\ 39 \% \\ 1 \mathrm{~J} \end{gathered}$ | 195\% | 77\% | ${ }^{146}$ 31\% | 77 $25 \%$ | 280 ${ }_{3}$ | $\begin{gathered} 185 \\ 34 \% \\ 0 \end{gathered}$ | $\stackrel{179}{27 \%}$ | 153\% | 314 $31 \%$ | 196\% | $\begin{gathered} 103 \\ 433 \% \\ T \end{gathered}$ | 381 $33 \%$ |
| Host/attend a large social gathering | 509\% | $\begin{gathered} 296 \\ 35 \% \\ C \end{gathered}$ | 213 $24 \%$ | $\begin{aligned} & 218 \\ & \text { eFG } \end{aligned}$ | $\begin{aligned} & 153 \\ & 32 \% \\ & \text { FG } \end{aligned}$ | 830\% | 55\% | $\begin{gathered} 217 \\ 36 \% \\ 15 \end{gathered}$ | 197 $25 \%$ | 95\% | ${ }_{3150}$ | 837\% | 252 ${ }_{2}$ | $\begin{gathered} 186 \\ 32 \% \\ 0 \end{gathered}$ | 170\% | 153\% | 305 | 192\% | $\underset{t}{99 \%}$ | ${ }_{368}{ }_{3}$ |
| Greet people with a handshake | $539 \%$ | $\begin{gathered} 317 \\ 34 \% \\ C \end{gathered}$ | $\text { 222 } 23 \%$ | $\begin{gathered} 226 \\ 39 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 174 \\ & 35 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 97 \\ & 22 \% \\ & { }_{\mathrm{G}} \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 254 \\ 40 \% \\ 1 \mathrm{~J} \end{gathered}$ | ${ }_{2}^{200}$ | 85\% | ${ }^{142}$ 26\% | 79\%\% | $\begin{gathered} 288 \\ 32 \% \\ \mathrm{KI} \end{gathered}$ | ${ }^{178} 29 \%$ | 202 29 | 158\% | $\begin{gathered} 339 \\ \underset{r}{31 \%} \end{gathered}$ | 189\% | $\begin{gathered} 118 \\ 499 \% \end{gathered}$ | ${ }_{3} 393 \%$ |
| Go to a sporting event | 435 28 | $\begin{gathered} 275 \\ 34 \% \\ C \end{gathered}$ | 160 | $\begin{gathered} 211 \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 131 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | 64\% | 29\% | $\begin{gathered} 204 \\ 36 \% \\ 15 \end{gathered}$ | $\begin{gathered} 179 \\ 26 \% \\ j \end{gathered}$ | 52\% | $\xrightarrow{102}$ | 612\% | $\begin{aligned} & 256 \\ & 32 \% \\ & \text { KL } \end{aligned}$ | ${ }^{155} 30$ | 156 $26 \%$ | 124\% | $\underset{r}{285}$ | 144\% | $\begin{gathered} 100 \\ 433 \% \\ T \end{gathered}$ | ${ }_{3}^{349}$ |
| Take public transportation (e.g., subway, busses, trains) | ${ }_{211}$ | $\begin{gathered} 264 \\ 33 \% \\ C \end{gathered}$ | ${ }^{147}$ 21\% | $\begin{aligned} & 197 \\ & \begin{array}{l} 38 \% \\ \text { FG } \end{array} \end{aligned}$ | $\begin{aligned} & 144 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | ${ }_{14 \%}$ | 25 $11 \%$ | $\begin{gathered} 217 \\ 38 \% \\ 15 \end{gathered}$ | ${ }^{145}$ | 49\% | ${ }^{104} 2$ | 54\% | $\begin{gathered} 231 \\ 30 \% \\ 1 \end{gathered}$ | 131 $29 \%$ | ${ }^{166}$ | ${ }^{115} 26$ | ${ }_{30 \%}^{268}$ | ${ }^{136}$ 24\% | $\begin{gathered} 109 \\ 47 \% \\ T \end{gathered}$ | ${ }_{3}^{338}$ |
| Visit a casino | $\begin{gathered} 381 \\ 26 \% \end{gathered}$ | $\begin{gathered} 237 \\ 31 \% \\ C \end{gathered}$ | $\begin{gathered} 144 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 33 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 119 \\ 29 \% \\ \mathrm{fG} \end{gathered}$ | 266 | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\underset{\substack{15 \\ 179}}{10}$ | ${ }_{22 \%}^{143}$ | 59\% | $\begin{gathered} 104 \\ 25 \% \end{gathered}$ | ${ }_{27}^{63}$ | $\begin{gathered} 199 \\ 27 \% \end{gathered}$ | $\begin{gathered} 148 \\ 31 \% \\ 0 \end{gathered}$ | ${ }_{22 \%}^{128}$ | ${ }^{105}$ | ${ }_{246}^{246}$ | ${ }_{23}^{125}$ | 80\% | 305 $29 \%$ |
| Fly on a plane | 390\% | $\underset{C}{245} \underset{C}{20 \%}$ | $\stackrel{145}{17 \%}$ | $\begin{aligned} & 168 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 130 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & \frac{65}{17 \%} \\ & \mathrm{~g} \end{aligned}$ | ${ }^{27} 9$ | $\begin{gathered} 205 \\ 34 \% \\ 1 . \end{gathered}$ | ${ }_{1}^{139}$ \% | 476\% | 819\% | 53\% | $\begin{aligned} & 236 \\ & { }_{2}^{27} \% \\ & \mathrm{KL}^{2} \end{aligned}$ | ${ }^{138} 26$ | 152 23 | 99\% | $\begin{gathered} 277 \\ \underset{R}{28 \%} \end{gathered}$ | 107 $17 \%$ | $\begin{aligned} & 108 \\ & \quad 45 \% \\ & \hline \end{aligned}$ | 359 |
| Take a cruise | $\begin{gathered} 311 \\ 21 \% \end{gathered}$ | $\begin{gathered} 224 \\ 30 \% \\ C \end{gathered}$ | $\begin{aligned} & 88 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 117 \\ & \text { 29\% } \\ & \text { FG } \end{aligned}$ | 21\% | ${ }^{20} 8 \%$ | $\begin{gathered} 182 \\ 34 \% \\ 1.5 \end{gathered}$ | $\begin{gathered} 109 \\ 17 \% \\ \hline \end{gathered}$ | 20\% | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | ${ }_{11}^{29}$ | $\begin{gathered} 214 \\ \text { KL } \end{gathered}$ | $\begin{gathered} 123 \\ \underset{0}{66 \%} \end{gathered}$ | $\begin{aligned} & 99 \\ & 18 \% \end{aligned}$ | 89 $21 \%$ | $\begin{gathered} 227 \\ \underset{R}{26 \%} \end{gathered}$ | 815\% | $\begin{aligned} & 108 \\ & 48 \% \\ & \hline \mathrm{~T} \end{aligned}$ | $\stackrel{284}{27 \%}$ |

[^9]Base: Applicable Response (Variable Bases)


| Go to the office | $\begin{aligned} & 1034 \% \\ & 79 \% \end{aligned}$ | $\begin{gathered} 570 \\ 80 \% \end{gathered}$ | $\begin{gathered} 464 \\ 79 \% \end{gathered}$ | $\begin{gathered} 426 \\ 82 \% \\ \mathrm{Fg}^{2} \end{gathered}$ | $\begin{aligned} & 345 \\ & 84 \% \\ & \text { FG } \end{aligned}$ | ${ }^{178} 71 \%$ | 85\% | $\begin{gathered} 462 \\ 87 \% \\ 15 \end{gathered}$ | 415 $74 \%$ | 157 76 | $255 \%$ | $\begin{gathered} 154 \\ 80 \% \end{gathered}$ | $589$ | 324 $82 \%$ | 379\% | ${ }^{331}$ | 839 81 | 371 $78 \%$ | $\underset{\mathrm{i}}{201}$ | 769 $81 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Go out to dinner | $\begin{aligned} & 1409 \\ & 74 \% \end{aligned}$ | $\underset{C}{701} \underset{C}{77 \%}$ | $\begin{gathered} 709 \\ 71 \% \end{gathered}$ | $\begin{gathered} 463 \\ 79 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 399 \\ 79 \% \\ \text { FG } \end{gathered}$ | 294 6 | 254 $69 \%$ | $\begin{gathered} 514 \\ \substack{79 \% \\ 15} \end{gathered}$ | ${ }^{622} 72$ | 273 $69 \%$ | $419 \%$ | 237 $72 \%$ | 696\% | $\begin{gathered} 4900 \\ 80 \% \end{gathered}$ | 465 65 | $\begin{gathered} 455 \\ { }_{8}^{8} \% \end{gathered}$ | 832 | 551 | $\underset{\mathrm{t}}{192}$ | 917 |
| Go to a gym class | $\begin{aligned} & 823 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 470 \\ 66 \% \\ C \end{gathered}$ | $\begin{gathered} 353 \\ 51 \% \end{gathered}$ | $\begin{gathered} 375 \\ 73 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 275 \\ 68 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 120 \\ 41 \% \\ \mathrm{~g} \end{gathered}$ | 522 | $\begin{gathered} 398 \\ 74 \% \\ 15 \end{gathered}$ | $\begin{gathered} 306 \\ 50 \% \end{gathered}$ | $\begin{gathered} 119 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 129 \\ 55 \% \end{gathered}$ | ${ }^{466}$ | ${ }_{63}^{282}$ | $\begin{gathered} 314 \\ 57 \% \end{gathered}$ | $\begin{gathered} 227 \\ 57 \% \end{gathered}$ | $\begin{gathered} 520 \\ 63 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 284 \\ 53 \% \end{gathered}$ | $\begin{gathered} 181 \\ { }^{78 \%} \mathrm{~T} \end{gathered}$ | $\begin{gathered} 656 \\ 64 \% \end{gathered}$ |
| Stay in a hotel | $\begin{aligned} & 1064 \\ & 59 \% \end{aligned}$ | $\stackrel{608}{69 \%}$ | $\begin{gathered} 456 \\ 49 \% \end{gathered}$ | $\begin{gathered} 394 \\ 69 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 332 \\ & 68 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 203 \\ 48 \% \end{gathered}$ | $\begin{gathered} 135 \\ 41 \% \end{gathered}$ | $\begin{gathered} 421 \\ 66 \% \\ 15 \end{gathered}$ | $\begin{aligned} & 460 \\ & 56 \% \end{aligned}$ | $\stackrel{183}{51 \%}$ | $\begin{aligned} & 281 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 56 \% \end{aligned}$ | $\underset{\substack{571 \\ 6 \\ k}}{ }$ | $\begin{aligned} & 373 \\ & 65 \% \\ & 0 \end{aligned}$ | $\begin{gathered} 364 \\ 53 \% \end{gathered}$ | $\begin{gathered} 327 \\ 59 \% \\ 0 \end{gathered}$ | $\begin{gathered} 652 \\ 61 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 387 \\ 54 \% \end{gathered}$ | $\begin{gathered} \text { 186 } \\ \underset{\mathrm{T}}{\mathrm{~T}} \end{gathered}$ | 779 $65 \%$ |
| Go to the movies | $\begin{gathered} 1003 \\ 57 \% \end{gathered}$ | $\begin{gathered} 547 \\ 64 \% \\ C \end{gathered}$ | 456 ${ }^{51 \%}$ | $\begin{aligned} & 410 \\ & 71 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 312 \\ & 66 \% \\ & \text { FG } \end{aligned}$ | 169 ${ }^{162}$ | ${ }_{38}^{112}$ | $\begin{gathered} 423 \\ 68 \% \\ 15 \end{gathered}$ | ${ }_{51 \%}^{405}$ | 174 $51 \%$ | $\stackrel{283}{60 \%}$ | 154 $50 \%$ | $\underset{\substack{534 \\ L}}{ }$ | $\begin{aligned} & 348 \\ & 64 \% \\ & { }_{6 P} \end{aligned}$ | ${ }^{355} 5$ | 300 56 | $5{ }_{581}$ | 390 57 | $\begin{gathered} 178 \\ 74 \% \\ T \end{gathered}$ | 706 $60 \%$ |
| Host/attend a large social gathering | $993 \%$ | $\begin{gathered} 553 \\ { }_{C}^{55 \%} \end{gathered}$ | 439\% | $\begin{gathered} 408 \\ 73 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 295 \\ & 62 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 174 \\ 43 \% \end{gathered}$ | ${ }_{39 \%}^{117}$ | $\begin{gathered} 418 \\ 70 \% \\ 15 \end{gathered}$ | ${ }^{388}$ | ${ }_{5}^{187}$ | $\begin{array}{r} 271 \\ 57 \% \end{array}$ | $\stackrel{173}{55 \%}$ | $503$ | $\begin{gathered} 361 \\ 63 \% \\ 0 \end{gathered}$ | 339 5 | ${ }^{293} \%$ | ${ }^{602} 59$ | 3699\% | $\begin{aligned} & { }^{178}{ }_{\mathrm{T}}^{\mathrm{T}} \% \end{aligned}$ | 697\% |
| Take public transportation (e.g., subway, busses, trains) trains) | 815 $54 \%$ | $\begin{aligned} & 511 \\ & 65 \% \\ & C \end{aligned}$ | 304 $43 \%$ | $\begin{gathered} 352 \\ 68 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 280 \\ 67 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 122 \\ 37 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 61 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 409 \\ \substack{71 \% \\ 1 . J} \end{gathered}$ | $\stackrel{293}{44 \%}$ | 113 $42 \%$ | $\begin{gathered} 225 \\ 54 \% \end{gathered}$ | 113 $45 \%$ | $\stackrel{441}{57 \%}$ | $\begin{gathered} 262 \\ 57 \% \end{gathered}$ | 331 $54 \%$ | $\underset{51 \%}{222}$ | $\underset{\mathrm{R}}{532}$ | ${ }_{47 \%}^{266}$ | $\begin{aligned} & 184 \\ & 80 \% \\ & \hline \mathrm{~T} \end{aligned}$ | $\begin{aligned} & 636 \\ & 60 \% \end{aligned}$ |
| Go to a sporting event | ${ }^{836} 5$ | $\begin{gathered} 525 \\ 64 \% \\ C \end{gathered}$ | 311 $41 \%$ | $\begin{gathered} 373 \\ 69 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 266 \\ 60 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 133 \\ 38 \% \\ 9 \end{gathered}$ | 24\% | $\begin{gathered} 382 \\ 67 \% \\ 1 J \end{gathered}$ | 326 $46 \%$ | ${ }_{42}^{128}$ | 219 $52 \%$ | 125 $46 \%$ | $\underset{5}{466}$ | $\begin{gathered} 295 \\ 57 \% \\ \hline \end{gathered}$ | 289\% | $\begin{gathered} 253 \\ 56 \% \\ 0 \end{gathered}$ | 519 $55 \%$ | ${ }_{5}^{297}$ | $\begin{gathered} 170 \\ \\ \\ 74 \% \\ \mathrm{~T} \end{gathered}$ | 633 58 |
| Greet people with a handshake | ${ }_{53}^{992}$ | $\begin{gathered} 561 \\ 61 \% \\ C \end{gathered}$ | $\begin{aligned} & 431 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 391 \\ & 68 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 310 \\ & 62 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 190 \\ 43 \% \\ G \end{gathered}$ | $\begin{gathered} 101 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 442 \\ & 69 \% \\ & 1 \mathrm{l} \end{aligned}$ | $\begin{gathered} 379 \\ 44 \% \end{gathered}$ | 171 45 | $\begin{aligned} & 302 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 145 \\ 46 \% \end{gathered}$ | $\underset{5}{498}$ | $\begin{gathered} 338 \\ 56 \% \end{gathered}$ | $\begin{gathered} 350 \\ 50 \% \end{gathered}$ | $\begin{gathered} 305 \\ 53 \% \end{gathered}$ | $595$ | $\begin{gathered} 368 \\ 49 \% \end{gathered}$ | $\begin{gathered} 179 \\ { }_{7}^{7} \% \end{gathered}$ | $\begin{gathered} 676 \\ 57 \% \end{gathered}$ |
| Visit a casino | 751\% | $\begin{gathered} 463 \\ 61 \% \\ C \end{gathered}$ | ${ }_{40 \%}^{288}$ | $\begin{aligned} & 295 \\ & 61 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 248 \\ 60 \% \\ \text { FG } \end{gathered}$ | 125 ${ }^{125}$ | 82\% | $\begin{gathered} 324 \\ 61 \% \\ 15 \end{gathered}$ | ${ }_{29}^{295}$ | 132\% | $\begin{gathered} 203 \\ 49 \% \end{gathered}$ | 127 $54 \%$ | $\begin{aligned} & 391 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 279 \\ 58 \% \\ \text { OP } \end{gathered}$ | 270 47 | 201 48 | $\begin{gathered} 489 \\ \stackrel{54}{\mathrm{R}} \mathrm{R} \end{gathered}$ | 239 45 | $\begin{aligned} & 157 \\ & 70 \% \end{aligned}$ | 581\% |
| Fly on a plane | ${ }^{792}$ | $\begin{gathered} 473 \\ 58 \% \\ C \end{gathered}$ | 318\% | $\begin{gathered} 341 \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 236 \\ & 54 \% \\ & \text { FG } \end{aligned}$ | 132 ${ }^{13}$ | 83\% | $\begin{gathered} 362 \\ 59 \% \\ 15 \end{gathered}$ | 312 $41 \%$ | 117 $40 \%$ | 184 $44 \%$ | 121\% | $\begin{aligned} & 460 \\ & 53 \% \\ & \mathrm{KL} \end{aligned}$ | $\begin{gathered} 278 \\ 53 \% \\ \text { op } \end{gathered}$ | ${ }_{29}^{29 \%}$ | 217 45 | $\begin{gathered} 503 \\ \substack{51 \% \\ \mathrm{R}} \end{gathered}$ | 272 $42 \%$ | $\begin{gathered} 178 \\ \underset{7}{74} \% \end{gathered}$ | 670 56 |
| Take a cruise | $\begin{gathered} 575 \\ 40 \% \end{gathered}$ | $\begin{gathered} 401 \\ 54 \% \\ C \end{gathered}$ | $\begin{gathered} 174 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 276 \\ & 55 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 209 \\ 52 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 61 \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 317 \\ & 59 \% \\ & 1 \mathrm{j} \end{aligned}$ | ${ }_{29 \%}^{189}$ | 269\% | $\begin{gathered} 119 \\ 34 \% \end{gathered}$ | ${ }^{66}$ | $\begin{gathered} 373 \\ 48 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{gathered} 197 \\ 42 \% \end{gathered}$ | $\begin{gathered} 225 \\ 41 \% \end{gathered}$ | 154 | $\begin{aligned} & 393 \\ & \stackrel{45}{\mathrm{R}} \mathrm{~m} \end{aligned}$ | 172 ${ }_{32}$ | $\begin{gathered} 172 \\ { }_{7} 66 \% \end{gathered}$ | 499\% |

[^10]Base: Applicable Response (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 <br> (5/20 - <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ \$ 0 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Fly on a plane | 483 $29 \%$ | ${ }_{21 \%}^{172}$ | $\begin{gathered} 311 \\ 37 \% \\ B \end{gathered}$ | $\begin{aligned} & 91 \% \\ & 17 \% \end{aligned}$ | $\begin{gathered} 108 \\ 25 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 142 \\ 37 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 141 \\ 47 \% \\ \mathrm{DE} \end{gathered}$ | ${ }^{135} 22 \%$ | $\begin{gathered} 246 \\ 32 \% \\ H \end{gathered}$ | $\begin{gathered} 102 \\ 35 \% \\ H \end{gathered}$ | ${ }_{30 \%}^{125}$ | ${ }^{98}{ }^{8} \%$ | 231 $26 \%$ | 130 $25 \%$ | $\begin{gathered} 210 \\ 32 \% \\ n \end{gathered}$ | ${ }^{143} 29$ | ${ }^{267}$ 27\% | ${ }^{209} 32 \%$ | ${ }^{27} 11 \%$ | $\begin{gathered} 296 \\ 25 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Take a cruise | ${ }^{403}$ | $\begin{gathered} 134 \\ 18 \% \end{gathered}$ | $\begin{gathered} 269 \\ 38 \% \end{gathered}$ | ${ }_{22 \%}^{108}$ | 99\% | $\begin{aligned} & 109 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 87 \\ & 34 \% \\ & \text { De } \end{aligned}$ | ${ }_{20 \%}^{107}$ | $\underset{{ }_{32}}{206}$ | $\begin{aligned} & 90 \\ & 94 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 115 \\ 33 \% \\ M \end{gathered}$ | $\begin{aligned} & 91 \\ & 35 \% \\ & M \end{aligned}$ | ${ }^{183}$ | 130 $28 \%$ | ${ }^{162} 29$ | 111 | 215 25 | $\begin{gathered} 176 \\ { }_{33}{ }^{2} \% \end{gathered}$ | 27 $12 \%$ | $\begin{gathered} 253 \\ 24 \% \\ \mathrm{~S} \end{gathered}$ |
| Visit a casino | 403 $27 \%$ | 153 | $\begin{gathered} 250 \\ 35 \% \\ B \end{gathered}$ | 73 $15 \%$ | $\begin{gathered} 105 \\ 25 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 118 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 107 \\ 43 \% \\ \mathrm{DE} \end{gathered}$ | 107 $20 \%$ | $\begin{gathered} 213 \\ { }_{3}^{23 \%} \\ H \end{gathered}$ | $\begin{aligned} & 83 \\ & { }_{29}{ }_{H}^{\prime} \end{aligned}$ | ${ }^{105}$ | 67 $29 \%$ | 202 27 | ${ }^{115} 24 \%$ | 172 30 | ${ }^{116}$ | 242 27 | 157 $29 \%$ | 179\% | $\begin{gathered} 261 \\ \underset{S}{25 \%} \end{gathered}$ |
| Go to the movies | 421 ${ }^{24 \%}$ | $\begin{gathered} 156 \\ 18 \% \end{gathered}$ | $\begin{gathered} 265 \\ 29 \% \\ B \end{gathered}$ | $\begin{aligned} & 77 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & { }^{19 \%} \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 110 \\ & 38 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 92 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 224 \\ { }_{28}{ }_{H} \% \end{gathered}$ | $\begin{gathered} 104 \\ 34 \% \\ H \end{gathered}$ | ${ }_{22 \%}^{107}$ | $\begin{aligned} & 87 \\ & 29 \% \end{aligned}$ | ${ }_{22}^{192}$ | $\begin{gathered} 103 \\ 19 \% \end{gathered}$ | $\begin{gathered} 188 \\ \underset{N}{28 \%} \end{gathered}$ | $\begin{gathered} 131 \\ 24 \% \end{gathered}$ | $\stackrel{244}{24 \%}$ | $\begin{gathered} 170 \\ 25 \% \end{gathered}$ | 29 ${ }^{12 \%}$ | $\begin{gathered} 256 \\ \underset{S}{22 \%} \end{gathered}$ |
| Go to a sporting event | $\begin{gathered} 373 \\ 24 \% \end{gathered}$ | $\begin{gathered} 147 \\ 18 \% \end{gathered}$ | $\begin{gathered} 226 \\ 30 \% \\ B \end{gathered}$ | $\begin{aligned} & 85 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 104 \\ 24 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 100 \\ 28 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 84 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | 89\% | $\begin{gathered} 187 \\ \underset{H}{27 \%} \end{gathered}$ | $\begin{aligned} & 97 \\ & 32 \% \\ & H \end{aligned}$ | ${ }^{98}{ }^{23}$ | 799\% | $\xrightarrow{177}$ | ${ }^{135} 26$ | 143 $24 \%$ | ${ }^{95}$ | 224 24 | ${ }^{138} 24 \%$ | 36\% | $\underset{\mathrm{s}}{230}$ |
| Stay in a hotel | 401 $22 \%$ | 131 $15 \%$ | $\begin{gathered} 270 \\ 29 \% \end{gathered}$ | 73 $13 \%$ | $\begin{aligned} & 87 \\ & 18 \% \\ & d \end{aligned}$ | $\begin{aligned} & 134 \\ & 32 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 106 \\ & 33 \% \\ & \text { DE } \end{aligned}$ | ${ }^{111} 17 \%$ | $\underset{\substack{184 \\ h}}{\substack{23 \%}}$ | $\begin{gathered} 106 \\ \stackrel{29}{\mathrm{Hi}} \end{gathered}$ | ${ }^{114} 23$ | 75 $24 \%$ | 183 ${ }^{20 \%}$ | 98\% | $\underset{N}{\stackrel{183}{27 \%}}$ | 119 $22 \%$ | ${ }^{236}$ 22\% | 161 ${ }^{161}$ | 24 $10 \%$ | $\begin{gathered} 210 \\ \\ \\ { }_{5}^{88 \%} \end{gathered}$ |
| Take public transportation (e.g., subway, busses, trains) | ${ }_{21 \%}^{320}$ | $\stackrel{129}{\stackrel{16 \%}{ }}$ | $\begin{gathered} 190 \\ 27 \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 77 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 27 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 86 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 68 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 187 \\ \underset{H}{28 \%} \end{gathered}$ | $\begin{aligned} & 65 \\ & { }^{24} \% \\ & \mathrm{H} \end{aligned}$ | $\begin{aligned} & 81 \\ & 20 \% \end{aligned}$ | ${ }_{26}^{66} \%$ | $\begin{gathered} 154 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 18 \% \end{aligned}$ | ${ }_{20 \%}^{124}$ | $\begin{gathered} 115 \\ \stackrel{26}{26} \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 180 \\ & 20 \% \end{aligned}$ | ${ }^{134} 24 \%$ | 10 ${ }_{\text {4\% }}$ | $\begin{gathered} 195 \\ 18 \% \\ \hline \mathrm{~S} \end{gathered}$ |
| Host/attend a large social gathering | $\begin{gathered} 369 \\ 21 \% \end{gathered}$ | $\begin{gathered} 127 \\ 15 \% \end{gathered}$ | $\begin{gathered} 242 \\ 27 \% \\ B \end{gathered}$ | $\begin{aligned} & 62 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 15 \% \\ & d \end{aligned}$ | $\begin{aligned} & 126 \\ & 31 \% \\ & \text { } 10 \end{aligned}$ | $\begin{aligned} & 109 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | 71 $12 \%$ | $\underset{H}{203} \underset{H}{26 \%}$ | $\begin{aligned} & 96 \\ & { }_{2}^{27 \%} \\ & H \end{aligned}$ | ${ }^{102} 21 \%$ | 73 $24 \%$ | 174 | 111 $19 \%$ | 140 | ${ }_{118}^{18}$ | 225 | 139 ${ }^{13}$ | ${ }_{9}^{22}$ | $\begin{gathered} 210 \\ \\ 18 \% \\ \mathrm{~S} \end{gathered}$ |
| Greet people with a handshake | ${ }^{328} 17 \%$ | 136 $15 \%$ | $\stackrel{192}{\stackrel{1}{20} \%}$ | ${ }^{65} 11 \%$ | 75\% | $\begin{aligned} & 98 \\ & 22 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 91 \\ & 25 \% \\ & \text { DE } \end{aligned}$ | 63\% | $\begin{gathered} 195 \\ { }_{23}^{23 \%} \\ H \end{gathered}$ | $\begin{aligned} & 70 \\ & 18 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 105 $19 \%$ | ${ }^{66}$ 21\% | 138 15 | 100 $17 \%$ | 121 $17 \%$ | $\stackrel{107}{19 \%}$ | 191 $18 \%$ | 135 $18 \%$ | 16\% | $\begin{gathered} 175 \\ { }_{5}^{15 \%} \end{gathered}$ |
| Go to a gym class | $\begin{gathered} 225 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 135 \\ \stackrel{1}{20 \%} \end{gathered}$ | $\begin{aligned} & 60 \\ & 12 \% \\ & \hline \end{aligned}$ | 57 $14 \%$ | $\begin{aligned} & 61 \\ & 21 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \\ & \text { DE } \end{aligned}$ | 11\% | $\begin{gathered} 109 \\ \begin{array}{c} 18 \% \\ H \end{array} \end{gathered}$ | $\begin{aligned} & 55 \\ & { }_{2}^{22} \% \\ & H \end{aligned}$ | $\begin{aligned} & 67 \\ & \begin{array}{l} 19 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 105 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 14 \% \end{aligned}$ | 87\% | 76\% | $\begin{gathered} 128 \\ 15 \% \end{gathered}$ | 89\% | $\stackrel{12}{5 \%}$ |  |
| Go out to dinner | 224 $12 \%$ | 90\% | 133 13 | 52. | 36\% | $\begin{gathered} 77 \\ 17 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 58 \\ & \begin{array}{l} 56 \\ 16 \% \end{array} \end{aligned}$ | 47\% | $\begin{gathered} 103 \\ { }_{12 \%}^{12 \%} \\ H \end{gathered}$ | $\begin{aligned} & 74 \\ & 19 \% \% \\ & \text { HII } \end{aligned}$ | 63 $11 \%$ | ${ }_{13}^{41}$ | 95\% | 49\% | $\begin{aligned} & { }^{115} 15 \\ & { }_{1}{ }^{6} \% \end{aligned}$ | 60\% | $\xrightarrow{129} 12 \%$ | 91\% | 10 4 \% | $\stackrel{104}{9}{ }_{\mathrm{S}}$ |
| Go to the office | 1018 | 51\% | ${ }_{80} 8$ | ${ }_{7}^{38}$ | ${ }_{23}^{63}$ | 25 $10 \%$ | 15 ${ }^{12}$ | 30 6 | $\begin{aligned} & 55 \\ & 10 \% \\ & \text { 10\% } \end{aligned}$ | ${ }^{16} 8$ | 32 $10 \%$ | 13\% | $54 \%$ | ${ }^{23} 6$ | $\begin{gathered} 52 \\ \begin{array}{c} 11 \% \\ n \end{array} \\ \hline \end{gathered}$ | ${ }^{26} 6$ | 58\% | 39\% | $\stackrel{11}{5 \%}$ | ${ }^{66} \%$ |

[^11]Base: Applicable Response
Fly on a plane

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1560 | 651 | 909 | 683 | 436 | 247 | 194 | 578 | 666 | 316 | 746 | 241 | 496 | 482 | 587 | 491 | 842 | 675 | 185 | 1062 |
| Weighted Base | 1666 | 816 | 850 | 543 | 434 | 388 | 300 | 610 | 764 | 292 | 420 | 294 | 872 | 525 | 654 | 487 | 984 | 645 | 240 | 1203 |
| Up To 6 Months (Net) | $\begin{gathered} 792 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 473 \\ & 58 \% \\ & C_{C} \end{aligned}$ | ${ }_{37 \%}^{318}$ | $\begin{gathered} 341 \\ 63 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 236 \\ & 54 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 132 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 362 \\ 59.5 \end{gathered}$ | ${ }^{312} 41 \%$ | 117 $40 \%$ | $\begin{gathered} 184 \\ 44 \% \end{gathered}$ | ${ }^{121} 41 \%$ | $\begin{aligned} & 460 \\ & 53 \% \\ & \text { KL } \end{aligned}$ | $\begin{gathered} 278 \\ 538 \\ \text { op } \end{gathered}$ | 297\% | 217 $45 \%$ | $\begin{aligned} & 503 \\ & \substack{51 \% \\ \mathrm{R}} \end{aligned}$ | 272 $42 \%$ | $\begin{gathered} 178 \\ 74 \% \\ T \end{gathered}$ | 670 $56 \%$ |
| Up To 3 Months (Sub-Net) | 522 | $\begin{gathered} 334 \\ { }_{C}^{41 \%} \end{gathered}$ | ${ }^{188}{ }_{2}{ }^{2}$ | $\begin{aligned} & 227 \\ & { }_{2}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 176 \\ & { }^{41 \%} \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 89 \\ & { }_{23}{ }^{2} \% \end{aligned}$ | 30 $10 \%$ | $\begin{gathered} 260 \\ \stackrel{43}{15} \end{gathered}$ | 192\% | 70 24 | 121 | ${ }^{69} 2$ | $\begin{gathered} 310 \\ 36 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 187 \\ 36 \% \\ 0 \end{gathered}$ | 189\% | 146 $30 \%$ | $\begin{gathered} 346 \\ 35 \% \\ \mathrm{R} \end{gathered}$ | 164 25 | $\begin{aligned} & 135 \\ & 56 \% \\ & \hline \end{aligned}$ | 453\% |
| Immediately/1-30 Days (Sub-Sub-Net) | $\stackrel{291}{17 \%}$ | $\begin{gathered} 198 \\ 24 \% \\ \mathrm{C} \end{gathered}$ | $\begin{aligned} & 93 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & { }^{26 \%} \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 92 \\ & 21 \% \\ & \mathrm{fG} \end{aligned}$ | $\begin{aligned} & 54 \\ & \begin{array}{c} 14 \% \\ \mathrm{G} \end{array} \end{aligned}$ | ${ }_{2 \%}^{6}$ | $\begin{gathered} 133 \\ 22 \% \\ 1 \end{gathered}$ | $111 \%$ | 17\% | ${ }^{66}$ 16\% | ${ }_{11 \%}$ | $\begin{gathered} 175 \\ { }_{2}^{20 \%} \end{gathered}$ | 105 | 102 $16 \%$ | 83\% | $\begin{aligned} & 183 \\ & 19 \% \end{aligned}$ | 99\% | 28\% ${ }^{68}$ | 238\% |
| Immediately | 132 ${ }_{8}$ | $\begin{aligned} & 88 \\ & \begin{array}{l} 11 \% \\ C \end{array} \end{aligned}$ | 44\% | $\begin{aligned} & 59 \\ & \hline 1 \% \\ & \hline 1 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & \begin{array}{l} 41 \% \\ \text { G } \end{array} \end{aligned}$ | $\begin{gathered} \text { 24 } \\ 6 \% \\ G \end{gathered}$ | $3{ }^{3}$ | ${ }^{55} 9$ | $53 \%$ | 24\% | ${ }^{39} 9$ | ${ }^{16} 6$ | 74\% | 49\% | 37\% | $\begin{aligned} & 46 \\ & 10 \% \\ & 0 \end{aligned}$ | 69\% | ${ }^{57} \%$ | 27\% | 94\% |
| 1-30 days | $\begin{aligned} & 159 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 110 \\ { }_{13}^{13} \% \end{gathered}$ | 49\% | $\begin{aligned} & 80 \\ & 15 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 46 \\ & \begin{array}{l} 11 \% \\ G \end{array} \end{aligned}$ | $\begin{aligned} & 30 \\ & { }_{\mathrm{B}}^{\mathrm{G}} \end{aligned}$ | $\stackrel{3}{1 \%}$ | 78 $13 \%$ | 58\% | ${ }^{23} 8$ | ${ }^{27}$ 6\% | 17\% | $\begin{gathered} 101 \\ \left.\begin{array}{c} 12 \% \\ \text { Kl } \end{array}\right] \end{gathered}$ | 57 $11 \%$ | ${ }^{65}$ | 37 $8 \%$ | $\begin{gathered} 114 \\ \underset{R}{12 \%} \end{gathered}$ | 42\% | $\underset{\substack{41 \\ \text { t }}}{ }$ | 145 $12 \%$ |
| 2-3 months | $\begin{gathered} 231 \\ 14 \% \end{gathered}$ | $\begin{gathered} 136 \\ \substack{17 \% \\ C} \end{gathered}$ | $\begin{aligned} & 95 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 16 \% \\ & { }^{6 G} \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 19 \% \\ & \mathrm{FG} \end{aligned}$ | ${ }^{35}$ | 24\% | $\begin{gathered} 127 \\ 21 \% \\ 1,5 \end{gathered}$ | $\begin{aligned} & 811 \% \\ & 11 \% \end{aligned}$ | ${ }^{23} 8$ | $\begin{aligned} & 54 \\ & 13 \% \end{aligned}$ | 35 $12 \%$ | $\begin{gathered} 135 \\ 155 \end{gathered}$ | $\begin{aligned} & 82 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 13 \% \end{aligned}$ | ${ }^{62} 13 \%$ | $\begin{gathered} 163 \\ \substack{17 \% \\ R} \end{gathered}$ | $\begin{aligned} & 65 \\ & \text { 10\% } \end{aligned}$ | 28\% 28 | 215 18 |
| 4-6 months | 270 ${ }_{16 \%}$ | 140 ${ }_{17}$ | 130 | $\begin{aligned} & 113 \\ & 21 \% \\ & E F \end{aligned}$ | $\begin{aligned} & 60 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 18 \% \end{aligned}$ | 102 | 121 $16 \%$ | 17\% | $\begin{aligned} & 63 \\ & 15 \% \end{aligned}$ | 52\% | 150\% | 91\% | $\xrightarrow{108} 16$ | 71 $15 \%$ | 157 ${ }_{16}$ | 108\% | 43\% | ${ }_{18}^{217}$ |
| 7-11 months | 234 14 | $\stackrel{102}{13 \%}$ | $\stackrel{132}{15 \%}$ | 91\% | 62 $14 \%$ | 49\% | 32 $11 \%$ | 77 $13 \%$ | $\begin{aligned} & 132 \\ & 17 \% \\ & \text { hJ } \end{aligned}$ | ${ }^{25} 9$ | 51 $12 \%$ | 414\% | 132 | 79\% | ${ }_{76}^{72 \%}$ | 79\% | 125 $13 \%$ | 105 $16 \%$ | ${ }^{28} 11 \%$ | 192\% |
| A year or longer | ${ }^{483}$ 29\% | ${ }^{172} 21 \%$ | $\begin{gathered} 311 \\ 37 \% \\ B \end{gathered}$ | 91\% | $\begin{gathered} 108 \\ 25 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 142 \\ 37 \% \\ \mathrm{DE} \end{gathered}$ | $\begin{gathered} 141 \\ 47 \% \\ \mathrm{DE} \end{gathered}$ | ${ }^{135} 22 \%$ | $\underset{{ }_{32}}{246}$ | $\begin{gathered} 102 \\ 35 \% \\ \mathrm{H} \end{gathered}$ | 125 ${ }_{30}$ | ${ }_{33}^{98}$ | 231 $26 \%$ | 130 $25 \%$ | $\begin{gathered} 210 \\ 32 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{143}$ 29\% | ${ }^{267}$ 27\% | 209 32 | ${ }_{11 \%}^{27}$ | ${ }_{2}^{296}$ |
| Never again | ${ }^{157}{ }_{9}$ | ${ }^{68} \%$ | 89 $11 \%$ | 20 4 \% | ${ }^{28}{ }_{6}$ | $\begin{aligned} & 65 \\ & 17 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \\ & \text { DE } \end{aligned}$ | ${ }^{36}$ \% | $\begin{aligned} & 74 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & { }^{166 \%} \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 60 \\ & 14 \% \\ & M \end{aligned}$ | $\begin{aligned} & 34 \\ & \begin{array}{l} 11 \% \\ M \end{array} \end{aligned}$ | 49\% | ${ }^{38} \%$ | $71 \%$ | 18\% | 89\% | ${ }_{90}^{9 \%}$ | ${ }^{8} \%$ | 45 ${ }^{\text {\% }}$ |
| 1 Day To 3 Months (Net) | 390 ${ }^{23 \%}$ | $\begin{gathered} 245 \\ 30 \% \\ C \end{gathered}$ | $\stackrel{145}{17 \%}$ | $\begin{aligned} & 168 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 130 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 65 \\ \substack{67 \% \\ \mathrm{~g} \\ \hline} \end{gathered}$ | ${ }^{27} 9$ | $\begin{gathered} 205 \\ 34 \% \\ 1.5 \end{gathered}$ | 139 $18 \%$ | 17\% | ${ }^{81} 19$ | 53 $18 \%$ | $\begin{gathered} 236 \\ { }_{2}^{2} \% \\ \mathrm{KL}^{2} \end{gathered}$ | ${ }^{138} 26$ | 152 ${ }^{15}$ | 209 | $\begin{gathered} 277 \\ \underset{R}{28 \%} \end{gathered}$ | 107 $17 \%$ | +108 ${ }_{\text {45 }}^{\text {\% }}$ | 359 30 |
| Sigma | $\begin{gathered} 1666 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 816 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 850 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 543 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 434 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 388 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 300 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 610 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 764 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 292 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 294 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 872 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 525 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 654 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 487 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 984 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 645 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1203 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

## Base: Applicable Response

## Go to a gym class

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 Total 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 1363 | 588 | 775 | 647 | 404 | 187 | 125 | 529 | 562 | 272 | 659 | 198 | 443 | 420 | 508 | 435 | 741 | 581 | 180 | 913 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 1394 | 708 | 686 | 513 | 404 | 293 | 185* | 538 | 607 | 249 | 346 | 236 | 749 | 445 | 554 | 395 | 828 | 532 | 231 | 1030 |
| Up To 6 Months (Net) | $\begin{aligned} & 823 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 470 \\ 66 \% \\ C \end{gathered}$ | $\begin{gathered} 353 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 375 \\ & 73 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 275 \\ & 68 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 120 \\ 41 \% \\ \mathrm{~g} \end{gathered}$ | 52\% | $\begin{gathered} 398 \\ \underset{15}{1.5} \end{gathered}$ | $\begin{gathered} 306 \\ 50 \% \end{gathered}$ | 119 $48 \%$ | ${ }^{198}$ | 129 $55 \%$ | ${ }^{4666}$ | ${ }^{283}$ \% | 314 $57 \%$ | $\begin{gathered} 227 \\ 57 \% \end{gathered}$ | $\begin{gathered} 520 \\ \underset{R}{63 \%} \end{gathered}$ | 284 $53 \%$ | $\begin{gathered} 181 \\ 78 \% \\ \hline \end{gathered}$ | 656 $64 \%$ |
| Up To 3 Months (Sub-Net) | $\begin{gathered} 621 \\ 45 \% \end{gathered}$ | $\begin{gathered} 378 \\ { }_{53}{ }_{C} \% \end{gathered}$ | $\begin{gathered} 244 \\ 36 \% \end{gathered}$ | $\begin{gathered} 297 \\ 58 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 214 \\ 53 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 76 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 300 \\ & 56 \% \\ & 1 \mathrm{l} \end{aligned}$ | 232 | ${ }_{36}^{89}$ | $\begin{gathered} 146 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 41 \% \end{aligned}$ | ${ }^{355}$ | $\begin{gathered} 222 \\ 50 \% \\ 0 \end{gathered}$ | $\begin{gathered} 224 \\ 40 \% \end{gathered}$ | $\begin{gathered} 175 \\ 44 \% \end{gathered}$ | $\begin{gathered} 403 \\ \underset{R}{49 \%} \end{gathered}$ | $\begin{gathered} 199 \\ 37 \% \end{gathered}$ | $\begin{gathered} 149 \\ 64 \% \\ T \end{gathered}$ | $489 \%$ |
| Immediately/1-30 Days (Sub-Sub-Net) | 337 | $\begin{gathered} 207 \\ 29 \% \\ C \end{gathered}$ | $\begin{gathered} 130 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & { }_{3} 22 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 108 \\ & 27 \% \\ & \text { FG } \end{aligned}$ | ${ }_{16 \%}$ | ${ }^{18} 10 \%$ | $\begin{gathered} 169 \\ 31 \% \\ 1 \end{gathered}$ | 110 $18 \%$ | ${ }^{58}{ }^{23}$ | 23\% | 480 | 181 $24 \%$ | 110 25 | ${ }^{116}$ | $\begin{gathered} 111 \\ 28 \% \\ 0 \end{gathered}$ | 198 $24 \%$ | 129 ${ }^{24 \%}$ | 70\% | ${ }^{252} 24 \%$ |
| Immediately | ${ }_{114}^{14}$ | $\begin{gathered} 96 \\ 14 \% \\ \mathrm{C} \end{gathered}$ | 52\% | $\begin{aligned} & 74 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & { }_{11}^{11 \%} \\ & \hline \end{aligned}$ | 22\% | ${ }_{3}^{6} \%$ | $\begin{aligned} & 72 \\ & 13 \% \\ & 1 \end{aligned}$ | ${ }^{48}{ }^{8}$ | 11\% | 47\% | 219\% | 74 $10 \%$ | 43\% | 53 $10 \%$ | 51 $13 \%$ | 85\% | 54\% | 30 $13 \%$ | 101 10 |
| 1-30 days | $\begin{gathered} 189 \\ 14 \% \end{gathered}$ | $\begin{gathered} 111 \\ 16 \% \\ c \end{gathered}$ | $\begin{aligned} & 78 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 18 \% \\ & { }^{18 G} \% \end{aligned}$ | $\begin{aligned} & 62 \\ & \begin{array}{l} 15 \% \\ \mathrm{fg} \end{array} \end{aligned}$ | ${ }^{26} 9$ | ${ }^{12}$ | $\begin{aligned} & 97 \\ & 18 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 62 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 13 \% \end{aligned}$ | ${ }^{27} 11 \%$ | 108 $14 \%$ | $\begin{aligned} & 67 \\ & 15 \% \end{aligned}$ | 63 $11 \%$ | $\begin{aligned} & 60 \\ & 15 \% \end{aligned}$ | 113 $14 \%$ | $\begin{aligned} & 74 \\ & 14 \% \end{aligned}$ | 40\% | 151 $15 \%$ |
| 2-3 months | 284\% | $\begin{gathered} 171 \\ 24 \% \\ C \end{gathered}$ | 113 $17 \%$ | $\begin{gathered} 133 \\ 26 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 107 \\ & 26 \% \\ & \text { FG } \end{aligned}$ | ${ }^{28} 10 \%$ | ${ }^{16} 9$ | $\begin{gathered} 131 \\ 24 \% \\ j \end{gathered}$ | $\stackrel{122}{20 \%}$ | 31 $13 \%$ | 53 $15 \%$ | ${ }^{48}{ }^{2} \%$ | $\begin{gathered} 174 \\ \underset{K}{23 \%} \end{gathered}$ | $\begin{gathered} 112 \\ 25 \% \\ \hline \mathrm{P} \end{gathered}$ | ${ }^{108} 20$ | 64\% | $\begin{gathered} 205 \\ 25 \% \\ R \end{gathered}$ | 71 $13 \%$ | 79 $34 \%$ | 237 |
| 4-6 months | 2014 | 92\% | 110 $16 \%$ | ${ }^{78} 15$ | 61 $15 \%$ | ${ }^{45} 5$ | ${ }^{18} 10 \%$ | $\begin{aligned} & 98 \\ & 18 \% \\ & \hline \end{aligned}$ | 14 ${ }^{7}$ \% | 29 ${ }_{12}$ | 52 $15 \%$ | 33 $14 \%$ | 111 $15 \%$ | 60 $13 \%$ | 90 $16 \%$ | 13\% | 117 $14 \%$ | 84\% | ${ }^{32} 14 \%$ | 167 $16 \%$ |
| 7-11 months | $\begin{gathered} 136 \\ 10 \% \end{gathered}$ | ${ }_{9}^{62}$ | $\begin{aligned} & 74 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 11 \% \end{aligned}$ | ${ }^{35} 9$ | ${ }_{8}^{24}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | ${ }^{43}$ | $\begin{aligned} & 74 \\ & 12 \% \\ & \text { h } \end{aligned}$ | ${ }^{18} \%$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | ${ }_{99}^{9}$ | ${ }_{86}{ }_{8}$ | $\begin{aligned} & 59 \\ & 11 \% \end{aligned}$ | ${ }_{12}{ }^{2}$ | ${ }^{88} 11 \%$ | ${ }^{46}{ }_{9}$ | 30 $13 \%$ | $\begin{gathered} 107 \\ 10 \% \end{gathered}$ |
| A year or longer | $\begin{gathered} 225 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 135 \\ \stackrel{20}{B} \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \\ & { }^{21 \%} \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 611 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 109 \\ \begin{array}{c} 18 \% \\ H \end{array} \end{gathered}$ | $\begin{aligned} & 55 \\ & { }_{2}^{22 \%} \\ & H \end{aligned}$ | $\begin{aligned} & \text { }{ }^{197} \\ & \mathrm{~m} \% \end{aligned}$ | ${ }^{38}$ | 105 $14 \%$ | 62 $14 \%$ | 87 $16 \%$ | 76 $19 \%$ | 128 $15 \%$ | 89\% | 12 5 | $\begin{gathered} 147 \\ { }_{S}^{44 \%} \end{gathered}$ |
| Never again | 210 ${ }^{15}$ | 87\% | $\begin{gathered} 124 \\ \text { 18\% } \\ \hline B \end{gathered}$ | 22 4 \% | $\begin{gathered} 36 \\ \text { D/ } \end{gathered}$ | $\begin{aligned} & 88 \\ & \begin{array}{l} 80 \\ \text { DE } \end{array} \end{aligned}$ | $\begin{aligned} & 65 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | 35\% | $\begin{gathered} 119 \\ 20 \% \\ H \end{gathered}$ | ${ }_{\text {23 }}^{\text {23\% }}$ | 44\% | ${ }^{43} 8$ | 109 $15 \%$ | ${ }^{66}$ 15\% | 94\% | 50 $13 \%$ | 93 $11 \%$ | $\begin{gathered} 114 \\ 21 \% \\ Q \end{gathered}$ | 9 | $\begin{gathered} 120 \\ 12 \% \\ \mathrm{~S} \end{gathered}$ |
| 1 Day To 3 Months (Net) | $\begin{gathered} 474 \\ 34 \% \end{gathered}$ | $\begin{gathered} 282 \\ 40 \% \\ C \end{gathered}$ | $\stackrel{192}{28 \%}$ | $\begin{gathered} 223 \\ 44 \% \\ F G \end{gathered}$ | $\begin{gathered} 169 \\ 42 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 54 \\ & 18 \% \end{aligned}$ | 28\% | $\begin{gathered} 228 \\ 42 \% \\ 15 \end{gathered}$ | ${ }_{30 \%}^{184}$ | 61 25 | 999 | 752\% | $\begin{gathered} 282 \\ 38 \% \\ K \end{gathered}$ | $\begin{aligned} & 179 \\ & 40 \% \\ & 0 \mathrm{Op} \end{aligned}$ | $\stackrel{171}{31 \%}$ | ${ }_{31}^{124}$ | $\begin{gathered} 318 \\ 38 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{27 \%}^{145}$ | $\begin{gathered} 119 \\ 52 \% \\ \hline \end{gathered}$ | 3888 |
| Sigma | $\begin{gathered} 1394 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 708 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 686 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 513 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 404 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 293 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 538 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 607 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 346 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 749 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 445 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 554 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 828 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 532 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1030 \\ 100 \% \end{gathered}$ |

[^12]Fielding Period: May 20-22, 2020

Base: Applicable Response
Take a cruise

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOther Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1366 | 594 | 772 | 621 | 396 | 193 | 156 | 511 | 573 | 282 | 648 | 214 | 448 | 440 | 496 | 430 | 755 | 572 | 178 | 931 |
| Weighted Base | 1451 | 745 | 706 | 499 | 403 | 295 | 254* | 538 | 647 | 266 | 350 | 262 | 776 | 471 | 553 | 426 | 877 | 541 | 227 | 1056 |
| Up To 6 Months (Net) | $\begin{gathered} 575 \\ 40 \% \end{gathered}$ | $\begin{gathered} 401 \\ 54 \% \\ C \end{gathered}$ | ${ }^{174} 25$ | $\begin{aligned} & 276 \\ & 55 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 209 \\ 52 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 61 \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | 29 $11 \%$ | $\begin{aligned} & 317 \\ & 59 \% \\ & 1 . J \end{aligned}$ | 1899\% | 69\% | 119 $34 \%$ 1 | 66\% | $\begin{gathered} 373 \\ 48 \% \\ \mathrm{KL} \end{gathered}$ | ${ }^{197}$ | 225 $41 \%$ | 154 ${ }_{36}$ | $\begin{gathered} 393 \\ 45 \% \\ R \end{gathered}$ | 172 ${ }_{32}$ | $\begin{gathered} 172 \\ \\ 76 \% \\ \hline \end{gathered}$ | 499 |
| Up To 3 Months (Sub-Net) | $\begin{gathered} 404 \\ 28 \% \end{gathered}$ | $\begin{gathered} 290 \\ { }_{\mathrm{C}}^{29 \%} \end{gathered}$ | $\begin{gathered} 114 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & { }^{40} \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 38 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | 22 ${ }_{9}$ | $\begin{gathered} 236 \\ 44 \% \\ 15 \end{gathered}$ | $\begin{gathered} 130 \\ 20 \% \end{gathered}$ | 38 $14 \%$ | $\begin{aligned} & 85 \\ & 24 \% \\ & \hline \text { 24 } \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 34 \% \\ & \mathrm{KL} \end{aligned}$ | $\begin{gathered} 154 \\ 33 \% \\ 0 \end{gathered}$ | 129 ${ }^{23}$ | ${ }_{29 \%}^{122}$ | $\underset{R}{283} \underset{R}{28 \%}$ | 111 ${ }^{11 \%}$ | $\begin{gathered} 135 \\ 59 \\ \hline \mathrm{~T} \end{gathered}$ | ${ }_{3}^{349}$ |
| $\begin{aligned} & \text { Immediately/1-30 Days } \\ & \text { (Sub-Sub-Net) } \end{aligned}$ | $\begin{gathered} 223 \\ 15 \% \end{gathered}$ | $\begin{gathered} 152 \\ 20 \% \\ C \end{gathered}$ | $\begin{aligned} & 72 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & { }_{23 \%} \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 79 \\ & 20 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 25 \\ & \text { G } \\ & \hline \end{aligned}$ | ${ }_{1}^{2}$ | $\begin{gathered} 138 \\ { }_{15}^{26 \%} \end{gathered}$ | ${ }^{55} 9$ | 30 $11 \%$ | 51 $15 \%$ | ${ }^{23} 9$ | $\begin{gathered} 139 \\ \substack{18 \% \\ \mathrm{~L}} \end{gathered}$ | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | 79 $14 \%$ | $\begin{aligned} & 68 \\ & 16 \% \end{aligned}$ | $\stackrel{146}{17 \%}$ | 70 $13 \%$ | 67 $30 \%$ | 183 |
| Immediately | ${ }^{92} 6$ | $\begin{aligned} & \text { 69\% } \\ & { }_{\mathrm{C}} \mathrm{~F} \end{aligned}$ | ${ }^{26} 4 \%$ | $\begin{aligned} & 44 \\ & { }_{9}^{9} \% \end{aligned}$ | $\begin{aligned} & 37 \\ & { }_{9} 9 \% \end{aligned}$ | ${ }^{10} 3 \%$ | ${ }_{1}^{2}$ | $\begin{aligned} & 53 \\ & 10 \% \\ & 10 \% \end{aligned}$ | ${ }^{21} 3$ | ${ }^{18} \%$ | 27\% | 10 4 \% | $53 \%$ | 31. | 30 5 | 32\% | $56 \%$ | 30\% | ${ }^{27}{ }^{12} \%$ | ${ }_{65}^{6}$ |
| 1-30 days | ${ }_{9}^{131}$ | $\begin{aligned} & 86 \\ & { }^{81} \% \\ & { }^{2} \% \end{aligned}$ | ${ }_{45}^{6 \%}$ | $\begin{aligned} & 73 \\ & 15 \% \\ & \hline{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 11 \% \\ & f G \end{aligned}$ | $\begin{aligned} & 15 \\ & { }_{5}^{1} \% \end{aligned}$ | - | $\begin{aligned} & 85 \\ & \begin{array}{l} 16 \\ 16 \% \\ \text { a } \end{array} \end{aligned}$ | 34\% | 12\% | ${ }^{25} 7$ | 13 5 | $\begin{aligned} & 86 \\ & 11 \% \\ & 1_{2} \end{aligned}$ | 46\% | 49\% | ${ }^{36}$ | 90\% | 40\% | 40 18 | ${ }_{118}^{11 \%}$ |
| 2-3 months | $\begin{gathered} 180 \\ 12 \% \end{gathered}$ | $\begin{gathered} 138 \\ \substack{198 \%} \end{gathered}$ | 42\% | $\begin{aligned} & 81 \\ & 16 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 74 \\ & 180 \\ & \text { FG } \end{aligned}$ | ${ }_{2 \%}^{6}$ | $\begin{gathered} \text { 200 } \\ \underset{F}{2} \end{gathered}$ | $\begin{aligned} & 98 \\ & \text { 18\% } \\ & \text { IJ. } \end{aligned}$ | $\begin{aligned} & 75 \\ & 12 \% \\ & j \end{aligned}$ | ${ }_{3}^{8}$ | 34 $10 \%$ | ${ }^{16} 6$ | $\begin{aligned} & 128 \\ & 17 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 77 \\ & 16 \% \\ & \text { O} \end{aligned}$ | ${ }^{50} 9$ | 53 $13 \%$ | $\begin{gathered} 138 \\ \substack{16 \% \\ R} \end{gathered}$ | 41 81 | ${ }^{68}{ }^{30} \%$ | $\xrightarrow{166}$ |
| 4-6 months | 171 $12 \%$ | $\begin{gathered} 111 \\ 15 \% \\ 15 \end{gathered}$ | ${ }^{60} 9$ | $\begin{aligned} & 79 \\ & 16 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 55 \\ & 14 \% \\ & G \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \\ & \text { G } \end{aligned}$ | ${ }_{3 \%}^{7}$ | $\begin{aligned} & 81 \\ & 15 \% \\ & 1 \end{aligned}$ | ${ }^{59} 9$ | 31 $12 \%$ | 10\% | 27 $10 \%$ | $\stackrel{106}{14 \%}$ | ${ }^{44} 9$ | $\begin{aligned} & 96 \\ & { }_{17} 17 \end{aligned}$ | 32\% | ${ }^{110} 12 \%$ | ${ }^{60} 11 \%$ | 37 $16 \%$ | $\stackrel{149}{14 \%}$ |
| 7-11 months | $\begin{gathered} 160 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & \text { 10\% } \end{aligned}$ | $\begin{aligned} & 27 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 10 \% \\ & \end{aligned}$ | $\begin{aligned} & 80 \\ & 12 \% \end{aligned}$ | $\stackrel{25}{9 \%}$ | ${ }^{40}$ 11\% | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | ${ }^{83} 11 \%$ | 14\% | 10\% | ${ }_{40}^{9 \%}$ | $97 \%$ | 11\% | 219\% | 130 $12 \%$ |
| A year or longer | 403 ${ }_{28}$ | $\begin{gathered} 134 \\ 18 \% \end{gathered}$ | $\begin{gathered} 269 \\ 38 \% \\ B \end{gathered}$ | 108 | 99\% | $\begin{aligned} & 109 \\ & 37 \% \\ & \text { BE } \end{aligned}$ | $\begin{aligned} & 87 \\ & 34 \% \\ & \text { Be } \end{aligned}$ | 107 | $\underset{H}{206}$ | $\begin{aligned} & 90 \\ & 34 \% \\ & H \end{aligned}$ | $\begin{gathered} 115 \\ 33 \% \\ M \end{gathered}$ | $\begin{aligned} & 91 \\ & 35 \% \\ & M \end{aligned}$ | $\stackrel{183}{24 \%}$ | 130 $28 \%$ | 162 ${ }^{29 \%}$ | 111 | 215 25 | $\begin{gathered} 176 \\ \begin{array}{c} 33 \% \end{array} \end{gathered}$ | 27 ${ }^{27}$ | $\begin{gathered} 253 \\ \stackrel{24}{5} \% \end{gathered}$ |
| Never again | 313 $22 \%$ | 133 $18 \%$ | $\begin{gathered} 180 \\ \text { 25\% } \\ \hline \end{gathered}$ | 11\% | 14\% | $\begin{aligned} & 95 \\ & 32 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 110 \\ 43 \% \\ \text { DE } \end{gathered}$ | 11\% | $\begin{gathered} 172 \\ 27 \% \\ \mathrm{H} \end{gathered}$ | ${ }_{\text {31 }}^{3} \mathrm{H}$ \% | ${ }^{76}$ | $\begin{gathered} 78 \\ 30 \% \\ \text { KM } \end{gathered}$ | 138 $18 \%$ | 80\% | 111 20 | $\begin{aligned} & \text { 122 } 29 \% \\ & \text { NO } \end{aligned}$ | 1720\% | 133 | ${ }_{3 \%}^{7}$ | $\begin{gathered} 174 \\ \substack{17 \% \\ \mathrm{~S}} \end{gathered}$ |
| 1 Day To 3 Months (Net) | ${ }_{211}^{311}$ | $\begin{gathered} 224 \\ 30 \% \\ C \end{gathered}$ | $\begin{aligned} & 88 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 117 \\ & 29 \% \\ & \mathrm{FG} \end{aligned}$ | 21\% | 20 | $\begin{gathered} 182 \\ 34 \% \\ 1.5 \end{gathered}$ | $\begin{gathered} 109 \\ 17 \% \\ J \end{gathered}$ | 20\% | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | 29 $11 \%$ | $\begin{gathered} 214 \\ 28 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 123 \\ \underset{0}{126} \end{gathered}$ | 99 $18 \%$ | 81\% | $\begin{gathered} 227 \\ \underset{R}{26 \%} \end{gathered}$ | 81 15 | $\begin{aligned} & 108 \\ & 48 \% \\ & 4 \end{aligned}$ | 284 |
| Sigma | 1451 $100 \%$ | $\begin{aligned} & 745 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 706 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 499 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 295 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 538 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 647 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 350 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 776 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 471 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 553 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 877 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 541 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1056 \\ 100 \% \end{gathered}$ |

[^13]
## Base: Applicable Response

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 k \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k}^{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1896 | 731 | 1165 | 778 | 539 | 314 | 265 | 658 | 789 | 449 | 995 | 277 | 525 | 590 | 670 | 636 | 1019 | 826 | 185 | 1069 |
| Weighted Base | 1916 | 912 | 1004 | 586 | 507 | 452 | 370 | 652 | 866 | 398 | 566 | 327 | 924 | 612 | 720 | 584 | 1116 | 758 | 242 | 1208 |
| Up To 6 Months (Net) | $1409$ | $\begin{gathered} 701 \\ \underset{C}{77 \%} \end{gathered}$ | $\begin{gathered} 709 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 463 \\ & 79 \% \\ & 7 G \end{aligned}$ | $\begin{gathered} 399 \\ 79 \% \\ 7 G \end{gathered}$ | $\begin{gathered} 294 \\ 65 \% \end{gathered}$ | $\begin{gathered} 254 \\ 69 \% \end{gathered}$ | $\underset{\substack{514 \\ \hline 19 \%}}{ }$ | $622 \%$ | $\begin{gathered} 273 \\ 69 \% \end{gathered}$ | $419$ | ${ }_{72 \%}^{237}$ | ${ }^{696}$ | $\begin{gathered} 490 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 465 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 455 \\ 78 \% \end{gathered}$ | $832$ | $\begin{gathered} 551 \\ 73 \% \end{gathered}$ | $\underset{\mathrm{t}}{199}$ | 917 76 |
| Up To 3 Months (Sub-Net) | $\begin{gathered} 1066 \\ 56 \% \end{gathered}$ | $\begin{gathered} 553 \\ 61 \% \\ C \end{gathered}$ | 513 | $\begin{aligned} & 379 \\ & 65 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 303 \\ & 60 \% \\ & \text { FG } \end{aligned}$ | 2074 ${ }_{4}$ | $\begin{gathered} 177 \\ 48 \% \end{gathered}$ | $\begin{gathered} 412 \\ \text { 43\% } \\ \text { IJ } \end{gathered}$ | ${ }^{443} 5$ | 211 53 | $\begin{array}{r} 337 \\ 60 \% \end{array}$ | 177 $54 \%$ | $\begin{aligned} & 509 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 395 \\ & 64 \% \\ & \text { OP } \end{aligned}$ | 341\% | $\begin{gathered} 330 \\ 5 \% \% \\ 0 \end{gathered}$ | 641\% | 407\% | $\begin{gathered} 156 \\ 64 \% \\ t \end{gathered}$ | 681 56 |
| $\begin{aligned} & \text { Immediately/1-30 Days } \\ & \text { (Sub-Sub-Net) } \end{aligned}$ | ${ }^{643} 34$ | $\begin{gathered} 344 \\ 38 \% \\ C \end{gathered}$ | 2999\% | $\begin{aligned} & 235 \\ & 40 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 188 \\ 37 \% \\ G \end{gathered}$ | $\begin{gathered} \underset{141}{31 \%} \\ \mathrm{~g} \end{gathered}$ | 79 $21 \%$ | 250 | ${ }^{248} \times$ | 1459 | $\underset{\text { 38\% }}{214}$ | 928\% | ${ }_{308}{ }^{3}$ | $\begin{gathered} 263 \\ 43 \% \\ \text { OP } \end{gathered}$ | 180\% | $\begin{gathered} 200 \\ 34 \% \\ 0 \end{gathered}$ | ${ }_{36}^{396}$ | ${ }^{235}$ 31\% | ${ }_{\text {40, }}^{\text {a }}$ ( | 399\% |
| Immediately | 2915 | $\begin{gathered} 161 \\ \substack{18 \% \\ C} \end{gathered}$ | 130 $13 \%$ | $\begin{gathered} 103 \\ 18 \% \\ G \end{gathered}$ | $\begin{aligned} & 86 \\ & \frac{17}{17 \%} \end{aligned}$ | $\begin{aligned} & 69 \\ & \begin{array}{c} 15 \% \\ 9 \end{array} \end{aligned}$ | 33\% | $\stackrel{105}{16 \%}$ | ${ }^{112} 13$ | 759\% | $\begin{gathered} 103 \\ 18 \% \\ \mathrm{~L} \end{gathered}$ | 38\% | 141 $15 \%$ | $\begin{gathered} 123 \\ 20 \% \\ 0 \end{gathered}$ | 70 $10 \%$ | $\begin{aligned} & 98 \\ & 17 \% \\ & 0 \end{aligned}$ | 173\% | 109 ${ }^{14 \%}$ | 44\% | 174\% |
| 1-30 days | $\stackrel{352}{18 \%}$ | $\begin{gathered} 183 \\ 20 \% \end{gathered}$ | $\begin{gathered} 169 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 22 \% \\ & \text { 2 } \mathrm{FG} \end{aligned}$ | $\begin{gathered} 102 \\ 20 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 73 \\ & 16 \% \end{aligned}$ | ${ }_{12 \%}^{46}$ | $\stackrel{145}{22} \stackrel{1}{1}$ | 136\% | 718\% | $\begin{gathered} 111 \\ 20 \% \end{gathered}$ | 54\% | 167 $18 \%$ | $\begin{gathered} 140 \\ 230 \\ \hline 0 \end{gathered}$ | 109 | 102 $18 \%$ | 223 20 | 127 ${ }_{17}$ | 53 22 | 226 $19 \%$ |
| 2-3 months | ${ }^{423} 22 \%$ | ${ }^{209}$ 23\% | 214 $21 \%$ | $\stackrel{145}{\stackrel{1}{F} \%}$ | $\begin{gathered} 114 \\ \underset{F}{23 \%} \end{gathered}$ | 65\% | $\begin{gathered} 98 \\ 27 \% \\ F \end{gathered}$ | $\stackrel{162}{\stackrel{5}{5} \%}$ | $\begin{gathered} 196 \\ 23 \% \end{gathered}$ | 65 $16 \%$ | ${ }_{123}^{123}$ | 85\% | 201 $22 \%$ | ${ }^{131}{ }^{21 \%}$ | 161 22 | 130 $22 \%$ | ${ }_{2}^{244}$ | 172\% | 58\% | 281 23 |
| 4-6 months | $\begin{gathered} 344 \\ 18 \% \end{gathered}$ | ${ }_{16 \%}^{148}$ | $\begin{gathered} 195 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 84 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & { }^{96 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 87 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 21 \% \\ & d \end{aligned}$ | $\stackrel{102}{16 \%}$ | $\begin{gathered} 178 \\ 21 \% \\ \mathrm{~h} \end{gathered}$ | 63 $16 \%$ | 82 14 | 180\% | $\stackrel{188}{\substack{180 \% \\ K}}$ | ${ }^{96} 16$ | 124 $17 \%$ | $\begin{gathered} 124 \\ 21 \% \end{gathered}$ | $\begin{gathered} 191 \\ 17 \% \end{gathered}$ | $\stackrel{144}{19 \%}$ | 43 18 | ${ }^{236}$ 20\% |
| 7-11 months | 223 | $\begin{aligned} & 99 \\ & 11 \% \end{aligned}$ | 124 | 65 $11 \%$ | $\begin{aligned} & 60 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & \\ & \hline 12 \% \end{aligned}$ | ${ }_{12 \%}^{46}$ | $\begin{gathered} 84 \\ 13 \% \\ j \end{gathered}$ | 106\% | 32\% | 64 $11 \%$ | 38 $11 \%$ | 113 $12 \%$ | ${ }_{9}^{57}$ | $\begin{gathered} 115 \\ 16 \% \\ \text { NP } \end{gathered}$ | ${ }^{50} \%$ | 131 $12 \%$ | ${ }_{12 \%}$ | 33 $14 \%$ | 156 $13 \%$ |
| A year or longer | 224 $12 \%$ | 90\% | 133 $13 \%$ | ${ }^{52} \%$ | ${ }^{36} \%$ | $\begin{aligned} & 77 \\ & 17 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 58 \\ & 16 \% \\ & \text { DE } \end{aligned}$ | $47 \%$ | $\begin{gathered} 103 \\ { }_{c}^{12 \%} \% \\ H \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 74 \\ 19 \% \\ \text { HII } \end{array} \end{aligned}$ | 63 $11 \%$ | ${ }_{13}^{41}$ | 95 $10 \%$ | 49\% | $\begin{gathered} 115 \\ 16 \% \\ \text { NP } \end{gathered}$ | 60 $10 \%$ | 129 ${ }_{12 \%}$ | 91 $12 \%$ | 10 4 \% | $\stackrel{104}{\stackrel{104}{\mathrm{~S}}}$ |
| Never again | ${ }_{3}^{60}$ | ${ }^{23} 3$ | ${ }^{38}{ }_{4}$ | ${ }^{7} 1 \%$ | 12\% | $\begin{aligned} & 30 \\ & { }^{7 \%} \% \end{aligned}$ | 12\% | ${ }_{1}^{7}$ | $\begin{aligned} & 35 \\ & { }^{4} \% \\ & H \end{aligned}$ | $\begin{aligned} & { }^{18}{ }^{4} \% \\ & H \end{aligned}$ | 20 4 \% | 114\% | ${ }^{20} 2 \%$ | ${ }^{15}$ | ${ }^{25}{ }^{\text {\% }}$ | 20 3 \% | ${ }^{25} 2$ | 27\% | 1 | 31 $3 \%$ s |
| 1 Day To 3 Months (Net) | ${ }^{775} 40 \%$ | 391 $43 \%$ | 3834 | $\stackrel{276}{\stackrel{2}{4} \%}$ | $\begin{gathered} 216 \\ 4{ }_{F}^{23} \% \end{gathered}$ | ${ }^{138}{ }^{3} \%$ | ${ }^{145} 3$ | $\begin{gathered} 307 \\ \substack{47 \% \\ 1.5} \end{gathered}$ | $332 \%$ | ${ }^{136}$ | ${ }^{234} 41 \%$ | 139 $42 \%$ | 367 $40 \%$ | $\begin{gathered} 272 \\ 44 \% \\ 0 \end{gathered}$ | 271 38 | 232\% | 467 | 2988\% | ${ }^{112} 46$ | 507 $42 \%$ |
| Sigma | $\begin{gathered} 1916 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 912 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 1004 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 586 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 507 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 452 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 370 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 652 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 866 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 398 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 566 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 327 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 924 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 612 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 720 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 584 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{c} 1166 \\ 100 \% \end{array} \end{aligned}$ | $\begin{aligned} & 758 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | 1208 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HI/J-K/LM - N/O/P - Q/R - S/T
Overlap formulae used.

## Base: Applicable Response

Visit a casino

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1428 | 619 | 809 | 602 | 427 | 229 | 170 | 520 | 589 | 319 | 725 | 204 | 434 | 451 | 519 | 458 | 810 | 577 | 174 | 908 |
| Weighted Base | 1476 | 760 | 716 | 482 | 416 | 329 | 250* | 535 | 653 | 288 | 417 | 234 | 751 | 483 | 574 | 420 | 905 | 535 | 224 | 1039 |
| Up To 6 Months (Net) | $\begin{gathered} 751 \\ 51 \% \end{gathered}$ | $\begin{gathered} 463 \\ 61 \% \\ C \end{gathered}$ | ${ }^{288}$ | $\begin{aligned} & 295 \\ & 61 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 248 \\ & 60 \% \\ & \text { FG } \end{aligned}$ | ${ }_{38 \%}^{125}$ | $\begin{aligned} & 82 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 324 \\ 61 \% \\ 15 \end{gathered}$ | ${ }_{45 \%}^{295}$ | 132 46 | $\begin{gathered} 203 \\ 49 \% \end{gathered}$ | 127 $54 \%$ | 391 5 | $\begin{gathered} 279 \\ 58 \% \\ \text { OP } \end{gathered}$ | 270\% | $\begin{gathered} 201 \\ 48 \% \end{gathered}$ | $\begin{gathered} 489 \\ 54 \% \\ R \end{gathered}$ | $\begin{gathered} 239 \\ 45 \% \end{gathered}$ | 157 <br> 70 <br> 1 | ${ }_{581} 56$ |
| Up To 3 Months (Sub-Net) | ${ }_{318}^{35}$ | $\begin{gathered} 323 \\ 42 \% \\ C^{2} \end{gathered}$ | ${ }^{195}$ | $\begin{gathered} 214 \\ 44 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 182 \\ & 44 \% \\ & \mathrm{FG} \end{aligned}$ | 77 $23 \%$ | 45\% | $\begin{gathered} 241 \\ 45 \% \\ 15 \end{gathered}$ | 194\% | 849\% | 154\% | 83\% | 261 35 | $\begin{aligned} & 195 \\ & 40 \% \\ & 0 \end{aligned}$ | 174 $30 \%$ | 149 ${ }_{3}$ | 332 37 | ${ }^{168}$ | $\begin{gathered} 117 \\ 522 \% \\ \hline \end{gathered}$ | 404\% |
| $\underset{\text { (Sub-Sub-Net) }}{\text { Immediately/1-30 Days }}$ | ${ }_{208}^{29 \%}$ | $\begin{gathered} 194 \\ { }_{C}^{55} \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 26 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 115 \\ & 28 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | ${ }^{23} 9$ | $\begin{gathered} 146 \\ 27 \% \\ 1 . J \end{gathered}$ | $\begin{gathered} 104 \\ 16 \% \end{gathered}$ | 17\% | $\begin{gathered} 101 \\ 24 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\stackrel{142}{19 \%}$ | ${ }_{22 \%}^{107}$ | $\begin{gathered} 100 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 190 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 18 \% \end{aligned}$ | 67 30 | ${ }_{217}{ }^{217}$ |
| Immediately | ${ }^{137} 9$ | $\begin{gathered} 85 \\ \stackrel{81}{11 \%} \\ c \end{gathered}$ | 51\% | $\begin{aligned} & 56 \\ & { }^{112} \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 63 \\ & 15 \% \\ & \text { FG } \end{aligned}$ | 12 4 \% | ${ }_{2 \%}^{6}$ | ${ }_{12}^{62}$ | ${ }^{50} 8$ | ${ }^{25} \%$ | 50 $12 \%$ | ${ }^{21} 9$ | ${ }^{62}$ | ${ }_{10}^{47}$ | ${ }^{46} \%$ | 440\% | ${ }^{85} 9$ | 44\% | ${ }_{\text {17 }}^{37}$ \% | 99\% |
| 1-30 days | ${ }_{11 \%}^{162}$ | $\begin{gathered} 108 \\ { }_{c}^{14 \%} \end{gathered}$ | 53 | $\begin{aligned} & 71 \\ & 15 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 52 \\ & 12 \% \\ & f \end{aligned}$ | 22\% | 17\% | $\begin{aligned} & 85 \\ & 16 \\ & 16 \% \\ & 15 \end{aligned}$ | 54\% | ${ }^{23} 8$ | 51 $12 \%$ | 23 $10 \%$ | 80 $11 \%$ | 61 $13 \%$ | ${ }^{54} 9$ | 47\% | $\stackrel{105}{12 \%}$ | 51 $10 \%$ | 30 $13 \%$ | 119 $11 \%$ |
| 2-3 months | $\stackrel{220}{15 \%}$ | $\begin{gathered} 129 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & { }_{18}^{8} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 68 } \\ & 16 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }^{43} 13 \%$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 95 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 14 \% \end{aligned}$ | ${ }^{35} 12$ | 53 $13 \%$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | 119 ${ }_{16}$ | 87\% | 74 $13 \%$ | 58\% | $\begin{gathered} 141 \\ 16 \% \end{gathered}$ | 73 $14 \%$ | 50 22 | 187\% |
| 4-6 months | $\begin{gathered} 233 \\ 16 \% \end{gathered}$ | $\begin{gathered} 140 \\ { }_{C}^{18 \%} \end{gathered}$ | $\begin{aligned} & 93 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 101 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | ${ }_{12}^{49}$ | $\begin{aligned} & \text { 49 } \\ & \text { 19\%\% } \end{aligned}$ | $\begin{gathered} 130 \\ 17 \% \\ k \end{gathered}$ | $\begin{aligned} & 85 \\ & 18 \% \end{aligned}$ | 17\% | $\begin{aligned} & 52 \\ & 12 \% \end{aligned}$ | ${ }^{158} 17 \%$ | $\begin{aligned} & 71 \\ & 13 \% \end{aligned}$ | 40\% | ${ }^{177} 17 \%$ |
| 7-11 months | ${ }^{199} 13 \%$ | 104\% | ${ }^{95} 13 \%$ | $\begin{aligned} & 80 \\ & \text { 17\% } \\ & \text { E } \end{aligned}$ | 43 $10 \%$ | ${ }_{14 \%}$ | 29 $12 \%$ | 73 $14 \%$ | 84\% | 15\% | 50\% | ${ }_{12}^{28}$ | ${ }^{117} 16$ | ${ }_{13}^{62}$ | 78 $14 \%$ | 59\% | 111 $12 \%$ | 85 16 | 219\% | 136 $13 \%$ |
| A year or longer | 403 $27 \%$ | $\begin{aligned} & 153 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 250 \\ 35 \% \\ B \end{gathered}$ | 73 $15 \%$ | $\begin{gathered} 105 \\ { }_{25}^{25} \end{gathered}$ | $\begin{aligned} & 118 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 107 \\ & 43 \% \\ & \mathrm{DE} \end{aligned}$ | ${ }^{107}$ 20\% | $\underset{{ }_{3}^{23 \%}}{213}$ | $\begin{aligned} & 83 \\ & { }_{29}{ }_{H}^{\prime} \end{aligned}$ | 105\% | 679\% | 202 27 | 115 24 | 172 ${ }_{30}$ | 116 28 | 242 $27 \%$ | ${ }^{157}$ 29\% | 39 $17 \%$ | ${ }_{2}^{261}$ |
| Never again | ${ }^{123} 8$ | 40\% | $\begin{aligned} & 83 \\ & { }^{122 \%} \\ & \hline \end{aligned}$ | ${ }^{33} \%$ | 19\% | $\begin{aligned} & 40 \\ & { }_{4}^{42 \%} \\ & \text { dE } \end{aligned}$ | $\begin{aligned} & 31 \\ & 12 \% \\ & \text { E } \end{aligned}$ | 31 6 \% | $\begin{gathered} \text { 61 } \\ \mathrm{h} \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \\ \text { h } \end{gathered}$ | $\begin{gathered} 59 \\ { }^{144 \%} \\ \text { LM }^{2} \end{gathered}$ | 11 5 | 41\% | ${ }^{27}$ 6\% | ${ }^{53} 9$ | $\begin{aligned} & 43 \\ & 10 \% \\ & \text { n } \end{aligned}$ | ${ }^{63} \%$ | 54\% | ${ }_{3}^{7}$ | ${ }_{61}^{6 \%}$ |
| 1 Day To 3 Months (Net) | 381 $26 \%$ | $\begin{gathered} 237 \\ { }_{C}^{21 \%} \end{gathered}$ | $\stackrel{144}{20 \%}$ | $\begin{aligned} & 158 \\ & \begin{array}{l} 33 \% \\ \text { FG } \end{array} \end{aligned}$ | $\begin{gathered} 119 \\ 29 \% \\ \text { GG } \end{gathered}$ | ${ }_{20}^{66 \%}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 179 \\ { }_{33}^{15} \end{gathered}$ | ${ }^{143}$ | 20\% | $\begin{gathered} 104 \\ 25 \% \end{gathered}$ | 63\% | 199\% | $\begin{gathered} 148 \\ 31 \% \\ 0 \end{gathered}$ | ${ }^{128} 2{ }^{2}$ | ${ }^{105}$ | 246 27 | ${ }^{125}$ | 80\% | 305\% |
| Sigma | 1476 $100 \%$ | 760 $100 \%$ | 716 $100 \%$ | 1882\% | 416 $100 \%$ | $\begin{aligned} & 329 \\ & 100 \% \end{aligned}$ | 250 $100 \%$ | $\begin{aligned} & 535 \\ & 100 \% \end{aligned}$ | 653\% | 288\% | $\begin{aligned} & 417 \\ & 100 \% \end{aligned}$ | 234 $100 \%$ | 751 $100 \%$ | $\begin{aligned} & 483 \\ & 100 \% \end{aligned}$ | 574 $100 \%$ | 420\% | $\begin{aligned} & 905 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 535 \\ & 100 \% \end{aligned}$ | 224 $100 \%$ | 1039 $100 \%$ |

[^14]Fielding Period: May 20-22, 2020

Base: Applicable Response
Stay in a hotel

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | Republi- | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 1742 | 694 | 1048 | 741 | 503 | 285 | 213 | 618 | 724 | 400 | 876 | 262 | 515 | 539 | 621 | 582 | 940 | 755 | 185 | 1050 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 1814 | 880 | 934 | 570 | 492 | 426 | 326 | 634 | 818 | 363 | 501 | 311 | 912 | 574 | 690 | 550 | 1063 | 714 | 240 | 1196 |
| Up To 6 Months (Net) | $\begin{aligned} & 1064 \\ & 59 \% \end{aligned}$ | $\stackrel{608}{69 \%}$ | ${ }^{456} \%$ | $\begin{aligned} & 394 \\ & 69 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 332 \\ & 68 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 203 \\ 48 \% \end{gathered}$ | $\begin{gathered} 135 \\ 41 \% \end{gathered}$ | $\begin{gathered} 421 \\ 66 \% \\ 1 J \end{gathered}$ | $\begin{aligned} & 460 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 183 \\ 51 \% \end{gathered}$ | $\begin{gathered} 281 \\ 56 \% \end{gathered}$ | $\begin{gathered} 175 \\ 56 \% \end{gathered}$ | $\begin{gathered} 571 \\ \underset{k}{53 \%} \end{gathered}$ | $\begin{gathered} 373 \\ 65 \% \\ 0 \end{gathered}$ | $\begin{gathered} 364 \\ 53 \% \end{gathered}$ | $\begin{gathered} 327 \\ 59 \% \\ 0 \end{gathered}$ | $\begin{gathered} 652 \\ 6.1 \% \\ \mathrm{R} \end{gathered}$ | $\stackrel{387}{54 \%}$ | $\begin{gathered} 186 \\ \substack{88 \% \\ \mathrm{~T}} \end{gathered}$ | $\begin{gathered} 779 \\ 65 \% \end{gathered}$ |
| Up To 3 Months (Sub-Net) | $\begin{gathered} 734 \\ 40 \% \end{gathered}$ | $\begin{gathered} 433 \\ 49 \% \\ C \end{gathered}$ | $\begin{gathered} 301 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 291 \\ & 51 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 245 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 135 \\ 32 \% \\ G \end{gathered}$ | $\begin{aligned} & 63 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 317 \\ 50 \% \\ 15 \end{gathered}$ | ${ }_{35 \%}$ | 128 35 | ${ }^{204}$ | $\begin{gathered} 107 \\ 34 \% \end{gathered}$ | $\underset{\mathrm{L}}{400}$ | $\begin{gathered} 283 \\ 49 \% \\ \text { OP } \end{gathered}$ | $\begin{gathered} 238 \\ 34 \% \end{gathered}$ | $\begin{gathered} 213 \\ 39 \% \end{gathered}$ | $\begin{gathered} 465 \\ \stackrel{44 \%}{R} \end{gathered}$ | $\begin{gathered} 251 \\ 35 \% \end{gathered}$ | $\begin{gathered} 144 \\ 60 \% \\ \mathrm{~T} \end{gathered}$ | 543 ${ }^{45 \%}$ |
| $\begin{aligned} & \text { Immediately/1-30 Days } \\ & \text { (Sub-Sub-Net) } \end{aligned}$ | 411 23 | $\begin{gathered} 243 \\ 28 \% \\ \mathrm{C} \end{gathered}$ | $\begin{gathered} 168 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 30 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 136 \\ & { }^{28} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 74 \\ 17 \% \\ \mathrm{~g} \% \end{gathered}$ | ${ }^{29} 9$ | $\begin{gathered} 176 \\ \underset{15}{8 \%} \end{gathered}$ | $\begin{gathered} 164 \\ 20 \% \end{gathered}$ | 710\% | $\underset{\mathrm{L}}{120}$ | 48\% | $\underset{\mathrm{L}}{225}$ | $\begin{gathered} 154 \\ 27 \% \\ 0 \end{gathered}$ | 119\% | $\begin{gathered} 138 \\ \underset{0}{25 \%} \end{gathered}$ | 251 $24 \%$ | 149 | 74 $31 \%$ t | ${ }^{289} 9$ |
| Immediately | $191 \%$ | $\underset{\mathrm{C}}{110}$ | ${ }^{82}$ \% | $\begin{aligned} & 72 \\ & 13 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 71 \\ & 14 \% \\ & \text { fG } \end{aligned}$ | ${ }_{96}^{96}$ | 12 ${ }_{4}$ | $\begin{aligned} & 80 \\ & 13 \% \\ & 1 \end{aligned}$ | 64\% | $\begin{gathered} 47 \\ { }_{13 \%} \% \end{gathered}$ |  | ${ }^{18} 6$ | $\begin{gathered} 103 \\ \substack{11 \% \\ \mathrm{~L}} \end{gathered}$ | 60\% | $53 \%$ | $\begin{aligned} & 79 \\ & 14 \% \\ & 0 \end{aligned}$ | 1110\% | 71 $10 \%$ | 36 <br> 15 <br> 15 | 117 |
| 1-30 days | $\begin{gathered} 220 \\ 12 \% \end{gathered}$ | $\begin{gathered} 133 \\ { }^{15 \%} \% \end{gathered}$ | ${ }^{86} 9$ | $\begin{gathered} 99 \\ 17 \% \\ F G \end{gathered}$ | $\begin{aligned} & 65 \\ & \begin{array}{l} \text { } \\ 13 \% \\ \hline \end{array} \end{aligned}$ | ${ }^{38}{ }_{9 \%}$ | ${ }^{18}{ }^{5} \%$ | $\begin{aligned} & 95 \\ & 15 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 100 \\ 12 \% \end{gathered}$ | 24\% | $\begin{aligned} & 56 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 122 \\ 13 \% \end{gathered}$ | $\begin{gathered} 95 \\ \text { OP } \\ \text { OP } \end{gathered}$ | $\begin{aligned} & 67 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 11 \% \end{aligned}$ | ${ }_{13 \%}^{140}$ | $\begin{aligned} & 78 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 172 \\ 14 \% \end{gathered}$ |
| 2-3 months | 323 $18 \%$ | $\begin{gathered} 190 \\ { }_{\mathrm{C}}^{2} \mathrm{C} \% \end{gathered}$ | 133 ${ }_{14 \%}$ | $\begin{gathered} 119 \\ 21 \% \\ \mathrm{fG} \end{gathered}$ | $\begin{aligned} & 108 \\ & { }^{22} \% \\ & \mathrm{FG} \end{aligned}$ | 61 $14 \%$ | 34 $10 \%$ | $\stackrel{142}{142}$ | $\begin{gathered} 124 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 84 \% \\ & 17 \% \end{aligned}$ | 59\% | 175 $19 \%$ | $\begin{gathered} 129 \\ \underset{P}{12 \%} \end{gathered}$ | 119\% | 75 $14 \%$ | $\begin{gathered} 214 \\ \text { 20\% } \\ R \end{gathered}$ | 102 $14 \%$ | 29\% ${ }^{70}$ | 253 |
| 4-6 months | 330 180 | ${ }_{20 \%}^{176}$ | $\stackrel{155}{17 \%}$ | $\begin{gathered} 104 \\ 18 \% \end{gathered}$ | 87\% | ${ }^{68}{ }^{16 \%}$ | 722\% | 104 $16 \%$ | $\xrightarrow{172} \times 1{ }^{1}$ | 55\% | 77 $15 \%$ | $\begin{aligned} & \text { 222\% } \\ & \underset{k}{2} \end{aligned}$ | $\stackrel{172}{19 \%}$ | 916\% | 126 $18 \%$ | ${ }^{114} 21 \%$ | 186\% | 137 $19 \%$ | $\stackrel{42}{17} \%$ | 236 20 |
| 7-11 months | $\stackrel{270}{15 \%}$ | $\begin{gathered} 109 \\ 12 \% \end{gathered}$ | $\begin{gathered} 161 \\ 17 \% \\ B \end{gathered}$ | 88 $15 \%$ | $\begin{aligned} & 60 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 21 \% \\ & \text { Ef } \end{aligned}$ | $\begin{aligned} & 83 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 136 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 131 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 105 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 138 \\ 13 \% \end{gathered}$ | $\begin{gathered} 129 \\ 18 \% \\ \hline \end{gathered}$ | 26 $11 \%$ | 171 ${ }^{14 \%}$ |
| A year or longer | 401 | 131 $15 \%$ | $\begin{gathered} 270 \\ 29 \% \\ \mathrm{~B} \end{gathered}$ | 73 $13 \%$ | $\begin{aligned} & 87 \\ & 18 \% \\ & d \end{aligned}$ | $\begin{aligned} & 134 \\ & 32 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 106 \\ & 33 \% \\ & \text { DE } \end{aligned}$ | 1111\% | $\begin{gathered} 184 \\ 23 \% \\ \mathrm{~h} \end{gathered}$ | $\begin{gathered} 106 \\ 29 \% \\ \mathrm{Hi} \end{gathered}$ | ${ }^{114} 2$ | 75\% | 183 ${ }^{18}$ | ${ }^{98} 7$ | $\begin{gathered} 183 \\ \underset{N}{27 \%} \\ \hline \end{gathered}$ | ${ }^{119} 2{ }^{2}$ | 236 $22 \%$ | 161 ${ }^{16 \%}$ | 24 $10 \%$ | $\begin{gathered} 210 \\ \\ \\ \hline 88 \% \end{gathered}$ |
| Never again | ${ }^{80} 4$ | ${ }^{31} 4 \%$ | ${ }^{48}{ }^{\text {\% }}$ | ${ }^{15}{ }_{3}$ | ${ }^{13} 3$ | $\begin{aligned} & 35 \\ & \text { DE } \end{aligned}$ | ${ }^{18} 5$ | 19 3 \% | 38\% | $\begin{gathered} 23 \\ { }^{2} \% \\ \mathrm{~h} \end{gathered}$ | $\begin{aligned} & 34 \% \\ & \text { IM }^{2} \end{aligned}$ | 10\% | ${ }_{3 \%}{ }^{6}$ | ${ }^{18} 3$ | 39\% | ${ }^{23} 4$ | ${ }_{36}{ }_{3}$ | ${ }_{56}{ }^{\text {\% }}$ | 1\% | ${ }_{36}{ }^{6}$ |
| 1 Day To 3 Months (Net) | ${ }_{30 \%}^{542}$ | $\begin{gathered} 323 \\ 37 \% \end{gathered}$ | ${ }_{230}^{220}$ | $\begin{aligned} & 218 \\ & 38 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 174 \\ & 35 \% \\ & \text { FG } \end{aligned}$ | $99$ | $\begin{aligned} & 52 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 237 \\ 37 \% \\ 15 \end{gathered}$ | ${ }_{2}^{225}$ | ${ }_{21}^{82 \%}$ | $\begin{gathered} 140 \\ 28 \% \end{gathered}$ | ${ }_{29}^{89 \%}$ | ${ }_{33}^{296}$ | $\begin{gathered} 223 \\ 39 \% \\ \text { OP } \end{gathered}$ | ${ }_{27 \%}^{185}$ | 134 $24 \%$ | $\begin{gathered} 354 \\ \underset{R}{35 \%} \end{gathered}$ | $\begin{gathered} 179 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 45 \\ & 45 \end{aligned}$ | 426 ${ }_{36}$ |
| Sigma | 1814 $100 \%$ | $\begin{aligned} & 880 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 934 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 570 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 492 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 326 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 634 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 818 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 363 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 501 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 912 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 574 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 690 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 550 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1063 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 714 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1196 \\ 100 \% \end{gathered}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

## Base: Applicable Response

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1283 | 589 | 694 | 658 | 395 | 163 | 67 | 515 | 521 | 247 | 609 | 182 | 431 | 389 | 458 | 436 | 696 | 541 | 181 | 867 |
| Weighted Base | 1302 | 711 | 591 | 522 | 408 | $250 *$ | 122* | 532 | 563 | 207 | 330 | 193 | 720 | 396 | 495 | 410 | 785 | 478 | 233 | 950 |
| Up To 6 Months (Net) | $1034 \%$ | $\begin{gathered} 570 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 464 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 426 \\ & 82 \% \\ & \mathrm{Fg} \end{aligned}$ | $\begin{aligned} & 345 \\ & 84 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 178 \\ 71 \% \end{gathered}$ | $\text { 85 } 69$ | $\begin{gathered} 462 \\ \stackrel{87 \%}{1 J} \end{gathered}$ | ${ }^{415}$ | 157 76 | $255 \%$ | $\begin{gathered} 154 \\ 80 \% \end{gathered}$ | $589$ | 324 82 | $379$ | ${ }_{81 \%}^{331}$ | ${ }_{81 \%}^{639}$ | $\begin{gathered} 371 \\ 78 \% \end{gathered}$ | $\underset{t}{201}$ | $\begin{gathered} 769 \\ 81 \% \end{gathered}$ |
| Up To 3 Months (Sub-Net) | ${ }^{867} 67 \%$ | $480 \%$ | $\begin{gathered} 387 \\ 66 \% \end{gathered}$ | $\begin{gathered} 344 \\ 66 \% \end{gathered}$ | $292 \%$ | $\begin{aligned} & 155 \\ & 62 \% \end{aligned}$ | 762\% | $\begin{gathered} 374 \\ 70 \% \\ i \end{gathered}$ | ${ }_{63 \%}^{353}$ | 140 $68 \%$ | $\begin{gathered} 221 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 69 \% \end{aligned}$ | 482\% | $\begin{gathered} 290 \\ 73 \% \end{gathered}$ | 300 $61 \%$ | ${ }_{67 \%}^{277}$ | $\begin{gathered} 554 \\ \underset{R}{71 \%} \end{gathered}$ | 292\% | ${ }^{173}$ | 631 66 |
| $\underset{\text { (Sub-Sub-Net) }}{\text { Immediately/1-30 Days }}$ (Sub-Sub-Net) | ${ }_{641}{ }_{49}$ | ${ }^{346} 49 \%$ | 295 50 | 253 $48 \%$ | 214 | 126 ${ }^{51 \%}$ | 47\% | $\begin{gathered} 278 \\ 52 \% \\ i \end{gathered}$ | 253\% | 110 $53 \%$ | 171 $52 \%$ | 56\% | 345 $48 \%$ | $\begin{gathered} 213 \\ 54 \% \\ 0 \end{gathered}$ | 214 43 | $\begin{gathered} 214 \\ 52 \% \\ 0 \end{gathered}$ | 393 50 | 2299 | 113 $49 \%$ | 447 |
| Immediately | ${ }_{262}{ }_{28 \%}$ | 202\% | ${ }_{2760}^{160}$ | $\begin{aligned} & 133 \\ & 25 \% \end{aligned}$ | ${ }_{31}^{125} \%$ | $\begin{aligned} & 78 \\ & 31 \% \end{aligned}$ | 25 ${ }^{21}$ | ${ }_{288}^{148}$ | $\begin{gathered} 155 \\ 27 \% \end{gathered}$ | 28\% | $\begin{gathered} 106 \\ \begin{array}{c} 32 \% \\ \mathrm{~m} \end{array} \end{gathered}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | 182\% | $\begin{gathered} 129 \\ 33 \\ \hline \end{gathered}$ | 1189\% | 114\% | 225 ${ }_{2}$ | 127\% | 55\% | 233 |
| 1-30 days | 279 $21 \%$ | ${ }^{144} 20$ | 135 ${ }^{23 \%}$ | 120 ${ }^{23 \%}$ | 89\% | ${ }_{19 \%}^{48}$ | 22\% | $\begin{gathered} 130 \\ 24 \% \end{gathered}$ | ${ }_{17}^{98}$ | 51\% | 20\% | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | ${ }_{23 \%}^{163}$ | ${ }^{84}$ | $\begin{aligned} & 96 \\ & 19 \% \end{aligned}$ | 100 $24 \%$ | 169\% | ${ }^{102}$ | 58\% | ${ }_{213}^{22 \%}$ |
| 2-3 months | ${ }^{226} 17 \%$ | ${ }^{134} 19 \%$ | ${ }_{16} 9$ | 90\% | ${ }^{78} 19$ | 29 $12 \%$ | 299\% | ${ }^{96} 8$ | 100 $18 \%$ | 31 $15 \%$ | 50\% | 36 $19 \%$ | 137 $19 \%$ | 77 19 | 17\% | 153\% | $\begin{gathered} 161 \\ 20 \% \\ \mathrm{R} \end{gathered}$ | 63 $13 \%$ | 260 t | $\xrightarrow{185}$ |
| 4-6 months | $\begin{gathered} 166 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 16 \% \\ & f \end{aligned}$ | $\begin{aligned} & 52 \\ & 13 \% \end{aligned}$ | ${ }^{23} 9 \%$ | $9 \%$ | $\begin{aligned} & 88 \\ & { }^{16} \% \\ & \text { iif } \end{aligned}$ | $\begin{aligned} & 62 \\ & 11 \% \end{aligned}$ | 17\% | $\begin{aligned} & 34 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 107 \\ 15 \% \end{gathered}$ | ${ }^{33}$ | $\begin{aligned} & \text { 799} \\ & 16 \% \\ & \hline 1 \end{aligned}$ | 54 $13 \%$ | $\begin{aligned} & 85 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 16 \% \\ & \text { Q } \end{aligned}$ | ${ }_{12}^{28}$ | 138 |
| 7-11 months | 101 8 \% | ${ }^{62}$ \% | 39\% | $\begin{gathered} 49 \\ 9 \\ 9 \end{gathered}$ | ${ }^{28} 7$ | 218\% | ${ }_{2}^{2}$ | 29 ${ }^{\text {\% }}$ | $\begin{aligned} & 56 \\ & 10 \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }^{15} 7$ | 22 7 | 11 6 | ${ }^{58} \%$ | 25 ${ }_{6}$ | 40\% | ${ }^{36} 9$ | ${ }^{58} \%$ | 40\% | ${ }^{17} \%$ | ${ }^{77} 8$ |
| A year or longer | 101 81 | 51\% | 50\% | ${ }^{38} \%$ | ${ }_{23}^{63}$ | 25 $10 \%$ | ${ }^{15} 12 \%$ | 30\% | $\begin{aligned} & 55 \\ & 10 \% \\ & \text { 10\% } \end{aligned}$ | ${ }^{16}$ | 32\% | 13 | 54\% | 23\% | 52 $11 \%$ $n$ | ${ }^{26} 6$ | ${ }^{58} \%$ | 39\% | 11 5 | ${ }^{66}$ |
| Never again | ${ }_{5}^{67}$ | ${ }^{28}{ }_{4 \%}$ | 38\% | 9 | ${ }^{12} \%$ | $\begin{aligned} & 26 \\ & { }^{10} \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 21 \\ 17 \% \\ \text { DE } \end{gathered}$ | 11 $2 \%$ | $\begin{aligned} & 37 \\ & \mathrm{H}^{2} \% \end{aligned}$ | $\begin{aligned} & 18 \\ & { }^{18} \% \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 21 \\ & 6 \% \\ & M \end{aligned}$ | $\begin{aligned} & { }^{15} \\ & { }^{8} \% \end{aligned}$ | ${ }^{19} \%$ | ${ }^{25} 6$ | 24\% | 18\% | 30 4 \% | ${ }^{28}{ }_{6}{ }^{\text {\% }}$ | ${ }_{1}^{3}$ | 38 $4 \%$ s |
| 1 Day To 3 Months (Net) | 506\% | ${ }^{278} 39$ | ${ }^{227} 38$ | 211 40 | $\begin{gathered} 167 \\ 41 \% \\ f \end{gathered}$ | 77\% | 50 $41 \%$ | $\underset{4}{226}$ | 198\% | 82\% | 115 ${ }^{15}$ | 72 37 | $\begin{gathered} 301 \\ 42 \% \\ k \end{gathered}$ | 161 $41 \%$ | 182 ${ }^{7} \%$ | 163 40 | $\underset{\mathrm{r}}{329}$ | ${ }^{165}$ 35\% | $\begin{gathered} 118 \\ { }_{51}{ }_{T} \% \end{gathered}$ | ${ }^{398}{ }_{42 \%}$ |
| Sigma | 1302\% | 711 $100 \%$ | 591 $100 \%$ | 522 | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | 250 $100 \%$ | 122 $100 \%$ | $\begin{aligned} & 532 \\ & 100 \% \end{aligned}$ | 100\% | 207 $100 \%$ | $\begin{aligned} & 330 \\ & 100 \% \end{aligned}$ | 193 $100 \%$ | 720 $100 \%$ | 396\% | ${ }_{100 \%}^{495}$ | 410 $100 \%$ | 785 $100 \%$ | ${ }^{478} 0$ | 233 | 950 $100 \%$ |

[^15]Fielding Period: May 20-22, 2020

## Base: Applicable Response

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Indepe- ndent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1510 | 657 | 853 | 686 | 441 | 237 | 146 | 555 | 628 | 327 | 733 | 236 | 474 | 484 | 553 | 473 | 827 | 635 | 179 | 967 |
| Weighted Base | 1573 | 821 | 752 | 544 | 440 | 350 | 239* | 570 | 702 | 301 | 418 | 275 | 813 | 517 | 604 | 452 | 943 | 588 | 231 | 1094 |
| Up To 6 Months (Net) | $\begin{gathered} 836 \\ 53 \% \end{gathered}$ | $\begin{gathered} 525 \\ \underset{C}{64 \%} \end{gathered}$ | 311\% | $\begin{gathered} 373 \\ 69 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 266 \\ 60 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 133 \\ 38 \% \\ 9 \end{gathered}$ | 64\% | $\begin{gathered} 382 \\ 67 \% \\ 1.5 \end{gathered}$ | 326 $46 \%$ | ${ }^{128} 42 \%$ | 219 $52 \%$ | ${ }^{125} 46$ | $\stackrel{466}{5}$ | $\begin{gathered} 295 \\ 57 \% \\ 0 \end{gathered}$ | 289 ${ }^{48 \%}$ | $\begin{gathered} 253 \\ 56 \% \\ 0 \end{gathered}$ | 519 5 \% | 297\% | $\begin{gathered} 170 \\ 74 \% \\ T \end{gathered}$ | 633 |
| Up To 3 Months (Sub-Net) | ${ }_{387}{ }_{37}$ | $\begin{gathered} 374 \\ 46 \% \\ C \end{gathered}$ | 213 28 | $\begin{gathered} 289 \\ 53 \% \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 187 \\ 42 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{aligned} & 77 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 281 \\ \stackrel{49}{1 J} \end{gathered}$ | 224 32 | 827\% | $\begin{gathered} 152 \\ 36 \% \\ \hline \end{gathered}$ | 79\% | $\begin{gathered} 337 \\ 4 \\ \hline \mathrm{~L} \end{gathered}$ | $\begin{gathered} 213 \\ 41 \% \\ 0 \end{gathered}$ | 205 ${ }_{34}$ | ${ }_{3}^{169} \%$ | $\begin{gathered} 377 \\ 40 \% \\ \mathrm{r} \end{gathered}$ | ${ }_{3}^{194}$ | $\begin{gathered} 136 \\ \stackrel{139}{\mathrm{~T}} \% \end{gathered}$ | $454{ }_{4}$ |
| $\begin{aligned} & \text { Immediately/1-30 Days } \\ & \text { (Sub-Sub-Net) } \end{aligned}$ | ${ }^{337}$ 21\% | $\underset{\mathrm{C}}{222}$ | ${ }_{15}^{115}$ | $\begin{aligned} & 161 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 120 \\ & 27 \% \\ & \mathrm{FG} \end{aligned}$ | 12\% | ${ }^{13} 6$ | $\begin{gathered} 167 \\ 29 \% \\ 1.5 \end{gathered}$ | 115 ${ }_{16}$ | 55 ${ }^{18}$ | ${ }^{80}{ }^{80}$ | ${ }_{16 \%}$ | $\begin{gathered} 199 \\ \underset{L}{24 \%} \end{gathered}$ | $\begin{gathered} 141 \\ 27 \% \\ \mathrm{Op} \end{gathered}$ | 106\% | 90\% | $\underset{\text { 23\% }}{219}$ | 105 $18 \%$ | 30 ${ }_{\text {3 }}{ }^{\text {\% }}$ | 252 ${ }^{23}$ |
| Immediately | 152 $10 \%$ | $\begin{aligned} & 99 \\ & 12 \% \\ & { }_{C}^{9} \% \end{aligned}$ | 53\% | $\begin{aligned} & 78 \\ & 14 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & { }^{56} \% \\ & \mathrm{FG}^{2} \% \end{aligned}$ | 14\% | $\stackrel{4}{2 \%}$ | 77 $13 \%$ | ${ }^{45}{ }_{6}$ | 30\% | 50 $12 \%$ | ${ }^{18} \%$ | 81 10 | 11\% | 49\% | 45\% | 910\% | ${ }^{50} 8$ |  | 106\% |
| 1-30 days | ${ }_{12 \%}^{185}$ | $\begin{gathered} 123 \\ { }_{C}^{15 \%} \end{gathered}$ | ${ }^{62}$ \% | $\begin{aligned} & 82 \\ & \begin{array}{l} 15 \% \end{array} \\ & \hline{ }^{2} \end{aligned}$ | $\begin{aligned} & 65 \\ & 15 \% \\ & \hline 15 \end{aligned}$ | ${ }^{30} 8$ | 9\% | $\begin{aligned} & 90 \\ & 90 \\ & 16 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 70 \\ & 10 \% \end{aligned}$ | 25\% | ${ }^{36} 9$ | ${ }^{25} 9$ | $\begin{gathered} 118 \\ 14 \% \\ K \end{gathered}$ | $\begin{aligned} & 84 \\ & { }^{16} \% \\ & \text { OP } \end{aligned}$ | ${ }^{57}{ }_{9}{ }^{\text {\% }}$ | 45\% | $\underset{r}{128} \begin{gathered} 14 \% \\ \hline \end{gathered}$ | ${ }^{55} 9$ | $\stackrel{43}{19 \%}$ | 147 ${ }_{13}$ |
| 2-3 months | $\begin{gathered} 250 \\ 16 \% \end{gathered}$ | $\begin{gathered} 152 \\ \substack{19 \% \\ C} \end{gathered}$ | ${ }^{98} 13$ | $\begin{gathered} 129 \\ { }_{2}^{24 \%} \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 67 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | ${ }^{20} 9$ | $\begin{gathered} 114 \\ 20 \% \end{gathered}$ | $\begin{gathered} 109 \\ 16 \% \\ j \end{gathered}$ | ${ }^{27} 9$ | ${ }^{66}$ 16\% | 36\% | 139 | 72 $14 \%$ | 99\% | 79 $18 \%$ | ${ }^{158} 17 \%$ | 89 $15 \%$ | $\underset{\substack{57 \\ t}}{\text { 25\% }}$ | 202 |
| 4-6 months | 249 ${ }_{16}$ | $\begin{gathered} 151 \\ 18 \% \\ \text { Co } \end{gathered}$ | ${ }_{13}{ }^{13}$ | 84\% | 79 $18 \%$ | 56\% | 30 $13 \%$ | 101 $18 \%$ | 102 | 46\% | 67 16 | ${ }_{17}^{46}$ | 128 $16 \%$ | 82\% | 84 $14 \%$ | 19\% | $\stackrel{142}{15 \%}$ | 103 | 34\% | $\xrightarrow{179} 16$ |
| 7-11 months | $\stackrel{201}{\stackrel{13}{2} \%}$ | $\begin{aligned} & 86 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 116 \\ 15 \% \\ \hline \end{gathered}$ | 70 $13 \%$ | $\begin{aligned} & 53 \\ & 12 \% \end{aligned}$ | ${ }_{13}^{45}$ | 34 $14 \%$ | ${ }^{65} 11 \%$ | 96 $14 \%$ | 414\% | 57 | 38 $14 \%$ | ${ }_{12}{ }^{2} \%$ | 459\% | $\begin{aligned} & 96 \\ & { }^{16} \% \\ & { }^{2} \% \end{aligned}$ | $\begin{gathered} 61 \\ \begin{array}{l} \text { 13\% } \\ \mathrm{n} \end{array} \end{gathered}$ | ${ }_{124}^{124}$ | 74 $13 \%$ | 25 $11 \%$ | 145 |
| A year or longer | ${ }^{373} \times 2$ | ${ }_{18 \%}^{147}$ | $\begin{gathered} \text { 2260 } \\ { }_{B}^{20 \%} \end{gathered}$ | 85\% | $\begin{gathered} 104 \\ 24 \% \\ D \end{gathered}$ | $\begin{gathered} 100 \\ 28 \% \\ D \end{gathered}$ | $\begin{aligned} & 84 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | 89\% | $\begin{gathered} 187 \\ 27 \% \\ H \end{gathered}$ | $\begin{aligned} & 97 \\ & 32 \% \\ & \mathrm{H} \end{aligned}$ | 98\% | 79\% | $\stackrel{177}{22 \%}$ | 135 | $\stackrel{143}{24 \%}$ | ${ }^{95} \%$ | 224\% | 1388\% | 36 ${ }_{15}$ | $\underset{\substack{230 \\ \text { S }}}{ }$ |
| Never again | 163 | ${ }^{64} \%$ | $\begin{gathered} 99 \\ 139 \\ 13 \% \end{gathered}$ | ${ }^{16}$ 3\% | 17\% | $\begin{aligned} & 73 \\ & { }^{71 \%} \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% \\ & \text { DE } \end{aligned}$ | 34\% | $\begin{aligned} & 93 \\ & { }^{13} \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 35 \\ & { }^{12} \% \\ & \mathrm{H}^{2} \end{aligned}$ | 10\% | 33 $12 \%$ | ${ }^{72} 9$ | 42\% | 77 $13 \%$ n | 43 $10 \%$ | 77\% | $\begin{aligned} & 79 \\ & 139 \% \\ & { }^{7} \end{aligned}$ | * | $\begin{gathered} 86 \\ { }_{8}^{6} \% \end{gathered}$ |
| 1 Day To 3 Months (Net) | $\begin{aligned} & 435 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 275 \\ { }_{3}^{2} \% \\ C \end{gathered}$ | $\begin{gathered} 160 \\ 21 \% \end{gathered}$ | $\begin{gathered} 211 \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & \text { 131 } \\ & \text { 3G } \end{aligned}$ | $\begin{aligned} & 64 \\ & 18 \% \end{aligned}$ | 29 ${ }_{12 \%}$ | $\begin{gathered} 204 \\ 36 \% \\ 1.5 \end{gathered}$ | $\begin{gathered} 179 \\ \\ \hline \end{gathered}$ | 52\% | ${ }_{24 \%}^{102}$ | 612\% | $\begin{gathered} 256 \\ 32 \% \\ \text { KL } \end{gathered}$ | ${ }^{155} 30$ | ${ }^{156} 26$ | 124\% | $\underset{r}{285} \underset{r}{285}$ | 144 25 | $\begin{aligned} & 100 \\ & 4 \frac{3}{T} \% \end{aligned}$ | 349 |
| Sigma | $\begin{gathered} 1573 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 821 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 752 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 544 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 440 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 350 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 570 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 702 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 301 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 418 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 813 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 517 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 604 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 452 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 943 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 588 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1094 \\ 100 \% \end{gathered}$ |

[^16]
## Base: Applicable Response

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{Leisure
Travelers} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
T 0,{ }^{2} 1 \\
(5 / 20 \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 1720 \& 695 \& 1025 \& 760 \& 485 \& 278 \& 197 \& 626 \& 715 \& 379 \& 873 \& 260 \& 499 \& 517 \& 620 \& 583 \& 928 \& 742 \& 184 \& 1030 <br>
\hline Weighted Base \& 1749 \& 848 \& 901 \& 577 \& 474 \& 406 \& 292 \& 622 \& 788 \& 339 \& 475 \& 306 \& 876 \& 539 \& 672 \& 537 \& 1025 \& 681 \& 240 \& 1169 <br>
\hline Up To 6 Months (Net) \& $$
\begin{gathered}
1003 \\
57 \%
\end{gathered}
$$ \& $$
\begin{gathered}
547 \\
64 \% \\
\mathrm{C}
\end{gathered}
$$ \& $$
\begin{gathered}
456 \\
51 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 410 \\
& 71 \% \\
& \text { FG }^{2}
\end{aligned}
$$ \& $$
\begin{aligned}
& 312 \\
& 66 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{gathered}
169 \\
42 \%
\end{gathered}
$$ \& $$
\begin{gathered}
112 \\
38 \%
\end{gathered}
$$ \& $$
\begin{gathered}
423 \\
68 \% \\
1.5
\end{gathered}
$$ \& $$
\begin{aligned}
& 405 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 174 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{gathered}
283 \\
60 \% \\
\mathrm{~L}
\end{gathered}
$$ \& $$
\begin{gathered}
154 \\
50 \%
\end{gathered}
$$ \& $$
\begin{gathered}
534 \\
61 \% \\
\mathrm{~L}
\end{gathered}
$$ \& $$
\begin{gathered}
348 \\
64 \% \\
08
\end{gathered}
$$ \& $$
{ }_{53}{ }_{535}
$$ \& $$
\begin{gathered}
300 \\
56 \%
\end{gathered}
$$ \& $$
\stackrel{591}{58 \%}
$$ \& $$
390
$$ \& $$
\begin{gathered}
178 \\
74 \% \\
T
\end{gathered}
$$ \& $$
\begin{gathered}
706 \\
60 \%
\end{gathered}
$$ <br>
\hline Up To 3 Months (Sub-Net) \& ${ }^{688}{ }_{3}{ }^{\text {\% }}$ \& $$
\begin{gathered}
402 \\
47 \% \\
\mathrm{C}
\end{gathered}
$$ \& 287 ${ }_{3}$ \& $$
\begin{aligned}
& 296 \\
& 51 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{gathered}
223 \\
47 \% \\
\mathrm{FG}
\end{gathered}
$$ \& 101 25 \& ${ }^{68}{ }^{2} \%$ \& $$
\begin{aligned}
& 320 \\
& 51 \% \\
& 1.5
\end{aligned}
$$ \& 259\% \& 110 $32 \%$ \& $$
\underset{4}{206}
$$ \& 100 \& 360
$41 \%$
1 \& $$
\begin{gathered}
250 \\
\text { 46\% } \\
\text { Op }
\end{gathered}
$$ \& 232 35 \& 206\% \& 414 \& 259\% \& 140

59 \& 491 <br>

\hline $$
\begin{aligned}
& \text { Immediately/1-30 Days } \\
& \text { (Sub-Sub-Net) }
\end{aligned}
$$ \& 3919 \& \[

\underset{\mathrm{C}}{244}

\] \& ${ }_{147}^{16 \%}$ \& \[

$$
\begin{aligned}
& 170 \\
& { }^{29 \%} \\
& \mathrm{FG}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 133 \\
& 28 \% \\
& \mathrm{FG}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 69 \\
& \begin{array}{l}
17 \% \\
G
\end{array}
\end{aligned}
$$

\] \& 19\% \& \[

$$
\begin{gathered}
194 \\
\text { 31\% } \\
\text { IJ }
\end{gathered}
$$

\] \& 137 $17 \%$ \& 180 \& \[

\stackrel{118}{\stackrel{1}{2} \%}

\] \& ${ }_{19}{ }^{2} \%$ \& \[

\underset{\mathrm{L}}{212}

\] \& \[

$$
\begin{gathered}
154 \\
29 \% \\
\text { OP }
\end{gathered}
$$
\] \& $\xrightarrow{129} 19$ \& ${ }^{108}$ \& ${ }_{\text {25 }}^{251}$ \& $\xrightarrow{130} 19 \%$ \& 86

36\% \& 281\% <br>

\hline Immediately \& $$
\begin{gathered}
171 \\
10 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
106 \\
\substack{136 \\
C}
\end{gathered}
$$

\] \& 65\% \& \[

$$
\begin{aligned}
& 78 \\
& 18 \\
& { }^{13} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 61 \\
& 13 \% \\
& F G
\end{aligned}
$$

\] \& \[

{ }^{23}{ }_{6 \%}

\] \& ${ }^{10} 3 \%$ \& \[

$$
\begin{aligned}
& 75 \\
& 12 \% \\
& i 2 \\
& \hline
\end{aligned}
$$

\] \& \[

{ }_{8 \%}^{64}
\] \& 33

$10 \%$ \& \[
$$
\begin{aligned}
& 60 \\
& 13 \% \\
& 1 \mathrm{~m}
\end{aligned}
$$

\] \& ${ }^{23} 8$ \& ${ }^{80} 9$ \& \[

$$
\begin{gathered}
65 \\
12 \% \\
0
\end{gathered}
$$
\] \& ${ }^{52}$ \& 54

$10 \%$ \& 100\% \& ${ }^{63} 9$ \& 37
$16 \%$ \& 110\% <br>

\hline 1-30 days \& $$
\begin{gathered}
220 \\
13 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
138 \\
\substack{66 \%}
\end{gathered}
$$

\] \& ${ }^{82}$ 9\% \& \[

$$
\begin{aligned}
& 92 \\
& 16 \% \\
& \text { G }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 72 \\
& 15 \% \\
& \text { G }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 47 \\
& { }^{12 \%} \%
\end{aligned}
$$

\] \& ${ }_{3 \%}$ \& \[

$$
\begin{gathered}
119 \\
\substack{19 \% \\
15}
\end{gathered}
$$

\] \& ${ }^{73} 9$ \& ${ }^{28} 8$ \& 57 ${ }^{12 \%}$ \& ${ }^{26} 8$ \& \[

$$
\begin{gathered}
132 \\
\substack{15 \% \\
\mathrm{~L}}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 90 \\
& 17 \% \\
& \text { op }
\end{aligned}
$$
\] \& 77

$11 \%$ \& 54

$10 \%$ \& $$
\begin{gathered}
151 \\
\substack{15 \% \\
\mathrm{R}}
\end{gathered}
$$ \& 67

$10 \%$ \& 20\% \& $\xrightarrow{171} 15$ <br>

\hline 2-3 months \& 297\% \& $\stackrel{157}{19 \%}$ \& ${ }^{140} 16$ \& \[
\underset{\underset{F}{126}}{\substack{126 <br> \hline}}

\] \& \[

$$
\begin{aligned}
& 89 \\
& { }^{19} \% \\
& { }^{2}
\end{aligned}
$$

\] \& 32\% \& \[

$$
\begin{gathered}
49 \\
\frac{47}{17 \%} \\
F
\end{gathered}
$$
\] \& ${ }^{126} 20$ \& ${ }_{1}^{122} 15$ \& 19\% \& 19\% \& 51\% \& ${ }^{148} 17 \%$ \& ${ }^{96}$ \% \& 103 \& ${ }^{98} 8$ \& ${ }^{163} 16 \%$ \& 129

$19 \%$ \& 54\% \& 209 180 <br>

\hline 4-6 months \& $$
\begin{gathered}
314 \\
18 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
145 \\
17 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
169 \\
19 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 114 \\
& 20 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 89 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 68 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 44 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
103 \\
17 \%
\end{gathered}
$$

\] \& \[

\underset{19 \%}{146}

\] \& 19\% \& \[

$$
\begin{aligned}
& 77 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 54 \\
& 18 \% \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
174 \\
20 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 98 \\
& 18 \%
\end{aligned}
$$

\] \& 123 \& \[

$$
\begin{aligned}
& 94 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
177 \\
17 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
130 \\
19 \%
\end{gathered}
$$
\] \& 37 $16 \%$ \& ${ }^{215} 18$ <br>

\hline 7-11 months \& 211 $12 \%$ \& 100

$12 \%$ \& 111 $12 \%$ \& \[
$$
\begin{aligned}
& 78 \\
& 13 \% \\
& \text { fion }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 58 \\
& 12 \%
\end{aligned}
$$
\] \& $34 \%$ \& 40\% \& 85

$14 \%$ \& 93\% \& 33\% \& $$
{ }_{10 \%}
$$ \& 33

$11 \%$ \& 120 14 \& ${ }_{98}{ }^{\%}$ \& ${ }^{85}{ }^{3} \%$ \& 77
$14 \%$

$n$ \& $$
\underset{\substack{140 \\ 14 \%}}{\substack{40}}
$$ \& ${ }_{9}^{64}$ \& 29 ${ }^{29}$ \& ${ }_{1}^{152}$ <br>

\hline A year or longer \& 4214\% \& 1568 \& $$
\stackrel{265}{\stackrel{29}{B} \%}
$$ \& 77

$13 \%$ \& \[
$$
\begin{aligned}
& 89 \\
& \text { 199\% } \\
& \text { d }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 145 \\
& 36 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 110 \\
& 38 \% \\
& \text { DE }
\end{aligned}
$$

\] \& 92\% \& \[

$$
\begin{gathered}
224 \\
{ }_{2}^{28 \%} \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
104 \\
\underset{31 \%}{\mathrm{H}}
\end{gathered}
$$
\] \& 107 22 \& 879\% \& ${ }^{192}$ \& 103

$19 \%$ \& $$
\begin{gathered}
188 \\
\underset{N}{28} \%
\end{gathered}
$$ \& 131

$24 \%$ \& $\stackrel{244}{24 \%}$ \& 170 \& 29 ${ }_{12 \%}$ \& $$
\underset{\substack{256 \\ \hline}}{256}
$$ <br>

\hline Never again \& 114\% \& 46\% \& ${ }_{89} 8$ \& ${ }^{13} 2$ \& ${ }^{14} 3$ \& \[
$$
\begin{gathered}
58 \\
14 \% \\
D_{E}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
29 \\
10 \% \\
\text { DE }
\end{gathered}
$$

\] \& 21 3\% \& \[

$$
\begin{aligned}
& \text { 68\% } \\
& \mathbf{H}^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
27 \\
{ }_{\mathbf{H}}^{2} \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 37 \% \\
& { }_{8}^{3} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 10 \% \\
& \text { M }
\end{aligned}
$$

\] \& ${ }_{31}{ }^{3}$ \& 40\% \& 44\% \& ${ }^{30} 6$ \& 50 \& \[

$$
\begin{gathered}
57 \\
{ }_{8} \%
\end{gathered}
$$
\] \& $\stackrel{4}{2 \%}$ \& $\stackrel{54}{5 \%}$ <br>

\hline 1 Day To 3 Months (Net) \& $$
{ }_{30 \%}^{517}
$$ \& \[

$$
\begin{gathered}
295 \\
{ }_{C}^{55} \% \\
\hline
\end{gathered}
$$

\] \& 222\% \& \[

$$
\begin{gathered}
219 \\
38 \% \\
\text { FG }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 162 \\
& 34 \% \\
& \text { FG }
\end{aligned}
$$

\] \& 79\% \& 59\% \& \[

\stackrel{245}{3 . J}

\] \& ${ }^{195}$ \& 77 ${ }^{73 \%}$ \& ${ }^{146}$ 31\% \& 77\% \& 280 $32 \%$ \& \[

$$
\begin{gathered}
185 \\
34 \% \\
0
\end{gathered}
$$

\] \& 179 $27 \%$ \& ${ }^{153} 28 \%$ \& ${ }_{314}^{314}$ \& 196\% \& \[

$$
\begin{gathered}
103 \\
4 \frac{3}{T} \%
\end{gathered}
$$
\] \& 381 $33 \%$ <br>

\hline Sigma \& 1749

$100 \%$ \& $$
\begin{aligned}
& 848 \\
& 100 \%
\end{aligned}
$$ \& 901

$100 \%$ \& \[
$$
\begin{aligned}
& 577 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 474 \\
& 100 \%
\end{aligned}
$$

\] \& 406\% \& \[

$$
\begin{aligned}
& 2922 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 622 \\
& 100 \%
\end{aligned}
$$

\] \& ${ }_{10}^{788}$ \& ${ }_{100 \%}$ \& \[

$$
\begin{aligned}
& 475 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 306 \\
& 100 \%
\end{aligned}
$$

\] \& 876\% \& \[

$$
\begin{aligned}
& 539 \\
& 100 \%
\end{aligned}
$$

\] \& 672 100 \& \[

$$
\begin{aligned}
& 537 \\
& 100 \%
\end{aligned}
$$
\] \& 1025

$100 \%$ \& \[
$$
\begin{aligned}
& 681 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 240 \\
& 100 \%
\end{aligned}
$$
\] \& 1169

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - HI/J- K/LIM - N/O/P - Q/R - S/T
Overlap formulae used.

Base: Applicable Response

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 1701 | 681 | 1020 | 731 | 494 | 271 | 205 | 604 | 708 | 389 | 856 | 264 | 493 | 543 | 605 | 553 | 915 | 737 | 185 | 1022 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 1739 | 845 | 894 | 560 | 473 | 407 | 300 | 598 | 791 | 351 | 477 | 312 | 861 | 576 | 654 | 510 | 1025 | 673 | 236 | 1162 |
| Up To 6 Months (Net) | $993$ | $\begin{gathered} 553 \\ 65 \% \\ C \end{gathered}$ | ${ }^{439} 9$ | $\begin{gathered} 408 \\ 7_{3} \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 295 \\ & 62 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 174 \\ 43 \% \end{gathered}$ | $\begin{gathered} 117 \\ 39 \% \end{gathered}$ | $\begin{gathered} 418 \\ \substack{70 \% \\ \text { IJ }} \end{gathered}$ | ${ }^{388}$ | 187 53 | $\begin{gathered} 271 \\ 57 \% \end{gathered}$ | $\begin{gathered} 173 \\ 55 \% \end{gathered}$ | $\begin{gathered} 503 \\ 58 \% \end{gathered}$ | $\begin{gathered} 361 \\ 63 \% \\ 0 \% \end{gathered}$ | 339 5 | $\stackrel{293}{57 \%}$ | $\stackrel{602}{59 \%}$ | 369 55 | $\begin{aligned} & 178 \\ & { }_{7}^{55} \% \end{aligned}$ | ${ }_{607}^{69 \%}$ |
| Up To 3 Months (Sub-Net) | $\begin{gathered} 659 \\ 38 \% \end{gathered}$ | $\begin{gathered} 385 \\ 46 \% \\ C \end{gathered}$ | $\stackrel{274}{31 \%}$ | $\begin{gathered} 293 \\ 52 \% \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 201 \\ & 42 \% \\ & F G \end{aligned}$ | ${ }_{25 \%}^{103}$ | $\begin{aligned} & 62 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 284 \\ 47 \% \\ 1 J \end{gathered}$ | $\begin{gathered} 249 \\ 31 \% \end{gathered}$ | 127 ${ }_{36}$ | $\begin{gathered} 202 \\ 42 \% \end{gathered}$ | ${ }_{34 \%}^{107}$ | $\begin{gathered} 320 \\ 37 \% \end{gathered}$ | $\begin{gathered} 243 \\ 42 \% \\ \hline 0 \end{gathered}$ | $\begin{gathered} 217 \\ 33 \% \end{gathered}$ | $\begin{gathered} 199 \\ 39 \% \end{gathered}$ | ${ }_{396}^{396}$ | 242 | $\begin{aligned} & 120 \\ & 5 \\ & 51 \% \end{aligned}$ | $468{ }^{40 \%}$ |
| Immediately/1-30 Days (Sub-Sub-Net) | ${ }^{345} 20 \%$ | $\begin{gathered} 199 \\ 24 \% \\ C \end{gathered}$ | ${ }_{16 \%}^{146}$ | $\begin{aligned} & 156 \\ & 28 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 111 \\ & { }_{23} \% \\ & \mathrm{FG} \end{aligned}$ | ${ }_{12}^{48}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 162 \\ 27 \% \\ 1 J \end{gathered}$ | $\stackrel{122}{15 \%}$ | 182\% | $\begin{gathered} 116 \\ 24 \% \\ \mathrm{Lm} \end{gathered}$ | $\begin{aligned} & 49 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 164 \\ 19 \% \end{gathered}$ | $\begin{gathered} 128 \\ 22 \% \\ 0 \end{gathered}$ | 107 $16 \%$ | $\begin{gathered} 111 \\ 22 \% \\ 0 \end{gathered}$ | 211\% | $\begin{gathered} 123 \\ 18 \% \end{gathered}$ | 63\% | ${ }^{248}$ |
| Immediately | ${ }^{150}{ }_{9 \%}$ | $\begin{gathered} 89 \\ \begin{array}{c} 11 \% \\ c \end{array} \end{gathered}$ | ${ }^{61} \%$ | $\begin{aligned} & 75 \\ & { }^{733} \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 48 \\ & \begin{array}{l} 10 \% \\ \text { fG } \end{array} \end{aligned}$ | 20\% | ${ }_{2 \%}^{7}$ | $\begin{aligned} & 67 \\ & \text { 11\% } \\ & \hline \end{aligned}$ | 51 6 | ${ }^{32} 9$ | 52 $11 \%$ | 24\% | ${ }_{88}{ }^{\circ}$ | 57 $10 \%$ | 47\% | 46 | ${ }^{9} 9$ | 50\% | $\begin{aligned} & 30 \\ & 13 \% \\ & t \end{aligned}$ | $99 \%$ |
| 1-30 days | $\begin{gathered} 195 \\ 11 \% \end{gathered}$ | $\begin{gathered} 110 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & \text { 10\% } \end{aligned}$ | $\begin{aligned} & 82 \\ & 15 \% \\ & F G \end{aligned}$ | $\begin{aligned} & \text { 63 } \\ & 13 \\ & 13 \% \end{aligned}$ | $\text { 27 } 7$ | ${ }^{23} 8 \%$ | $\begin{aligned} & 95 \\ & 96 \% \\ & 16 \% \end{aligned}$ | ${ }_{71}^{9 \%}$ | ${ }^{29} 8$ | $\begin{aligned} & 64 \\ & 13 \% \\ & 1 \end{aligned}$ | ${ }^{26} 8$ | $\begin{aligned} & 96 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 12 \% \end{aligned}$ | 599\% | $\begin{aligned} & 65 \\ & 13 \% \\ & \hline \end{aligned}$ | 120 | $\begin{aligned} & 73 \\ & 11 \% \end{aligned}$ | 33 $14 \%$ | ${ }_{13 \%}^{149}$ |
| 2-3 months | $\begin{gathered} 314 \\ 18 \% \end{gathered}$ | $\begin{gathered} 186 \\ \underset{C}{22 \%} \end{gathered}$ | $\stackrel{128}{14 \%}$ | $\begin{gathered} 136 \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 99 \\ & { }^{9} 9 \% \\ & \hline \end{aligned}$ | 56\% | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | ${ }_{20 \%}^{122}$ | $\stackrel{127}{16 \%}$ | ${ }^{65}$ | $\begin{aligned} & 86 \\ & \text { 18\% } \end{aligned}$ | 57 $18 \%$ | $\begin{gathered} 156 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 20 \% \end{aligned}$ | 1117\% | ${ }^{88}{ }^{17} \%$ | 185 | 119 $18 \%$ | 57 $24 \%$ t | 220 19 |
| 4-6 months | $\begin{gathered} 333 \\ 19 \% \end{gathered}$ | $\begin{gathered} 169 \\ 20 \% \end{gathered}$ | ${ }_{185}^{16 \%}$ | ${ }^{115}$ | 24\% | 70\% | 54\% | ${ }^{135} 22 \%$ | 139 189 | 17\% | 14\% | $\begin{gathered} \text { 21\% } \\ \text { k } \end{gathered}$ | $\begin{gathered} 184 \\ 21 \% \\ K \end{gathered}$ | 118 $21 \%$ | 121 $19 \%$ | 94 $18 \%$ | ${ }^{205}$ | $\stackrel{127}{19 \%}$ | 57 $24 \%$ | 229 $20 \%$ |
| 7-11 months | $\begin{gathered} 239 \\ 14 \% \end{gathered}$ | $\begin{gathered} 101 \\ 12 \% \end{gathered}$ | $\begin{gathered} 138 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 115 \\ 14 \% \end{gathered}$ | 11\% | $\begin{aligned} & 70 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 126 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 111 \\ \stackrel{17 \%}{N} \end{gathered}$ | $\begin{aligned} & 70 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 143 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 13 \% \end{aligned}$ | 29 $12 \%$ | $\stackrel{177}{15 \%}$ |
| A year or longer | ${ }^{369}$ 21\% | $\begin{gathered} 127 \\ 15 \% \end{gathered}$ | $\begin{gathered} 242 \\ \hline \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 62 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 31 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 109 \\ & 36 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 71 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 203 \\ \underset{H}{26 \%} \end{gathered}$ | $\stackrel{96}{27 \%} \underset{H}{96}$ | ${ }_{21}^{102}$ | 73 $24 \%$ | $\begin{aligned} & 174 \\ & 20 \% \end{aligned}$ | 111 $19 \%$ | 140 | ${ }_{23}^{118}$ | ${ }_{225}^{22 \%}$ | 139 ${ }^{1}$ | ${ }^{22} 9$ | $\begin{gathered} 210 \\ 18 \% \\ \hline \mathrm{~S} \end{gathered}$ |
| Never again | ${ }^{138} 8$ | ${ }^{64} \%$ | 75\% | ${ }^{18} 3$ | $\begin{aligned} & 29 \\ & { }_{\mathrm{d}}^{6} \% \end{aligned}$ | $\begin{aligned} & 59 \\ & { }^{514 \%} \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \\ & \text { 11\% } \end{aligned}$ | 23\% | $\begin{aligned} & 85 \\ & { }^{115} \% \\ & H \end{aligned}$ | $\begin{aligned} & 30 \\ & { }^{8} \% \end{aligned}$ | 34\% | 30\% | 58\% | 46\% | $\begin{gathered} 64 \\ \text { 640 } \\ \text { p } \end{gathered}$ | ${ }^{28} 6$ | 56\% | $\begin{aligned} & \begin{array}{l} 75 \\ 11 \% \\ \text { Q } \end{array} \end{aligned}$ | ${ }_{3 \%}^{7}$ | 78 7 s |
| 1 Day To 3 Months (Net) | ${ }_{209}^{509}$ | $\begin{gathered} 296 \\ { }_{5}^{35} \% \end{gathered}$ | $\underset{24 \%}{213}$ | $\begin{aligned} & 218 \\ & \text { eFG } \end{aligned}$ | $\begin{aligned} & 153 \\ & 32 \% \\ & \text { FG } \end{aligned}$ | 83\% | 55\% | $\begin{gathered} 217 \\ 36 \% \\ 15 \end{gathered}$ | ${ }^{197}$ | 95\% | $\begin{gathered} 150 \\ 31 \% \end{gathered}$ | 83 27 | 252 ${ }^{29 \%}$ | $\begin{gathered} 186 \\ 32 \% \\ 0 \end{gathered}$ | 170 | $\begin{gathered} 153 \\ 30 \% \end{gathered}$ | $3{ }^{305}$ | 192 ${ }^{29}$ | $\underset{\mathrm{t}}{91}$ | ${ }_{368}{ }_{3}$ |
| Sigma | $\begin{gathered} 1739 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 845 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 894 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 560 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 473 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 300 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 598 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 791 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 351 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 312 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 861 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 576 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 654 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 510 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1025 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 673 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1162 \\ 100 \% \end{gathered}$ |

[^17]
## Base: Applicable Response

Take public transportation (e.g., subway, busses, trains)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1477 | 641 | 836 | 678 | 425 | 222 | 152 | 579 | 611 | 287 | 746 | 211 | 449 | 426 | 569 | 482 | 799 | 636 | 179 | 943 |
| Weighted Base | 1502 | 791 | 711 | 517 | 419 | 330 | 235* | 575 | 661 | 266 | 413 | 249 | 769 | 458 | 607 | 437 | 905 | 563 | 229 | 1063 |
| Up To 6 Months (Net) | $\begin{gathered} 815 \\ 54 \% \end{gathered}$ | $\begin{gathered} 511 \\ \begin{array}{c} 65 \% \\ C \end{array} \end{gathered}$ | $\begin{gathered} 304 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 352 \\ & 68 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 280 \\ & \begin{array}{c} 60 \% \\ F G \end{array} \end{aligned}$ | $\begin{gathered} 122 \\ 37 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 61 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 409 \\ \substack{11 \% \\ I J} \end{gathered}$ | 293\% | 113 $42 \%$ | $\begin{gathered} 225 \\ 54 \% \\ 1 \end{gathered}$ | 113 $45 \%$ | $\begin{gathered} 441 \\ 5 \mathrm{~L} \% \end{gathered}$ | 262 57 | 331 $54 \%$ | $\stackrel{222}{51 \%}$ | $\underset{\mathrm{R}}{532} \underset{\substack{59 \\ \hline}}{ }$ | $\begin{gathered} 266 \\ 47 \% \end{gathered}$ | $\begin{gathered} 184 \\ 80 \% \\ \mathrm{~T} \end{gathered}$ | 636 $60 \%$ |
| Up To 3 Months (Sub-Net) | 563 37 | $\begin{gathered} 365 \\ 46 \% \\ C \end{gathered}$ | ${ }^{198}{ }_{2}{ }^{\text {\% }}$ | $\begin{gathered} 250 \\ { }_{4} 8 \% \end{gathered}$ | $\begin{gathered} 203 \\ 48 \% \\ \mathrm{FG} \end{gathered}$ | 74 $22 \%$ | 36 $15 \%$ | $\begin{gathered} 291 \\ \stackrel{51 \%}{1 . J} \end{gathered}$ | 197\% | 75 | $\begin{gathered} 170 \\ 41 \% \\ \mathrm{~L} \end{gathered}$ | 76 $31 \%$ | 291\% | 179 $39 \%$ | 213 ${ }^{35}$ | 171 $39 \%$ | 369 $41 \%$ R | ${ }^{179} 3$ | 132 58 T | $431 \%$ |
| $\underset{\text { (Sub-Sub-Net) }}{\text { Immediately/1-30 Days }}$ | ${ }^{339} 2$ | $\underset{\mathrm{C}}{230}$ | $\begin{gathered} 110 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 28 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 123 \\ & { }_{29} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | 19 8 \% | $\begin{gathered} 178 \\ 31 \% \\ \text { 31. } \end{gathered}$ | $\begin{gathered} 117 \\ 18 \% \end{gathered}$ | 45\% | 105 | 53 | 163 | 109 $24 \%$ | $\stackrel{122}{20 \%}$ | $\begin{gathered} 109 \\ 25 \% \end{gathered}$ | 217 $24 \%$ | $\begin{gathered} 111 \\ 20 \% \end{gathered}$ | ${ }^{75}{ }^{3} \mathbf{T}$ | ${ }_{2}^{247}$ |
| Immediately | $\begin{gathered} 152 \\ 10 \% \end{gathered}$ | $\begin{gathered} 101 \\ \substack{13 \% \\ C} \end{gathered}$ | 51\% | $\begin{aligned} & 53 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & { }_{14}^{14 \%} \\ & \hline \end{aligned}$ | ${ }^{28} \%$ | 11 5 | 74 13 1 | $52 \%$ | 25 | $\begin{aligned} & { }^{66} \\ & { }^{166} \% \end{aligned}$ | ${ }^{22} 9$ | ${ }_{80}{ }^{6}$ | ${ }_{10}{ }^{\circ}$ | ${ }^{48}$ | $\begin{gathered} 56 \\ 13 \% \\ 0 \end{gathered}$ | $\stackrel{101 \%}{11 \%}$ | 43\% | 24 $10 \%$ | ${ }_{9}^{9 \%}$ |
| 1-30 days | 187 ${ }_{12 \%}$ | $\begin{gathered} 128 \\ { }_{16}{ }_{C}^{2} \end{gathered}$ | 59\% | $\begin{gathered} 93 \\ 18 \% \\ F G \end{gathered}$ | $\begin{gathered} 65 \\ 15 \% \\ F G \end{gathered}$ | 22\% | ${ }_{3}^{8} \%$ | $\begin{gathered} 104 \\ 18 \% \\ 1.5 \end{gathered}$ | 64\% | 19\% | ${ }^{39} 9$ | 31 $12 \%$ | 103 $13 \%$ | 61 $13 \%$ | ${ }^{74} 12 \%$ | 53\% | ${ }_{13}^{116}$ | ${ }_{12 \%}^{68}$ | 22 ${ }_{\text {23\% }}$ | 153 $14 \%$ |
| 2-3 months | $\begin{gathered} 224 \\ 15 \% \end{gathered}$ | $\begin{gathered} 136 \\ 17 \% \\ c \end{gathered}$ | $\begin{aligned} & 88 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 20 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 79 \\ & 199 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | ${ }^{23} 7 \%$ | 17\% | $\begin{gathered} 113 \\ 20 \% \\ 1,5 \end{gathered}$ | $\begin{aligned} & 80 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 16 \% \\ & 1 \end{aligned}$ | ${ }^{23} 9$ | $\underset{\substack{128 \\ L}}{\substack{18}}$ | $\begin{aligned} & 70 \\ & 15 \% \\ & \end{aligned}$ | $\begin{aligned} & 92 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 153 \\ 17 \% \\ r \end{gathered}$ | $\begin{aligned} & 68 \\ & 12 \% \end{aligned}$ | 57 25\% | 185 ${ }_{1}$ |
| 4-6 months | $\stackrel{252}{17 \%}$ | ${ }_{18 \%}^{146}$ | $\stackrel{106}{15 \%}$ | $\begin{gathered} 102 \\ \underset{G}{20 \%} \end{gathered}$ | $\begin{gathered} 77 \\ 18 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 48 \\ & \\ & \hline \end{aligned}$ | 25 $10 \%$ | $\stackrel{118}{\substack{18 \\ i}}$ | $\begin{aligned} & 96 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 150 \\ 20 \% \\ K \end{gathered}$ | $\begin{aligned} & 84 \\ & \begin{array}{l} 88 \% \\ \text { p } \end{array} \end{aligned}$ | $\begin{gathered} 117 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 15 \% \end{aligned}$ | 52\% | $\stackrel{205}{19 \%}$ |
| 7-11 months | ${ }_{11 \%}^{167}$ | ${ }_{8}^{64}$ | $\begin{gathered} 103 \\ 15 \% \\ B \end{gathered}$ | 12\% | ${ }_{11}^{46}$ | 37 $11 \%$ | 23 $10 \%$ | 57 10 | ${ }_{13 \%}^{86}$ | ${ }_{9}^{24}$ | ${ }_{11 \%}^{46}$ | 33 $13 \%$ | 11\% | ${ }_{11}^{49}$ | 70\% | ${ }_{11 \%}$ | ${ }_{11 \%}^{96}$ | 67 $12 \%$ | 29 ${ }_{13}$ | 131 $12 \%$ |
| A year or longer | 320 $21 \%$ | $\stackrel{129}{16 \%}$ | $\begin{gathered} 190 \\ 27 \% \\ B \end{gathered}$ | 77 $15 \%$ | ${ }^{69} 16$ | $\begin{aligned} & 88 \\ & { }_{2}^{27 \%} \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 86 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | ${ }_{12 \%}{ }^{2}$ | $\begin{gathered} 187 \\ { }_{28}^{28 \%} \end{gathered}$ | $\begin{aligned} & 65 \\ & { }^{24} \% \\ & H \end{aligned}$ | 810\% | 66\% | 154 $20 \%$ | 818\% | 124 ${ }^{20 \%}$ | $\begin{gathered} 115 \\ \stackrel{1}{26 \%} \\ \mathrm{~N} \end{gathered}$ | 180\% | 134 | 10 ${ }^{4}$ \% | $\begin{gathered} 195 \\ \begin{array}{c} 18 \% \\ \mathrm{~S} \end{array} \end{gathered}$ |
| Never again | 200 ${ }_{13}$ | 87\% | $\begin{gathered} 113 \\ 16 \% \\ \mathrm{~b} \end{gathered}$ | ${ }^{28}{ }_{5}$ | 24\% | $\begin{aligned} & 83 \\ & 25 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 65 \\ & 28 \% \\ & \text { DE } \end{aligned}$ | 41\% | $\begin{aligned} & 95 \\ & { }^{144 \%} \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & \frac{64}{24 \%} \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 62 \\ & 15 \% \end{aligned}$ | 38\% | 89\% | 14\% | 82\% | ${ }^{52} 12 \%$ | 97\% | $\begin{aligned} & 96 \\ & 17 \% \% \\ & Q \end{aligned}$ | ${ }_{3}^{7}$ | $\begin{gathered} 101 \\ 10 \% \\ \mathrm{~S} \end{gathered}$ |
| 1 Day To 3 Months (Net) | 411 $27 \%$ | $\begin{gathered} 264 \\ 33 \% \\ C \end{gathered}$ | ${ }^{147}$ 21\% | $\begin{aligned} & 197 \\ & 38 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 144 \\ & 34 \% \\ & \text { FG } \end{aligned}$ | ${ }^{46} 14 \%$ | 25 $11 \%$ | $\stackrel{217}{1.5}$ | ${ }^{145}$ | ${ }_{19}{ }^{4} \%$ | 104\% | 24\% | $\begin{gathered} 231 \\ 30 \% \\ 1 \end{gathered}$ | 131 $29 \%$ | ${ }^{166}$ | ${ }^{115}$ | ${ }^{2688} 3$ | ${ }^{136} 24 \%$ | 109 <br> 47 | 3388 |
| Sigma | $\begin{aligned} & 1502 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 791 \\ & 100 \% \end{aligned}$ | 711 $100 \%$ | $\begin{aligned} & 517 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 419 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 330 \\ & 100 \% \end{aligned}$ | 235 $100 \%$ | 575 | 661\% | 2666 | 413 $100 \%$ | 249 $100 \%$ | 769 $100 \%$ | 458\% | $\begin{aligned} & 607 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 437 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 905 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 563 \\ & 100 \% \end{aligned}$ | 229 ${ }^{100 \%}$ | 1063 $100 \%$ |

[^18]
## Base: Applicable Response

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Wave } 13 \\ & \left(\frac{10}{}{ }^{5} / 201\right. \\ & 5 / 22) \end{aligned}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { Lesn } \\ \text { \$50k } \end{gathered}$ | $\$ 750 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1846 | 737 | 1109 | 763 | 522 | 306 | 255 | 643 | 774 | 429 | 958 | 271 | 516 | 582 | 643 | 621 | 980 | 813 | 188 | 1054 |
| Weighted Base | 1879 | 920 | 958 | 577 | 498 | 438 | 365 | 642 | 853 | 384 | 556 | 318 | 901 | 606 | 696 | 577 | 1086 | 746 | 243 | 1192 |
| Up To 6 Months (Net) | $992$ | $\underset{\mathrm{C}}{561 \%}$ | $\begin{array}{r} 431 \\ 45 \% \end{array}$ | $\begin{gathered} 391 \\ 68 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 310 \\ & 62 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 190 \\ { }_{4}^{43 \%} \end{gathered}$ | $\begin{gathered} 101 \\ 28 \% \end{gathered}$ | $\begin{gathered} 442 \\ \underset{1 J}{69} \end{gathered}$ | $\begin{gathered} 379 \\ 44 \% \end{gathered}$ | $\begin{gathered} 171 \\ 45 \% \end{gathered}$ | $\begin{gathered} 302 \\ 54 \% \\ 1 \end{gathered}$ | $\begin{gathered} 145 \\ 46 \% \end{gathered}$ | $\underset{5}{498 \%}$ | $\begin{gathered} 338 \\ 56 \% \end{gathered}$ | $\begin{gathered} 350 \\ 50 \% \end{gathered}$ | $\begin{gathered} 305 \\ 53 \% \end{gathered}$ | $595$ | $\begin{gathered} 368 \\ 49 \% \end{gathered}$ | $\begin{gathered} 179 \\ 7 \frac{73}{\mathrm{~T}} \% \end{gathered}$ | $\begin{gathered} 676 \\ 57 \% \end{gathered}$ |
| Up To 3 Months (Sub-Net) | $\begin{gathered} 746 \\ 40 \% \end{gathered}$ | $\begin{gathered} 448 \\ { }_{C}^{49 \%} \end{gathered}$ | ${ }^{298}{ }^{31 \%}$ | $\begin{gathered} 304 \\ 53 \% \\ \text { eFG } \end{gathered}$ | $\begin{gathered} 229 \\ 46 \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 143 \\ { }_{\mathrm{G}}^{\mathrm{G}} \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 70 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 340 \\ & 53 \% \\ & \text { IJ } \end{aligned}$ | 275 $32 \%$ | 131 34 | $\begin{gathered} 239 \\ 43 \% \\ L \end{gathered}$ | 101 $32 \%$ | $\begin{gathered} 369 \\ { }_{L} \\ \hline 1 \% \end{gathered}$ | 250 $41 \%$ | 262 38 | ${ }^{234} 4$ | $\begin{gathered} 465 \\ 43 \% \\ \mathrm{R} \end{gathered}$ | 259 ${ }^{35 \%}$ | $\begin{gathered} 142 \\ 58 \% \\ \mathrm{~T} \end{gathered}$ | 504 |
| $\begin{aligned} & \text { Immediately/1-30 Days } \\ & \text { (Sub-Sub-Net) } \end{aligned}$ | ${ }^{446}$ | $\begin{gathered} 273 \\ 30 \% \\ C \end{gathered}$ | 174 $18 \%$ | $\begin{aligned} & 183 \\ & 32 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 137 \\ 28 \% \\ \text { fG } \end{gathered}$ | $\begin{aligned} & 87 \\ & \text { 20\% } \end{aligned}$ | 39 $11 \%$ | $\begin{gathered} 216 \\ 34 \% \\ 1.5 \end{gathered}$ | 153 $18 \%$ | 77 $20 \%$ | $\stackrel{156}{28 \%}$ | 18\% | 211 23 | 157 $\substack{26 \% \\ 0}$ | 140 20 | $\begin{gathered} 150 \\ \substack{26 \% \\ 0} \end{gathered}$ | ${ }^{275}$ 25\% | ${ }^{157}{ }_{21}$ | 76 $31 \%$ t | ${ }^{287}$ 24\% |
| Immediately | ${ }_{11 \%}^{207}$ | $\begin{gathered} 130 \\ \substack{14 \% \\ C} \end{gathered}$ | 76 $8 \%$ | 78 13 g | 11\% | 11\% | ${ }^{28} 8$ | 86 13 | ${ }^{75} 9$ | ${ }_{12}{ }^{2} \%$ | $\begin{aligned} & 96 \\ & \text { LM }^{17 \%} \end{aligned}$ | ${ }^{22} \%$ | ${ }_{91}^{9 \%}$ | 71 $12 \%$ | ${ }^{59} 9$ | $\begin{aligned} & 76 \\ & 13 \% \\ & 0 \end{aligned}$ | 126 ${ }_{12 \%}$ | ${ }^{70} 9$ | 23 $10 \%$ | 1119\% |
| 1-30 days | 240 $13 \%$ | $\stackrel{142}{15 \%}$ | 970\% | $\begin{gathered} 105 \\ 18 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 83 \\ & 17 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | $\begin{aligned} & 41 \\ & { }_{\mathrm{G}} \% \end{aligned}$ | ${ }^{11} 3$ | $\begin{aligned} & 130 \\ & 20 \% \\ & 15 \end{aligned}$ | ${ }^{78}{ }_{9}$ | 318\% | $\begin{aligned} & 60 \\ & 11 \% \end{aligned}$ | 37 $12 \%$ | 130 $14 \%$ | 85\% | 12\% | 73 $13 \%$ | $\xrightarrow{149} 14 \%$ | 12\% | 22 ${ }_{\text {2 }}$ | $\stackrel{177}{15 \%}$ |
| 2-3 months | ${ }^{29} 16 \%$ | $\begin{gathered} 175 \\ \substack{19 \%} \end{gathered}$ | ${ }_{124}^{13 \%}$ | $\begin{aligned} & 121 \\ & 21 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 91 \\ & 18 \% \\ & \text { G } \end{aligned}$ | 136 | 31 8 \% | $\xrightarrow[i]{124} \underset{i}{124}$ | $\xrightarrow{122} 14 \%$ | 14\% | 83\% | 42\% | ${ }^{158} 18$ | 93 $15 \%$ | 121 $17 \%$ | 85\% | 190\% | $\stackrel{102}{14 \%}$ | ${ }^{27}{ }^{6}$ \% | ${ }^{216} 18$ |
| 4-6 months | ${ }_{2}^{247}$ | $\begin{gathered} 113 \\ 12 \% \end{gathered}$ | $\begin{gathered} 133 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 15 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 81 \\ & 16 \% \\ & \mathrm{G} \end{aligned}$ | ${ }_{11}^{47}$ | $\stackrel{31}{9 \%}$ | $\begin{gathered} 102 \\ 16 \% \\ j \end{gathered}$ | 104 | 10\% | ${ }^{63} 11 \%$ | 45\% | 129 $14 \%$ | 88\% | ${ }^{88}{ }^{13}$ | 70 $12 \%$ | 131 $12 \%$ | 110 $15 \%$ | 37 $15 \%$ | $\xrightarrow{172} 14 \%$ |
| 7-11 months | ${ }^{185}{ }_{10}$ | $\begin{aligned} & 94 \\ & 10 \% \end{aligned}$ | ${ }_{91}^{9 \%}$ | $\begin{aligned} & 73 \\ & 13 \% \\ & \text { F } \end{aligned}$ | $\begin{aligned} & 54 \\ & { }^{11 \%} \% \\ & \hline \end{aligned}$ | ${ }^{18}{ }_{4}$ | $\begin{aligned} & 40 \\ & { }^{11 \%} \% \end{aligned}$ | 73 $11 \%$ | ${ }^{73} 9$ | 39 $10 \%$ | ${ }^{52}$ \% | $\stackrel{29}{9 \%}$ | ${ }^{100} 11 \%$ | ${ }_{11 \%}^{69}$ | 70 $10 \%$ | 45\% | $\stackrel{107}{10 \%}$ | 75\% | 15\% | ${ }^{133} 11 \%$ |
| A year or longer | $\stackrel{328}{17 \%}$ | 136 15 | $\begin{gathered} 192 \\ 20 \% \\ B \end{gathered}$ | ${ }_{11 \%}^{65}$ | 75\% | $\begin{aligned} & 98 \\ & \begin{array}{l} 92 \% \\ \text { De } \end{array} \end{aligned}$ | $\begin{aligned} & 91 \\ & 25 \% \\ & \text { DE } \end{aligned}$ | 63 $10 \%$ | $\begin{gathered} 195 \\ { }_{2}^{23} \% \\ H \end{gathered}$ | $\begin{aligned} & 70 \\ & \text { 18\% } \\ & \mathrm{H}^{2} \end{aligned}$ | 105 $19 \%$ | 21\% | 138 ${ }_{15}$ | 100\% | 121 $17 \%$ | $\stackrel{107}{19 \%}$ | 1918 | 135 $18 \%$ | 16\% | $\begin{gathered} 175 \\ 15 \% \\ \mathrm{~S} \end{gathered}$ |
| Never again | 373 20 | 129\% | $\stackrel{244}{246} \underset{B}{2}$ | ${ }^{48}{ }_{8}{ }^{\text {\% }}$ | 12\% | $\begin{aligned} & 132 \\ & 30 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 133 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | 10\% | $\stackrel{205}{24} \underset{H}{2} \%$ | $\begin{gathered} 104 \\ \underset{i}{27 \%} \% \\ \hline \end{gathered}$ | 98\% | $\begin{aligned} & 78 \\ & \underset{k}{74 \%} \\ & \hline \end{aligned}$ | 165 ${ }_{18}$ | ${ }_{16}{ }^{16}$ | $\begin{gathered} 156 \\ \substack{152 \\ \mathrm{n}} \\ \hline \end{gathered}$ | 119 ${ }^{11}$ | 194\% | $\begin{gathered} 168 \\ 22 \% \\ \mathrm{q} \end{gathered}$ | 13 5 | $\stackrel{208}{\stackrel{17}{S} \%}$ |
| 1 Day To 3 Months (Net) | 539 $29 \%$ | $\begin{gathered} 317 \\ { }_{3}^{4} \% \\ \mathrm{C} \end{gathered}$ | 222 23 | $\begin{aligned} & 226 \\ & { }_{39} \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 174 \\ & 35 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 97 \\ & 22 \% \\ & { }_{\mathrm{G}} \% \end{aligned}$ | 12\% | $\begin{gathered} 254 \\ \stackrel{40}{1 J} \end{gathered}$ | 200 $23 \%$ | 85\% | ${ }^{142}$ 26\% | 79\% | $\begin{gathered} 288 \\ { }_{32}^{2} \% \\ \mathrm{KI} \end{gathered}$ | ${ }^{178}{ }_{29}$ | 202 $29 \%$ | ${ }^{158} 27$ | $\begin{gathered} 339 \\ 3 \\ \mathrm{r} \end{gathered}$ | ${ }^{189}$ 25\% | $\begin{aligned} & 118 \\ & 499 \% \end{aligned}$ | 393\% |
| Sigma | 1879 100\% | $\begin{aligned} & 920 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 958 \\ & \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 577 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 4988 \\ & 100 \% \end{aligned}$ | 438 $100 \%$ | $\begin{aligned} & 365 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 642 \\ & 100 \% \end{aligned}$ | 8533 | 384\% | $\begin{aligned} & 556 \\ & 100 \% \end{aligned}$ | 318 $100 \%$ | 901 $100 \%$ | 606 $100 \%$ | ${ }_{1006}^{696}$ | $\begin{aligned} & 577 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1086 \\ 100 \% \end{gathered}$ | 746 $100 \%$ | 243 | 1192\% |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HI/J - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used.

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { OTatal } \\ 5 / 20 \\ 5 / 22) \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| United States Postal Service | 388\% | $\begin{aligned} & 171 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 217 \\ 88 \% \end{gathered}$ | ${ }^{107} 75$ | 89 | 79\%\% | $\begin{gathered} 113 \\ 89 \% \\ \mathrm{D} \end{gathered}$ | $\underset{i}{127}$ | ${ }^{182}$ | 79 ${ }^{75}$ | $\begin{aligned} & 139 \\ & 78 \% \end{aligned}$ | 65\% | 163 $86 \%$ | 108\% | $\begin{gathered} 158 \\ { }_{N}^{88 \%} \end{gathered}$ | ${ }^{122} 8$ | 2266\% | ${ }^{158} 8$ | 38\% | 230 ${ }_{8}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| UPS | ${ }_{83 \%}^{418}$ | $\begin{aligned} & 174 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 244 \\ 88 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 110 \\ & 74 \% \end{aligned}$ | ${ }_{78 \%}^{102}$ | $\begin{aligned} & 106 \\ & 91 \% \\ & \mathrm{De} \end{aligned}$ | $\begin{aligned} & 100 \\ & 92 \% \\ & \mathrm{De} \end{aligned}$ | $\begin{aligned} & 114 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 214 \\ 85 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 86 \% \end{aligned}$ | ${ }_{82 \%}^{114}$ | $\begin{aligned} & 62 \\ & 82 \% \end{aligned}$ | ${ }_{86 \%}^{222}$ | $\begin{gathered} 127 \\ 88 \% \end{gathered}$ | $\begin{gathered} 159 \\ 83 \% \end{gathered}$ | ${ }^{133}$ | ${ }^{238}{ }_{85}$ | $\begin{gathered} 172 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 80 \% \end{aligned}$ | ${ }_{281}{ }_{82}$ |
| Google | $\begin{gathered} 400 \\ 83 \% \end{gathered}$ | $\begin{gathered} 189 \\ 80 \% \end{gathered}$ | $\begin{gathered} 211 \\ 86 \% \end{gathered}$ | $\begin{gathered} 141 \\ 85 \% \end{gathered}$ | ${ }_{85}^{85}$ | 979 | $\begin{aligned} & 76 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 134 \\ 83 \% \end{gathered}$ | $\begin{gathered} 182 \\ 81 \% \end{gathered}$ | $83$ | $78 \%$ | $\begin{aligned} & 74 \\ & 91 \% \\ & K \end{aligned}$ | $\begin{gathered} 193 \\ 84 \% \\ k \end{gathered}$ | $\begin{gathered} 128 \\ 85 \% \end{gathered}$ | $\begin{gathered} 157 \\ 84 \% \end{gathered}$ | $\begin{gathered} 115 \\ 80 \% \end{gathered}$ | $\begin{gathered} 231 \\ 86 \% \end{gathered}$ | $\begin{gathered} 167 \\ 79 \% \end{gathered}$ | 46\% | 234\% |
| Walmart | $\begin{gathered} 366 \\ 80 \% \end{gathered}$ | ${ }_{79 \%}^{165}$ | 201\% | $\begin{gathered} 116 \\ 80 \% \end{gathered}$ | $\begin{gathered} 111 \\ 87 \% \end{gathered}$ | $77 \%$ | 72 | $\begin{gathered} 141 \\ 85 \% \end{gathered}$ | $152$ | 73 | $\begin{gathered} 133 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 155 \\ 80 \% \end{gathered}$ | $\begin{gathered} 124 \\ 85 \% \end{gathered}$ | 131 $80 \%$ | 1117\% | 212 84 | $\begin{gathered} 141 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 83 \% \end{aligned}$ | 2119\% |
| Amazon | 365 | 157\% | ${ }_{208}^{82 \%}$ | $\begin{aligned} & 109 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 89 \% \\ & \text { DG } \end{aligned}$ | 86\% | 53\% | $\begin{gathered} 128 \\ 83 \% \\ j \end{gathered}$ | ${ }^{166}$ | 710\% | 93\% | $\begin{aligned} & 64 \\ & 90 \% \\ & 90 \% \end{aligned}$ | $\begin{gathered} 189 \\ 84 \% \\ K \end{gathered}$ | $\begin{gathered} 103 \\ \stackrel{87 \%}{\mathrm{P}} \end{gathered}$ | $\underset{\mathrm{p}}{144}$ | 119\% | $\underset{\substack{229 \\ r}}{ }$ | 127 $75 \%$ | 44\% | 234\% |
| YouTube | $\begin{gathered} 360 \\ 77 \% \end{gathered}$ | $\begin{gathered} 182 \\ 81 \% \end{gathered}$ | $\begin{gathered} 179 \\ 74 \% \end{gathered}$ | $\begin{gathered} 104 \\ \begin{array}{c} 81 \% \\ G \end{array} \end{gathered}$ | $\begin{aligned} & 96 \\ & 86 \% \\ & \hline \mathbf{9} \end{aligned}$ | 97\% | $\begin{aligned} & 63 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 129 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 75 \% \end{aligned}$ | ${ }_{87}^{64 \%}$ | $\begin{gathered} 176 \\ 81 \% \end{gathered}$ | ${ }^{108}$ | $\begin{gathered} 141 \\ 81 \% \end{gathered}$ | ${ }^{112} 78 \%$ | $\begin{gathered} 193 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 79 \% \end{aligned}$ | 220 ${ }^{78 \%}$ |
| Visa | 359 | 191 $81 \%$ | $\begin{gathered} 168 \\ 73 \% \end{gathered}$ | $\begin{gathered} 109 \\ 80 \% \end{gathered}$ | 92\% | ${ }^{102} 8$ | $\text { 56 } 70 \%$ | $\begin{gathered} 119 \\ 83 \% \end{gathered}$ | 151 76 | 90\% | $\begin{aligned} & 104 \\ & 74 \% \end{aligned}$ | $52 \%$ | 179 $83 \%$ | 116\% | $\begin{gathered} 139 \\ 84 \% \\ \mathrm{P} \end{gathered}$ | 103 $68 \%$ | ${ }^{195} 8$ | 159 | $\begin{aligned} & 60 \\ & 87 \% \end{aligned}$ | $\stackrel{247}{85 \%}$ |
| Clorox | $383$ | $\begin{gathered} 172 \\ \quad 69 \% \end{gathered}$ | $\begin{gathered} 211 \\ 83 \% \end{gathered}$ | $79$ | 94\% | $\begin{aligned} & 104 \\ & 78 \% \end{aligned}$ | 85 | ${ }^{115} 75$ | ${ }_{80 \%}^{188}$ | 80\% | $\begin{aligned} & 115 \\ & \quad 69 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 83 \% \\ & k \end{aligned}$ | $\begin{gathered} 194 \\ 82 \% \\ K \end{gathered}$ | $\begin{gathered} 127 \\ \stackrel{86 \%}{\mathrm{P}} \end{gathered}$ | $\begin{aligned} & 134 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 122 \\ 70 \% \end{gathered}$ | 205\% | $\begin{gathered} 169 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 70 \% \end{aligned}$ | 212 79 |
| FedEx | $\begin{gathered} 362 \\ 75 \% \end{gathered}$ | ${ }^{182}$ | $\begin{aligned} & 180 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 109 \\ 65 \% \end{gathered}$ | $\begin{gathered} 100 \\ 79 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} { }_{926} \\ \text { DeG } \end{gathered}$ | $\frac{67}{67}$ | $\begin{aligned} & 145 \\ & 76 \% \end{aligned}$ | ${ }^{133} 73 \%$ | $84{ }^{84}$ | $\begin{gathered} 100 \\ 67 \% \end{gathered}$ | $\begin{gathered} 65 \\ 83 \% \\ K \end{gathered}$ | $\begin{gathered} 174 \\ 79 \% \\ k \end{gathered}$ | $\begin{aligned} & 114 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 226 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 70 \% \end{aligned}$ | $\frac{53}{76 \%}$ | ${ }^{236}$ 76\% |
| General Mills | $3474 \%$ | $\stackrel{148}{66 \%}$ | $\begin{gathered} 199 \\ 81 \% \\ B \end{gathered}$ | 87\% | ${ }_{72 \%}{ }^{\text {\% }}$ | $\begin{gathered} 95 \\ 86 \% \\ \mathbf{D e}^{86} \end{gathered}$ | 89 $81 \%$ | 105 $67 \%$ | $\begin{gathered} 171 \\ \substack{\text { 78\% } \\ \hline} \end{gathered}$ | 716\% | ${ }^{105}$ | ${ }^{50} 6$ | $\begin{gathered} 170 \\ 80 \% \\ \mathrm{~L} \end{gathered}$ | 114 $76 \%$ | $\begin{gathered} 134 \\ \substack{82 \% \\ \mathrm{P}} \end{gathered}$ | ${ }^{100} 64 \%$ | 200\% | ${ }^{146}$ \% | 39\% | 206 $\substack{6 \% \\ s}$ |
| Microsoft | ${ }_{73 \%}$ | ${ }^{163} \%$ | ${ }^{206}$ | $\begin{gathered} 105 \\ 72 \% \end{gathered}$ | $\begin{gathered} 100 \\ 78 \% \end{gathered}$ | 87\% | $77 \%$ | $\begin{aligned} & 121 \\ & 76 \% \end{aligned}$ | ${ }^{159} 70 \%$ | 89\% | $\begin{gathered} 91 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 196 \\ \underset{k}{78 \%} \end{gathered}$ | $97 \%$ | $\begin{aligned} & 154 \\ & 84 \% \\ & \mathrm{~Np} \end{aligned}$ | ${ }^{118}$ | 205\% | $\begin{gathered} 160 \\ 73 \% \end{gathered}$ | 54 86 | 258\% |
| Samsung | $\begin{gathered} 350 \\ 73 \% \end{gathered}$ | $\begin{gathered} 164 \\ 79 \% \end{gathered}$ | ${ }^{186}{ }_{69 \%}$ | ${ }^{117} 71 \%$ | 83\% | ${ }^{95}$ | $74 \%$ | $\begin{gathered} 129 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 73 \% \end{aligned}$ | ${ }_{68}^{68 \%}$ | $\begin{aligned} & 96 \\ & 72 \% \end{aligned}$ | $49$ | $\begin{gathered} 182 \\ 75 \% \end{gathered}$ | $\begin{gathered} 119 \\ \mathrm{p} \% \end{gathered}$ | $\begin{gathered} \text { 1398 } \\ \hline \mathrm{P} \end{gathered}$ | $\begin{aligned} & 93 \\ & 62 \% \end{aligned}$ | ${ }^{211} 77 \%$ | $\begin{aligned} & 135 \\ & \quad 68 \% \end{aligned}$ | $\begin{gathered} 58 \\ \hline 88 \% \\ \hline \end{gathered}$ | 244\% |
| Target | $343 \%$ | 163 $74 \%$ | 180 ${ }^{72 \%}$ | $\stackrel{121}{77 \%}$ | $\begin{aligned} & 102 \\ & 85 \% \\ & \text { FG } \end{aligned}$ | 65\% | 55 6 | $\begin{gathered} 146 \\ 83 \% \\ 1.5 \end{gathered}$ | $\begin{gathered} 143 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 100 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 82 \% \end{aligned}$ | ${ }^{156} 73 \%$ | 82\% | 143 78 | ${ }^{118} 72 \%$ | $\begin{gathered} 207 \\ 81 \% \\ R \end{gathered}$ | $\begin{aligned} & 129 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 50 \\ 89 \% \\ t \end{gathered}$ | 219\% |
| Mastercard | $\begin{gathered} 326 \\ 73 \% \end{gathered}$ | ${ }^{153}$ | $\begin{aligned} & 173 \\ & 70 \% \end{aligned}$ | 999\% | $73$ | 71 | 64\% | $\begin{gathered} 115 \\ 80 \% \\ j \end{gathered}$ | 143 $74 \%$ | ${ }_{68}^{68}$ | 96\% | 38\% | $\begin{gathered} 177 \\ 86 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 112 \\ \\ \hline \mathrm{p} \end{gathered}$ | 136 $74 \%$ | 79\% | $\begin{gathered} 204 \\ \underset{R}{79 \%} \end{gathered}$ | 120 $66 \%$ | 499\% | 221 78 |
| The Kraft Heinz Company | $\begin{gathered} 325 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 202 \\ 76 \% \\ b \end{gathered}$ | 88\% | 81\% | $\begin{gathered} 88 \\ 81 \% \\ \text { 8 } \end{gathered}$ | $\begin{aligned} & 68 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 102 \\ 65 \% \end{gathered}$ | ${ }^{145} 73 \%$ | $\begin{gathered} 78 \\ 81 \% \\ h \end{gathered}$ | 70\% | ${ }_{79}^{59}$ | ${ }^{155}{ }_{69}$ | $\begin{aligned} & 99 \\ & 83 \% \\ & \text { oP } \end{aligned}$ | ${ }^{117}$ | $\begin{aligned} & 109 \\ & \quad 66 \% \end{aligned}$ | ${ }^{187} 71$ | $\begin{aligned} & 129 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 77 \% \end{aligned}$ | 200 $69 \%$ |
| Best Buy | $334 \%$ | 151 $74 \%$ | 184\% | ${ }^{114} 73 \%$ | 76 $67 \%$ | $84 \%$ | 61\% | $\begin{gathered} 124 \\ 76 \% \\ \hline \end{gathered}$ | $\underset{\mathrm{j}}{161}$ | 49\% | 86\% | 518\% | 187\% | 95\% | $\begin{gathered} 152 \\ \underset{p}{58} \% \end{gathered}$ | ${ }^{88}{ }^{2} \%$ | 191\% | 140\% | 53\% | 235 78 |

[^19]Base: All Respondents (Variable Bases)

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| McDonald's | $\begin{gathered} 326 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 175 \\ 67 \% \end{gathered}$ | 79\% | $\begin{aligned} & 93 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 78 \% \end{aligned}$ | ${ }_{76 \%}^{129}$ | $\begin{gathered} 130 \\ 66 \% \end{gathered}$ | 68\% | $\begin{aligned} & 109 \\ & 70 \% \end{aligned}$ | 57\% | $\begin{aligned} & 147 \\ & 73 \% \end{aligned}$ | $\underset{\mathrm{P}}{111}$ | $\begin{gathered} 135 \\ { }_{P}^{76 \%} \end{gathered}$ | 80\% | ${ }_{73 \%}^{197}$ | $\stackrel{122}{71 \%}$ | 482\% | 214\% |
| Coca-Cola | ${ }^{356} 71 \%$ | ${ }^{174} 76$ | 182\% | 104\% | $\begin{aligned} & 97 \\ & { }^{81 \%} \end{aligned}$ | 84\% | 70\% | ${ }^{116}$ | 158\% | 818 | 96\% | 45\% | ${ }^{199} 9$ | $\begin{gathered} 117 \\ \stackrel{175 \%}{p} \end{gathered}$ | $\begin{gathered} 143 \\ \underset{P}{79 \%} \end{gathered}$ | 95\% | 200 $72 \%$ | 150\% | 50\% | 230\% |
| The Hershey Company | ${ }^{338} 71 \%$ | ${ }^{158}{ }^{69 \%}$ | 180 $73 \%$ | 92\% | 68\% | 107\% | $71 \%$ | 102\% | 151 68 | $\begin{aligned} & 85 \\ & 82 \% \\ & h i \end{aligned}$ | 104\% | 53\% | ${ }^{146}$ | 89\% | 119\% | ${ }^{130} 71 \%$ | 193\% | ${ }^{135} 72 \%$ | 35 76 | 192 |
| Lowe's | ${ }^{334} 71 \%$ | $\begin{aligned} & 156 \\ & 70 \% \end{aligned}$ | ${ }_{71 \%}^{177}$ | $\begin{gathered} 102 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 83 \% \\ & \text { De } \end{aligned}$ | 124 68 | 156 $73 \%$ | 55\% | 94\% | 55\% | $\begin{gathered} 1718 \% \\ \mathrm{~K} \end{gathered}$ | 111 76 | ${ }^{132} 71 \%$ | 91 65 | 194\% | 131 $67 \%$ | 51 73 | 197\% |
| Netflix | $\begin{gathered} 320 \\ 71 \% \end{gathered}$ | $\begin{gathered} 146 \\ 67 \% \end{gathered}$ | $\begin{gathered} 174 \\ 75 \% \end{gathered}$ | $\begin{gathered} 96 \\ \hline 77 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 82 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 71 \\ & 63 \% \end{aligned}$ | $49$ | $\frac{94}{72 \%}$ | $\stackrel{157}{7 \%}$ | 59\% | $\begin{aligned} & 90 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 79 \% \\ & K \end{aligned}$ | $\begin{gathered} 156 \\ 7 \% \\ K \end{gathered}$ | 899\% | 124 $73 \%$ | $\begin{aligned} & 106 \\ & 70 \% \end{aligned}$ | ${ }_{71 \%}^{187}$ | $\begin{aligned} & 123 \\ & 72 \% \end{aligned}$ | 33 $84 \%$ | 207\% |
| The Walt Disney Company | 313 $68 \%$ | $\stackrel{149}{66 \%}$ | 163\% | 100 $68 \%$ | $\underset{F}{97 \%}$ | 51\% | ${ }_{69}^{62}$ | $\stackrel{132}{\substack{3 \\ J}}$ | 124\% | 57 | 102 $66 \%$ | 53\% | 142 | 858\% | 150 | 78 58 | 179\% | 131 ${ }^{65 \%}$ | 41\% | 205 $71 \%$ |
| Nestle | ${ }^{308} 80$ | ${ }^{132} 68$ | ${ }_{68 \%}^{176}$ | 95\% | $\begin{aligned} & 86 \\ & 77 \% \\ & \hline 7 g \end{aligned}$ | 788\% | 49\% | ${ }^{116} 73 \%$ | 128\% | 64\% | ${ }^{93}$ | 46\% | 152\% | 94\% | 122\% | 92\% | $\begin{gathered} 213 \\ { }_{R}^{\prime 4} \% \end{gathered}$ | 92\% | 39\% | ${ }^{208} 9$ |
| Campbell's | ${ }_{68 \%}^{344}$ | $\begin{aligned} & 158 \\ & 65 \% \end{aligned}$ | ${ }^{186}$ | $\begin{aligned} & 81 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 68 \% \\ & d \end{aligned}$ | $\begin{aligned} & 93 \\ & { }^{74} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 77 \\ & 82 \% \\ & { }^{7} \% \end{aligned}$ | ${ }^{106} \text { 65\% }$ | $\begin{gathered} 138 \\ 64 \% \end{gathered}$ | $\begin{gathered} 100 \\ 80 \% \\ \mathrm{hl} \end{gathered}$ | ${ }^{106} \%$ | 64\% | ${ }^{152} 64$ | 130 $74 \%$ | 131 $67 \%$ | 83\% | ${ }^{225} 71 \%$ | ${ }^{115} 66$ | 59\% | 212 65 |
| Walgreens | 310 $68 \%$ | ${ }^{124} 66$ | ${ }^{186}$ 69\% | ${ }^{107} 71 \%$ | 79\% | ${ }_{66}^{66}$ | 59\% | $\begin{gathered} 126 \\ 75 \% \end{gathered}$ | 129 66 | 55 | 109\% | 45\% | 143 | 959\% | 123\% | 93\% | ${ }^{187} 71 \%$ | ${ }^{118} 6$ | 50\% | ${ }^{207} 73$ |
| Purell | ${ }^{325} 68$ | ${ }^{139} 5$ | $\underset{B}{186}$ | ${ }^{105}$ | 819\% | 82\% | 58\% | 121 70 | 150 69 | $55 \%$ | ${ }^{98} 8$ | 51 $63 \%$ | $159 \%$ | ${ }_{64}^{93}$ | $\underset{\substack{137 \\ p}}{\substack{15 \%}}$ | ${ }^{95}{ }^{6} \%$ | ${ }^{179} 66$ | 139\% | 43\% | $\stackrel{208}{68 \%}$ |
| The Home Depot | $\begin{gathered} 317 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 179 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 75 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{gathered} 91 \\ 96 \% \\ \text { D } \end{gathered}$ | 55\% | 98\% | 159 $72 \%$ | 60\% | $\begin{aligned} & 92 \\ & 68 \% \end{aligned}$ | 57\% | 155 67 | $\begin{gathered} 104 \\ \begin{array}{c} 73 \% \\ p \end{array} \end{gathered}$ | $\begin{gathered} 123 \\ \substack{71 \% \\ \mathrm{p}} \end{gathered}$ | 90\% | 194\% | ${ }^{115} 6$ | 35\% | 191 $65 \%$ |
| Procter \& Gamble | 311 $67 \%$ | $\begin{gathered} 132 \\ 67 \% \end{gathered}$ | $\begin{gathered} 179 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & \text { 699} \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 80 \\ & 75 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 92 \\ & \text { 86\% } \\ & \text { DE } \end{aligned}$ | ${ }^{108} 71 \%$ | 136 $64 \%$ | 676\% | 87\% | 56 $61 \%$ | 152\% | 104 $72 \%$ | 124 $69 \%$ | 839\% | $\begin{gathered} 183 \\ 7 \\ r \end{gathered}$ | ${ }^{125}$ | ${ }^{28} 6 \%$ | 184\% |
| Johnson \& Johnson | 317 $67 \%$ | $\begin{aligned} & 161 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & \quad 66 \% \end{aligned}$ | $\begin{gathered} 101 \\ 68 \% \\ f \end{gathered}$ | $\underset{F}{92}$ | 46\% | 78\% | 121 69 | 127\% | $69 \%$ | 86\% | 51\% | ${ }^{158}{ }^{6} \%$ | 106 | $\underset{\mathrm{p}}{116}$ | 958\% | 180\% | ${ }^{128} 80$ | ${ }_{73} 76$ | 201 68 |
| General Electric | $\begin{gathered} 306 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 145 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 89 \\ 71 \% \\ { }^{8} \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 74 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 68 \\ & 698 \% \\ & \hline \end{aligned}$ | 114\% | $\begin{gathered} 142 \\ 65 \% \end{gathered}$ | 51 | $\begin{aligned} & 93 \\ & 62 \% \end{aligned}$ | $51$ | ${ }^{152}$ | $\underset{\substack{109 \\ 71 \%}}{ }$ | $\begin{gathered} 115 \\ 69 \% \\ \mathrm{p} \end{gathered}$ | 82\% | $\begin{gathered} 205 \\ { }_{R}{ }_{\mathrm{R}} \% \end{gathered}$ | 93 $55 \%$ | 39 $84 \%$ | 190 $69 \%$ |
| Tyson Foods | ${ }^{305} 65$ | ${ }^{157}$ 68\% | ${ }^{148} 6$ | 90\% | 91\% | 75\% | $\begin{aligned} & 48 \\ & 63 \% \end{aligned}$ | $97 \%$ | 132 60 | 76\% | $\begin{gathered} 81 \% \\ 60 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 80 \% \\ & K \end{aligned}$ | $\begin{gathered} 155 \\ 69 \% \end{gathered}$ | 97\% | $\begin{aligned} & 94 \\ & 68 \% \end{aligned}$ | 114 $62 \%$ | 1919 | 111 65 | 53 ${ }^{85}$ | 211 69 |
| Dollar General | ${ }^{295}$ 65\% | ${ }^{153} 6$ | ${ }^{136}$ 64\% | 102 $67 \%$ | $\begin{gathered} 84 \\ 74 \% \\ F \end{gathered}$ | 47\% | 56\% | $\begin{gathered} 112 \\ \underset{1}{75 \%} \end{gathered}$ | 121 5 | ${ }^{56}$ | 91\% | 44\% | ${ }^{145} 66$ | ${ }_{69}^{93}$ | ${ }^{108} 6$ | ${ }^{88}{ }^{8} \%$ | $\begin{gathered} 177 \\ \substack{70 \%} \end{gathered}$ | 106\% | 42\% | 164 $62 \%$ |
| Apple | $\begin{gathered} 303 \\ 65 \% \end{gathered}$ | $\begin{gathered} 142 \\ 62 \% \end{gathered}$ | $\begin{gathered} 161 \\ 67 \% \end{gathered}$ | $\begin{gathered} 98 \\ 76 \% \\ \hline \end{gathered}$ | $\begin{gathered} 91 \\ 72 \% \\ \hline \end{gathered}$ | 618\% | 54 6 | $\begin{gathered} 114 \\ 80 \% \\ 1, \end{gathered}$ | $\begin{gathered} 120 \\ 64 \% \\ j \end{gathered}$ | $\begin{aligned} & 69 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & \begin{array}{c} 76 \% \\ \text { KL } \end{array} \end{aligned}$ | 84\% | $\begin{gathered} 122 \\ 73 \% \\ \mathrm{n} \end{gathered}$ | ${ }_{68}^{98}$ | $\begin{gathered} 180 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 84 \% \end{aligned}$ | ${ }^{205}$ |

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { Wave } 13 \\ & \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{aligned}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Indepe- ndent Other | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Burger King CVS

Dell
Toyota

Facebook
Cottonelle
Sony
Bayer
United Airlines
Verizon
Ace Hardware
Southwest Airlines
NFL
Little Caesars
Ford
Chick-fil-A
SC Johnson
$\begin{array}{lllllll}103 & 98 & 87 & 169 & 107 & \text { T } & \\ 62 \% & 61 \% & 53 \% & 63 \% & 54 \% & 45 \% & 162 \\ & & & 57 \%\end{array}$


 | 301 | 152 | 149 | 100 | 69 | 82 | 50 | 107 | 138 | 57 | 81 | 47 | 163 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $63 \%$ |  | $66 \%$ | $61 \%$ | $63 \%$ | $61 \%$ | $63 \%$ | $68 \%$ | $70 \%$ | $58 \%$ | $65 \%$ | $59 \%$ | $53 \%$ |
| $73 \%$ |  |  |  |  |  |  |  |  |  |  |  |  |


 $\begin{array}{lllllllllllll}304 & 126 & 177 & 80 & 64 & 82 & 78 & 109 & 141 & 54 & 96 & 50 & 138 \\ 62 \% & 58 \% & 65 \% & 53 \% & 56 \% & 70 \% & 771 \% & 63 \% & 61 \% & 60 \% & 60 \% & 63 \% & 64 \%\end{array}$

 $\begin{array}{lllllllllllll}286 & 134 & 152 \\ 60 \% & 59 \% & 60 \% & 94 & 60 \% & 65 \% & 85 & 61 \% & 34 & 48 \% & 112 & 69 \% & 139 \\ 629 & 35 & 37 \% & 43 \% & 50 & 58 \% & 170 \\ & & 69 \%\end{array}$


| 140 | 63 | 84 | 55 | 144 |
| :---: | :---: | :---: | :---: | :---: |
| $60 \%$ | $55 \%$ | $58 \%$ | $57 \%$ | $66 \%$ |


| 106 | 46 | 72 | 46 | 166 |
| :--- | :--- | :--- | :--- | :--- |
| $53 \%$ | $45 \%$ | $42 \%$ | $62 \%$ | $75 \%$ <br> $K$ |

$\begin{array}{lllll}103 \\ 58 \% & \begin{array}{ll}44 \% & 79 \\ 52 \% & 52 \%\end{array} & \begin{array}{c}37 \\ 53 \%\end{array} & \begin{array}{c}128 \\ 71 \% \\ \text { KL }\end{array}\end{array}$
$\begin{array}{ccccc}119 \\ 55 \% & 49 & 54 \% & 90 \% & 47 \\ 66 \% & 123 \\ 63 \%\end{array}$
$\begin{array}{lllll}98 & 73 & 79 & 39 & 153 \\ 48 \% & \begin{array}{c}64 \% \\ i\end{array} & 54 \% & 51 \% & 69 \% \\ & & & \\ \text { Kl }\end{array}$



## 103 $62 \%$ 96 59

| 85 |  |
| :--- | :--- |
| $55 \%$ | 84 |

$\begin{array}{cc}210 \\ \underset{R}{73 \%} & 102 \\ 51 \%\end{array}$
$\begin{array}{rr}170 \\ 63 \% & 118 \\ 65 \%\end{array}$
${ }^{188} \quad \stackrel{108}{68 \%} \quad 59 \%$
$\begin{array}{cccc}176 & 119 & 44 & 197 \\ 64 \% & 63 \% & 76 \% & 65 \%\end{array}$
$\begin{array}{cccc}203 \\ \underset{R}{69 \%} & \begin{array}{c}92 \\ 52 \%\end{array} & 74 \% & 74 \%\end{array}$
$\begin{array}{cc}172 \\ 63 \% & \quad 126 \\ 61 \%\end{array}$
$\begin{array}{cc}177 \\ \begin{array}{c}178 \% \\ 68 \%\end{array} & 104 \\ 184 \% \\ 180\end{array}$
${ }_{73}^{40} \quad{ }_{654}^{174}$








Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \mathbf{T o t a l} \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| PepsiCo | 287\% | $\begin{gathered} 143 \\ 55 \% \end{gathered}$ | $\begin{gathered} 144 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 114 \\ \substack{10 \% \\ 15} \end{gathered}$ | $\begin{gathered} 130 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 42 \% \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 63 \% \end{aligned}$ | $\stackrel{118}{54 \%}$ | $\begin{aligned} & 99 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 113 \\ 66 \% \\ \mathrm{P} \end{gathered}$ | 74 $50 \%$ | $\begin{gathered} 174 \\ 59 \% \end{gathered}$ | $\stackrel{102}{55 \%}$ | 39 62 | 157 <br> $55 \%$ |
| Sam's Club | 251\% | 121 $59 \%$ | 130 | 63\% | $\begin{aligned} & \text { 659\% } \\ & \hline \end{aligned}$ | $47 \%$ | 45\% | 94\% | ${ }^{112} 5$ | 45\% | $\begin{aligned} & 69 \\ & 52 \% \\ & \hline \end{aligned}$ | ${ }^{28} 7 \%$ | $\begin{aligned} & 144 \\ & \text { 148\% } \\ & \text { KL } \end{aligned}$ | 93\% | 76 54 | 82\% | $\underset{\substack{161 \\ 67 \%}}{ }$ | 85 | 829\% | 1788\% |
| Domino's | 244\% | $\begin{aligned} & 115 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 129 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 69 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 71 \\ & 65 \% \\ & \mathrm{Fg} \end{aligned}$ | 39\% | 33\% | $\begin{aligned} & 96 \\ & 67 \% \end{aligned}$ | ${ }^{88}{ }^{1} \%$ | 50\% | 80\% | 45\% | ${ }^{105} 5$ | $\begin{aligned} & 86 \\ & 66 \% \\ & 0 \end{aligned}$ | 79\% | 79\% | $\begin{gathered} 147 \\ \quad 65 \% \\ \mathrm{R} \end{gathered}$ | 918\% | 38\% | 156 $62 \%$ |
| Nike | 284\% | $\begin{gathered} 147 \\ 62 \% \end{gathered}$ | $\begin{gathered} 136 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 75 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 81 \\ & 83 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 48 \\ & 42 \% \end{aligned}$ | ${ }_{36}^{46}$ | $\begin{gathered} 104 \\ 69 \% \\ \text { IJ } \end{gathered}$ | 120 | $\begin{aligned} & 60 \\ & 51 \% \end{aligned}$ | 83\% | $\begin{aligned} & 51 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 136 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 135 \\ 63 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 95 \\ & \begin{array}{l} 61 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | $\begin{gathered} 184 \\ 67 \% \\ R \end{gathered}$ | $\begin{aligned} & 94 \\ & 46 \% \end{aligned}$ | 88\% | 196 $60 \%$ |
| Perdue Farms | 275 57 | ${ }^{143} 61 \%$ | 132 ${ }_{53}$ | $\begin{aligned} & 70 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 52 \% \\ & 5 \end{aligned}$ | $\begin{aligned} & 75 \\ & 67 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 68 \\ 70 \% \\ \text { De } \end{array} \end{aligned}$ | $\begin{gathered} 107 \\ 63 \% \\ j \end{gathered}$ | ${ }^{123} 56$ | 45 | 89\% | 461\% | $\begin{gathered} 122 \\ 61 \% \\ k \end{gathered}$ | $\begin{aligned} & 83 \\ & \text { 66\% } \\ & \hline \end{aligned}$ | ${ }^{116} 58$ | 76\% | $\begin{aligned} & 170 \\ & 61 \% \end{aligned}$ | 97\% | 39\% | 169 $60 \%$ |
| Hulu | 276 56 | 142 58 | 134 54 | $\begin{aligned} & 103 \\ & 67 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 86 \\ & \begin{array}{l} 80 \\ \text { FG } \end{array} \end{aligned}$ | 57\% | 29 ${ }^{29}$ | $\begin{gathered} 119 \\ { }_{1}^{72 \%} \\ 1.5 \end{gathered}$ | 109 ${ }^{49 \%}$ | 47 | 918\% | ${ }^{48} \%$ | $\stackrel{122}{55 \%}$ | 79\% | $\begin{gathered} 118 \\ 65 \% \\ \mathrm{p} \end{gathered}$ | 78 $51 \%$ | ${ }^{162} 5$ | 106 54 | 37 63 | 176 $61 \%$ |
| American Airlines | 2815 | 144 $61 \%$ | 137 5 | 76\% | $\begin{aligned} & 87 \\ & 66 \% \\ & \text { G } \end{aligned}$ | 74 58 | $44 \%$ | $\begin{gathered} 126 \\ 71 \% \\ 15 \end{gathered}$ | 111\% | 459\% | 75\% | 46\% | $\begin{gathered} 154 \\ 69 \% \\ \mathrm{~K} \end{gathered}$ | 86\% | $\begin{gathered} 110 \\ 62 \% \\ \mathrm{p} \end{gathered}$ | $849 \%$ | ${ }^{167} 61 \%$ | 111 55 | 490\% | 204\% |
| 3M | 248\% | 130 $61 \%$ | $\stackrel{118}{51 \%}$ | 54\% | $64 \%$ | ${ }_{61}^{61}$ | 38\% | 87\% | $\begin{gathered} 132 \\ 60 \% \\ \hline \end{gathered}$ | 280\% | 59\% | 35\% | $\begin{aligned} & 148 \\ & { }_{73} \% \\ & \text { KL } \end{aligned}$ | 92\% | 84\% | 72 50 | ${ }^{148} 61 \%$ | 97\% | 38\% | 172 $65 \%$ |
| Pizza Hut | 270 | 126 55 | 144 56 | $\begin{aligned} & 92 \\ & 64 \% \\ & \hline{ }^{2 g} \end{aligned}$ | $\begin{aligned} & 80 \\ & 64 \% \\ & \hline 6 g \end{aligned}$ | 46 | 52\% | $\begin{aligned} & 96 \\ & \text { 60\%\% } \end{aligned}$ | $\begin{gathered} 126 \\ 59 \% \\ j \end{gathered}$ | 48 | 85\% | 43\% | 127 $58 \%$ | 93\% | ${ }^{100} 61 \%$ | $77 \%$ | 151 56 | 112 | 218\% | 169 $56 \%$ |
| Intel | 247 55 | $\begin{gathered} 126 \\ 65 \% \\ C \end{gathered}$ | 121 $48 \%$ | 51\% | $\begin{aligned} & 63 \\ & 63 \% \end{aligned}$ | $58 \%$ | ${ }^{46}$ 5\% | 81\% | 107 $54 \%$ | $59 \%$ | 69\% | 25 46 | $\begin{gathered} 134 \\ \begin{array}{c} 62 \% \\ \mathrm{~K} \end{array} \end{gathered}$ | ${ }_{53}^{67}$ | $\begin{gathered} 114 \\ 65 \% \\ \mathrm{P} \end{gathered}$ | 65 46 | 142\% | ${ }_{53} 9$ | 30\% | 161 $59 \%$ |
| General Motors | 252\% | $\begin{gathered} 141 \\ \text { 63\% } \\ \text { C } \end{gathered}$ | 111 $48 \%$ | 64\% | $\begin{aligned} & 76 \\ & 63 \% \\ & d \end{aligned}$ | 53\% | $59 \%$ | $\begin{gathered} 110 \\ 65 \% \\ 1 j \end{gathered}$ | 919\% | 50\% | ${ }^{69}$ \% | 32 49 | $\begin{gathered} 137 \\ 64 \% \\ K \end{gathered}$ | 90\% | 94\% p | 68\% | $\begin{gathered} 149 \\ 61 \% \\ r \end{gathered}$ | ${ }^{98}{ }^{18}$ | 40\% | 162 $59 \%$ |
| Aldi | 244 55 | ${ }^{117} 58 \%$ | 127 $53 \%$ | 74 $53 \%$ | 71 60 | 482\% | 51\% | 91\% | ${ }^{107} 52 \%$ | 46\% | 75 $56 \%$ | ${ }^{36}$ \% | $\begin{gathered} 124 \\ 62 \% \\ L \end{gathered}$ | 79\% | 959\% | 70\% | 133 | 110 53 | 33 $71 \%$ | 164 $63 \%$ |
| Hewlett-Packard Enterprise | 262 5 \% | $\begin{gathered} 155 \\ \underset{C}{6} \% \end{gathered}$ | 106 $46 \%$ | 50\% | $\begin{aligned} & \text { 900 } \\ & \text { 69\% } \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & 57 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 629\% } \\ & 599 \% \end{aligned}$ | 87\% | $\begin{gathered} 126 \\ 60 \% \\ j \end{gathered}$ | $49 \%$ | 64\% | $\begin{aligned} & \text { 61 } \\ & 63 \% \\ & K \end{aligned}$ | $\begin{gathered} 136 \\ { }_{62 \%} \\ K \end{gathered}$ | 89\%\% | 97\% | 750\% | 160\% | 97\% | 39\% | 168\% |
| Scott | 257 5 | ${ }^{118} 54 \%$ | 139 5 | 50\% | $\begin{aligned} & 84 \\ & 69 \\ & \text { DF } \end{aligned}$ | 50\% | 43\% | $\begin{aligned} & 105 \\ & 65 \% \end{aligned}$ | 110 $53 \%$ | 42\% | 71 50 | 40\% | $\begin{aligned} & 139 \\ & \text { 68\% } \\ & \text { KL } \end{aligned}$ | 89\% | ${ }^{96} 4 \%$ | 72 $53 \%$ | ${ }^{155} 5$ | ${ }^{100} 53$ | 60\% | ${ }_{6178}^{178}$ |
| Costco | 246\% | $\begin{gathered} 123 \\ 61 \% \\ c \end{gathered}$ | $\stackrel{123}{49 \%}$ | $\begin{aligned} & 81 \\ & \text { 60\% } \\ & \stackrel{7}{2} \end{aligned}$ | $\begin{aligned} & 72 \\ & 65 \% \\ & \text { F } \end{aligned}$ | 438\% | 50\% | $\begin{aligned} & 106 \\ & 67 \% \\ & 15 \end{aligned}$ | 10148\% | $40 \%$ | 65\% | 36\% | $\begin{gathered} 133 \\ 64 \% \\ \mathrm{KI} \end{gathered}$ | 80\% | 95\% | 70\% | 151 58 | $85 \%$ | 87\% | 191 $68 \%$ |
| Marriott | 259\% | $\begin{aligned} & 141 \\ & 59 \% \end{aligned}$ | $\stackrel{117}{50 \%}$ | 72 $54 \%$ | $\begin{aligned} & 87 \\ & 65 \% \\ & f \end{aligned}$ | 58\% | $\begin{aligned} & 41 \% \\ & 51 \% \end{aligned}$ | $98 \%$ | 101 $56 \%$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 44 \% \end{aligned}$ | 27 39 | $\begin{aligned} & 153 \\ & \text { 69\% } \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 97 \\ & \hline 1 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 97 \\ & 92 \% \\ & \hline \end{aligned}$ | 65 $40 \%$ | $\begin{gathered} 174 \\ 61 \% \\ \mathrm{R} \end{gathered}$ | 78 | 39\% | 176 $67 \%$ |
| Kroger | 237 54 | $\begin{gathered} 131 \\ 63 \% \\ \text { C3\% } \end{gathered}$ | 107 ${ }^{47 \%}$ | $\begin{aligned} & 92 \\ & 599 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 70 \\ & 62 \% \\ & G \end{aligned}$ | 50\% | 25 34 | 89\% | 111 55 | 39\% | 70 49 | ${ }^{38} 2$ | $\begin{gathered} 123 \\ 63 \% \\ \mathrm{~K} \end{gathered}$ | 719\% | 93\% | 73 $48 \%$ | 137 | 94\% | 28\% | 144 $54 \%$ |



Base: All Respondents (Variable Bases)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \multirow[b]{2}{*}{$$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{Leisure
Travelers} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 70 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\substack{\text { Repun }}}{\text { epi- }}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Honda \& $$
\begin{gathered}
241 \\
54 \%
\end{gathered}
$$ \& $$
\begin{gathered}
115 \\
59 \%
\end{gathered}
$$ \& $$
\begin{gathered}
126 \\
50 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 101 \\
& 67 \% \\
& \mathrm{FG}
\end{aligned}
$$ \& $$
\begin{aligned}
& 68 \\
& 61 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 43 \\
& 40 \%
\end{aligned}
$$ \& 29 ${ }^{29} \%$ \& $$
\begin{aligned}
& 93 \\
& 60 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 103 \\
& 53 \%
\end{aligned}
$$ \& $44 \%$ \& 79 ${ }^{\text {53\% }}$ \& 30
$51 \%$ \& 120
$58 \%$ \& 50\% \& $$
\begin{gathered}
107 \\
61 \% \\
\mathrm{p}
\end{gathered}
$$ \& 67\% \& $$
\begin{gathered}
140 \\
56 \%
\end{gathered}
$$ \& 100 $53 \%$ \& 31
$69 \%$ \& 157 <br>
\hline Smithfield Foods \& 250\% \& 122\% \& ${ }^{128} 49 \%$ \& 51\% \& $$
\begin{aligned}
& 75 \\
& 65 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{aligned}
& 71 \\
& 61 \% \\
& \text { D }
\end{aligned}
$$ \& 45\% \& 85\% \& 1119\% \& $54 \%$ \& 615\% \& 45\% \& $$
\begin{gathered}
142 \\
\begin{array}{c}
65 \% \\
K
\end{array}
\end{gathered}
$$ \& $$
\begin{aligned}
& 103 \\
& 67 \% \\
& \text { OP }
\end{aligned}
$$ \& 80\% \& 66\% \& $$
\begin{gathered}
166 \\
\substack{62 \% \\
R}
\end{gathered}
$$ \& 77\% \& 472\% \& 194\% <br>
\hline Hallmark \& 249 54 \& ${ }^{122} 5$ \& ${ }_{127}{ }^{55 \%}$ \& $$
\begin{aligned}
& 79 \\
& 54 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 70 \\
& 61 \%
\end{aligned}
$$ \& 51 45 \& $50 \%$ \& $$
\begin{aligned}
& 91 \\
& 58 \%
\end{aligned}
$$ \& $$
\begin{gathered}
121 \\
57 \% \\
j
\end{gathered}
$$ \& 37 \& 65 ${ }^{6}$ \& 30 $43 \%$ \& $$
\begin{gathered}
144 \\
63 \% \\
\text { KL }
\end{gathered}
$$ \& 75 \& $$
\begin{gathered}
115 \\
61 \% \\
\mathrm{P}
\end{gathered}
$$ \& 59\% \& ${ }^{145} 5$ \& 102 52 \& 36\% \& 162
$60 \%$ <br>
\hline eBay \& 239 54 \& $$
\underset{\substack{127 \\ 62 \%}}{\substack{1 \\ \hline}}
$$ \& $$
\begin{gathered}
112 \\
47 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 95 \\
& { }^{599 \%} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 75 \\
& 67 \% \% \\
& \text { fG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 38 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \% \\
& 32
\end{aligned}
$$ \& $$
\begin{aligned}
& 99 \\
& 66 \% \\
& 1
\end{aligned}
$$ \& $$
\begin{aligned}
& 96 \\
& 45 \%
\end{aligned}
$$ \& 45\% \& 69\% \& $$
\begin{aligned}
& 37 \% \\
& 57 \%
\end{aligned}
$$ \& 122
59 \& 82\% \& $$
\begin{aligned}
& 88 \\
& 55 \%
\end{aligned}
$$ \& 70\% \& $$
\begin{aligned}
& 144 \\
& 59 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 92 \% \\
& 49 \%
\end{aligned}
$$ \& 37 72 \& 186
$60 \%$ <br>
\hline IBM \& 260 53 \& $$
\begin{gathered}
161 \\
\underset{C}{63 \%}
\end{gathered}
$$ \& 99\% \& $$
\begin{aligned}
& 76 \\
& 53 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \begin{array}{l}
75 \\
66 \% \\
d F
\end{array}
\end{aligned}
$$ \& $$
\begin{aligned}
& 54 \\
& 45 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 55 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{gathered}
114 \\
69 \% \\
1 . J
\end{gathered}
$$ \& 95\% \& 51 45 \& 74\% \& $$
\begin{aligned}
& 36 \\
& 47 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 146 } \\
& 65 \% \\
& \mathrm{KI}
\end{aligned}
$$ \& $$
\begin{aligned}
& 91 \\
& 66 \% \\
& \text { oP }
\end{aligned}
$$ \& 106 $52 \%$ \& 63
$44 \%$ \& 166\% \& 918\% \& 79\% ${ }^{38}$ \& 176
$59 \%$ <br>
\hline Starbucks \& 252\% \& ${ }^{116} 5$ \& 136 \& $$
\begin{aligned}
& 83 \\
& 61 \% \\
& \mathbf{G}
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 64 } \\
& 564 \% \\
& \mathrm{G}
\end{aligned}
$$ \& $$
\begin{gathered}
71 \\
57 \% \\
\mathrm{~g}
\end{gathered}
$$ \& $34 \%$ \& $$
\begin{aligned}
& 108 \\
& 64 \% \\
& \text { iJ }
\end{aligned}
$$ \& $\stackrel{107}{51 \%}$ \& 37 \& 66\% \& 36
$51 \%$ \& $$
\begin{gathered}
138 \\
63 \% \\
K
\end{gathered}
$$ \& 81\% \& 99\% \& 72
$49 \%$ \& 137
$54 \%$ \& ${ }^{108} 5$ \& 29 ${ }^{2}$ \& 164
$64 \%$ <br>
\hline ExxonMobil \& 251 $53 \%$ \& $$
\begin{gathered}
153 \\
\underset{C}{64 \%}
\end{gathered}
$$ \& 98\% \& 69\% \& $$
\begin{aligned}
& 76 \\
& 61 \% \\
& \text { D }
\end{aligned}
$$ \& 59 \& 47\% \& $$
\begin{aligned}
& 99 \\
& 59 \%
\end{aligned}
$$ \& 101 49 \& 51 \& 61 $43 \%$ \& 37\% \& $$
\begin{gathered}
147 \\
62 \% \\
\mathrm{~K}
\end{gathered}
$$ \& 97\% \& 89\% \& 65\% \& 154\% \& 94\% \& 33
$57 \%$ \& 201 65 <br>
\hline Delta Air Lines \& 244 53 \& $\stackrel{125}{58 \%}$ \& 119
$48 \%$ \& $$
\begin{aligned}
& 94 \\
& 62 \% \\
& \mathrm{G} \%
\end{aligned}
$$ \& $$
\begin{gathered}
65 \\
54 \% \\
9
\end{gathered}
$$ \& 53
$54 \%$ \& $32 \%$ \& $$
\begin{gathered}
116 \\
66 \% \\
1.5
\end{gathered}
$$ \& $89 \%$ \& 39 \& 61 43 \& $34 \%$ \& $$
\begin{aligned}
& 138 \\
& { }^{6} 5 \% \\
& \text { KL }
\end{aligned}
$$ \& $$
\begin{gathered}
101 \\
62 \% \\
\hline
\end{gathered}
$$ \& ${ }_{5}^{85}$ \& 58\% \& 152\% \& 90\% \& ${ }^{42} 1{ }^{1}$ \& ${ }^{166}$ 63\% <br>
\hline AT\&T \& ${ }^{256} 5$ \& $$
\begin{gathered}
140 \\
59 \% \\
c
\end{gathered}
$$ \& ${ }^{116}$ \& $$
\begin{aligned}
& 88 \\
& 61 \% \\
& \mathbf{G}
\end{aligned}
$$ \& ${ }^{654}$ \& ${ }_{52}^{62}$ \& $41 \%$ \& $$
\begin{aligned}
& 98 \\
& 98 \% \\
& 15
\end{aligned}
$$ \& 112 $47 \%$ \& $46 \%$ \& 62 43 \& 42\% \& $$
\begin{gathered}
147 \\
63 \% \\
\mathrm{~K}
\end{gathered}
$$ \& 839\% \& ${ }^{108} 59$ \& 659\% \& 150

r \& 103\% \& 27 48 \& 190 ${ }^{19} 6$ <br>

\hline UnitedHealth Group \& $$
\begin{gathered}
223 \\
52 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
118 \\
61 \% \\
6
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 105 \\
& 45 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 71 \\
& 59 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 64 \\
& 51 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 51 \% \\
& 47 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 50 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
101 \\
\underset{1 J}{69}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 81 \\
& 45 \%
\end{aligned}
$$

\] \& $41 \%$ \& \[

$$
\begin{aligned}
& 68 \% \\
& 46 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 344 \\
& 55 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
116 \\
59 \% \\
\mathrm{k}
\end{gathered}
$$

\] \& 750\% \& \[

$$
\begin{aligned}
& 95 \\
& 64 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 53 \\
& 41 \%
\end{aligned}
$$
\] \& 137 ${ }^{\text {53\% }}$ \& 81 51 \& 50 ${ }^{58}$ \& 169\% <br>

\hline Whole Foods \& 244 $52 \%$ \& \[
$$
\begin{gathered}
117 \\
54 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
127 \\
50 \%
\end{gathered}
$$
\] \& 90\% \& 58. \& 67

$52 \%$ \& 29 34 \& \[
$$
\begin{aligned}
& 87 \\
& 60 \% \\
& i
\end{aligned}
$$

\] \& 107\% \& 51 \& 65 ${ }^{64}$ \& \[

$$
\begin{aligned}
& 45 \\
& 61 \% \\
& k
\end{aligned}
$$
\] \& 122

$54 \%$ \& 77 \& $$
\begin{aligned}
& 98 \\
& 58 \% \\
& \mathrm{n}
\end{aligned}
$$ \& 70\% \& ${ }^{153} 5$ \& 86\% \& 67\% \& 167 ${ }_{5}$ <br>

\hline Macy's \& 234\% \& ${ }^{109} 5$ \& 125 50 \& 54\% \& \[
$$
\begin{aligned}
& 79 \\
& 62 \% \\
& \text { FG }
\end{aligned}
$$

\] \& $44 \%$ \& 32 40 \& \[

$$
\begin{aligned}
& 98 \\
& 61 \% \\
& \text { ij }
\end{aligned}
$$

\] \& 92 9\% \& $44 \%$ \& 54 4 \& 47\% \& \[

$$
\begin{gathered}
119 \\
60 \% \\
\mathrm{~K}
\end{gathered}
$$

\] \& 60 46 \& \[

$$
\begin{aligned}
& 93 \\
& 60 \% \\
& \text { np }
\end{aligned}
$$
\] \& 81 46 \& 143 \& 87\% \& 433\% \& 164\% <br>

\hline Wells Fargo \& ${ }^{245} 51 \%$ \& \[
$$
\begin{gathered}
130 \\
60 \% \\
C
\end{gathered}
$$

\] \& ${ }^{116} 43 \%$ \& \[

$$
\begin{aligned}
& 866 \\
& 58 \% \\
& \hline
\end{aligned}
$$
\] \&  \& 43

$34 \%$ \& 418 \& \[
$$
\begin{aligned}
& 113 \\
& \text { 165 } \\
& 15
\end{aligned}
$$

\] \& 78\% \& 54\% \& 610\% \& 50\% \& \[

$$
\begin{gathered}
149 \\
60 \% \\
K
\end{gathered}
$$
\] \& 78\% \& 859\% \& 82\% \& 166\% \& 72

$43 \%$ \&  \& 180\% <br>

\hline ESPN \& 227 $50 \%$ \& $$
\begin{gathered}
125 \\
60 \% \\
C
\end{gathered}
$$ \& 102

$41 \%$ \& 73
53 \& 75 ${ }^{5}$ \& 43

$54 \%$ \& 35 \& \[
$$
\begin{gathered}
105 \\
\begin{array}{c}
62 \% \\
1.5
\end{array}
\end{gathered}
$$

\] \& 80\% \& $42 \%$ \& 55 ${ }^{41 \%}$ \& 31 \& \[

$$
\begin{gathered}
123 \\
57 \% \\
K
\end{gathered}
$$
\] \& 67

55

P \& $$
\begin{aligned}
& 105 \\
& 57 \mathrm{P}
\end{aligned}
$$ \& 55 ${ }^{56}$ \& \[

$$
\begin{gathered}
154 \\
58 \% \\
\mathrm{R} \%
\end{gathered}
$$
\] \& 70\% \& 44\% \& 154 5 <br>

\hline Uber \& 2189\% \& $$
\begin{gathered}
\text { 126 } \\
\text { 59\% }
\end{gathered}
$$ \& 910\% \& \[

$$
\begin{aligned}
& \begin{array}{l}
73 \\
61 \% \\
f G
\end{array}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 86 \\
& 64 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
42 \\
43 \% \\
43
\end{gathered}
$$

\] \& 17\% \& \[

$$
\begin{gathered}
119 \\
68 \% \\
1.5
\end{gathered}
$$

\] \& 784\% \& 21\% \& 51 31 \& ${ }^{16} 8$ \& \[

$$
\begin{aligned}
& 145 \\
& 71 \% \\
& \text { KL }
\end{aligned}
$$
\] \& 74

53 \& ${ }^{85} 5$ \& 59 \& 139 $52 \%$ \& ${ }^{78} \%$ \& 42\% \& ${ }_{167}^{167}$ <br>

\hline Comeast \& 227 $49 \%$ \& $$
\begin{gathered}
126 \\
62 \% \\
C
\end{gathered}
$$ \& 100

$40 \%$ \& 53\% \& ${ }^{66} 4 \%$ \& 37

$39 \%$ \& $40 \%$ \& $$
\begin{aligned}
& 80 \\
& 57 \% \\
& \hline
\end{aligned}
$$ \& 110

$50 \%$ \& 36 \& 59\% \& ${ }^{28} 9 \%$ \& $$
\begin{aligned}
& 134 \\
& 56 \% \\
& \text { kl }
\end{aligned}
$$ \& 75 ${ }^{7}$ \& ${ }^{83} 5$ \& 68\% \& 137

$54 \%$ \& $84 \%$ \& 31 75 \& 172 ${ }^{57 \%}$ <br>

\hline NBA \& 224 49 \&  \& 94\% \& $$
\begin{aligned}
& 73 \\
& 533 \% \\
& \hline
\end{aligned}
$$ \& \[

$$
\begin{gathered}
91 \\
\text { 6FG }
\end{gathered}
$$
\] \& 31

$30 \%$ \& 29 ${ }^{29} \%$ \& \[
$$
\begin{gathered}
106 \\
\begin{array}{c}
106 \\
1.5
\end{array}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 83 \\
& 41 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 366 \\
& 38 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 68 \\
& 44 \%
\end{aligned}
$$

\] \& 21 $31 \%$ \& \[

$$
\begin{aligned}
& 130 \\
& 59 \% \\
& \text { KL }
\end{aligned}
$$

\] \& 60 $43 \%$ \& \[

$$
\begin{gathered}
108 \\
54 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 57 \\
& 48 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
158 \\
57 \% \\
R
\end{gathered}
$$

\] \& ${ }^{61}{ }^{6} \%$ \& | 51 |
| :--- |
| $83 \%$ | \& 1688

$57 \%$ <br>
\hline
\end{tabular}

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Hilton Hotels | 246\% | 129 $54 \%$ | 117 $44 \%$ | $\begin{aligned} & 76 \\ & 50 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & 63 \\ & { }_{56}^{6} \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 62 \% \\ & \mathrm{G} \end{aligned}$ | ${ }_{28}^{38}$ | ${ }^{99} 9$ | 108 $45 \%$ | 46 | 57 $39 \%$ | 42\% | $\begin{gathered} 136 \\ 56 \% \\ K \end{gathered}$ | 54\% | 837\% | 818\% | $\begin{gathered} 156 \\ 57 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{87}$ 41\% | 35\% | 165 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nissan | 2288\% | 115 50 | 113 $48 \%$ | $\begin{aligned} & 81 \\ & 53 \% \\ & \mathrm{G} \% \end{aligned}$ | $\begin{aligned} & 65 \\ & \text { } 57 \% \end{aligned}$ | 50\% | 33 $34 \%$ | $\begin{aligned} & 91 \\ & 62 \% \\ & 15 \end{aligned}$ | 94\% | 429\% | 74\% | $30 \%$ | $\begin{aligned} & 115 \\ & 61 \% \\ & \text { KL } \end{aligned}$ | 66\% | 81\% | 75\% | $\begin{gathered} 142 \\ 55 \% \\ R \end{gathered}$ | $\stackrel{80}{41 \%}$ | $\underset{t}{36}$ | ${ }^{158} 5$ |
| Chevron | 214\% | $\begin{gathered} 127 \\ 64 \% \\ C \end{gathered}$ | 876\% | $\begin{aligned} & 71 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 61 \% \\ & d \end{aligned}$ | ${ }_{46 \%}^{46}$ | ${ }_{36}^{26}$ | $\begin{aligned} & 91 \\ & 62 \% \\ & \hline 1 \end{aligned}$ | 758\% | 49\% | 57 $44 \%$ | 219\% | $\begin{gathered} 131 \\ 57 \% \\ \mathrm{kl} \end{gathered}$ | 51\% | 71 50 | $\begin{aligned} & 52 \% \\ & 40 \end{aligned}$ | $\begin{gathered} 141 \\ 59 . \\ \mathrm{R} \end{gathered}$ | ${ }_{36}^{69}$ | $\begin{aligned} & 43 \\ & 76 \% \\ & \hline \end{aligned}$ | 148 $54 \%$ |
| MLB | 227 49 | $\begin{gathered} 121 \\ 55 \% \\ c \end{gathered}$ | 106 $42 \%$ | $\begin{aligned} & 73 \\ & 54 \% \\ & G \end{aligned}$ | $\begin{aligned} & 78 \\ & 55 \% \\ & G \end{aligned}$ | $\begin{aligned} & 53 \\ & 52 \% \\ & G \end{aligned}$ | 23 | 84\% | ${ }^{98} 8$ | $42 \%$ | 56\% | 45\% | $\begin{gathered} 121 \\ \text { 59\% } \\ \text { K } \end{gathered}$ | 714\% | 93 56 | 63 45 | $\begin{gathered} 145 \\ 56 \% \\ R \end{gathered}$ | 77 $39 \%$ | 40 $61 \%$ | 170 $59 \%$ |
| Capitol One | $\begin{gathered} 224 \\ 48 \% \end{gathered}$ | $\begin{gathered} 145 \\ { }_{5}^{29 \%} \% \end{gathered}$ | 79\% | ${ }_{48}$ | $\begin{aligned} & 64 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 80 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 46 \% \end{aligned}$ | 41 | $\begin{aligned} & 57 \\ & 36 \% \end{aligned}$ | 27 38 | $\begin{aligned} & 120 \\ & 60 \% \\ & \mathrm{KL} \end{aligned}$ | ${ }^{83}$ 53\% | $82 \%$ | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 123 \\ 46 \% \end{gathered}$ | 91\% | 28\% | 153 $54 \%$ |
| Fox Corporation | $\stackrel{222}{48 \%}$ | $\begin{aligned} & 133 \\ & { }_{5}^{5} \% \end{aligned}$ | ${ }_{38}^{88}$ | $\begin{aligned} & 92 \\ & 58 \% \\ & \hline F \end{aligned}$ | $\begin{gathered} 55 \\ 52 \% \\ f \end{gathered}$ | $\begin{aligned} & 36 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 62 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 86 \\ & 43 \% \end{aligned}$ | ${ }_{39 \%}^{44}$ | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | 30\% | $\begin{gathered} 118 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 62 \% \\ & 6 P \end{aligned}$ | $\begin{aligned} & 77 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 52 \% \end{aligned}$ | 86\% | 44\% | 164 $60 \%$ |
| Xfinity | 213 48 | 102\% | 112 $49 \%$ | $\begin{aligned} & 80 \\ & 59 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 66 \\ 55 \% \\ \text { fg } \end{array} \end{aligned}$ | 419\% | 26\% | $\begin{gathered} 102 \\ 64 \% \\ 15 \end{gathered}$ | $\begin{aligned} & 88 \\ & 46 \% \end{aligned}$ | 24\% | 55 $41 \%$ | ${ }^{38}{ }^{3} \%$ | $\begin{gathered} 110 \\ 55 \% \\ \text { K } \end{gathered}$ | 75\% | $\begin{aligned} & 89 \\ & 55 \% \\ & \hline \end{aligned}$ | 49\% | $\begin{gathered} 138 \\ \begin{array}{c} 55 \% \\ R \end{array} \end{gathered}$ | 72 $41 \%$ | ${ }^{57} 7$ | ${ }^{158} 5$ |
| Boeing | $\begin{gathered} 220 \\ 48 \% \end{gathered}$ | $\begin{gathered} 120 \\ 55 \% \\ C \end{gathered}$ | $\begin{aligned} & 99 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 55 \% \\ & \hline \end{aligned}$ | 41 | ${ }^{37}$ | $\begin{aligned} & 92 \\ & 59 \% \\ & \text { ij } \end{aligned}$ | $88{ }^{8} \%$ | 400 | 54\% | 32\% | $\begin{aligned} & 131 \\ & 64 \% \\ & \mathrm{KL} \end{aligned}$ | $\begin{aligned} & 75 \\ & 52 \% \\ & p \end{aligned}$ | $\begin{aligned} & 98 \\ & 53 \% \\ & p \end{aligned}$ | 47 38 | $\begin{gathered} 143 \\ 57 \% \\ \mathrm{R} \end{gathered}$ | 74 $38 \%$ | 48\% | 158 $60 \%$ |
| Mars | $\begin{gathered} 210 \\ 48 \% \end{gathered}$ | $\begin{gathered} 118 \\ 57 \% \\ C \end{gathered}$ | $\begin{aligned} & 92 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 48 \% \end{aligned}$ | ${ }_{58}^{58}$ | ${ }_{45 \%}^{44}$ | $\begin{aligned} & 40 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 56 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 98 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 37 \% \end{aligned}$ | 35\% | $\begin{gathered} 118 \\ 57 \% \\ K \end{gathered}$ | 74\% | $73 \%$ | 63 44 | 128 $52 \%$ | 79 | 34\% | 147 $55 \%$ |
| Papa John's | 221 $48 \%$ | $\begin{aligned} & 110 \\ & 56 \% \\ & C \end{aligned}$ | 110 $42 \%$ | $\begin{aligned} & 90 \\ & 599 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | $\begin{aligned} & 78 \\ & 62 \% \\ & \text { FG } \end{aligned}$ | ${ }_{32}^{30}$ | 23 | $\begin{aligned} & 99 \\ & 61 \% \\ & 1.5 \end{aligned}$ | 91 $42 \%$ | 31 $36 \%$ | ${ }^{68} 4$ | 35\% | 107 $51 \%$ | 57 | $\begin{gathered} 107 \\ 57 \% \end{gathered}$ | 57 38 | 137 $49 \%$ | 79 | $\underset{t}{44} \underset{t}{44}$ | 147 $54 \%$ |
| Bank of America | 220 47 | 101 $53 \%$ | 119 $43 \%$ | $\begin{aligned} & 92 \\ & 60 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 66 \\ & 53 \% \\ & \text { G } \end{aligned}$ | 34 39 | $\stackrel{27}{29 \%}$ | $\begin{aligned} & 97 \\ & 56 \% \\ & i / 2 \\ & \end{aligned}$ | 90\% | 33 $39 \%$ | 53 $37 \%$ | ${ }^{25} 1 \%$ | $\begin{aligned} & 132 \\ & 63 \% \\ & \mathrm{KL} \end{aligned}$ | 73\% | 80\% | 46\% | 133 $51 \%$ | 81 $42 \%$ | 39\% | 165 53 |
| Chipotle | ${ }_{4}^{207}$ | $\begin{aligned} & 97 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 110 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 55 \% \\ & \end{aligned}$ | $\begin{aligned} & 63 \\ & 52 \% \\ & \hline \end{aligned}$ | ${ }_{42}^{45}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 56 \% \\ & j \end{aligned}$ | 98\% | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | ${ }_{41 \%}^{58}$ | $\begin{aligned} & 32 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 57 \% \\ & \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 59 \\ & 53 \% \end{aligned}$ | 917\% | $\begin{aligned} & 57 \% \\ & 43 \% \end{aligned}$ | $\begin{gathered} 142 \\ 54 \% \\ \mathrm{R} \end{gathered}$ | 619 | $\begin{aligned} & 34 \\ & 76 \% \end{aligned}$ | 136 $50 \%$ |
| American Express | 210\% | 125 $51 \%$ | 85\% | $\begin{aligned} & 77 \\ & 54 \% \\ & F \end{aligned}$ | $\begin{aligned} & 73 \\ & 56 \% \\ & F \end{aligned}$ | 26\% | 33 | $\begin{gathered} 107 \\ \begin{array}{c} 15 \\ 15 \end{array} \end{gathered}$ | 70\% | 33\% | 55 $41 \%$ | 22\% | $\begin{aligned} & 128 \\ & 58 \% \\ & \text { KL } \end{aligned}$ | 715\% | $\begin{aligned} & 84 \\ & 58 \% \\ & \hline 8 \end{aligned}$ | 55\% | $\underset{\substack{137 \\ 53 \%}}{\substack{2 \\ \hline}}$ | 70\% | 71\% | 161 $57 \%$ |
| T-Mobile | $\stackrel{216}{47 \%}$ | $\begin{gathered} 115 \\ 53 \% \\ c \end{gathered}$ | 100 $41 \%$ | $\begin{aligned} & \text { 639} \\ & 53 \\ & \text { fG } \end{aligned}$ | $\begin{aligned} & 78 \\ & 62 \% \\ & \text { FG } \end{aligned}$ | 38 | 31 $30 \%$ | $\begin{aligned} & 95 \\ & 599 \% \\ & 1 J \end{aligned}$ | 92\% | $\stackrel{29}{31 \%}$ | 56\% | 45\% | $\begin{gathered} 106 \\ 55 \% \\ \text { K } \end{gathered}$ | 659\% | $\begin{aligned} & 96 \\ & 52 \% \\ & \hline \end{aligned}$ | 54\% | 130 $51 \%$ | 833\% | 61 $81 \%$ | 158 58 |
| Nintendo | $\begin{gathered} 221 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 52 \% \end{aligned}$ | 114 $43 \%$ | $\begin{aligned} & 96 \\ & 68 \% \\ & \hline \end{aligned}$ | $\stackrel{68}{56}$ | ${ }_{35 \%}^{47}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 63 \% \\ & 15 \end{aligned}$ | $84 \%$ | 37 $34 \%$ | 67 $45 \%$ | 23 $34 \%$ | $\begin{gathered} 122 \\ 53 \% \\ 1 \end{gathered}$ | 56 $41 \%$ | 96\% | 69\% | 137 $51 \%$ | 81\% | 37\% | 154 $51 \%$ |
| Honeywell | 220 | $\begin{gathered} 124 \\ 57 \% \\ C \end{gathered}$ | ${ }_{36}^{96}$ | 65\% | 73 $55 \%$ | 50 $42 \%$ | 32 | $\begin{aligned} & 90 \\ & 60 \% \\ & i j \end{aligned}$ | ${ }_{38}^{88}$ | $42 \%$ | 52 ${ }_{36}$ | $43 \%$ | $\begin{gathered} 103 \\ 53 \% \\ K \end{gathered}$ | $\begin{aligned} & 76 \\ & 56 \% \\ & \text { P\% } \end{aligned}$ | $88{ }^{8} \%$ | 56\% | $\begin{gathered} 142 \\ 54 \% \\ \mathrm{R} \end{gathered}$ | 719 | 38\% | 154 53 |
| U.S. Bank | 212 46 | $\begin{gathered} 124 \\ 54 \% \\ \mathrm{C} \end{gathered}$ | ${ }^{88}{ }^{8} \%$ | $\begin{aligned} & 80 \\ & 56 \% \\ & \text { F } \end{aligned}$ | $\begin{aligned} & 71 \\ & 54 \% \\ & F \end{aligned}$ | 39 ${ }^{3}$ | 21 $34 \%$ | $\begin{aligned} & 101 \\ & 65 \% \\ & 15 \end{aligned}$ | 73 $38 \%$ | 38\% | ${ }_{35}^{45}$ | 21 31 | $\begin{aligned} & 139 \\ & \text { 56 } \\ & \text { KL } \end{aligned}$ | 57 | $70 \%$ | 859 | 131 $50 \%$ | 77 $40 \%$ | $\underset{t}{42}$ | 160 5 |



Base: All Respondents (Variable Bases)

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Topal } \\ & (5 / 20 . \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lthan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| TripAdvisor | 215 46 | $\begin{gathered} 122 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 52 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{gathered} \text { 600} \\ 51 \% \\ g \end{gathered}$ | ${ }_{47}^{47}$ | $\begin{aligned} & 37 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 57 \% \\ & \text { iJ } \end{aligned}$ | $\begin{aligned} & 91 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | ${ }_{33}^{44}$ | $\begin{aligned} & 39 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 122 \\ 56 \% \\ K \end{gathered}$ | $\begin{aligned} & 62 \% \\ & 42 \% \end{aligned}$ | $\begin{gathered} 99 \\ 54 \% \\ p \end{gathered}$ | ${ }_{39}^{54}$ | $\begin{gathered} 125 \\ 52 \% \\ r \end{gathered}$ | ${ }_{39}^{89}$ | 29 ${ }^{29}$ | 182 $61 \%$ |
| Gap | 222 ${ }^{46 \%}$ | $\begin{gathered} 119 \\ 52 \% \\ c \end{gathered}$ | 103 $40 \%$ | $\begin{aligned} & 84 \\ & 51 \% \\ & G \end{aligned}$ | $\begin{aligned} & 68 \\ & 57 \% \\ & G \end{aligned}$ | $\begin{gathered} 44 \\ 45 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{23}^{23}$ | $\begin{aligned} & 98 \\ & 599 \% \end{aligned}$ | $89 \%$ | 36\% | 67\% | 36 $43 \%$ | 114\% | 67 $45 \%$ | 51\% | 64\% | $\begin{gathered} 140 \\ 53 \\ { }_{R} \% \end{gathered}$ | 78\% | 43\% | ${ }^{158} 5$ |
| Albertson's | 2214 | $\begin{aligned} & 138 \\ & 535 \% \\ & C^{2} \end{aligned}$ | 83\% | $\begin{aligned} & 84 \\ & 54 \% \\ & \text { fG } \end{aligned}$ | 59\% | 37\% | 41\% | $\begin{gathered} 101 \\ \text { 60\% } \\ \text { IJ } \end{gathered}$ | 81 36 | 39 35 | 60 $41 \%$ | 33 $37 \%$ | 119 $52 \%$ | ${ }^{66}$ \% | 95 $51 \%$ $n$ | 60 $43 \%$ | 1414\% | 76 $38 \%$ | 659\% | 162 50 |
| Expedia | 203 $44 \%$ | $\begin{gathered} 103 \\ 50 \% \\ c \end{gathered}$ | $\begin{aligned} & 99 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 56 \% \% \\ & 5 g \end{aligned}$ | 36\% | $\begin{aligned} & 37 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 52 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 90 \\ & 43 \% \end{aligned}$ | 32\% | ${ }_{3}^{57 \%}$ | 38 ${ }^{2} \%$ | $\begin{aligned} & 108 \\ & 53 \% \\ & 5 \end{aligned}$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 48 \% \end{aligned}$ | 359\% | 131 48 | $\begin{aligned} & 69 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 63 \% \end{aligned}$ | 157 ${ }^{5}$ |
| John Deere | 2084\% | $\begin{gathered} 120 \\ { }_{5}^{5} \% \\ C \end{gathered}$ | 888 | $\begin{gathered} 63 \\ 47 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 75 \\ & 53 \% \\ & G \end{aligned}$ | $41 \%$ | 299\% | $\begin{aligned} & 84 \\ & 51 \% \\ & i \end{aligned}$ | $\begin{aligned} & 79 \\ & 38 \% \end{aligned}$ | $45 \%$ | ${ }_{38}^{59 \%}$ | 33 39 | $\begin{gathered} 110 \\ 51 \% \\ k \end{gathered}$ | $\begin{aligned} & 84 \\ & 56 \% \\ & \text { OP } \end{aligned}$ | 61 $38 \%$ | 63\% | $\begin{gathered} 130 \\ 52 \% \\ \mathrm{R} \end{gathered}$ | 77\% | 32 $57 \%$ | ${ }^{138} 48 \%$ |
| Zoom Video | ${ }^{215} 43 \%$ | ${ }^{115} 45$ | 100 $42 \%$ | $\begin{aligned} & 70 \\ & 55 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 71 \\ & 55 \% \\ & \text { FG } \end{aligned}$ | 47\% | ${ }_{32}^{28}$ | $\begin{aligned} & 99 \\ & 62 \% \\ & 15 \end{aligned}$ | 888\% | 29\%\% | 47\% | 31 $36 \%$ | $\begin{aligned} & 129 \\ & 56 \% \\ & \text { KL } \end{aligned}$ | 76 $46 \%$ | 80\% | 59\% | $\begin{gathered} 141 \\ 49 \% \\ r \end{gathered}$ | 71 $36 \%$ | 45\% | ${ }^{155} 5$ |
| Trader Joe's | ${ }^{191} 43$ | $93 \%$ | $98 \%$ | $\begin{aligned} & 83 \\ & 87 \% \\ & \mathrm{Fg}^{2} \end{aligned}$ | $\begin{gathered} 42 \\ 47 \% \\ F \end{gathered}$ | 27\% | $38{ }^{39}$ | $\begin{aligned} & 75 \\ & 54 \% \\ & \text { ij } \end{aligned}$ | 77\% | 39\% | ${ }^{53} \%$ | $\begin{gathered} 40 \\ 53 \% \\ k \end{gathered}$ | $8{ }^{86}$ \% | 46\% | 71 | 34\% | $\stackrel{106}{43 \%}$ | 82 | 32\% | ${ }^{1588}$ |
| Publix | ${ }^{195} 43 \%$ | $\begin{aligned} & 106 \\ & 500 \\ & C \end{aligned}$ | ${ }_{36}^{89}$ | $\begin{aligned} & 81 \\ & 54 \% \\ & { }^{8} \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 42 \% \end{aligned}$ | 34\% | 39 $43 \%$ | $\begin{aligned} & 73 \\ & 50 \% \\ & \end{aligned}$ | 95 ${ }^{\text {42\% }}$ | 27 $32 \%$ | 51\% | $\begin{aligned} & 38 \% \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & \begin{array}{l} 55 \% \\ \mathrm{KI} \end{array} \end{aligned}$ | 50 P | $\begin{gathered} 81 \\ 46 \% \\ \text { p } \end{gathered}$ | 493\% | 120 | 73 $38 \%$ | 36\% | 140 $54 \%$ |
| BP | ${ }^{192}$ | $\begin{gathered} 118 \\ 588 \% \\ C \end{gathered}$ | 73 $30 \%$ | 60\% | $\begin{aligned} & \text { 657 } \\ & 55 \% \\ & \hline \end{aligned}$ | 38\% | 27 $34 \%$ | $\begin{aligned} & 91 \\ & 55 \% \\ & 15 \end{aligned}$ | 72 $36 \%$ | 29 ${ }^{3} \%$ | 55 ${ }^{\text {\% }}$ | ${ }_{36}^{26}$ | 110 ${ }^{48 \%}$ | ${ }_{36}^{56}$ | $\begin{aligned} & 74 \\ & 53 \% \\ & \mathrm{np} \end{aligned}$ | - $62 \%$ | 123 ${ }^{47 \%}$ | ${ }_{37}^{67}$ | 34 $61 \%$ | 133 $50 \%$ |
| Humana | 189 ${ }^{42 \%}$ | $\begin{gathered} 120 \\ 52 \% \\ \mathrm{C} \end{gathered}$ | ${ }_{32}^{69}$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & \text { 61\% } \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 57 \% \\ & 1 J \end{aligned}$ | $\begin{aligned} & 80 \\ & 40 \% \\ & j \end{aligned}$ | 222\% | $48 \%$ | ${ }^{26} \%$ | $\begin{aligned} & 99 \\ & 53 \% \\ & \mathrm{~kL} \end{aligned}$ | 69\% | 71 44 | 49\% | 110 $48 \%$ | ${ }^{78} \%$ | 86\% | 129 |
| JetBlue Airways | 199 ${ }_{42 \%}$ | 105 ${ }^{47 \%}$ | $\begin{aligned} & 94 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 57 \\ 47 \% \\ f \end{gathered}$ | 29\% | 46 | $\begin{aligned} & 81 \\ & 51 \% \\ & j \end{aligned}$ | $\begin{aligned} & 90 \\ & 47 \% \\ & J \end{aligned}$ | 27\% | ${ }_{29}^{49 \%}$ | $\begin{gathered} 30 \\ 46 \% \\ 46 \end{gathered}$ | $\begin{gathered} 113 \\ 49 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 64 \\ 42 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 89 \\ & 57 \% \\ & \mathrm{nP} \end{aligned}$ | 27\% | ${ }^{115} 44 \%$ | 75 38 | 38\% | 163 $54 \%$ |
| NHL | 186\% | $\begin{gathered} 100 \\ 48 \% \\ C \end{gathered}$ | ${ }_{36}^{86}$ | $\begin{aligned} & 62 \\ & 48 \% \\ & 4 \mathrm{fG} \end{aligned}$ | $\begin{aligned} & 65 \\ & 58 \% \\ & \text { FG } \end{aligned}$ | 27 30 | 32\% | $\begin{aligned} & 86 \\ & \frac{85}{85} \\ & 15 \end{aligned}$ | 71 $36 \%$ | 29\% | 45\% | ${ }_{26}^{26}$ | 919\% | 56\% | 80\% | $49 \%$ | $\begin{gathered} 116 \\ 48 \% \end{gathered}$ | 70\% | 33 $57 \%$ | 135 |
| Pfizer | ${ }^{187}{ }^{41 \%}$ | $74 \%$ | 113 $41 \%$ | 49\%\% | 55\% | $43 \%$ | 40\% | $\begin{gathered} 666 \\ 46 \% \\ \hline \end{gathered}$ | 84\% | 38\% | 52\% | ${ }_{3}^{19}$ \% | 95\% | $\begin{aligned} & 65 \\ & 46 \% \\ & 4 . \end{aligned}$ | 年 ${ }^{84}$ | 36\% | $\begin{gathered} 119 \\ 46 \% \\ r \end{gathered}$ | ${ }_{35}^{63}$ | 27\% | ${ }^{116} 44 \%$ |
| Caterpillar | ${ }^{189} 9$ | $\begin{gathered} 125 \\ 5 \text { B3 } \\ \text { C } \end{gathered}$ | 64\% | $75 \%$ | $49 \%$ | 419\% | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 51 \% \\ & \hline 1 \% \end{aligned}$ | 72 $34 \%$ | $\begin{aligned} & 33 \\ & 37 \% \end{aligned}$ | ${ }_{36}^{55}$ | ${ }_{23}^{16}$ | $\begin{aligned} & 109 \\ & 50 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 67 \\ & 54 \% \\ & \text { Op } \end{aligned}$ | ${ }^{51} \times$ | 66\% | 104 $39 \%$ | $78{ }^{72 \%}$ | 33 $57 \%$ | 133 $45 \%$ |
| Snapchat | 201\% | $\begin{gathered} 112 \\ 48 \% \\ C \end{gathered}$ | 89 34 | $\begin{aligned} & 89 \\ & 61 \% \\ & \mathrm{FG}^{81} \end{aligned}$ | $\begin{aligned} & 73 \\ & 57 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 30 \\ & 25 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }_{9}^{9}$ | $\begin{aligned} & 113 \\ & 55 \% \\ & 1.5 \end{aligned}$ | 36\% | 21\% | 45\% | ${ }_{36}{ }^{6}$ | $\begin{aligned} & 123 \\ & 52 \% \\ & \mathrm{Kl} \end{aligned}$ | 47\% | $\begin{gathered} 81 \\ 45 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 73 \\ & { }^{777} \% \\ & \mathrm{~N} \end{aligned}$ | ${ }^{123} 43 \%$ | 717\% | 71\% | 150 $49 \%$ |
| GlaxoSmithKline | ${ }^{175} 41 \%$ | $\begin{aligned} & 113 \\ & 51 \% \\ & C \end{aligned}$ | 62\% | 28\% | $\begin{gathered} 64 \\ 49 \% \\ \mathrm{DG} \end{gathered}$ | $\begin{gathered} 54 \\ 62 \% \\ \text { DG } \end{gathered}$ | 19 $24 \%$ | $\begin{gathered} 78 \\ 46 \% \\ j \end{gathered}$ | $72 \%$ | 25 30 | 43 34 | 25 38 | $\begin{aligned} & 102 \\ & 51 \% \\ & K \end{aligned}$ | 60 $42 \%$ | $\begin{aligned} & 77 \\ & 46 \% \\ & p \end{aligned}$ | 388 | $\begin{gathered} 108 \\ 46 \% \\ r \end{gathered}$ | ${ }^{66} 9$ | 34\% | 135 $48 \%$ |
| JPMorgan Chase | 181 $40 \%$ | $\begin{aligned} & 84 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 51 \% \\ & d \end{aligned}$ | 51\% | 24\% | $\begin{aligned} & 77 \\ & 53 \% \\ & 15 \% \end{aligned}$ | ${ }_{37}^{87}$ | $\begin{aligned} & 23 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 34 \% \end{aligned}$ | 21 $32 \%$ | 97 48 | 71 $50 \%$ P | ${ }^{65} 4$ | 459\% | 111 $44 \%$ | $\begin{aligned} & 69 \\ & 35 \% \end{aligned}$ | $40 \%$ | 129 ${ }^{47 \%}$ |

Base: All Respondents (Variable Bases)

|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ 5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Singer | ${ }_{39}^{182}$ | $\begin{aligned} & 98 \\ & 39 \% \end{aligned}$ | ${ }_{39}^{89 \%}$ | $\begin{aligned} & 64 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 46 \% \\ & f \end{aligned}$ | 29\% | $39 \%$ | $\begin{gathered} 61 \\ 42 \% \\ \\ \hline \end{gathered}$ | $\begin{aligned} & 91 \\ & 43 \% \\ & j \end{aligned}$ | 31 28 | $\begin{aligned} & 53 \\ & 37 \% \\ & \hline \end{aligned}$ | 15 $21 \%$ | $\begin{aligned} & 107 \\ & { }^{499} \mathrm{~kL} \end{aligned}$ | 63 $41 \%$ | $\begin{aligned} & 66 \\ & 38 \% \end{aligned}$ | 53 38 | $\begin{gathered} 117 \\ 47 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{31}^{62}$ | 43\% | 119 $40 \%$ |
| Tesla | ${ }^{182} 3$ | $\begin{gathered} 113 \\ 533 \% \\ C \end{gathered}$ | 27\% | $\begin{gathered} 93 \\ \text { e63\% } \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 55 \\ & 48 \% \\ & \text { FG } \end{aligned}$ | $24 \%$ | 10\% | $\begin{aligned} & 99 \\ & 65 \% \\ & 15 \end{aligned}$ | $\begin{gathered} 69 \\ 31 \% \end{gathered}$ | 14\% | ${ }^{44} 1 \%$ | 18\% | $\begin{aligned} & 115 \\ & 50 \% \\ & \text { KL } \end{aligned}$ | $39 \%$ | $\begin{aligned} & 86 \\ & 50 \% \\ & \text { NP } \end{aligned}$ | 57 $34 \%$ | $\begin{gathered} 127 \\ 45 \% \\ \mathrm{R} \end{gathered}$ | 519\% | 50\% | 153 5 |
| Etsy | ${ }^{190} 39 \%$ | ${ }^{103} 43$ | 87\% | $\begin{aligned} & 80 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 68 \\ & 58 \% \\ & \text { FG } \end{aligned}$ | $24 \%$ | 18\% | $\begin{aligned} & 78 \\ & 51 \% \\ & 1 \% \end{aligned}$ | 710\% | 42\% | 50\% | 21 25 | $\begin{gathered} 114 \\ 49 \% \\ \text { KL } \end{gathered}$ | 61 ${ }^{61}$ | 74\% | 559\% | ${ }^{106} 38$ | 79\% | 429\% | ${ }^{138} 47 \%$ |
| Anthem Health | $\begin{gathered} 178 \\ 38 \% \end{gathered}$ | $\begin{gathered} 124 \\ 49 \% \\ C \end{gathered}$ | ${ }^{55}{ }^{55}$ | $\begin{aligned} & 71 \\ & 46 \% \\ & f \end{aligned}$ | $\begin{aligned} & 52 \\ & 41 \% \end{aligned}$ | 33\% | ${ }^{23} 30$ | $\begin{aligned} & 93 \\ & 56 \% \\ & 15 \end{aligned}$ | 39\% | 26\% | 49\% | 23 33 | 104 ${ }^{45 \%}$ | $\begin{aligned} & 65 \\ & 47 \% \\ & \hline \end{aligned}$ | 67 $39 \%$ | 469\% | 109 $41 \%$ | 64 $34 \%$ | 40\% | 127 $45 \%$ |
| Lockheed Martin | 187\% | $\begin{gathered} 109 \\ 47 \% \\ C \end{gathered}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | 61 44 | $\begin{aligned} & 52 \\ & 38 \% \end{aligned}$ | 44\% | 29 ${ }_{35}$ | $\begin{aligned} & 82 \\ & 49 \% \\ & \text { is } \end{aligned}$ | 76\% | 28\% | 35\% | ${ }_{28}^{28}$ | $\begin{aligned} & 118 \\ & 56 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 711 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 124 \\ 45 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{58}{ }^{2} \%$ | 30 $61 \%$ | 149 $51 \%$ |
| DoorDash | ${ }_{38}^{175}$ | $\begin{aligned} & 91 \\ & 51 \% \\ & \hline \end{aligned}$ | 840 | $\begin{gathered} 69 \\ 53 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 57 \\ & 42 \% \\ & 42 \% \end{aligned}$ | 35\% | 13\% | 73 $46 \%$ | 758\% | 27\% | 50\% | ${ }_{34 \%}$ | 93\% | $47 \%$ | 79 $44 \%$ $p$ | 49\% | 110 $43 \%$ | 61 ${ }_{32 \%}$ | 59\% | ${ }^{138} 48$ |
| Aetna | ${ }^{178} 88$ | $\begin{gathered} 94 \\ 44 \% \\ \hline \end{gathered}$ | 83\% | $\begin{aligned} & 66 \\ & \text { 66 } \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 61 \\ & \begin{array}{l} 66 \% \\ 46 \end{array} \end{aligned}$ | 24\% | ${ }^{26} 5$ | $\begin{aligned} & 93 \\ & 58 \% \\ & 1 / 5 \end{aligned}$ | 58\% | $\stackrel{27}{24 \%}$ | 42\% | 31 39 | $\begin{gathered} 102 \\ 47 \% \\ K \end{gathered}$ | 67 <br> 39 | 829\% | 29\% | 120 $42 \%$ | 56\% | 41\% | 143 |
| Abbot | ${ }^{177}{ }_{38}$ | $\begin{aligned} & 108 \\ & 51 \% \\ & C \end{aligned}$ | ${ }_{29}^{67 \%}$ | $\begin{aligned} & 51 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 46 \% \\ & f \end{aligned}$ | 26\% | 31 $33 \%$ | $\begin{aligned} & 85 \\ & \frac{81}{51 \%} \\ & \end{aligned}$ | 34\% | 150\% | 38\% | ${ }_{38}{ }^{2} \%$ | $\begin{gathered} \text { 110 } \\ \text { 49\% } \\ K \end{gathered}$ | 76 <br> 8 | 70 <br> 43 | 32\% | $\begin{gathered} 115 \\ 42 \% \\ r \end{gathered}$ | 59\% | 31\% | 143 |
| GrubHub | $\stackrel{176}{38 \%}$ | $\begin{gathered} 87 \\ 45 \% \\ c \end{gathered}$ | ${ }_{33}^{88}$ | $\begin{aligned} & 78 \\ & { }^{788} \% \\ & \mathrm{FG}^{2} \end{aligned}$ | $\begin{aligned} & 65 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | 17 $18 \%$ | ${ }^{16} 20$ | $\begin{aligned} & 97 \\ & 53 \% \\ & \text { IJ } \end{aligned}$ | $\begin{gathered} \text { }{ }^{31} \% \\ \hline \end{gathered}$ | 13 $18 \%$ | 47 ${ }^{45}$ | 24\% | 95 | 62 $40 \%$ | 70 $41 \%$ | 44\% | 110 $42 \%$ $r$ | ${ }_{31}^{62}$ | 39 ${ }^{39}$ | 134 $44 \%$ |
| Twitter | ${ }^{186}{ }_{3}^{18}$ | $\begin{gathered} 124 \\ 46 \% \\ C \end{gathered}$ | 627\% | $\begin{aligned} & 82 \\ & 60 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 60 \\ & \text { 48\% } \\ & \mathrm{FG} \end{aligned}$ | 24\% | 16 $13 \%$ | $\begin{aligned} & 91 \\ & 58 \% \\ & 1 / 5 \end{aligned}$ | 740\% | 21 $22 \%$ | 40\% | 35 40 | $\begin{aligned} & 98 \\ & 41 \% \\ & k \end{aligned}$ | 30\% | $\begin{gathered} 79 \\ 43 \% \\ \mathrm{p} \end{gathered}$ | 479\% | $\begin{gathered} 123 \\ 44 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{30}^{63}$ | 35\% | 143 $47 \%$ |
| Unilever | 180 ${ }^{3} \%$ | $\begin{gathered} 111 \\ 44 \% \\ C \end{gathered}$ | ${ }_{29}^{68}$ | 35 30 | $\begin{aligned} & 64 \\ & 44 \% \\ & \text { d } \end{aligned}$ | ${ }_{38}^{48}$ | $\begin{aligned} & 322 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 67 \\ & 47 \% \\ & J \end{aligned}$ | $\begin{aligned} & 94 \\ & 37 \% \end{aligned}$ $j$ | 19 $21 \%$ | ${ }_{26}^{36}$ | ${ }_{34 \%}$ | $\begin{gathered} 111 \\ 48 \% \\ K \end{gathered}$ | 55 ${ }^{54}$ | 79\% | ${ }^{46} 1 \%$ | $\begin{gathered} 119 \\ 45 \% \\ \mathrm{R} \end{gathered}$ | 58\% | 39\% | 120 $41 \%$ |
| Citigroup | ${ }^{185}{ }^{3} \%$ | $\begin{gathered} 114 \\ 44 \% \\ C \end{gathered}$ | 719\% | 52\% | $\begin{aligned} & 62 \\ & 47 \% \\ & 47 \% \end{aligned}$ | 40\% | 31 $30 \%$ | $\begin{aligned} & 89 \\ & 52 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 70 \\ & 32 \% \end{aligned}$ | 25\% | 44\% | 25\% | $\begin{gathered} 112 \\ 47 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{aligned} & 65 \\ & 46 \% \\ & 4 . \end{aligned}$ | 76 <br> 40 | 43\% | $\stackrel{113}{39 \%}$ | ${ }_{39}^{69}$ | 38\% | 140\% |
| Airbnb | ${ }^{175} 3$ | $94 \%$ | 81\% | $\begin{aligned} & 73 \\ & 48 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 66 \\ & 51 \% \\ & \text { FG } \end{aligned}$ | ${ }_{21}^{2} \%$ | 14\% | $\begin{aligned} & 82 \\ & 53 \% \\ & 15 \end{aligned}$ | 70\% | 24\% | 45\% | 150\% | $\begin{aligned} & \text { 106 } \\ & \stackrel{49}{4} \% \\ & \text { KL } \end{aligned}$ | 59\% | 69\% | 485\% | $\begin{gathered} 117 \\ 47 \% \\ \mathrm{R} \end{gathered}$ | 55 26 | 729\% | 140 |
| Instacart | ${ }^{162} 36$ | $\begin{gathered} 89 \\ 43 \% \\ c \end{gathered}$ | 73 $31 \%$ | $\begin{aligned} & 65 \\ & 46 \% \\ & \hline F \end{aligned}$ | $\begin{aligned} & 67 \\ & 54 \% \\ & \hline \end{aligned}$ | 15 $15 \%$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 54 \% \\ & 15 \end{aligned}$ | $\text { 52 } 26 \%$ | 26\% | ${ }_{28}^{48}$ | ${ }_{21 \%}^{16}$ | $\begin{aligned} & 102 \\ & 52 \% \\ & \text { KL } \end{aligned}$ | 55 ${ }^{\text {3 }}$ | 610\% | 45\% | $\begin{gathered} 103 \\ 44 \% \\ \mathrm{R} \end{gathered}$ | $\stackrel{53}{27 \%}$ | $\begin{aligned} & 39 \\ & 61 \% \end{aligned}$ | 130 $50 \%$ |
| Anheuser-Busch | ${ }^{173} 36$ | $\begin{gathered} 98 \\ 44 \% \\ \hline \end{gathered}$ | 759\% | $\begin{aligned} & 56 \\ & 40 \% \\ & f \end{aligned}$ | $\begin{aligned} & 60 \\ & 52 \% \\ & \text { FG } \end{aligned}$ | 28\% | 29\% | $\begin{aligned} & 79 \\ & 52 \% \\ & 15 \end{aligned}$ | 62\% | 32\% | ${ }_{31}{ }^{4} \%$ | 27 30 | $\begin{aligned} & 93 \\ & 47 \% \\ & \mathrm{KI} \end{aligned}$ | 56\% | $\begin{aligned} & 78 \\ & 43 \% \\ & \mathrm{p} \end{aligned}$ | 39\% | $\underset{\mathrm{r}}{111}$ | 58\% | 32\% | 127 ${ }^{47 \%}$ |
| Lyft | ${ }^{176} 36$ | $\begin{gathered} 100 \\ 42 \% \\ \mathrm{C} \end{gathered}$ | 76 $30 \%$ | $\begin{aligned} & 71 \\ & 45 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 71 \\ & 56 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 25 \\ 25 \% \\ 9 \end{gathered}$ | 9 | $\begin{aligned} & 74 \\ & 46 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 83 \\ & 37 \% \\ & \hline \end{aligned}$ | 19 | 52 | $\stackrel{26}{29 \%}$ | $\begin{aligned} & 94 \\ & 44 \% \\ & k \end{aligned}$ | 47\% | $\begin{aligned} & 89 \\ & 47 \% \\ & 47 \end{aligned}$ | 40\% | $\begin{gathered} 123 \\ 40 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{48} \%$ | 34\% | ${ }^{138} 44 \%$ |
| Wegmans | ${ }_{36}^{175}$ | $\begin{gathered} 104 \\ 48 \% \\ C \end{gathered}$ | 719\% | $\begin{aligned} & 60 \\ & \begin{array}{l} 42 \% \\ \mathrm{Fg} \end{array} \end{aligned}$ | $\begin{aligned} & 70 \\ & 51 \% \\ & \text { FG } \end{aligned}$ | 19 18 | 25\% | $\begin{aligned} & 87 \\ & 54 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 73 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 324 \% \end{aligned}$ | $\begin{aligned} & \text { 16 } \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 50 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 57 \\ & 39 \% \\ & \hline \text { P } \end{aligned}$ | $\begin{aligned} & 85 \\ & 44 \% \\ & \hline \mathrm{P} \end{aligned}$ | ${ }^{32}$ 21\% | $\begin{gathered} 125 \\ 43 \% \\ \mathrm{R} \end{gathered}$ | 45\% | ${ }_{75}^{52}$ | $\stackrel{146}{47 \%}$ |

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20 . \\ & 5 / 22) \end{aligned}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Prudential | $\begin{gathered} 153 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 42 \% \\ & { }_{C}^{2} \end{aligned}$ | ${ }_{28}^{65}$ | $\begin{aligned} & \text { 500\% } \\ & \hline \text { 39\% } \end{aligned}$ | $\begin{aligned} & 57 \\ & 47 \% \\ & \hline \end{aligned}$ | ${ }_{23}^{26}$ | 19\% | $\begin{aligned} & 73 \\ & 47 \% \\ & 47 \% \end{aligned}$ | ${ }_{31}^{54}$ | 259\% | 47 $30 \%$ | 18 30 | $\begin{gathered} 86 \\ 44 \% \\ k \end{gathered}$ | ${ }_{31}^{48}$ | ${ }_{42}{ }^{2} \%$ | 46 31 | $\begin{gathered} 105 \\ 39 \% \end{gathered}$ | 24\% | $\underset{t}{41} \underset{t}{41 \%}$ | 128 $47 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cigna | 170 $34 \%$ | 92\% | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 43 \% \\ & 43 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 41 \\ & 38 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 48 \\ & 35 \% \\ & G \end{aligned}$ | 13 $14 \%$ | $\begin{aligned} & 76 \\ & 51 \% \\ & \text { IJ } \end{aligned}$ | 729\% | 223\% | 35\% | 25 ${ }^{2}$ \% | $\begin{gathered} 107 \\ 43 \% \\ K \end{gathered}$ | 56\% | $\begin{gathered} 77 \\ 38 \% \\ p \end{gathered}$ | 38\% | $\begin{gathered} 114 \\ 41 \% \\ \mathrm{R} \end{gathered}$ | 54 26 | 34\% | ${ }^{136}$ 42\% |
| Shake Shack | ${ }_{34 \%}^{148}$ | $\begin{aligned} & 95 \\ & 44 \% \\ & c \end{aligned}$ | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 51 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 52 \\ & 44 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 51 \% \\ & \text { IJ } \end{aligned}$ | 499\% | 25\% | 43\% | 25 ${ }^{36}$ | $\begin{gathered} 79 \\ 42 \% \\ k \end{gathered}$ | 61 $34 \%$ | $\begin{aligned} & 54 \\ & 45 \% \\ & \hline \end{aligned}$ | 33 $25 \%$ | 99\% | ${ }_{26}^{46}$ | 41 $72 \%$ | 127 $48 \%$ |
| MassMutual | ${ }_{33}^{148}$ | $\begin{aligned} & 98 \\ & 45 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 42 \% \\ & \mathrm{FG} \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 39 \% \\ & \text { fg } \end{aligned}$ | 21\% | 20\% | $\begin{gathered} 58 \\ 41 \% \\ \hline 1 \end{gathered}$ | 62 27 | 282\% | 37 $25 \%$ | 13 $19 \%$ | $\begin{aligned} & 90 \\ & 95 \% \\ & \hline{ }^{5 L} \end{aligned}$ | $\begin{gathered} 53 \\ 39 \% \\ p \end{gathered}$ | 57 $35 \%$ | 39\% | 87\% | ${ }^{56}$ 31\% | 39 $71 \%$ | 117 $42 \%$ |
| Cardinal Health | ${ }_{32 \%}^{153}$ | $\begin{gathered} 100 \\ 44 \% \\ C \end{gathered}$ | ${ }_{23}^{52 \%}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 40 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 29 \\ & 31 \% \end{aligned}$ | ${ }_{224}^{24}$ | $\begin{aligned} & 70 \\ & 49 \% \\ & \text { is } \end{aligned}$ | 59\% | 23 25 | $\begin{aligned} & 45 \\ & 28 \% \end{aligned}$ | ${ }_{27}^{14} \%$ | 90\% | $\begin{gathered} 54 \\ 35 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 76 \\ & 45 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 102 \\ 38 \% \\ R \end{gathered}$ | $\begin{aligned} & 43 \% \\ & 24 \% \end{aligned}$ | 43 $69 \%$ | $\stackrel{122}{43}$ |
| NY Life | ${ }_{32 \%}^{154}$ | $\begin{aligned} & 95 \\ & 95 \\ & 43 \% \\ & \hline \end{aligned}$ | $\begin{array}{r} 60 \\ 23 \% \end{array}$ | $\begin{aligned} & 57 \\ & 40 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 54 \\ & 56 \% \\ & \text { FG } \end{aligned}$ | 25 | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 51 \% \\ & \text { IJ } \end{aligned}$ | $\begin{aligned} & 61 \\ & 27 \% \\ & J \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | 33\% | $\stackrel{9}{12 \%}$ | $\begin{gathered} 107 \\ 47 \% \\ \text { KL } \end{gathered}$ | ${ }_{32}^{45}$ | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | 103 ${ }_{3}$ | $\begin{aligned} & 51 \\ & 27 \% \end{aligned}$ | 45 8 | 111 $41 \%$ |
| Patagonia | ${ }_{3}^{148}$ | $\begin{gathered} 77 \\ 38 \% \\ c \end{gathered}$ | 717\% | $\begin{aligned} & 64 \\ & \begin{array}{l} 40 \% \\ \mathrm{fG} \end{array} \end{aligned}$ | $\begin{aligned} & 53 \\ & 39 \\ & \hline 9 \end{aligned}$ | 191\% | 15\% | $\begin{aligned} & 79 \\ & 45 \% \\ & 15 \end{aligned}$ | ${ }_{26}^{56}$ | 149\% | 37 $25 \%$ | 199\% | $\begin{aligned} & 89 \\ & 39 \% \\ & K \end{aligned}$ | ${ }_{36}{ }^{6} \%$ | 67 $34 \%$ | 35\% | ${ }_{36}^{96}$ | 47 ${ }_{26}$ | 37 $62 \%$ | ${ }^{127} 44 \%$ |
| Kaiser Permanente | ${ }_{32 \%}^{151}$ | $\begin{aligned} & 90 \\ & 38 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 61 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 39 \\ 31 \% \\ 9 \end{gathered}$ | $\begin{gathered} 72 \\ \text { 48\% } \end{gathered}$ | $\begin{aligned} & 27 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 49 \% \\ & 49 \% \end{aligned}$ | $\begin{gathered} 63 \% \\ 28 \% \end{gathered}$ | $12 \%$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | 188\% | $\begin{gathered} 91 \\ 37 \% \\ k \end{gathered}$ | ${ }_{27 \%}^{47}$ | $\begin{aligned} & 76 \\ & 40 \% \\ & \text { P } \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 106 \\ 38 \% \\ \text { R } \end{gathered}$ | ${ }_{23}^{43}$ | 55\% | 121 38 |
| Charles Schwab | ${ }_{32}^{132}$ | $\begin{aligned} & 68 \\ & 398 \% \\ & \hline \end{aligned}$ | 25\% | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 49 \\ 41 \% \\ 41 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\stackrel{23}{27 \%}$ | ${ }_{3}^{57 \%}$ | ${ }_{26}^{46}$ | 299\% | $\begin{aligned} & 43 \\ & 27 \% \end{aligned}$ | 162\% | $\begin{aligned} & 71 \\ & 44 \% \\ & \mathrm{KL}^{2} \end{aligned}$ | ${ }_{28}^{38}$ | $\begin{aligned} & 67 \\ & { }_{41} 1 \% \\ & \mathrm{nP} \end{aligned}$ | 27 22 | $\begin{gathered} 94 \\ 37 \% \\ R \end{gathered}$ | ${ }^{36}$ 25\% | 27 5 | ${ }^{98}{ }^{1} \%$ |
| Nordstrom | 146 $31 \%$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | 728 | $\begin{aligned} & 63 \\ & 46 \% \\ & 46 \end{aligned}$ | $\begin{aligned} & 50 \\ & 38 \% \\ & { }_{F} \% \end{aligned}$ | 218\% | 11 ${ }^{15}$ | $\begin{aligned} & 70 \\ & \text { 47\% } \\ & \text { IJ } \end{aligned}$ | 53\% | 221 | ${ }_{36}^{46}$ | $\stackrel{21}{24 \%}$ | 74 $36 \%$ | 43\% | 64\% | 39 $31 \%$ | ${ }_{31}^{82}$ | 61 ${ }_{3}^{61}$ | 319\% | 111 $40 \%$ |
| Conagra | ${ }_{31 \%}^{148}$ | $\begin{aligned} & 94 \\ & 40 \% \\ & 40 \% \end{aligned}$ | ${ }^{54} 23$ | $\begin{aligned} & 41 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & { }_{4}^{41 \%} \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 38 \\ 35 \% \\ f \end{gathered}$ | ${ }_{3}^{53} \%$ | ${ }_{28}^{68 \%}$ | 30 | $\begin{aligned} & 38 \\ & 24 \% \end{aligned}$ | $\stackrel{15}{19 \%}$ | $\begin{aligned} & 87 \\ & { }_{42}^{82} \end{aligned}$ | ${ }_{31}^{46}$ | 62 $35 \%$ | 40\% | $\underset{r}{97 \%}$ | 50 | 23 $54 \%$ | 109 $38 \%$ |
| Merck | ${ }_{31}^{143}$ | $\begin{aligned} & 77 \\ & \hline 6 \% \end{aligned}$ | ${ }_{27}^{65}$ | ${ }_{25}^{35 \%}$ | $\begin{aligned} & 54 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 37 \% \end{aligned}$ | ${ }_{27}^{57}$ | ${ }_{30}^{28}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & { }^{41} \% \\ & { }^{4 L} \end{aligned}$ | $\begin{aligned} & 54 \\ & \text { 39\% } \\ & \hline \end{aligned}$ | $\begin{gathered} 58 \\ 35 \% \\ P \end{gathered}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | ${ }_{34}^{93}$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ | 25 48 | ${ }^{100} 36$ |
| Berkshire Hathaway | ${ }_{31}^{142}$ | $\begin{aligned} & 95 \\ & 44 \% \\ & \text { che } \end{aligned}$ | 479\% | $\begin{aligned} & 58 \\ & 40 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 46 \\ 37 \% \\ \hline \end{gathered}$ | 17\% | 25\% | $\begin{aligned} & 80 \\ & 48 \% \\ & 15 \end{aligned}$ | ${ }^{46}$ 23\% | 16\% | 33 $22 \%$ | 23 | $\begin{aligned} & 86 \\ & \stackrel{83}{43} \\ & \text { K1 } \end{aligned}$ | $\begin{gathered} 52 \\ 38 \% \\ \hline \end{gathered}$ | $\begin{gathered} 66 \\ 37 \% \\ \hline \end{gathered}$ | ${ }^{23} 9$ | 90\% | 47 ${ }^{25 \%}$ | $\begin{aligned} & 41 \\ & 70 \\ & \hline \end{aligned}$ | 126 $45 \%$ |
| Morgan Stanley | $\begin{gathered} 140 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 41 \% \\ & C^{2} \end{aligned}$ | ${ }_{23}^{52 \%}$ | $\begin{gathered} 54 \\ 34 \% \\ 9 \end{gathered}$ | $\begin{gathered} 42 \\ 36 \% \\ 9 \end{gathered}$ | ${ }^{28} 1 \%$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 46 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | 21 29 | $\begin{aligned} & 77 \\ & 39 \% \\ & K \end{aligned}$ | $\begin{gathered} { }^{56} \\ 39 \% \end{gathered}$ | $\stackrel{52}{31 \%}$ | 32\% | 843\% | 56\% | $\stackrel{45}{71 \%}$ | 102 38 |
| Roche | $\begin{gathered} 140 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 41 \% \\ & C \end{aligned}$ | ${ }_{25}^{52}$ | $\begin{aligned} & 46 \\ & 34 \% \\ & G \end{aligned}$ | $\begin{gathered} 55 \\ 48 \% \\ d F G \end{gathered}$ | ${ }_{22}^{28} \%$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 48 \% \\ & \text { IJ } \end{aligned}$ | $\begin{aligned} & 50 \\ & 26 \% \\ & j \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | 228\% | $\begin{aligned} & 87 \\ & { }_{4}^{84} \% \end{aligned}$ | 35\% | $\begin{aligned} & 73 \\ & 40 \% \\ & \mathrm{nP} \end{aligned}$ | 28\% | 97\% | 23\% | 27 $63 \%$ | 113 $40 \%$ |
| Huawei | ${ }_{30 \%}^{135}$ | $\begin{aligned} & 87 \\ & { }_{42 \%} \% \end{aligned}$ | ${ }^{40} 8$ | $\begin{aligned} & 46 \\ & 38 \% \\ & { }^{48} \end{aligned}$ | $\begin{aligned} & 54 \\ & 41 \% \\ & G \end{aligned}$ | $\begin{gathered} 34 \\ 28 \% \\ \mathrm{G} \end{gathered}$ | ${ }_{2 \%}$ | $\begin{aligned} & 69 \\ & 45 \% \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 24 \% \end{aligned}$ | ${ }^{18}{ }^{19} \%$ | 25\% | 11 $16 \%$ | $\begin{aligned} & 91 \\ & { }^{93} \% \end{aligned}$ | ${ }_{36}^{46}$ | 499\% | 40\% | $\begin{aligned} & 91 \\ & 38 \% \\ & \mathrm{R} \end{aligned}$ | 24 21 | $\begin{aligned} & 47 \\ & 69 \% \\ & \hline \end{aligned}$ | 113 $41 \%$ |
| Royal Dutch Shell | $\begin{gathered} 136 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 41 \% \\ & 4 \end{aligned}$ | 50\% | $\begin{aligned} & 62 \\ & 38 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 35 \\ & 32 \% \\ & { }^{32} \% \end{aligned}$ | 159 | 24\% | $\begin{aligned} & 70 \\ & 42 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 55 \\ & 26 \% \end{aligned}$ | 11 $13 \%$ | $\stackrel{29}{19 \%}$ | 24\% | $\begin{aligned} & 83 \\ & 433 \% \\ & 4 \end{aligned}$ | ${ }_{36}{ }^{8} \%$ | 519\% | 37 $29 \%$ | ${ }_{33}^{88}$ | 444\% | 33 $69 \%$ | 107 $39 \%$ |



Base: All Respondents (Variable Bases) Summary Of Somewhat/A Great Deal

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ T \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Airbus | 149 ${ }^{14}$ | $\begin{aligned} & 99 \\ & 39 \% \\ & \hline \end{aligned}$ | 50\% | $\begin{aligned} & 66 \\ & 41 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 49 \\ & { }_{42}^{42} \end{aligned}$ | $\stackrel{27}{21 \%}$ | $7 \%$ $8 \%$ | $\begin{aligned} & 89 \\ & 53 \% \\ & 1.5 \end{aligned}$ | $\begin{aligned} & 51 \\ & 23 \% \end{aligned}$ | 8\% | 27 $19 \%$ | ${ }^{16} 2$ | $\begin{aligned} & 102 \\ & 41 \% \\ & \mathrm{Kl} \end{aligned}$ | 32 $25 \%$ | $\begin{aligned} & 81 \\ & 38 \% \\ & 38 P \end{aligned}$ | 36\% | $\begin{gathered} 103 \\ 36 \% \\ \mathrm{R} \end{gathered}$ | 40\% | ${ }_{6}^{45} \%$ | 131 $40 \%$ |
| Quicken Loans | $\begin{gathered} 144 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 93 \\ & 41 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 37 \% \\ & f G \end{aligned}$ | $\begin{aligned} & 58 \\ & { }^{555} \% \end{aligned}$ | 32\% | ${ }^{8} \%$ | $\begin{aligned} & 75 \\ & 45 \% \\ & 47 \% \end{aligned}$ | ${ }^{48} 2$ | 219\% | 30\% | $18 \%$ | $\begin{aligned} & 97 \\ & 90 \% \\ & \text { KL } \end{aligned}$ | 50\% | 61 39 | 34\% | 942\% | 49\% | 41 $60 \%$ | ${ }^{105} 8$ |
| Molson Coors | 138\% | $\begin{aligned} & 77 \\ & 37 \% \\ & C \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 33 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 54 \\ \text { 49\% } \\ \text { DFG } \end{gathered}$ | ${ }_{26}^{26}$ | 15 $14 \%$ | $\begin{aligned} & 63 \\ & 399 \% \\ & \text { iif } \end{aligned}$ | ${ }_{20}^{60}$ | 15\% | 25 ${ }^{17 \%}$ | 184\% | $\begin{aligned} & 94 \\ & { }_{4}^{44} \% \end{aligned}$ | 419\% | 72 <br>  | 25\% | $\begin{gathered} 101 \\ \substack{38 \% \\ R} \end{gathered}$ | 36 $19 \%$ | ${ }_{71}^{35}$ | 110 $41 \%$ |
| King Arthur | ${ }^{142} 29$ | $\begin{aligned} & 92 \\ & 40 \% \\ & { }_{C}^{2} \end{aligned}$ | 51 20 | $\begin{aligned} & 63 \\ & 44 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 53 \\ & 433 \% \\ & F G \end{aligned}$ | ${ }^{18} 18$ | 88 | $\begin{aligned} & 83 \\ & 52 \% \\ & 15 \end{aligned}$ | 38\% | 229\% | 32 ${ }^{3} \mathrm{~F}$ | 18\% | $\begin{aligned} & 91 \\ & 38 \% \\ & K \end{aligned}$ | 26\% | 50\% | 52\% | 87\% | 56\% | 40\% | ${ }^{116}$ 40\% |
| Seamless | $\begin{gathered} 134 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 40 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \\ & F \end{aligned}$ | $\begin{aligned} & 61 \\ & 47 \% \\ & 47 \end{aligned}$ | 15\% | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 43 \% \\ & 43 \% \end{aligned}$ | 47 | 14\% | 32 ${ }^{3} \mathrm{~F}$ | 21\% | $\begin{gathered} 78 \\ 34 \% \\ k \end{gathered}$ | $\begin{aligned} & 42 \\ & 32 \% \\ & \hline \end{aligned}$ | 74 $38 \%$ | 17 $12 \%$ | $\begin{gathered} 106 \\ 38 \% \\ R \end{gathered}$ | 27 $14 \%$ | 43\% | ${ }_{38}^{117}$ |
| McKesson | 129\% | $\begin{gathered} 77 \\ 37 \% \\ C \end{gathered}$ | $\begin{aligned} & 53 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 30 \% \\ & G \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \\ & G \end{aligned}$ | $\begin{gathered} \frac{26}{31 \%} \\ \mathrm{~g} \end{gathered}$ | 11 $13 \%$ | $\begin{aligned} & 76 \\ & 42 \% \\ & 415 \end{aligned}$ | 412\% | 13 $14 \%$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | 159\% | $\begin{aligned} & 88 \\ & { }^{80} 0 \% \end{aligned}$ | 40\% | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | 31\% | 81 3 \% | ${ }^{46}{ }^{2} \%$ | ${ }^{38}{ }^{\text {¢ }}$ \% | ${ }^{105}$ |
| Goldman Sachs | 129 28 | $\begin{aligned} & 87 \\ & 39 \% \\ & \text { 39\% } \end{aligned}$ | $\stackrel{42}{17} \%$ | $\begin{aligned} & 63 \\ & 43 \% \\ & F G \end{aligned}$ | $\begin{gathered} 52 \\ 39 \% \\ \text { FG } \end{gathered}$ | $9{ }_{9}^{9}$ | $6 \%$ | $\begin{aligned} & 666 \\ & 40 \% \\ & { }^{1 J} \end{aligned}$ | 49\% | 14\% | 25\% | 164\% | $\begin{aligned} & 87 \\ & 39 \% \\ & K \end{aligned}$ | $\begin{aligned} & 43 \\ & 30 \% \\ & \mathrm{p} \end{aligned}$ | 36 ${ }^{6} \mathrm{P}$ | 24\% | 892\% | 22\% | 35\% | ${ }^{112} 38$ |
| Cargill | $\begin{gathered} 120 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 33 \% \\ & \text { B/ } \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $$ | $\begin{gathered} 36 \\ 30 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 38 \% \\ & i j \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | 25 ${ }^{23}$ | $\begin{aligned} & \text { 288 } \\ & \hline 19 \end{aligned}$ | 12 $15 \%$ | $\begin{aligned} & 74 \\ & 35 \% \\ & \mathrm{KL} \end{aligned}$ | 39\% | ${ }_{26 \%}$ | 38\% | 62 ${ }^{25}$ | 54\% | 29 $54 \%$ | 93\% |
| H-E-B Grocery | ${ }^{116}$ 25\% | $\begin{gathered} 79 \\ 37 \% \\ C \end{gathered}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 33 \% \\ & { }^{33} \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | 15 15 | $\begin{aligned} & 60 \\ & 40 \% \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | 11 $19 \%$ | $\begin{aligned} & 65 \\ & 33 \% \\ & 33 \% \\ & k \end{aligned}$ | 30\% | $\begin{aligned} & 47 \\ & 28 \% \end{aligned}$ | 39\% | $\begin{aligned} & 77 \\ & 30 \% \\ & \mathrm{R} \end{aligned}$ | 30 $16 \%$ | 31 $53 \%$ | 96\% |
| Mondelez | 112 23 | $\begin{aligned} & 78 \\ & 38 \% \\ & C \end{aligned}$ | 12\% | $\begin{gathered} 59 \\ 38 \% \\ \mathrm{FG}^{2} \end{gathered}$ | $\begin{aligned} & 29 \\ & 30 \% \\ & G \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \\ & \mathrm{G} \% \end{aligned}$ | $2{ }_{2}$ | $\begin{aligned} & \text { 376\% } \\ & \text { IJ. } \end{aligned}$ | 33 $16 \%$ | 13 $14 \%$ | 21 $16 \%$ | $9{ }_{9}^{9}$ | $\begin{aligned} & 81 \\ & 36 \% \\ & \text { KL } \end{aligned}$ | 25 | $\begin{gathered} \text { 298\% } \\ \text { n } \end{gathered}$ | 30\% | $\begin{aligned} & 79 \\ & 28 \% \\ & \mathrm{R} \end{aligned}$ | 31 $16 \%$ | 32 $64 \%$ | 89 $31 \%$ |
| Gilead | 104 | $\begin{aligned} & 60 \\ & 31 \% \\ & { }_{C}^{2} \% \end{aligned}$ | 17\% | $\begin{gathered} 52 \\ 33 \% \\ \mathrm{FG} \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | $12 \%$ | ${ }_{6}^{6}$ | $\begin{aligned} & 51 \\ & 39 \% \% \\ & \text { IJJ } \end{aligned}$ | 36\% | ${ }_{16}^{16}$ | 30\% | 164\% | 52\% | ${ }_{\substack{38 \\ 27 \\ p}}$ | 45\% | 21 16 | $\begin{aligned} & 69 \\ & { }_{29} 9 \\ & \hline \end{aligned}$ | 33 $16 \%$ | 37 $65 \%$ | 87\% |
| Peloton | 100 | $\begin{aligned} & 57 \\ & 26 \% \end{aligned}$ | 43 17 | $\begin{aligned} & 41 \\ & 32 \% \\ & \hline \mathrm{fG} \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 21 \\ & { }^{219 \%} \\ & \end{aligned}$ | $3 \%$ | $\begin{aligned} & 47 \\ & 31 \% \\ & 1 \% \end{aligned}$ | 36 $16 \%$ | 17\% | $\stackrel{22}{14 \%}$ | 24\% | $\begin{aligned} & 55 \\ & 26 \% \\ & \text { 26\% } \end{aligned}$ | $\begin{aligned} & 44 \\ & 27 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \\ & \hline \end{aligned}$ | 16\% | $\begin{gathered} 68 \\ 25 \% \\ \hline \end{gathered}$ | 27 | 26 ${ }^{45}$ | 85\% |
| WeWork | 90\% | 45\% | ${ }^{45} 6$ | $\begin{aligned} & 32 \\ & { }^{24 \%} \% \\ & \mathrm{Fg}^{2} \end{aligned}$ | $\begin{aligned} & \text { 40 } \\ & \text { FG } \end{aligned}$ | 11\% | 7\% | ${ }_{32}^{48} \%$ | 32 $14 \%$ | 10\% | 24\% | 11\% | 56 <br> 24 | 24\% | $\begin{aligned} & \stackrel{4}{427} \% \\ & \mathrm{~Np} \end{aligned}$ | 21 $14 \%$ | 23\% | 14\% | 21 $59 \%$ | 75\% |

[^20]Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Nordstrom | 255 5 | 112 $54 \%$ | $\begin{gathered} 143 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 70 \% \\ & \text { DE } \end{aligned}$ | 51 69 | ${ }^{63} 42$ | $\begin{gathered} 120 \\ 5 \% \% \\ H \end{gathered}$ | $\begin{gathered} 73 \\ 70 \% \\ \hline \end{gathered}$ | 67 $47 \%$ | $\begin{aligned} & \text { 600 } \\ & 699 \% \\ & K \end{aligned}$ | 112 $54 \%$ | $\begin{aligned} & 106 \\ & 65 \% \\ & \text { Op } \end{aligned}$ | 87 $49 \%$ | 63 $51 \%$ | 156 $59 \%$ | 95\% | 20\% | 150 $53 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Quicken Loans | ${ }^{256}$ 5\% | 109 $48 \%$ | 147 $57 \%$ | 499\% | 52 | $\begin{aligned} & 90 \\ & \begin{array}{l} 66 \% \\ \text { DE } \end{array} . \end{aligned}$ | $\begin{aligned} & 65 \\ & 65 \\ & \text { DE } \end{aligned}$ | 59\% | $\begin{gathered} 135 \\ 62 \% \\ H \end{gathered}$ | $\begin{aligned} & \text { 62 } 58 \\ & 58 \% \\ & \hline \end{aligned}$ | $\stackrel{88}{57 \%}$ | ${ }^{36}$ 56\% | 120 $50 \%$ | ${ }^{88}{ }^{8} \%$ | 76 $49 \%$ | 92\% | 151 $52 \%$ | 101 $55 \%$ | ${ }_{21}^{14}$ | 134 $49 \%$ |
| Twitter | $\begin{gathered} 263 \\ 53 \% \end{gathered}$ | $\begin{gathered} 117 \\ 43 \% \end{gathered}$ | $\begin{gathered} 145 \\ 63 \% \\ B \end{gathered}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 70 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 89 \\ & 71 \% \\ & 7 E \end{aligned}$ | ${ }_{3}^{58} \%$ | $\begin{gathered} 150 \\ 61 \% \\ \mathrm{H} \end{gathered}$ | $\begin{aligned} & \text { 55 } \\ & 57 \% \\ & H \end{aligned}$ | $\begin{aligned} & 87 \\ & 63 \% \\ & M \end{aligned}$ | $\begin{aligned} & 45 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 118 \\ 49 \% \end{gathered}$ | 82\% | $\begin{aligned} & 79 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 102 \\ 62 \% \\ 0 \end{gathered}$ | $\begin{gathered} 127 \\ 46 \% \end{gathered}$ | $\begin{gathered} 131 \\ 62 \% \\ Q \end{gathered}$ | $\stackrel{7}{7}$ | ${ }^{128} 42 \%$ |
| Peloton | $\begin{gathered} 247 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 60 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 58 \\ & 60 \% \\ & \text { D } \end{aligned}$ | 67 $44 \%$ | $\begin{gathered} 126 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 50 \% \end{aligned}$ | 26 $40 \%$ | 120 $55 \%$ | 50\% | 75 $48 \%$ | 81\% | 136 $49 \%$ | $\begin{aligned} & 108 \\ & 59 \% \end{aligned}$ | ${ }^{28} 88$ | 149 53 |
| Snapchat | $\stackrel{249}{51 \%}$ | 103 $44 \%$ | $\begin{gathered} 146 \\ 56 \% \\ b \end{gathered}$ | ${ }^{48} 3$ | ${ }_{35}^{44}$ | $\begin{aligned} & 79 \\ & 66 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 78 \\ & { }_{77 \%}^{77} \\ & \mathrm{DE}^{2} \end{aligned}$ | 788\% | $\begin{gathered} 110 \\ 56 \% \\ H \end{gathered}$ | $\begin{aligned} & 61 \\ & 65 \% \\ & H \end{aligned}$ | $\begin{aligned} & { }^{83}{ }_{5}^{6} \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 46 \\ & 62 \% \\ & M \end{aligned}$ | 99\% | $\begin{aligned} & 99 \\ & 63 \% \\ & \text { oP } \end{aligned}$ | 85\% | 65\% | 143 50 | 103 $54 \%$ | 13 $23 \%$ | 137 $44 \%$ |
| Goldman Sachs | $\begin{gathered} 232 \\ 50 \% \end{gathered}$ | $\begin{gathered} 115 \\ 51 \% \end{gathered}$ | $\begin{gathered} 117 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 36 \end{aligned}$ | $\begin{gathered} 66 \\ \begin{array}{c} 67 \% \\ \mathrm{DE} \end{array} \end{gathered}$ | $\begin{aligned} & 66 \\ & \begin{array}{l} 75 \% \\ \text { DE } \end{array} . \end{aligned}$ | ${ }_{39}^{63}$ | $\begin{gathered} 112 \\ 56 \% \\ H \end{gathered}$ | $\begin{aligned} & 57 \\ & 55 \% \\ & \text { h } \end{aligned}$ | $\begin{aligned} & 72 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 100 \\ 44 \% \end{gathered}$ | $\begin{gathered} 77 \\ 54 \% \\ 0 \end{gathered}$ | ${ }_{39 \%}^{68}$ | $\begin{aligned} & 87 \\ & 58 \% \\ & \hline 0 \% \end{aligned}$ | 136 48 | 91\% | 19 $34 \%$ | 134 $46 \%$ |
| Lyft | 244\% | 115 $48 \%$ | $\begin{gathered} 130 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 533 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 76 \\ & 69 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 116 \\ 52 \% \end{gathered}$ | $\begin{aligned} & \text { 64. } \\ & \stackrel{59}{H} \% \end{aligned}$ | 81 48 | $\begin{gathered} 59 \\ 67 \% \\ \text { KM } \end{gathered}$ | 98\% | 70\% | 85\% | 50\% | 143 $47 \%$ | 97\% | ${ }_{43}^{28}$ | 145 $46 \%$ |
| GrubHub | 223 $48 \%$ | 83\% | 140 $52 \%$ | 67 $41 \%$ | 49 $38 \%$ | $\begin{aligned} & 62 \\ & 663 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 45 \\ & 58 \% \\ & \text { de } \end{aligned}$ | ${ }_{3}^{68} \%$ | $\begin{aligned} & 113 \\ & 53 \% \\ & H \end{aligned}$ | $\begin{aligned} & 42 \\ & 58 \% \\ & H \end{aligned}$ | 61 $45 \%$ | 34 $53 \%$ | 111 $48 \%$ | 79 $51 \%$ | 82\% | 62\% | 118 $45 \%$ | 102\% | 25 ${ }_{35}$ | 133 $44 \%$ |
| Charles Schwab | ${ }^{198}$ | $\begin{aligned} & 84 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 114 \\ 47 \% \end{gathered}$ | ${ }_{37 \%}^{51}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 56 \% \\ & \text { CE } \end{aligned}$ | $\begin{aligned} & 53 \\ & 66 \% \\ & \text { CE } \end{aligned}$ | $\begin{aligned} & 57 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 58 \% \\ & \mathrm{Hj} \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 48 \% \end{aligned}$ | ${ }^{38}{ }^{2} \%$ | $\begin{aligned} & 70 \\ & 43 \% \end{aligned}$ | ${ }^{68} \%$ | 73 $45 \%$ | 57 | 120 47 | 69\% | 13 $27 \%$ | 101 $42 \%$ |
| Papa John's | 218\% | 73\% | $\stackrel{145}{\stackrel{1}{5} \%}$ | 54\% | ${ }_{34}^{43}$ | $\begin{aligned} & 59 \\ & 563 \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & \frac{63}{70 \%} \\ & \text { DE } \end{aligned}$ | ${ }^{55} 4$ | $\begin{gathered} 114 \\ 533 \% \\ \mathrm{H} \end{gathered}$ | $\begin{aligned} & 50 \\ & 599 \% \\ & H \end{aligned}$ | 74 $48 \%$ | 25 $42 \%$ | 956\% | 54\% | 77 $41 \%$ | 772\% | 130 | 85\% | 21 ${ }_{3}$ | 113 $41 \%$ |
| Anheuser-Busch | 225 47 | 93\% | 133 $52 \%$ | ${ }^{45}$ | ${ }_{31 \%}^{35}$ | $\begin{aligned} & 72 \\ & \begin{array}{l} 65 \% \\ \text { DE } \end{array} . \end{aligned}$ | $\begin{aligned} & 72 \\ & 65 \% \\ & \text { DE } \end{aligned}$ | ${ }_{30}^{45}$ | $\begin{aligned} & 109 \\ & 53 \% \\ & \mathrm{H} \end{aligned}$ | $\begin{aligned} & 71 \\ & \begin{array}{l} 71 \% \\ H \end{array} \end{aligned}$ | 80\% | $\begin{aligned} & 53 \\ & 599 \% \\ & M \end{aligned}$ | 79\% | 79\% | 75 $41 \%$ | 72 $52 \%$ | 122 $46 \%$ | 50\% | 17 $32 \%$ | 105 ${ }_{39}$ |
| Citigroup | ${ }^{237}$ | 117 $45 \%$ | ${ }_{49 \%}^{120}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | 52\% | $\begin{aligned} & 83 \\ & 59 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 58 \\ & 56 \% \\ & \text { D } \end{aligned}$ | ${ }_{30}$ | $\begin{gathered} 124 \\ 56 \% \\ H \end{gathered}$ | $\begin{aligned} & 61 \\ & 55 \% \\ & H \end{aligned}$ | 65 48 | 48\% | 106 $44 \%$ | 62 $44 \%$ | 85\% | 89\% | 148 $51 \%$ | 84\% | ${ }_{14 \%}$ | 116 $39 \%$ |
| Tesla | 220 | 78\% | $\begin{gathered} 142 \\ 56 \% \\ B \end{gathered}$ | 439\% | 41 $36 \%$ | $\begin{aligned} & 78 \\ & 70 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 58 \\ & 61 \% \\ & \text { DE } \end{aligned}$ | 417\% | $\begin{gathered} 122 \\ 55 \% \\ H \end{gathered}$ | $\begin{aligned} & 57 \\ & { }^{59} \% \\ & H \end{aligned}$ | 69\% | 40\% | $\xrightarrow{102}$ | $\begin{gathered} 76 \\ 57 \% \\ 0 \end{gathered}$ | ${ }_{42}{ }^{2} \%$ | 72 $44 \%$ | 122 $43 \%$ | $\begin{aligned} & 96 \\ & 56 \% \\ & 9 \end{aligned}$ | $\stackrel{12}{19 \%}$ | 123 $42 \%$ |
| Airbnb | 222 | 102 $44 \%$ | 120 $49 \%$ | $\begin{aligned} & 58 \\ & 38 \% \end{aligned}$ | 49 $38 \%$ | $\begin{aligned} & 59 \\ & 55 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 55 \\ & 64 \% \\ & \text { DE } \end{aligned}$ | 59\% | $\begin{gathered} 108 \\ 50 \% \\ h \end{gathered}$ | $\begin{aligned} & 56 \\ & 53 \% \\ & h \end{aligned}$ | 76 $51 \%$ | 41 56 | 91\% | $75 \%$ | 82\% | 65\% | 106 $42 \%$ | 107 $51 \%$ | 13 $24 \%$ | ${ }^{118}{ }_{\text {43 }}{ }^{\text {\% }}$ |
| Expedia | 215\% | 89 | 126 $49 \%$ | 57\% | 45 $41 \%$ | $\begin{aligned} & 64 \\ & 60 \% \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 53 \% \\ & d \end{aligned}$ | 61 $39 \%$ | 97\% | $\begin{aligned} & 57 \\ & 57 \% \\ & H \end{aligned}$ | 72 $49 \%$ | 43 | ${ }^{86}$ 42\% | 72 $51 \%$ | 80\% | 63\% | 123 $45 \%$ | 889\% | ${ }_{32}^{14}$ | 121 $41 \%$ |
| American Express | 203 45 | 108 $44 \%$ | 957\% | 466 | 52\% | $\begin{aligned} & 66 \\ & 68 \% \\ & \text { CE } \end{aligned}$ | 59\% | ${ }^{55}$ 31\% | $\begin{aligned} & 106 \\ & 5 \% \% \\ & H \end{aligned}$ | $\begin{aligned} & 42 \\ & 50 \% \\ & H \end{aligned}$ | 64 $48 \%$ | $\begin{aligned} & 47 \\ & { }^{644} \% \\ & \mathrm{kM}^{2} \end{aligned}$ | 82\% | 73\% | 54\% | $\begin{aligned} & 76 \\ & 52 \% \\ & 0 \end{aligned}$ | 112 $43 \%$ | 50\% | $\stackrel{14}{27 \%}$ | 103 $37 \%$ |

[^21]Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { TTotal } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Prudential | ${ }^{198}$ | $\begin{aligned} & 91 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 106 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 64 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 36 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 39 \% \end{aligned}$ | 886 | 51 49 | $\begin{aligned} & 76 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 60 \% \\ & M \end{aligned}$ | 78 $40 \%$ | 80\% | 559\% | 63\% | 130 $48 \%$ | ${ }^{66}$ 41\% | 22\% | ${ }^{106} 39 \%$ |
| Shake Shack | 195\% | $94 \%$ | 102\% | 38\% | ${ }_{36}{ }^{6}$ | $\begin{gathered} \left.\begin{array}{c} 68 \\ \text { DEg } \end{array}\right) . \end{gathered}$ | $\begin{aligned} & 43 \\ & 52 \% \\ & \text { D } \end{aligned}$ | 55\% | $\begin{aligned} & 103 \\ & 54 \% \\ & H j \end{aligned}$ | $38{ }^{3} \%$ | 69\% | 32\% | 82\% | 83 | 34\% | $\begin{aligned} & 68 \\ & 50 \% \\ & \text { in } \end{aligned}$ | 108\% | 80\% | 156\% | 100\% |
| Gap | 218\% | 99 $43 \%$ | 119 ${ }^{46 \%}$ | 670\% | 41\% | 45 | $\begin{gathered} \begin{array}{c} 66 \\ \text { DEF } \end{array} \text { ( } \end{gathered}$ | 61 $36 \%$ | $\begin{gathered} 108 \\ 50 \% \\ h \end{gathered}$ | 50\% | 72 | 374 | 93 ${ }^{42}$ | 65 ${ }^{6} \%$ | 788 | 76 48 | 99\% | $\begin{gathered} 114 \\ 5 \% \\ \hline \text { Q } \end{gathered}$ | $\stackrel{8}{13 \%}$ | ${ }^{127} 42 \%$ |
| DoorDash | 203 ${ }_{4}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 138 \\ \substack{49 \% \\ b} \end{gathered}$ | $\begin{aligned} & 52 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 55 \% \end{aligned}$ | ${ }^{65} 4$ | $\begin{aligned} & 95 \\ & 48 \% \end{aligned}$ | $44 \%$ | 63 46 | $40 \%$ | 888 | 426\% | 889 | 73 $45 \%$ | ${ }^{112} 43 \%$ |  | 10\% | 101 ${ }^{101}$ |
| Zoom Video | ${ }^{218} 4{ }^{4} \%$ | 117 $45 \%$ | 101 $43 \%$ | $\begin{aligned} & 46 \\ & 36 \% \end{aligned}$ | 44\% | $\begin{aligned} & 85 \\ & 57 \% \\ & \text { DE } \end{aligned}$ | 43 | ${ }_{31} 9$ | $\begin{gathered} 115 \\ 50 \% \\ H \end{gathered}$ | $\begin{aligned} & 54 \\ & 50 \% \\ & H \end{aligned}$ | 64 42 | 45\% | 97 ${ }^{42}$ | ${ }^{66}$ 41\% | 77 | $74 \%$ | 116 40 | 101 $51 \%$ | 19\% | 111 39 |
| Uber | 194\% | 759\% | $\begin{gathered} 119 \\ 52 \% \\ B \end{gathered}$ | 40 3 \% | 432\% | $\begin{aligned} & 50 \\ & 51 \% \\ & 51 \% \end{aligned}$ | $\begin{gathered} 61 \\ 68 \% \\ \text { DE } \end{gathered}$ | 50\% | $\begin{aligned} & 89 \\ & 50 \% \\ & \mathbf{H}^{2} \end{aligned}$ | 55 $6_{1}{ }^{\text {H }}$ \% | $\begin{aligned} & 86 \\ & 55 \% \\ & M \end{aligned}$ | $\begin{aligned} & 40 \\ & 70 \% \\ & M \end{aligned}$ | 54\% | 57 | ${ }_{43}^{69}$ | ${ }^{68} 9$ | ${ }^{115} 43 \%$ | $77 \%$ | 13 $24 \%$ | 95\% |
| Bank of America | 2054\% | 77 | ${ }^{128} 47 \%$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $50 \%$ | $\begin{aligned} & 49 \\ & 55 \% \\ & \text { in } \end{aligned}$ | $\begin{gathered} 59 \\ 62 \% \\ \text { DE } \end{gathered}$ | 36\% | $\begin{gathered} 100 \\ 48 \% \\ \mathrm{~h} \end{gathered}$ | 42\% | $\begin{gathered} 67 \\ 47 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 52 \\ \text { K4 } \\ \text { KM } \end{gathered}$ | 73 $35 \%$ | 62 44 | ${ }^{64} 4$ | $79 \%$ | 113 $44 \%$ | 85\% | 20\% | ${ }^{128} 41 \%$ |
| NHL | 1964\% | $\begin{aligned} & 88 \% \\ & 42 \% \end{aligned}$ | ${ }^{108} 45$ | $48 \%$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 544 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | 50 32 | $\begin{aligned} & 94 \\ & 94 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 53 $\mathrm{ST}_{\mathrm{H}} \mathrm{\%}$ | 57 $39 \%$ | $\begin{gathered} 59 \\ 65 \% \\ \text { KM } \end{gathered}$ | 70 38 | 70 $46 \%$ | 73 $42 \%$ | 54\% | 95\% | $\begin{aligned} & 98 \\ & 50 \% \\ & 9 \end{aligned}$ | 20 35 | ${ }^{98} 7$ |
| TripAdvisor | ${ }^{207} 44$ | 1074 | 100 $44 \%$ | 54\% | 41 35 | $42 \%$ | $\begin{aligned} & 69 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | ${ }_{31}{ }^{1} \%$ | $\begin{aligned} & 105 \\ & 50 \% \\ & H \end{aligned}$ | 54 $51 \%$ $H$ | 63\% | 45\% | 817\% | 717\% | 70 $38 \%$ | 47\% | 89\% | $\begin{gathered} 113 \\ 50 \% \\ q \end{gathered}$ | 25 45 | ${ }_{33}{ }^{1}$ |
| Nintendo | ${ }_{24}^{207}$ | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | 122 ${ }_{46 \%}$ | 289 | $\begin{aligned} & 48 \\ & 40 \% \\ & d \end{aligned}$ | $\begin{gathered} 63 \\ 47 \% \\ \hline \mathrm{D} \end{gathered}$ | $74 \%$ | 53 $34 \%$ | $\begin{aligned} & 98 \\ & 48 \% \\ & H \end{aligned}$ | 55 ${ }_{\text {51\% }}$ | ${ }^{68}{ }^{8} \%$ | 37 $54 \%$ | 92\% | 71 $52 \%$ 0 | ${ }_{3}^{68} \%$ | 688\% | 109 $41 \%$ | 93\% | 17 $31 \%$ | ${ }^{126}$ |
| Chipotle | 192 44 | $84 \%$ | ${ }^{109} 46 \%$ | 485\% | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 52 \% \\ & d \end{aligned}$ | 59\% | ${ }_{3}^{53} \%$ | 93\% | $\begin{aligned} & 47 \\ & 55 \% \\ & H \end{aligned}$ | 67\% | $\begin{aligned} & \begin{array}{l} 45 \\ 57 \% \\ M \end{array} \end{aligned}$ | 717\% | 41 36 | $88 \%$ | 63\% | $\stackrel{103}{39 \%}$ | $\begin{aligned} & 87 \\ & 54 \% \\ & \hline \end{aligned}$ | 17\% | 115 $42 \%$ S |
| JPMorgan Chase | ${ }^{197}{ }_{43}$ | 97\% | 100 $40 \%$ | ${ }^{48}{ }^{6}$ | 35 32 | 56\% | 57 | ${ }_{31}^{45}$ | $\begin{gathered} 102 \\ 48 \% \\ H \end{gathered}$ | $\begin{aligned} & 50 \\ & 52 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 85 \\ & 50 \% \\ & M \end{aligned}$ | $\begin{aligned} & 36 \\ & 54 \% \\ & M \end{aligned}$ | 67 33\% | 48\% | 67 $42 \%$ | $\begin{aligned} & 82 \\ & 53 \% \\ & N \end{aligned}$ | 102 40 | 93\% | $\stackrel{4}{8 \%}$ | ${ }^{106} 39$ |
| Morgan Stanley | 198\% | 82\% | 1168\% | 54\% | 39\% | $\begin{aligned} & 48 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 58 \\ & \text { C62\% } \\ & \text { DE } \end{aligned}$ | 51\% | $\begin{aligned} & 99 \\ & 49 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 48 \\ & 53 \% \\ & H \end{aligned}$ | 66\% | 41 5 | 79\% | ${ }^{53} 7$ | 744 | 71 | $\underset{r}{123} \underset{r}{48 \%}$ | ${ }_{36 \%}^{67}$ | ${ }^{12}$ 19\% | $\begin{gathered} 108 \\ 40 \% \\ \mathrm{~S} \end{gathered}$ |
| Nissan | ${ }^{200} 43 \%$ | 99 $43 \%$ | 101 $43 \%$ | 54\% | 40\% | 51 | $\begin{aligned} & 55 \\ & 57 \% \\ & \text { DE } \end{aligned}$ | ${ }_{32}{ }^{2}$ | $\begin{aligned} & 97 \\ & 47 \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }_{51}^{55}$ | 71 43 | $\begin{gathered} 51 \\ { }^{62 \%} \% \\ \text { KM } \end{gathered}$ | 659\% | 62 46 | 73 $43 \%$ | 44\% | 102 40 | 96\% | 14\% | $\underset{\text { S }}{125}$ |
| AT\&T | ${ }^{208} 43 \%$ | ${ }^{88} \%$ | $\begin{gathered} 120 \\ 48 \% \\ b \end{gathered}$ | ${ }^{48} 3$ | 469\% | $55 \%$ | $\begin{aligned} & 59 \\ & 58 \% \\ & \text { De } \end{aligned}$ | 419\% | $\begin{gathered} 113 \\ 48 \% \\ H \end{gathered}$ | $\begin{aligned} & 54 \\ & 52 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 70 \\ & 49 \% \\ & \mathrm{~m} \end{aligned}$ | 419 | 83\% | 79 | 72\% | 54\% | 95\% | $\begin{gathered} 106 \\ \stackrel{99}{q} \% \end{gathered}$ | 22 $40 \%$ | ${ }^{108} 35$ |
| Aetna | 202\% | $\begin{aligned} & 87 \\ & 40 \% \end{aligned}$ | 114 $45 \%$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 55 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 62 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | 32\% | $\begin{gathered} 113 \\ 57 \% \\ H \end{gathered}$ | $\begin{aligned} & 57 \\ & 50 \% \\ & H \end{aligned}$ | $\begin{aligned} & 72 \\ & 48 \% \\ & \mathrm{~m} \end{aligned}$ | 37 $45 \%$ | ${ }^{78}{ }^{1} \%$ | 77 $45 \%$ | 59\% | $\begin{aligned} & 65 \\ & 51 \% \\ & 0 \end{aligned}$ | 121 $43 \%$ | $72 \%$ | ${ }_{16 \%}$ | ${ }^{106} 37$ |
| Airbus | ${ }_{214}^{214}$ | 112 $44 \%$ | ${ }^{102} 41 \%$ | $\begin{aligned} & 58 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 57 \\ 61 \% \\ \text { } 6 E \end{gathered}$ | 43\% | $\begin{gathered} 109 \\ 49 \% \\ H \end{gathered}$ | $\begin{aligned} & 62 \\ & 58 \% \\ & { }_{4} \% \end{aligned}$ | ${ }^{66}$ 45\% | 37 5 | $\stackrel{103}{41 \%}$ | 58\% | 90 ${ }^{9} \%$ | 42\% | ${ }^{106}$ | $\begin{aligned} & 105 \\ & 52 \% \\ & \mathrm{Q} \end{aligned}$ | 176\% | ${ }^{123} 38$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ \$ 75 \mathrm{k}-$ | \$75k+ | Republi- can | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| $\begin{gathered} 194 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 131 \\ 53 \% \\ B \end{gathered}$ | $\underset{\mathrm{e}}{52} \underset{\mathrm{e}}{52}$ | $\begin{aligned} & 34 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 46 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | ${ }_{30}^{49}$ | $\begin{aligned} & 95 \\ & 47 \% \\ & 4 \\ & H \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |



| $73 \%$ |
| :--- |
| $\substack{73 \% \\ 59 \\ 58 \% \\ 38}$ |

$\begin{array}{ll}80 & 82 \\ 40 \%\end{array}$

| 100 |  |
| :--- | :--- |
| ${ }_{36} \%$ | ${ }_{5}^{89}{ }_{5}^{5 \%}$ |


$\begin{array}{llll}73 \% & 65 \% & 125 \% & \quad 69\end{array}$
$\qquad$


John Deere
Delta Air Lines
Etsy
Molson Coors
Whole Foods

Starbucks
Huawei
BP
Pizza Hut
Macy's
Hilton Hotels


| $\begin{array}{llll}\text { 63\% } & 85 & 85 \\ 42 \% & 63 \%\end{array}$ |
| :---: |

Base: All Respondents (Variable Bases)

|  | $\begin{gathered} \text { Wave 13 } \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| eBay | $\begin{aligned} & 180 \\ & 40 \% \end{aligned}$ | ${ }_{32}^{65}$ | $\begin{gathered} 115 \\ 48 \% \\ B \end{gathered}$ | ${ }_{36}^{58}$ | 29\% | $\begin{gathered} 33 \\ 44 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 59 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | ${ }_{24}^{49 \%}$ | $\begin{aligned} & 109 \\ & 51 \% \\ & \mathrm{Hj} \end{aligned}$ | 27 3 \% | $\begin{aligned} & 64 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 36 \% \end{aligned}$ | ${ }_{39}^{81}$ | ${ }_{39}^{59 \%}$ | $\begin{aligned} & 70 \\ & 43 \% \end{aligned}$ | ${ }_{39}^{59}$ | $\begin{aligned} & 911 \\ & 38 \% \end{aligned}$ | $834 \%$ | 124\% | 112 36 |
| Wells Fargo | 196\% | 70\% | $\begin{gathered} 126 \\ 47 \% \\ \mathrm{~B} \end{gathered}$ | 482\% | 40\% | $\begin{aligned} & 69 \\ & 54 \% \\ & 5 E \end{aligned}$ | 39\% | 519\% | $\begin{aligned} & 93 \\ & 49 \% \\ & 4 \end{aligned}$ | 52 ${ }^{\text {h }}$ \% | $\begin{aligned} & 72 \\ & 47 \% \\ & \mathrm{~m} \% \end{aligned}$ | 26 ${ }^{6} \%$ | 84\% | 53\% | 70 $41 \%$ | $73 \%$ | 112 37 | 78\% | 15\% | 105 $34 \%$ S |
| Trader Joe's | 179 $40 \%$ | ${ }_{32}^{63}$ | $\begin{gathered} 116 \\ 47 \% \\ \mathrm{~B} \end{gathered}$ | 48\% | 33 $37 \%$ | $\begin{aligned} & 55 \\ & 50 \% \\ & d \end{aligned}$ | 43\% | 47\% | $\begin{aligned} & 97 \\ & 48 \% \\ & h \end{aligned}$ | 36\% | 60\% | 30\% | 77 | 71 44 | 52 ${ }_{36}$ | 56\% | 103 $42 \%$ | 74 $40 \%$ | ${ }_{36}^{18}$ | ${ }_{32} 9$ |
| Instacart | 179 ${ }^{40 \%}$ | $\begin{aligned} & 924 \\ & 44 \end{aligned}$ | ${ }_{37}^{87}$ | $\begin{gathered} 50 \\ 35 \% \\ \text { en } \end{gathered}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 59 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 38 \\ & 51 \% \end{aligned}$ | 459\% | $\begin{aligned} & 95 \\ & 48 \% \\ & H^{2} \end{aligned}$ | 39\% | $\begin{aligned} & 62 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 56 \% \\ & M \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 79 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 49 \% \\ & \hline \end{aligned}$ | 17 26 | ${ }_{33}{ }^{85}$ |
| Comeast | 1830\% | $\begin{aligned} & 65 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 118 \\ 46 \% \\ \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | ${ }^{38} 1 \%$ | $\begin{aligned} & 52 \\ & 55 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 45 \\ & 50 \% \\ & \text { de } \end{aligned}$ | 499\% | $\begin{aligned} & 89 \\ & 40 \% \end{aligned}$ | 45 | 62 46 | $\begin{aligned} & 33 \\ & 48 \% \\ & \hline \end{aligned}$ | 83 35 | 58 | ${ }_{39}^{62}$ | 63 40 | 97\% | 82\% | 17\% | 107 $35 \%$ |
| NY Life | ${ }^{191} 3$ | 90\% | 101 $39 \%$ | 37\% | 29 | $\begin{aligned} & 65 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 58 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | 52\% | 889\% | $\begin{aligned} & 51 \\ & 52 \% \\ & H \end{aligned}$ | $\begin{gathered} 63 \\ 44 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 47 \\ 62 \% \\ \text { KM } \end{gathered}$ | 72 $31 \%$ | 60 $42 \%$ | 758\% | 56\% | ${ }^{117} 42 \%$ | ${ }_{36 \%}^{68}$ | 120\% | 87\% |
| Fox Corporation | 1819\% | 85\% | 96\% | 47\% | $37 \%$ | $\begin{gathered} 52 \\ 51 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 45 \\ & 48 \% \\ & d \end{aligned}$ | 40\% | $\begin{aligned} & 90 \\ & 45 \% \\ & H \end{aligned}$ | 51 $46 \%$ | 53\% | 282\% | 859\% | 39\% | $\begin{gathered} 74 \\ 43 \% \\ \mathrm{n} \end{gathered}$ | $\begin{gathered} \text { 688 } \\ \text { 44\% } \end{gathered}$ | ${ }_{36}^{86}$ | 86 | 14\% | 87\% |
| U.S. Bank | ${ }^{181} 39$ | 80 35 | 102 ${ }_{44}$ | ${ }_{29}^{49 \%}$ | ${ }_{31}{ }^{1} \%$ | $\begin{aligned} & 67 \\ & 54 \\ & 5 E \end{aligned}$ | 31 $51 \%$ | 38\% | $\begin{gathered} 89 \\ 47 \% \\ 4 \end{gathered}$ | 54 ${ }^{48} \mathrm{H}$ | $\begin{aligned} & 56 \\ & { }^{44} \% \\ & M^{2} \end{aligned}$ | $\begin{aligned} & 37 \\ & 56 \% \\ & M \end{aligned}$ | 78 $31 \%$ | $52 \%$ | 53 37 | 77 $40 \%$ | $\stackrel{104}{39 \%}$ | 76 $40 \%$ | 119\% | ${ }_{\text {333 }}^{\text {S }}$ |
| Humana | ${ }^{175}{ }_{39}$ | 78 $34 \%$ | 97 ${ }^{45}$ | 34\% | 426\% | $\begin{aligned} & 53 \\ & 52 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 45 \\ 47 \% \\ \text { D } \end{gathered}$ | ${ }_{30}{ }^{3}$ | $\begin{aligned} & 86 \\ & 43 \% \\ & 4 \end{aligned}$ | ${ }^{45}{ }^{46} \mathrm{~h}$ | ${ }^{62}$ \% | $\begin{aligned} & \begin{array}{l} 42 \\ 51 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 62 ${ }^{6}$ | $58 \%$ | ${ }^{67}$ 41\% | 51 36 | 85\% | 90 $43 \%$ | $\stackrel{7}{16 \%}$ | 819 |
| Berkshire Hathaway | ${ }^{179} 39$ | ${ }_{\text {4 }}^{\text {96\% }}$ | 82\% | 41\% | ${ }^{48} 9$ | $\begin{gathered} 49 \\ 45 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 41 \\ & 50 \% \\ & \mathrm{D} \end{aligned}$ | 53 ${ }^{5}$ | $84 \%$ | 42 \% | 66\% | 26 $31 \%$ | 77 $38 \%$ | ${ }_{38}^{58}$ | 61 34 | $\begin{gathered} 65 \\ 46 \% \\ 0 \end{gathered}$ | 103 39 | 73 ${ }^{39 \%}$ | ${ }_{13}^{13}$ | 101 $36 \%$ s |
| Merck | ${ }_{38}^{177}$ | $\begin{gathered} 102 \\ 47 \% \\ C \end{gathered}$ | 75 $31 \%$ | ${ }_{34}$ | ${ }_{33}^{48}$ | $\begin{aligned} & 55 \\ & 51 \% \\ & \text { de } \end{aligned}$ | 29 ${ }_{3}$ | ${ }_{31}{ }^{1} \%$ | $\begin{gathered} 95 \\ 44 \% \\ \mathrm{~h} \end{gathered}$ | $35 \%$ | 58\% | 33 $44 \%$ | 74 $34 \%$ | 51\% | 659\% | 61 $39 \%$ | 104 $38 \%$ | 70\% | 16 $31 \%$ | 106 38 |
| MLB | ${ }^{179} 3$ | 838\% | 969\% | 36\% | 51 ${ }^{56 \%}$ | 42 ${ }_{\text {d }}$ | $\begin{aligned} & 49 \\ & 55 \% \\ & \mathbf{D e}^{2} \end{aligned}$ | ${ }_{35}^{56}$ | $810 \%$ | $42 \%$ | $\begin{aligned} & 67 \\ & 45 \% \\ & M \end{aligned}$ | $37 \%$ | 63 $30 \%$ | 69\% | 58\% | 52\% | ${ }_{33}^{86}$ | $\begin{aligned} & 90 \\ & 46 \% \\ & 46 \end{aligned}$ | 24 36 | ${ }_{30}^{88}$ |
| Honda | 171 ${ }_{38}$ | ${ }_{3}^{65} \%$ | 106 ${ }^{12 \%}$ | 37 $25 \%$ | 36\% | $\begin{aligned} & 55 \\ & 51 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 43 \\ & 55 \% \\ & \text { DE } \end{aligned}$ | 55 \% | $79 \%$ | 36\% | 57\% | 24 42 | 79\% | 60\% | 61 ${ }^{65}$ | 50\% | 958\% | 74 $40 \%$ | 11 25 | 944 |
| Hallmark | ${ }_{38}^{176}$ | $\begin{aligned} & 87 \% \\ & 37 \% \end{aligned}$ | 929\% | $\begin{aligned} & 53 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 533 \\ & \text { dE } \end{aligned}$ | 29 ${ }^{29}$ | ${ }_{33} 3$ | ${ }_{35}^{75}$ | $\begin{aligned} & 48 \\ & \text { 533\% } \\ & \text { Hi } \end{aligned}$ | 59 $41 \%$ | $\begin{aligned} & 37 \\ & 54 \% \\ & M \end{aligned}$ | 70 $31 \%$ | 49\% | 67 $35 \%$ | 60\% | 97\% | 789\% | 17 $30 \%$ | $98{ }_{36}$ |
| Lockheed Martin | ${ }^{1866}$ | 898\% | 978\% | 38\% | ${ }_{35 \%}$ | $\begin{aligned} & 58 \\ & { }^{44 \%} \\ & \hline \end{aligned}$ | 42 51 | 499\% | 849\% | $\begin{aligned} & 53 \\ & 50 \% \\ & { }^{2} \% \end{aligned}$ | 61 $38 \%$ | $\begin{aligned} & 48 \\ & { }_{4}^{48} \% \\ & \hline \end{aligned}$ | 39\% | 39 $34 \%$ | 70\% | 78 39 | ${ }_{3}^{83}{ }^{3}$ | $\begin{aligned} & 94 \\ & 46 \% \\ & 4 \end{aligned}$ | 17 $35 \%$ | 93 ${ }_{3}$ |
| ExxonMobil | ${ }_{38}^{179}$ | 72\% | $\begin{gathered} 107 \\ 46 \% \\ \mathrm{~B} \end{gathered}$ | 56\% | 40 $31 \%$ | 57 <br> e <br> e | 26 34 | 51\% | 85\% | 43 | $\begin{aligned} & 65 \\ & 46 \% \\ & M \end{aligned}$ | 26\% | ${ }^{75}$ 32\% | 366\% | 58\% | 55 | ${ }_{36}^{95}$ | 79 $40 \%$ | 19\% | 87 |
| Patagonia | ${ }_{38}^{174}$ | 73 36 | $\begin{aligned} & 101 \\ & 39 \% \end{aligned}$ | 53 $33 \%$ | 41 ${ }^{3} \%$ | $\begin{aligned} & 46 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | 34\% | 54 $31 \%$ | $\begin{aligned} & 95 \\ & 45 \% \\ & H \end{aligned}$ | 26 $34 \%$ | $\begin{aligned} & 54 \% \\ & 36 \end{aligned}$ | 22 34 | $\begin{aligned} & 91 \\ & 40 \% \end{aligned}$ | 44\% | $\begin{aligned} & 83 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 44 \% \end{aligned}$ | $\begin{gathered} 102 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 39 \% \end{aligned}$ | 16\% | 104 $36 \%$ |

Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (\mathbf{T o t a l} \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Nike | $\begin{gathered} 188 \\ 38 \% \end{gathered}$ | ${ }_{33}^{78}$ | $\begin{gathered} 109 \\ 42 \% \end{gathered}$ | $\begin{aligned} & \text { 198\% } \end{aligned}$ | $\begin{aligned} & \text { 235 } \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 52 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 74 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | ${ }_{28}^{42 \%}$ | $\begin{aligned} & 97 \\ & 42 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 48 | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 40 \% \end{aligned}$ | 79 ${ }^{75}$ | $\begin{aligned} & 73 \\ & 56 \% \\ & \text { OP } \end{aligned}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 43 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 82 \% \end{aligned}$ | $\begin{gathered} 103 \\ 50 \% \\ \mathrm{Q} \end{gathered}$ | ${ }_{9}^{4}$ | 115 $35 \%$ |
| PepsiCo | ${ }^{1888}$ | $\begin{gathered} 110 \\ 42 \% \\ C \end{gathered}$ | 782\% | 60\% | ${ }_{33}{ }^{3}$ | $47 \%$ | $39 \%$ | 41 25 | $\begin{aligned} & 91 \\ & 39 \% \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 56 \\ & { }_{5}^{53} \% \\ & H \end{aligned}$ | 43\% | 34\% | $\begin{aligned} & 96 \\ & 44 \% \\ & K \end{aligned}$ | 75 | 51\% | 62\% | ${ }^{109} 3$ | 729\% | 20 $31 \%$ | 114 $40 \%$ |
| IBM | ${ }^{183}{ }_{38}$ | ${ }_{33}^{86}$ | 96 | ${ }^{45}$ \% | 30\% | $\begin{aligned} & 64 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | $44 \%$ | 40\% | $\begin{aligned} & 93 \\ & 45 \% \\ & 4 \\ & \hline \end{aligned}$ | $\begin{aligned} & 50 \\ & 44 \% \\ & H \end{aligned}$ | 55 ${ }^{5}$ | $\begin{aligned} & 38 \\ & 51 \% \\ & \mathrm{~km} \end{aligned}$ | 73 $32 \%$ | 25\% | $\begin{aligned} & 86 \\ & 42 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 43 \% \\ & { }^{2} \% \end{aligned}$ | 104 $36 \%$ | 74 $39 \%$ | 20\% | 100 $34 \%$ s |
| Caterpillar | ${ }_{38}^{174}$ | 80\% | $94 \%$ | $\begin{aligned} & 47 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 35 \% \end{aligned}$ | $45 \%$ | $\begin{aligned} & 40 \\ & 53 \% \end{aligned}$ | ${ }_{30}^{48}$ | $\begin{aligned} & 87 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 42 \\ 62 \% \\ \text { KM } \end{gathered}$ | $\begin{aligned} & 70 \\ & 33 \% \end{aligned}$ | ${ }_{34}{ }^{4} \%$ | 72 | $\begin{aligned} & 60 \\ & 37 \% \end{aligned}$ | ${ }^{106} 40 \%$ | ${ }_{35}^{65}$ | 182\% | 102 $34 \%$ |
| General Motors | ${ }_{381}{ }_{38}$ | ${ }^{75}$ 3\% | 96 | $\begin{aligned} & 47 \\ & 36 \% \end{aligned}$ | 39 32 | $47 \%$ | $38{ }^{38}$ | ${ }^{48} 8$ | $\begin{gathered} 79 \\ 43 \% \\ 4 \end{gathered}$ | $\begin{gathered} 44 \\ 44 \% \\ h \end{gathered}$ | 56\% | 28 ${ }^{3} \%$ | 73 $34 \%$ | 36\% | ${ }_{38}^{63}$ | $\begin{aligned} & 75 \\ & 47 \% \\ & { }^{7} \% \end{aligned}$ | 80 $33 \%$ | $\begin{aligned} & 88 \\ & 43 \% \\ & 4 \end{aligned}$ | ${ }_{9 \%}$ | 955 |
| Costco | ${ }^{168}$ | 67 ${ }_{3}^{67}$ | ${ }^{101} 41 \%$ | 37 $28 \%$ | $34 \%$ | $\begin{aligned} & 57 \\ & 51 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 40 \\ 43 \% \\ d \end{gathered}$ | 427\% | $\begin{aligned} & 92 \\ & 44 \% \\ & H^{2} \end{aligned}$ | $\begin{gathered} 34 \\ 42 \% \\ 42 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & { }^{44} \% \\ & M \end{aligned}$ | $\begin{aligned} & 36 \\ & { }^{36 \%} \\ & \mathrm{~m} \end{aligned}$ | ${ }^{64}$ 31\% | 47\% | 719\% | 50\% | ${ }^{98} \%$ | 67 $39 \%$ | $\stackrel{7}{16 \%}$ | 73 $26 \%$ |
| Sam's Club | ${ }^{163}$ | 72 35 | 929\% | 53 $34 \%$ | ${ }_{2}^{23}$ \% | $\begin{aligned} & 50 \\ & 499 \\ & d E \end{aligned}$ | $\begin{aligned} & 39 \\ & 45 \% \\ & \hline \end{aligned}$ | ${ }_{34}{ }^{3} \%$ | $84 \%$ | 36 $41 \%$ | $\begin{aligned} & 52 \\ & 39 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 45 \\ & \text { K } 60 \% \\ & \text { KM } \end{aligned}$ | 60\% | 51\% | 54\% | 589\% | 299\% | $\begin{aligned} & 91 \\ & 48 \% \\ & Q \end{aligned}$ | ${ }_{9 \%}$ | ${ }_{3}^{89}{ }^{\text {S }}$ |
| Pfizer | 170 ${ }^{37}$ | 81 $45 \%$ c | 89\% | 55 | 382\% | 38\% | $40 \%$ | ${ }_{32}^{46}$ | ${ }_{39}^{69}$ | $54 \%$ | 559\% | 23 $40 \%$ | 82\% | 53 ${ }^{5}$ | 54\% | 63 43 | ${ }_{36}{ }^{2}$ | 73 $41 \%$ | 17 $30 \%$ | 98\% |
| Domino's | 159 ${ }^{15}$ | ${ }_{32}^{62}$ | 97 | 37\% | 29 26 | $\begin{aligned} & 55 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 37 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | 39 ${ }^{3} \%$ | 83 <br> $47 \%$ | 37 35 | 53 38 | 23 31 | 759\% | 37 ${ }^{39 \%}$ | $\begin{aligned} & 70 \\ & \text { 45\% } \\ & \text { N } \end{aligned}$ | 52\% | 67 $30 \%$ | $\begin{aligned} & 90 \\ & 47 \% \\ & \hline \text { en } \end{aligned}$ | ${ }^{5} 1{ }^{\text {\% }}$ | 843\% |
| ESPN | $\begin{gathered} 169 \\ 37 \% \end{gathered}$ | 52\% | $\begin{gathered} 117 \\ 47 \% \\ \mathrm{~B} \end{gathered}$ | 49\% | 51 ${ }^{5} \%$ | $\begin{aligned} & 33 \\ & 41 \% \end{aligned}$ | $37$ | 51 30 | $\begin{aligned} & 85 \\ & 45 \% \\ & 4 \\ & \hline \end{aligned}$ | 33\% | 58\% | 31\% | 74 $34 \%$ | 42\% | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | 93 ${ }_{35}$ | 72 $41 \%$ | 13 $22 \%$ | 93\% |
| Hulu | 181 ${ }^{3} 7$ | 897\% | $\begin{aligned} & 91 \\ & 37 \% \end{aligned}$ | 38\% | 35\% | $\begin{aligned} & 45 \\ & 39 \% \\ & d \end{aligned}$ | $\begin{gathered} 62 \\ \text { 64\% } \\ \text { DEF } \end{gathered}$ | 40\% | $\begin{aligned} & 97 \\ & 44 \% \\ & H \end{aligned}$ | $\stackrel{43}{42 \%}$ | 52\% | 31 $36 \%$ | $90 \%$ | ${ }_{41}^{62}$ | 55 ${ }^{\text {30\% }}$ | 64\% | ${ }^{103}$ | 77 39 | 20 35 | 90 $31 \%$ |
| Kaiser Permanente | 174 ${ }^{17 \%}$ | 87\% | 876\% | 47\% | ${ }_{31}{ }^{1} \%$ | ${ }_{33}^{35}$ | $\begin{aligned} & 46 \\ & 51 \% \\ & \text { 51\% } \end{aligned}$ | 427\% | ${ }^{88}{ }^{\text {¢ }}$ ¢ | $\begin{gathered} 44 \\ 46 \% \\ 4 \end{gathered}$ | 41 $30 \%$ | 28\% | 980\% | 58\% | 59 $31 \%$ | 57\% | ${ }^{108} 38$ | ${ }_{35}^{63}$ | 19\% | 119 $38 \%$ |
| Albertson's | ${ }^{182}{ }_{36}$ | 89\% | 938\% | 40\% | 41 31 | $\begin{gathered} 42 \\ 42 \% \\ d \end{gathered}$ | $\begin{gathered} 58 \\ 48 \% \\ \text { D } \end{gathered}$ | 44\% | $\begin{gathered} 100 \\ \stackrel{45}{H} \% \end{gathered}$ | 38\% | 49\% | 33\% | 81 35 | $\begin{aligned} & 87 \\ & \begin{array}{l} 49 \% \\ \hline 9 p \end{array} \end{aligned}$ | 46\% | 50\% | ${ }^{106} 36$ | 74\% | 179\% | 111 $34 \%$ |
| Boeing | ${ }^{164} 36$ | 76 $35 \%$ | 887\% | ${ }_{29}^{49}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | 36 | $\begin{aligned} & 49 \\ & 52 \% \\ & \text { DE } \end{aligned}$ | 40\% | $\begin{aligned} & 84 \\ & 40 \% \\ & 4 \\ & H \end{aligned}$ | $\begin{aligned} & 40 \\ & 43 \% \\ & 4 \\ & H \end{aligned}$ | $\begin{aligned} & 59 \\ & 41 \% \\ & 41 \% \end{aligned}$ | 33\% | 29\% | 55\% | 61 310 | 488\% | 76 $30 \%$ | $\begin{aligned} & 85 \\ & 43 \% \\ & 4 \end{aligned}$ | 13 $20 \%$ | 75 |
| Cargill | ${ }^{168} \times$ | $\begin{gathered} 101 \\ 44 \% \\ C \end{gathered}$ | 67\% | 47\% | 36\% | $49 \%$ | $\begin{gathered} 36 \\ 47 \% \\ \mathrm{e} \% \end{gathered}$ | 37 ${ }^{36 \%}$ | $\begin{gathered} 87 \\ 40 \% \\ \mathrm{~h} \end{gathered}$ | $44 \%$ | ${ }_{34}^{49}$ | 35\% | 76\% | $\begin{aligned} & 67 \\ & 47 \% \\ & \text { Op } \end{aligned}$ | 50\% | 51 32 | 100 $40 \%$ | ${ }^{63}$ 30\% | 21\% | 101 $36 \%$ |
| Xfinity | ${ }_{36 \%}^{157}$ | 85 | 72\% | 35\% | ${ }^{38} 1 \%$ | $\begin{aligned} & 56 \\ & 49 \% \\ & \mathrm{Ce}^{2} \end{aligned}$ | ${ }^{28} 9 \%$ | 42\% | $\begin{gathered} 71 \\ 37 \% \\ \mathrm{~h} \end{gathered}$ | $\begin{aligned} & 45 \\ & 49 \% \\ & \mathbf{H}^{\prime} \end{aligned}$ | 54\% | 288\% | ${ }_{34}^{64}$ | 60\% | 51\% | 476\% | 854\% | ${ }^{68} 9$ | 150\% | ${ }_{31}^{87}$ |
| Singer | ${ }^{166}$ 35\% | $\begin{gathered} 111 \\ 44 \% \\ \mathrm{C} \end{gathered}$ | 56\% | 43\% | 33 30 | $\begin{aligned} & 46 \\ & 47 \% \\ & \text { De } \end{aligned}$ | $\begin{gathered} 44 \\ 43 \% \\ d \end{gathered}$ | 53 ${ }_{3}$ | 629\% | 52 ${ }_{1}$ | 53 $37 \%$ | $\begin{aligned} & 36 \\ & 48 \% \\ & { }^{3} \% \end{aligned}$ | 70\% | 58\% | 64\% | 442\% | 750\% | $\stackrel{86}{43 \%}$ | 13 $20 \%$ | 105 35 |

Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(2 / 20) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Marriott | ${ }^{167}$ 35\% | $\begin{aligned} & 74 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 48 \% \\ & \text { DE } \end{aligned}$ | 30\% | 31\% | 57\% | $\begin{aligned} & 59 \\ & 46 \% \\ & 4 . \end{aligned}$ | $\begin{aligned} & 64 \\ & 45 \% \\ & { }^{6} \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \\ & M \end{aligned}$ | 56\% | 48\% | 53 $34 \%$ | 672\% | 97\% | 67 39 | 169\% | 26\% |
| United Airlines | ${ }^{169} 9$ | 878\% | 82\% | 49 | 33\% | 52\% | 35\% | 42\% | 72\% | $\begin{aligned} & 55 \\ & 58 \% \\ & H_{1} \end{aligned}$ | $\begin{aligned} & 62 \\ & 48 \% \\ & 48 \end{aligned}$ | $32 \%$ | 67\% | 43 $30 \%$ | 62\% | 64\% | ${ }_{39}^{99}$ | ${ }_{36}^{65}$ | 14 | 88\% |
| Verizon | ${ }^{159} 9$ | $\begin{aligned} & 77 \\ & 35 \% \end{aligned}$ | $82 \%$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 40 \% \\ & h \end{aligned}$ | $33{ }^{39 \%}$ | $\begin{aligned} & 69 \\ & 499 \% \\ & M \end{aligned}$ | $\begin{aligned} & 34 \\ & 44 \% \\ & { }^{3} \% \end{aligned}$ | 22\% | ${ }_{36} \mathbf{3} \%$ | ${ }_{23}^{47 \%}$ | $59 \%$ | ${ }^{82}$ \% | 74 $41 \%$ | 10 $14 \%$ | 83 30 S |
| Honeywell | 164 $34 \%$ | 69\% | ${ }_{3} 9{ }^{\text {\% }}$ | $\begin{aligned} & 38 \\ & 27 \end{aligned}$ | 432\% | 469\% | $\begin{aligned} & 37 \\ & 44 \% \\ & d \end{aligned}$ | $31 \%$ $21 \%$ | $\begin{aligned} & 102 \\ & \stackrel{45 \%}{H} \end{aligned}$ | 30 | $\begin{aligned} & 56 \\ & 39 \% \end{aligned}$ | 34\% | 39\% | 38\% | 74 $38 \%$ | 51 $35 \%$ | 81\% | 759\% | 17\% | 85\% |
| American Airlines | ${ }^{172} \times 1$ | 70\% | ${ }^{102} 39$ | 44\% | 31 $24 \%$ | ${ }_{38}{ }^{3} \%$ | $\begin{gathered} 49 \\ 46 \% \\ \hline \end{gathered}$ | 21\% | ${ }_{3}^{83}{ }^{\text {H }}$ \% | 51 <br> $45 \%$ | $\begin{aligned} & 64 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $30 \%$ | 59\% | ${ }_{36}^{56}$ | 60 34 | 56\% | 90 33 | 74\% | 118\% | 80\% |
| Facebook | 164\% | 89\% | 750\% | 40\% | 34\% | $\begin{aligned} & 55 \\ & 47 \% \\ & \mathrm{DE} \end{aligned}$ | $35 \%$ | 43 | 76 $34 \%$ | $45 \%$ | $\begin{aligned} & 48 \\ & 35 \% \end{aligned}$ | 29 ${ }^{29}$ | 75 3 \% | 52 $34 \%$ 0 | 33 $20 \%$ | $\begin{aligned} & 80 \\ & 48 \% \\ & \text { nO } \end{aligned}$ | 879\% | 72 $41 \%$ q | 14 23 | 90\% |
| Ford | ${ }^{163} 3$ | 71 30 | 92\% | 499\% | 40\% | ${ }^{26} 9$ | $47 \%$ | 43\% | $\begin{aligned} & 91 \\ & 45 \% \\ & 4 J \end{aligned}$ | 36\% | 51 ${ }^{5}$ | $\begin{aligned} & 33 \\ & 44 \% \\ & \mathrm{~m} \end{aligned}$ | 61\% | 55\% | 36\% | 42\% | ${ }^{94}{ }^{3} \%$ | ${ }_{3}^{62}$ \% | ${ }^{12} 20$ | 102 3 s S |
| NFL | 144\% | 49\% | ${ }^{95}{ }_{\text {B }}{ }^{\text {\% }}$ | 418\% | $2{ }_{2}^{29}$ | $\begin{aligned} & 32 \\ & 44 \% \\ & d E \end{aligned}$ | $\begin{aligned} & 42 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | 51\% | 33 ${ }^{63}$ | 31 $36 \%$ | 60 $40 \%$ $M$ | 27 39 | 45\% | 37 $33 \%$ | 53 3 \% | 54\% | ${ }^{60} 27 \%$ | 77 41 \% | ${ }_{16 \%}$ | 615 |
| H-E-B Grocery | ${ }^{156} 34$ | 73 $35 \%$ | ${ }_{33}^{84}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | 32\% | 33\% | $\begin{gathered} 44 \\ 46 \% \\ \hline \end{gathered}$ | 42\% | $\begin{aligned} & 84 \% \\ & 38 \% \end{aligned}$ | 31 $33 \%$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ | 23 39 | 33 ${ }^{63}$ | $49 \%$ | 64 38 | 44\% | 82\% | 758\% | 21 36 | 92\% |
| Little Caesars | ${ }_{34 \%}^{155}$ | 57\% | $\begin{aligned} & 98 \\ & 39 \% \\ & \hline \end{aligned}$ | 419\% | 34\% | 41 | 39 36 | 42\% | $\begin{aligned} & 86 \\ & 40 \% \\ & \mathrm{~h} \end{aligned}$ | ${ }^{28} 1 \%$ | ${ }_{32}{ }^{2}$ | 23 ${ }^{2}$ \% | 36 ${ }^{66}$ | 41 30 | 71 $38 \%$ | ${ }_{31}{ }^{4} \%$ | ${ }^{78}{ }^{29 \%}$ | 73 $41 \%$ 9 | ${ }_{3}^{1}$ | 103 $35 \%$ |
| Chick-fil-A | 164\% | 91 ${ }^{\text {35\% }}$ | 732\% | 32\% | ${ }_{34}^{44}$ | 43\% | $34 \%$ | 53\% | 80\% | 32\% | 58\% | 19\% | 82\% | 53\% | 52\% | 59\% | 85 32 | 74\% | 31 49 | 98\% |
| Roche | ${ }^{154} 3$ | 73 $35 \%$ | 80\% | 38\% | 36\% | $\begin{aligned} & 61 \\ & 48 \% \\ & \mathrm{DE} \end{aligned}$ | 25 $31 \%$ | 37\% | $\begin{aligned} & 73 \\ & 38 \% \\ & H \end{aligned}$ | 44 $41 \%$ $H$ | 51 $34 \%$ | 30\% | 34\% | 54 ${ }^{35}$ | 550\% | 45\% | 101 $36 \%$ | 52\% | 11 25 | 86\% |
| WeWork | ${ }^{157} 3$ | ${ }_{\text {41 }}{ }_{\text {c }}$ | 75\% | $41 \%$ | 31\% | 51 $36 \%$ | 33 43 | 30\% | $\begin{gathered} 99 \\ 43 \% \\ \mathbf{H}^{2} \end{gathered}$ | 27 ${ }^{2}$ | 442\% | 289\% | 83\% | 56 $34 \%$ | 51 $32 \%$ | 49\% | 81\% | 738\% | 6\% | 92\% |
| Publix | ${ }^{150} 33$ | ${ }_{29}^{69}$ | ${ }_{39} 89$ | 36 $24 \%$ | $\begin{gathered} 36 \\ 37 \% \\ d \end{gathered}$ | $\begin{gathered} 49 \\ 42 \% \\ 4 . \end{gathered}$ | $\stackrel{29}{31 \%}$ | 31 22 | $\begin{aligned} & 94 \\ & 42 \% \\ & 4 \end{aligned}$ | 25\% | ${ }_{36}{ }^{4} \%$ | 34\% | 50\% | 39\% | 582\% | 55\% | 80 $31 \%$ | ${ }^{66} \%$ | ${ }^{5} 1{ }^{\text {\% }}$ | 72\% |
| King Arthur | ${ }^{158}{ }_{3}$ | 70 $31 \%$ | ${ }^{88}{ }^{1} \%$ | 38\% | 38. | $37 \%$ | $\begin{aligned} & 44 \\ & 42 \% \\ & 4 \end{aligned}$ | 37\% | $\begin{aligned} & 97 \\ & 39 \% \\ & H^{2} \end{aligned}$ | 24\% | 45\% | 29 $41 \%$ | 74 $31 \%$ | 56\% | 59\% | 43\% | 86\% | ${ }_{30}^{65}$ | 15\% | 88\% |
| MassMutual | ${ }^{148} 3$ | 64\% | ${ }^{83}{ }^{3} \%$ | 34\% | 32\% | $\begin{aligned} & 51 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | $30 \%$ | 19\% | $\begin{aligned} & 91 \\ & 40 \% \\ & \mathrm{H}^{9} \end{aligned}$ | $\begin{aligned} & 30 \\ & 33 \% \\ & \text { 33\% } \end{aligned}$ | 492\% | 26\% | 61 $30 \%$ | 36\% | 61 $37 \%$ | 51 33 | 92\% | 529\% | 10 18 | $79 \%$ |
| Royal Dutch Shell | ${ }^{146}{ }_{32}$ | 72 $35 \%$ | $\begin{aligned} & 70 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | $39 \%$ | 28\% | 43\% | 79\% | 25\% | 53 ${ }^{5}$ | 31 $37 \%$ | 559\% | 39\% | 69\% | 39 $31 \%$ | 789\% | ${ }_{34}^{62}$ | 101\% | 89\% |

Proportions/Means: Columns Tested $(5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E/F/G}$ - H/IJJ-K/LIM- N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30 ) ineligible for sig testing

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\underset{\text { Travelers }}{\text { Leisure }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 <br> Total <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Anthem Health | ${ }_{32 \%}^{148}$ | $\begin{aligned} & 87 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 46 \\ 36 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 47 \\ 43 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 24 \\ & 32 \% \end{aligned}$ | ${ }^{34}$ 21\% | $\begin{aligned} & 58 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 57 \\ & 48 \% \\ & \mathrm{HI}^{2} \end{aligned}$ | $\begin{aligned} & 367 \\ & 26 \% \end{aligned}$ | 280\% | $\begin{aligned} & 78 \\ & 33 \% \end{aligned}$ | ${ }_{31}^{44} \%$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 62 \\ 39 \% \\ \hline 6 \end{gathered}$ | ${ }_{3}^{86}$ \% | ${ }_{3}^{60}$ | 188\% | ${ }_{31}^{87}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi | ${ }^{140} 32$ | 610\% | 79\% | 38\% | 30\% | 37 ${ }^{37}$ | 35\% | 44\% | 74 $36 \%$ | 26\% | 38\% |  | 55\% | ${ }_{31}^{42}$ | 50\% | ${ }_{38}^{48}$ | ${ }^{65} 9$ | 72 $35 \%$ | 10\% | 64\% |
| Wegmans | ${ }_{3}^{155}$ | 36\% | 899\% | 36\% | 32\% | $\begin{aligned} & 45 \\ & 42 \% \\ & 42 \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \end{aligned}$ | ${ }^{38}{ }^{24 \%}$ | 76 $33 \%$ | $\begin{aligned} & 41 \\ & { }_{4}^{41} \% \end{aligned}$ | 49\% | $\begin{aligned} & 35 \\ & 43 \% \\ & 4 \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 65 \\ & 26 \% \end{aligned}$ | ${ }_{33}{ }^{4}$ | 54\% | 52 ${ }^{34 \%}$ | 89 $31 \%$ | ${ }_{34}^{63}$ | ${ }_{12}^{17}$ | 837\% |
| Ace Hardware | ${ }_{31 \% 8}^{158}$ | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | ${ }_{32}^{88}$ | ${ }_{33}^{47}$ | $\begin{aligned} & 47 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 22 \end{aligned}$ | ${ }_{26 \%}^{40}$ | $\begin{aligned} & 76 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | ${ }_{29}^{42}$ | $\begin{aligned} & 36 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 39 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 82 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | 16 27 | 87\% |
| Kroger | $\begin{gathered} 136 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 86 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 37 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 47 \% \\ & \mathrm{De} \end{aligned}$ | ${ }_{25}^{37}$ | $\begin{aligned} & 65 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 40 \% \\ & h \end{aligned}$ | $\begin{aligned} & 46 \\ & 32 \end{aligned}$ | ${ }_{38}^{28}{ }_{\mathrm{m}}^{28}$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | ${ }_{30}^{36} \%$ | ${ }_{27 \%}^{44}$ | $\begin{aligned} & 56 \\ & 36 \% \end{aligned}$ | $\stackrel{67}{29 \%}$ | ${ }_{34}^{63}$ | 22\% | ${ }_{31}^{83}$ |
| Mars | 135 $31 \%$ | ${ }^{62}$ 30 | 73\% | 26\% | 32\% | ${ }^{36}$ 36 | $\begin{aligned} & 32 \% \\ & 36 \end{aligned}$ | 32\% | 69 $34 \%$ | 344 | ${ }_{34}^{46}$ | 26 34 | 60\% | 37\% | 55\% | ${ }_{30}^{43}$ | 729\% | 59\% | 10 $21 \%$ | 75\% |
| Sony | ${ }_{31}^{144} \%$ | $\underset{c}{85} \underset{c}{86 \%}$ | 59\% | 35\% | 21 $19 \%$ | $\begin{aligned} & 49 \\ & 41 \% \\ & d E \end{aligned}$ | $\begin{aligned} & 40 \\ & 41 \% \\ & \mathrm{dE} \end{aligned}$ | 21 $17 \%$ | $\begin{aligned} & 75 \\ & { }_{3}^{73} \% \\ & H \end{aligned}$ | $\begin{aligned} & 48 \\ & \stackrel{41}{4} \% \\ & \hline \end{aligned}$ | 492\% | $\begin{aligned} & \frac{39}{44} \\ & { }^{4} \% \end{aligned}$ | 51 26 | 24\% | 52\% | ${ }_{36}{ }^{8}$ | 64\% | $\begin{aligned} & 76 \\ & 36 \% \\ & 39 \end{aligned}$ | ${ }_{15}^{8}$ | 70\% |
| Burger King | ${ }_{30 \%}^{152}$ | $\begin{aligned} & 61 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 36 \% \\ & b \end{aligned}$ | $\begin{aligned} & 37 \\ & 28 \% \end{aligned}$ | 33 $24 \%$ | ${ }_{34}^{46}$ | $\begin{aligned} & 36 \\ & 39 \% \end{aligned}$ | ${ }_{20}^{30}$ | $\begin{aligned} & 90 \\ & 98 \% \\ & \hline \end{aligned}$ | 27 29 | ${ }_{29}^{49 \%}$ | 280 | $\begin{aligned} & 72 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | ${ }_{25}^{59}$ | 51 $36 \%$ | ${ }_{22}^{62}$ | $\begin{aligned} & 86 \\ & 44 \% \\ & 4 \end{aligned}$ | $\stackrel{9}{9}$ | ${ }_{\text {31 }}^{31}$ |
| Mondelez | 147 $30 \%$ | $\begin{gathered} 75 \\ 37 \% \\ c \end{gathered}$ | 72\% | 48 30 | 22\% | 43 $34 \%$ | ${ }^{35}$ | 47 26 | ${ }_{39}^{69}$ | 30 3 3\% | ${ }_{34}^{45}$ | 29\% | 70 $31 \%$ | ${ }_{38}^{48}$ | 56\% | 428\% | 90 ${ }^{92}$ | 52\% | 159\% | 870\% |
| Dell | $\begin{gathered} 144 \\ 30 \% \end{gathered}$ | $\begin{aligned} & { }_{27}^{67} \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | 45 $35 \%$ | $\begin{aligned} & 19 \\ & 26 \% \end{aligned}$ | ${ }_{23}^{35}$ | $\underset{h}{86} \underset{h}{86}$ | 23 26 | $\begin{aligned} & 45 \\ & { }_{3}^{43 \%} \end{aligned}$ | $\begin{aligned} & 39 \\ & 344 \% \\ & M \end{aligned}$ | ${ }_{21 \%}^{46}$ | ${ }_{3}^{45} \%$ | ${ }_{24}^{54}$ | $\begin{aligned} & 46 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 28 \% \end{aligned}$ | ${ }_{33}^{60}$ | $\begin{aligned} & 11 \\ & 18 \% \end{aligned}$ | 837\% |
| Apple | ${ }_{30 \%}^{142}$ | $\begin{aligned} & 78 \\ & 34 \% \end{aligned}$ | 64\% | 28\% | 29\% | $\begin{aligned} & 59 \\ & 46 \% \\ & \mathrm{DE} \end{aligned}$ | 26\% | 23 $16 \%$ | $\begin{aligned} & 57 \\ & 30 \% \\ & \mathrm{H} \end{aligned}$ | $\begin{aligned} & 63 \\ & 45 \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & 58 \\ & 39 \% \\ & M \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 34 \\ 41 \% \\ \mathrm{M}^{2} \end{array} \end{aligned}$ | 27\% | ${ }_{38}{ }^{5}$ | 43 26 | ${ }_{24}^{48}$ | ${ }^{69}$ 26\% | 71 $36 \%$ | $\stackrel{7}{16 \%}$ | ${ }_{29}^{69}$ |
| Unilever | 148 30 | 79 $31 \%$ | ${ }^{69}$ 29\% | $\begin{gathered} 44 \\ 38 \% \\ E \end{gathered}$ | 34\% | ${ }_{31}^{41}$ | 29\% | 36 ${ }^{35 \%}$ | 78 $31 \%$ | ${ }_{3}^{33}$ | 38\% | 30\% | ${ }^{69} 9$ | 50 $31 \%$ | 55\% | 439\% | 73 $28 \%$ | 72 $34 \%$ | 11 20 | ${ }^{85}{ }^{89}$ |
| UnitedHealth Group | $\begin{aligned} & 130 \\ & 30 \% \end{aligned}$ | 54\% | 75\% | 21\% | 39\% | 364 | $\begin{gathered} 38 \\ 38 \\ \text { 28 } \end{gathered}$ | 27\% | $\begin{gathered} 67 \\ 37 \% \\ H \end{gathered}$ | $\stackrel{36}{36} \underset{H}{36}$ | 47\% | 189\% | 55\% | 46 $30 \%$ | 31\% | $\begin{gathered} 53 \\ 41 \% \\ 41 \% \end{gathered}$ | ${ }^{80} 1 \%$ | 499\% | ${ }_{9}^{6} \%$ | $\stackrel{82}{29}{ }_{S}$ |
| Southwest Airlines | ${ }_{30 \%}^{152}$ | $\begin{aligned} & 73 \\ & 29 \% \end{aligned}$ | $7{ }^{79}$ | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ | 25 20 | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 46 \% \\ & \text { DE } \end{aligned}$ | 43 $22 \%$ | $\begin{aligned} & 71 \\ & 36 \% \\ & H \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \\ & h \end{aligned}$ | $\begin{aligned} & 80 \\ & 47 \% \\ & \text { IM } \end{aligned}$ | 229\% | 39 ${ }^{3}$ | 39\% | 60\% | 529 | 75 ${ }^{76}$ | 74 $36 \%$ | $\stackrel{7}{7} \mathrm{~F}$ | 20\% |
| Cardinal Health | ${ }^{142} 30$ | 57\% | ${ }^{85}$ 35 | 49\% | 33 $27 \%$ | $\stackrel{26}{28 \%}$ | 34\% | ${ }^{26} 8$ | $\begin{aligned} & 88 \\ & 38 \% \\ & H \end{aligned}$ | 28\% | 40\% | 185\% | 81 35 | 52\% | 38\% | $\begin{gathered} 52 \\ 35 \% \\ 0 \end{gathered}$ | 79\% | 58\% | 14 23 | 80\% |
| Abbot | $\begin{gathered} 139 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 78 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 33 \% \end{aligned}$ | ${ }_{24 \%}^{41}$ | $\begin{aligned} & 73 \\ & 32 \% \end{aligned}$ | ${ }_{34}^{25}$ | ${ }_{32}^{45}$ | $\begin{aligned} & 14 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 30 \% \end{aligned}$ | ${ }_{29 \%}^{48}$ | ${ }_{26}^{43}$ | ${ }_{35 \%}^{49}$ | $\begin{aligned} & 69 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 35 \% \end{aligned}$ | ${ }_{19}{ }^{8}$ | 77 $26 \%$ |
| Conagra | 140 $30 \%$ | $\begin{aligned} & 73 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 50 \\ 38 \% \\ \hline \end{gathered}$ | ${ }_{22}^{28}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 34 \\ & 32 \% \end{aligned}$ | ${ }_{28}^{40}$ | $\begin{aligned} & 71 \% \\ & 31 \% \end{aligned}$ | 29\% | $\begin{aligned} & 57 \\ & 36 \% \end{aligned}$ | 20\% | $\begin{aligned} & 52 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 29 \% \end{aligned}$ | ${ }_{20}^{40}$ | $\begin{aligned} & 67 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 34 \% \end{aligned}$ | ${ }^{8} 8 \%$ | $\begin{gathered} 79 \\ 27 \% \end{gathered}$ |



Base: All Respondents (Variable Bases)

|  | $\begin{gathered} \text { Wave } 13 \\ \text { TTotal } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \hline 75 \mathbf{k} \end{aligned}$ | \$75k+ | Republi- | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| CVS | $\begin{gathered} 136 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | ${ }_{27}^{69}$ | 25 20\% | $\begin{aligned} & 42 \\ & 36 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \\ & d \end{aligned}$ | 28\% | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | $\text { 59 } 27 \%$ | $\begin{aligned} & 33 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \begin{array}{c} 36 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 27 ${ }^{27}$ | 50 | 439\% | ${ }_{26}^{46}$ | 43 $30 \%$ | ${ }_{36}^{86}$ | 29\% | 14 $30 \%$ | 67 $24 \%$ |
| Scott | ${ }^{139} 9$ | 759\% | 64\% | 45\% | 26\% | $38{ }_{36}$ | 29\% | ${ }^{38}{ }^{3} \%$ | ${ }_{30}^{63}$ | $\begin{gathered} 38 \\ 38 \% \\ h \end{gathered}$ | ${ }^{44} \%$ | $\begin{aligned} & 42 \\ & 44 \% \\ & M \end{aligned}$ | ${ }_{23}^{41 \%}$ | 51 $33 \%$ | 51\% | 38\% | 810\% | 52\% | 193\% | 75\% |
| Toyota | 140\% | ${ }^{62} 2$ | 78 $35 \%$ b | 419\% | 42\% | 26\% | 31 $31 \%$ | ${ }^{35}$ 23\% | 63\% | $\begin{aligned} & 42 \\ & 42 \% \\ & H \end{aligned}$ | ${ }_{36}^{56}$ | 19 26 | 55\% | 43\% | 57 $35 \%$ | 40\% | 73 $27 \%$ | 64 $34 \%$ | 12 $21 \%$ | 85\% |
| Hewlett-Packard Enterprise | ${ }^{138} \text { 29\% }$ | ${ }_{26}^{66}$ | $\begin{aligned} & 72 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 36 \% \\ & { }^{3 g} \end{aligned}$ | ${ }_{28}^{28}$ | $\begin{aligned} & 42 \\ & 40 \% \\ & \text { eg } \end{aligned}$ | 20 $19 \%$ | 39 ${ }^{39}$ | 56\% | 438\% | 47 $34 \%$ | $26$ | 59\% | 44\% | ${ }^{48}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | 819\% | $\stackrel{57}{31 \%}$ | 15\% | 76 $26 \%$ |
| Cottonelle | $\begin{gathered} 142 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 27 \% \end{aligned}$ | $28$ | 299\% | ${ }_{20}^{43 \%}$ | $\begin{aligned} & 73 \\ & 32 \% \end{aligned}$ | 29\% | ${ }_{27}^{47 \%}$ | ${ }_{32}{ }^{26}$ | 54\% | 37\% | ${ }^{59} 9$ | $\begin{aligned} & 49 \\ & 30 \% \end{aligned}$ | 726\% | 62\% | +13\% | 87\% |
| Perdue Farms | 139\% | 65 28 | 74 $30 \%$ | ${ }^{47}$ \% | $\begin{aligned} & 47 \\ & 39 \% \\ & \hline \end{aligned}$ | 27 $24 \%$ | ${ }_{18}^{18}$ | ${ }_{24}^{42}$ | ${ }^{68} \%$ | 29 $31 \%$ | 57 $32 \%$ | 19 25 | ${ }^{58} 9$ | 239 | 59\% | 51 32 | 75\% | 57\% | 21\% | 830\% |
| Nestle | ${ }^{128} 8$ | 59\% | 69\% | $\text { 40 } 27 \%$ | ${ }_{21}^{23}$ | 34\% | $\begin{gathered} 31 \\ 38 \% \\ e \end{gathered}$ | 38\% | ${ }_{32}^{63}$ | 26\% | 31 $24 \%$ | 188\% | ${ }_{30}^{69}$ | 39\% | ${ }^{46}$ \% | 43 $30 \%$ | 67\% | 57 $36 \%$ | 15\% | 85\% |
| The Walt Disney Company | $\begin{gathered} 129 \\ 28 \% \end{gathered}$ | 73 $32 \%$ | $\begin{aligned} & 56 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 355 \\ & 24 \% \end{aligned}$ | $24 \%$ | $\begin{aligned} & 43 \\ & 41 \% \\ & d E \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | 34 20 | 54\% | ${ }_{41}^{41}{ }^{4}$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | 59\% | 38\% | 42\% | $\begin{aligned} & 51 \\ & 38 \% \\ & \hline 0 \end{aligned}$ | 58\% | $\underset{\substack{68 \\ 9}}{\text { ¢ }}$ | 11\% | 70 $24 \%$ |
| Bayer | 130 $28 \%$ | 57 $26 \%$ | 739\% | 37 $25 \%$ | $\stackrel{27}{21 \%}$ | $\begin{aligned} & 36 \\ & 41 \% \\ & 4 \mathrm{dE} \end{aligned}$ | 30 $32 \%$ | 35\% | 72 33 | ${ }_{23}^{23}$ | ${ }^{43}{ }_{\text {31 }}$ | 12 $16 \%$ | $\begin{aligned} & 67 \\ & 30 \% \\ & 1 \end{aligned}$ | 34\% | 52\% | 442\% | 74 $27 \%$ | 51 $29 \%$ | 220\% | 78\% |
| Johnson \& Johnson | $\begin{gathered} 133 \\ 28 \% \end{gathered}$ | ${ }_{26}^{62}$ | 720\% | 39\% | 21\% | $\begin{gathered} 42 \\ 48 \% \\ \text { DEg } \end{gathered}$ | 31 $27 \%$ | 47\% | ${ }_{38}{ }^{2} \%$ | 28\% | 399\% | ${ }^{16} 23$ | 77 32 | ${ }^{45} 9$ | 37\% | 52\% | 70\% | ${ }^{61} 1 \%$ | ${ }^{16} 5$ | 82\% |
| Dollar General | $\begin{gathered} 125 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | ${ }^{554} 2$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\text { 23 } 20 \%$ | $\begin{aligned} & 32 \\ & 35 \% \end{aligned}$ | $\text { 30 } 33 \%$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 37 \% \\ & \text { Hj } \end{aligned}$ | 172\% | 27\% | 25 32 | ${ }_{36}^{66}$ | 37\% | ${ }_{28}^{48}$ | 40\% | 58\% | 64 $34 \%$ 9 | 132\% | 79 $30 \%$ |
| GlaxoSmithKline | 120\% | ${ }_{30}^{66}$ | 53\% | 299\% | ${ }^{38} \%$ | 179\% | ${ }_{3}^{25} \%$ | 43\% | ${ }^{48} 8$ | ${ }_{34 \%} 8$ | 37 ${ }^{39}$ | ${ }_{23}^{15}$ | 52 26 | ${ }_{31}^{44}$ | 39\% | 31\% | ${ }_{27}^{63}$ | 51 ${ }^{27}$ | 21 36 | 76 27 |
| Walgreens | ${ }^{126} 28$ | 54\% | 72 27 | 33 22 | 30\% | 33 31 | 30\% | 34\% | 56\% | ${ }_{36}^{36}{ }^{3}$ | 37 $24 \%$ | ${ }^{22}$ 31\% | 55\% | 35\% | ${ }^{48} 7$ | $34 \%$ | ${ }^{68}{ }^{6} \%$ | 53 ${ }^{29 \%}$ | 15\% | 67\% |
| Intel | $\begin{gathered} 123 \\ 28 \% \end{gathered}$ | ${ }_{25}^{45 \%}$ | $\begin{aligned} & 74 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 54 \\ 34 \% \\ E \end{gathered}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | ${ }^{26}$ 25\% | ${ }_{28}^{25}$ | 35\% | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | 25\% | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | 20 36 | 50\% | 42\% | ${ }^{38}{ }^{1} \%$ | $\begin{aligned} & 43 \% \end{aligned}$ | 67\% | ${ }^{47} 26$ | 14\% | 71 |
| Tyson Foods | 128\% | ${ }^{53}$ 23\% | 75 3 \% | ${ }_{31}^{46}$ | 30 23 | 31 $27 \%$ | $\stackrel{21}{27 \%}$ | 30 ${ }^{31 \%}$ | $\begin{aligned} & 77 \\ & 35 \% \\ & \mathrm{HJ} \end{aligned}$ | 219\% | 41 $30 \%$ | 14 $20 \%$ | ${ }_{24}^{64}$ | 440\% | 389\% | 45\% | 75\% | ${ }^{48}{ }^{2} \%$ | -7\% | 72 $24 \%$ |
| 3M | 121 27 | 61 $29 \%$ | 60\% | 27\% | 21 $20 \%$ | 26\% | $\begin{gathered} 30 \\ 37 \% \\ e \end{gathered}$ | 40\% | 59\% | 22\% | $\begin{aligned} & { }_{21}^{29 \%} \\ & M \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 33 \\ 41 \% \\ 41 \% \end{array} \end{aligned}$ | ${ }^{36}$ 18\% | 41\% | 33 $22 \%$ | ${ }_{33}^{48}$ | 62 25 | 52\% | 14\% | ${ }^{61}$ 23\% |
| The Home Depot | ${ }^{128} 27$ | ${ }_{33}^{7} 7{ }_{c}^{7}$ | 26\% | $\begin{aligned} & \text { 60\% } \\ & \text { 36\% } \\ & \text { Ef } \end{aligned}$ | 21 $20 \%$ | ${ }^{26} 20$ | $\stackrel{22}{26 \%}$ | ${ }^{43}{ }^{29 \%}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $32 \%$ | $\begin{aligned} & 32 \% \\ & 23 \% \end{aligned}$ | ${ }_{31}^{26}$ | ${ }_{28}^{68 \%}$ | 34\% | $\begin{aligned} & 45 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 26 \% \end{aligned}$ | ${ }_{24}^{29 \%}$ | $\begin{aligned} & 24 \\ & 39 \% \end{aligned}$ | ${ }_{31} 9$ |

Base: All Respondents (Variable Bases)

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Gilead | 120 $27 \%$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 55 \\ 34 \% \\ e \end{gathered}$ | 223\% | 25\% | 18\% | ${ }_{2}^{27} \%$ | $\begin{aligned} & 72 \\ & 34 \% \\ & \mathrm{Hj} \end{aligned}$ | 210\% | $\begin{aligned} & 43 \\ & 28 \% \end{aligned}$ | 19\% | ${ }_{23}^{27 \%}$ | 24\% | $\begin{gathered} 55 \\ 30 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 41 \\ & 32 \% \\ & \mathrm{~N} \end{aligned}$ | 59\% | 57\% | 14 24 | 718\% |
| Seamless | 126\% | $\begin{gathered} 78 \\ 33 \\ \hline \end{gathered}$ | 48\% | 39\% | 25 19 | $\begin{gathered} 48 \\ 37 \% \\ E \end{gathered}$ | 13 $19 \%$ | 31 $18 \%$ | $\begin{gathered} \begin{array}{l} 32 \\ 31 \% \\ H \end{array} \end{gathered}$ | $\begin{gathered} 24 \\ \text { 33\% } \\ \text { he } \end{gathered}$ | 43\% | 27 33 | 50\% | 30 $23 \%$ | 56\% | 40\% | 612\% | ${ }_{3}^{62}{ }_{9}^{62}$ | 15\% | 80\% |
| McKesson | 121 ${ }^{26 \%}$ | 57\% | ${ }_{26}^{65 \%}$ | $\begin{aligned} & 50 \\ & 31 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | 23 ${ }_{26}$ | 40\% | $\begin{aligned} & 49 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \\ & M \end{aligned}$ | 24\% | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \\ & P \end{aligned}$ | $\begin{aligned} & \text { 50 } \\ & 26 \% \end{aligned}$ | $\begin{aligned} & \text { 193 } \end{aligned}$ | 70\% | 49\% | 20\% | 75 ${ }^{\text {25\% }}$ |
| Smithfield Foods | 121 ${ }^{26 \%}$ | ${ }_{21}{ }^{1} \%$ | $\begin{gathered} 79 \\ 31 \% \\ \text { b } \end{gathered}$ | $\begin{gathered} 46 \\ 32 \% \\ \mathrm{e} \end{gathered}$ | 23 20 | 30\% | 21 25 | 33\% | $\begin{gathered} 71 \\ 32 \% \\ j \end{gathered}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | 28\% | 24\% | 53 24 | 26\% | $\begin{aligned} & 51 \\ & 31 \% \\ & N \end{aligned}$ | $\begin{gathered} 44 \\ 30 \% \\ \mathrm{n} \end{gathered}$ | 29\% | $\begin{gathered} 58 \\ { }_{3}^{5} \% \\ \hline \end{gathered}$ | 13 $20 \%$ | ${ }^{67} 2$ |
| Campbell's | 131 26 | 71 30 | 60 ${ }^{63}$ | $\begin{aligned} & 49 \\ & 33 \% \\ & \hline \end{aligned}$ | 38\% | 31 25 | 13 $14 \%$ | 47\% | ${ }^{62}$ 29\% | ${ }_{17}^{22}$ | 31 $21 \%$ | 23 25 | 72 $31 \%$ | 35\% | 57\% | 39\% | 836\% | 23\% | 24\% | 97 $30 \%$ |
| Coca-Cola | ${ }^{129} 9$ | $\begin{aligned} & 51 \\ & 22 \% \end{aligned}$ | ${ }_{28}^{79 \%}$ | $\begin{aligned} & 32 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 37 \% \\ & d E \end{aligned}$ | 27\% | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | ${ }^{69} \%$ | 32\% | 29\% | ${ }_{2}^{15}$ | $\begin{aligned} & 71 \\ & 26 \% \end{aligned}$ | 37 $24 \%$ | $\begin{aligned} & 349 \% \\ & \hline 19 \end{aligned}$ | $\begin{aligned} & 58 \\ & 36 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 70 \\ & 26 \% \end{aligned}$ | 53\% | $\stackrel{7}{12 \%}$ | 53 $18 \%$ |
| McDonald's | 116\% | ${ }_{22}{ }^{1} \%$ | 759\% | 37\% | 31\% | $34 \%$ | 14\% | 37\% | 60\% | 20\% | 39\% | 150\% | 52\% | ${ }_{19}^{26}$ | 37\% | $\begin{gathered} 53 \\ 38 \% \\ \mathrm{NO} \end{gathered}$ | 65\% | 45\% | 12\% | 21\% |
| SC Johnson | ${ }^{116}$ | ${ }^{60} 26$ | 56\% | $\begin{gathered} 52 \\ \text { eFG } \\ \text { 37\% } \end{gathered}$ | 32 25 | 17\% | 15\% | 35 $24 \%$ | ${ }^{65} 8$ | 160\% | 33 | ${ }_{23}^{18}$ | 55 | 426\% | ${ }_{36}^{46}$ | 27\% | 737\% | 37 ${ }^{32}$ | 17 32 | 827\% |
| Netflix | 114 25 | ${ }_{29}^{64}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | 25 | 16 $13 \%$ | $\begin{aligned} & 41 \\ & 36 \% \\ & \mathrm{dE} \end{aligned}$ | $\begin{aligned} & 31 \\ & 316 \% \\ & d E \end{aligned}$ | ${ }_{21}^{28}$ | ${ }_{21}{ }^{2} \%$ | $\begin{aligned} & 43 \\ & 37 \% \\ & \text { hl } \end{aligned}$ | 36 ${ }_{\text {31\% }}$ | 12\% | 24\% | 39 $30 \%$ | 42\% | ${ }^{32}$ 21\% | 65\% | 43\% | ${ }_{16 \%}$ | 416\% |
| Lowe's | ${ }^{117}$ 25\% | 56\% | 61 25 | $\begin{aligned} & 43 \\ & 28 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 29 \\ & 28 \% \\ & 9 \end{aligned}$ | $\begin{gathered} 31 \\ 29 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{14}^{14}$ | 47 26 | ${ }^{52}$ 24\% | 189\% | $\begin{aligned} & 41 \\ & 27 \% \end{aligned}$ | 22\% | 45\% | 31 $21 \%$ | 46\% | 40\% | 59\% | 54\% | 162\% | 69\% |
| Best Buy | 114\% | 47\% | ${ }^{68}{ }^{6} \%$ | 33 ${ }^{31 \%}$ | 32\% | 29\% | 20 23 | 32\% | 50\% | $\begin{aligned} & 32 \\ & 37 \% \\ & H i= \end{aligned}$ | 37 $28 \%$ | 14\% | 55\% | 420\% | 37 $19 \%$ | 36\% | 63\% | 49\% | ${ }_{18}^{12}$ | 19\% |
| Samsung | 114\% | 39 $19 \%$ | 75\% | 40\% | ${ }^{38} 1 \%$ | 22 $18 \%$ | 150\% | 33 | ${ }^{58}{ }^{6} \%$ | 24\% | 30 22 | ${ }^{16}$ \% | 59\% | 31 $20 \%$ | 35\% | $\begin{aligned} & 48 \\ & 32 \% \\ & \text { no } \end{aligned}$ | 58\% | 54\% | ${ }_{10}^{6} \%$ | $\stackrel{68}{22 \%}$ |
| Target | ${ }^{109}$ 23\% | 482\% | 614\% | 28\% | ${ }_{15}^{15}$ | $\begin{aligned} & 37 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \\ & \text { dE } \end{aligned}$ | 24\% | $\begin{aligned} & \text { 63 } \\ & 30 \% \\ & \mathrm{H} \end{aligned}$ | 21 ${ }^{2}$ \% | 36\% | 15\% | 52\% | $\begin{aligned} & 38 \\ & 31 \% \\ & \hline \end{aligned}$ | 31\% | 39\% | 42\% | $\begin{gathered} 59 \\ 29 \end{gathered}$ | ${ }^{6} 0 \%$ | 53 $19 \%$ |
| Purell | ${ }^{108} 22$ | 75 $31 \%$ C | 33 $14 \%$ | ${ }^{35} 21 \%$ | 24 20 | 30 25 | 19 $24 \%$ | ${ }^{28} 16$ | ${ }_{27}{ }^{2} \%$ | $\begin{aligned} & 33 \\ & 36 \% \\ & 36 \% \end{aligned}$ | 31 $21 \%$ | 24\% | 47\% | 40\% | 35 $19 \%$ | ${ }^{32}$ 21\% | 62\% | ${ }^{41}$ 1\% | $\stackrel{9}{16 \%}$ | 26\% |
| The Hershey Company | ${ }^{105} 22 \%$ | 51\% | 54\% | 38\% | 180\% | 28\% | ${ }_{21}^{21}$ | 39\% | 52\% | 15 | 27\% | 194\% | 50\% | 25\% | 32\% | 42\% | 60 $22 \%$ | $3{ }^{39}$ | 19\% | ${ }^{62}$ 22\% |
| General Electric | ${ }^{102} 22 \%$ | 52 23 | 50 $21 \%$ | 34\% | 20\% | ${ }_{21}^{22}$ | ${ }^{27}{ }^{27} \%$ | 23 $14 \%$ | 51 $23 \%$ | $\begin{aligned} & 28 \\ & 32 \% \\ & H \end{aligned}$ | 37 | 174\% | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | 30\% | 31 $19 \%$ | ${ }^{42} 29$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 29 \% \\ & \hline \text { 20 } \end{aligned}$ | ${ }_{9}^{4}$ | 46\% |
| Mastercard | 97\% | 37 $19 \%$ | 60\% | 35\% | 24 20 | 20 $21 \%$ | ${ }^{18} \%$ | 23 $16 \%$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | 318\% | $\begin{aligned} & 47 \\ & 30 \% \\ & M \end{aligned}$ | $\begin{aligned} & 22 \\ & 35 \% \\ & M \end{aligned}$ | 25 ${ }_{12 \%}$ | 25\% | 39 $21 \%$ | 33 $27 \%$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | ${ }_{26}^{48}$ | ${ }_{9}^{6} \%$ | 50\% |

Base: All Respondents (Variable Bases)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \multirow[b]{2}{*}{$$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
5 / 20 . \\
5 / 22)
\end{gathered}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{Leisure
Travelers} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 70 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Procter \& Gamble \& $$
\begin{gathered}
100 \\
22 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 43 \\
& 22 \%
\end{aligned}
$$ \& 57\% \& $$
\begin{aligned}
& 45 \\
& 31 \% \\
& \text { EG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 18 \\
& 16 \%
\end{aligned}
$$ \& ${ }_{24}^{26}$ \& 12
$11 \%$ \& 21
$14 \%$ \& $$
\begin{aligned}
& 54 \\
& 25 \% \\
& H^{2}
\end{aligned}
$$ \& $$
\begin{gathered}
26 \\
25 \% \\
h
\end{gathered}
$$ \& $$
\begin{aligned}
& 37 \\
& 27 \% \\
& \mathrm{~m}
\end{aligned}
$$ \& 25\% \& 34
$16 \%$ \& $\stackrel{27}{18 \%}$ \& 38
$21 \%$ \& 36\% \& 45
18 \& 51 \& 21\% \& 22\% <br>
\hline Microsoft \& 102\% \& 55\% \& 17\% \& 26\% \& 19\% \& $\underset{\substack{39 \\ \mathrm{e}}}{ }$ \& 20\% \& 26\% \& 53\% \& ${ }_{23}^{20 \%}$ \& 34
m \& 23
$24 \%$ \& 10\% \& 238\% \& 26\% \& 33
$20 \%$ \& 52\% \& 42\% \& 11\% \& ${ }_{14 \%}$ <br>
\hline FedEx \& $$
\begin{aligned}
& 93 \\
& 19 \%
\end{aligned}
$$ \& ${ }^{45} 9$ \& $$
{ }_{28}^{40}
$$ \& $$
\begin{aligned}
& 47 \\
& 28 \% \\
& \mathrm{EFF}^{2}
\end{aligned}
$$ \& ${ }_{14 \%}^{18}$ \& $$
{ }_{8 \%}^{7}
$$ \& $$
\stackrel{21}{22 \%}
$$ \& 35 ${ }^{18}$ \& ${ }^{36}$ \& ${ }_{20}^{23}$ \& $$
\begin{aligned}
& 37 \\
& 25 \% \\
& \mathrm{~m}
\end{aligned}
$$ \& $12 \%$ \& 34
$15 \%$ \& 31\% \& 27
$15 \%$ \& 32\% \& 51\% \& 422\% \& 10
$14 \%$ \& 19\% <br>
\hline The Kraft Heinz Company \& 85\% \& ${ }^{45} 4$ \& 40\% \& 418\% \& 22 $19 \%$ \& ${ }_{15}^{15}$ \& ${ }_{9}^{7}$ \& ${ }^{33}$ 21\% \& 41\% \& 11\% \& $$
\begin{aligned}
& 18 \\
& 14 \%
\end{aligned}
$$ \& 5\% \& $$
\begin{aligned}
& 59 \\
& { }_{26 \%}^{26 \%} \\
& \text { KL }
\end{aligned}
$$ \& 12\% \& 31

21\%

n \& $$
\begin{gathered}
37 \\
22 \% \\
\text { n }
\end{gathered}
$$ \& 49\% \& 34

$19 \%$ \& 16\% \& ${ }_{22 \%}^{63}$ <br>
\hline Visa \& ${ }^{86} 9$ \& 417\% \& 45\% \& 21 \& 23
$19 \%$ \& 20
$16 \%$ \& 22\% \& 15\% \& $\underset{\substack{43 \\ h}}{ }$ \& 239\% \& ${ }_{20}^{28}$ \& 162\% \& 31

$14 \%$ \& ${ }_{19 \%}$ \& 19 \& $$
\begin{aligned}
& 40 \\
& 26 \% \\
& 0
\end{aligned}
$$ \& 35\% \& ${ }_{21}^{46}$ \& ${ }_{9}^{6}$ \& 30\% <br>

\hline YouTube \& 86\% \& 29

$13 \%$ \& $$
\begin{gathered}
57 \\
24 \% \\
\text { 24\% }
\end{gathered}
$$ \& 17

13 \& 110\% \& $$
\underset{\mathrm{e}}{23}{ }^{28}
$$ \& \[

$$
\begin{aligned}
& 29 \\
& 29 \% \\
& \text { DE }
\end{aligned}
$$
\] \& ${ }^{26} 16$ \& ${ }^{45} \%$ \& 15\% \& ${ }^{28}{ }^{2} \%$ \& $\stackrel{9}{12 \%}$ \& 34\% \& 40

$27 \%$
op \& 25\% \& 214\% \& 42\% \& ${ }^{38} 8$ \& 18\% \& 51 $18 \%$ <br>
\hline General Mills \& ${ }^{84} 8$ \& ${ }_{\text {25 }}{ }_{\text {c }}$ \& 29\% \& 32\% \& 25 ${ }_{19}$ \& 15\% \& $12 \%$ \& 31\% \& 34

$15 \%$ \& 19\% \& \[
$$
\begin{aligned}
& 31 \\
& { }_{21}^{31 \%} \\
& \mathrm{~m}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 32 \% \\
& M
\end{aligned}
$$

\] \& 25 ${ }^{2}$ \& $19 \%$ \& 21 $13 \%$ \& \[

$$
\begin{gathered}
44 \\
\text { NO } \\
\text { NO }
\end{gathered}
$$
\] \& 49\% \& 32\% \& 120\% \& 44\% <br>

\hline Clorox \& 816\% \& ${ }_{\text {2 }}^{\text {2 }}$ C ${ }^{\text {\% }}$ \& ${ }_{11 \%} 18$ \& 24\% \& $14 \%$ \& ${ }^{26} 9$ \& 17 16 \& 26\% \& ${ }_{12 \%}$ \& 28. \& 33 ${ }^{30 \%}$ \& $\stackrel{9}{14 \%}$ \& 31

$13 \%$ \& ${ }_{6}^{8}$ \& ${ }_{24}^{42} \mathrm{~N}$ \& $$
\begin{aligned}
& 30 \\
& { }^{17} \% \\
& \mathrm{~N}^{2}
\end{aligned}
$$ \& 45\% \& 32\% \& 10\% \& 33

$12 \%$ <br>
\hline Amazon \& 74
$16 \%$ \& ${ }^{38}{ }^{19}$ \& 36

$14 \%$ \& \[
$$
\begin{aligned}
& 27 \\
& 18 \% \\
& \text { 18\% }
\end{aligned}
$$

\] \& $9 \%$ \& 14\% \& \[

$$
\begin{aligned}
& \text { 34\% } \\
& \text { 31\% } \\
& \text { Ef }
\end{aligned}
$$
\] \& 23

$15 \%$ \& 31

$15 \%$ \& 20\% \& $$
\begin{aligned}
& 40 \\
& { }_{29}^{29 \%}
\end{aligned}
$$ \& ${ }_{5}^{4}$ \& ${ }_{12 \%}$ \& ${ }_{12}^{12 \%}$ \& 27 \& 19\% \& 39

$14 \%$ \& 30\% \& 14\% \& 37
$13 \%$ <br>
\hline Walmart \& 70 \& 30
$14 \%$ \& 10\% \& 25\% \& ${ }^{15} 12 \%$ \& 179\% \& 14\% \& 23
$14 \%$ \& 35 $18 \%$ \& ${ }_{12}^{13} 1$ \& 21
$13 \%$ \& 11
$16 \%$ \& 19\% \& ${ }^{15}$ \& 29\% \& ${ }^{26} 8$ \& 33\% \& ${ }^{36}$ 19\% \& ${ }_{14 \%}^{9}$ \& $43 \%$ <br>
\hline UPS \& ${ }_{14 \%}^{68}$ \& 179\% \& 30

$11 \%$ \& \[
$$
\begin{aligned}
& 31 \\
& 21 \% \\
& \mathrm{fG} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 17 \% \\
& \mathrm{G} \%
\end{aligned}
$$

\] \& ${ }^{10} 9$ \& $\stackrel{4}{4 \%}$ \& \[

$$
\begin{aligned}
& 27 \\
& 18 \% \\
& j
\end{aligned}
$$
\] \& 33

$13 \%$ \& $8{ }_{8}^{8 \%}$ \& 21
$15 \%$ \& $12 \%$ \& 31
$12 \%$ \& $1{ }^{16}$ \& 28\% \& 24\% \& 31\% \& 32\% \& $\stackrel{9}{16 \%}$ \& 49
$14 \%$ <br>
\hline Google \& 61
$13 \%$ \& 35 ${ }^{15 \%}$ \& 26\% \& ${ }^{12} \%$ \& 11\% \& 25
21\%
D \& 13
$14 \%$ \& ${ }^{18} 18$ \& 35

$15 \%$ \& $8{ }_{8}^{8}$ \& $$
\begin{aligned}
& 27 \\
& 21 \% \\
& { }^{212}
\end{aligned}
$$ \& ${ }_{7}^{6} \%$ \& 26 $11 \%$ \& 22 \& ${ }^{23} 12 \%$ \& 15

$11 \%$ \& $\stackrel{24}{9 \%}$ \& $$
\begin{aligned}
& 37 \\
& 18 \% \\
& \text { q }
\end{aligned}
$$ \& ${ }_{9}^{5}$ \& ${ }^{35} 12$ <br>

\hline United States Postal Service \& 56\% \& 33

$15 \%$ \& ${ }^{23} 9$ \& ${ }_{\text {eG }}^{\text {196\% }}$ \& $\stackrel{10}{9 \%}$ \& $12 \%$ \& ${ }_{6}^{8} \%$ \& 10\% \& 34\% \& 12 13\% \& $\xrightarrow{26}$ \& 10\% \& 21\% \& $$
\begin{aligned}
& 28 \\
& 19 \%
\end{aligned}
$$

$$
\mathrm{Op}
$$ \& ${ }^{15} 9$ \& ${ }^{13} 9$ \& 27\% \& 24\% \& 6\% \& 33\% <br>

\hline
\end{tabular}

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 469 | 180 | 289 | 207 | 116 | 74 | 72 | 154 | 203 | 112 | 241 | 69 | 123 | 148 | 158 | 163 | 246 | 216 | 45 | 245 |
| Weighted Base | 483 | $236 *$ | 247 | 166 | 102* | $123 *$ | 92* | $162^{*}$ | 226 | 95* | 131 | 81* | $230 *$ | 151* | $187^{*}$ | $145 *$ | 268 | 210 | $54^{* *}$ | 281 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 400 \\ 83 \% \end{gathered}$ | $\begin{gathered} 189 \\ 80 \% \end{gathered}$ | $\begin{gathered} 211 \\ 86 \% \end{gathered}$ | $\begin{gathered} 141 \\ 85 \% \end{gathered}$ | ${ }_{83}^{85}$ | $\begin{aligned} & 97 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 134 \\ 83 \% \end{gathered}$ | ${ }_{81 \%}^{182}$ | 83\% | $78 \%$ | $\begin{aligned} & 74 \\ & 91 \% \\ & k \end{aligned}$ | $\begin{gathered} 193 \\ 84 \% \\ k \end{gathered}$ | 1288\% | 157 $84 \%$ | $\begin{gathered} 115 \\ 80 \% \end{gathered}$ | 231 $86 \%$ | $\begin{aligned} & 167 \\ & 79 \% \end{aligned}$ | $46$ | 234 83 |
| A great deal | 270 56 | ${ }^{117} 50$ | $\begin{gathered} 153 \\ 62 \% \\ b \end{gathered}$ | 95\% | 61\% | ${ }^{66} 5$ | 47\% | ${ }^{96} \%$ | 129 57 | $45 \%$ | 55 ${ }^{\text {\% }}$ | $\begin{aligned} & 56 \\ & 68 \% \\ & \text { K } \end{aligned}$ | $\begin{gathered} 140 \\ 61 \% \\ K \end{gathered}$ | ${ }^{78} 5$ | 112 $60 \%$ | 80\% | 154 57 | ${ }^{116} 5$ | 33 $62 \%$ | 160 $57 \%$ |
| Somewhat | $\begin{aligned} & 130 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $59$ | $\begin{aligned} & 46 \\ & 28 \% \end{aligned}$ | 23 23 | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | 29 ${ }^{2}$ \% | ${ }^{33} 28$ | 54\% | $\begin{aligned} & 39 \\ & 34 \% \\ & 41 \% \end{aligned}$ | ${ }_{33}^{43}$ | ${ }_{23}^{19}$ | 53 $23 \%$ | 50 ${ }^{5}$ | 459\% | 36\% | ${ }_{27}^{79 \%}$ | 51\% | $\stackrel{13}{23 \%}$ | 74 |
| Not Much/None (Net) | $\begin{aligned} & 61 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | ${ }^{12} 7$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{gathered} 25 \\ 21 \% \\ { }_{2}^{21 \%} \end{gathered}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | ${ }_{8 \%}^{8}$ | $\begin{gathered} 27 \\ { }_{21 \%}^{21 \%} \\ \mathbf{L m}^{2} \end{gathered}$ | ${ }_{7}^{6} \%$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | 15 $11 \%$ | 249\% | $\begin{gathered} 37 \\ 18 \% \\ \underset{q}{3} \end{gathered}$ | ${ }_{5}{ }^{\text {\% }}$ | ${ }^{35}{ }^{12 \%}$ |
| Not much | 31 6 \% | 16\% | ${ }^{15}{ }_{6}$ | $\stackrel{8}{5 \%}$ | 88 | 119\% | 3 | $\stackrel{8}{5 \%}$ | 19\% | $4{ }_{4}$ | $\xrightarrow{15} 1$ | ${ }_{2 \%}$ | ${ }^{13} 6$ | ${ }^{12} 8$ | $7 \%$ | 12\% | ${ }^{11} 4 \%$ | 19\% | 5\% | ${ }^{18}{ }_{6}$ |
| None | ${ }^{30} 6$ | 19 ${ }_{8}$ | ${ }^{11} 4 \%$ | ${ }_{2 \%}$ | $3 \%$ | $\begin{aligned} & 14 \\ & 12 \% \\ & \text { De } \end{aligned}$ | 10 $10 \%$ 1 | ${ }^{10} 6$ | 16\% | $4{ }_{4}$ | ${ }^{12} 9$ | $\stackrel{4}{5 \%}$ | 14\% | 10\% | ${ }^{16} 9$ | $\stackrel{4}{3 \%}$ | 13 | ${ }^{18} 8$ | * | ${ }^{17}$ 6\% |
| I am not at all familiar with this company | ${ }_{5}^{22}$ | 12 5 | 10 4 \% | $\begin{gathered} 12 \\ { }^{7} \% \end{gathered}$ | 7 <br> 6 <br> $f$ | - | $3{ }_{3}^{3}$ | 9\% | 9 | $3{ }_{3}$ | ${ }_{5}^{6}$ | ${ }_{1}^{1 \%}$ | 11 5 | $1 \%$ | $7 \%$ | $\begin{aligned} & 14 \\ & { }_{10}^{10 \%} \% \\ & \mathrm{~N} \end{aligned}$ | ${ }^{13} 5$ | ${ }_{3}^{7}$ | 3\% | ${ }^{12} 4$ |
| Sigma | $\begin{aligned} & 483 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 100\% | 100\% | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | 151 $100 \%$ | 187 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | 544 | 2810\% |

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - DIE/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 470 | 173 | 297 | 188 | 143 | 82 | 57 | 162 | 169 | 139 | 262 | 66 | 114 | 142 | 155 | 173 | 239 | 216 | 38 | 252 |
| Weighted Base | 469 | 229* | 240 | 129 | $125 *$ | 129* | 86** | $143{ }^{*}$ | $187^{*}$ | 139* | 149 | 82* | $207 *$ | $146{ }^{*}$ | $168{ }^{*}$ | 155* | 261 | 196 | $42^{* *}$ | 286 |
| Somewhat/A Great Deal (Net) | $\begin{aligned} & 303 \\ & 65 \% \end{aligned}$ | $\stackrel{142}{62 \%}$ | $\begin{aligned} & 161 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 76 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 91 \\ & 72 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 114 \\ 80 \% \\ 1.5 \end{gathered}$ | $\begin{gathered} 120 \\ 64 \% \\ j \end{gathered}$ | 699\% | $\begin{aligned} & 78 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & \\ & \\ & \text { KL } \end{aligned}$ | 84 57 | $\begin{gathered} 122 \\ \underset{n}{3} \% \\ \hline \end{gathered}$ | $\begin{aligned} & 98 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 115 \\ 58 \% \end{gathered}$ | 36 ${ }^{36}$ | 205 ${ }_{72 \%}$ |
| A great deal | 202 ${ }^{43}$ | 82\% | $\begin{gathered} 120 \\ 50 \% \\ B \end{gathered}$ | 50\% ${ }_{\text {5 }}$ | 67 53\% | 41\% | 29 ${ }^{29}$ | $\begin{aligned} & 80 \\ & 56 \% \\ & \text { is } \end{aligned}$ | 80 $43 \%$ | 420\% | 52\% | 35 ${ }^{3} \mathrm{~F}$ | 99 48 | 59\% | 76 | 67\% | 122 | 73\% | 29 68 | 148 $52 \%$ |
| Somewhat | ${ }_{22}^{102}$ | ${ }_{26 \%}^{60}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | 24\% | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\text { 25 } 29 \%$ | $\begin{aligned} & \text { 35 } \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | 27 20 | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | 12 | $\begin{aligned} & 59 \\ & 28 \% \\ & \mathrm{kl} \end{aligned}$ | 25 ${ }^{2}$ | 46\% | 31\% | ${ }^{58}{ }^{2} \%$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | 17\% | 57\% |
| Not Much/None (Net) | ${ }_{30 \%}^{142}$ | $\begin{aligned} & 78 \\ & 34 \% \end{aligned}$ | ${ }_{27}^{64}$ | ${ }_{21}^{28}$ | 299\% | $\begin{aligned} & 59 \\ & 46 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 30 \% \\ & H^{5} \end{aligned}$ | $\begin{aligned} & 63 \\ & 45 \% \\ & 45 i \end{aligned}$ | $\begin{aligned} & 58 \\ & 39 \% \\ & M \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 34 \\ 41 \% \\ M \end{array}{ }^{2}+ \end{aligned}$ | $\begin{aligned} & 47 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 26 \% \end{aligned}$ | 24\% | 69\% | 71\% | -76\% | 69\% |
| Not much | 54 $11 \%$ | 33 $14 \%$ | ${ }^{21} 9$ | ${ }^{15}$ | 9\% | 20\% | 119\% | 14\% | 21\% | $19 \%$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 16 \% \\ M \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 17 \\ 21 \% \\ M \end{array}, ~ \end{aligned}$ | 11 5 | 22\% | ${ }_{10}^{16}$ | 15\% | 26\% | 27 $14 \%$ | ${ }_{2 \%}$ | 19\% |
| None | $\begin{aligned} & 89 \\ & 19 \% \end{aligned}$ | ${ }_{20}^{40}$ | 43\% | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 39 \% \\ & \text { Be } \end{aligned}$ | $\begin{aligned} & 17 \\ & \\ & \hline \end{aligned}$ | 6\% | $\begin{aligned} & 36 \\ & { }^{39} \% \\ & H \end{aligned}$ | ${ }_{\text {31 }}^{\text {4 }}$ H | 34\% | 16\% | 35\% | 33 ${ }^{33}$ | 27 $16 \%$ | 29\% | 42\% | ${ }^{45}{ }^{3} \%$ | ${ }_{14 \%}^{6}$ | 50\% |
| I am not at all familiar with this company | ${ }^{23} 5$ | 8\% | ${ }^{15} 6$ | $3{ }^{3}$ | 5\% | $8 \%$ | ${ }_{8}^{6}$ | ${ }_{4 \%}$ | 10 $5 \%$ | 5\% | $\begin{aligned} & 13 \\ & { }_{\mathrm{M}} \mathrm{\%} \end{aligned}$ | ${ }_{2}^{2}$ | ${ }^{3} \%$ | $7 \%$ 5 | ${ }^{3}$ | $\begin{gathered} 13 \\ 8 \% \\ 0 \end{gathered}$ | 12 5 | 10 $5 \%$ | - | 12 4 \% |
| Sigma | $\begin{aligned} & 469 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | 146 $100 \%$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 261 $100 \%$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{286}{ }^{10 \%}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 471 | 176 | 295 | 203 | 124 | 74 | 70 | 156 | 196 | 119 | 234 | 76 | 125 | 136 | 159 | 176 | 248 | 210 | 46 | 279 |
| Weighted Base | 484 | $230 *$ | 254 | 142 | $133^{*}$ | 117* | 91* | 153* | $223 *$ | 109* | 136 | 87* | $227 *$ | 153* | $163 *$ | 168* | 295 | 177 | $60^{* *}$ | 311 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 301 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 171 \\ 67 \% \\ b \end{gathered}$ | $\begin{aligned} & \text { 998 } \\ & \hline \text { 698\% } \end{aligned}$ | $\begin{aligned} & 96 \\ & 72 \% \\ & \mathrm{Fg} \end{aligned}$ | $\begin{aligned} & 58 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 141 \\ 63 \% \\ j \end{gathered}$ | $\begin{aligned} & 54 \% \\ & 49 \end{aligned}$ | $\begin{aligned} & 78 \\ & 57 \% \end{aligned}$ | $58$ | $\begin{gathered} 148 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 94 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{gathered} 121 \\ \underset{P}{74 \%} \end{gathered}$ | $\begin{aligned} & 81 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 203 \\ \underset{R}{69 \%} \end{gathered}$ | 52\% | 44\% | 212 68 |
| A great deal | ${ }_{3}^{172}$ | 73 3 \% | 99\% | 61 $43 \%$ 9 | 51 38 | 36\% | 24\% | ${ }^{66}$ \% ${ }^{\text {j }}$ | 76 $34 \%$ | 30\% | ${ }_{35}^{48}$ | 39\% | 73 $32 \%$ | 53 34 | 71 <br> P\% | 29\% | $\underset{r}{116} \underset{\substack{169}}{ }$ | 49\% | 27 $44 \%$ | 120 $39 \%$ |
| Somewhat | $\stackrel{129}{27 \%}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | $\begin{gathered} 45 \\ 34 \% \\ f \end{gathered}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 28 \end{aligned}$ | $\begin{aligned} & 41 \\ & 27 \% \end{aligned}$ | ${ }_{29}^{64}$ | 24 22 | 22\% | 19 ${ }^{19}$ | $\begin{gathered} 74 \\ 34 \% \\ \text { k } \end{gathered}$ | ${ }_{30}^{46}$ | 30 ${ }^{51 \%}$ | 20\% | ${ }_{29}^{87}$ | 43\% | ${ }^{18} 9$ | 929\% |
| Not Much/None (Net) | $\begin{gathered} 164 \\ 34 \% \end{gathered}$ | ${ }_{39}^{89 \%}$ | $\begin{aligned} & 75 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 354 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 47 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \end{aligned}$ | 23\% | $\begin{aligned} & 76 \\ & 34 \% \end{aligned}$ | 45 | 48\% | 29 ${ }^{29}$ | 75 ${ }^{3} \mathrm{\%}$ | $\begin{gathered} 52 \\ 34 \% \\ 0 \end{gathered}$ | 33\% | $\begin{aligned} & 80 \\ & 48 \% \\ & \text { nO } \end{aligned}$ | 879\% | 72 $41 \%$ 9 | 14 23 | 29\% |
| Not much | ${ }^{48}{ }^{10} \%$ | 24\% | 24\% | $\begin{aligned} & 21 \\ & 15 \% \\ & \mathrm{e} \% \end{aligned}$ | $8 \%$ | ${ }^{11} 9$ | 10\% | 15\% | 19\% | 14\% | ${ }^{15}$ | 10\% | ${ }^{20} 9$ | 20 13\% 0 | $7 \%$ | $\begin{gathered} 21 \\ 12 \% \\ 0 \end{gathered}$ | ${ }^{32} 11 \%$ | ${ }^{16} 9$ | ${ }_{5}^{5}$ | 30 $10 \%$ |
| None | ${ }_{24 \%}^{116}$ | $\begin{aligned} & 65 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & \text { 140 } \end{aligned}$ | $\begin{aligned} & \text { 196 } \end{aligned}$ | $\begin{aligned} & 45 \\ & 38 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 26 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 26 \% \end{aligned}$ | 29\% | 35\% | 23\% | 55\% | $\begin{aligned} & 31 \% \\ & 20 \% \end{aligned}$ | ${ }^{26} 16$ | $\begin{gathered} 59 \\ \text { 35\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 55 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 32 \% \\ & \mathbf{Q}^{2} \end{aligned}$ | 15\% | 60 $19 \%$ |
| I am not at all familiar with this company | 19 4 \% | 11 5 \% | ${ }_{3}^{8}$ | ${ }_{3}^{4}$ | ${ }^{4} \%$ | $4 \%$ | $7 \%$ | ${ }_{2}^{2}$ | ${ }_{3}^{6}$ | $\begin{aligned} & 10 \\ & { }_{9}^{9} \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & 10 \\ & 1_{8}^{8 \%} \end{aligned}$ | $1 \%$ | ${ }_{2}^{4}$ | ${ }^{3} \mathrm{\%}$ | $9 \%$ | ${ }_{4 \%}$ | 5\% | $\begin{aligned} & 13 \\ & { }^{7} \% \end{aligned}$ | ${ }_{3}^{2}$ | ${ }_{3 \%}$ |
| Sigma | $\begin{aligned} & 484 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 223 $100 \%$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 295\% | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 600\% | 311 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/IJJ-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 185 | 280 | 179 | 144 | 79 | 63 | 149 | 188 | 128 | 245 | 69 | 117 | 132 | 167 | 166 | 239 | 207 | 34 | 238 |
| Weighted Base | 452 | $219 *$ | 233 | 126* | 126* | $113^{*}$ | 88* | 131* | 204* | 117* | 146 | 73* | 202* | $130 *$ | $170^{*}$ | 152* | 264 | 171* | 39** | 257 |
| Somewhat/A Great Deal (Net) | $320$ | $\begin{gathered} 146 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 75 \% \end{aligned}$ | $$ | $\begin{aligned} & 104 \\ & { }_{82} \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 71 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 56 \% \end{aligned}$ | $\frac{94}{72 \%}$ | $\stackrel{157}{77 \%}$ | 69\% | 90\% | $\begin{aligned} & 58 \\ & 79 \% \\ & K \end{aligned}$ | $\begin{gathered} 156 \\ \underset{K}{77 \%} \end{gathered}$ | 898\% | ${ }^{124} 73 \%$ | 106 70 | 187\% | 123 | 33 $84 \%$ | 207 $81 \%$ |
| A great deal | 213 $47 \%$ | 87 | $\begin{gathered} 126 \\ 54 \% \\ B \end{gathered}$ | 50\% | $\begin{aligned} & \begin{array}{l} 73 \\ 58 \% \\ \text { fg } \end{array} \end{aligned}$ | 44\% | $34 \%$ | ${ }_{52}^{68}$ | 94\% | 50 $43 \%$ | 67 46 | 41 56 | 96\% | 62\% | 50\% | 46\% | 127 $48 \%$ | $78{ }^{76 \%}$ | $\stackrel{22}{55 \%}$ | 137 $53 \%$ |
| Somewhat | ${ }_{24 \%}^{107}$ | 59\% | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | 34\% | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | 27\% | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | ${ }_{20}^{26}$ | $\begin{aligned} & 63 \\ & 31 \% \\ & j \end{aligned}$ | ${ }_{18}^{18}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 60 \\ 30 \% \\ K \end{gathered}$ | ${ }_{21}^{27}$ | 39\% | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | 61 $23 \%$ | 45\% | 119\% | 70\% |
| Not Much/None (Net) | $\begin{gathered} 114 \\ 25 \% \end{gathered}$ | ${ }_{29}^{64}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | $\text { 25 } 20$ | $\begin{aligned} & 16 \\ & \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 366 \% \\ & \text { dE } \end{aligned}$ | $\begin{aligned} & 31 \\ & 36 \% \\ & \text { dE } \end{aligned}$ | ${ }_{21}^{28}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 43 \\ & 37 \% \\ & \text { hi } \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | ${ }_{22}^{44}$ | $\begin{aligned} & 39 \\ & 30 \% \end{aligned}$ | 42\% | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | 65\% | 43\% | ${ }_{16 \%}$ | 41 $16 \%$ |
| Not much | 419\% | 23 $11 \%$ | ${ }^{18} 8{ }^{\circ}$ | $14 \%$ | ${ }^{10} 8$ | ${ }_{7}^{8}$ | 10\% | $\begin{aligned} & 16 \\ & 12 \% \\ & { }_{j}^{2} \end{aligned}$ | ${ }_{1}^{24}{ }_{j}$ | ${ }_{1 \%}$ | ${ }_{9}^{14}$ | 11\% | ${ }^{16}{ }_{8}$ | 10\% | ${ }^{26} 15$ | 5\% | 22\% | 17\% | 11\% | ${ }^{18} \%$ |
| None | $\begin{aligned} & 72 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | ${ }^{11} 9$ | ${ }_{5}^{6}$ | $\begin{aligned} & 33 \\ & { }^{39} \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \\ & { }^{6} \mathrm{E} \end{aligned}$ | ${ }^{12} 9$ | ${ }^{18} 9$ | $\begin{aligned} & 41 \\ & 35 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 32\% | $\stackrel{4}{5 \%}$ | ${ }^{28} 14 \%$ | $\begin{aligned} & 29 \\ & 22 \% \\ & \hline 0 \end{aligned}$ | 16 | 27 $18 \%$ | ${ }_{16}^{43}$ | 26\% | $\stackrel{2}{5 \%}$ | ${ }^{23} 9$ |
| I am not at all familiar with this company | 19\% | 10 4 \% | 9 | $3 \%$ | ${ }_{5}^{6} \%$ | ${ }_{1}^{1 \%}$ | $\begin{aligned} & 7 \\ & 9 \% \\ & f \end{aligned}$ | 9\% | 2\% | ${ }_{5}^{6}$ | $\begin{aligned} & 10 \\ & { }^{7} \% \\ & \end{aligned}$ | 3\% | ${ }_{1}^{2}$ | ${ }_{1 \%}^{2}$ | $\stackrel{4}{2 \%}$ | $\begin{aligned} & 13 \\ & 9 \% \\ & \text { no } \end{aligned}$ | ${ }^{11} 4 \%$ | 5\% | - | ${ }_{3}^{8}$ |
| Sigma | 1500\% | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 204\% | 117 $100 \%$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 100\% | 202\% | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 170 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 264 $100 \%$ | 171 $100 \%$ | 100\% | 257 $100 \%$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 473 | 169 | 304 | 197 | 137 | 71 | 68 | 153 | 198 | 122 | 249 | 67 | 128 | 124 | 172 | 177 | 239 | 214 | 44 | 259 |
| Weighted Base | 460 | 205* | 255 | 144 | 131* | 107* | 78* | 154* | 204 | 101* | 138 | $71^{*}$ | 224* | $118{ }^{*}$ | 175 | 167* | 274 | 170 | $53^{* *}$ | 280 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{gathered} 365 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 77 \% \end{aligned}$ | ${ }_{82 \%}^{208}$ | $\begin{aligned} & 109 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 89 \% \\ & \text { DG } \end{aligned}$ | $86$ | $\begin{aligned} & 53 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 128 \\ 83 \% \end{gathered}$ | ${ }^{166} 81 \%$ | 71\% | 93\% | $\begin{aligned} & \text { 64 } \\ & 904 \\ & \mathrm{~K} \end{aligned}$ | $\begin{gathered} 189 \\ 84 \% \\ K \end{gathered}$ | $\begin{gathered} 103 \\ \stackrel{87}{\mathrm{P}} \mathrm{P} \end{gathered}$ | $\begin{gathered} 144 \\ 82 \% \\ \mathrm{p} \end{gathered}$ | ${ }^{119} 71 \%$ | 229 ${ }_{\text {84 }}$ | 127 $75 \%$ | 44 $84 \%$ | 234\% |
| A great deal | 262 57 | $\stackrel{103}{51 \%}$ | $\begin{gathered} 158 \\ 62 \% \\ b \end{gathered}$ | 86\% | 83\% | 51\% | 37\% | 95 ${ }^{\text {\% }}$ | 112 5 | 55\% | ${ }^{68} 9$ | 48 $68 \%$ $K$ | $\stackrel{132}{59 \%}$ | 58\% | 114 <br> 8 <br> P | 80\% | $\begin{gathered} 174 \\ 64 \% \\ \mathrm{R} \end{gathered}$ | 818\% | 37 | 177 ${ }_{63}$ |
| Somewhat | ${ }_{23 \%}^{104}$ | ${ }_{26}^{54}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | 20\% | 34\% | 25 ${ }^{23}$ | 15\% | 33 $21 \%$ | 54\% | ${ }_{16}^{16 \%}$ | ${ }^{25}$ | 15 ${ }^{15}$ | 56\% | 35 | 30 17 | 38\% | 20\% | 27\% | 15\% | 57 |
| Not Much/None (Net) | $\begin{aligned} & 74 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \\ & \text { E } \end{aligned}$ | 7\% | $\begin{aligned} & 14 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 34 \\ 31 \% \\ \text { Ef } \end{array} \end{aligned}$ | 23 $15 \%$ | 31 $15 \%$ | 20\% | $\begin{aligned} & 40 \\ & { }_{2}^{29 \%} \\ & \text { LM } \end{aligned}$ | $\stackrel{4}{5 \%}$ | ${ }^{27} 12 \%$ | 15 | 27 $15 \%$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | 14\% | 37 $13 \%$ |
| Not much | 398 | 23 $11 \%$ | ${ }^{16} 6$ | 20 $14 \%$ E | ${ }_{3}^{4}$ | 8\% | ${ }_{8}^{6}$ | 9\% | 22 $11 \%$ | $8{ }_{8}^{8}$ | $\stackrel{18}{13 \%}$ | 5\% | 17\% | ${ }^{8} \%$ | 18 | 13\% | 20\% | 18\% | ${ }_{5}{ }^{\text {\% }}$ | 19\% |
| None | $34 \%$ | 15\% | 20 80 | 5\% | 3\% | $5{ }_{5}$ | $\begin{gathered} 18 \\ \text { DEF } \end{gathered}$ | ${ }^{14} 9$ | $8{ }_{4 \%}$ | ${ }_{12}^{12}$ |  |  | ${ }^{10} 4 \%$ | ${ }_{5}^{6}$ | 5\% | 19 $11 \%$ | 20\% | 12\% | $\stackrel{3}{5 \%}$ | ${ }^{18}{ }_{6}$ |
| I am not at all familiar with this company | 21 5 | $\stackrel{9}{5 \%}$ | 12 5 | 5\% | 5\% | $7 \%$ | ${ }_{1}^{1} \%$ | $\stackrel{3}{2 \%}$ | 7 ${ }_{3}$ | $\begin{aligned} & 11 \\ & 11 \% \\ & \text { Hi\% } \end{aligned}$ | 5 $4 \%$ | $\stackrel{4}{5 \%}$ | 8 | * | ${ }_{2 \%}$ | $\begin{gathered} 16 \\ \text { 10\% } \\ \text { NO } \end{gathered}$ | ${ }_{2}^{5}$ | $\begin{aligned} & 13 \\ & { }_{8}^{1} \% \end{aligned}$ | ${ }_{1}^{1 \%}$ | 10 ${ }^{4}$ \% |
| Sigma | $\begin{aligned} & 460 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | ${ }^{255}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | 131 $100 \%$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | 154 $100 \%$ | 204 $100 \%$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 7100\% | 224 $100 \%$ | 118 $100 \%$ | 175 $100 \%$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 274 $100 \%$ | 170 $100 \%$ | 533\% | 280\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 193 | 268 | 190 | 129 | 71 | 71 | 155 | 199 | 107 | 240 | 70 | 125 | 143 | 156 | 162 | 243 | 205 | 39 | 244 |
| Weighted Base | 500 | 270* | 230 | 138 | 124* | 114* | 124* | 157* | 246 | 97* | 137 | 89* | 239* | $154 *$ | 183* | $163^{*}$ | 276 | 211* | 49** | 302 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 186 \\ 37 \% \end{gathered}$ | $\begin{gathered} 124 \\ 46 \% \\ C \end{gathered}$ | $\begin{aligned} & 62 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 60 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 60 \\ & \text { 48\% } \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 58 \% \\ & 1 / 5 \end{aligned}$ | $\begin{aligned} & 70 \% \end{aligned}$ | 21 22 | 40\% | $\begin{aligned} & 35 \\ & 40 \% \end{aligned}$ | 919 k | ${ }_{39}^{60}$ | 79 $43 \%$ $p$ | $\begin{aligned} & 47 \% \\ & 29 \% \end{aligned}$ | $\begin{gathered} 123 \\ 44 \% \\ R \end{gathered}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | 35\% | 143 $47 \%$ |
| A great deal | ${ }_{108}^{22 \%}$ | $\begin{aligned} & 76 \\ & 28 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 35 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \\ & \text { FG } \end{aligned}$ | 110\% | ${ }_{6}^{8}$ | $\begin{aligned} & 69 \\ & 444 \% \\ & 15 \end{aligned}$ | 37 15 J | $3{ }_{3 \%}$ | 20\% | 23 ${ }^{26 \%}$ | 57 $24 \%$ | 31 | 51 28\% $p$ | 26\% | 71 26 | 37 $18 \%$ | 290\% | 88\% |
| Somewhat | $\begin{aligned} & 78 \\ & 16 \% \end{aligned}$ | 18\% | 30 $13 \%$ | $\begin{aligned} & 34 \\ & 24 \% \\ & \mathbf{2 4} \end{aligned}$ | 20\% | ${ }_{16}^{16}$ | $8 \%$ | ${ }_{14}^{22}$ | 37 15 | ${ }_{19}^{19}$ | 20\% | 12 | 417\% | 19\% | 15\% | 21 $13 \%$ | 19\% | 25 ${ }_{12}$ | ${ }_{13}^{6} \%$ | 18\% |
| Not Much/None (Net) | $\stackrel{263}{\stackrel{263}{5} \%}$ | $\begin{gathered} 117 \\ 43 \% \end{gathered}$ | $\begin{gathered} 145 \\ 63 \% \\ B \end{gathered}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | 477 | $\begin{aligned} & 80 \\ & 70 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 89 \\ & 71 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 58 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 150 \\ 61 \% \\ \mathrm{H}^{2} \end{gathered}$ | $\begin{aligned} & 55 \\ & { }_{57}^{47 \%} \end{aligned}$ | $\begin{aligned} & 87 \\ & 63 \% \\ & M \end{aligned}$ | 45\% | ${ }^{118} 49 \%$ | 53\% | 79 | $\begin{gathered} 102 \\ 62 \% \\ 02 \end{gathered}$ | 127 $46 \%$ | $\begin{gathered} 131 \\ 62 \% \\ \mathrm{Q} \end{gathered}$ | ${ }^{7} 5$ | ${ }^{128} 42 \%$ |
| Not much | ${ }^{93} 19 \%$ | 176\% | ${ }_{27}{ }^{1} \%$ | 279\% | 19\% | 30\% | ${ }^{18}{ }^{1} \%$ | 22 $14 \%$ | 23\% | 15\% | 25\% | 179\% | 47 | $\stackrel{25}{16 \%}$ | 20\% | 32\% | 54\% | 37\% | $\stackrel{4}{8 \%}$ | 20\% |
| None | ${ }_{34 \%}^{169}$ | 719\% | $\begin{gathered} 98 \\ 43 \% \\ 43 \end{gathered}$ | 20\% | ${ }_{23}^{28}$ | $\begin{aligned} & 50 \\ & 44 \% \\ & D_{E} \end{aligned}$ | $\begin{aligned} & 71 \\ & 57 \% \\ & \text { DE }^{2} \end{aligned}$ | 35\% | $\begin{aligned} & 93 \\ & 38 \% \\ & \hline \end{aligned}$ | ${ }_{4}^{42}{ }^{42}$ | $\begin{aligned} & \begin{array}{c} 62 \\ 45 \% \\ M \end{array} \end{aligned}$ | 28\% | 70\% | 57 $37 \%$ 0 | 43\% | $\begin{aligned} & 70 \\ & 43 \% \\ & \hline 0 \end{aligned}$ | 73\% | $\begin{aligned} & 94 \\ & 44 \% \\ & Q \end{aligned}$ | 7\% | ${ }_{23}^{63}$ |
| I am not at all familiar with this company | 51 $10 \%$ | ${ }_{11}^{29}$ | 23 $10 \%$ | $9{ }_{6}$ | 17 $14 \%$ | ${ }_{6}^{7}$ | 19\% | $9{ }_{6}$ | ${ }^{22} 9$ | $\begin{aligned} & 20 \\ & 21 \% \\ & { }_{2} \mathrm{HI}^{2} \end{aligned}$ | 10\% | ${ }_{9}^{8}$ | 23 $10 \%$ | ${ }^{12} 8$ | ${ }_{14 \%}$ | ${ }^{14} 9$ | ${ }^{26} 9$ | 17\% | ${ }_{12}^{6}$ | 31 $10 \%$ |
| Sigma | $\begin{aligned} & 500 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 270 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{102}^{302}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/L/M-N/O/P - Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 188 | 286 | 199 | 129 | 76 | 70 | 163 | 189 | 122 | 258 | 58 | 127 | 143 | 182 | 149 | 251 | 208 | 42 | 256 |
| Weighted Base | 486 | 258 | 228 | 143 | 114* | 119* | 109* | 165* | 206* | 114* | 156 | 76* | 226* | 139* | 204* | $143^{*}$ | 286 | 189* | 48* | 297 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 260 \\ 53 \% \end{gathered}$ | $\begin{gathered} 161 \\ 6 \mathrm{C} \% \\ \hline \end{gathered}$ | $\begin{gathered} 99 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & \begin{array}{l} 76 \% \\ d F \end{array} \end{aligned}$ | $\begin{aligned} & 54 \\ & 45 \% \end{aligned}$ | $55$ | $\begin{gathered} 114 \\ \text { 69\% } \\ \text { IJ } \end{gathered}$ | $\begin{aligned} & 95 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 146 \\ \begin{array}{c} 145 \\ \mathrm{KI} \end{array} \end{gathered}$ | 91 66\% OP | 106 $52 \%$ | $\begin{aligned} & 63 \\ & 44 \% \end{aligned}$ | ${ }^{166}$ 58\% | 91 48 | ${ }^{38}{ }^{\text {T }}$ \% | 176 $59 \%$ |
| A great deal | ${ }^{108} 2{ }^{2}$ | $\begin{aligned} & 72 \\ & 28 \% \\ & C \end{aligned}$ | 36 $16 \%$ | 37 25\% F | 27\% | 13 $11 \%$ | 28\% | ${ }_{\text {35 }}^{5} \times$ | ${ }_{13}^{26}$ | 25 | 35 ${ }^{33}$ | 13 $17 \%$ | 59\% | 33 $24 \%$ | 49\% | 27 $19 \%$ | ${ }_{23}^{63}$ | 23\% | 23 ${ }^{29} \%$ | 78\% |
| Somewhat | ${ }_{31 \%}^{152}$ | $\begin{aligned} & 89 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 40 \% \\ & 28 \% \end{aligned}$ | ${ }_{34}{ }_{39}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | 27\% | $\begin{aligned} & 56 \\ & 34 \% \end{aligned}$ | ${ }_{33}^{69}$ | 27\% | 38\% | 23 $30 \%$ | $\begin{aligned} & 87 \\ & 39 \% \\ & k \end{aligned}$ | $\begin{aligned} & 58 \\ & 42 \% \\ & \text { op } \end{aligned}$ | 57\% | 35\% | $\begin{gathered} 103 \\ 36 \% \\ \mathrm{r} \end{gathered}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | 14 $30 \%$ | 97\% |
| Not Much/None (Net) | ${ }_{38 \%}^{183}$ | $\begin{aligned} & 86 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 42 \% \end{aligned}$ | ${ }_{31}^{45}$ | 260 | $\begin{aligned} & 64 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 44 \\ & 41 \% \end{aligned}$ | 40\% | $\begin{aligned} & 93 \\ & 45 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 50 \\ & 44 \% \\ & H^{2} \end{aligned}$ | 55 ${ }^{3} \%$ | $\begin{aligned} & 38 \\ & 51 \% \\ & \mathrm{~km} \end{aligned}$ | 732\% | 35\% | $\begin{aligned} & 86 \\ & 42 \% \\ & N^{2} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 61 \\ 433 \% \\ { }^{2} \% \end{array} \end{aligned}$ | 104 ${ }_{36}$ | 749\% | 20\% | 100 $\substack{\text { s }}$ |
| Not much | 17\% | 42\% | 18\% | 26\% | 113 | 20\% | 22\% | 22 $13 \%$ | 40\% | 23\% | 27\% | 172\% | 34\% | 20\% | 17\% | 20 | 50\% | 32\% | 10\% | 50 $17 \%$ |
| None | 98\% | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | ${ }_{24}^{54 \%}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & \text { 40 } \\ & \text { 34\% } \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 23 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & { }^{266 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 28 \\ & { }_{2}^{24} \% \\ & H \end{aligned}$ | 28\% | 218\% | 39\% | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & \frac{55}{25 \%} \\ & \hline \end{aligned}$ | $\begin{gathered} 31 \\ \text { 22\% } \\ \text { n } \end{gathered}$ | 54 $19 \%$ | 41 $22 \%$ | ${ }_{9}^{4}$ | 517\% |
| I am not at all familiar with this company | 44\% | 10 4 \% | $\begin{aligned} & 33 \\ & 15 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \\ & { }_{F} \end{aligned}$ | $\begin{gathered} 10 \\ { }^{8 \%} \% \end{gathered}$ | ${ }_{2 \%}$ | ${ }^{10} 9$ | 12\% | 19\% | 13 $11 \%$ | $\begin{aligned} & 28 \\ & { }_{18 \%} \% \\ & \text { LM } \end{aligned}$ | 3\% | $7 \%$ | 129\% | 13\% | 19 $13 \%$ | ${ }^{16} 5$ | $\begin{aligned} & 25 \\ & 13 \% \\ & \text { Q } \end{aligned}$ | ${ }_{2}^{1}$ | 21\% |
| Sigma | $\begin{aligned} & 486 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 206\% | 114 $100 \%$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | 100\% | 226 $100 \%$ | 139 $100 \%$ | 204\% | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | ${ }^{286}$ 10\% | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{2907}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M-N/O/P - Q/R - S/T
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 168 | 294 | 198 | 127 | 77 | 60 | 169 | 204 | 89 | 239 | 59 | 132 | 140 | 164 | 158 | 241 | 210 | 44 | 258 |
| Weighted Base | 478 | 209* | 269 | 164 | 123* | 118* | 74* | 166* | 223 | 89* | 134 | 67* | $244 *$ | 155* | 174* | 149* | 273 | 197 | $66^{*}$ | 317 |
| Somewhat/A Great Deal (Net) | 350 $73 \%$ | 1649\% | ${ }^{186}$ 69\% | ${ }^{117} 71 \%$ | 83 68 | 95 $81 \%$ | 54\% | 129 ${ }_{78 \%}$ | 163\% | 58\% | ${ }^{96}$ | 49\% | ${ }^{182}{ }^{75}$ | $\underset{p}{179}$ | $\begin{gathered} 138 \\ \\ \\ \hline \mathrm{P} \end{gathered}$ | 93\% | 2117\% | ${ }^{135} 68$ | 588\% | 244\% |
| A great deal | $\begin{gathered} 196 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 43 \% \end{aligned}$ | ${ }_{39 \%}^{106}$ | $\begin{aligned} & 56 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 45 \% \end{aligned}$ | 55\% | $\begin{aligned} & 30 \% \\ & 40 \end{aligned}$ | 73 44 | $\begin{aligned} & 100 \\ & 45 \% \end{aligned}$ | 23 ${ }^{26 \%}$ | $\begin{aligned} & 54 \\ & 41 \% \end{aligned}$ | 25\% | 111 $45 \%$ | ${ }_{41 \%}$ | $\begin{aligned} & 77 \\ & 44 \% \end{aligned}$ | 56\% | $\underset{r}{125} \underset{r}{16 \%}$ | ${ }^{68}{ }^{2} \%$ | 60\% | 138 $44 \%$ |
| Somewhat | 153 ${ }_{3}$ | 73 $35 \%$ | ${ }_{30}^{80}$ | $\begin{aligned} & \text { 611 } 37 \% \\ & \text { E7\% } \end{aligned}$ | 27\% | 40\% | ${ }_{3}^{25}$ | 55 ${ }^{3}$ | $\begin{aligned} & 63 \% \\ & 28 \% \end{aligned}$ | 359\% | ${ }_{31}{ }^{2} \%$ | 25\% | 71 $29 \%$ | ${ }_{36}^{56}$ | 61 $35 \%$ | 37\% | 86\% | 66 $34 \%$ | 19\% | ${ }^{106} 33 \%$ |
| Not Much/None (Net) | ${ }^{114} 24$ | 39 $19 \%$ | 75\% | 40\% | 388 | ${ }^{22} 8$ | 15 20 | 33 ${ }^{3} \mathrm{\%}$ | 58\% | 24\% | 30\% | ${ }^{16}$ 25\% | 59 24 | 31 20 | 20\% | $\begin{aligned} & 48 \\ & 32 \% \\ & \text { no } \end{aligned}$ | 58\% | 54\% | ${ }_{10}^{6} \%$ | $\stackrel{68}{22 \%}$ |
| Not much | ${ }^{61} 13$ | 29\% | 12\% | 25\% | ${ }^{16}$ 13\% | 12\% | 10\% | $19 \%$ | ${ }^{36}$ 16\% | ${ }_{6}^{6}$ | 13 $10 \%$ | ${ }_{1}^{7} \%$ | ${ }^{36}$ 15\% | 20\% | 19 | 22\% | ${ }^{36}$ 13\% | 24\% | 5\% | 11\% |
| None | 54 $11 \%$ | 11 5 | $\begin{aligned} & 43 \\ & 16 \% \\ & 16 \% \end{aligned}$ | ${ }^{15} 9$ | 22 $18 \%$ | ${ }^{10} 8$ | $\stackrel{7}{7} \%$ | 14 8 | 22 $10 \%$ | 20\% ${ }_{\text {20 }}$ | 17 $13 \%$ | 14\% | 24\% | ${ }^{11} 7$ | 17 $10 \%$ | $\begin{aligned} & 26 \\ & \begin{array}{l} \text { 17\% } \\ \mathrm{n} \end{array} \end{aligned}$ | ${ }^{23} 8$ | 30 $15 \%$ 9 | ${ }^{1} \%$ | 33 $10 \%$ s |
| I am not at all familiar with this company | ${ }^{14} 3$ | ${ }_{3}^{5}$ | ${ }_{3 \%}$ | $7{ }_{4}^{7}$ | ${ }_{1 \%}^{2}$ | $\stackrel{1}{*}$ | $\stackrel{4}{6 \%}$ | ${ }_{3 \%}$ | ${ }_{1 \%}^{2}$ | $7 \%$ 1 | $\begin{gathered} 8_{6}^{6} \% \\ M \end{gathered}$ | ${ }_{2 \%}^{1}$ | $\stackrel{3}{1 \%}$ | 3\% | $1 \%$ | $\begin{aligned} & 8 \\ & 5_{0}^{\circ} \end{aligned}$ | ${ }_{1 \%}^{4}$ | $8{ }_{4}^{8}$ | ${ }_{2 \%}$ | 2\% |
| Sigma | $\begin{aligned} & 478 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 273 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 317 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R-S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 471 | 179 | 292 | 207 | 131 | 64 | 69 | 173 | 199 | 99 | 255 | 60 | 127 | 147 | 167 | 157 | 253 | 203 | 40 | 289 |
| Weighted Base | 445 | 204* | 241 | 160 | 111* | 75* | 99* | 149* | 215 | 81* | 142 | 64* | $207 *$ | $144 *$ | 161* | 140* | 243 | 188* | $52^{* *}$ | 310 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 239 \\ 54 \% \end{gathered}$ | $\begin{gathered} 127 \\ 62 \% \\ C \end{gathered}$ | $\begin{gathered} 112 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & { }_{59} \% \end{aligned}$ | $\begin{aligned} & 75 \\ & \begin{array}{l} \text { f7\% } \end{array} \end{aligned}$ | $\begin{aligned} & 38 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 99 \\ & \hline 66 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 96 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 122 \\ 59 \% \end{gathered}$ | $\begin{gathered} 82 \\ 57 \% \end{gathered}$ | ${ }^{85} \%$ | $\begin{aligned} & 70 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 144 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 49 \% \end{aligned}$ | 37 $72 \%$ | ${ }_{60 \%}^{186}$ |
| A great deal | 134 ${ }^{13}$ | $\begin{gathered} 73 \\ 36 \% \\ c \end{gathered}$ | 61 25 | 51 $32 \%$ | 40 $36 \%$ g | 24 3 \% | ${ }_{18}^{18}$ | 53 $36 \%$ $i$ | 53\% | 28\% | ${ }^{35}$ | 17 26 | 76 $37 \%$ $k$ | 51 36 | 42\% | 419\% | 845\% | ${ }^{47} 2$ | 24\% | ${ }^{106} 34 \%$ |
| Somewhat | $\begin{gathered} 106 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 54 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 21 \% \end{aligned}$ | ${ }_{23}^{47 \%}$ | 35 $31 \%$ 9 | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | 14 $14 \%$ | ${ }_{31}^{46}$ | 430\% | 17\% | 34\% | 20 $31 \%$ | 26\% | 31\% | 29\% | 29\% | 60\% | ${ }^{45} 4$ | 13 $25 \%$ | 79 |
| Not Much/None (Net) | $\begin{gathered} 180 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 115 \\ 48 \% \\ B \end{gathered}$ | $\begin{aligned} & 58 \% \\ & \hline \end{aligned}$ | $29 \%$ | $\begin{aligned} & 33 \\ & 44 \% \\ & e \end{aligned}$ | $\begin{aligned} & 59 \\ & 66 \% \\ & \text { DE } \end{aligned}$ | 24\% | $\begin{aligned} & 109 \\ & 51 \% \\ & \mathrm{Hj} \end{aligned}$ | 27 $33 \%$ | 64\% | 23 36 | 819\% | 56\% | 70 | $\begin{aligned} & 54 \\ & 39 \% \end{aligned}$ | 918\% | 83 | 124\% | 112 ${ }_{36 \%}$ |
| Not much | 87\% | 29 $14 \%$ | $\begin{gathered} 58 \\ 24 \% \\ b \end{gathered}$ | 30\% | $18 \%$ | 19\% | 20\% | ${ }^{13} 9$ | $\begin{aligned} & 61 \\ & 28 \% \\ & \mathbf{H}^{2} \end{aligned}$ | 14\% | ${ }^{25}$ | ${ }_{14 \%}$ | 48\% | ${ }_{19 \%}$ | 200\% | 19\% | 51\% | 35 ${ }^{3} \mathrm{\%}$ | ${ }_{5}{ }^{\text {\% }}$ | 70\% |
| None | $\begin{aligned} & 93 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | 57\% | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 19 \% \end{aligned}$ | $\begin{gathered} 40 \\ \text { 400\% } \\ \text { DEf } \end{gathered}$ | 30\% | 239\% | $14 \%$ | $\begin{aligned} & 38 \\ & \begin{array}{c} 27 \% \\ M \end{array} \end{aligned}$ | 14 21 | 32\% | 28\% | 29 $18 \%$ | 35\% | 417\% | ${ }_{26 \%}$ | ${ }_{15 \%}$ | 413\% |
| I am not at all familiar with this company | ${ }_{26}^{6 \%}$ | 12\% | 14 6 | 5\% | 7\% | 5\% | ${ }_{8}^{8}$ | $7 \%$ 5 | 10 $5 \%$ | 11\% | $\begin{aligned} & 10 \\ & 7 \% \\ & \mathrm{~m} \end{aligned}$ | 4\% | ${ }_{2}^{5}$ | ${ }_{6}^{6}$ | ${ }_{2}^{4}$ | $\begin{aligned} & 16 \\ & { }^{12} \% \\ & \text { nO } \end{aligned}$ | 7\% | ${ }^{12} 6$ | $\stackrel{2}{4 \%}$ | 12 4 \% |
| Sigma | $\begin{aligned} & 445 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 215 $100 \%$ | 8100\% | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 64\% | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | 144 $100 \%$ | 161 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 500\% | 310 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 178 | 284 | 187 | 128 | 80 | 67 | 150 | 195 | 117 | 255 | 59 | 114 | 148 | 158 | 156 | 226 | 214 | 32 | 246 |
| Weighted Base | 467 | 225* | 242 | 128 | $112^{*}$ | 125* | 102* | $158{ }^{*}$ | $218{ }^{*}$ | 91* | 140 | 73* | $217^{*}$ | $150 *$ | 174* | 143* | 241 | 206* | $38 * *$ | 282 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | ${ }_{77 \%}$ | $\begin{gathered} 182 \\ 81 \% \end{gathered}$ | 179 $74 \%$ | $\begin{gathered} 104 \\ 81 \% \\ G \end{gathered}$ | $\begin{aligned} & 96 \\ & 86 \% \\ & \hline \end{aligned}$ | 97\% | $\begin{aligned} & 63 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 82 \% \end{aligned}$ | ${ }^{165} \%$ | $\frac{67}{73 \%}$ | ${ }^{105}$ | ${ }_{87}^{67 \%}$ | $\begin{gathered} 176 \\ 81 \% \end{gathered}$ | ${ }^{108} 72 \%$ | 141\% | 112 78 | $\begin{gathered} 193 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 78 \% \end{aligned}$ | 30\% | 220 780 |
| A great deal | ${ }^{225} 48$ | 107\% | 119 $49 \%$ | $\begin{aligned} & 71 \\ & 55 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & \text { 677 } \\ & 60 \% \\ & \text { a } \end{aligned}$ | 54\% | 32\% | ${ }_{5}^{82}$ | $\begin{gathered} 113 \\ 52 \% \end{gathered}$ | 30 33 | 71 $50 \%$ | 39 ${ }^{3}$ | 103 $48 \%$ | 64 43 | 96\% | 65\% | ${ }^{118} 49 \%$ | 103 $50 \%$ | 21 56 | 139 $49 \%$ |
| Somewhat | ${ }^{135} \text { 29\% }$ | $\begin{aligned} & 75 \% \end{aligned}$ | 60\% | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | 26\% | $\begin{aligned} & 43 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 31 \end{aligned}$ | $\begin{aligned} & 47 \\ & 30 \% \end{aligned}$ | 51\% | 370\% | $\begin{aligned} & 35 \% \\ & \\ & \hline \end{aligned}$ | 25 ${ }^{2}$ \% | 73 $34 \%$ | 439\% | 45\% | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 28 \% \end{aligned}$ | 23\% | 819\% |
| Not Much/None (Net) | $\begin{aligned} & 86 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 57 \\ 24 \% \\ { }_{B} \end{gathered}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\underset{\mathrm{e}}{238}$ | $\begin{gathered} 29 \\ 299 \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | 20\% | 12\% | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 27 \% \\ & \text { op } \end{aligned}$ | 25\% | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 18\% } \end{aligned}$ | 18\% | 51 $18 \%$ |
| Not much | 37\% | 14\% | ${ }^{23} 9$ | 9\% | ${ }^{3} \mathrm{\%}$ | $\begin{aligned} & { }_{1}^{15} \\ & 12 \% \\ & e \end{aligned}$ | 10\% | ${ }_{3}^{5}$ | $\begin{aligned} & 26 \\ & { }^{2} 2 \% \\ & H \end{aligned}$ | ${ }_{6}^{6}$ | ${ }^{12} 9$ | ${ }_{6}^{6}$ | ${ }^{16}{ }_{8}$ | $11 \%$ | 12 \% | 6\% | ${ }^{14} 6$ | 22 $11 \%$ | $\stackrel{*}{1 \%}$ | ${ }^{22} \%$ |
| None | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | ${ }^{14}$ | 34 $14 \%$ $b$ | ${ }^{8} \%$ | 88 | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \\ & d \end{aligned}$ | 20 $13 \%$ | 19\% | 10\% | ${ }^{16}$ | 3\% | ${ }^{17} 8$ | 24 16 | ${ }^{13} 8$ | 118\% | ${ }^{28}{ }^{12 \%}$ | $\stackrel{16}{8 \%}$ | ${ }_{17}^{6} \%$ | 29 ${ }^{10 \%}$ |
| I am not at all familiar with this company | 20 4 \% | 14 6 | ${ }_{2 \%}^{6}$ | 7 ${ }_{\text {7 }}^{\text {f }}$ | 5\% | - | $\underset{f}{9}$ | 2\% | 8 | $\begin{gathered} 9 \\ 10 \% \\ 10 \% \end{gathered}$ | ${ }_{5}^{6}$ | $1 \%$ | $7 \%$ | ${ }_{1}^{2}$ | 8 | $\begin{gathered} 11 \\ \substack{7 \% \\ n} \end{gathered}$ | ${ }_{2 \%}^{6}$ | ${ }_{4 \%}$ | ${ }^{1} \%$ | 11 4 \% |
| Sigma | $\begin{aligned} & 467 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | 242\% | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 218 $100 \%$ | 100\% | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 100\% | 217 $100 \%$ | 150 $100 \%$ | 174 $100 \%$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 100\% | 206\% | 100\% | 2820\% |



Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 472 | 182 | 290 | 189 | 143 | 77 | 63 | 161 | 186 | 125 | 244 | 71 | 129 | 145 | 158 | 169 | 233 | 224 | 47 | 250 |
| Weighted Base | 504 | 234* | 271 | 146 | $128 *$ | 127* | 104* | $160 *$ | $226 *$ | 118* | 136 | 94* | 252* | 154* | 184* | 166* | 274 | 220 | $62^{* *}$ | 315 |
| Somewhat/A Great Deal (Net) | ${ }_{73 \%}$ | 163 70 | ${ }^{206}$ | $105$ | $\begin{aligned} & 100 \\ & 78 \% \end{aligned}$ | ${ }_{67}^{87}$ | $779$ | $\begin{aligned} & 121 \\ & 76 \% \end{aligned}$ | $159$ | $79 \%$ | 91\% | $71$ | $\begin{gathered} 196 \\ 78 \% \\ k \end{gathered}$ | 97\% | $\begin{aligned} & 154 \\ & 84 \% \\ & \mathrm{~Np} \end{aligned}$ | ${ }^{118} 71 \%$ | ${ }_{75 \%}^{205}$ | $\begin{aligned} & 160 \\ & 73 \% \end{aligned}$ | 54 86 | 2588 |
| A great deal | ${ }^{245} 4$ | 111 47 | 134 $50 \%$ | 74 $51 \%$ | 60\% | 55 | $46 \%$ | 54\% | 107\% | 54\% | 54\% | $44 \%$ | $\begin{gathered} 136 \\ 54 \% \\ K \end{gathered}$ | 58\% | $\begin{aligned} & 102 \\ & \stackrel{55}{\mathrm{~N}} \end{aligned}$ | $\begin{aligned} & 85 \\ & \frac{81}{51 \%} \\ & n \end{aligned}$ | 143 | 100 $45 \%$ | 37\% | 180 |
| Somewhat | ${ }_{25 \%}^{125}$ | ${ }_{23}^{53 \%}$ | $\begin{aligned} & 72 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | $\begin{gathered} 40 \\ 31 \% \\ f \end{gathered}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 337 \\ & 23 \% \end{aligned}$ | 523\% | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | ${ }_{27}^{37}$ | 26\% | $59$ | 259 | 52\% | 33\% | ${ }_{23}^{62}$ | $\begin{aligned} & 60 \\ & 27 \% \end{aligned}$ | ${ }_{26}^{16}$ | 78\% |
| Not Much/None (Net) | ${ }_{202}^{102}$ | ${ }_{25}^{55}$ | $\begin{aligned} & 47 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 37 \\ 29 \% \\ e \end{gathered}$ | 20\% | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 23 \% \end{aligned}$ | $\text { 23 } 20 \%$ | $\begin{aligned} & 34 \\ & 325 \% \\ & \mathrm{~m} \end{aligned}$ | ${ }_{24}^{23}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 28 \% \\ & \hline 0 \end{aligned}$ | ${ }_{14 \%}$ | 23\% | $\begin{aligned} & 52 \\ & 19 \% \end{aligned}$ | 22\% | $\stackrel{7}{7} \%$ | 45 $14 \%$ |
| Not much | 57 $11 \%$ | 33 $14 \%$ | ${ }^{25} 9$ | ${ }^{13} 9$ | ${ }^{11} 8$ | 17 $14 \%$ | $1{ }^{15}$ | ${ }_{10}^{16}$ | 29 ${ }^{13 \%}$ | ${ }_{12}^{10 \%}$ | ${ }_{18}^{18}$ | $\begin{aligned} & 18 \\ & 20 \% \\ & M \end{aligned}$ | ${ }^{17} \%$ | $\begin{aligned} & 24 \\ & 15 \% \\ & 0 \end{aligned}$ | 10 5 | $\begin{gathered} 23 \\ 14 \% \\ 0 \end{gathered}$ | 36 $13 \%$ | 210\% | ${ }_{1}^{7} \%$ | 25\% |
| None | 459\% | 22 $10 \%$ | ${ }^{23} 8$ | ${ }^{13} 9$ | 9\% | 19\% | $4{ }_{4}$ | 11\% | 23 $10 \%$ | 119\% | 17 $12 \%$ | ${ }_{5}^{4}$ | ${ }^{23} 9$ | 19\% | ${ }^{16} 9$ | 10 6 \% | ${ }^{16} 6$ | $\begin{aligned} & 28 \\ & { }_{13}^{23} \% \\ & \hline \end{aligned}$ | * | 20 6\% |
| I am not at all familiar with this company | ${ }^{33} 6 \%$ | 16\% | 17 6 | $\begin{aligned} & 15 \\ & 10 \% \\ & \text { for } \end{aligned}$ | ${ }_{6 \%}$ | $\stackrel{3}{2 \%}$ | ${ }_{6}^{7} \%$ | 12\% | 15\% | ${ }_{5}^{6}$ | $\begin{gathered} 11 \\ 8 \% \\ 1 \end{gathered}$ | ${ }_{1}^{1 \%}$ | ${ }^{16} 6$ | $\begin{aligned} & 14 \\ & 9 \\ & \hline \end{aligned}$ | $\stackrel{4}{2 \%}$ | $\begin{gathered} 15 \\ { }_{0}^{15} \end{gathered}$ | 17 6 | 10 5 | 3\% | 12 4 \% |
| Sigma | $\begin{aligned} & 504 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | 271 $100 \%$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 226\% | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 274 $100 \%$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | 100\% | 315 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risklevel) - B/C - D/E/F/G-HI/J-K/LIM-N
Overlap formulae used. ${ }^{\text {small }}$ smase; $* *$ very small base (under 30 ) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 185 | 277 | 181 | 136 | 84 | 61 | 158 | 193 | 111 | 242 | 75 | 117 | 137 | 150 | 175 | 245 | 207 | 48 | 240 |
| Weighted Base | 495 | 258 | 237 | $127 *$ | $128 *$ | $150 *$ | 89* | 159* | 229* | $107 *$ | 152 | 85* | 232* | $163 *$ | 173* | 159* | 290 | 198* | $66^{* *}$ | 281 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{gathered} 215 \\ 43 \% \end{gathered}$ | $\begin{gathered} 115 \\ 45 \% \end{gathered}$ | $\begin{gathered} 100 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 55 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 71 \\ & \begin{array}{l} 75 \% \\ \text { FG } \end{array} \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 62 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 88 \% \\ & \hline 8 \end{aligned}$ | 29\% | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 56 \% \\ & \text { KL } \end{aligned}$ | 76 | 80 | 39\% | $\begin{gathered} 141 \\ 49 \% \\ r \end{gathered}$ | 71 36 | 459\% | 155 $55 \%$ |
| A great deal | ${ }^{95} 9$ | 520\% | 43 $18 \%$ | $\begin{aligned} & 43 \\ & 33 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 29 \\ & 23 \% \\ & \hline \end{aligned}$ | ${ }^{10} 6$ | 14 $15 \%$ | $\begin{aligned} & 51 \\ & 32 \% \\ & 15 \end{aligned}$ | 32 $14 \%$ | ${ }_{12}^{11} \%$ | 214\% | ${ }_{10}^{12 \%}$ | $\begin{aligned} & 60 \\ & 26 \% \\ & { }_{2}^{6} \% \end{aligned}$ | ${ }_{16}^{26}$ | 22\% | 31 20 | 24\% | 30 $15 \%$ | 23 $35 \%$ | ${ }^{65}$ |
| Somewhat | $\underset{24 \%}{120}$ | $\begin{aligned} & 63 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 57 \% \\ & 24 \% \end{aligned}$ | $\begin{gathered} 27 \\ 21 \% \end{gathered}$ | 41 $32 \%$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 30 \% \\ & j \end{aligned}$ | $\begin{aligned} & 56 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 21\% | $\begin{gathered} 69 \\ 30 \% \\ k \end{gathered}$ | $\begin{gathered} 50 \\ 30 \% \\ \mathrm{p} \end{gathered}$ | 43\% | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | 76\% | $\begin{aligned} & 41 \% \end{aligned}$ | 22 34 | 90\% |
| Not Much/None (Net) | ${ }^{218} 4{ }^{18}$ | $\begin{aligned} & 117 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 101 \\ 43 \% \end{gathered}$ | ${ }_{36 \%}^{46}$ | $\begin{aligned} & 44 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 57 \% \\ & \text { DE } \end{aligned}$ | 438 | ${ }_{31}^{49}$ | $\begin{aligned} & 115 \\ & 50 \% \\ & H \end{aligned}$ | $\begin{aligned} & 54 \\ & 50 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 42 \% \end{aligned}$ | 45\% | $\begin{aligned} & 97 \\ & 42 \% \end{aligned}$ | ${ }^{66}$ | 77 | 74\% | 116 $40 \%$ | 101\% | 199\% | 111 $39 \%$ |
| Not much | 83\% | 46\% | 37 $15 \%$ | 24\% | ${ }_{14 \%}^{18}$ | 29\% | 11 $13 \%$ | 25 ${ }^{16 \%}$ | 41 18 | $17 \%$ | 17\% | ${ }_{\text {21 }}^{24} \mathrm{~K}$ | 43 18 | ${ }_{13}^{22}$ | 24\% | 37\% | 50\% | 33 $17 \%$ | ${ }_{11 \%}^{7}$ | 20\% |
| None | $\quad{ }_{235}^{27 \%}$ | ${ }_{21}^{71 \%}$ | ${ }_{27}^{65}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | 26\% | $\begin{aligned} & 56 \\ & 37 \% \\ & D_{E} \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 36 \% \\ & \text { B/ } \end{aligned}$ | $\begin{aligned} & 25 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 32 \% \\ & H \end{aligned}$ | $\begin{aligned} & 37 \\ & 34 \% \\ & H \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | 28\% | 54\% | ${ }^{45}$ | 33 ${ }^{51 \%}$ | 34\% | ${ }_{23}^{66}$ | 68 $34 \%$ 9 | ${ }_{12}^{12}$ | ${ }^{55} 9$ |
| I am not at all familiar with this company | $\begin{aligned} & 62 \\ & 12 \% \end{aligned}$ | ${ }^{26} 10 \%$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | ${ }^{11} 9$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | ${ }_{12}^{18}$ | ${ }_{20}^{18}$ | 11\% | 26 $11 \%$ | $\begin{aligned} & { }_{2}^{233} \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & \stackrel{41}{27 \%} \\ & L_{2 M} \end{aligned}$ | $\begin{aligned} & 10 \\ & 111 \% \\ & M \end{aligned}$ | ${ }_{3}^{6}$ | 21 $13 \%$ | ${ }^{15} 9$ | ${ }^{26} 16$ | 12\% | ${ }^{26} 13 \%$ | 3\% | 15 5 |
| Sigma | $\begin{aligned} & 495 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 2322 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 290 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | -66\% | 2810\% |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 476 | 178 | 298 | 210 | 140 | 65 | 61 | 168 | 197 | 111 | 253 | 77 | 118 | 140 | 173 | 163 | 252 | 210 | 44 | 258 |
| Weighted Base | 490 | $243 *$ | 247 | 154 | 124* | 116* | 97* | 166 * | 222 | 102* | 156 | 86* | 221* | 152* | $183 *$ | 155* | 281 | 199* | $58 * *$ | 289 |
| Somewhat/A Great Deal (Net) | $\stackrel{276}{56 \%}$ | $\begin{gathered} 142 \\ 58 \% \end{gathered}$ | 134 $54 \%$ | $\begin{aligned} & 103 \\ & 67 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 86 \\ & \text { 700\% } \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 57 \\ & 49 \% \end{aligned}$ | 29\% | $\begin{gathered} 119 \\ \begin{array}{c} 172 \% \\ 1 . J \end{array} \end{gathered}$ | $\begin{gathered} 109 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 46 \% \end{aligned}$ | 91\% | $48$ | $\begin{gathered} 122 \\ 55 \% \end{gathered}$ | 79\% | $\begin{gathered} 118 \\ 65 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 78 \\ & 51 \% \end{aligned}$ | ${ }^{162} 5$ | $\begin{gathered} 106 \\ 54 \% \end{gathered}$ | 37 | $\begin{gathered} 176 \\ 61 \% \end{gathered}$ |
| A great deal | 161 ${ }_{3}$ | 845\% | 77 $31 \%$ | $\begin{aligned} & 58 \% \\ & 38 \\ & \hline \end{aligned}$ | $\begin{aligned} & 53 \\ & { }_{43} \% \\ & \mathrm{G} \end{aligned}$ | $\begin{gathered} 36 \\ 31 \% \\ \mathrm{~g} \end{gathered}$ | 13 $14 \%$ | $\begin{aligned} & 72 \\ & 44 \% \\ & 1 j \end{aligned}$ | 61\% | 27\% | 52\% | 31 $36 \%$ | ${ }_{31}^{68}$ | 29\% | 74 $40 \%$ p | 427\% | 954\% | 31\% | 24 $41 \%$ | 95 ${ }^{3} \mathrm{\%}$ |
| Somewhat | ${ }_{23 \%}^{115}$ | 58\% | $\begin{aligned} & 57 \\ & 23 \% \end{aligned}$ | ${ }_{29}^{49}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 28 \% \end{aligned}$ | ${ }^{48} 2$ | 20 $19 \%$ | 39\% | 20\% | 54\% | 35\% | 24\% | 36\% | $\begin{aligned} & 67 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 23 \% \end{aligned}$ | 13 $22 \%$ | 818\% |
| Not Much/None (Net) | ${ }_{37 \%}^{181}$ | 899\% | 91\% | $\begin{aligned} & 38 \% \\ & \end{aligned}$ | $\begin{aligned} & 385 \\ & 28 \end{aligned}$ | $\begin{aligned} & 45 \\ & 39 \% \\ & d \end{aligned}$ | $\begin{gathered} 62 \\ \text { C64\% } \\ \text { DEF } \end{gathered}$ | 40\% | $\begin{aligned} & 97 \\ & 44 \% \\ & \mathrm{H}^{97} \end{aligned}$ | $\begin{aligned} & 43 \\ & 42 \% \\ & 4^{2} \% \end{aligned}$ | 52\% | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | $90 \%$ | $\begin{aligned} & 62 \\ & 41 \% \end{aligned}$ | ${ }_{30}^{50}$ | $\begin{aligned} & 64 \\ & 41 \% \end{aligned}$ | $\stackrel{103}{37 \%}$ | $\begin{aligned} & 77 \% \\ & 39 \% \end{aligned}$ | 20\% | 90 $31 \%$ |
| Not much | $79 \%$ | 44\% | 35 $14 \%$ | 29\% | $19 \%$ | 15\% | ${ }_{16}^{16}$ | 21 $13 \%$ | ${ }^{46} \%$ | $11 \%$ | ${ }^{15} 9$ | 19\% | 47 $2_{K}^{1} \%$ | ${ }^{29} 9$ | 25 $14 \%$ | 25 ${ }^{2}$ | 50\% | 29 ${ }^{15}$ | ${ }_{2}^{12} \%$ | ${ }^{55} 9$ |
| None | ${ }_{2102}^{102}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | ${ }_{26}^{53 \%}$ | ${ }_{6}^{9}$ | $\begin{aligned} & 16 \\ & 136 \\ & d \end{aligned}$ | $\begin{aligned} & 30 \\ & 30 \% \\ & \text { De } \end{aligned}$ | $\begin{gathered} 47 \\ \text { 48\% } \\ \text { DEf } \end{gathered}$ | 19 $11 \%$ | $\begin{aligned} & 51 \\ & { }^{23 \%} \% \end{aligned}$ | ${ }_{\text {31 }}^{3} \mathrm{H}$ | 37 $24 \%$ | 15\% | ${ }_{19}^{43}$ | 33 22 | 30 | 38\% | 19\% | ${ }^{47}$ 24\% | $\stackrel{8}{14 \%}$ | 12\% |
| I am not at all familiar with this company | 34\% | 12\% | ${ }^{22} 9$ | $\begin{aligned} & 12 \\ & { }_{\mathrm{e}}^{\mathrm{e}} \mathrm{~F} \end{aligned}$ | ${ }_{2}^{2}$ | $\begin{aligned} & 14 \\ & 12 \% \\ & { }^{12 \%} \end{aligned}$ | $5{ }_{5}$ | ${ }_{4}^{6}$ | ${ }^{16} \%$ | $\begin{aligned} & 12 \\ & 12 \% \\ & \text { h } \end{aligned}$ | ${ }^{14} 9$ | 7\% | 10 4 \% | 11\% | 10 5 \% | ${ }^{13} 9$ | ${ }^{16} 6$ | 15 ${ }_{8}$ | ${ }_{2 \%}$ | ${ }^{23} 8$ |
| Sigma | $\begin{aligned} & 490 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 222\% | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 180\% | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 281 $100 \%$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | 100\% | 289\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 181 | 281 | 202 | 116 | 77 | 67 | 149 | 186 | 127 | 248 | 77 | 112 | 150 | 147 | 165 | 234 | 207 | 43 | 242 |
| Weighted Base | 470 | $235 *$ | 235 | 143 | 111* | $120 *$ | 96* | $128 *$ | $223 *$ | 120* | 154 | $88 *$ | 198* | $162^{*}$ | 173* | 135* | 259 | 193* | $55^{* *}$ | 268 |
| $\underset{(\mathrm{Net})}{\substack{\text { Somewhat/A Great Deal }}}$ | ${ }^{281 \%}$ | 133 $57 \%$ | 155 ${ }^{156}$ | 93\% | ${ }_{\text {F }}^{79}$ | ${ }^{68} \%$ | 480\% | 95 75\% | 129 58 | 54\% | 92\% | 47\% | $\stackrel{127}{64 \%}$ | 94\% | $\stackrel{117}{68 \%}$ | 77\% | $\begin{gathered} 177 \\ \substack{68 \% \\ R} \end{gathered}$ | 104 $54 \%$ | 40\% | 174 $65 \%$ |
| A great deal | ${ }_{31 \%}^{144}$ | $\begin{aligned} & 69 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 399 \% \\ & f G \end{aligned}$ | 41 3 g | 30\% | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | 542\% | 54\% | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 30 \% \end{aligned}$ | 24\% | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 326 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 40 \% \\ & { }^{2} \% \end{aligned}$ | 29\% | 94 r r | ${ }^{46}$ 24\% | 28 $51 \%$ | 84\% |
| Somewhat | ${ }_{31 \%}^{144}$ | ${ }_{27}^{64 \%}$ | 80\% | $\begin{aligned} & 36 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 34 \% \end{aligned}$ | $38 \%$ | $\begin{aligned} & 30 \\ & 31 \% \end{aligned}$ | ${ }_{31}{ }^{2} \%$ | 75\% | 28\% | ${ }^{45} 29 \%$ | ${ }_{23}^{23}$ | 67 $34 \%$ | 58\% | $\begin{aligned} & 48 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 28 \end{aligned}$ | 832\% | 58\% | 122\% | 90 ${ }^{\text {33\% }}$ |
| Not Much/None (Net) | ${ }^{144}$ 31\% | $\begin{gathered} 85 \\ 36 \% \\ c \end{gathered}$ | 59\% | 25\% | 219\% | $\begin{aligned} & 49 \\ & 41 \% \\ & d E \end{aligned}$ | $\begin{aligned} & 40 \\ & 41 \% \\ & 41 \% \end{aligned}$ | 21\% | $\begin{aligned} & 75 \\ & 33 \% \\ & { }_{4} \% \end{aligned}$ | ${ }_{48}^{48}{ }_{4}$ | 492\% | 39 44 | 51 26 | 24\% | 52\% | ${ }_{36}{ }^{28}$ | 64\% | $\begin{aligned} & 76 \\ & 39 \% \\ & \hline \text { 3 } \end{aligned}$ | 15\% | 70 |
| Not much | ${ }^{68}$ | 37 $16 \%$ | 31 $13 \%$ | 20 $14 \%$ | 8\% | 20\% | $\begin{gathered} 20 \\ 21 \% \\ e \end{gathered}$ | 119\% | 37 $16 \%$ | 21\% | 27 $18 \%$ | $14 \%$ | 27 $14 \%$ | ${ }^{26}$ 16\% | 22 $13 \%$ | 21 15 | 32\% | 35\% | $\stackrel{3}{6 \%}$ | ${ }^{32}$ 12\% |
| None | 76 $16 \%$ | $\begin{gathered} 48 \\ \text { 20\% } \\ \hline \end{gathered}$ | 28\% | 15 $10 \%$ | ${ }_{12}^{12}$ | $\begin{aligned} & 29 \\ & 24 \% \\ & \text { 2e } \end{aligned}$ | 20\% | ${ }^{10} 8$ | $\begin{aligned} & 38 \\ & 17 \% \\ & \text { h } \end{aligned}$ | ${ }_{2}^{283}{ }_{4}^{28}$ | 22 $14 \%$ | 25 K KM | 24 $12 \%$ | ${ }_{11}^{18}$ | 30\% | 28\% | 32\% | $\begin{aligned} & 41 \\ & 21 \% \\ & \mathrm{q} \end{aligned}$ | 5\% | 38\% |
| I am not at all familiar with this company | ${ }^{38} 8$ | 17\% | ${ }^{21} 9$ | $\begin{aligned} & 15 \\ & 10 \% \\ & \text { 10\% } \end{aligned}$ | 12\% | $3{ }_{3}^{3}$ | ${ }_{9}^{8}$ | ${ }^{11} 9$ | $\stackrel{20}{9 \%}$ | $7{ }_{6}$ | ${ }^{14} 9$ | 3\% | 19 $10 \%$ | $\begin{aligned} & 24 \\ & 15 \% \\ & 0 \end{aligned}$ | $\stackrel{4}{2 \%}$ | 10\% | ${ }^{18} \%$ | 13 | $\stackrel{7}{7} \%$ | ${ }^{24} 9$ |
| Sigma | $\begin{aligned} & 470 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | 100\% | 2688 |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. *small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents
Tech

Be:

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 475 | 178 | 297 | 186 | 148 | 76 | 65 | 188 | 179 | 108 | 251 | 65 | 127 | 147 | 163 | 165 | 248 | 208 | 45 | 262 |
| Weighted Base | 493 | $233 *$ | 260 | 145 | $128 *$ | $119^{*}$ | 101* | 205 | 195* | $93^{*}$ | 149 | 74* | 236* | $158{ }^{*}$ | 181* | $154 *$ | 287 | 193 | $54^{* *}$ | 309 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | ${ }_{41 \%}^{201}$ | $\begin{gathered} 112 \\ 48 \% \end{gathered}$ | ${ }_{39}^{89}$ | $\begin{aligned} & 89 \\ & 61 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 73 \\ & 57 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 30 \\ & 25 \% \\ & 9 \end{aligned}$ | $\stackrel{9}{9 \%}$ | $\begin{aligned} & 113 \\ & \text { 155\% } \\ & \text { IJ } \end{aligned}$ | $\begin{aligned} & 66 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 23 \% \end{aligned}$ | ${ }_{30}^{45}$ | $\begin{aligned} & 26 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 123 \\ 52 \% \\ \mathrm{KI}^{2} \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 30 \% \end{aligned}$ | 815\% | $\begin{aligned} & 73 \\ & { }_{47}^{47 \%} \\ & \mathrm{~N}^{2} \end{aligned}$ | 123 ${ }^{123}$ | $\begin{aligned} & 71 \% \end{aligned}$ | 71\% | 150 $49 \%$ |
| A great deal | 120 ${ }^{24 \%}$ | $\begin{aligned} & 74 \\ & 32 \% \\ & C \end{aligned}$ | ${ }_{18}^{46}$ | $\begin{aligned} & 61 \\ & 42 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 42 \\ & 32 \% \\ & \text { FG } \end{aligned}$ | $14 \%$ | $\stackrel{4}{4 \%}$ | $\begin{aligned} & 69 \\ & 34 \% \\ & \text { is } \end{aligned}$ | ${ }_{21}{ }^{1} \%$ | 10\% | 23 | 19 25 | $\begin{gathered} 75 \\ 32 \% \\ K \end{gathered}$ | 26\% | 24\% | $\begin{aligned} & 50 \\ & { }^{33} \% \\ & { }_{2} \% \end{aligned}$ | 74 $26 \%$ | 44\% | 22 $40 \%$ | 90\% |
| Somewhat | $\begin{aligned} & 81 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & { }^{28} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \hline \end{aligned}$ | 16 $14 \%$ | $5{ }_{5}$ | 22\% | 25 ${ }_{13}$ | 12\% | 22 $15 \%$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | 48\% | 20 $13 \%$ | 31\% | 23 | 179\% | 27 $14 \%$ | 17 $31 \%$ | 60\% |
| Not Much/None (Net) | $\begin{gathered} 249 \\ 51 \% \end{gathered}$ | $\begin{gathered} 103 \\ 44 \% \end{gathered}$ | $\begin{gathered} 146 \\ 56 \% \\ b \end{gathered}$ | ${ }_{33}^{48}$ | ${ }_{34}^{45 \%}$ | $\begin{aligned} & 79 \\ & 66 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 78 \\ & 77 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 78 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 56 \% \\ & H \end{aligned}$ | $\begin{aligned} & \text { 61 } \\ & 65 \% \\ & H \end{aligned}$ | $\begin{aligned} & 83 \\ & 56 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 46 \\ & 62 \% \\ & M \end{aligned}$ | 99\% | $\begin{aligned} & 99 \\ & 63 \% \\ & 63 \% \end{aligned}$ | 85\% | 652\% | $\stackrel{143}{50 \%}$ | 103 $54 \%$ | 13 $23 \%$ | 137 $44 \%$ |
| Not much | 57\% | 23 $10 \%$ | 34\% | 21\% | $14 \%$ | 109\% | 11\% | 25 $12 \%$ | 20\% | $12 \%$ | ${ }^{16} \%$ | 12\% | ${ }^{28}{ }^{2} \%$ | $17 \%$ | ${ }^{24} 13 \%$ | 16\% | 11\% | ${ }^{26} 13 \%$ | ${ }^{7} 3 \%$ | ${ }_{14} 14$ |
| None | $\begin{gathered} 192 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 112 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 57 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 67 \\ & \begin{array}{l} 67 \% \\ \text { DE } \end{array} \mathrm{l} \end{aligned}$ | ${ }_{26}^{56}$ | $\begin{aligned} & 90 \\ & 46 \% \\ & 4 . \end{aligned}$ | $\begin{aligned} & 49 \\ & { }^{42} \% \\ & H \end{aligned}$ | $\begin{aligned} & 67 \\ & 45 \% \\ & \mathrm{M}^{6} \end{aligned}$ | $\begin{aligned} & 37 \\ & 50 \% \\ & M \end{aligned}$ | $\begin{aligned} & 72 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & \text { C5 } \\ & \hline \end{aligned}$ | 61 $34 \%$ | 49\% | ${ }^{112} 39$ | $\begin{aligned} & 78 \\ & 40 \% \end{aligned}$ | ${ }_{11 \%}$ | ${ }_{31}{ }^{\text {\% }}$ |
| I am not at all familiar with this company | $4_{9 \%}$ | ${ }^{18} 8$ | 25 | ${ }_{6 \%}$ | 11 $8 \%$ | 119\% | 14\% | ${ }^{13} 7 \%$ | 19\% | 11 $12 \%$ | $\begin{aligned} & 21 \\ & 14 \% \\ & \mathrm{Lm}^{2} \end{aligned}$ | 3\% | 14\% | 12\% | ${ }^{15} 8$ | 16\% | ${ }^{22} 8$ | $\stackrel{18}{9 \%}$ | ${ }_{5}^{3}$ | ${ }^{21} 7$ |
| Sigma | $\begin{aligned} & 493 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | 309 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 183 | 282 | 203 | 118 | 72 | 72 | 162 | 190 | 113 | 248 | 58 | 134 | 148 | 158 | 159 | 238 | 212 | 48 | 260 |
| Weighted Base | 476 | 240 * | 237 | 150 | 121* | 89* | 117* | 176* | 194* | 106* | 133 | $72^{*}$ | 242* | 153* | $160 *$ | 163 * | 258 | 201* | 64** | 297 |
| Somewhat/A Great Deal (Net) | 317 $67 \%$ | 161 $67 \%$ | 156 $66 \%$ | $\underset{f}{101} \underset{f}{68}$ | $\begin{aligned} & 92 \\ & 76 \% \\ & \hline \end{aligned}$ | 46 $51 \%$ | 78 $67 \%$ | 121 | 127 ${ }^{65 \%}$ | $69 \%$ | ${ }_{66 \%}$ | 51\% | ${ }^{158}{ }^{6} \%$ | 106\% |  | 55\% | 180\% | ${ }^{128} 64 \%$ | 46\% | 201 $68 \%$ |
| A great deal | $\begin{gathered} 137 \\ 29 \% \end{gathered}$ | 70\% | ${ }_{29}^{68}{ }^{6}$ | ${ }_{30}^{44}$ | $39 \%$ | 180\% | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | ${ }_{38}^{58}$ | 54\% | 26\% | 38\% | $\begin{gathered} 27 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 26 \% \end{aligned}$ | $49 \%$ | $\begin{aligned} & 49 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | 738\% | ${ }^{62}$ 31\% | 19 $31 \%$ | 82\% |
| Somewhat | $\begin{gathered} 180 \\ 38 \% \end{gathered}$ | 91 38 | ${ }_{37}^{88}$ | $\begin{aligned} & 57 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 36 \% \end{aligned}$ | 738\% | 43 | ${ }_{30}^{57 \%}$ | 25 35 | ${ }^{96}$ 39\% | 57 ${ }^{58}$ | 672\% | 55\% | ${ }^{108} 42 \%$ | ${ }_{36}^{66}$ | 27 $42 \%$ | 119 $40 \%$ |
| Not Much/None (Net) | 133 | ${ }^{62}$ \% | 720\% | 36\% | 21\% | $\begin{gathered} 42 \\ \text { 48\% } \\ \hline \text { DEg } \end{gathered}$ | 31\% | 47\% | ${ }_{38}{ }^{2} \%$ | ${ }^{28} 27$ | 39\% | ${ }_{23}^{16}$ | 77 ${ }^{7}$ | 45 | 37\% | 52\% | 70\% | ${ }_{31}^{61}$ | 16\% | 82\% |
| Not much | ${ }_{13}^{62}$ | 33 $14 \%$ | 30 12 | 22 $14 \%$ | 13 $11 \%$ | 19 $21 \%$ 9 | $\stackrel{9}{8 \%}$ | $\begin{aligned} & 34 \\ & \text { 19\% } \\ & \text { ij } \end{aligned}$ | 19\% | $9{ }_{9}$ | ${ }_{12}^{16}$ | 11\% | 38 ${ }^{16 \%}$ | 26\% | 15\% | 21 $13 \%$ | 416\% | 21\% | ${ }^{8} 3 \%$ | 44\% |
| None | 71 15 | ${ }_{12}^{29}$ | $\begin{aligned} & 42 \% \\ & 18 \% \end{aligned}$ | ${ }_{12}^{12}$ | ${ }_{6}^{7} \%$ | $\begin{aligned} & 23 \\ & 26 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \\ & e \end{aligned}$ | 13 $8 \%$ | $\begin{aligned} & 38 \\ & 20 \% \\ & H \end{aligned}$ | 19\% ${ }^{18}$ | 23 $17 \%$ | 12\% | 39 $16 \%$ | 19 | 21 $13 \%$ | 31 $19 \%$ | ${ }_{11}^{29}$ | $\begin{aligned} & 40 \\ & 20 \% \\ & \underset{q}{40} \end{aligned}$ | $\stackrel{7}{12 \%}$ | 39 $13 \%$ |
| I am not at all familiar with this company | 26\% | 17\% | $9 \%$ | $9{ }_{6}$ | 9\% | ${ }_{1}^{1 \%}$ | 8\% | $\stackrel{8}{5 \%}$ | 10 $5 \%$ | $8{ }_{8}^{8}$ | 7 $5 \%$ | 4\% | $\stackrel{8}{3 \%}$ | ${ }_{1 \%}^{2}$ | 5\% | $\begin{aligned} & 17 \\ & 10 \% \\ & \mathrm{~N} \end{aligned}$ | ${ }_{3 \%}^{8}$ | 11 $6 \%$ | ${ }_{2 \%}$ | 13 ${ }^{4}$ |
| Sigma | $\begin{aligned} & 476 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | 297\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 165 | 296 | 183 | 132 | 76 | 70 | 156 | 188 | 117 | 252 | 53 | 120 | 132 | 168 | 161 | 244 | 201 | 44 | 252 |
| Weighted Base | 456 | 181* | 275 | 135* | 117* | 104* | $100^{*}$ | $143 *$ | 190* | 123* | 143 | 59* | $213 *$ | 142* | 169* | $146 *$ | 257 | 180* | $57^{* *}$ | 266 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{aligned} & 187 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 113 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 36 \% \end{aligned}$ | 55\% | $\begin{aligned} & 43 \\ & 42 \% \end{aligned}$ | $40 \%$ | $\begin{gathered} \text { 666 } \\ 46 \% \end{gathered}$ | $\begin{aligned} & 84 \% \\ & 44 \% \end{aligned}$ | $38$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 65 \\ 46 \% \\ \hline \end{array}{ }^{25} \end{aligned}$ | 84 50\% | 38\% | $\underset{r}{119}$ | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | 27 48 | 116 $44 \%$ |
| A great deal | $\begin{aligned} & 87 \\ & 19 \% \end{aligned}$ | 33 $18 \%$ | 54\% | 25 ${ }^{18}$ | 23 $19 \%$ | ${ }_{23}^{23}$ | 17\% | 35\% | $\stackrel{41}{22 \%}$ | ${ }^{10} 80$ | 21 $15 \%$ | 10\% | 23 ${ }_{\text {25 }}^{\text {k }}$ | - ${ }_{\text {31 }}^{\text {22\% }}$ | 24\% ${ }_{\text {P }}$ | 14\% | ${ }^{53}$ 21\% | 30 $17 \%$ | ${ }_{32}^{18}$ | ${ }^{56}$ 21\% |
| Somewhat | ${ }_{220}^{100}$ | ${ }_{23}^{43}$ | ${ }_{29}^{22 \%}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\text { 32 } 27 \%$ | 20\% | $23 \%$ | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 22 \% \end{aligned}$ | $28 \%$ | $\begin{aligned} & 321 \\ & 22 \% \end{aligned}$ | 16\% | ${ }_{23}^{40 \%}$ | 34\% | ${ }_{23}{ }_{26}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 666 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 16\% | 20\% |
| Not Much/None (Net) | $\begin{gathered} 170 \\ 37 \% \end{gathered}$ | $\begin{gathered} 81 \\ 45 \% \\ c \end{gathered}$ | 39\% | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 36 \% \end{aligned}$ | $40 \%$ | ${ }_{36}^{46}$ | ${ }_{37}^{69}$ | 544 | ${ }_{39}^{59}$ | $\begin{aligned} & 23 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 39 \% \end{aligned}$ | ${ }_{37}^{53}$ | 54\% | 63 $43 \%$ | 92\% | $\begin{aligned} & 73 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 30 \% \end{aligned}$ | 98\% |
| Not much | ${ }^{68}{ }^{15}$ | 33 $18 \%$ | 35 ${ }^{3}$ | $\begin{gathered} \text { 288 } \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | 22 ${ }^{19}$ | ${ }^{10} 9$ | $8{ }_{8}^{8}$ | 25\% | 27 $14 \%$ | ${ }_{13}^{16}$ | $1{ }^{16} \%$ | 10\% | 40\% | 21 | 21 $13 \%$ | 26\% | 37 $14 \%$ | 30\% | 22\% | 50\% |
| None | ${ }_{2}^{102}$ | ${ }^{48} 8$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $27$ | 159\% | $\begin{gathered} 28 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | ${ }_{22}{ }^{2} \%$ | ${ }_{\text {31\% }}^{38} \mathrm{H}$ | $\text { 39 } 27 \%$ | ${ }_{23}^{13}$ | ${ }_{20}^{42}$ | ${ }_{23}^{32}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | 37\% | 55 ${ }^{51}$ | ${ }_{24}^{43}$ | ${ }_{9}^{5}$ | 49\% |
| I am not at all familiar with this company | 92\% | 26 $14 \%$ | $\begin{gathered} 73 \\ 27 \% \\ B \end{gathered}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | ${ }_{21}^{25}$ | ${ }_{23}^{23}$ | ${ }_{21}^{21} \%$ | 31 $22 \%$ | 20\% | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & \text { 16 } \\ & \hline \end{aligned}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | 24\% | $\begin{aligned} & 31 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 31 \% \\ & \text { no } \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | 44\% | ${ }_{22}^{12}$ | 52 $19 \%$ |
| Sigma | $\begin{aligned} & 456 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 190\% | 123 $100 \%$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | 213 $100 \%$ | 1420 | 169 $100 \%$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | ${ }_{100 \%}^{266 \%}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 457 | 187 | 270 | 185 | 144 | 70 | 58 | 161 | 188 | 108 | 233 | 54 | 130 | 140 | 165 | 152 | 235 | 212 | 41 | 264 |
| Weighted Base | 432 | 222 | 209 | 138 | $130 *$ | 87* | 76* | 169* | 179 | 84* | 129 | 66* | 200* | $143 *$ | 169* | $120 *$ | 234 | 188 | $58 * *$ | 279 |
| $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ | 175 $41 \%$ | $\begin{aligned} & 113 \\ & 513 \\ & { }_{C} \% \end{aligned}$ | $\begin{aligned} & 62 \% \\ & 30 \% \end{aligned}$ | 28\% | $\begin{aligned} & 64 \\ & 49 \% \\ & \text { DG } \end{aligned}$ | $\begin{gathered} 54 \\ 64 \% \\ \text { DG } \end{gathered}$ | 19 $24 \%$ | 78 46 | $72 \%$ | 25 30 | 43 $34 \%$ | 25 ${ }^{2} \%$ | $\begin{aligned} & 102 \\ & 51 \% \\ & K \end{aligned}$ | 60 $42 \%$ | 77 $46 \%$ $p$ | 31\% | $\begin{gathered} 108 \\ 46 \% \\ r \end{gathered}$ | 36\% | 34\% | 135 $48 \%$ |
| A great deal | $\begin{aligned} & 71 \\ & 16 \% \end{aligned}$ | 20\% | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | ${ }^{19} 13 \%$ | ${ }_{21}^{28}$ | 14 $16 \%$ | 11 $14 \%$ | $\begin{aligned} & 41 \\ & 24 \% \\ & { }_{215}^{4} \end{aligned}$ | 23 $13 \%$ | ${ }_{9}^{7}$ | $\begin{aligned} & 177 \\ & 13 \% \end{aligned}$ | ${ }^{15} 23$ | $\begin{aligned} & 36 \\ & \text { 18\% } \end{aligned}$ | 26 $18 \%$ | 33 $19 \%$ | 13 $11 \%$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 27 $45 \%$ | 57 |
| Somewhat | $\begin{gathered} 104 \\ 24 \% \end{gathered}$ | $\begin{gathered} 69 \\ { }_{31}^{61 \%} \end{gathered}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 36 \\ { }^{28} \% \\ \text { DG } \end{gathered}$ | $\begin{gathered} \stackrel{40}{46 \%} \\ \operatorname{DeG} \end{gathered}$ | 10\% | 32\% | 49\% | ${ }^{18} 1{ }^{1}$ | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | 10 $15 \%$ | $\begin{aligned} & \text { 636 } \\ & \text { k31 } \end{aligned}$ | 34\% | 459\% | 25\% | ${ }_{28}^{68}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | ${ }^{8} 8{ }^{\text {\% }}$ | 78\% |
| Not Much/None (Net) | ${ }^{120} 28$ | ${ }^{66}$ 30\% | 53\% | 39\% | 29\% | $\begin{aligned} & 17 \\ & \\ & \hline \end{aligned}$ | 25 3 \% | 43\% | ${ }^{48} \%$ | 28\% | 37 29 | 15 $23 \%$ | 52\% | ${ }_{31}^{44}$ | 33\% | $37 \%$ | 63\% | 51\% | 21 36 | 76 27 |
| Not much | 53 $12 \%$ | 37 $C$ $C$ | ${ }^{16} 8$ | 23 <br> 17 | 23 <br> 17 | ${ }_{8}^{7} \%$ | * | $\begin{aligned} & 27 \\ & 16 \% \\ & \text { j } \end{aligned}$ | ${ }_{12}^{22}$ | 5\% | 120 | $4{ }_{6}$ | 37 $18 \%$ $k$ | ${ }^{18}{ }^{1} \%$ | 19 | ${ }_{13}^{16}$ | $\underset{\sim}{41} \times$ | ${ }^{12} \%$ | 16\% | 17\% |
| None | $\begin{aligned} & \text { 66 } \\ & 15 \% \end{aligned}$ | 29 ${ }_{13}$ | $\begin{aligned} & 37 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & { }^{126} \end{aligned}$ | 15 12 | 10\% | $\begin{gathered} 25 \\ \text { 233\% } \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | ${ }^{26}$ | $\begin{aligned} & 24 \\ & 29 \% \% \\ & \text { 2HI } \end{aligned}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 29 \% \\ { }^{2} \% \end{array} \end{aligned}$ | 117\% | 15 8 | 26\% | 20 $12 \%$ | 21\% | ${ }^{22} 10 \%$ | $\begin{aligned} & 38 \\ & 20 \% \\ & \hline \end{aligned}$ | 5\% | ${ }_{10}^{29}$ |
| I am not at all familiar with this company | 137 ${ }_{32 \%}$ | 43 $19 \%$ | $\begin{gathered} 94 \\ 45 \% \\ 45 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 44 \% \\ & { }^{4 F} \% \end{aligned}$ | ${ }_{21}^{28}$ | 16\% | $\begin{aligned} & 32 \\ & 42 \% \\ & { }^{25} \% \end{aligned}$ | 28\% | 58\% | $30 \%$ | $\begin{aligned} & 48 \\ & 37 \% \\ & M \end{aligned}$ | $\begin{aligned} & \frac{26}{39 \%} \\ & \mathrm{~m} \end{aligned}$ | ${ }^{46} 23$ | 38\% | ${ }_{31}^{53}$ | 46\% | 63 27 | 72 38 9 | $\stackrel{3}{5 \%}$ | 24\% |
| Sigma | $\begin{aligned} & 432 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 279 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 178 | 296 | 212 | 142 | 66 | 54 | 187 | 173 | 114 | 240 | 71 | 127 | 138 | 178 | 158 | 236 | 226 | 50 | 275 |
| Weighted Base | 460 | $208 *$ | 252 | 160 | 126* | 86* | 88* | 178 | 190* | 91* | 133 | 76* | $218 *$ | 145* | 193* | 122* | 251 | 201 | 67* | 303 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 129 \\ 28 \% \end{gathered}$ | $\begin{gathered} 77 \\ 37 \% \\ \hline \end{gathered}$ | ${ }_{23}^{53}$ | $\begin{aligned} & 48 \\ & 30 \% \\ & G \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \\ & G \end{aligned}$ | $\begin{aligned} & 26 \\ & 31 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 42 \% \\ & 4.5 \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | 13 $14 \%$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & { }^{80} \% \\ & \text { KL } \end{aligned}$ | $\text { 40 } 27 \%$ | 39\% | 31\% | 81 ${ }^{1}$ | ${ }_{23}^{46}$ | ${ }^{38}{ }^{5} \%$ | ${ }_{3}^{105}$ |
| A great deal | $\begin{aligned} & 57 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 35 \\ \begin{array}{c} 17 \% \\ c \end{array} \end{gathered}$ | 219\% | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 25 \\ { }_{20}^{20} \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $3{ }_{3}^{3}$ | $\begin{aligned} & 34 \\ & \frac{34}{19} \% \\ & 1 J \end{aligned}$ | ${ }^{17} 9$ | ${ }_{6}^{6}$ | ${ }_{4 \%}^{6}$ | ${ }^{7} 9$ | $\begin{aligned} & 41 \\ & { }^{39 \%} \\ & \text { K } \end{aligned}$ | 24 16 | ${ }^{23} 12 \%$ | $\stackrel{10}{8 \%}$ | $\begin{aligned} & 48 \\ & { }^{19 \%} \\ & \hline \end{aligned}$ | ${ }_{3}^{7} \%$ | 24 ${ }_{\text {T }}$ | ${ }_{14}^{42}$ |
| Somewhat | $\begin{aligned} & 73 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | ${ }_{9 \%}$ | $\begin{aligned} & 42 \\ & { }_{23} 3 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | 7 | $\xrightarrow{15}$ | ${ }_{11 \%}$ | $\begin{aligned} & 47 \\ & { }_{22} \% \\ & K \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | ${ }^{36}$ \% | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & \text { 19\% } \end{aligned}$ | ${ }_{21}^{14}$ | ${ }_{22}^{62}$ |
| Not Much/None (Net) | $\begin{gathered} 121 \\ 26 \% \end{gathered}$ | ${ }_{27}^{57}$ | $\begin{aligned} & 65 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 236 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \\ & M \end{aligned}$ | 24 3 \% | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 49 \\ 34 \% \\ \hline \end{gathered}$ | 50 | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 70\% | 49\% | 20\% | 75\% |
| Not much | 53 $12 \%$ | 31 $15 \%$ | ${ }^{23} 9$ | 26 $16 \%$ $F$ | 17 13 F | ${ }_{2}^{1}$ | 10\% | $19 \%$ | 22 $11 \%$ | 13 $15 \%$ | 11 81 | 13\% | 23 $11 \%$ | ${ }^{26} 18$ | $19 \%$ | ${ }^{8} \%$ | 36\% | 15\% | 13 $19 \%$ | 13\% |
| None | 15\% | ${ }_{12}^{26}$ | 42\% | 25\% | 21\% | ${ }_{11} 9$ | 13 $14 \%$ | 21 $12 \%$ | 27 $14 \%$ | 19 $21 \%$ | $\begin{aligned} & 33 \\ & 24 \% \\ & M \end{aligned}$ | 11 $14 \%$ | ${ }^{19} 9$ | 22\% | 31 $16 \%$ | 15 $12 \%$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | 34\% | ${ }_{1}^{7} \%$ | 35 ${ }^{3}$ |
| I am not at all familiar with this company | $\stackrel{209}{45 \%}$ | $\begin{aligned} & 75 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 134 \\ 53 \% \\ B \end{gathered}$ | 62\% | 44\% | $\begin{aligned} & 49 \\ & 57 \% \\ & \text { dE } \end{aligned}$ | $\begin{gathered} 54 \\ 62 \% \\ \text { DE } \end{gathered}$ | 63 $35 \%$ | $\begin{gathered} 101 \\ 53 \% \\ \mathrm{H} \end{gathered}$ | $\begin{aligned} & 46 \\ & 50 \% \\ & h \end{aligned}$ | $\begin{aligned} & 70 \\ & 52 \% \\ & \mathrm{~m} \end{aligned}$ | 37\% | 88\% | 579\% | 843\% | $\begin{aligned} & 69 \\ & 56 \% \\ & \text { No } \end{aligned}$ | 100 ${ }^{10 \%}$ | $\begin{aligned} & 106 \\ & 53 \% \\ & { }_{Q}^{2} \% \end{aligned}$ | 14\% | 123 <br> $41 \%$ |
| Sigma | $\begin{aligned} & 460 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | ${ }^{178} 10 \%$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | 100\% | 218 $100 \%$ | 145 $100 \%$ | ${ }_{10}^{193} \%$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 251 $100 \%$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | 67 $100 \%$ | 300\% |

Proporions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. * small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 167 | 298 | 198 | 130 | 65 | 72 | 159 | 204 | 102 | 252 | 68 | 117 | 126 | 177 | 162 | 247 | 199 | 53 | 273 |
| Weighted Base | 466 | $218 *$ | 248 | 152 | 131* | 88* | $93 *$ | 149* | 221 | $96 *$ | 138 | $72^{*}$ | 225* | $123 *$ | 204* | 139* | 272 | 176* | 73* | 314 |
| Somewhat/A Great Deal (Net) | ${ }_{60 \%}^{278}$ | $\begin{gathered} 146 \\ 67 \% \\ C \end{gathered}$ | $\begin{aligned} & 132 \\ & 53 \% \end{aligned}$ | ${ }_{50}^{80}$ | $\begin{aligned} & 89 \\ & 68 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 49 \\ & 56 \% \end{aligned}$ | $59$ | $\begin{aligned} & 94 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 622 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 55 \% \end{aligned}$ | $\frac{52}{72 \%}$ | $\begin{gathered} 138 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 64 \% \end{aligned}$ | ${ }_{62 \%}^{126}$ | 73 53 | $\begin{gathered} 181 \\ 66 \% \\ \mathrm{R} \end{gathered}$ | 93 ${ }^{93}$ | 47\% | 200 64 |
| A great deal | ${ }_{26 \%}^{122}$ | ${ }_{36}^{66}$ | 56\% | 29\% | $\begin{aligned} & 40 \\ & 30 \% \\ & d \end{aligned}$ | 25\% | ${ }_{30}{ }^{2} \%$ | 417\% | 50\% | 32 33\% | 33 $24 \%$ | 27 $37 \%$ $k$ | 56\% | 44 $35 \%$ 0 | 24\% | 35\% | 75\% | 45\% | ${ }_{36}^{27}$ | 86\% |
| Somewhat | $\begin{gathered} 156 \\ 34 \% \end{gathered}$ | $\text { 80 } 37 \%$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | 52 34 | $\begin{aligned} & 50 \\ & 38 \% \end{aligned}$ | $24 \%$ | $\begin{aligned} & 31 \% \\ & 33 \% \end{aligned}$ | ${ }_{36 \%}$ | 73 $33 \%$ | 30 | ${ }_{31}^{43}$ | 25 ${ }^{3}$ | 81 36 | 39\% | 820\% | 28\% | $\begin{gathered} 106 \\ 39 \% \end{gathered}$ | ${ }^{48} \%$ | 20\% | 115 ${ }_{3}$ |
| Not Much/None (Net) | $\begin{aligned} & 130 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 26 \% \end{aligned}$ | ${ }_{23}^{79 \%}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | ${ }_{21}^{27}$ | $\begin{aligned} & 36 \\ & 41 \% \\ & 4 \mathrm{CE} \end{aligned}$ | $\begin{aligned} & 30 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 73 \% \\ & \hline \end{aligned}$ | ${ }_{23}^{23}$ | ${ }_{\text {43 }}^{43} \mathrm{~L}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | 67 $30 \%$ | $\begin{aligned} & 37 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 52 \\ & 26 \% \end{aligned}$ | ${ }_{32} 34$ | $\begin{aligned} & 74 \\ & 27 \% \end{aligned}$ | 51\% | 220\% | 78\% |
| Not much | 74\% | 33 $15 \%$ | 417\% | 23\% | 13 $10 \%$ | $\begin{aligned} & 22 \\ & 25 \% \\ & 25 \end{aligned}$ | 16\% | ${ }^{16}$ | ${ }_{\text {21 }}^{4} \mathrm{H}$ | 11\% | 25\% | ${ }^{7} \%$ | 37 16 | 17 $14 \%$ | 31 $15 \%$ | 25\% | 415\% | 32\% | $12 \%$ | ${ }_{14}^{44}$ |
| None | $\begin{aligned} & 57 \\ & 12 \% \end{aligned}$ | ${ }^{25} 11 \%$ | 32 $13 \%$ | $\begin{aligned} & 14 \% \\ & 10 \% \end{aligned}$ | ${ }^{15} 11 \%$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | 14\% | 19 $13 \%$ | 25 $11 \%$ | ${ }_{12}^{13} 1$ | ${ }^{18} 18$ | 5\% | 30 $13 \%$ | 17 $13 \%$ | 210\% | 19 $14 \%$ | 32 $12 \%$ | 19 | 10\% | ${ }^{35} 11 \%$ |
| I am not at all familiar with this company | $\begin{aligned} & 57 \\ & 12 \% \end{aligned}$ | 14 6 | $\begin{gathered} 43 \\ 177 \% \\ B \end{gathered}$ | $\begin{gathered} \left.\begin{array}{c} 35 \\ \text { eßG } \end{array}\right) \end{gathered}$ | 15\% | $3{ }^{3}$ | ${ }_{5}^{4}$ | 20 $13 \%$ | ${ }_{12 \%}$ | 11 $12 \%$ | 19 $14 \%$ | 12\% | ${ }^{20} 9$ | ${ }^{10} 8$ | 25 ${ }^{2}$ | 21 $15 \%$ | ${ }^{18} 7$ | $\begin{aligned} & 32 \\ & 18 \% \\ & \text { Q } \end{aligned}$ | 4\% | ${ }^{35}$ |
| Sigma | $\begin{aligned} & 466 \\ & 100 \% \end{aligned}$ | 2180 | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | 149\% | 221 $100 \%$ | 100\% | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 100\% | 225 | 123 $100 \%$ | 204\% | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | 272\% | 176\% | 100\% | 314 $100 \%$ |

ProportionsiMeans: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - HIIJ - K/LIM - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 472 | 174 | 298 | 218 | 121 | 72 | 61 | 151 | 195 | 126 | 258 | 63 | 113 | 143 | 173 | 156 | 237 | 219 | 49 | 250 |
| Weighted Base | 449 | 191* | 258 | 159 | 98* | 99* | $92^{*}$ | 133* | 212* | 104* | 150 | $64^{*}$ | 196* | 137* | 184* | 128* | 236 | 198 | 58* | 251 |
| $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ | ${ }_{23 \%}^{104}$ | $\begin{aligned} & 60 \\ & 31 \% \\ & { }_{C}^{2} \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 52 \\ 33 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 6 \% \\ & 6 \end{aligned}$ | $\begin{aligned} & 51 \\ & 39 \% \\ & 1,5 \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | 30\% | $\begin{aligned} & 16 \\ & 24 \% \end{aligned}$ | $\text { 52 } 26 \%$ | $\underset{\mathrm{p}}{38}$ | 45\% | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & \text { 299\% } \\ & \hline \mathrm{R} \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \\ & \hline \end{aligned}$ | 37 $65 \%$ | 87 $35 \%$ |
| A great deal | 54\% | $\begin{aligned} & \begin{array}{l} 33 \\ 17 \% \\ C \end{array} \end{aligned}$ | 22\% | $\begin{gathered} 33 \\ \text { 211\% } \\ \text { efG } \end{gathered}$ | $11 \%$ | 88 | $3{ }_{3}^{3}$ | 27 ${ }^{2} 1$ | 14\% | $1{ }_{12}^{12}$ | ${ }^{12} 8$ | ${ }_{9}^{6}$ | 34 $17 \%$ $k$ | 25 19\% | 21 $12 \%$ | ${ }_{6 \%}$ | ${ }_{\text {17 }}^{41} \mathrm{R}$ | 13\% | 26 $46 \%$ | ${ }_{22} 21$ |
| Somewhat | 11\% | 27 $14 \%$ | ${ }^{22} 9$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 23 \\ { }_{24}^{24} \% \end{gathered}$ | $\stackrel{4}{4 \%}$ | $3{ }_{3 \%}$ | 24\% | 22 $10 \%$ | $3{ }_{3}$ | ${ }_{12}^{12}$ | 109\% | ${ }^{18}{ }_{9}{ }^{\text {a }}$ | 129 | 24\% | 13 $10 \%$ | 27\% | 20\% | 119\% | 35 $14 \%$ |
| Not Much/None (Net) | ${ }^{120} 27 \%$ | 53\% | $\begin{aligned} & 67 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 55 \\ 34 \% \\ e \end{gathered}$ | $22$ | $\begin{aligned} & 25 \\ & 25 \% \end{aligned}$ | 180\% | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 34 \% \\ & \mathrm{Hj} \end{aligned}$ | 210\% | ${ }_{23}^{48 \%}$ | 19\% | $\stackrel{53}{27 \%}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 55 \\ 30 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 41 \\ & 32 \% \\ & \mathrm{~N} \end{aligned}$ | 59\% | 57\% | 14 24 | 71\% |
| Not much | ${ }^{38} 9$ | 23 $12 \%$ c | 15\% | $\begin{gathered} 25 \\ { }^{16} \% \\ \mathrm{FG}^{2} \end{gathered}$ | 88 | ${ }_{2}^{2} \%$ | ${ }_{2 \%}$ | ${ }_{6}^{8}$ | ${ }_{12}^{26}$ | $4 \%$ |  | ${ }_{1}{ }^{7} \%$ | 19\% | ${ }_{5}^{7}$ | 20 $11 \%$ | 119\% | 28 12 r | 10 5 | 5\% | $\stackrel{29}{11 \%}$ |
| None | $\begin{aligned} & 82 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 16 \% \end{aligned}$ | 520\% | 29\% | 14 | ${ }_{23}^{23}$ | 16\% | ${ }_{19}^{19}$ | ${ }^{45}$ 21\% | 17\% | ${ }^{32}$ 21\% | $12 \%$ | 17\% | 17 $13 \%$ | 34 $19 \%$ | $\begin{gathered} 30 \\ 24 \% \\ n \end{gathered}$ | 31 $13 \%$ | $\begin{aligned} & 4_{24 \%}^{24 \%} \\ & \hline \end{aligned}$ | ${ }_{16 \%}$ | $\stackrel{42}{17} \%$ |
| I am not at all familiar with this company | $\begin{gathered} 225 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 148 \\ 57 \% \\ B \end{gathered}$ | 53 ${ }^{5}$ | $\begin{aligned} & 42 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 63 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 69 \\ & 74 \% \\ & \text { DE } \end{aligned}$ | 54\% | ${ }^{105} 49 \%$ | $\begin{aligned} & 67 \\ & 64 \% \\ & \mathrm{Hi} \end{aligned}$ | 78\% | 30\% | 91 46 | 75 | $84{ }^{46 \%}$ | 56\% | ${ }^{109} 46$ | 108 5 | ${ }_{11 \%}^{6}$ | 93 $37 \%$ S |
| Sigma | $\begin{aligned} & 449 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | 212 $100 \%$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 64 $100 \%$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 184 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | ${ }_{10}^{198}$ | 100\% | 251 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{Leisure
Travelers} <br>
\hline \& $$
\begin{aligned}
& \text { Wave } 13 \\
& \text { Total } \\
& (5 / 20 . \\
& 5 / 22)
\end{aligned}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lthan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\underset{\substack{\text { Repun }}}{\text { Repubi- }}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 463 \& 166 \& 297 \& 180 \& 137 \& 84 \& 62 \& 152 \& 184 \& 127 \& 256 \& 65 \& 115 \& 146 \& 171 \& 146 \& 263 \& 193 \& 38 \& 255 <br>
\hline Weighted Base \& 459 \& $210 *$ \& 248 \& $136 *$ \& 116* \& 128* \& 78* \& 159* \& 194* \& 106* \& 150 \& 77* \& 201* \& 154* \& 182* \& 122* \& 278 \& 174* \& $43^{* *}$ \& 285 <br>
\hline $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ \& $$
{ }_{31 \%}^{140}
$$ \& $$
\begin{aligned}
& 85 \\
& 41 \% \\
& 41 \%
\end{aligned}
$$ \& 55 \& $$
\begin{gathered}
46 \\
34 \% \\
\hline
\end{gathered}
$$ \& $$
\begin{gathered}
55 \\
\text { 4FG } \\
\text { 4FG }
\end{gathered}
$$ \& 22\% \& $$
\begin{aligned}
& 11 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 77 \\
& 48 \% \\
& 1 \mid 3
\end{aligned}
$$ \& $$
\begin{aligned}
& 50 \\
& 26 \% \\
& j
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 12 \%
\end{aligned}
$$ \& 21\% \& 220\% \& $$
\begin{gathered}
87 \\
{ }_{4}^{84} \% \\
k
\end{gathered}
$$ \& $$
\begin{aligned}
& 39 \\
& 25 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 73 \\
& 40 \% \\
& \mathrm{nP}
\end{aligned}
$$ \& 28\% \& $$
\begin{aligned}
& 97 \\
& 35 \%
\end{aligned}
$$ \& $$
{ }^{45} 3
$$ \& 27 63 \& 113
$40 \%$ <br>
\hline A great deal \& 14\% \& $$
\begin{aligned}
& 43 \\
& 20 \% \\
& { }_{C}^{2} \%
\end{aligned}
$$ \& 21 81 \& 21 15 \& $$
\begin{aligned}
& 28 \\
& { }_{24}^{24} \%
\end{aligned}
$$ \& $9 \%$ \& ${ }_{7} \%$ \&  \& ${ }_{12}^{24}$ \& $\stackrel{4}{4 \%}$ \& ${ }^{14} 9$ \& 14
$18 \%$ \& 36
$18 \%$
k \& 17
$11 \%$ \& 32\% \& 15\% \& 14\% \& 23
$13 \%$ \& 14
$31 \%$ \& 15\% <br>
\hline Somewhat \& ${ }^{76} \%$ \& 23\% \& 34\% \& $$
\begin{aligned}
& \begin{array}{l}
25 \\
18 \% \\
\mathrm{~g}
\end{array}
\end{aligned}
$$ \& $$
\begin{aligned}
& 27 \\
& 24 \% \\
& G
\end{aligned}
$$ \& 19
$15 \%$ \& 6\% \& $$
\begin{aligned}
& 41 \\
& 26 \% \\
& 26 \%
\end{aligned}
$$ \& $\xrightarrow{26} 13 \%$ \& $9{ }_{9}^{9}$ \& $\stackrel{17}{11 \%}$ \& 10\% \& $$
\begin{aligned}
& 51 \\
& 26 \% \\
& \text { KI }
\end{aligned}
$$ \& 22 $14 \%$ \& 41
$22 \%$
p \& 14\% \& $\stackrel{56}{20 \%}$ \& 20 $11 \%$ \& 142\% \& ${ }_{24}^{69}$ <br>
\hline Not Much/None (Net) \& $$
\begin{gathered}
154 \\
34 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 73 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 80 \\
& 32 \%
\end{aligned}
$$ \& $$
{ }^{38} 88 \%
$$ \& $$
\begin{aligned}
& 36 \% \\
& 26
\end{aligned}
$$ \& $$
\begin{aligned}
& 61 \\
& 48 \% \\
& \mathrm{DE}
\end{aligned}
$$ \& 25 31 \& $$
\begin{aligned}
& 37 \\
& 23 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 73 \\
& 38 \% \\
& H
\end{aligned}
$$ \& $$
\begin{aligned}
& 44 \\
& 41 \% \\
& { }_{H} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \\
& 34 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 39 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 64 \% \\
& 32
\end{aligned}
$$ \& 54\% \& $$
\begin{aligned}
& 55 \\
& 30 \%
\end{aligned}
$$ \& 45\% \& 101 \& $$
\begin{aligned}
& 52 \%
\end{aligned}
$$ \& 11 25 \& 86\% <br>
\hline Not much \& 56\% \& 31 15 \& 25 ${ }^{2}$ \& 19\% \& 9\% \& 21\% \& ${ }_{8}^{6} \%$ \& ${ }^{14} 9$ \& 23
$12 \%$ \& 18\% \& ${ }^{13} 9$ \& 14\% \& ${ }^{26} 13 \%$ \& 24

15\%
p \& ${ }^{24} 13 \%$ \& ${ }_{6 \%}$ \& 44
$16 \%$
$R$ \& 12\% \& 11\% \& 14\% <br>

\hline None \& ${ }^{98}{ }^{1} \%$ \& 430\% \& 22\% \& 18\% \& 218\% \& \[
$$
\begin{aligned}
& 40 \\
& 31 \% \\
& \text { 41\% }
\end{aligned}
$$

\] \& ${ }^{18} 3$ \& 22 $14 \%$ \& \[

$$
\begin{aligned}
& 50 \\
& 26 \% \\
& \text { 26\% }
\end{aligned}
$$
\] \& 26\% \& 37

$25 \%$ \& 194\% \& ${ }^{38}$ 19\% \& 20\% \& 31\% \& $$
\begin{aligned}
& 37 \\
& 30 \% \\
& 0
\end{aligned}
$$ \& 57 \& 41 $23 \%$ \& ${ }_{14 \%}^{6}$ \& 17\% <br>

\hline I am not at all familiar with this company \& $$
\begin{gathered}
165 \\
36 \%
\end{gathered}
$$ \& \[

52 \%

\] \& \[

$$
\begin{gathered}
113 \\
46 \% \\
\mathrm{~B}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 38 \%
\end{aligned}
$$

\] \& 31\% \& 39\% \& \[

$$
\begin{gathered}
43 \\
55 \% \\
\text { dEF }
\end{gathered}
$$

\] \& \[

{ }_{28}^{48}

\] \& \[

$$
\begin{aligned}
& 71 \\
& 37 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
49 \\
46 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 69 \\
& 46 \% \\
& M
\end{aligned}
$$

\] \& 25 3 \% \& $49 \%$ \& 610\% \& 55\% \& $49 \%$ \& 819\% \& \[

$$
\begin{aligned}
& 79 \\
& 45 \% \\
& \hline \text { P }
\end{aligned}
$$
\] \& ${ }^{5} 1 \%$ \& 86\% <br>

\hline Sigma \& 1500\% \& $$
\begin{aligned}
& 210 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 248 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 116 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 128 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
78 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 159 \\
& 100 \%
\end{aligned}
$$
\] \& 194

$100 \%$ \& \[
$$
\begin{aligned}
& 106 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 201 $100 \%$ \& 154

$100 \%$ \& 1820\% \& 122
$100 \%$ \& ${ }^{278} 100$ \& 174
$100 \%$ \& 100\% \& 285 100 <br>
\hline
\end{tabular}

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 475 | 188 | 287 | 192 | 143 | 66 | 74 | 168 | 186 | 121 | 263 | 64 | 122 | 148 | 164 | 163 | 271 | 188 | 50 | 266 |
| Weighted Base | 481 | 234 | 246 | 144 | 131* | 91* | 116* | $162^{*}$ | 204* | 114* | 146 | 76* | 222* | 153* | 186* | 141* | 303 | $160 *$ | 59* | 305 |
| Somewhat/A Great Deal (Net) | $\stackrel{282}{59 \%}$ | $\begin{gathered} 150 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 85 \\ 65 \% \\ 9 \end{gathered}$ | ${ }^{55}$ | $\begin{aligned} & 57 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 110 \\ 68 \% \\ 1 \end{gathered}$ | 98\% | 73 $64 \%$ $i$ | $\begin{aligned} & 79 \\ & 54 \% \end{aligned}$ | 51\% | $\begin{gathered} 153 \\ \stackrel{159}{69} \\ \mathrm{KI} \end{gathered}$ | 89\% | $\begin{gathered} 110 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 58 \% \end{aligned}$ | 193 ${ }_{64 \%}$ | ${ }_{54 \%}^{86}$ | - ${ }^{76}$ | 185 $61 \%$ |
| A great deal | ${ }^{143} 3$ | 74 $32 \%$ | 69\% | 418\% | 50\% | 24\% | 28\% | $\begin{gathered} 61 \\ 37 \% \\ \hline \end{gathered}$ | ${ }^{43} \%$ | 30 ${ }^{40}$ | 37 $25 \%$ | ${ }^{18} 8$ | $\begin{aligned} & 86 \\ & 39 \% \\ & \text { K } \end{aligned}$ | 427\% | 36\% | ${ }_{32}{ }^{3}$ | $\begin{gathered} 106 \\ 35 \% \\ r \end{gathered}$ | 37\% | 51 ${ }_{\text {52 }}$ | ${ }^{102}$ |
| Somewhat | ${ }^{138} \text { 29\% }$ | $\begin{aligned} & 76 \\ & 32 \% \end{aligned}$ | 625\% | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & \text { 375 } \\ & 27 \end{aligned}$ | $\begin{aligned} & 31 \\ & 34 \% \end{aligned}$ | 28\% | $\begin{aligned} & 49 \\ & 30 \% \end{aligned}$ | ${ }_{25}^{27 \%}$ | 33\% | ${ }^{42} 2$ | $\text { 20 } 27$ | $\begin{aligned} & 68 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | 29\% | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | ${ }_{29}^{87}$ | $\begin{aligned} & 49 \% \\ & 30 \end{aligned}$ | 159\% | 84\% |
| Not Much/None (Net) | $\begin{gathered} 163 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 45 \% \\ & \text { HJ } \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 44 \% \\ & \mathrm{~m} \end{aligned}$ | 61 $28 \%$ | ${ }_{36}^{56}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | 42\% | ${ }^{94}{ }^{4} \%$ | 62\% | ${ }_{2}^{12}$ | $\underset{\substack{102 \\ 3}}{ }$ |
| Not much | ${ }^{92} 19$ | 40\% | ${ }^{52}$ 21\% | 20\% | 21 16 | 11 $13 \%$ | 32\% | 19\% | $\begin{aligned} & 59 \\ & 599 \% \\ & \mathrm{HJ} \end{aligned}$ | 15\% | 21 $14 \%$ | $\begin{gathered} 26 \\ { }^{265 \%} \\ \text { KM } \end{gathered}$ | 17\% | 25\% ${ }_{\text {P }}$ | 35 $19 \%$ | 19 | 53 $18 \%$ | 38\% | 15\% | 23\% |
| None | $\begin{aligned} & 71 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 13 \% \end{aligned}$ | 40\% | 21 15 | 19 $15 \%$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | 24 15 | 32 $16 \%$ | 15\% | $\begin{aligned} & 30 \\ & \begin{array}{l} 30 \\ \text { IM } \end{array} \text { ( } \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \% \\ & 11 \% \end{aligned}$ | 31 $17 \%$ | 23 $16 \%$ | 40\% | 23 $15 \%$ | $\stackrel{3}{5 \%}$ | 33 $11 \%$ |
| I am not at all familiar with this company | ${ }^{36} 8$ | 14 6 \% | ${ }^{22} 9$ | ${ }^{11} 7$ | 5\% | 10\% | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | 10 $6 \%$ | 14\% | 12\% | $\begin{aligned} & 16 \\ & { }^{11} \% \\ & M \end{aligned}$ | $\stackrel{3}{5 \%}$ | $7 \%$ | 9\% | 10 5 \% | 17 $12 \%$ | 17 6 | 12 $8 \%$ | ${ }_{2 \%}$ | ${ }^{18} 6$ |
| Sigma | $\begin{aligned} & 481 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 204\% | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 303 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 100\% | 305\% |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 469 | 182 | 287 | 181 | 137 | 80 | 71 | 168 | 180 | 121 | 257 | 60 | 118 | 146 | 140 | 183 | 234 | 222 | 35 | 236 |
| Weighted Base | 456 | 224 | 232 | $130 *$ | $120 *$ | 106* | $100^{*}$ | $170 *$ | $186 *$ | $100 *$ | 139 | $65^{*}$ | $215 *$ | $130 *$ | $166 *$ | $160 *$ | 245 | 204 | $48 * *$ | 274 |
| Somewhat/A Great Deal (Net) | 252 55 | $\begin{gathered} 141 \\ 63 \% \\ \hline \mathrm{C} \end{gathered}$ | 111 $48 \%$ | 649\% | 76 $63 \%$ | 53 | 59\% | $\begin{gathered} 110 \\ 65 \% \\ 6 j \end{gathered}$ | 919\% | 50 | 59\% | 32 $49 \%$ | $\begin{gathered} 137 \\ 64 \% \\ K \end{gathered}$ | 90 $69 \%$ | 548\% | ${ }^{68} 9$ | $\begin{gathered} 149 \\ 61 \% \\ r \end{gathered}$ | ${ }^{98}{ }^{18}$ | 40 85 | 162 $59 \%$ |
| A great deal | $\begin{gathered} 134 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 37 \% \\ & \text { B7 } \end{aligned}$ | ${ }_{20}^{52 \%}$ | $\begin{aligned} & 36 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \end{aligned}$ | $32 \%$ | $27$ | $\begin{gathered} 63 \\ 37 \% \\ \hline \end{gathered}$ | ${ }_{23}^{43 \%}$ | 28\% | 32\% | $\begin{aligned} & 10 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & { }^{80} \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 35 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{aligned} & 53 \% \\ & 32 \% \end{aligned}$ | 36\% | $\begin{aligned} & 81 \\ & 33 \% \end{aligned}$ | 52\% | ${ }^{26} 5$ | 98\% |
| Somewhat | ${ }_{117}^{26 \%}$ | 57\% | ${ }_{26 \%}^{60}$ | 31 $24 \%$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | 210\% | $32 \%$ | ${ }_{28}^{47}$ | ${ }^{48}{ }^{26 \%}$ | 22\% | 37\% | ${ }_{34}^{22}$ | 50\% | ${ }_{3}^{44} \times$ | 415\% | 32\% | 68\% | ${ }^{45} 2$ | 14 30 | ${ }_{23}^{64}$ |
| Not Much/None (Net) | 171 $38 \%$ | 75 3 \% | 96 $41 \%$ | 47 $36 \%$ | 39\% | 474 | $38{ }_{3}{ }^{3}$ | 48\% | $\begin{aligned} & 79 \\ & 43 \% \\ & H^{2} \end{aligned}$ | ${ }_{44}^{44} \mathrm{~h}$ | 56\% | ${ }_{43}^{28}$ | 73 $34 \%$ | 33\% | 63 $38 \%$ | $\begin{aligned} & 75 \\ & 47 \% \\ & { }^{7} \% \end{aligned}$ | 80 31 | 88 $43 \%$ 9 | $\stackrel{4}{9 \%}$ | 959\% |
| Not much | 83\% | ${ }^{38} \%$ | ${ }^{45} 9$ | 229\% | $19 \%$ | 18\% | 17\% | 29\% | ${ }^{36}$ 19\% | 17\% | 20\% | 13 $19 \%$ | $\stackrel{47}{22 \%}$ | ${ }^{12} 9$ | $\begin{aligned} & \text { 320\% } \\ & \text { n } \end{aligned}$ | $\begin{aligned} & 39 \\ & { }^{24} 4 \% \\ & \mathrm{~N} \end{aligned}$ | 44\% | ${ }^{38} 8$ | $\stackrel{2}{5 \%}$ | 24\% |
| None | ${ }^{88}{ }^{19} \%$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | 51\% | 18 $14 \%$ | 20 $17 \%$ | $\begin{gathered} 29 \\ 27 \% \\ d \end{gathered}$ | 22 22 | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 4_{23}^{23} \\ & { }_{H}^{2} \end{aligned}$ | $\underset{H}{27} \underset{H}{27}$ | $\begin{aligned} & 36 \\ & \begin{array}{l} 36 \\ { }_{2} \end{array} \end{aligned}$ | $\begin{aligned} & 15 \\ & 24 \% \\ & \mathrm{~m} \end{aligned}$ | ${ }^{26}{ }^{2} \%$ | 22 $17 \%$ | 30\% | 23\% | 35 $14 \%$ | 50 ${ }_{\text {25\% }}$ | ${ }_{4 \%}^{2}$ | 41 $15 \%$ |
| I am not at all familiar with this company | $34 \%$ | 9 | $\begin{aligned} & \begin{array}{c} 25 \\ 11 \% \\ \text { B } \end{array} \end{aligned}$ | $\begin{gathered} 19 \\ 15 \% \\ E G \end{gathered}$ | ${ }_{5}^{6} \%$ | ${ }_{6}^{6} \%$ | 3\% | ${ }^{12} 7$ | $\stackrel{16}{8 \%}$ | ${ }_{6}^{6} \%$ | $\begin{aligned} & \begin{array}{l} 14 \\ 10 \% \\ M \end{array} \end{aligned}$ | 8\% | ${ }_{3 \%}^{6}$ | 7 5 | ${ }^{10} 6$ | 17 $11 \%$ | ${ }^{16} 6$ | ${ }^{18} 9$ | $\stackrel{3}{6 \%}$ | 17\% |
| Sigma | $\begin{aligned} & 456 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 100 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | 274 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risklevel) - B/C - D/E/F/G-H/IJ-K/LM- N/O/P - Q/R - S/I


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
5 / 20 \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 465 \& 181 \& 284 \& 193 \& 127 \& 80 \& 65 \& 156 \& 185 \& 124 \& 251 \& 61 \& 128 \& 129 \& 158 \& 178 \& 262 \& 193 \& 43 \& 251 <br>
\hline Weighted Base \& 469 \& 214 \& 255 \& 148 \& 114* \& 111* \& 95* \& 153* \& $220 *$ \& 96* \& 141 \& $73^{*}$ \& 230* \& 133* \& 171* \& 165* \& 284 \& 173* \& $63^{* *}$ \& 294 <br>
\hline $$
\begin{aligned}
& \text { Somewhat/A Great Deal } \\
& (\mathrm{Net})
\end{aligned}
$$ \& $$
{ }_{39}^{182}
$$ \& $$
\begin{gathered}
113 \\
530 \\
5
\end{gathered}
$$ \& 699\% \& $$
\begin{gathered}
93 \\
\text { eFG } 63
\end{gathered}
$$ \& $$
\begin{aligned}
& 55 \\
& { }^{58} \% \\
& \mathrm{FG}
\end{aligned}
$$ \& 24\% \& $$
\begin{aligned}
& 10 \\
& 11 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 99 \\
& 65 \% \\
& \text { iJ }
\end{aligned}
$$ \& 39

J \& 14\% \& 44\% \& 189\% \& $$
\begin{aligned}
& 115 \\
& 50 \% \\
& \text { KL }
\end{aligned}
$$ \& 39\% \& \[

$$
\begin{aligned}
& 86 \\
& 50 \% \\
& \text { NP }
\end{aligned}
$$
\] \& 57

$34 \%$ \& $$
\begin{gathered}
127 \\
\stackrel{45}{4} \%
\end{gathered}
$$ \& 51 $29 \%$ \& 50\% \& 153

$52 \%$ <br>

\hline A great deal \& $$
\begin{aligned}
& 94 \\
& 20 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& { }^{693} \\
& { }^{29 \%}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 44 \\
& 30 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 25 \% \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& 14 \%
\end{aligned}
$$

\] \& $5{ }_{5}$ \& \[

$$
\begin{aligned}
& 60 \\
& 39 \% \% \\
& 1.5
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 14 \% \\
& j \%
\end{aligned}
$$

\] \& \[

{ }_{4 \%}^{4}

\] \& \[

$$
\begin{aligned}
& \text { 140 }
\end{aligned}
$$
\] \& 11

$15 \%$ \& \[
$$
\begin{aligned}
& \frac{62}{27 \%} \\
& \mathrm{~K}
\end{aligned}
$$

\] \& ${ }^{12} 9$ \& \[

$$
\begin{aligned}
& { }^{45} \\
& 26 \% \\
& N
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& { }_{22} 2 \% \\
& \mathrm{~N}
\end{aligned}
$$
\] \& 71

25\% \& 21
$12 \%$ \& 30\% \& 83\% <br>

\hline Somewhat \& $$
{ }_{198}^{88}
$$ \& 50 \& \[

$$
\begin{aligned}
& 38 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 48 \\
& { }_{33}{ }^{3} \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
27 \\
23 \% \\
\text { FG }
\end{gathered}
$$
\] \& ${ }_{7 \%}$ \& ${ }_{6}{ }^{\text {\% }}$ \& 39\% \& 39

$18 \%$ \& 10\% \& 24\% \& 11\% \& 53 23 \& ${ }_{21}^{28}$ \& 24\% ${ }_{\text {P }}^{41}$ \& $$
\begin{aligned}
& 20 \\
& 12 \%
\end{aligned}
$$ \& 20\% \& 29 $17 \%$ \& 21 310 \& ${ }_{24}^{69}$ <br>

\hline Not Much/None (Net) \& 220 $47 \%$ \& 78\% \& \[
$$
\begin{gathered}
142 \\
56 \% \\
B
\end{gathered}
$$

\] \& 439\% \& 419\% \& \[

$$
\begin{aligned}
& 78 \\
& 70 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 58 \\
& 56 \\
& \text { CE }
\end{aligned}
$$

\] \& 21\% \& \[

$$
\begin{gathered}
122 \\
55 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 57 \\
& 59 \% \\
& H
\end{aligned}
$$
\] \& 69\% \& 40\% \& $\xrightarrow{102}$ \& 76

$57 \%$
0 \& $72 \%$ \& 72
$44 \%$ \& 122 ${ }_{43}$ \& 96
$56 \%$
9 \& 12\% \& 123
$42 \%$ <br>
\hline Not much \& 73
$16 \%$ \& 28
$13 \%$ \& 46\% \& 24 16 \& ${ }_{18}^{16 \%}$ \& 16\% \& 15\% \& 16\% \& 178\% \& 20 ${ }_{\text {21\% }}$ \& ${ }^{18}{ }^{1} \%$ \& 14\% \& 179\% \& 2818 \& 18 \& ${ }^{28} 17 \%$ \& 44\% \& 29 $17 \%$ \& ${ }_{9}^{5}$ \& 50\% <br>

\hline None \& ${ }^{147}$ 31\% \& 51\% \& \[
$$
\begin{aligned}
& 96 \\
& 38 \% \\
& 38
\end{aligned}
$$

\] \& 18\% \& 23 ${ }^{20 \%}$ \& \[

$$
\begin{aligned}
& 62 \\
& 56 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 43 \\
& 45 \% \\
& \text { DE }
\end{aligned}
$$

\] \& 26\% \& \[

$$
\begin{aligned}
& 84 \\
& 38 \% \\
& 38
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 39 \% \\
& H^{37}
\end{aligned}
$$
\] \& 51

$36 \%$ \& 25 ${ }^{2}$ \& 23\% \& ${ }^{48} 7$ \& 34\% \& 45\% \& 78\% \& $$
\begin{aligned}
& 67 \\
& 39 \% \\
& q
\end{aligned}
$$ \& ${ }_{10}^{6} \%$ \& $73 \%$ <br>

\hline I am not at all familiar with this company \& 67

$14 \%$ \& $\stackrel{23}{11 \%}$ \& 44\% \& 13 \& ${ }^{18}{ }^{15}$ \& 109\% \& \[
$$
\begin{aligned}
& 27 \\
& 28 \% \\
& \text { DF }
\end{aligned}
$$

\] \& 12\% \& 29 $13 \%$ \& \[

$$
\begin{aligned}
& \frac{25}{26 \%} \\
& { }^{26 \%}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 28 \\
& 20 \% \\
& M
\end{aligned}
$$
\] \& 15

2
$M$ \& 13

5 \& 17\% \& ${ }^{14} 8$ \& $$
\begin{aligned}
& 36 \\
& 22 \% \\
& 0
\end{aligned}
$$ \& 36 $13 \%$ \& ${ }^{26} 15$ \& * \& 19\% <br>

\hline Sigma \& $$
\begin{aligned}
& 469 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 214 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 255 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 148 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 114 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 111 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
95 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 153 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 220 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
96 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
73 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 230 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 133 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 171 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 165 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 284 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 173 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 294

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M-N/O/P - Q/R-S/T


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(220) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 159 | 315 | 199 | 135 | 77 | 63 | 164 | 196 | 114 | 255 | 58 | 129 | 133 | 173 | 168 | 246 | 220 | 37 | 253 |
| Weighted Base | 446 | 195* | 251 | 150 | 111* | $107 *$ | 78* | 155* | 196* | 95* | 148 | 58* | 209* | 134* | 175* | $138{ }^{*}$ | 250 | 188 | 45** | 270 |
| Somewhat/A Great Deal (Net) | $\stackrel{241}{54 \%}$ | $\begin{aligned} & 115 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 126 \\ 50 \% \end{gathered}$ |  | $\begin{aligned} & 68 \\ & 6{ }_{1} \% \\ & \mathrm{FG}^{2} \end{aligned}$ | $\begin{aligned} & 43 \\ & 40 \% \end{aligned}$ | 29\% | $\begin{aligned} & 93 \\ & 60 \% \end{aligned}$ | ${ }^{103} 5$ | $44 \%$ | $\begin{aligned} & 79 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 51 \% \end{aligned}$ | 120 $58 \%$ | $\begin{aligned} & 67 \% \\ & 50 \% \end{aligned}$ | $\begin{gathered} 107 \\ \substack{61 \% \\ \mathrm{p}} \end{gathered}$ | $\begin{aligned} & 67 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 53 \% \end{aligned}$ | 31 69 | 157 $58 \%$ |
| A great deal | ${ }_{26 \%}^{115}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | 55\% | $\begin{aligned} & 46 \\ & 31 \% \\ & \text { fg } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 40 \\ 36 \% \\ \mathrm{FG} \end{array} \end{aligned}$ | ${ }^{16} 15$ | 13 $16 \%$ | $\begin{aligned} & 54 \\ & 35 \% \\ & 1 \end{aligned}$ | 39 ${ }^{30}$ | 21 23 | 36\% | 15\% | 58\% | 32\% | 20\% | 35\% | 76 $30 \%$ r | 31\% | 21 45 | 74\% |
| Somewhat | ${ }^{126}$ | 54\% | 718\% | $\begin{gathered} 55 \\ 36 \% \\ 9 \end{gathered}$ | 25\% | 27\% | ${ }^{16}$ 21\% | 39\% | 64\% | $\xrightarrow[23]{23}$ | 418\% | 14\% | 62\% | 37\% | 57 3 \% | 31 $23 \%$ | 64\% | 61 $33 \%$ | 11\% | ${ }^{83} 1 \%$ |
| Not Much/None (Net) | $\begin{gathered} 171 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 106 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 51 \% \\ & 51 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 43 \\ & 55 \% \\ & \text { DE } \end{aligned}$ | 55 \% | 79 $40 \%$ | 36\% | 57 | 24 42 | 79 $38 \%$ | 60\% | 61 35 | 50\% | 958\% | 74 $40 \%$ | 11 25 | 94\% |
| Not much | 79\% | 30\% | 40\% | 22\% | 22 19 | 15\% | 20\% | 26\% | ${ }_{21} 1 \%$ | 13 | ${ }^{25}$ | 122\% | 38\% | $\begin{aligned} & 35 \\ & 26 \% \\ & 0 \end{aligned}$ | ${ }^{16} 9$ | $\begin{gathered} 28 \\ 21 \% \\ \hline \end{gathered}$ | 18\% | 35 $19 \%$ | 114\% | 25\% |
| None | ${ }_{21}{ }^{2} \%$ | ${ }_{13}^{26}$ | $\begin{aligned} & \text { 66 } \\ & 26 \% \\ & \text { 26 } \end{aligned}$ | 15 10 | 15 $13 \%$ | $\begin{aligned} & 39 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 23 \\ & 29 \% \\ & \text { De } \end{aligned}$ | 29\% | 38\% | 25\% | 32\% | 20\% | 19\% | 25\% | 26\% | ${ }^{22} 6$ | 51\% | 31\% | $1 \%$ | 15\% |
| I am not at all familiar with this company | $\begin{gathered} 34 \\ 8 \% \end{gathered}$ | ${ }^{16} 8$ | 19\% | ${ }^{12} \%$ | ${ }_{6 \%}^{7}$ | $9{ }_{8}$ | ${ }_{8 \%}^{6}$ | $7{ }_{4}^{7}$ | ${ }^{13} 7$ | $\begin{aligned} & 14 \\ & 15 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 12 ${ }^{1}$ | $\stackrel{4}{7 \%}$ | 10\% | $7 \%$ $5 \%$ | $7 \%$ 4 | $\begin{gathered} 21 \\ \text { NO } \\ \hline \end{gathered}$ | 15 6 | 14\% | $\stackrel{3}{6 \%}$ | 19\% |
| Sigma | $\begin{aligned} & 446 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 270 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(220) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 471 | 190 | 281 | 194 | 147 | 71 | 59 | 154 | 199 | 118 | 253 | 63 | 126 | 153 | 163 | 155 | 260 | 200 | 46 | 277 |
| Weighted Base | 474 | 250 | 224 | 142 | $141^{*}$ | 93* | 97* | 157* | $216 *$ | 100* | 158 | 74* | $217^{*}$ | $167^{*}$ | $166 *$ | $141^{*}$ | 275 | 190* | $58^{* *}$ | 301 |
| Somewhat/A Great Deal (Net) | ${ }_{63 \%}^{297}$ | $\begin{aligned} & 169 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 129 \\ 57 \% \end{gathered}$ | 93\% | $\begin{aligned} & 86 \\ & 61 \% \end{aligned}$ | $59$ | $\begin{aligned} & 60 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 113 \\ 7 j_{j} \% \end{gathered}$ | $\begin{gathered} 138 \\ 64 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 46 \\ & 46 \% \end{aligned}$ | ${ }^{89}$ | 50\% | $\begin{gathered} 147 \\ 68 \% \\ k \end{gathered}$ | $\begin{aligned} & 115 \\ & 69 \% \end{aligned}$ | 94\% | 89\% | $\begin{gathered} 176 \\ 64 \% \end{gathered}$ | 119 63 | 44\% | ${ }^{197}$ |
| A great deal | 170 $36 \%$ | 88\% | 82\% | ${ }^{55} 9$ | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | $34 \%$ | 31 $32 \%$ | $\begin{aligned} & 67 \\ & 43 \% \\ & { }_{j}^{2} \end{aligned}$ | 79\% | 24\% | 33 $21 \%$ | 30 $41 \%$ $K$ | $\begin{aligned} & 99 \\ & 46 \% \\ & { }^{96 \%} \end{aligned}$ | 41\% | 36\% | 45\% | ${ }_{112}^{12}$ | 57 30 | 34 $58 \%$ | 130 $43 \%$ |
| Somewhat | ${ }^{128}{ }_{2}{ }^{\text {\% }}$ | $\begin{aligned} & 81 \\ & 32 \% \\ & \text { B2\% } \end{aligned}$ | $\stackrel{47}{21 \%}$ | 38\% | 36 $25 \%$ | 25\% | 29\% | 469\% | 59\% | 22\% | $\begin{aligned} & 56 \\ & 35 \% \\ & M \end{aligned}$ | 19\% | ${ }^{48} 2$ | 46\% | 37\% | ${ }^{44} 1 \%$ | 65\% | ${ }_{32}^{62}$ | 10\% | 67\% |
| Not Much/None (Net) | $\begin{aligned} & 140 \\ & 30 \% \end{aligned}$ | 622 | $\begin{aligned} & 78 \\ & 35 \% \\ & b \end{aligned}$ | ${ }_{21}^{49 \%}$ | $42 \%$ | 26\% | $\begin{aligned} & 31 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & \\ & \end{aligned}$ | ${ }^{63}{ }^{69}$ | $\begin{aligned} & 42 \\ & 42 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 56 \\ & 35 \% \end{aligned}$ | 19\% | 55\% | 43\% | 57 35 | 40\% | 73 $27 \%$ | 64 $34 \%$ | ${ }_{21}^{12}$ | 85\% |
| Not much | 12\% | 18\% | $\begin{gathered} 38 \\ 17 \% \% \\ \text { B } \end{gathered}$ | 23 16 | ${ }_{13}^{18}$ | 10\% | ${ }_{6}^{6}$ | 16\% | 27 | 13 | 11\% | ${ }_{9}^{6} \%$ | 29 $13 \%$ | 13\% | 27 16 | $11 \%$ | ${ }^{28} 10$ | 28\% | 8\% | ${ }_{14}{ }^{2} \%$ |
| None | $\begin{aligned} & 84 \\ & 18 \% \end{aligned}$ | 18\% | 40\% | ${ }^{18} 18$ | 25\% | 16\% | 25\% | 20 $13 \%$ | ${ }_{17}^{36}$ | $\begin{aligned} & 29 \\ & 29 \% \\ & \mathrm{Hi}^{2} \end{aligned}$ | $\begin{aligned} & 38 \\ & 24 \% \\ & { }^{2} \% \end{aligned}$ | 12 17\% | ${ }_{12}^{26}$ | 30\% | 30 $18 \%$ | 24\% | 45\% | 19\% | ${ }_{14 \%}$ | 43 $14 \%$ |
| I am not at all familiar with this company | ${ }^{36} 8$ | 19\% | ${ }^{17} 8$ | $7 \%$ 5 | ${ }^{13} 9$ | ${ }_{9}^{8} \%$ | $7 \%$ | $\stackrel{8}{5 \%}$ | ${ }^{16} \%$ | $12 \%$ | ${ }^{14} 9$ | ${ }_{8}^{6}$ | 14\% | ${ }_{5}^{5}$ | ${ }^{15} 9$ | ${ }^{12} 9$ | $\stackrel{25}{9 \%}$ | $7 \%$ $3 \%$ | ${ }_{3}^{2}$ | 20\% |
| Sigma | $\begin{aligned} & 474 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 216 $100 \%$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 744\% | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 100\% | 301 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 488 \& 178 \& 310 \& 202 \& 142 \& 75 \& 69 \& 173 \& 203 \& 112 \& 285 \& 63 \& 110 \& 142 \& 177 \& 169 \& 252 \& 221 \& 43 \& 258 <br>
\hline Weighted Base \& 456 \& 209* \& 247 \& 145 \& 128* \& 87* \& 97* \& 166* \& 197 \& $93^{*}$ \& 165 \& 66* \& 194* \& $146 *$ \& $162^{*}$ \& 147* \& 251 \& 186* \& $65^{* *}$ \& 266 <br>
\hline Somewhat/A Great Deal (Net) \& $$
\begin{gathered}
366 \\
80 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 165 \\
& 79 \%
\end{aligned}
$$ \& $$
{ }_{81 \%}^{201}
$$ \& $$
\begin{gathered}
116 \\
80 \%
\end{gathered}
$$ \& $$
\begin{gathered}
111 \\
87 \%
\end{gathered}
$$ \& $$
77 \%
$$ \& $$
72
$$ \& $$
\begin{gathered}
141 \\
85 \%
\end{gathered}
$$ \& $$
{ }^{152}
$$ \& 73 \& $$
\begin{gathered}
133 \\
81 \%
\end{gathered}
$$ \& $$
{ }_{82}^{52 \%}
$$ \& $$
\begin{gathered}
155 \\
80 \%
\end{gathered}
$$ \& ${ }^{124} 88$ \& $$
\begin{gathered}
131 \\
80 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 111 \\
& 75 \%
\end{aligned}
$$ \& ${ }^{212} 84 \%$ \& $$
\begin{gathered}
141 \\
76 \%
\end{gathered}
$$ \& 54\% \& 211 79 <br>
\hline A great deal \& 241 $53 \%$ \& 114

$54 \%$ \& ${ }^{128} 5$ \& 76\% \& 759\% \& 41 \% \& 49\% \& \[
$$
\begin{gathered}
102 \\
61 \% \\
1
\end{gathered}
$$

\] \& 77\% \& 63\% \& 95\% \& 32\% \& 107 \& 76\% \& 542\% \& 82\% \& | 137 |
| :---: |
| 55 |
| 5 | \& 59\% \& 34\% \& 138

5
5 <br>

\hline Somewhat \& $$
{ }_{27}^{124}
$$ \& \[

$$
\begin{aligned}
& 51 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 73 \\
& 30 \%
\end{aligned}
$$

\] \& 40\% \& \[

$$
\begin{aligned}
& 36 \\
& 28 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 26 \\
& 30 \%
\end{aligned}
$$

\] \& 22 23 \& \[

$$
\begin{gathered}
39 \\
24 \% \\
j
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& \text { 75 } \\
& 38 \% \\
& \mathrm{HJ}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 10 \\
& 11 \%
\end{aligned}
$$

\] \& 33\% \& 22 3 \% \& 48\% \& \[

{ }_{33}^{43}

\] \& \[

{ }_{29}^{47}

\] \& 29\% \& \[

{ }_{30}^{75}
\] \& ${ }_{23}^{43}$ \& 20\% \& 73 <br>

\hline Not Much/None (Net) \& $$
\begin{aligned}
& 70 \\
& 15 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 30 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 16 \%
\end{aligned}
$$

\] \& 25\% \& \[

$$
\begin{aligned}
& 15 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 18 \% \\
& \hline
\end{aligned}
$$

\] \& $12 \%$ \& \[

$$
\begin{aligned}
& 21 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 11 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 15 \\
& 10 \%
\end{aligned}
$$

\] \& 29\% \& \[

$$
\begin{aligned}
& 26 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \\
& \text { 19\% }
\end{aligned}
$$
\] \& 14\% \& $43 \%$ <br>

\hline Not much \& $34 \%$ \& 17\% \& ${ }^{16} \%$ \& 14\% \& 7\% \& 10\% \& ${ }_{2 \%}^{2}$ \& ${ }_{5}^{8} \%$ \& 16\% \& 10\% \& 8\% \& $\stackrel{3}{5 \%}$ \& 22 $11 \%$ \& 10\% \& 11 $6 \%$ \& ${ }^{13} 9$ \& ${ }^{18} \%$ \& ${ }^{16} 8$ \& 5\% \& 22\% <br>

\hline None \& 37\% \& ${ }^{13} 6$ \& $$
\begin{aligned}
& 24 \\
& 10 \%
\end{aligned}
$$ \& 1180 \& $8 \%$ \& 7\% \& 11

$12 \%$ \& ${ }^{15} 9$ \& $$
\begin{aligned}
& 19 \\
& 10 \%
\end{aligned}
$$ \& 3 \& 13\% \& 11\% \& 1588 \& ${ }^{5} \%$ \& 19

$12 \%$
$n$ \& ${ }^{13} 9$ \& ${ }^{15}{ }_{6}$ \& 20 $11 \%$ \& 5\% \& 21 8 <br>

\hline I am not at all familiar with this company \& ${ }^{20} 4 \%$ \& \[
$$
\begin{gathered}
14 \% \\
7 \%
\end{gathered}
$$

\] \& 5\% \& ${ }_{3}^{4}$ \& ${ }_{1}^{2} \%$ \& $3{ }^{3}$ \& \[

$$
\begin{aligned}
& 11 \\
& 12 \% \\
& \text { DE }
\end{aligned}
$$
\] \& ${ }_{1}^{2}$ \& 10

5 \& $$
\stackrel{8}{8}{ }_{\mathrm{h}}^{8}
$$ \& \[

$$
\begin{aligned}
& 10 \\
& \begin{array}{c}
6 \% \\
\mathrm{~m}
\end{array}
\end{aligned}
$$

\] \& ${ }_{2}^{2}$ \& $3{ }^{3}$ \& ${ }_{5 \%}^{7}$ \& ${ }^{3} \mathrm{2}$ \& \[

$$
\begin{gathered}
10 \\
7 \% \\
0
\end{gathered}
$$
\] \& ${ }_{3}^{6}$ \& 8\% \& ${ }_{2 \%}$ \& ${ }^{12} 4$ <br>

\hline Sigma \& $$
\begin{aligned}
& 456 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 209 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 247 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 145 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 128 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
87 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
97 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 166 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 197 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
93 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 165 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
66 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 194 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 162 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 147 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 251 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 186 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 266\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 183 | 285 | 213 | 129 | 68 | 58 | 166 | 196 | 106 | 244 | 68 | 131 | 117 | 171 | 180 | 243 | 210 | 43 | 265 |
| Weighted Base | 469 | $219 *$ | 250 | 157 | 120* | 104* | 88* | $177^{*}$ | $208{ }^{*}$ | 84* | 145 | 86* | $215^{*}$ | 122* | 182* | 165* | 256 | 197* | $57^{*}$ | 281 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | ${ }_{73}{ }_{73}$ | $\begin{aligned} & 163 \\ & 74 \% \end{aligned}$ | 180 | $\begin{gathered} 121 \\ 77 \% \\ f \end{gathered}$ | $\begin{aligned} & 102 \\ & \quad 85 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 65 \\ & 63 \% \end{aligned}$ | 55\% | $\begin{gathered} 146 \\ { }_{83}^{15} \end{gathered}$ | $\begin{gathered} 143 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 100 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 82 \% \end{aligned}$ | ${ }^{156} \%$ | $\text { 82 }{ }_{67 \%}$ | 143 78 | ${ }^{118}$ | $\begin{gathered} 207 \\ 81 \% \end{gathered}$ | $\stackrel{129}{66 \%}$ | ${ }_{\text {80 }}^{50} \mathrm{t}$ | 219\% |
| A great deal | 171 ${ }_{36 \%}$ | 79 ${ }^{76 \%}$ | 92\% | $\begin{aligned} & 77 \\ & { }^{799} \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{gathered} 47 \\ 40 \% \\ \mathrm{~g} \end{gathered}$ | $\stackrel{26}{25 \%}$ | 20\% | 79 $45 \%$ | ${ }^{65}$ 31\% | ${ }_{32}^{27}$ | 54\% | 30 | 78 36 | 38 | 82 ${ }_{\text {4 }}$ | 51\% | ${ }^{104} 41 \%$ | ${ }^{62}$ \% | 25 ${ }^{45}$ | ${ }^{118} 42 \%$ |
| Somewhat | ${ }_{37 \%}^{172}$ | $\begin{aligned} & 84 \\ & 38 \% \end{aligned}$ | ${ }_{35 \%}^{88}$ | $\begin{aligned} & 44 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 54 \% \\ & 45 \% \end{aligned}$ | $39 \%$ | $\begin{aligned} & 35 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 78 \% \\ & 38 \% \end{aligned}$ | 26 31 | 46\% | $\begin{gathered} 40 \\ 47 \% \\ k \end{gathered}$ | 78\% | 43 ${ }^{3} \%$ | 61 $34 \%$ | ${ }^{67}$ \% | 103 $40 \%$ | 67 $34 \%$ | 25 44 | 101 $36 \%$ |
| Not Much/None (Net) | ${ }_{2}^{109}$ | $\begin{aligned} & 48 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \\ & \text { dE } \end{aligned}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 63 } \\ & \text { 30\% } \\ & H \end{aligned}$ | 21 ${ }_{\text {25\% }}^{\text {h }}$ | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | 52 $24 \%$ | $\begin{aligned} & 38 \\ & 31 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | 39\% | 42\% | $\begin{gathered} 58 \\ 298 \% \\ \hline \end{gathered}$ | ${ }_{10}^{6} \%$ | 53 $19 \%$ |
| Not much | 419\% | 19\% | ${ }^{22} 9$ | ${ }^{12} 8$ | ${ }_{5}^{6}$ | 10\% | 13 $14 \%$ | ${ }^{13} 7$ | 17\% | $12 \%$ | 15 | ${ }_{8}^{7} \%$ | ${ }^{16} \%$ | 17 $14 \%$ 0 | 10 5 | ${ }^{14} 9$ | 21\% | ${ }^{17} 8$ | $\stackrel{3}{5 \%}$ | 20\% |
| None | $\begin{aligned} & 67 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\frac{8}{7 \%}$ | $\begin{aligned} & 27 \\ & 26 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\frac{12}{7 \%}$ | $\begin{aligned} & 46 \\ & 22 \% \\ & \mathrm{Hj} \end{aligned}$ | 11\% | 21 $14 \%$ | ${ }_{9 \%}$ | 36\% | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | 21 $12 \%$ | 25 | 21 8 \% | $\begin{aligned} & 41 \\ & 21 \% \end{aligned}$ | $\stackrel{3}{6 \%}$ | 33 $12 \%$ |
| I am not at all familiar with this company | ${ }^{18}{ }_{4}$ | 9 | 9 | $\stackrel{8}{5 \%}$ | $3{ }_{3}$ | $\stackrel{2}{2 \%}$ | ${ }_{6}^{5}$ | $7 \%$ | $\begin{aligned} & 1 \% \\ & \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \\ & \text { hi } \end{aligned}$ | 10\% | * | ${ }_{3}^{7}$ | $2 \%$ | $8{ }^{8}$ | $\stackrel{8}{5 \%}$ | 3\% | 10 ${ }^{\text {\% }}$ | * ${ }^{\text {\% }}$ | 3\% |
| Sigma | $\begin{aligned} & 469 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 100\% | 215 | 122 $100 \%$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 570\% | 2810\% |

Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (5 / t a l \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 456 | 171 | 285 | 205 | 118 | 68 | 65 | 164 | 195 | 97 | 238 | 63 | 131 | 136 | 164 | 156 | 230 | 217 | 49 | 259 |
| Weighted Base | 469 | 204* | 264 | 156 | $113^{*}$ | $114 *$ | 86* | $164 *$ | $218{ }^{*}$ | 86* | 131 | 66* | 249* | 139* | 194* | $136 *$ | 260 | 201 | $68 * *$ | 302 |
| Somewhat/A Great Deal (Net) | $334 \%$ | $\begin{gathered} 151 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 70 \% \end{aligned}$ | ${ }_{73 \%}^{114}$ | $\begin{aligned} & 76 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 73 \% \end{aligned}$ | $\frac{61}{71 \%}$ | $\begin{gathered} 124 \\ 76 \% \end{gathered}$ | $\begin{gathered} 161 \\ 74 \% \\ j \end{gathered}$ | $\begin{aligned} & 49 \\ & 57 \% \end{aligned}$ | ${ }_{66 \%}^{66}$ | $\begin{aligned} & 51 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 75 \% \end{aligned}$ | 958\% | $\underset{\mathrm{p}}{152}$ | $\begin{aligned} & 88 \\ & 65 \% \end{aligned}$ | 1919 | $\begin{aligned} & 140 \\ & 70 \% \end{aligned}$ | 53\% | 235 ${ }_{78}$ |
| A great deal | ${ }^{193} 41 \%$ | 91 ${ }^{\text {45\% }}$ | 102 ${ }^{39}$ | 58\% | 52\% | 48\% | 35 ${ }^{3} \%$ | 76 $46 \%$ | 93 ${ }^{\text {43\% }}$ | 24\% | 43 3 \% | 22 33 | $\begin{aligned} & 124 \\ & 50 \% \\ & \mathrm{KI} \end{aligned}$ | 549\% | 84\% | 55 | $\begin{gathered} 128 \\ 49 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{63}$ 31\% | ${ }^{38} \%$ | 142 $47 \%$ |
| Somewhat | $\begin{gathered} 141 \\ 30 \% \end{gathered}$ | 599\% | ${ }_{31}^{82}$ | $\begin{aligned} & 56 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | ${ }_{21}^{24}$ | $\begin{aligned} & 35 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 27 \\ 31 \% \end{gathered}$ | ${ }_{28}^{49 \%}$ | $\begin{aligned} & 68 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | ${ }_{33}^{43}$ | $\begin{aligned} & 30 \\ & 35 \% \\ & 45 \end{aligned}$ | $\begin{aligned} & 63 \\ & 25 \% \end{aligned}$ | ${ }_{29 \%}^{40}$ | $\begin{aligned} & 68 \\ & 35 \% \end{aligned}$ | 24\% | $\begin{aligned} & 63 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 38 \% \\ & \hline \end{aligned}$ | ${ }^{15} 2{ }^{2}$ | ${ }_{31}{ }^{2}$ |
| Not Much/None (Net) | ${ }_{24 \%}^{114}$ | ${ }_{23}^{43}$ | 268\% | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | 28\% | 26\% | 20 23 | 32\% | $\text { 50 } 23 \%$ | $\begin{aligned} & 32 \\ & 37 \% \\ & H i \end{aligned}$ | $\begin{aligned} & 387 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 21 \% \end{aligned}$ | ${ }_{22}^{52}$ | 420\% | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 63 $24 \%$ | ${ }_{24}^{49}$ | $12 \%$ | ${ }^{58} 9$ |
| Not much | 63 $14 \%$ | 29 $14 \%$ | 34 $13 \%$ | $17 \%$ | 17\% | $19 \%$ | 11 $13 \%$ | 19\% | 29 $13 \%$ | 15 | 23 | 11\% | 33 $13 \%$ | ${ }^{22} 16 \%$ | ${ }^{26} 13 \%$ | 16 | $\stackrel{45}{17}{ }_{r}$ | ${ }^{18} 9$ | $\stackrel{3}{5 \%}$ | 36\% |
| None | $\begin{aligned} & 51 \% \\ & 11 \% \end{aligned}$ | ${ }_{9 \%}^{17}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \\ & \end{aligned}$ | ${ }^{11}{ }_{9 \%}$ | 10\% | $\stackrel{13}{8 \%}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \\ & h \end{aligned}$ | $\begin{aligned} & 144 \% \\ & 11 \end{aligned}$ | $\begin{gathered} 7 \\ 11 \% \end{gathered}$ | ${ }^{22} 9$ | $\begin{gathered} 19 \\ 14 \% \\ 0 \end{gathered}$ | ${ }^{11}$ | $\begin{aligned} & 21 \\ & 15 \% \\ & 15 \end{aligned}$ | 17\% | $\begin{aligned} & 31 \\ & 315 \% \\ & 15 \end{aligned}$ | $\stackrel{8}{12 \%}$ | 22 7 \% |
| I am not at all familiar with this company | 20 4 \% | 7 | ${ }^{13} 5$ | 6\% | 5\% | ${ }^{1} \%$ | $5{ }_{5}$ | 7 | ${ }_{3}^{8}$ | ${ }_{6}^{5}$ | 8\% | $\stackrel{*}{1 \%}$ | 3\% | ${ }^{3}$ | ${ }^{5} \%$ | $\begin{aligned} & { }^{12} \\ & \text { no } \end{aligned}$ | ${ }_{2 \%}^{6}$ | 12\% | 3\% | 9\% |
| Sigma | $\begin{aligned} & 469 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 264 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | 2490\% | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | 108\% | $\begin{aligned} & 302 \\ & 100 \% \end{aligned}$ |



Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 469 | 173 | 296 | 209 | 124 | 74 | 62 | 152 | 202 | 115 | 245 | 66 | 133 | 132 | 161 | 176 | 243 | 212 | 45 | 254 |
| Weighted Base | 472 | $222^{*}$ | 250 | 167 | 103* | $120 *$ | 82* | 152* | 220 | $100 *$ | 135 | $85^{*}$ | 231* | $142^{*}$ | 174* | $156 *$ | 276 | 183 | $62^{* *}$ | 295 |
| Somewhat/A Great Deal (Net) | 317 $67 \%$ | ${ }^{138} 818$ | 179 $72 \%$ | 93\% | $\begin{aligned} & 77 \\ & 75 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 91 \\ & 76 \% \\ & \hline \end{aligned}$ | 55 6 | 98\% | 159\% | 60\% | 92\% | 57\% | ${ }^{155}$ | $\begin{gathered} 104 \\ \underset{p}{73 \%} \end{gathered}$ | $\begin{gathered} 123 \\ \substack{71 \% \\ \mathrm{p}} \end{gathered}$ | 50\% | 194\% | ${ }^{115} 63$ | 35\% | 191 $65 \%$ |
| A great deal | $\begin{gathered} 178 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 32 \% \end{aligned}$ | $\begin{gathered} 107 \\ 43 \% \\ b \end{gathered}$ | ${ }_{29}^{49}$ | $\begin{aligned} & 48 \\ & 48 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \frac{57}{47 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 35 } \\ & 30 \% \end{aligned}$ | ${ }_{36}^{56}$ | $\begin{aligned} & 92 \\ & 42 \% \end{aligned}$ | 30\% | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | 33\% | ${ }_{32} 8 \%$ | 54\% | $\begin{aligned} & 70 \\ & 40 \% \end{aligned}$ | 54\% | $\begin{aligned} & 109 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | ${ }^{22}$ \% | 110 37 |
| Somewhat | $\begin{gathered} 139 \\ 29 \% \end{gathered}$ | 680\% | $\begin{array}{ll} 71 \\ 29 \% \end{array}$ | ${ }_{27}^{45}$ | 28\% | $\begin{aligned} & 35 \% \\ & 29 \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 37 \% \end{aligned}$ | ${ }_{28 \%}^{48 \%}$ | $\begin{aligned} & 67 \\ & 30 \% \end{aligned}$ | 30\% | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 24\% | 74\% | 50\% | $\begin{aligned} & 53 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 23 \% \end{aligned}$ | ${ }_{31}^{85}$ | $\stackrel{47}{26 \%}$ | 13 $21 \%$ | 81\% |
| Not Much/None (Net) | ${ }^{128} 27 \%$ | 72 $33 \%$ $c$ | 22\% | $\begin{aligned} & \text { 60\% } \\ & \text { 36\% } \\ & \text { Ef } \end{aligned}$ | 210\% | ${ }_{26}^{26}$ | 22 26 | ${ }^{43} 9$ | 53 $24 \%$ | 32\% | 32\% | ${ }^{26} \%$ | 65 28 | 34\% | 26\% | 50\% | 71 26 | 54\% | 24\% | ${ }_{31}{ }^{2}$ |
| Not much | 85\% | 24\% | ${ }_{17}^{42}$ \% | $\begin{aligned} & 44 \\ & 26 \% \\ & \text { eF } \end{aligned}$ | ${ }^{16}$ \% | 13\% | 12\% | 35\% | 31 $14 \%$ | $19 \%$ | 15 | $\begin{aligned} & 23 \\ & 27 \% \\ & { }_{2}^{27} \% \end{aligned}$ | 43\% | ${ }^{23} 16$ | 29\% | 33\% | 53 $19 \%$ | 31\% | 20\% | 22\% |
| None | $4_{9 \%}$ | $\begin{gathered} 29 \\ 13 \% \\ c \end{gathered}$ | ${ }^{15} 6$ | 16\% | 5 | 13 $11 \%$ | $\underset{11 \%}{9}$ | $9{ }_{6}$ | ${ }^{22} 10 \%$ | 12 | 17 $12 \%$ | 3 | ${ }^{22} 10 \%$ | 10\% | ${ }^{16} 9$ | 17 $11 \%$ | 17 6 | $\begin{aligned} & 23 \\ & 12 \% \\ & \mathrm{q} \end{aligned}$ | 4\% | ${ }_{9 \%}^{66}$ |
| I am not at all familiar with this company | ${ }_{26}^{6 \%}$ | 11 5 | 15\% | 14\% | 5\% | 2\% | ${ }_{6}^{5} \%$ | ${ }^{10} \%$ | ${ }^{8} \%$ | 88 | 119\% | 2\% | 11 5 | $3{ }_{3}^{4}$ | 4\% | 15 $10 \%$ | 11\% | 14 $8 \%$ | 5\% | ${ }^{12} 4$ |
| Sigma | $\begin{aligned} & 472 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 100 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | ${ }_{10}^{295}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/I


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 459 | 163 | 296 | 190 | 121 | 76 | 72 | 165 | 200 | 94 | 241 | 69 | 125 | 142 | 161 | 156 | 242 | 203 | 33 | 265 |
| Weighted Base | 450 | 201* | 249 | 134 | 111* | 112* | $93^{*}$ | $158 *$ | 209 | $83 *$ | 143 | 78* | 208* | 134* | 181* | 135* | 262 | 175 | 44** | 282 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\stackrel{246}{55 \%}$ | $\begin{gathered} 123 \\ 61 \% \\ c \end{gathered}$ | $\begin{gathered} 123 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 60 \% \\ & { }^{80} \end{aligned}$ | 72 $65 \%$ | $\begin{aligned} & 43 \\ & 38 \% \end{aligned}$ | $50$ | $\begin{gathered} 106 \\ 67 \% \\ 1 J \end{gathered}$ | $\begin{gathered} 101 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 133 \\ 64 \% \\ \mathrm{Kl} \end{gathered}$ | 81\% | 95\% | 70 $52 \%$ | 151 $58 \%$ | ${ }^{85} \%$ | 37 83 | 191 $68 \%$ |
| A great deal | ${ }_{32 \%}^{145}$ | $\begin{aligned} & 73 \% \end{aligned}$ | 719\% | 41\% | $\begin{aligned} & 50 \\ & 45 \% \\ & \text { DF } \end{aligned}$ | 220\% | 31 $33 \%$ | 57 $36 \%$ | 588\% | 30 | 36\% | 19 25 | 79 $38 \%$ $k$ | ${ }_{38}{ }^{6}$ | 55\% | ${ }_{31}{ }^{2} \%$ | 93 $36 \%$ r | 44\% | 23 $53 \%$ | 117 $41 \%$ |
| Somewhat | 101 | 50 | $\begin{aligned} & 52 \\ & 21 \% \end{aligned}$ | 40\% | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | 190\% | $\begin{aligned} & 48 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 26 \% \end{aligned}$ | 32 24 | 20\% | $29$ | 57 | 42 24 | 14 $31 \%$ | 74 |
| Not Much/None (Net) | $\begin{gathered} 168 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 101 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 387 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 51 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 40 \\ & 43 \% \\ & d \end{aligned}$ | ${ }_{22}^{42} \%$ | $\begin{aligned} & 92 \\ & 44 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 34 \\ & 42 \% \\ & \text { h } \end{aligned}$ | $\begin{aligned} & 63 \\ & { }^{64 \%} \\ & M \end{aligned}$ | $\begin{aligned} & 36 \\ & 46 \% \\ & \text { m } \end{aligned}$ | ${ }_{31}^{64}$ | 47\% | $\begin{aligned} & 79 \% \\ & 39 \% \end{aligned}$ | 50\% | 98\% | 67 $39 \%$ | $\stackrel{7}{16 \%}$ | $73{ }^{73}$ |
| Not much | ${ }_{14 \%}^{64}$ | 24\% | 40\% | 16\% | $12 \%$ | $\begin{gathered} 28 \\ { }^{25} \% \\ \operatorname{deg} \end{gathered}$ | ${ }_{9}^{8}$ | 20\% | $\begin{aligned} & 40 \\ & 19 \% \\ & \hline \end{aligned}$ | $5_{6 \%}$ | $\stackrel{19}{13 \%}$ | 172\% | ${ }^{28} 14 \%$ | ${ }_{16}^{12 \%}$ | 30\% | 19 | 27 $10 \%$ | $\begin{aligned} & 366 \\ & { }_{20}^{20 \%} \end{aligned}$ | ${ }^{3} \%$ | ${ }_{136}{ }_{13}$ |
| None | ${ }_{23 \%}^{104}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\text { 30 } 27 \%$ | $\begin{aligned} & 32 \\ & 34 \% \\ & \mathrm{De} \end{aligned}$ | 22 $14 \%$ | $\begin{aligned} & 52 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | 30 $36 \%$ | 44 $31 \%$ $M$ | 19 $24 \%$ | 35\% | 32 $24 \%$ | 41 ${ }^{43 \%}$ | 31 23 | 70\% | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 10\% | 37 $13 \%$ |
| I am not at all familiar with this company | ${ }_{86}{ }_{8}$ | 11 5 \% | 25 ${ }^{2}$ | $\begin{gathered} \begin{array}{c} 16 \\ 12 \% \\ 9 \end{array} \end{gathered}$ | ${ }_{5}^{6}$ | $12 \%$ | $3{ }_{3}^{3}$ | ${ }^{11} 7$ | ${ }^{16} 8$ | 10\% | ${ }^{15}$ | ${ }_{6}^{6}$ | 12\% | 5 | ${ }^{15} 8$ | 15 $11 \%$ | 14 5 | $\begin{aligned} & 22 \\ & 13 \% \\ & \text { Q } \end{aligned}$ | * ${ }^{\text {\% }}$ | ${ }^{18} 6$ |
| Sigma | $\begin{aligned} & 450 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 100\% | 282\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 472 | 180 | 292 | 194 | 143 | 73 | 62 | 154 | 189 | 129 | 236 | 76 | 124 | 151 | 152 | 169 | 238 | 220 | 52 | 252 |
| Weighted Base | 459 | 209 | 249 | 149 | $127 *$ | 105* | $78 *$ | $160 *$ | 188 | 110* | 126 | $93 *$ | 197* | $130 *$ | 155* | 174* | 258 | 184 | $68^{*}$ | 286 |
| Somewhat/A Great Deal (Net) | 234 $51 \%$ | 109 $52 \%$ | $\begin{aligned} & 125 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 80 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & \text { 762\% } \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 44 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 61 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 43 \% \end{aligned}$ | $\text { 47 } 50$ | $\begin{gathered} 119 \\ 60 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 60 \% \\ & \text { np } \end{aligned}$ | $\begin{aligned} & 81 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 143 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 48 \% \end{aligned}$ | 43 $63 \%$ | 164 $57 \%$ |
| A great deal | ${ }_{108}^{24 \%}$ | 40\% | ${ }^{68} \%$ | $\begin{gathered} 35 \\ 24 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 41 \\ & 32 \% \\ & \mathrm{G} \end{aligned}$ | 25\% | 7 | 38. | 34\% | 26\% | ${ }_{23}^{28}$ | 12 13\% | $\begin{aligned} & 59 \\ & 30 \% \\ & \hline \end{aligned}$ | 31 $24 \%$ | 46 $30 \%$ $p$ | 31 $18 \%$ | $\begin{aligned} & 78 \\ & 30 \% \\ & \mathrm{R} \end{aligned}$ | 28\% | 20\% | 72 25 |
| Somewhat | ${ }_{28 \%}^{126}$ | $\begin{gathered} 70 \\ 33 \% \\ { }_{c}^{7} \end{gathered}$ | ${ }_{23}^{53 \%}$ | $\begin{aligned} & 44 \% \\ & 30 \% \end{aligned}$ | $38 \%$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 31 \% \\ & j \end{aligned}$ | $\begin{gathered} 58 \\ 31 \% \\ j \end{gathered}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $26 \%$ | $\begin{gathered} 35 \\ 37 \% \\ K \end{gathered}$ | $\begin{aligned} & 60 \\ & 30 \% \end{aligned}$ | 229 | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | 28\% | ${ }^{65 \%}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | ${ }_{33}^{23}$ | 92\% |
| Not Much/None (Net) | ${ }^{186}$ | $\begin{aligned} & 81 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 42 \% \end{aligned}$ | ${ }_{37}^{55}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 50 \% \\ & \text { e } \end{aligned}$ | $\begin{aligned} & 39 \\ & 50 \% \\ & e \end{aligned}$ | $\begin{aligned} & 52 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & { }_{51} \% \\ & H \end{aligned}$ | $\begin{aligned} & 59 \\ & 47 \% \\ & M \end{aligned}$ | $\begin{aligned} & 44 \\ & 48 \% \\ & \mathrm{~m} \end{aligned}$ | 34 ${ }^{64}$ | 62\% | 51 $33 \%$ | 73 $42 \%$ | 99\% | 814 | ${ }_{3}^{23}$ | 93 ${ }^{3}$ |
| Not much | 82\% | 35\% | ${ }^{47} 9$ | $\begin{gathered} 32 \\ 222 \% \\ E \end{gathered}$ | ${ }^{11} 9$ | $\begin{aligned} & 25 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $13 \%$ | 22 $14 \%$ | 37 | 23\% | 20 $16 \%$ | 25\% | 32 $16 \%$ | 24\% | $19 \%$ | 22\% | 40\% | 412\% | 17 26 | 53 $19 \%$ |
| None | ${ }_{23 \%}^{104}$ | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | ${ }_{28}^{58}$ | 22\% | 239 |  | $\begin{aligned} & 25 \\ & 33 \% \\ & \text { 33\% } \end{aligned}$ | 30 $19 \%$ | 40 21 | 34 | $\begin{aligned} & 39 \\ & 31 \% \\ & M \end{aligned}$ | 19\% | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 38\% | 31 $20 \%$ | 30\% | ${ }_{23}^{58}$ | 40\% | 8\% | 40 ${ }^{4}$ |
| I am not at all familiar with this company | 39 ${ }_{8}$ | 19\% | ${ }^{20} 8$ | 14\% | $8 \%$ | 8\% | 10\% | 10 6 | 19\% | ${ }^{10} 9$ | $\begin{aligned} & 12 \\ & 10 \% \\ & 1 \end{aligned}$ | ${ }_{2}^{2}$ | ${ }^{15} 8$ | 8\% | 11\% | 20 $11 \%$ | ${ }^{16} 6$ | ${ }^{15} 8$ | 3\% | 29 |
| Sigma | $\begin{aligned} & 459 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 130 $100 \%$ | 1555 | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 108\% | ${ }^{286}{ }^{10 \%}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Wave } 13 \\
& (50120 \\
& 5 / 22)
\end{aligned}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 476 \& 180 \& 296 \& 213 \& 125 \& 68 \& 70 \& 156 \& 203 \& 117 \& 244 \& 74 \& 132 \& 152 \& 169 \& 155 \& 244 \& 218 \& 45 \& 273 <br>
\hline Weighted Base \& 488 \& 231 \& 257 \& 167 \& 119* \& 105* \& 97* \& $166{ }^{*}$ \& 216 \& 105* \& 154 \& 84* \& 224* \& 149* \& 181* \& 158* \& 265 \& 209 \& $57^{* *}$ \& 303 <br>
\hline $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ \& $$
\begin{gathered}
222 \\
46 \%
\end{gathered}
$$ \& $$
\begin{gathered}
119 \\
52 \% \\
c
\end{gathered}
$$ \& $$
\begin{gathered}
103 \\
40 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 84 \\
& { }_{51}{ }^{2} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 68 \\
& { }_{57}^{\mathrm{G}} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 47 \\
& 45 \% \\
& \mathrm{~g}
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 24 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 98 \\
& 599 \% \\
& 1.5
\end{aligned}
$$ \& $$
\begin{aligned}
& 89 \\
& 41 \%
\end{aligned}
$$ \& ${ }_{34}^{36}$ \& $$
\begin{aligned}
& 67 \\
& 44 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 36 \\
& 43 \%
\end{aligned}
$$ \& 114
$51 \%$ \& 67 45 \& 91 50 \& $$
\begin{aligned}
& 64 \\
& 40 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 140 \\
& 530 \% \\
& \mathrm{R}
\end{aligned}
$$ \& 78\% \& 43\% \& 158
$52 \%$ <br>
\hline A great deal \& $$
{ }_{2104}^{104}
$$ \& 58\% \& ${ }^{46}$ \% \& $$
\begin{aligned}
& 33 \\
& 20 \% \\
& \text { G }
\end{aligned}
$$ \& $$
\begin{gathered}
44 \\
37 \% \\
\mathrm{DG}
\end{gathered}
$$ \& $$
\begin{aligned}
& 23 \\
& 22 \% \\
& { }_{\mathrm{G}} \%
\end{aligned}
$$ \& $\stackrel{4}{4 \%}$ \& $$
\begin{aligned}
& 54 \\
& 32 \% \\
& 15
\end{aligned}
$$ \& 33
$15 \%$ \& 17 \& 35
$23 \%$
1 \& 10\% \& 20 ${ }_{\text {27\% }}$ \& 30\% \& 45\% \& ${ }_{19}^{29}$ \& $\stackrel{69}{26 \%}$ \& 35\% \& ${ }^{18} \%$ \& 80\% <br>
\hline Somewhat \& $$
\begin{gathered}
119 \\
24 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 61 \% \\
& 27 \%
\end{aligned}
$$ \& $$
{ }_{27}^{27 \%}
$$ \& $$
\begin{aligned}
& 52 \\
& 31 \%
\end{aligned}
$$ \& $$
24 \%
$$ \& $$
24 \%
$$ \& $$
\begin{aligned}
& 19 \\
& 19 \%
\end{aligned}
$$ \& 26\% \& 56\% \& 19
$18 \%$ \& $$
\begin{aligned}
& 31 \% \\
& 21 \%
\end{aligned}
$$ \& 27
$33 \%$ \& 54\% \& 38\% \& 46\% \& 35\% \& 71 27 \& 43 ${ }^{4}$ \% \& 25 44 \& 78\% <br>
\hline Not Much/None (Net) \& 218 ${ }_{45 \%}$ \& $$
\begin{aligned}
& 99 \\
& 43 \%
\end{aligned}
$$ \& $$
\begin{gathered}
119 \\
46 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 67 \\
& 40 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 41 \\
& 34 \%
\end{aligned}
$$ \& 45 \& $$
\begin{gathered}
\begin{array}{c}
66 \\
\text { DEF }
\end{array} .
\end{gathered}
$$ \& 61
$36 \%$ \& $$
\begin{gathered}
108 \\
50 \% \\
h
\end{gathered}
$$ \& 50\% \& 72 \& 374 \& 93\% \& 65 ${ }^{6}$ \% \& 78 \& $$
\begin{aligned}
& 76 \\
& 48 \%
\end{aligned}
$$ \& 99\% \& $$
\begin{gathered}
114 \\
5 \% \\
\hline \mathrm{Q}
\end{gathered}
$$ \& $\stackrel{8}{13 \%}$ \& 127
$42 \%$ <br>
\hline Not much \& 96\% \& ${ }^{48}{ }^{1} \%$ \& ${ }^{48} 9$ \& 238\% \& $19 \%$ \& ${ }^{10} 9$ \& 29\% \& 33 \& 40\% \& ${ }_{2}^{21}$ \& ${ }^{32}$ \& 13
$16 \%$ \& ${ }^{48} 2$ \& 34\% \& 27 \& 23\% \& 51
$19 \%$ \& ${ }^{44}$ \% \& ${ }^{6} 0 \%$ \& 27\% <br>
\hline None \& $$
{ }_{25 \%}^{123}
$$ \& $$
\begin{aligned}
& 51 \\
& 22 \%
\end{aligned}
$$ \& $$
\text { 72 } 28 \%
$$ \& $$
\begin{aligned}
& 29 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 22 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 33 \% \\
& \text { 33\% }
\end{aligned}
$$ \& $$
\begin{aligned}
& 37 \\
& 38 \% \\
& \text { DE }
\end{aligned}
$$ \& 28\% \& 67

$H$ \& ${ }_{26 \%}{ }^{26}$ \& 40\% \& 23 28 \& 45\% \& 30\% \& 51 \& 41 26 \& ${ }^{48} 8$ \& $$
\begin{aligned}
& 70 \\
& 33 \% \\
& \text { Q }
\end{aligned}
$$ \& 3\% \& 20\% <br>

\hline I am not at all familiar with this company \& $$
\begin{aligned}
& 48 \% \\
&
\end{aligned}
$$ \& ${ }^{13} 6$ \& \[

$$
\begin{gathered}
35 \\
13 \% \\
\text { B }
\end{gathered}
$$
\] \& ${ }^{15} 9$ \& ${ }^{10} 9$ \& 14

$13 \%$ \& $9{ }_{9}^{9}$ \& $\stackrel{8}{5 \%}$ \& $\stackrel{20}{9 \%}$ \& $$
\begin{aligned}
& 19 \\
& 18 \% \\
& \mathrm{H}^{2}
\end{aligned}
$$ \& ${ }^{15} 10$ \& 12

$14 \%$ \& 17 ${ }_{8 \%}$ \& $$
\begin{aligned}
& 17 \\
& 12 \%
\end{aligned}
$$ \& 12\% \& ${ }_{12}^{12}$ \& 27

$10 \%$ \& 17\% \& $\stackrel{7}{12 \%}$ \& ${ }^{18}{ }^{6} \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 488 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 231 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 257 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 167 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 119 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 105 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
97 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 166 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 216 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 105 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 154 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
84 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 224 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 149 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 181 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 158 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 265 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 209 \\
& 100 \%
\end{aligned}
$$

\] \& 570\% \& \[

$$
\begin{aligned}
& 303 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 187 | 287 | 199 | 116 | 82 | 77 | 171 | 200 | 103 | 252 | 71 | 117 | 135 | 175 | 164 | 242 | 218 | 38 | 276 |
| Weighted Base | 498 | 239* | 259 | 145 | 111* | $116{ }^{*}$ | 126* | 151* | 231 | 117* | 159 | $84 *$ | 221* | $130 *$ | $213 *$ | 155* | 277 | 207* | $44^{* *}$ | 325 |
| $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 284 \\ 57 \% \end{gathered}$ | $\begin{gathered} 147 \\ 62 \% \end{gathered}$ | $\begin{gathered} 136 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 75 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 81 \\ & 73 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 48 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 104 \\ 69 \% \\ 15 \end{gathered}$ | $\begin{aligned} & 120 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 52 \% \\ & \hline \end{aligned}$ | $51 \%$ | $\begin{gathered} 136 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 135 \\ \begin{array}{c} 33 \% \\ \mathrm{~N} \end{array} \end{gathered}$ | $\begin{aligned} & 95 \\ & 61 \% \\ & N \end{aligned}$ | $\begin{gathered} 184 \\ 67 \% \\ R \end{gathered}$ | $\begin{aligned} & 94 \\ & 46 \% \end{aligned}$ | ${ }^{38} 8$ | 196 $60 \%$ |
| A great deal | 151 | $\begin{aligned} & 76 \\ & 32 \% \end{aligned}$ | 759\% | $\begin{aligned} & 65 \\ & 45 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 46 \\ & 41 \% \\ & \mathrm{FG}^{4} \end{aligned}$ | 19\% | 21\% | $\begin{aligned} & 64 \\ & 43 \% \\ & 43 \% \end{aligned}$ | 26\% | ${ }_{24}^{28}$ | 42\% | 30\% | 74 $34 \%$ | ${ }^{25} 9$ | 79 $37 \%$ $N$ | 47\% | $\begin{gathered} 104 \\ 38 \% \\ \mathrm{R} \end{gathered}$ | 45 ${ }^{2} \%$ | 26 $58 \%$ | 113 $35 \%$ |
| Somewhat | $\begin{gathered} 133 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 32 \end{aligned}$ | 29\% | $\begin{aligned} & \text { 194 } \end{aligned}$ | ${ }_{20}^{47 \%}$ | 619\% | 32 27 | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ | 20\% | 618\% | 22\% | 55\% | 48\% | ${ }^{80} \text { 29\% }$ | 449\% | 139\% | 83\% |
| Not Much/None (Net) | $\begin{gathered} 188 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 109 \\ 42 \% \end{gathered}$ | $\begin{aligned} & \text { 198 } \end{aligned}$ | 25\% | $\begin{aligned} & 60 \\ & 52 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 74 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | 28\% | $\begin{aligned} & 97 \\ & 42 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 48 | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | $34 \%$ | 79 35 | $\begin{aligned} & 73 \\ & 56 \% \\ & \text { OP } \end{aligned}$ | 72 $34 \%$ | 43\% | 82\% | $\begin{aligned} & 103 \\ & 50 \% \\ & Q \end{aligned}$ | $\stackrel{4}{9} \%$ | 115 $35 \%$ |
| Not much | ${ }^{78} 16$ | 30\% | 49\% | $19 \%$ | 14 13\% | $18 \%$ | 27\% | 23 $15 \%$ | 17\% | $1{ }_{14}^{16}$ | ${ }^{28} 8$ | 10\% | 36 $16 \%$ | 259\% | ${ }^{28} 13 \%$ | 25 ${ }^{2}$ | ${ }^{26} 9$ | $\begin{aligned} & 52 \\ & 25 \% \\ & \text { Q } \end{aligned}$ | ${ }_{8}^{3}$ | 53\% |
| None | $\begin{gathered} 109 \\ 22 \% \end{gathered}$ | 29\% | $\begin{aligned} & 61 \\ & 23 \% \end{aligned}$ | ${ }_{6 \%}^{9}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 37 \% \\ & D_{E} \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \\ & \mathrm{DE}^{2} \end{aligned}$ | $\begin{aligned} & 19 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & { }^{55} \% \\ & \hline \end{aligned}$ |  | ${ }^{35}$ | 25 $30 \%$ | ${ }_{19}^{43}$ | $\begin{aligned} & 47 \\ & 37 \% \\ & \text { OP } \end{aligned}$ | 24\% | ${ }_{18}^{12}$ | 57 | 51 | ${ }_{1}^{1 \%}$ | 61 $19 \%$ |
| I am not at all familiar with this company | 27 5 | ${ }^{13} 6$ | 13 5 | $\stackrel{8}{5 \%}$ | 5 | ${ }_{6 \%}^{7}$ | $\stackrel{7}{5 \%}$ | $\stackrel{4}{3 \%}$ | 14\% | $9{ }^{9}$ | $\begin{gathered} 13 \\ { }_{8}^{2} \% \end{gathered}$ | - | ${ }_{3 \%}^{7}$ | $\stackrel{3}{2 \%}$ | $7 \%$ | $\begin{aligned} & { }_{11 \%}^{16} \end{aligned}$ no | 104\% | ${ }^{10} 5$ | $\stackrel{2}{5 \%}$ | ${ }^{15}$ |
| Sigma | $\begin{aligned} & 498 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 231 $100 \%$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 800\% | 221 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 150 \% \end{aligned}$ | $\begin{aligned} & 277 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | 100\% | 325 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(20.2 \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k}^{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 172 | 296 | 204 | 128 | 67 | 69 | 182 | 198 | 88 | 255 | 68 | 126 | 145 | 166 | 157 | 238 | 213 | 58 | 258 |
| Weighted Base | 471 | 223* | 248 | 155 | 103* | 108* | 105* | 182 | 215 | $74^{*}$ | 151 | 79* | 219* | $146 *$ | 185* | 140* | 263 | 194 | 71* | 277 |
| $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ | ${ }^{334} 71 \%$ | 156\% | ${ }^{177} 71 \%$ | 102 66 | 70\% | 759\% | $\begin{aligned} & 87 \\ & 83 \% \\ & \text { De } \end{aligned}$ | 124 $68 \%$ | ${ }^{156} 73$ | 554\% | 94\% | 55\% | $\begin{gathered} 171 \\ \underset{K}{78 \%} \end{gathered}$ | 111 76 | 132 $71 \%$ | 91\% | 194\% | 131 $67 \%$ | 51 73 | ${ }^{197}$ |
| A great deal | ${ }_{37 \%}^{173}$ | $\begin{aligned} & 76 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 39 \% \end{aligned}$ | 399\% | $\begin{gathered} 38 \\ 37 \% \\ d \end{gathered}$ | $\begin{aligned} & 43 \\ & 40 \% \\ & d \end{aligned}$ | $\begin{aligned} & 54 \\ & 51 \% \\ & 51 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | ${ }_{39}^{84}$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | 58\% | $\begin{aligned} & 37 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 42 \% \end{aligned}$ | ${ }^{68} 8$ | 34\% | ${ }^{96}$ \% | 72 $37 \%$ | 26\% | ${ }^{104} 38$ |
| Somewhat | 161 $34 \%$ | $\begin{aligned} & 80 \\ & 36 \% \end{aligned}$ | 81 32 | $\begin{aligned} & 64 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 29 \% \end{aligned}$ | 33 ${ }^{3}$ | 659\% | 72\% | 24 3 \% | ${ }^{36}$ 24\% | ${ }^{18} 8$ | $\begin{aligned} & 96 \\ & { }_{4}^{44 \%} \end{aligned}$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ | 63 $34 \%$ | 47\% | ${ }^{98} \%$ | 59 $31 \%$ | 25 ${ }^{3} \%$ | 93 3 \% |
| Not Much/None (Net) | ${ }^{117}$ 25\% | 56\% | 61 25 | $\begin{gathered} 43 \\ 28 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 29 \\ & 28 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 31 \\ & 29 \% \\ & 9 \end{aligned}$ | 14\% | 47\% | 52\% | ${ }^{18} 24$ | 21\% | 22 27 | 25\% | 31 $21 \%$ | 46\% | 29\% | 59\% | 54\% | ${ }^{16} 2$ | 69\% |
| Not much | ${ }^{69} 9$ | 33 15 | ${ }^{36} 15$ | 28 18 9 | 17\% | 17\% | $7 \%$ | 32\% | 30 $14 \%$ | ${ }_{9}^{7} \%$ | ${ }_{14 \%}^{22}$ | 13 | ${ }^{26}$ 12\% | 17\% | 27 $15 \%$ | 25\% | 36 $14 \%$ | 30 $16 \%$ | 12\% | 14\% |
| None | ${ }_{10}^{48}$ | 24\% | 25 $10 \%$ | 15 | $12 \%$ | 14\% | 7 | ${ }^{15}$ | 22 $10 \%$ | 11 $15 \%$ | 20 $13 \%$ | ${ }_{11} 9$ | ${ }^{18}{ }_{8}{ }^{\text {\% }}$ | 14 | 19 | 15 $11 \%$ | $\stackrel{23}{9 \%}$ | 23 $12 \%$ | 10\% | ${ }^{25} 9$ |
| I am not at all familiar with this company | 20 4 \% | 10 4 \% | 10 4 \% | 10\% | $4 \%$ | $2{ }_{2 \%}$ | $4{ }_{4}^{4}$ | 11 6 | $7{ }_{3}^{7}$ | 2\% | $\begin{aligned} & 15 \\ & 10 \% \\ & M \end{aligned}$ | ${ }_{3}{ }^{2}$ | 1\% | ${ }_{3}^{4}$ | 7 | 6\% | ${ }^{10} 4 \%$ | 10 5 | $\stackrel{4}{5 \%}$ | 11 ${ }^{1}$ \% |
| Sigma | $\begin{aligned} & 471 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 277 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
(5 / t a l \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { can }}{\text { Republi- }}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 459 \& 167 \& 292 \& 190 \& 127 \& 82 \& 60 \& 170 \& 182 \& 107 \& 242 \& 67 \& 122 \& 139 \& 171 \& 149 \& 234 \& 213 \& 43 \& 250 <br>
\hline Weighted Base \& 463 \& $207 *$ \& 256 \& 139 \& 132* \& $117^{*}$ \& 75** \& 149* \& $210 *$ \& 104* \& 141 \& 88* \& 206* \& 162* \& 177* \& $123 *$ \& 266 \& 188 \& $54^{* *}$ \& 280 <br>
\hline $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ \& $$
{ }_{31 \%}^{146}
$$ \& $$
{ }_{35}^{75 \%}
$$ \& $$
\begin{aligned}
& 72 \% \\
& 28 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 66 \\
& 46 \% \\
& \hline F
\end{aligned}
$$ \& $$
\begin{aligned}
& 50 \\
& 38 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 21 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 11 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 70 \\
& 47 \% \\
& 47 \%
\end{aligned}
$$ \& 53\% \& $$
\begin{aligned}
& 22 \\
& 21 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 46 \\
& 33 \%
\end{aligned}
$$ \& 21\% \& $$
\begin{aligned}
& 74 \\
& 36 \%
\end{aligned}
$$ \& 43\% \& $$
\begin{aligned}
& 64 \\
& 36 \%
\end{aligned}
$$ \& 39 31 \& $$
\begin{aligned}
& 82 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 61 \\
& 33 \%
\end{aligned}
$$ \& 31
$59 \%$ \& 111
$40 \%$ <br>
\hline A great deal \& $$
\begin{aligned}
& 72 \\
& 16 \%
\end{aligned}
$$ \& 33 $16 \%$ \& 39\% \& $$
\begin{aligned}
& 31 \\
& 22 \% \\
& { }^{2} \%
\end{aligned}
$$ \& ${ }_{\text {21 }}^{27}$ \& $9{ }^{7}$ \& ${ }_{7}{ }^{\text {\% }}$ \& $$
\begin{aligned}
& 39 \\
& 26 \% \\
& 15
\end{aligned}
$$ \& ${ }^{25} 12 \%$ \& $8{ }_{7}$ \& 14
$10 \%$ \& 14
$15 \%$ \& $$
\begin{aligned}
& 41 \\
& 20 \% \\
& \mathrm{k}
\end{aligned}
$$ \& 21 $13 \%$ \& 31
$18 \%$ \& 20\% \& 47\% \& 25 ${ }^{13}$ \& 19 36 \& 21\% <br>
\hline Somewhat \& $$
\begin{aligned}
& 73 \\
& 16 \%
\end{aligned}
$$ \& 40 \& $$
\begin{aligned}
& 33 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 23 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 22 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 12 \\
& 11 \%
\end{aligned}
$$ \& ${ }_{8 \%}^{6}$ \& $$
\begin{aligned}
& 31 \\
& 20 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 28 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 15 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{gathered}
\text { 32\% } \\
\hline 12
\end{gathered}
$$ \& $$
{ }_{8 \%}^{7}
$$ \& $$
\begin{aligned}
& 33 \\
& 16 \%
\end{aligned}
$$ \& 21 $13 \%$ \& $$
\begin{aligned}
& 33 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 19 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 36 \\
& 19 \%
\end{aligned}
$$ \& ${ }_{2}^{12}$ \% \& 52\% <br>
\hline Not Much/None (Net) \& $$
\stackrel{255}{55 \%}
$$ \& $$
\begin{gathered}
112 \\
54 \%
\end{gathered}
$$ \& $$
\begin{gathered}
143 \\
56 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 56 \\
& 40 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 66 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 82 \\
& \text { 80\% } \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \\
& 69 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 63 \\
& 42 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{gathered}
120 \\
57 \% \\
H
\end{gathered}
$$ \& $$
\begin{gathered}
73 \\
70 \% \\
H
\end{gathered}
$$ \& $$
\begin{aligned}
& 67 \\
& 47 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 600 } \\
& 69 \% \\
& K
\end{aligned}
$$ \& $$
\begin{gathered}
112 \\
54 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 106 \\
& 65 \% \\
& \text { Op }
\end{aligned}
$$ \& $$
\begin{aligned}
& 87 \\
& 49 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 63 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{gathered}
156 \\
59 \%
\end{gathered}
$$ \& $$
\text { 95 } 95
$$ \& 20\% \& 150

53 <br>
\hline Not much \& ${ }_{29}^{91}$ \& 54\% \& 45\% \&  \& 17
$13 \%$ \& ${ }_{\text {31 }}^{3} \times$ \& 13
$17 \%$ \& 27\% \& 53\% \& 18\% \& 20\% \& ${ }_{\text {29 }}^{\text {K }}$ \% \& ${ }^{45}$ \& 319 \& 40\% \& 28\% \& 25 ${ }^{5}$ \& ${ }_{23}{ }^{3} \%$ \& -72\% \& 71 25 <br>

\hline None \& $$
\begin{gathered}
156 \\
34 \%
\end{gathered}
$$ \& 58\% \& \[

$$
\begin{aligned}
& 98 \\
& 38 \% \\
& \text { b }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 17\% } \\
& 17
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 48 \\
& 36 \% \\
& \mathrm{D}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 46 \\
& 40 \% \\
& 40 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 38 \\
& 51 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 355 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 67 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 54 \\
& 52 \% \\
& \mathrm{HI}^{2}
\end{aligned}
$$

\] \& \[

{ }_{37}^{47}

\] \& \[

$$
\begin{aligned}
& 31 \% \\
& 36 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 67 \% \\
& 33
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 74 \\
& 46 \%
\end{aligned}
$$

\] \& \[

{ }_{27}^{47}

\] \& 35\% \& \[

$$
\begin{gathered}
100 \\
38 \% \\
r
\end{gathered}
$$
\] \& 51\% \& 14 $26 \%$ \& $79 \%$ <br>

\hline I am not at all familiar with this company \& $$
\begin{aligned}
& 62 \\
& 13 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 22 \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 20 \\
& 14 \%
\end{aligned}
$$
\] \& 16\% \& 14\% \& 12

$16 \%$ \& \[
$$
\begin{aligned}
& 17 \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 18 \%
\end{aligned}
$$

\] \& 88 \& \[

$$
\begin{aligned}
& 28 \\
& 20 \% \% \\
& \text { IM }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 7 \\
& 8 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 10 \%
\end{aligned}
$$

\] \& ${ }^{14} 9$ \& ${ }^{26} 15$ \& \[

$$
\begin{gathered}
22 \\
\substack{18 \% \\
\mathrm{n}}
\end{gathered}
$$
\] \& ${ }^{28} 11 \%$ \& 32

$17 \%$ \& 3\% \& 20\% <br>

\hline Sigma \& $$
\begin{aligned}
& 463 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 207 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 256 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 139 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 132 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 117 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{array}{r}
75 \\
100 \%
\end{array}
$$

\] \& \[

$$
\begin{aligned}
& 149 \\
& 100 \%
\end{aligned}
$$
\] \& 210

$100 \%$ \& \[
$$
\begin{aligned}
& 104 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
88 \\
100 \%
\end{gathered}
$$

\] \& 206\% \& \[

$$
\begin{aligned}
& 162 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 177 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 123 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 266 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 188 \\
& 100 \%
\end{aligned}
$$
\] \& 540\% \& 280\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 466 | 190 | 276 | 203 | 132 | 77 | 54 | 165 | 188 | 113 | 243 | 68 | 126 | 154 | 160 | 152 | 232 | 227 | 42 | 247 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 461 | 215 | 247 | 152 | 121* | 99* | 90* | 175* | 204* | 83* | 142 | 82* | 212* | $162^{*}$ | $163 *$ | 136* | 269 | 189 | 51* | 261 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & \text { (Net) } \end{aligned}$ | $\begin{gathered} 244 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 119 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 62 \% \\ & \mathrm{G} \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 54 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 53 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 35 \end{aligned}$ | $\begin{gathered} 116 \\ 66 \% \\ 1 . j \end{gathered}$ | $\begin{gathered} 89 \\ 44 \% \end{gathered}$ | 39 | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & \quad 65 \% \\ & \text { KL } \end{aligned}$ | $\begin{gathered} 101 \\ 62 \% \\ 6 . \end{gathered}$ | $\begin{aligned} & 85 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 58 \% \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 81 \% \\ & \hline 1 \end{aligned}$ | $\begin{gathered} 166 \\ 63 \% \end{gathered}$ |
| A great deal | $\begin{gathered} 133 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 32 \% \end{aligned}$ | ${ }_{26}^{63 \%}$ | $\begin{aligned} & 50 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 300 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | ${ }_{20}^{18}$ | $\begin{aligned} & 75 \\ & 43 \% \\ & 43 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 78 \\ 37 \% \\ K \end{gathered}$ | ${ }_{36}^{56 \%}$ | 41\% | 33\% | 80\% | $\begin{aligned} & 51 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \\ & \hline 6 \end{aligned}$ | ${ }_{3}^{98} \%$ |
| Somewhat | 111 $24 \%$ | 55\% | 56\% | 44\% | $3{ }^{36}$ | 17\% | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | 41\% | 47\% | 23\% | 36\% | $13 \%$ | 280 | 426\% | 44\% | 25\% | 72 $27 \%$ | 31\% | ${ }_{16}{ }^{\text {\% }}$ | ${ }^{68} 26$ |
| Not Much/None (Net) | $\begin{gathered} 191 \\ 41 \% \end{gathered}$ | ${ }_{39}^{85 \%}$ | $\begin{gathered} 106 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \text { 62\% } \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 100 \\ 49 \% \\ H \end{gathered}$ | $\begin{gathered} 37 \\ 45 \% \\ \mathrm{~h} \end{gathered}$ | $\begin{aligned} & 68 \\ & 48 \% \\ & M \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 42 \\ 52 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 32 \end{aligned}$ | ${ }_{33}^{54 \%}$ | 71 $44 \%$ | $\begin{gathered} \text { 66\% } \\ 48 \% \end{gathered}$ | 102 $38 \%$ | 876 | 19\% | 36 ${ }_{\text {3 }}^{\text {s }}$ \% |
| Not much | 86\% | 419\% | ${ }^{45} 8$ | 31\% | $19 \%$ | 16 | 20\% | 29 ${ }^{16 \%}$ | ${ }_{22}{ }^{1} \%$ | 15 | $\begin{aligned} & \text { 33 } \\ & { }_{2}^{33} \% \\ & \hline \end{aligned}$ | 14\% | 30 $14 \%$ | 33 | 31 $19 \%$ | 22\% | ${ }^{48} 8$ | 37\% | - ${ }^{7} \%$ | 28\% |
| None | $\xrightarrow{105}$ | 24\% | 61 25 | ${ }_{12}^{19}$ | 22 $19 \%$ | $\begin{gathered} 28 \\ 28 \% \\ \text { 28 } \end{gathered}$ | $\begin{aligned} & 36 \\ & 40 \% \\ & \text { DE } \end{aligned}$ | 25 ${ }^{25}$ | $\begin{aligned} & 58 \\ & 28 \% \\ & H \end{aligned}$ | $\underset{H}{22}{ }_{2}^{27} \%$ | 35\% | $\begin{aligned} & 29 \\ & 35 \% \\ & M \end{aligned}$ | ${ }^{38}{ }^{18}$ | 21 $13 \%$ | $\begin{gathered} 40 \\ 24 \% \\ n \end{gathered}$ | $\begin{aligned} & { }^{42} \% \\ & \text { N } \end{aligned}$ | 54\% | 50\% | $\stackrel{3}{6 \%}$ | 29 $11 \%$ |
| I am not at all familiar with this company | 27 6 \% | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & \text { 21 } \\ & \text { B\% } \end{aligned}$ | $9{ }_{6}$ | $\begin{aligned} & 14 \\ & 11 \% \\ & f \end{aligned}$ | ${ }_{2}^{2}$ | ${ }_{2}^{2 \%}$ | ${ }_{3 \%}^{6}$ | 14\% | ${ }_{8}^{6}$ | $\begin{aligned} & \begin{array}{l} 12 \\ 9 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 5\% | ${ }_{3}^{6}$ | $\stackrel{8}{5 \%}$ | 7 | ${ }^{12} 9$ | ${ }^{15} 6$ | 11 6 \% | - | 9 |
| Sigma | 461 $100 \%$ | 215 $100 \%$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 204\% | 100\% | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | 212\% | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 5100\% | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ |

Proporions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 186 | 276 | 207 | 119 | 86 | 50 | 151 | 206 | 105 | 240 | 68 | 135 | 140 | 172 | 150 | 247 | 203 | 49 | 272 |
| Weighted Base | 480 | $228{ }^{*}$ | 252 | 157 | 113* | $138{ }^{*}$ | 72** | 162* | 224 | 95* | 130 | 85* | $246 *$ | $143{ }^{*}$ | 189* | 148* | 289 | 183* | $64^{* *}$ | 330 |
| Somewhat/A Great Deal (Net) | ${ }_{60 \%}^{286}$ | $\begin{aligned} & 134 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 152 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 112 \\ 69 \% \end{gathered}$ | 139 | $35 \%$ | ${ }^{55}{ }_{43}$ | $\begin{aligned} & 50 \\ & 58 \% \\ & k \end{aligned}$ | $\begin{gathered} 170 \\ 69 \% \\ K \end{gathered}$ | $\begin{aligned} & 92 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 119 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 58 \% \end{aligned}$ | 48\% | $\begin{gathered} 229 \\ 69 \% \end{gathered}$ |
| A great deal | ${ }^{123} 26$ | ${ }_{26 \%}{ }^{56}$ | ${ }_{26 \%}^{65}$ | ${ }_{26 \%}^{41}$ | 27 $24 \%$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 152\% | $\begin{aligned} & 54 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 68 \% \\ 28 \end{gathered}$ | ${ }_{9 \%}$ | 22 17 | 18\% | $\begin{aligned} & 80 \\ & 83 \% \\ & { }^{83 \%} \end{aligned}$ | 37 $25 \%$ | 51\% | 36\% | 849\% | 20\% | 188\% | ${ }_{3}^{105}$ |
| Somewhat | ${ }^{163} 34 \%$ | 76\% | 87 34 | 53\% | $47 \%$ | 34\% | 19\% | 58\% | 78\% | 27\% | 36\% | 32\% | $\begin{gathered} 90 \\ 36 \% \\ \text { k } \end{gathered}$ | 55\% | ${ }_{36}^{68}$ | 39\% | 94\% | ${ }_{36}^{66}$ | 30\% | ${ }^{123} 3$ |
| Not Much/None (Net) | $\begin{gathered} 169 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 87 \% \end{aligned}$ | ${ }_{33}^{82}$ | $\begin{aligned} & 49 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & \text { 35 } \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 32 \end{aligned}$ | $\begin{aligned} & 55 \\ & 58 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 62 \\ & 48 \% \\ & 48 \end{aligned}$ | 32 3 | ${ }_{27}^{67}$ | 43 $30 \%$ | ${ }_{33}^{62}$ | 64 $43 \%$ | 999\% | ${ }_{36}^{65}$ | 14\% | ${ }^{88}{ }^{8} \%$ |
| Not much | 78 $16 \%$ | 33 $14 \%$ | ${ }^{46} 8$ | 24\% | 17 $15 \%$ | 23 $17 \%$ | 14\% | $17 \%$ | 40\% | ${ }_{21}^{21 \%}$ | 20\% | 15\% | 38 | 17\% | 30 $16 \%$ | 31\% | 14\% | ${ }^{38} \%$ | ${ }_{9}^{6} \%$ | ${ }_{14}^{47}$ |
| None | 919\% | 54 24 c | 37 15 | ${ }^{25} 16$ | 16 $14 \%$ | 219 | 21 30 | 25 ${ }^{16 \%}$ | 31 $14 \%$ | 34 $36 \%$ $H$ | 43 $33 \%$ 13 | ${ }_{16}^{19}$ | 30 $12 \%$ | 26\% | 32\% | 32\% | 20\% | 27 | ${ }_{12 \%}$ | ${ }_{12}{ }^{1}$ |
| I am not at all familiar with this company | 25\% | $7 \%$ $3 \%$ | ${ }^{18} \%$ | $\begin{aligned} & 14 \\ & \stackrel{14}{\mathrm{~F}} \% \end{aligned}$ | ${ }_{6 \%}$ | ${ }_{1 \%}^{2}$ | $3 \%$ | $\stackrel{8}{5 \%}$ | ${ }^{12} 6$ | 6\% | $\begin{aligned} & 12 \\ & 9 \% \\ & \mathrm{~m} \end{aligned}$ | $4 \%$ | ${ }_{3}^{8}$ | $9{ }_{6}$ | 8 | $9{ }_{6}$ | ${ }_{12}^{12}$ | ${ }^{12} 7$ | $\stackrel{3}{5 \%}$ | 14\% |
| Sigma | $\begin{aligned} & 480 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | ${ }^{85}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 289 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | 330 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents
American Airlines

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20 .- \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\underset{\text { Lravelers }}{\text { Leisure }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 478 | 187 | 291 | 173 | 147 | 83 | 75 | 167 | 191 | 120 | 256 | 72 | 119 | 137 | 160 | 181 | 246 | 213 | 45 | 258 |
| Weighted Base | 501 | 238 | 263 | 134 | $132^{*}$ | 128* | 107* | 176* | $212^{*}$ | 113* | 155 | $84^{*}$ | 224* | 152* | $178 *$ | 171* | 275 | 201* | 61** | 306 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{gathered} 281 \\ 56 \% \end{gathered}$ | $\begin{gathered} 144 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 66 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 58 \% \end{aligned}$ | ${ }_{42}^{44}$ | $\begin{gathered} 126 \\ \substack{71 \% \\ 1 . J} \end{gathered}$ | 111 $52 \%$ | 459\% | $\begin{aligned} & 75 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 154 \\ \text { 69\% } \\ K \end{gathered}$ | 86\% | $\begin{gathered} 110 \\ 62 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 84 \% \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 61 \% \end{aligned}$ | 111 $55 \%$ | 490\% | 204\% |
| A great deal | ${ }^{147}$ 29\% | 69\% | 780\% | 35\% | ${ }_{34}^{43}$ | $\begin{aligned} & 43 \% \\ & 34 \% \end{aligned}$ | $\stackrel{26}{24 \%}$ | $\begin{gathered} 68 \\ 38 \% \end{gathered}$ | 59\% | 22 $19 \%$ | 39\% | 193\% | $\begin{aligned} & 88 \\ & 399 \% \\ & \mathrm{KI} \end{aligned}$ | ${ }_{31}^{48}$ | 57\% | 42\% | 89\% | 57\% | 33\% | ${ }^{120} 39 \%$ |
| Somewhat | 134\% | 75 $31 \%$ | 59\% | ${ }_{31}{ }^{2} \%$ | $\xrightarrow{32} \mathrm{~g}$ | 31 $24 \%$ | 18\% | 59\% | 52\% | 23 20 | ${ }^{36}$ | ${ }_{32}{ }^{2} \%$ | 67 $30 \%$ | 35\% | 53 ${ }^{3} \%$ | 42\% | 78\% | 54\% | 16\% | 84\% |
| Not Much/None (Net) | $\begin{gathered} 172 \\ 34 \% \end{gathered}$ | 70\% | ${ }_{39}^{102}$ | ${ }_{33}$ | 31 $24 \%$ | ${ }_{38}^{47}$ | $\begin{gathered} 49 \\ 46 \% \\ \hline \end{gathered}$ | 31\% | $\begin{aligned} & 83 \\ & 39 \% \\ & { }^{8} \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 45 \% \\ & { }^{5} \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 42 \% \\ & M \end{aligned}$ | 30\% | ${ }_{29}^{59}$ | 55\% | 60 $34 \%$ | 53\% | 90\% | 74\% | 11 $18 \%$ | 80\% |
| Not much | 60 $12 \%$ | 31 $13 \%$ | 29 $11 \%$ | 22\% | 13 $10 \%$ | $14 \%$ | 110\% | ${ }^{15} 9$ | 29 ${ }^{14 \%}$ | 15\% | 21 $13 \%$ |  | ${ }^{20} 9$ | 19\% | 22 $13 \%$ | 18\% | 27 $10 \%$ | 32 $16 \%$ | ${ }_{5}{ }^{\text {\% }}$ | 38 ${ }^{12 \%}$ |
| None | 112 $22 \%$ | 39 16 | $\begin{gathered} 73 \\ 28 \% \\ \text { 28\% } \end{gathered}$ | 22 16 | 18 $14 \%$ | $\underset{\substack{37 \\ \mathrm{e} \\ \mathrm{e} \\ \hline}}{\text { \% }}$ | $\begin{aligned} & 38 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | 22 $13 \%$ | $\begin{aligned} & 54 \\ & 26 \% \\ & { }^{56} \% \end{aligned}$ | $\stackrel{3}{35}{ }_{3}$ | $\begin{aligned} & \text { 24 } \\ & \text { 28\% } \end{aligned}$ | 16 $19 \%$ | 10\% | 36 $24 \%$ | ${ }^{38}{ }^{1} \%$ | ${ }^{38} 2$ | ${ }_{23}^{63}$ | ${ }_{21}{ }^{2} \%$ | ${ }_{10}^{6} \%$ | 42\% |
| I am not at all familiar with this company | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | 24 $10 \%$ | ${ }^{25} 9$ | 14 | 11\% | $7 \%$ 5 | 14 13 | ${ }^{13} 7$ | ${ }^{18} 8$ | ${ }_{16}^{18}$ | 16 $10 \%$ | 10\% | 10 5 \% | 10\% | 8 | $\begin{aligned} & 31 \\ & \text { 18\% } \\ & \text { NO } \end{aligned}$ | ${ }^{18}{ }_{6}$ | ${ }^{16} 8$ | ${ }_{1}^{1 \%}$ | ${ }^{22} 7 \%$ |
| Sigma | 501\% | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ | 134 $100 \%$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | 176 $100 \%$ | 212\% | 113 $100 \%$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | -84 | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | 152 $100 \%$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 275 $100 \%$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | 61 $100 \%$ | 306 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. *small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents
JetBlue Airways

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 174 | 294 | 213 | 118 | 68 | 69 | 161 | 179 | 128 | 258 | 60 | 127 | 156 | 139 | 173 | 228 | 227 | 41 | 252 |
| Weighted Base | 477 | $225 *$ | 252 | 156 | 121* | 98* | 102* | $160 *$ | 191* | 125* | 158 | 65* | 229* | 151* | 158* | $168{ }^{*}$ | 261 | 199 | $50^{* *}$ | 305 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 199 \\ \hline 42 \% \end{gathered}$ | $\begin{gathered} 105 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 57 \\ 47 \% \\ f \end{gathered}$ | 29\% | $\begin{aligned} & 46 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 51 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 90 \\ & 47 \% \\ & \hline \end{aligned}$ | 27 22 | ${ }_{29}^{46}$ | $\begin{aligned} & 30 \\ & 46 \% \\ & k \end{aligned}$ | $\begin{gathered} 113 \\ 49 \% \\ K \end{gathered}$ | $\begin{aligned} & 64 \\ & { }_{42 \%}^{6} \end{aligned}$ | 897\% nP | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | 115 $44 \%$ | 75 ${ }^{78}$ | 77\% | 163 $54 \%$ |
| A great deal | $\begin{aligned} & 90 \\ & 19 \% \end{aligned}$ | 29\% | 40\% | 30 $19 \%$ | $\begin{aligned} & 34 \\ & 28 \% \\ & \text { G } \end{aligned}$ | 14\% | 11\% | 37\% | 38\% | ${ }_{15}^{15}$ | 25 ${ }^{2}$ | ${ }_{9}^{6} \%$ | 53 ${ }^{5}$ | 31 $20 \%$ | 22\% | 25\% |  | 24\% | 21 $42 \%$ | 81\% |
| Somewhat | ${ }_{23 \%}^{109}$ | 56 | $\begin{aligned} & 54 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 336 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & { }^{15} \end{aligned}$ | $\begin{aligned} & 35 \\ & 35 \% \\ & f \end{aligned}$ | $\begin{aligned} & 45 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 24 } 37 \% \\ & \text { K } \end{aligned}$ | $\begin{aligned} & 59 \\ & 26 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 35 \% \\ & { }^{25} \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 21 \% \end{aligned}$ | ${ }_{26}^{52}$ | 17 $35 \%$ | 827\% |
| Not Much/None (Net) | ${ }_{42 \%}^{202}$ | $\begin{aligned} & 92 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 109 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 38 \% \end{aligned}$ | $49 \%$ | $\begin{gathered} 63 \\ \text { DE4\% } \end{gathered}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 58 \% \\ & H 1 \end{aligned}$ | 64\% | 23 ${ }^{3} \%$ | 105 $46 \%$ | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | 53\% | $\begin{aligned} & 89 \\ & { }^{83} \% \\ & \text { nO } \end{aligned}$ | 115 $44 \%$ | 85\% | 10\% | 109 $36 \%$ |
| Not much | 67 $14 \%$ | ${ }^{38}{ }^{17} \%$ | 29 $11 \%$ | $\begin{gathered} 29 \\ \underset{\mathrm{i}}{29} \% \end{gathered}$ | ${ }^{10} 8$ | 19\% | 88 | 26\% | 23 $12 \%$ | 19\% | ${ }_{12}^{19}$ | ${ }_{12 \%}$ | 38\% | 21 14 | ${ }_{19}^{12 \%}$ | 27 16 | 17\% | 22 $11 \%$ | ${ }_{2}^{1 \%}$ | ${ }_{15}^{46}$ |
| None | $\begin{aligned} & 134 \\ & 28 \% \end{aligned}$ | ${ }_{24}^{54 \%}$ | $\begin{aligned} & 80 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 39 \\ & 32 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 43 \\ & 44 \% \\ & \mathrm{Dg} \end{aligned}$ | 23\% | $\begin{aligned} & 34 \% \\ & 21 \% \end{aligned}$ | ${ }^{45 \%}$ | $\begin{aligned} & 54 \\ & 43 \% \\ & 43 \% \end{aligned}$ | ${ }_{28}^{48}$ | ${ }^{15} 23$ | ${ }_{29}^{67}$ | 39\% | 31\% | $\begin{gathered} 62 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{gathered} 70 \\ 27 \% \end{gathered}$ | ${ }_{32}^{63}$ | 17\% | ${ }_{23}^{63}$ |
| I am not at all familiar with this company | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | ${ }^{28}{ }^{12 \%}$ | $\begin{aligned} & 48 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \\ & { }_{5}^{2} \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{gathered} 24 \\ 24 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | 25 20 | $\begin{aligned} & 48 \\ & 30 \% \\ & M \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \\ & M \end{aligned}$ | 12\% | ${ }^{28} 8$ | ${ }^{15} 10$ | $\begin{aligned} & 33 \\ & 20 \% \\ & 0 \end{aligned}$ | 31 $12 \%$ | 20\% | $\stackrel{2}{4 \%}$ | ${ }^{33} 11 \%$ |
| Sigma | $\begin{aligned} & 477 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | ${ }^{125} 100$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | 100\% | 305 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | IndepeOdent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 467 | 184 | 283 | 204 | 132 | 68 | 63 | 161 | 196 | 110 | 261 | 63 | 122 | 153 | 145 | 169 | 242 | 213 | 46 | 244 |
| Weighted Base | 444 | 212 | 232 | 158 | 105* | 98* | 82* | 152* | 221* | $71^{*}$ | 140 | $81^{*}$ | 204* | 150* | 149* | 145* | 244 | 188* | $53^{*}$ | 266 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 248 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 118 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 132 \\ 60 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 28 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & { }^{73} \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 92 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 84 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 148 \\ 61 \% \end{gathered}$ | 97\% | ${ }^{38}{ }^{2} \%$ | 172 $65 \%$ |
| A great deal | 114 ${ }^{26 \%}$ | 56 26 | 58\% | 30 $19 \%$ | 26\% | $\begin{gathered} 39 \\ 40 \% \\ 40 \% \end{gathered}$ | 20 24 | 37 $24 \%$ | 63\% | 14 $20 \%$ | 22\% | ${ }^{17}$ 21\% | $\begin{aligned} & 72 \\ & 36 \% \\ & K \end{aligned}$ | 417\% | 34\% | 29\% | 63\% | 50\% | 11 $21 \%$ | 82 $31 \%$ |
| Somewhat | $\begin{gathered} 133 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 35 \% \end{aligned}$ | ${ }_{26}^{60}$ | $\begin{aligned} & 55 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & \end{aligned}$ | $22 \%$ | $\begin{aligned} & 182 \% \\ & 22 \end{aligned}$ | $\begin{gathered} 51 \\ 33 \% \\ j \end{gathered}$ | $\begin{aligned} & 69 \\ & 31 \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 19 \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | ${ }_{218}^{18}$ | $\begin{gathered} 76 \\ 37 \% \\ k \end{gathered}$ | 51 34 | ${ }_{27}^{47 \%}$ | 429\% | ${ }_{35}^{85}$ | ${ }^{47}$ | ${ }^{27}{ }^{51} \%$ | 90\% |
| Not Much/None (Net) | ${ }_{27}^{121} \%$ | ${ }_{21}^{61}$ | ${ }_{26 \%}^{60}$ | ${ }_{23}^{43}$ | $21$ | $26$ | $\begin{gathered} 30 \\ 37 \% \\ e \end{gathered}$ | ${ }^{46} 0$ | ${ }_{27}^{57}$ | 22\% | $\begin{aligned} & { }^{41} \\ & { }_{\mathrm{M}}^{2} \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 33 \\ 41 \% \\ M^{2} \end{array} \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{47 \%}$ | 23\% | 48\% | $\begin{aligned} & 622 \\ & 25 \% \end{aligned}$ | 52\% | 14\% | 61 ${ }^{63 \%}$ |
| Not much | 57 $13 \%$ | 34 $16 \%$ | 23 $10 \%$ | 21 $13 \%$ | $8 \%$ | 13 $13 \%$ | 15\% | 23 $15 \%$ | 27\% | 10\% | $14 \%$ | $\begin{gathered} 19 \\ { }^{23 \%} \\ \mathrm{Km} \end{gathered}$ | 21 $10 \%$ | 16\% | ${ }_{19}^{19}$ | 23\% | 34 $14 \%$ | 23 ${ }^{2}$ | 11\% | ${ }^{32} 12 \%$ |
| None | $\begin{aligned} & 64 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 22 \% \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 27 \\ & { }^{19 \%} \% \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 17 \% \\ \mathrm{~m} \end{array} \mathrm{l} \end{aligned}$ | 15\% | 25\% | 14\% | 25\% | ${ }^{28} 12$ | 29\% | $\stackrel{4}{7 \%}$ | 28\% |
| I am not at all familiar with this company | $\begin{aligned} & 75 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 53 \\ { }_{23}^{53 \%} \end{gathered}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | 20\% | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 29 \% \% \\ & \mathrm{HI}^{2} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 40 \\ \text { I99\% } \end{array} \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | 19 $10 \%$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | 32 $21 \%$ | 25 ${ }^{18}$ | 34 $14 \%$ | 31\% | * ${ }^{\text {\% }}$ | 33 $12 \%$ S |
| Sigma | $\begin{aligned} & 444 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 221 $100 \%$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \% \\ & 100 \% \end{aligned}$ | 533\% | $\begin{aligned} & 266 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 466 | 179 | 287 | 195 | 119 | 80 | 72 | 148 | 211 | 107 | 246 | 73 | 112 | 137 | 168 | 161 | 244 | 202 | 40 | 257 |
| Weighted Base | 476 | 217 | 258 | 140 | 132* | $120 *$ | 83* | $150 *$ | 230 | 97* | 143 | 93* | 194* | $134 *$ | 195* | $147^{*}$ | 260 | 192 | $56^{* *}$ | 290 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 220 \\ 46 \% \end{gathered}$ | $\begin{gathered} 124 \\ 55 \% \\ C \end{gathered}$ | $\begin{aligned} & 96 \\ & 37 \% \end{aligned}$ | $\text { 65 } 47 \%$ | $\begin{aligned} & 73 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 42 \% \end{aligned}$ | 32\% | $\begin{aligned} & 90 \\ & 90 \% \\ & i j \end{aligned}$ | $\begin{aligned} & 88 \% \\ & \hline 8 \end{aligned}$ | $42 \%$ | $\begin{aligned} & 52 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 103 \\ 53 \% \\ \mathrm{~K} \end{gathered}$ | 766 ${ }^{76}$ | $\begin{aligned} & 88 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 142 \\ 54 \% \\ R \end{gathered}$ | $\begin{aligned} & 71 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 69 \% \end{aligned}$ | 154 $53 \%$ |
| A great deal | $\begin{gathered} 107 \\ 22 \% \end{gathered}$ | $\begin{gathered} 73 \\ 34 \% \\ C \end{gathered}$ | 34 $13 \%$ | 33 $24 \%$ | $\begin{aligned} & 43 \\ & 32 \% \\ & \text { fG } \end{aligned}$ | 20\% | ${ }_{10}^{12 \%}$ | $\begin{aligned} & 55 \\ & 35 \% \\ & 15 \% \end{aligned}$ | 37 $16 \%$ | 15\% | 19 $14 \%$ | 15 $16 \%$ | $\begin{aligned} & 63 \\ & 32 \% \\ & \mathrm{KI} \end{aligned}$ | 288\% | 464\% | 23 $16 \%$ | ${ }^{68}{ }^{6} \%$ | ${ }^{36}$ 19\% | 30 5 | 839\% |
| Somewhat | $\begin{gathered} 113 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 24 \% \end{aligned}$ | 23\% | 32\% | 30 | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | ${ }^{35}{ }^{23} \%$ | $\begin{aligned} & 51 \\ & 22 \% \end{aligned}$ | 27\% | 23\% | $\begin{aligned} & 28 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | ${ }^{38} 8$ | 22\% | 33 $22 \%$ | 74 28 r | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\stackrel{8}{14 \%}$ | 71 24 |
| Not Much/None (Net) | $\begin{gathered} 164 \\ 34 \% \end{gathered}$ | 69\% | ${ }_{37}^{97}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 44 \% \\ & d \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & \stackrel{45 \%}{H} \end{aligned}$ | $\begin{aligned} & 30 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 30 \% \end{aligned}$ | 28\% | 74 $38 \%$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 811 \% \\ & 31 \end{aligned}$ | 759\% | 17\% | 85\% |
| Not much | 66 $14 \%$ | 29\% | 36 $14 \%$ | 24\% | 19 | $12 \%$ | 11 $13 \%$ | 15\% | $\begin{aligned} & 43 \\ & \begin{array}{l} 199 \% \\ \text { hj } \end{array} \end{aligned}$ | $8 \%$ | 21 $15 \%$ | $\underset{\mathrm{m}}{\stackrel{21}{22} \%}$ | 21\% | 11 8 \% | $\begin{aligned} & 36 \\ & 18 \% \\ & \mathrm{n} \% \end{aligned}$ | 19 | 35 ${ }^{3}$ | 29\% | $\stackrel{4}{8 \%}$ | 38\% |
| None | ${ }^{98}{ }^{1} \%$ | 40\% | ${ }_{28}^{53 \%}$ | 14 $10 \%$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 26 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 17 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 26 \% \\ & H \end{aligned}$ | 22 ${ }_{\text {2 }}$ | 34\% | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 19\% } \end{aligned}$ | 27 | 38\% | 33 $22 \%$ | ${ }_{17}{ }^{4} \%$ | 46\% | ${ }_{5}^{5}$ | 17\% |
| I am not at all familiar with this company | $\begin{aligned} & 92 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 24 \% \end{aligned}$ | $\begin{gathered} \text { 268 } \\ 26 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 37 \\ & 26 \% \\ & \text { 26\% } \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | ${ }_{19 \%}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | 25\% | 36\% | ${ }^{16}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | 20 | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 39 \\ 27 \% \\ n \end{gathered}$ | 38\% | $\begin{aligned} & 4_{24}^{24 \%} \\ & \mathrm{q} \end{aligned}$ | $\stackrel{8}{14 \%}$ | 51 $18 \%$ |
| Sigma | 476 $100 \%$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 140 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 230 $100 \%$ | -970\% | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 560\% | 290\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 466 | 186 | 280 | 192 | 130 | 79 | 65 | 169 | 197 | 100 | 245 | 67 | 123 | 137 | 166 | 163 | 246 | 206 | 42 | 255 |
| Weighted Base | 466 | 229* | 237 | 138 | 125* | 105* | 98* | 161* | 219 | 87* | 151 | 74* | $211^{*}$ | 155* | $166{ }^{*}$ | 145* | 279 | 170 | 47** | 275 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 306 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 89 \\ 71 \% \\ { }^{2} \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 74 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & \text { 688 } \\ & 698 \\ & d \end{aligned}$ | ${ }^{114} 71 \%$ | $\begin{gathered} 142 \\ 65 \% \end{gathered}$ | 51\% | $\begin{aligned} & 93 \\ & 62 \% \end{aligned}$ | $51 \%$ | ${ }^{152}$ | $\begin{gathered} 109 \\ \substack{71 \% \\ p} \end{gathered}$ | $\begin{gathered} 115 \\ \underset{\mathrm{p}}{115} \end{gathered}$ | 82\% | $\underset{\substack{205 \\ R}}{\substack{205}}$ | $\begin{aligned} & 93 \\ & 55 \% \end{aligned}$ | 89 84 | 190 ${ }^{69 \%}$ |
| A great deal | ${ }_{3}^{162}$ | 84\% | ${ }_{38}{ }^{3} \%$ | 31 23 | 48 38 D | 37 35 | $\begin{gathered} 46 \\ 47 \% \\ { }_{D} \end{gathered}$ | ${ }^{66}$ 41\% | 71 $32 \%$ | 25\% | 29\% | 27\% | 85\% | 59\% | 64\% | 27\% | $\stackrel{108}{39 \%}$ | 48\% | 24 50 | 96\% |
| Somewhat | ${ }_{31 \%}^{144}$ | $\begin{aligned} & 77 \\ & 33 \% \end{aligned}$ | ${ }_{29}^{69 \%}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | ${ }_{30}^{48}$ | $\begin{aligned} & 71 \\ & 32 \% \end{aligned}$ | ${ }^{26}$ | ${ }_{33}^{43}$ | $\begin{aligned} & 24 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | 429\% | $\begin{aligned} & 97 \\ & 35 \% \end{aligned}$ | 27\% | 16\% | 94\% |
| Not Much/None (Net) | ${ }^{102}$ | $\begin{aligned} & 52 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 23 \% \end{aligned}$ | ${ }_{3}^{28}{ }^{32}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ | 429\% | 47\% | $\begin{aligned} & 50 \\ & 29 \% \\ & { }^{59} \end{aligned}$ | ${ }_{9}^{4}$ | 46\% |
| Not much | 49\% | 29 ${ }^{13 \%}$ | 20\% | ${ }_{\text {138 }}^{18} \mathrm{e}$ | ${ }_{5 \%}^{6}$ | ${ }_{5 \%}^{6}$ | $\begin{aligned} & 19 \\ & 19 \% \\ & \text { 19f } \end{aligned}$ | 13\% | 25 ${ }_{12 \%}$ | 11 $13 \%$ | $\stackrel{19}{13 \%}$ | 11\% | ${ }^{20} 9$ | ${ }^{15} 9$ | 12\% | 22\% | 19\% | 30 <br> $18 \%$ | $3{ }_{7}$ | 28 $10 \%$ |
| None | 53 $11 \%$ | 23 $10 \%$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | ${ }^{15} 11 \%$ | 14 | 15\% | ${ }_{8 \%}^{8}$ | ${ }^{11} \%$ | ${ }_{12 \%}$ | ${ }_{\text {19\% }}^{17}$ | 18\% | $\stackrel{9}{13 \%}$ | ${ }^{18} 8$ | ${ }^{15} 10 \%$ | $18 \%$ | 20 $14 \%$ | 28\% | 20 $12 \%$ | ${ }_{1}{ }^{\text {\% }}$ | ${ }^{18}{ }_{6}{ }^{\text {a }}$ |
| I am not at all familiar with this company | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | ${ }^{16} \%$ | $\begin{gathered} 41 \\ 17 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} \begin{array}{c} 32 \\ \text { e3G } \\ \text { eFG } \end{array} \end{gathered}$ | 13\% | ${ }_{6}^{6}$ | ${ }_{4}^{4}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | ${ }_{12 \%}$ | 10\% | $\xrightarrow{20} 13 \%$ | 5\% | 21 $10 \%$ | 16 $10 \%$ | 20 $12 \%$ | 22\% | 27 $10 \%$ | 27 $16 \%$ | 8\% | 39 $14 \%$ |
| Sigma | $\begin{aligned} & 466 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | 219 $100 \%$ | 870\% | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 74 $100 \%$ | 211 $100 \%$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 166 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 279 $100 \%$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 100\% | 275 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ- K/L/M - N/O/P - Q/R - S/T


# BB09_48 How much would you miss each of the following companies if they closed for good? 

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 179 | 285 | 190 | 135 | 74 | 65 | 160 | 185 | 119 | 249 | 73 | 117 | 141 | 161 | 162 | 240 | 211 | 46 | 238 |
| Weighted Base | 455 | $218 *$ | 238 | 152 | 119* | 91* | $93 *$ | 154* | 208* | $93^{*}$ | 145 | 83* | 203* | 144* | 186* | 125* | 251 | 196* | $66 * *$ | 265 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 220 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & { }_{5}^{5} \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 59 \% \\ & i j \end{aligned}$ | $\begin{aligned} & 88 \% \\ & 42 \% \end{aligned}$ | 40\% | ${ }_{3}^{57 \%}$ | $32 \%$ | $\begin{aligned} & 131 \\ & 64 \% \\ & 6 \mathrm{KL} \end{aligned}$ | $\begin{aligned} & 75 \\ & 52 \% \\ & p \end{aligned}$ | $\begin{aligned} & 98 \\ & { }^{93 \%} \end{aligned}$ | $\begin{aligned} & 47 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 143 \\ 57 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 74 \\ & 38 \% \end{aligned}$ | 48\% | $\begin{aligned} & 158 \\ & 60 \% \end{aligned}$ |
| A great deal | 111 $24 \%$ | $\begin{gathered} 69 \\ 32 \% \\ C \end{gathered}$ | 42\% | 35\% | 32 27 | 23 $26 \%$ | 20\% | 31\% ${ }_{\text {i }}$ | 39\% | 24 26 | 26\% | 16\% | $\begin{aligned} & \text { 349\% } \\ & \text { 34\% } \end{aligned}$ | $\begin{aligned} & 46 \\ & 32 \% \\ & p \end{aligned}$ | 256\% | ${ }_{18}^{15}$ | $\begin{aligned} & 74 \\ & 30 \% \\ & \mathrm{R} \end{aligned}$ | 34 $17 \%$ | 31\% | ${ }_{33}^{86}$ |
| Somewhat | $\begin{gathered} 109 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | ${ }_{28}^{58 \%}$ | $\begin{aligned} & 41 \% \end{aligned}$ | $\begin{aligned} & 394 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & 18 \% \end{aligned}$ | ${ }_{29}^{49}$ | 49 | 15\% | ${ }_{20}^{28}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 62 \\ 30 \% \\ k \end{gathered}$ | ${ }^{28} 8$ | 52\% | 239 | ${ }_{27}^{68}$ | 20\% | 17 $25 \%$ | 72 27 |
| Not Much/None (Net) | $\begin{gathered} 164 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | 88\% | ${ }_{24}^{49 \%}$ | 35 | $\begin{aligned} & 36 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 52 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 40 \% \\ & H^{3} \end{aligned}$ | $\begin{aligned} & 40 \\ & 43 \% \\ & { }_{4}^{4} \end{aligned}$ | $\begin{aligned} & 59 \\ & { }^{51 \%} \% \\ & \mathrm{~m} \end{aligned}$ | 339\% | 599\% | 55\% | 61 3 3\% | 48\% | 76 $30 \%$ | $\begin{aligned} & 85 \\ & 43 \% \\ & Q \end{aligned}$ | 130\% | 75\% |
| Not much | ${ }^{66}$ 14\% | 33 | 33 $14 \%$ | ${ }^{25} 9$ | ${ }_{18}^{15}$ | $7 \%$ | ${ }^{16}$ 18\% | 24\% | 29 ${ }_{14}$ | 13 $14 \%$ | 20 $14 \%$ | 15\% | 24\% | ${ }^{23} 16 \%$ | ${ }^{24} 13 \%$ | 19\% | 14\% | 29\% | 10\% | 35 $13 \%$ |
| None | ${ }_{22}^{98}$ | 230\% | ${ }_{23}^{53}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 32 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 32 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 26 \% \\ & { }^{26} \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 29 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 39 \\ \underset{\mathrm{~m}}{37 \%} \end{gathered}$ | ${ }^{18} 18$ | 35\% | 31 22 | 20\% | 239\% | 416\% | $\begin{aligned} & 56 \\ & { }_{28}{ }^{2} \% \end{aligned}$ | $\stackrel{3}{5 \%}$ | 40 $15 \%$ |
| I am not at all familiar with this company | $\begin{aligned} & 72 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 50 \\ 21 \% \\ 21 \% \end{gathered}$ | $\begin{gathered} 32 \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{18}^{15}$ | 14\% | 88 | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | 13 $14 \%$ | $\begin{aligned} & 32 \\ & 222 \% \\ & M \end{aligned}$ | $\begin{aligned} & 18 \\ & 21 \% \\ & M \end{aligned}$ | ${ }^{13} 6$ | ${ }^{15} 10 \%$ | 27 $14 \%$ | $\begin{aligned} & 30 \\ & 24 \% \\ & \text { No } \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | ${ }_{7}^{5}$ | 31 $12 \%$ |
| Sigma | $\begin{aligned} & 455 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 100\% | 265 100 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C - D/E/F/G-H/IJ-K/LM-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 466 | 183 | 283 | 179 | 135 | 77 | 75 | 155 | 199 | 112 | 254 | 65 | 119 | 141 | 165 | 160 | 247 | 209 | 45 | 250 |
| Weighted Base | 459 | 208 | 251 | 124 | 116* | 119* | $100^{*}$ | $148{ }^{*}$ | $217^{*}$ | 94* | 155 | 76* | 204* | 145* | 171* | $143^{*}$ | 270 | 182* | $46^{* *}$ | 275 |
| Somewhat/A Great Deal (Net) | ${ }_{64 \%}^{293}$ | $\begin{aligned} & 125 \\ & 60 \% \end{aligned}$ | ${ }^{168} 67 \%$ | $\begin{gathered} 89 \\ 72 \% \\ e \end{gathered}$ | $\begin{aligned} & 688 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 63 \% \end{aligned}$ | 89\% | $\begin{gathered} 148 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 144 \\ { }_{7}^{11 \%} \end{gathered}$ | ${ }_{61 \%}^{69}$ | $\begin{gathered} 117 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 170 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 65 \% \end{aligned}$ | 299\% | 193\% |
| A great deal | $\begin{gathered} 157 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | 94\% | 43 34 | 32\% | 382\% | $\begin{aligned} & 44 \\ & 44 \% \\ & e \end{aligned}$ | ${ }_{30}^{44}$ | 82\% | $3{ }^{30}$ | 492\% | 229\% | 799\% | 330\% | 74 $43 \%$ nP | 39\% | 810\% | 73 $40 \%$ | 13 $28 \%$ | 102 37 |
| Somewhat | 137 $30 \%$ | ${ }^{62}$ \% | 74\% | $\begin{aligned} & 46 \\ & 37 \% \\ & G \end{aligned}$ | 36 $31 \%$ | 35\% | 19\% | ${ }_{31}{ }^{4} \%$ | ${ }_{30}^{66}$ | 25\% | 37\% | 25\% | 65\% | ${ }_{31}^{46}$ | 43\% | 48\% | 83\% | 45\% | 17 $36 \%$ | 91 3 \% |
| Not Much/None (Net) | $\begin{aligned} & 136 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | 699\% | 25 20\% | $\begin{aligned} & 42 \\ & 36 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \\ & d \end{aligned}$ | 28\% | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | 27\% | 33 ${ }^{35 \%}$ | $\begin{aligned} & 56 \\ & 36 \% \\ & \mathrm{~m} \end{aligned}$ | 27 36 | 50\% | 39\% | 26\% | 430\% | 86\% | 27\% | 14 $30 \%$ | 67 $24 \%$ |
| Not much | 60 $13 \%$ | 33\% | 26 $11 \%$ | ${ }_{12}^{15}$ | ${ }_{14}^{16}$ | 17\% | 11\% | 214\% | 27\% | $12 \%$ | 27\% | 14\% | 19\% | 22\% | 10\% | 20\% | 31 $12 \%$ | 27 $15 \%$ | 20\% | 11\% |
| None | 77\% | 34 16 | 43\% | 9\% | $\begin{aligned} & 26 \\ & 22 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 25 \\ 21 \% \\ { }_{2} \% \end{gathered}$ | 17\% | 24\% | 33\% |  | 29\% | 172\% | 31 $15 \%$ | 27\% | 27 16 | 23 $16 \%$ | 25 ${ }_{\text {2 }}$ | 21 12 | ${ }^{5} 1{ }^{\text {\% }}$ | ${ }^{36}$ 13\% |
| I am not at all familiar with this company | ${ }^{30} 6 \%$ | 15 | ${ }^{15}$ | ${ }^{11} 9$ | ${ }_{5}^{6} \%$ | ${ }_{4 \%}^{4}$ | ${ }_{9 \%}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | 10 4 \% | ${ }_{6}^{6}$ | 13\% | 3\% | 10 5 \% | ${ }_{5 \%}^{8}$ | 10\% | 13\% | 13\% | ${ }^{16} 9$ | 5\% | 14\% |
| Sigma | $\begin{aligned} & 459 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 217 $100 \%$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 270 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 466\% | 275\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (5 / t a l \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 167 | 294 | 204 | 118 | 76 | 63 | 158 | 189 | 114 | 255 | 63 | 117 | 147 | 153 | 161 | 242 | 204 | 47 | 251 |
| Weighted Base | 458 | $187 *$ | 271 | 150 | $113^{*}$ | $100^{*}$ | 94* | 169* | 195* | 94* | 157 | 71* | 203* | $138{ }^{*}$ | 179* | $141 *$ | 264 | 180* | 59* | 284 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 310 \\ 68 \% \end{gathered}$ | $\begin{gathered} 124 \\ 66 \% \end{gathered}$ | ${ }_{69 \%}^{186}$ | $\begin{aligned} & 107 \\ & 71 \% \end{aligned}$ | $799$ | $\begin{aligned} & 66 \\ & 66 \% \end{aligned}$ | ${ }_{69} 62 \%$ | $\begin{gathered} 126 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 66 \% \end{aligned}$ | $55$ | $\begin{aligned} & 109 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 63 \% \end{aligned}$ | ${ }^{143}$ | $\begin{aligned} & 95 \\ & \\ & 69 \% \end{aligned}$ | $\begin{gathered} 123 \\ 69 \% \end{gathered}$ | 93\% | ${ }_{71 \%}^{187}$ | $\begin{aligned} & 118 \\ & 65 \% \end{aligned}$ | 50\% | 207 $73 \%$ |
| A great deal | ${ }^{178}{ }_{39}$ | 76 $40 \%$ | ${ }^{102} 38$ | 46\% | $47 \%$ | $43 \%$ | 43 | $\begin{aligned} & 84 \\ & 50 \% \\ & 1 \end{aligned}$ | ${ }^{60} 31 \%$ | $35 \%$ | 63 $40 \%$ | 20\% | 888\% | ${ }_{33}^{46}$ | 82\% | 50\% | 113 $43 \%$ | ${ }_{36}^{65}$ | 27 46 | 121 $43 \%$ |
| Somewhat | ${ }_{292}^{132}$ | ${ }_{26}^{46}$ | ${ }_{31}^{84}$ | $\begin{gathered} 61 \\ \text { 41\% } \\ \text { eFG } \end{gathered}$ | 28\% | $23 \%$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 69 \\ 36 \% \\ j \end{gathered}$ | 20\% | ${ }_{29}^{46}$ | $\begin{aligned} & 25 \\ & 36 \% \end{aligned}$ | ${ }_{25}^{27 \%}$ | 49 $35 \%$ 0 | ${ }_{21}^{43 \%}$ | $\begin{aligned} & 42 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 28 \% \end{aligned}$ | 539\% | 22 37 | ${ }_{30}^{86}$ |
| Not Much/None (Net) | ${ }_{28 \%}^{126}$ | ${ }_{29}^{59}$ | $\begin{aligned} & 72 \\ & 27 \end{aligned}$ | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ | 30\% | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 34 \\ & 24 \end{aligned}$ | $\begin{aligned} & 56 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 399 \% \\ & H \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | ${ }^{575}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | ${ }_{27}^{48}$ | ${ }_{31}{ }_{31}$ | ${ }_{26}^{68 \%}$ | ${ }_{29}^{59}$ | -9 | 67 $24 \%$ |
| Not much | 56\% | 29\% | 27 $10 \%$ | 17\% | ${ }^{10} 9$ | 15 | 14\% | 20\% | 25 ${ }^{13}$ | $11{ }^{12 \%}$ | 12\% | $\begin{gathered} 16 \\ { }^{22 \%} \\ \mathrm{Km} \end{gathered}$ | 22 $11 \%$ | 13 | ${ }^{28} 16$ | 14\% | 32\% | 24\% | 6\% | 31\% |
| None | $\begin{aligned} & 70 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | ${ }^{13}{ }_{8 \%}$ | $\begin{aligned} & 32 \\ & 16 \% \\ & \text { 18 } \end{aligned}$ | $\begin{aligned} & 25 \\ & 27 \% \\ & H \end{aligned}$ | 25 $16 \%$ | ${ }_{9}^{6}$ | 33 | 21 $15 \%$ | 20 $11 \%$ | 30 $21 \%$ 0 | 36 $14 \%$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | ${ }_{9}^{6}$ | ${ }^{36}$ 13\% |
| I am not at all familiar with this company | 22\% | ${ }_{5}^{9} \%$ | 12\% | 10\% | 5 | $1 \%$ | $5{ }_{6}$ | ${ }_{5}^{9} \%$ | 10 5 | $3{ }_{3}$ | 10\% | 4\% | 2\% | 9\% | 7\% | 5 | 10 4 \% | 10 5 | $1 \%$ | ${ }^{10} 3 \%$ |
| Sigma | $\begin{aligned} & 458 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 271 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | 94 $100 \%$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 700\% | 203 $100 \%$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 264 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | 284 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Proportions/Means: Columns T Tested
Overlap formulae used. ${ }^{\star}$ small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (5 / t a l \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lthan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 185 | 277 | 182 | 135 | 75 | 70 | 160 | 183 | 119 | 268 | 53 | 116 | 142 | 153 | 167 | 258 | 189 | 53 | 260 |
| Weighted Base | 427 | 195 | 232 | 120 | 125* | 109* | 73* | $148^{*}$ | $180^{*}$ | $100 *$ | 149 | $61^{*}$ | 196* | $150 *$ | $148^{*}$ | 129* | 260 | 155* | $65^{*}$ | 288 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 223 \\ 52 \% \end{gathered}$ | $\begin{gathered} 118 \\ \substack{16 \\ C} \end{gathered}$ | $\begin{gathered} 105 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 50 \% \end{aligned}$ | $\begin{gathered} 101 \\ \text { 69\% } \\ \text { IJ } \end{gathered}$ | $\begin{aligned} & 81 \\ & 45 \% \end{aligned}$ | ${ }_{41}^{41}$ | $\begin{aligned} & 68 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 116 \\ 59 \% \\ k \end{gathered}$ | $\begin{aligned} & 75 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 644 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | 137 $53 \%$ | $\begin{aligned} & 81 \\ & 52 \% \end{aligned}$ | 50\% | 169 $59 \%$ |
| A great deal | ${ }^{128} 80$ | $\begin{aligned} & 75 \\ & 38 \% \\ & C \end{aligned}$ | 53 23 | $\underset{\substack{46 \% \\ e}}{\text { en }}$ | 299\% | 30\% | ${ }^{26} 9$ | $\begin{aligned} & 64 \\ & 43 \% \\ & 43 \% \end{aligned}$ | ${ }^{43} 24$ | 21\% | ${ }_{20}^{47 \%}$ | 17\% | ${ }_{35}^{69}$ | 439\% | ${ }^{56}$ 37\% | 29\% | 832\% | 43\% | 5 ${ }^{33}$ \% | 94 3 \% |
| Somewhat | ${ }^{95}$ | 23\% | 51\% | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | 36\% | 219\% | $\begin{aligned} & 111 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \end{aligned}$ | 20\% | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 24 \% \end{aligned}$ | 31\% | $\begin{aligned} & 39 \\ & 27 \% \end{aligned}$ | 24\% | 55\% | $\begin{aligned} & 38 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | 75\% |
| Not Much/None (Net) | $\begin{aligned} & 130 \\ & 30 \% \end{aligned}$ | ${ }_{28}^{58 \%}$ | $\begin{aligned} & 75 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | $39 \%$ | $\begin{aligned} & 36 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \% \\ & d \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 67 \\ 37 \% \\ H \end{gathered}$ | $\begin{gathered} 36 \\ 36 \% \\ H \end{gathered}$ | ${ }_{32}^{47}$ | 189\% | ${ }^{58} 28 \%$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 41 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 80 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \% \end{aligned}$ | ${ }_{6}^{6}$ | 829\% |
| Not much | ${ }_{17}^{47}$ | 20\% | ${ }^{26} 11 \%$ | 13 $11 \%$ | ${ }_{16}^{16}$ | 110\% | ${ }_{9}^{6} \%$ | ${ }^{13} 9$ | 25\% | $8{ }_{8}^{8}$ | 14\% | 14\% | ${ }^{22} 11 \%$ | $17 \%$ | $11{ }^{16}$ | 13 $10 \%$ | 281\% | 18\% | 5\% | 33 $12 \%$ |
| None | $\begin{aligned} & 83 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{49}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 23 \% \\ & { }_{d} \end{aligned}$ | $\begin{aligned} & 22 \\ & 30 \% \\ & \mathrm{D} \end{aligned}$ | ${ }^{14} 9 \%$ | $\begin{aligned} & 42 \\ & { }_{23}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 28 \% \\ & H \end{aligned}$ | 32\% | 15\% | 34 $17 \%$ | ${ }^{28}{ }^{8}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \\ & \text { no } \end{aligned}$ | 52\% | 31 20 | $1 \%$ | ${ }_{\text {17 }}^{49} \mathrm{~S}$ |
| I am not at all familiar with this company | $\begin{aligned} & 75 \\ & 18 \% \end{aligned}$ | 23 ${ }^{2}$ | $\begin{aligned} & 52 \\ & \text { 23\% } \\ & \hline \end{aligned}$ | 24\% | $\begin{aligned} & 21 \% \\ & 17 \% \end{aligned}$ | 20\% | 11\% | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 23\% | $\begin{gathered} { }_{24}^{32} \\ { }_{\mathrm{m}}^{2} \end{gathered}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | ${ }_{13}^{25}$ | 30\% | 22\% | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | ${ }_{17}^{43}$ | ${ }_{17}^{26}$ | $\stackrel{9}{13 \%}$ | 37 $13 \%$ |
| Sigma | ${ }^{427} 0$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 100 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | ${ }^{2888}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used. * small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 467 | 183 | 284 | 195 | 136 | 69 | 67 | 165 | 179 | 123 | 245 | 68 | 130 | 157 | 160 | 150 | 251 | 199 | 44 | 257 |
| Weighted Base | 470 | 216 | 253 | 145 | 134* | 87* | 104* | 159* | 198* | $112^{*}$ | 151 | 81* | $216 *$ | 171* | 169* | 130* | 284 | 173* | 51** | 287 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 178 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 44 \% \\ & c \end{aligned}$ | ${ }_{33}^{83}$ | $\begin{aligned} & 66 \\ & 46 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 61 \\ & 46 \% \\ & 46 \end{aligned}$ | 24\% | 26\% | $\begin{aligned} & 93 \\ & 58 \% \\ & 1 / 5 \end{aligned}$ | 58\% | 27\% | 42\% | $\begin{aligned} & 31 \% \\ & 39 \% \end{aligned}$ | $\begin{gathered} 102 \\ 47 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{aligned} & \text { 67 } \\ & 399 \% \\ & \hline \end{aligned}$ | 829\% | 29\% | $\begin{gathered} 120 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 32 \% \end{aligned}$ | 41\% | 143 $50 \%$ |
| A great deal | $\begin{aligned} & 90 \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | 49\% | 20\% | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | 19 $18 \%$ | $\begin{aligned} & 51 \\ & 32 \% \\ & \text { 15 } \end{aligned}$ | 24\% | ${ }_{15}^{13}$ | 22 $14 \%$ | 17\% | ${ }^{48} 2$ | 217 ${ }_{\text {P }}^{37}$ | 2418 | 129 | 62\% | 26 ${ }^{2}$ | 21\% | 70 |
| Somewhat | ${ }^{88}{ }^{19}$ | $\begin{aligned} & 54 \\ & 25 \% \\ & C \end{aligned}$ | 34 $13 \%$ | $\begin{aligned} & 37 \\ & 26 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \\ & \mathrm{G} \end{aligned}$ | 13 $15 \%$ | $7 \%$ | $\begin{aligned} & 42 \\ & 27 \% \\ & j \end{aligned}$ | 17\% | $12 \%$ | 20 $13 \%$ | 14\% | 25\% | 18\% | $\underset{\substack{44 \\ \mathrm{p}}}{ }$ | 17 $13 \%$ | 58\% | 30\% | 20\% | 72\% |
| Not Much/None (Net) | ${ }_{43}^{202}$ | $\begin{aligned} & 87 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 114 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 55 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 62 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | 32\% | $\begin{gathered} 113 \\ 57 \% \\ H \end{gathered}$ | $\begin{aligned} & 57 \\ & { }^{50 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 72 \\ & 48 \% \\ & \mathrm{~m} \end{aligned}$ | 37 $45 \%$ | $\begin{aligned} & 78 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 45 \% \end{aligned}$ | 59\% | $\begin{aligned} & 65 \\ & 51 \% \\ & 0 \\ & 0 \end{aligned}$ | 121 $43 \%$ | $72 \%$ | ${ }^{8} 8$ \% | 106\% |
| Not much | 920\% | ${ }_{21}^{45}$ | 47\% | 21 15 | 24\% | 21\% | 25\% | 19\% | $\begin{aligned} & \frac{50}{25 \%} \\ & \mathrm{H}^{2} \end{aligned}$ | 23\% | 26\% | 19 24 | 420\% | ${ }_{21 \%}^{37}$ | 21 $12 \%$ | $\begin{aligned} & 34 \\ & 26 \% \\ & 0 \end{aligned}$ | 21\% | 31 18 | ${ }_{12}^{6} \%$ | 20\% |
| None | 110 $23 \%$ | 20\% | ${ }^{68} \%$ | 24\% | 22\% 17 | $\begin{aligned} & 26 \\ & 30 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | ${ }^{13} 8$ | $\begin{aligned} & 63 \\ & 32 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 34 $30 \%$ $H$ | 47 $31 \%$ $M$ | 182\% | ${ }^{35}{ }_{16}$ | 20 23 | 33\% | 31\% | 62\% | 44\% | ${ }_{5 \%}$ | ${ }_{17}{ }^{2} \%$ |
| I am not at all familiar with this company | 90\% | ${ }^{35}{ }_{16}$ | 56\% | 34 $23 \%$ | ${ }^{26} 9$ | 15\% | 15\% | 34\% | ${ }_{14 \%}^{27}$ | 26\% | 34\% | ${ }_{13}^{16 \%}$ | 17\% | ${ }_{16 \%}^{27}$ | ${ }^{28} 16$ | $\begin{aligned} & 35 \\ & 27 \% \\ & \text { no } \end{aligned}$ | 42\% | $\begin{aligned} & 4_{26}^{26 \%} \\ & { }^{2} \end{aligned}$ | 2\% | ${ }^{38} 13$ |
| Sigma | $\begin{aligned} & \text { 4700 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | 112 $100 \%$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 284 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 5100\% | 287 100 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Ran }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 182 | 286 | 206 | 122 | 78 | 62 | 157 | 202 | 109 | 233 | 70 | 131 | 139 | 171 | 158 | 248 | 207 | 43 | 268 |
| Weighted Base | 497 | 238 | 259 | 160 | 108* | 139* | 90* | 150* | 248 | 98* | 137 | 80* | 251* | 150* | 201* | 145* | 279 | 207* | 59** | 327 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | 170 ${ }_{34}$ | 92 $39 \%$ | 780\% | $\begin{aligned} & 68 \\ & 43 \% \\ & 43 \\ & \hline \end{aligned}$ | $\begin{aligned} & 41 \\ & 38 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 48 \\ & 35 \% \\ & \hline \end{aligned}$ | 13 $14 \%$ | 76 $51 \%$ 1. | 729\% | 22 23 | 36\% | 25 $31 \%$ | $\begin{gathered} 107 \\ 43 \% \\ \mathrm{~K} \end{gathered}$ | 56\% | 77 $38 \%$ $p$ | 38\% | $\begin{gathered} 114 \\ \stackrel{11}{41 \%} \end{gathered}$ | 54\% | 34 $59 \%$ | 136 $42 \%$ |
| A great deal | $\begin{aligned} & 91 \\ & 18 \% \end{aligned}$ | 47\% | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 33 \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 23 \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 29 \\ & 21 \% \end{aligned}$ | $\frac{6}{7} \%$ | $\begin{aligned} & 45 \\ & 30 \% \\ & i j \end{aligned}$ | $\begin{aligned} & 31 \\ & 13 \% \end{aligned}$ | 15\% | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | 40\% | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | 22 38 | 21\% |
| Somewhat | $\begin{aligned} & 80 \\ & 16 \% \end{aligned}$ | ${ }^{45} 9$ | 35 14 | $\begin{gathered} 35 \\ 22 \% \\ 9 \\ 9 \end{gathered}$ | 19\% | 20\% | ${ }_{6}^{6}$ | 32 21 $j$ | 416\% | ${ }_{8}^{7} \%$ | $\stackrel{15}{11 \%}$ | $\begin{aligned} & 17 \\ & 21 \% \\ & k \end{aligned}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | ${ }^{28} 9$ | 37 $18 \%$ | 15\% | 19\% | 25 $12 \%$ | $121 \%$ | 67 ${ }^{60}$ |
| Not Much/None (Net) | 211 $42 \%$ | 99\% | 111 $43 \%$ | 49 | $38{ }^{3}$ | 614\% | $\begin{gathered} 63 \\ \text { 6EF } \end{gathered}$ | ${ }^{45} 0$ | $\begin{gathered} 121 \\ 49 \% \\ H \end{gathered}$ | ${ }^{45} 4{ }^{\text {h }}$ | 54\% | 37 | 105 $42 \%$ | 63 $42 \%$ | 85 | 63 43 | 104 ${ }^{10}$ | $\begin{gathered} 103 \\ 50 \% \\ q \end{gathered}$ | 13 $23 \%$ | 130 $40 \%$ |
| Not much | 816\% | ${ }^{38}{ }^{16 \%}$ | ${ }_{17}^{43} \%$ | 19\% | 19\% | 15 | $\begin{aligned} & 29 \\ & 32 \% \\ & \text { BF } \end{aligned}$ | 24\% | 479\% | $11 \%$ | ${ }_{12}^{12 \%}$ | $\begin{aligned} & 20 \\ & 25 \% \\ & \\ & \hline \end{aligned}$ | ${ }^{45}{ }^{18}$ | 27 $18 \%$ | 31 $15 \%$ | 24\% | 37 $13 \%$ | ${ }^{43}$ 21\% | ${ }^{7} 1{ }^{7}$ | 192\% |
| None | ${ }^{129} 26$ | $\begin{aligned} & 61 \\ & 26 \% \end{aligned}$ | ${ }_{26 \%}^{68}$ | $\begin{aligned} & 30 \% \\ & \text { 19\% } \end{aligned}$ | 17\% | $\begin{aligned} & 47 \\ & 34 \% \\ & \text { de } \end{aligned}$ | $\begin{gathered} 33 \\ 37 \% \\ \text { DE } \end{gathered}$ | 214\% | $\begin{aligned} & 74 \\ & 30 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 34 <br> $35 \%$ | 38\% | ${ }^{17}$ 21\% | 614\% | 35\% | 54\% | 27\% | ${ }^{68} 2$ | 619\% | $\stackrel{7}{12 \%}$ | ${ }^{61} \%$ |
| I am not at all familiar with this company | ${ }^{116}$ 23\% | ${ }^{46}$ 19\% | 69\%\% | 42\% | 279\% | 29 $21 \%$ | ${ }^{15}$ 16\% | ${ }_{19}^{29}$ | 56\% | 31 $32 \%$ | $\begin{aligned} & 48 \\ & 35 \% \\ & M \end{aligned}$ | ${ }^{18} 2{ }^{2} \%$ | 39\% | 32 ${ }^{21 \%}$ | 39\% | 45 $31 \%$ 0 | 612\% | 50 24 | 11 $18 \%$ | 61 $19 \%$ |
| Sigma | $\begin{aligned} & 497 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 279 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 327 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 452 | 183 | 269 | 176 | 136 | 77 | 63 | 162 | 182 | 108 | 247 | 65 | 112 | 133 | 158 | 161 | 214 | 227 | 38 | 229 |
| Weighted Base | 448 | 229* | 218 | 129 | 118* | 103* | 97* | 152* | 198* | 98* | 146 | $83^{*}$ | 185* | 145* | $162^{*}$ | $142^{*}$ | 230 | 208 | $45^{* *}$ | 246 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 189 \\ \hline 42 \% \end{gathered}$ | $\begin{gathered} 120 \\ 52 \% \\ C \end{gathered}$ | 39\% | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & \text { 61 } 51 \% \\ & 5_{F} \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 57 \% \\ & 1 / 5 \end{aligned}$ | $\begin{aligned} & 80 \\ & 40 \% \end{aligned}$ | $\text { 22 } 22 \%$ | $\begin{aligned} & 58 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 533 \% \\ & \text { KL } \end{aligned}$ | 69\% | 71 $44 \%$ | 49\% | ${ }_{110}{ }^{48 \%}$ | $\begin{aligned} & 78 \\ & 37 \% \end{aligned}$ | 86\% | 129 $53 \%$ |
| A great deal | 90\% | $\begin{aligned} & 58 \\ & { }^{25} \% \\ & \hline \end{aligned}$ | 31 $14 \%$ | $\begin{aligned} & 34 \\ & 36 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 110\% | $\begin{aligned} & 26 \\ & 27 \% \\ & f \end{aligned}$ | $\begin{aligned} & 41 \\ & 27 \% \end{aligned}$ | 39\% | $9{ }_{9}^{9}$ | ${ }^{35}$ | ${ }^{18} 2{ }^{2}$ | $\begin{aligned} & 33 \\ & \text { 18\% } \end{aligned}$ | ${ }_{29}^{20}$ | ${ }^{32}$ 2\% | 26\% | 48\% | 21 ${ }^{4}$ | ${ }^{18} 80$ | 62\% |
| Somewhat | $\begin{aligned} & 99 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 62 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | $26$ | $\begin{gathered} 42 \\ 35 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 221 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 30 \% \\ & j \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | ${ }_{9}^{8} \%$ | $\begin{aligned} & 65 \\ & 35 \% \\ & \hline \text { KL } \end{aligned}$ | 40\% | ${ }^{326}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\underset{\mathrm{r}}{62} \mathrm{6} \%$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | 179\% | ${ }^{68}{ }^{27}$ |
| Not Much/None (Net) | $\begin{aligned} & 175 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 46 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 52 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 45 \\ & 47 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 43 \% \\ & 4 \end{aligned}$ | 45 ${ }_{\text {46\% }}$ | $\begin{aligned} & 62 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 51 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | ${ }_{40}^{58}$ | $\begin{aligned} & 67 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | 85\% | 90\% | $\stackrel{7}{16 \%}$ | 81 3 \% |
| Not much | 62 $14 \%$ | 33 $14 \%$ | 29 $13 \%$ | ${ }_{13}^{16}$ | ${ }^{11} 9$ | 21\% | 13 $14 \%$ | ${ }_{19}^{13}$ | 31 $16 \%$ | $12 \%$ | ${ }^{20} 13 \%$ | $\underset{\mathrm{m}}{12}{ }_{2}^{12} \%$ | 20 $11 \%$ | ${ }^{13} 9$ | 24\% | 24\% | 32 $14 \%$ | 29 $14 \%$ | ${ }_{14 \%}$ | 30\% |
| None | ${ }_{25 \%}^{113}$ | 45 | $\begin{aligned} & 68 \\ & 31 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 31 \\ 26 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 32 \\ 31 \% \\ \text { 31\% } \end{gathered}$ | $\begin{aligned} & 32 \\ & 33 \% \\ & \text { B3\% } \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 54\% | $\begin{aligned} & 33 \\ & 34 \% \\ & H \end{aligned}$ | 429\% | 23 ${ }_{28}$ | 423\% | ${ }_{31}^{44}$ | 43 | 27 $19 \%$ | 52\% | 619\% | ${ }_{2}^{1}$ | 51\% |
| I am not at all familiar with this company | $\begin{aligned} & 83 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 54 \% \\ & 24 \% \end{aligned}$ | $\begin{gathered} 35 \\ 27 \% \\ \text { E } \end{gathered}$ | 15\% | 177\% | ${ }_{16}^{16}$ | 20 $13 \%$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \\ & \text { HI } \end{aligned}$ | ${ }_{18 \%}^{26}$ | 15\% | 24\% | ${ }_{18}^{18}$ | 23\% | $\begin{gathered} 42 \\ { }_{2}^{29 \%} \end{gathered}$ | 35 $15 \%$ | 410\% | ${ }_{4 \%}^{2}$ | 36\% |
| Sigma | $\begin{aligned} & 448 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 145 $100 \%$ | 162 $100 \%$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | 100\% | 246 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

## Financial

Bank of America

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20 . \\ & 5 / 22) \end{aligned}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 471 | 165 | 306 | 196 | 139 | 69 | 67 | 173 | 191 | 107 | 268 | 65 | 111 | 140 | 156 | 175 | 237 | 216 | 41 | 265 |
| Weighted Base | 465 | 191 | 274 | 155 | 125* | 88* | 96* | 172* | 207* | 85* | 145 | $81^{*}$ | 210* | $142^{*}$ | 156* | $167 *$ | 258 | 191 | $59 * *$ | 311 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 220 \\ 47 \% \end{gathered}$ | $\begin{gathered} 101 \\ 53 \% \end{gathered}$ | $\begin{gathered} 119 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & \text { 60\% } \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & \text { 66 } \\ & 53 / \mathrm{G} \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \\ & 39 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 97 \\ & 56 \% \\ & i j \end{aligned}$ | $\begin{aligned} & 90 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 132 \\ 63 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{aligned} & 73 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 133 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | 39 6 | 165 53 |
| A great deal | ${ }^{123} 26 \%$ | $\begin{aligned} & 63 \\ & 33 \% \\ & c \end{aligned}$ | ${ }_{20}^{62 \%}$ | $\begin{aligned} & 53 \\ & 34 \% \\ & \text { fg } \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 62 \\ & 36 \% \\ & 1 \end{aligned}$ | 19\% | 219\% | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | 114\% | $\begin{aligned} & 77 \\ & 37 \% \\ & \text { KL } \end{aligned}$ | 32\% | $\begin{aligned} & 55 \\ & 35 \% \\ & \text { np } \end{aligned}$ | 22\% | 81\% | ${ }_{21} 11 \%$ | 22 38 | 94 $30 \%$ |
| Somewhat | 97\% | 20\% | 59 ${ }^{1}$ \% | $\begin{gathered} 39 \\ 25 \% \\ 9 \end{gathered}$ | 30 24\% 9 | 181\% | 10\% | 34 20 | 494\% | 13 $15 \%$ | 214\% | 14 18 | $\begin{aligned} & 55 \\ & { }_{26}^{26 \%} \\ & K \end{aligned}$ | 41 $29 \%$ 0 | 26\% | 30 $18 \%$ | 53 ${ }^{20 \%}$ | 40 $21 \%$ | 17\% | 71 $23 \%$ |
| Not Much/None (Net) | ${ }^{205}$ | $\begin{aligned} & 77 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 128 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 55 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 59 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | 63 ${ }^{6} \%$ | $\begin{gathered} 100 \\ 48 \% \\ h \end{gathered}$ | $42 \%$ | $\begin{gathered} 667 \\ 47 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 52 \\ 64 \% \\ \text { KM } \end{gathered}$ | 73 | 62 44 | 64\% | 79 | 113 $44 \%$ | 85 | 20\% | ${ }_{128}^{41 \%}$ |
| Not much | 18\% | 21\% | ${ }_{17}^{46}$ | 24\% | 13\% | $\begin{aligned} & \frac{26}{30} \% \\ & d E \end{aligned}$ | 20\% | 19\% | 40\% | 13 $16 \%$ | 27 ${ }^{27}$ | $\begin{gathered} 29 \\ \text { KM } 36 \% \end{gathered}$ | 24\% | 31\% | 27\% | 29\% | 53 ${ }^{20 \%}$ | 31 $16 \%$ | 13 $23 \%$ | 19\% |
| None | 119 $26 \%$ | 37 19 | 82 $30 \%$ b | ${ }^{22} 14 \%$ | 35 $28 \%$ 2 | 23\% | 40 $41 \%$ D | 30\% | $\begin{aligned} & \text { 61 } \\ & \text { 29\% } \end{aligned}$ | ${ }_{\text {23 }}^{3} \mathrm{H}$ | 28\% | 23 | ${ }^{48}{ }^{2} \%$ | 33 $23 \%$ | 37 $24 \%$ | 49\% | 60 ${ }^{63}$ | 54\% | ${ }_{12}^{7} \%$ | ${ }^{62}$ \% |
| I am not at all familiar with this company | ${ }^{40} 9$ | 13\% | 27 $10 \%$ | $17 \%$ | 7\% | 5\% | $\stackrel{9}{10 \%}$ | 13 | 17\% | 10\% | $\begin{aligned} & 24 \\ & { }^{27 \%} \% \\ & \text { LM } \end{aligned}$ | $\stackrel{4}{4 \%}$ | ${ }_{3}^{6}$ | ${ }_{4}^{6}$ | ${ }^{12} 7 \%$ | $\begin{aligned} & 22 \\ & 13 \% \\ & \text { n } \end{aligned}$ | 12 5 | $\begin{aligned} & 25 \\ & { }^{23} \% \\ & \text { Q } \end{aligned}$ | - | ${ }^{18}{ }_{6}$ |
| Sigma | $\begin{aligned} & 465 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 274 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | 207 $100 \%$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 2580 | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | 100\% | 311 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{l} \text { Total } \\ (5 / 20- \\ 5 \end{array}\right) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Repun }}}{\text { Repi- }}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 171 | 293 | 206 | 123 | 79 | 56 | 168 | 174 | 122 | 247 | 52 | 135 | 141 | 157 | 166 | 251 | 191 | 45 | 264 |
| Weighted Base | 486 | $218 *$ | 268 | 149 | 123* | 128* | 86* | 174* | 191* | 121* | 152 | $60^{*}$ | $248 *$ | $138 *$ | 172* | $176{ }^{*}$ | 303 | 166* | $58^{*}$ | 311 |
| $\underset{\text { (Net) }}{\text { Somewhat/A Great Deal }}$ | $\stackrel{245}{51 \%}$ | $\begin{gathered} 130 \\ 60 \% \\ C \end{gathered}$ | $\begin{gathered} 116 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 58 \% \\ & \text { F } \end{aligned}$ | 75 $61 \%$ $F$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & \text { 655\% } \\ & 1.5 \end{aligned}$ | $\begin{aligned} & 78 \\ & 41 \% \end{aligned}$ | $54 \%$ | $\begin{aligned} & 61 \% \\ & 40 \% \end{aligned}$ | 30\% | $\begin{gathered} 149 \\ 60 \% \\ K \end{gathered}$ | $\begin{aligned} & 78 \\ & 57 \% \end{aligned}$ | ${ }_{45}^{85}$ | $\text { 82 } 47 \%$ | 166 $55 \%$ | $\begin{aligned} & 72 \\ & 43 \% \end{aligned}$ | 47 <br> 80 | 180 $58 \%$ |
| A great deal | ${ }_{26 \%}^{126}$ | ${ }_{30}^{66}$ | 20\% | $\begin{aligned} & 52 \\ & 35 \% \\ & { }^{5 g} \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 38 \% \\ & \hline{ }^{2 g} \end{aligned}$ | ${ }^{12} 10 \%$ | 16\% | $\begin{aligned} & 68 \\ & 38 \% \\ & 15 \end{aligned}$ | 39\% | 21\% | ${ }^{28} 8$ | 118\% | $\begin{aligned} & 85 \\ & 34 \% \\ & \mathrm{KI} \end{aligned}$ | 410\% | 44\% | 44\% | 83\% | 41 ${ }^{25}$ | 30 $51 \%$ | ${ }^{102}$ |
| Somewhat | 119 ${ }^{25 \%}$ | ${ }^{64} 29$ | 55\% | 34\% | 29\% | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | ${ }_{30}^{26}$ | $\begin{aligned} & 47 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 29 \% \end{aligned}$ | 33 ${ }^{37}$ | 32\% | 19 ${ }^{2}$ \% | 64\% | 37\% | 44\% | 21\% | 837 | 31 $19 \%$ | 17 ${ }^{17}$ | 79\% |
| Not Much/None (Net) | $\begin{gathered} 196 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 72 \% \\ & 32 \% \end{aligned}$ | $\begin{gathered} 126 \\ 47 \% \\ B \end{gathered}$ | $\begin{aligned} & 48 \\ & 32 \% \end{aligned}$ | ${ }_{30}^{40}$ | $\begin{aligned} & 69 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 39 \\ & 46 \% \end{aligned}$ | 51 $29 \%$ | $\begin{aligned} & 93 \\ & 4_{4}^{49 \%} \\ & \hline \end{aligned}$ | 52 ${ }_{\text {L }} \mathrm{h}$ \% | $\begin{aligned} & 72 \\ & 47 \% \\ & \mathrm{~m} \end{aligned}$ | 26\% | $\begin{aligned} & 84 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 42 \% \end{aligned}$ | 112 37 | $\begin{aligned} & 78 \\ & 47 \% \end{aligned}$ | $\stackrel{9}{15 \%}$ | 105 $34 \%$ 5 |
| Not much | $43 \%$ | 15\% | ${ }^{28} 10 \%$ | $19 \%$ | 9\% | 118\% | ${ }_{5}^{4}$ | 20\% | ${ }^{16} 8$ | 7\% | 21 ${ }^{14 \%} \mathrm{M}$ | 4\% | ${ }^{15}{ }_{6}$ | ${ }_{13}^{18}$ | ${ }^{13} 7$ | 12\% | ${ }^{26} 9$ | 16\% | ${ }_{10}^{6}$ | 31 $10 \%$ |
| None | ${ }_{31 \%}^{153}$ | ${ }^{554} 2$ | $\begin{aligned} & 98 \\ & 37 \% \\ & b \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 46 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 35 \\ & 35 \\ & 41 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 41 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 45 \\ & 37 \% \\ & H \end{aligned}$ | $\begin{aligned} & 51 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 22 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 35 \% \end{aligned}$ | ${ }_{28}^{86}$ | ${ }_{37}^{62}$ | $\stackrel{3}{5 \%}$ | 74 24\% |
| I am not at all familiar with this company | 44\% | 18\% | ${ }^{26} 10 \%$ | ${ }_{10}^{16}$ | $8{ }_{6}^{8}$ | ${ }_{12}^{15}$ | ${ }_{6 \%}$ | 10\% | $19 \%$ | 15\% | ${ }_{12}^{19}$ | ${ }_{7 \%}$ | ${ }^{15} 6$ | 7\% | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 120 | 25\% | ${ }_{16}^{16}$ | 3\% | 26\% |
| Sigma | $\begin{aligned} & 486 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | 2688 $100 \%$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 191 $100 \%$ | 121 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | ${ }^{100}$ \% | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 172 $100 \%$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 303 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 100\% | 311 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (5 / t a l \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 452 | 191 | 261 | 193 | 128 | 76 | 55 | 167 | 188 | 97 | 233 | 65 | 124 | 153 | 144 | 155 | 231 | 207 | 35 | 251 |
| Weighted Base | 447 | 245 | 202 | 142* | $130 *$ | 97* | 78** | 174* | 188 | 85* | 134 | 73* | $219 *$ | $157^{*}$ | 144* | $146{ }^{*}$ | 259 | 173* | $50^{* *}$ | 282 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 210 \\ 47 \% \end{gathered}$ | $\begin{gathered} 125 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 54 \% \\ & F \end{aligned}$ | $\begin{aligned} & 73 \\ & 56 \% \\ & F \end{aligned}$ | $\begin{aligned} & 26 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 107 \\ 62 \% \\ 1.5 \end{gathered}$ | $\begin{aligned} & 70 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 58 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 71 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 58 \% \\ & \hline 8 \end{aligned}$ | 558\% | $\begin{gathered} 137 \\ 53 \% \\ r \end{gathered}$ | $\begin{aligned} & 70 \% \\ & 40 \% \end{aligned}$ | 35 $71 \%$ | 161 $57 \%$ |
| A great deal | ${ }_{23 \%}^{104}$ | $\begin{aligned} & 72 \\ & 29 \\ & \hline \end{aligned}$ | 32\% | 32\% | $\stackrel{40}{31 \%}$ | 15\% | 172\% | 57 ${ }^{5}$ | 29 $15 \%$ | ${ }^{18} 2$ | ${ }^{26} 19$ | 12\% | $\begin{aligned} & 69 \\ & 31 \% \\ & \text { kL } \end{aligned}$ | 39\% | 39\% | 26\% | ${ }^{68}{ }^{6} \%$ | ${ }^{36}$ 21\% | 23 $46 \%$ | 840\% |
| Somewhat | ${ }_{24 \%}^{106}$ | $\begin{aligned} & 53 \\ & 21 \% \end{aligned}$ | ${ }_{26}^{56}$ | $\begin{gathered} 45 \\ 32 \% \\ F \end{gathered}$ | $\begin{aligned} & 33 \\ & 26 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | ${ }_{20}^{16}$ | ${ }^{50}{ }^{29 \%}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $14 \%$ | 219 | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $59$ | ${ }_{20}^{32}$ | 44\% | 29\% | 699\% | 34\% | 13 $25 \%$ | 77 |
| Not Much/None (Net) | ${ }_{45 \%}^{203}$ | $\begin{gathered} 108 \\ 44 \% \end{gathered}$ | $\text { 95 } 47 \%$ | ${ }_{33}^{46}$ | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 66 \\ \text { 68\% } \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 39 \\ & 50 \% \end{aligned}$ | ${ }_{31}^{55}$ | $\begin{aligned} & 106 \\ & 57 \% \\ & H \end{aligned}$ | $\begin{aligned} & 42 \\ & 50 \% \\ & { }^{40} \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 64 \% \\ & \text { kM }^{64} \end{aligned}$ | $\begin{aligned} & 88 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 73 \\ & 47 \% \end{aligned}$ | 54\% | $\begin{aligned} & 76 \\ & 52 \% \\ & 0 \end{aligned}$ | ${ }_{112}^{12}$ | ${ }_{50}^{86}$ | 14 27 | 103 $37 \%$ |
| Not much | ${ }^{103}$ | ${ }^{62}$ \% | 410\% | 21\% | 33\% | 29\% | 12 $15 \%$ | 31 $18 \%$ | $\begin{aligned} & 56 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | 19\% | ${ }^{26}$ 19\% | ${ }_{26 \%}$ | 55\% | 42 $27 \%$ 0 | 22\% | 38\% | 64\% | 38\% | ${ }_{24}^{12}$ | 612\% |
| None | ${ }_{22 \%}^{100}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | ${ }_{24}^{57}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 28 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 24 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \\ & \mathrm{H} \% \end{aligned}$ | ${ }_{\text {31 }}^{\text {26 }}$ H | $\begin{aligned} & 39 \\ & 29 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | 31 | 22\% | 38\% | ${ }^{48}{ }^{1} \%$ | ${ }^{48}{ }^{2} \%$ | ${ }_{3}^{2}$ | $42 \%$ |
| I am not at all familiar with this company | 34\% | 13 5 | 21 $10 \%$ | $\begin{aligned} & \begin{array}{l} 18 \\ 13 \% \\ \text { E } \end{array} \end{aligned}$ | 5 | $4{ }_{4}^{4}$ | ${ }_{8 \%}^{6}$ | 12\% | 12\% | 10\% | $\begin{aligned} & 15 \\ & \begin{array}{l} 11 \% \\ M \end{array} \end{aligned}$ | ${ }_{6}^{5}$ | 9 | ${ }^{13} 8$ | 5\% | 15\% | 10 ${ }^{4}$ \% | $\begin{aligned} & \begin{array}{l} 17 \\ 10 \% \\ \mathrm{q} \end{array} \end{aligned}$ | ${ }_{2}^{1 \%}$ | 17\% |
| Sigma | ${ }^{447}{ }^{100 \%}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | 219 $100 \%$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 144 $100 \%$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 500\% | 282\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risklevel) - B/C - D/E/F/G-H/IJ-K/L/M-N/O/P - Q/R - S/I
Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G- H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 183 | 278 | 184 | 127 | 77 | 73 | 150 | 208 | 103 | 262 | 64 | 109 | 155 | 153 | 153 | 248 | 202 | 30 | 246 |
| Weighted Base | 463 | $244 *$ | 219 | 121 | $118{ }^{*}$ | 122* | 103* | $145^{*}$ | 223 | 95* | 157 | 72* | 199* | 156* | 169* | $138{ }^{*}$ | 271 | 177* | 39** | 281 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{gathered} 224 \\ 48 \% \end{gathered}$ | $\begin{gathered} 145 \\ 599 \% \\ C \end{gathered}$ | $\begin{aligned} & 79 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | $52$ | $50$ | $\begin{gathered} 103 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 36 \% \end{aligned}$ | 27 ${ }^{27}$ | $\begin{aligned} & 120 \\ & 60 \% \\ & \mathrm{KL} \end{aligned}$ | 83 53 | $\begin{aligned} & 82 \\ & 48 \% \end{aligned}$ | 60 $43 \%$ | 123 $46 \%$ | $51 \%$ | ${ }^{28}{ }^{2} \%$ | 153 $54 \%$ |
| A great deal | $\begin{aligned} & 98 \\ & 21 \% \end{aligned}$ | ${ }_{28}^{68 \%}$ | 31 $14 \%$ | 16\% | $\begin{aligned} & 38 \\ & 32 \% \\ & \text { DF } \end{aligned}$ | 17 $14 \%$ | $\begin{aligned} & 28 \\ & 27 \% \\ & d \end{aligned}$ | 218\% | 34 $15 \%$ | 23 $24 \%$ | 35 | 14 $20 \%$ | 20\% | ${ }_{22}{ }^{21 \%}$ | 45\% | 21 $16 \%$ | 44\% | $\begin{aligned} & { }_{26}^{46} \\ & \underset{q}{2} \end{aligned}$ | 120\% | 72 |
| Somewhat | $\stackrel{126}{27 \%}$ | $\begin{aligned} & 77 \\ & 32 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{gathered} 42 \\ 35 \% \\ \hline \end{gathered}$ | $26 \%$ | 34\% | $\begin{aligned} & 25 \\ & 24 \% \end{aligned}$ | $\text { 39 } 27 \%$ | $\begin{aligned} & 69 \\ & 31 \end{aligned}$ | $\begin{aligned} & 18 \% \\ & \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 80 \% \\ & \text { KL } \end{aligned}$ | 30\% | 22\% | 28\% | 799\% | $\begin{aligned} & 45 \\ & 26 \% \\ & 26 \end{aligned}$ | 16 $42 \%$ | 819\% |
| Not Much/None (Net) | ${ }_{43 \%}^{197}$ | $\begin{aligned} & 90 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 107 \\ 49 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 47 \\ & 39 \% \end{aligned}$ | 44\% | $\begin{gathered} \text { 65 } \\ 535 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 104 \\ 47 \% \end{gathered}$ | $42 \%$ | $\begin{aligned} & 80 \\ & 51 \% \\ & M \end{aligned}$ | $\begin{aligned} & 39 \\ & 54 \% \\ & M \end{aligned}$ | $\begin{aligned} & 65 \\ & 33 \% \end{aligned}$ | 59\% | $\begin{aligned} & 73 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 47 \% \end{aligned}$ | ${ }^{125} 46$ | ${ }_{39}^{69}$ | $\stackrel{9}{24 \%}$ | 105 $37 \%$ |
| Not much | ${ }^{86} 9$ | 40\% | 27\% | 24 $19 \%$ | ${ }_{21}^{24}$ | 25\% | 14\% | 26\% | ${ }^{48} \%$ | 13 $14 \%$ | 29\% | $12 \%$ | ${ }_{22}{ }^{2} \%$ | 28\% | 23 $14 \%$ | 35 $\substack{25 \% \\ 0}$ | 59\% | 27 15 | 22\% | 51 $18 \%$ |
| None | $\begin{gathered} 111 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & \text { 23 } \\ & \text { 19 } \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \\ & d E \end{aligned}$ | 29\% | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | 56 | 29 30 | $\begin{aligned} & 51 \\ & 33 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \% \\ & M \end{aligned}$ | ${ }_{12}^{23}$ | 32\% | 29\% | 30\% | 26\% | ${ }_{24}^{42}$ | ${ }_{3}^{1}$ | 53\% |
| I am not at all familiar with this company | 419\% | 9 | $\begin{gathered} 32 \\ 315 \% \\ 15 \end{gathered}$ | 16\% | ${ }^{11} 9$ | ${ }_{5}^{6}$ | $8{ }_{8}^{8}$ | 13 ${ }_{9}$ | 16\% | 13 $13 \%$ | 20 $13 \%$ | ${ }_{8 \%}^{6}$ | 14\% | ${ }^{14} 9$ | 14 81 | 13 $10 \%$ | 22 ${ }^{2}$ | 17\% | ${ }^{1} \%$ | 24\% |
| Sigma | $\begin{aligned} & 463 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 100\% | 100\% | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 100\% | 199 $100 \%$ | 156 $100 \%$ | 169 $100 \%$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 271 $100 \%$ | 177\% | 100\% | 2810\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M-N/O/P - Q/R - S/T


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-\mathbf{-}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 472 \& 166 \& 306 \& 191 \& 127 \& 95 \& 59 \& 161 \& 200 \& 111 \& 283 \& 55 \& 112 \& 145 \& 157 \& 170 \& 248 \& 216 \& 41 \& 257 <br>
\hline Weighted Base \& 456 \& 205* \& 251 \& 132 \& 112* \& 127* \& 86** \& $146 *$ \& $214 *$ \& $96 *$ \& 170 \& 66* \& 201* \& $141^{*}$ \& $160 *$ \& 155* \& 254 \& 196* \& $50^{* *}$ \& 275 <br>
\hline $$
\underset{\substack{\text { Somewhat/A Great Deal } \\ \text { (Net) }}}{\text { Dent }}
$$ \& 181
$40 \%$ \& $84 \%$ \& 979\% \& 48\% \& $$
\begin{aligned}
& 57 \\
& 51 \% \\
& d
\end{aligned}
$$ \& 51 40 \& 24\% \& 77
$53 \%$
1.3 \& 80\% \& 23
$24 \%$ \& ${ }_{34}^{58}$ \& 21\% \& 97
48
$k$ \& 71
50\% \& 65 $41 \%$ \& 45\% \& 111
$44 \%$ \& ${ }_{39}^{69}$ \& 40\% \& 129 ${ }^{47 \%}$ <br>
\hline A great deal \& 101 \& 45 ${ }^{2}$ \% \& $$
{ }_{26}^{52 \%}
$$ \& $$
\begin{aligned}
& 21 \\
& 16 \%
\end{aligned}
$$ \& 25\% \& 31
$24 \%$ \& 21 24 \& 36

$j$ \& 25\% \& 11\% \& $$
\begin{aligned}
& 30 \\
& 18 \%
\end{aligned}
$$ \& 176\% \& 54\% \& 38

28\%

p \& 38\% \& $$
\begin{aligned}
& 24 \\
& 15 \%
\end{aligned}
$$ \& 58\% \& 41\% \& 22 43 \& 74\% <br>

\hline Somewhat \& $$
\begin{aligned}
& 80 \\
& 17 \%
\end{aligned}
$$ \& 19\% \& 416\% \& 27 20 \& 26\% \& 20\% \& $4 \%$ \& \[

$$
\begin{aligned}
& 40 \\
& 28 \% \\
& i j
\end{aligned}
$$
\] \& 27 $13 \%$ \& 13

$13 \%$ \& ${ }^{28} 8$ \& $4{ }_{6}$ \& 21\% \& 32\% \& 27\% \& 21\% \& ${ }^{52}$ 21\% \& ${ }_{14 \%}^{27}$ \& ${ }_{36 \%}$ \& 20\% <br>
\hline Not Much/None (Net) \& 197
$43 \%$ \& 97\% \& 100

$40 \%$ \& ${ }_{36}{ }^{6}$ \& ${ }_{32}^{35}$ \& 54\% \& 57 \& ${ }_{31}^{45}$ \& \[
$$
\begin{gathered}
102 \\
48 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 50 \\
& 52 \% \\
& H
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 85 \\
& 50 \% \\
& M
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \\
& 54 \% \\
& M
\end{aligned}
$$
\] \& 67 ${ }^{6} \%$ \& ${ }_{34}^{48}$ \& 67

$42 \%$ \& $$
\begin{aligned}
& 82 \\
& 5_{3} \% \\
& \hline
\end{aligned}
$$ \& 102 ${ }^{40 \%}$ \& 93 48 \& $\stackrel{4}{8 \%}$ \& ${ }^{106} 39 \%$ <br>

\hline Not much \& 83
$18 \%$ \& 420\% \& 17\% \& 31
$24 \%$

$\dagger$ \& ${ }_{14}^{16}$ \& ${ }_{16}^{12}$ \& 21\% \& 21 15 \& $$
\begin{aligned}
& 53 \\
& 25 \% \\
& 25 \%
\end{aligned}
$$ \& 10\% \& 25\% \& 14\% \& 24\% \& 17\% \& 22\% \& 30\% \& ${ }^{48}{ }^{19}$ \& 34

$18 \%$ \& $\stackrel{2}{4 \%}$ \& 54\% <br>
\hline None \& 114 \& 55 \& 58\% \& 17

$13 \%$ \& 19\% \& \[
$$
\begin{aligned}
& 41 \\
& 32 \% \\
& \text { De }
\end{aligned}
$$

\] \& 37 43 \& 24\% \& 439\% \& \[

$$
\begin{aligned}
& 40 \\
& 42 \% \\
& 4 H^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 59 \\
& 35 \% \\
& M
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 34 \% \\
& M
\end{aligned}
$$
\] \& 23

$11 \%$ \& 30

$21 \%$ \& 32\% \& $$
{ }_{33}^{52}
$$ \& 24\% \& 59\% \& ${ }_{4 \%}^{2}$ \& 52\% <br>

\hline I am not at all familiar with this company \& 78\% \& ${ }^{25} 12$ \& $$
\begin{aligned}
& 54 \\
& 21 \% \\
& b
\end{aligned}
$$ \& 27\% \& 20 18 \& 19 \& $\stackrel{4}{5 \%}$ \& 23 $16 \%$ \& 32\% \& 23 24 \& 27 16 \& 14\% \& 37

$18 \%$ \& 23 $16 \%$ \& 27\% \& 28\% \& 42\% \& 34\% \& $\stackrel{7}{7} \%$ \& 39
$14 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 456 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 205 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 251 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 132 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 112 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
86 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 214 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
96 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 170 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
66 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 201 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 160 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 155 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 254 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 196 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
50 \\
100 \%
\end{gathered}
$$
\] \& 100\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 469 \& 193 \& 276 \& 169 \& 144 \& 87 \& 69 \& 175 \& 184 \& 110 \& 240 \& 70 \& 129 \& 142 \& 162 \& 165 \& 250 \& 208 \& 43 \& 256 <br>
\hline Weighted Base \& 504 \& 258 \& 246 \& 129* \& 131* \& $140^{*}$ \& 103* \& 172 \& 221* \& 111* \& 135 \& 94* \& 239* \& $141^{*}$ \& 190* \& $173{ }^{*}$ \& 292 \& 198 \& $58 * *$ \& 300 <br>
\hline Somewhat/A Great Deal (Net) \& $$
{ }_{37 \%}^{185}
$$ \& $$
\begin{gathered}
114 \\
44 \% \\
C
\end{gathered}
$$ \& $$
\begin{aligned}
& 71 \\
& 29 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 52 \\
& 40 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 62 \\
& 67 \% \\
& \hline 79 \%
\end{aligned}
$$ \& 400 \& $$
\begin{aligned}
& 31 \% \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 89 \\
& 52 \% \\
& 15
\end{aligned}
$$ \& $$
\begin{aligned}
& 72 \% \\
& 32 \%
\end{aligned}
$$ \& 25\% \& $$
{ }_{33}^{44}
$$ \& $$
\text { 25 } 27
$$ \& $$
\begin{gathered}
112 \\
47 \% \\
\text { KL }
\end{gathered}
$$ \& $$
\begin{aligned}
& \begin{array}{l}
65 \\
46 \% \\
\hline
\end{array}{ }^{25}
\end{aligned}
$$ \& 76
40
P \& $$
{ }^{43}{ }^{4} \%
$$ \& $$
\begin{gathered}
113 \\
39 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 69 \\
& 35 \%
\end{aligned}
$$ \& 38\% \& 140
$47 \%$ <br>
\hline A great deal \& 79
$16 \%$ \& $$
\begin{aligned}
& 49 \\
& 19 \%
\end{aligned}
$$ \& 30 $12 \%$ \& $$
\begin{aligned}
& 20 \\
& \text { 15\% } \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 33 \\
& 35 \% \\
& 25 \%
\end{aligned}
$$ \& 5\% \& $$
\begin{aligned}
& 22 \\
& 21 \% \\
& { }_{5}^{2} \%
\end{aligned}
$$ \& 53
$31 \%$
IJ \& $\stackrel{21}{9 \%}$ \& 5 \& ${ }^{18} 13$ \& 10\% \& 20\% \& 25

18
p \& 210 ${ }_{\text {P }}$ \& 14\% \& 53\% \& ${ }^{25} 12 \%$ \& ${ }_{41 \%}$ \& ${ }_{23}^{68}$ <br>

\hline Somewhat \& $$
{ }_{21 \%}^{106}
$$ \& \[

$$
\begin{gathered}
\text { 25\% } \\
\text { C5 }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 41 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 25 \% \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
29 \\
22 \% \\
9
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 25 \% \\
& \mathrm{~g}
\end{aligned}
$$

\] \& ${ }^{10} 9$ \& \[

$$
\begin{aligned}
& 36 \\
& 21 \%
\end{aligned}
$$

\] \& \[

{ }^{53} 23

\] \& \[

$$
\begin{aligned}
& 20 \\
& 18 \%
\end{aligned}
$$

\] \& 27\% \& \[

$$
\begin{aligned}
& 15 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 63 \\
& 27 \%
\end{aligned}
$$
\] \& 40

28\% \& $$
\begin{aligned}
& 37 \\
& 19 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& \text { 17\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 61 \% \\
& 21 \%
\end{aligned}
$$

\] \& \[

{ }_{23}^{45}
\] \& 14 $25 \%$ \& 72

$24 \%$ <br>

\hline Not Much/None (Net) \& $$
\stackrel{237}{47 \%}
$$ \& \[

$$
\begin{aligned}
& 117 \\
& 45 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
120 \\
49 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 43 \\
& 34 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 40 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 83 \\
& 59 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 58 \\
& 56 \% \\
& \text { D }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
124 \\
56 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 61 \\
& 55 \% \\
& H
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 65 \\
& 48 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 48 \\
& 51 \%
\end{aligned}
$$
\] \& 106

$44 \%$ \& ${ }^{62} 44 \%$ \& 85\% \& 89\% \& ${ }^{148} 51 \%$ \& $84 \%$ \& 14\% \& 116
$39 \%$ <br>

\hline Not much \& ${ }^{88}{ }^{17}$ \& 39\% \& 20\% \& 20\% \& 22 $17 \%$ \& 280\% \& $18 \%$ \& 21 $12 \%$ \& $$
\begin{aligned}
& 48 \\
& { }_{22 \%} \%
\end{aligned}
$$ \& 18\% \& 23 \& 19\% \& 17\% \& 23 \& 36\% \& 29\% \& 54\% \& 34\% \& 4\% \& ${ }^{56}$ 19\% <br>

\hline None \& $$
{ }_{30 \%}^{149}
$$ \& \[

{ }_{30}^{77}

\] \& \[

$$
\begin{aligned}
& 72 \\
& 29 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 24 \\
& 18 \%
\end{aligned}
$$

\] \& 230 \& \[

$$
\begin{aligned}
& 55 \\
& 39 \% \\
& \mathrm{De}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 38 \% \\
& \text { D }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 76 \\
& 34 \% \\
& H
\end{aligned}
$$

\] \& ${ }_{39}^{43}{ }^{\text {H }}$ \& \[

$$
\begin{aligned}
& 42 \\
& 31 \%
\end{aligned}
$$

\] \& 299\% \& \[

$$
\begin{aligned}
& 67 \% \\
& 28 \%
\end{aligned}
$$

\] \& 20\% \& 49\% \& \[

$$
\begin{aligned}
& 60 \\
& 35 \%
\end{aligned}
$$
\] \& 942\% \& 50\% \& ${ }_{8}^{5}$ \& 20\% <br>

\hline I am not at all familiar with this company \& $$
\begin{aligned}
& 82 \\
& 16 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 27 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
55 \\
{ }_{22}^{22 \%} \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 34 \\
& 26 \% \\
& \text { EF }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \% \\
& 18 \%
\end{aligned}
$$

\] \& 27 $12 \%$ \& 24\% \& \[

$$
\begin{aligned}
& 26 \\
& \begin{array}{l}
19 \% \\
M
\end{array}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 23 \% \\
& M
\end{aligned}
$$

\] \& ${ }^{21} 9$ \& ${ }^{13} 9$ \& 29\% \& \[

$$
\begin{aligned}
& { }^{40}{ }^{233} \% \\
& \mathrm{~N}
\end{aligned}
$$

\] \& 31\% \& \[

$$
\begin{aligned}
& 45 \\
& 23 \% \\
& Q
\end{aligned}
$$
\] \& ${ }_{20}^{12}$ \& 44\% <br>

\hline Sigma \& $$
\begin{aligned}
& 504 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 258 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 246 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 129 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 131 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 140 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 103 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 172 \\
& 100 \%
\end{aligned}
$$
\] \& 2210 \& 111

$100 \%$ \& \[
$$
\begin{aligned}
& 135 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
94 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 239 \\
& 100 \%
\end{aligned}
$$
\] \& 141

$100 \%$ \& \[
$$
\begin{aligned}
& 190 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 173 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 292 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 198 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
58 \\
100 \%
\end{gathered}
$$
\] \& 300

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/I
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 479 | 187 | 292 | 202 | 145 | 81 | 51 | 169 | 177 | 133 | 255 | 56 | 143 | 138 | 168 | 173 | 246 | 226 | 51 | 257 |
| Weighted Base | 461 | 230 | 231 | 144 | 133* | 124* | 60** | 155* | 192* | 114* | 127 | 65* | $248{ }^{*}$ | 124* | $144 *$ | 193* | 265 | 192 | 58* | 279 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 212 \\ 46 \% \end{gathered}$ | $\begin{gathered} 124 \\ 54 \% \\ C \end{gathered}$ | 88\% | 86\% | 71 54 F | 32\% | $\begin{aligned} & 21 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 101 \\ \begin{array}{c} 65 \% \\ 1.5 \end{array} \end{gathered}$ | $\begin{aligned} & 73 \\ & \hline 88 \% \end{aligned}$ | $\begin{aligned} & 338 \\ & 33 \end{aligned}$ | ${ }_{35}^{45}$ | 21 33 | $\begin{aligned} & 139 \\ & \quad 56 \% \\ & \text { KL } \end{aligned}$ | 576\% | $70 \%$ | 85\% | 131 $50 \%$ | $\begin{aligned} & 77 \\ & 40 \% \end{aligned}$ | 42 ${ }_{\text {t }}$ | 160 $57 \%$ |
| A great deal | 101 | 58\% | 19\% | 33 ${ }^{33}$ | $\begin{gathered} 39 \\ 30 \% \\ f \end{gathered}$ | 18\% | 11 $18 \%$ | $\begin{aligned} & 52 \\ & 34 \% \\ & 15 \end{aligned}$ | 30 $16 \%$ | 19\% | 23 $18 \%$ | -9 | 65\% | 22 $18 \%$ | 33\% | 46\% | ${ }_{\text {26\% }}^{\text {2 }}$ | 31 $16 \%$ | 590\% | 72\% |
| Somewhat | ${ }_{24 \%}^{111}$ | $\begin{gathered} \text { 26\% } \\ \text { 29\% } \end{gathered}$ | ${ }_{19 \%}^{44}$ | $\begin{aligned} & 47 \\ & 33 \% \\ & F \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 32 \% \\ & \hline \end{aligned}$ | ${ }_{23}^{42 \%}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 74 \\ 30 \% \\ \text { K } \end{gathered}$ | $\begin{aligned} & 38 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | 39\% | 64\% | 45 ${ }^{4} \%$ | ${ }_{23}^{13}$ | 87 $31 \%$ |
| Not Much/None (Net) | ${ }_{391}^{181}$ | $\begin{aligned} & 80 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 102 \\ 44 \% \end{gathered}$ | ${ }_{29}^{42}$ | ${ }_{31}^{42}$ | $\begin{aligned} & 67 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 51 \% \end{aligned}$ | ${ }_{24}^{38}$ | $\begin{aligned} & 89 \\ & 8^{47 \%} \% \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 54 \\ & 48 \% \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 56 \\ & { }^{544 \%} \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 37 \\ & 56 \% \\ & M \end{aligned}$ | $\begin{aligned} & 78 \\ & 31 \% \end{aligned}$ | 52\% | 53\% | 77 | ${ }^{104} 3$ | $\begin{aligned} & 76 \\ & 40 \% \end{aligned}$ | 11 $19 \%$ | 93 ${ }_{\text {33 }}^{\text {S }}$ |
| Not much | 74 $16 \%$ | 36 $15 \%$ | ${ }^{38} 7$ | ${ }_{12}^{18}$ | 17\% | ${ }_{26}^{21 \%}$ | ${ }^{13}$ 21\% | 19 | $\begin{aligned} & 44 \\ & \begin{array}{l} \text { 233\% } \\ \text { hi } \end{array} \end{aligned}$ | 110\% | $\stackrel{17}{14 \%}$ | 15\% | 38 $15 \%$ | 22\% | 27 $19 \%$ | 25 ${ }^{2}$ \% | ${ }_{16}{ }^{2} \%$ | 32 17 | ${ }_{11}^{6} \%$ | ${ }_{16}^{44}$ |
| None | ${ }_{23 \%}^{108}$ | ${ }_{19 \%}$ | 64\% | $\begin{aligned} & \text { 17\% } \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 41 \\ 34 \% \\ \text { De } \end{array} \end{aligned}$ | $\begin{aligned} & 18 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 24 \% \\ & { }_{H} \end{aligned}$ | $\begin{aligned} & 43 \\ & 38 \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \\ & M \end{aligned}$ | $\begin{aligned} & 22 \\ & 34 \% \\ & M \end{aligned}$ | 40\% | 300 | 26\% | 52\% | $\stackrel{62}{24 \%}$ | 45\% | ${ }_{8}^{5}$ | 49 18 s |
| I am not at all familiar with this company | ${ }^{68}{ }^{15}$ | ${ }_{12}^{27}$ | 418\% | 22 15 | 20\% | 17\% | -9 ${ }^{\text {\% }}$ | 16\% | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 22 $19 \%$ | $\begin{gathered} 27 \\ \underset{\mathrm{n}}{21 \%} \end{gathered}$ | 10\% | 31 $12 \%$ | 16 13 | 21 14 | 31 $16 \%$ | 11\% | $\begin{aligned} & 39 \\ & \text { 20\% } \\ & \mathrm{q} \end{aligned}$ | ${ }_{9}^{5}$ | 27 $10 \%$ |
| Sigma | $\begin{aligned} & 461 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 114 $100 \%$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 144 $100 \%$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 265 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 100\% | 279 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - $\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 469 | 179 | 290 | 200 | 125 | 72 | 72 | 154 | 194 | 121 | 265 | 58 | 125 | 146 | 165 | 158 | 250 | 210 | 48 | 259 |
| Weighted Base | 447 | 199* | 248 | 147 | 121* | 94* | $84^{*}$ | 144* | 194 | 109* | 156 | $64^{*}$ | 205* | $144^{*}$ | 182* | 120* | 259 | 182 | 59** | 282 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 326 \\ 73 \% \end{gathered}$ | ${ }^{153} 77 \%$ | $\begin{aligned} & 173 \\ & 70 \% \end{aligned}$ | 999\% | 93 | $\begin{array}{ll} 71 \\ 75 \% \end{array}$ | $\frac{64}{75 \%}$ | $\begin{gathered} 115 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 177 \\ \quad 86 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 112 \\ 78 \% \\ \mathrm{p} \end{gathered}$ | 136 $74 \%$ | 79\% | $\underset{\mathrm{R}}{204}$ | $\begin{gathered} 120 \\ 66 \% \end{gathered}$ | 499\% | 221 ${ }_{78}$ |
| A great deal | ${ }^{185}$ | 758\% | 110 $45 \%$ | 52\% | $\begin{aligned} & 59 \\ & 49 \% \\ & d \end{aligned}$ | 32\% | $\begin{aligned} & 43 \\ & 51 \% \\ & d \end{aligned}$ | 73 $51 \%$ $j$ | 75\% | $38{ }^{3} \%$ | ${ }_{3}^{52}$ | 24\% | $\begin{gathered} 101 \\ 49 \% \\ \mathrm{~K} \end{gathered}$ | 70 $49 \%$ | 77 | $39 \%$ | 122 ${ }_{\text {47 }}^{\text {r }}$ | 64\% | 32\% | 141 $50 \%$ |
| Somewhat | $\begin{gathered} 141 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 39 \% \\ & \hline \end{aligned}$ | ${ }_{25}^{63}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 384 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 24 \% \end{aligned}$ | ${ }_{22}{ }_{29}$ | ${ }_{35}^{68}$ | $\begin{aligned} & 38 \% \\ & 28 \% \end{aligned}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 14 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 37 \% \\ & \hline \end{aligned}$ | ${ }_{22}{ }_{29}$ | 59\% | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 82 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | 17\% | 80\% |
| Not Much/None (Net) | $\begin{aligned} & 97 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 35 \% \\ & 24 \% \end{aligned}$ | 249 | $20$ | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 30 \% \\ & M \end{aligned}$ | $\begin{aligned} & 22 \\ & 35 \% \\ & M \end{aligned}$ | 25 ${ }^{2}$ | $\begin{aligned} & \text { 175 } \\ & \hline 1 \end{aligned}$ | 31\% | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | ${ }_{26 \%}$ | ${ }_{9}^{6}$ | 50\% |
| Not much | 54\% | 22 $11 \%$ | 31 $13 \%$ | 20\% | ${ }_{13}^{16}$ | 11\% | $7{ }_{8}$ | $1{ }^{16}$ | ${ }^{28}{ }^{14}$ | $\stackrel{10}{9 \%}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 16 \% \\ \mathrm{~T} \% \end{array} \end{aligned}$ | 117\% | ${ }^{16}{ }_{8}$ | ${ }^{12} 8$ | 23 $13 \%$ | 18 | 33 $13 \%$ | 20 $11 \%$ | ${ }_{5}{ }^{\text {\% }}$ | 34 $12 \%$ |
| None | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | 15\% | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 10 \% \end{aligned}$ | $8 \%$ | $\begin{aligned} & 10 \% \\ & 10 \% \end{aligned}$ | 11 $13 \%$ | $\stackrel{8}{5 \%}$ | 15\% | $\begin{aligned} & 21 \\ & 19 \% \\ & \text { HII } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 22 \\ 14 \% \\ M \end{array} \end{aligned}$ | 11 $18 \%$ $M$ | $9 \%$ | ${ }^{13} 9$ | ${ }^{16} 9$ | 15 | ${ }^{15} 6$ | $\begin{aligned} & 28 \\ & 15 \% \\ & \text { Q } \end{aligned}$ | * ${ }^{\text {\% }}$ | ${ }^{16} 6$ |
| I am not at all familiar with this company | $\stackrel{23}{5 \%}$ | 8 | ${ }^{15} 6$ | $\begin{gathered} 14 \\ { }_{\mathrm{e}}^{1} \% \end{gathered}$ | $3 \%$ | $3{ }^{3}$ | $3{ }_{3}$ | 5\% | 8 | 109\% | $\begin{aligned} & 14 \\ & { }_{M}^{1 \%} \end{aligned}$ | 7\% | ${ }_{2 \%}$ | $7 \%$ 5 | 7 | 9\% | ${ }_{3}^{8}$ | $\begin{gathered} 14 \\ 8 \% \\ 9 \end{gathered}$ | $4 \%$ | 12 4 \% |
| Sigma | $\begin{aligned} & 447 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | 144 $100 \%$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 590\% | 2820\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

## Tyson Foods

Food

|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 181 | 283 | 201 | 130 | 75 | 58 | 148 | 198 | 118 | 248 | 61 | 121 | 133 | 149 | 182 | 250 | 198 | 43 | 257 |
| Weighted Base | 468 | 231* | 237 | 150 | 129* | 113* | $76 *$ | $140^{*}$ | 219 | 108* | 136 | $71^{*}$ | 223* | 144* | 139* | 185* | 279 | 172* | $62^{* *}$ | 304 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 305 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 148 \\ 63 \% \end{gathered}$ | 90\% | $91 \%$ | $\begin{gathered} 75 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 63 \% \end{aligned}$ | $97$ | $\begin{aligned} & 132 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 70 \% \end{aligned}$ | 81\% | $\begin{aligned} & 57 \\ & 80 \% \\ & k \end{aligned}$ | ${ }^{155} 69$ | 97\% | 94\% | 114 $62 \%$ | 191 68 | 111 $65 \%$ | 53 | 211 69 |
| A great deal | ${ }_{32 \%}^{148}$ | $\begin{aligned} & 69 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 33 \% \end{aligned}$ | 39\% | ${ }_{34}$ | $\begin{aligned} & 36 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 34 \% \end{aligned}$ | 58\% | $\begin{aligned} & 42 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 31 \% \end{aligned}$ | ${ }_{30}$ | $\begin{aligned} & 41 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 33 \% \end{aligned}$ | ${ }_{31}^{54}$ | 21 31 | 920\% |
| Somewhat | 157 $34 \%$ | $\begin{aligned} & 88 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 29 \% \end{aligned}$ | 51\% | $\begin{aligned} & 47 \% \end{aligned}$ | $39 \%$ | $\text { 20 } 26 \%$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 34 \% \end{aligned}$ | 33 $31 \%$ | ${ }^{40} 29 \%$ | 25 ${ }^{25}$ | 85\% | 53\% | 53\% | 51\% | ${ }^{100} 36$ | 57\% | 32 $51 \%$ | ${ }_{39}^{119}$ |
| Not Much/None (Net) | ${ }^{128} 27 \%$ | 53\% | 75 ${ }^{7}$ \% | 461\% | 300 | 31\% | $\stackrel{21}{27 \%}$ | 30 | 77 $35 \%$ HJ | 21 $19 \%$ | 41 $30 \%$ | 14 20 | 649\% | 44\% | 39 28 | 45\% | 75\% | ${ }^{48}{ }^{2} \%$ | ${ }^{7} \mathrm{O} \%$ | 72 $24 \%$ |
| Not much | 12\% | 25 $11 \%$ | 30 $12 \%$ | 19\% | 22 17 $f$ | $5{ }^{6} \%$ | $\stackrel{7}{9 \%}$ | 16 $11 \%$ | 35 16 | 3\% | 21 $15 \%$ | ${ }_{5}^{3}$ | ${ }_{12 \%}{ }^{12}$ | 20 $14 \%$ | ${ }^{22} 16 \%$ | 12\% | ${ }_{13 \%}$ | 17\% | ${ }^{1} \%$ | ${ }^{36}$ 12\% |
| None | 74 $16 \%$ | ${ }_{12 \%}$ | ${ }^{46} 9$ | 27 18\% E | 6\% | ${ }_{\text {23 }}^{25}$ |  | 140\% | ${ }_{19}^{42} \mathrm{~h}$ | ${ }_{18}^{18} 1$ | 21 15 | 11 $15 \%$ | 36 $16 \%$ | 24\% | 17 $12 \%$ | 33 $18 \%$ | 38\% | 31 $18 \%$ | ${ }_{10}^{6}$ | ${ }^{35} 12$ |
| I am not at all familiar with this company | 35\% | ${ }^{21} 9$ | 13 | ${ }^{13} 9$ | $8{ }_{6}^{8}$ | 6\% | 10\% | 13 | 10 ${ }^{5}$ | 12 | $\begin{aligned} & 13 \\ & { }^{13} \% \\ & \text { LM } \end{aligned}$ | ${ }_{1}^{1 \%}$ | ${ }_{2}^{5}$ | ${ }_{2}^{4}$ | 5 | $\begin{gathered} 26 \\ 14 \% \\ \text { NO } \end{gathered}$ | 13 5 | $13 \%$ | $\stackrel{3}{5 \%}$ | 22\% |
| Sigma | $\begin{aligned} & 468 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 279 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 304 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/IJJ-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Indepe- ndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 177 | 285 | 190 | 131 | 77 | 64 | 145 | 192 | 125 | 249 | 71 | 112 | 142 | 152 | 168 | 246 | 200 | 45 | 251 |
| Weighted Base | 467 | $228 *$ | 239 | 143 | 123* | 124* | 77* | 141* | 217 | 109* | 147 | 79* | 209* | $143 *$ | 165* | 159* | 249 | 207 | 55** | 280 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 120 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 33 \% \\ & 3{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \\ & \hline 1 \text { G } \end{aligned}$ | $\begin{gathered} 36 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 38 \% \\ & \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | 25 23\% | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 35 \% \\ & \text { KL } \end{aligned}$ | 279 | ${ }_{26}^{43}$ | $\begin{aligned} & 38 \\ & 24 \% \end{aligned}$ | 62 25 | 54\% | 29 $54 \%$ | 93\% |
| A great deal | $\begin{aligned} & 52 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \\ & \text { C } \end{aligned}$ | 14\% | $\begin{aligned} & \begin{array}{l} 24 \\ 17 \% \\ F \end{array} \end{aligned}$ | 17 $14 \%$ | ${ }_{5}^{6}$ | $5{ }_{6}$ | 25 17\% i | $\stackrel{18}{8 \%}$ | 9 | ${ }^{14} 9$ | 5\% | ${ }^{28} 14$ | ${ }^{15} 11 \%$ | 24\% | 12 81 | 27 $11 \%$ | 24\% | 17 $31 \%$ | $\stackrel{43}{15 \%}$ |
| Somewhat | $\begin{aligned} & 68 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & 17 \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & \text { 175 } \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\frac{5}{7} \%$ | 20\% | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | 16 $14 \%$ | ${ }^{14} 9$ | 7\% | $\begin{aligned} & 46 \\ & \begin{array}{l} 42 \\ 22 \% \\ \text { K1 } \end{array} \end{aligned}$ | 24\% | $19 \%$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | ${ }_{23}^{13}$ | 50\% |
| Not Much/None (Net) | ${ }_{36 \%}^{168}$ | $\begin{gathered} 101 \\ 44 \% \\ \mathrm{C} \end{gathered}$ | $\begin{aligned} & 67 \\ & 28 \% \end{aligned}$ | ${ }_{37}^{47}$ | $\begin{aligned} & 366 \\ & 29 \end{aligned}$ | $\begin{aligned} & 49 \\ & 40 \% \end{aligned}$ | 36 47 e e | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 87 \\ 40 \% \\ \mathrm{~h} \end{gathered}$ | $\begin{aligned} & 44 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 44 \% \end{aligned}$ | 359 | $\begin{aligned} & 76 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 47 \% \\ & \text { Op } \end{aligned}$ | 50\% | 51\% | 100 $40 \%$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | 21 38 | 101 $36 \%$ |
| Not much | 68 $14 \%$ | 40\% | ${ }^{28}{ }^{12 \%}$ | $1{ }^{16} \%$ | 20\% | 22\% | 11\% | ${ }^{12} 9$ | $\begin{aligned} & 45 \\ & \begin{array}{l} 41 \% \\ \mathrm{Hj} \end{array} \end{aligned}$ | 109\% | ${ }^{13} 9$ | 18\% | $\begin{aligned} & \text { 411 } \\ & \text { 19\%\% } \\ & \text { K } \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \\ & 0 \end{aligned}$ | ${ }^{15} 9$ | 22\% | 21\% | 14\% | 122\% | ${ }_{17}{ }^{7} \%$ |
| None | ${ }_{2100}^{100}$ | $\begin{gathered} \text { 611 } \\ 27 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | 27 22 | $\begin{aligned} & 27 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | 25 | ${ }^{42} 9$ | 33 $31 \%$ $h$ | 37\% | 20\% | 36\% | 36\% | ${ }^{31 \%}$ | 30\% | 479\% | 49\% | $\stackrel{9}{16 \%}$ | 54 $19 \%$ |
| I am not at all familiar with this company | $\begin{gathered} 180 \\ 38 \% \end{gathered}$ | 51 $22 \%$ | $\begin{gathered} 129 \\ 54 \% \\ B \end{gathered}$ | 48\% | 51\% | $\begin{aligned} & 50 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 41 \% \end{aligned}$ | 40\% | $\begin{aligned} & 70 \\ & 47 \% \\ & M \end{aligned}$ | 33 $41 \%$ | 59\% | $\begin{aligned} & 36 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 72 \\ & { }^{44} \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 70 \\ & 44 \% \\ & \mathrm{~N} \end{aligned}$ | 875\% | 90\% | 8\% | 85 ${ }^{3}$ |
| Sigma | $\begin{aligned} & 467 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | 1410\% | 217 $100 \%$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | 143 $100 \%$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 100\% | 207\% | 100\% | 280\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Wave } 13 \\
& (50120 \\
& 5 / 22)
\end{aligned}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 458 \& 166 \& 292 \& 195 \& 127 \& 67 \& 69 \& 151 \& 199 \& 108 \& 242 \& 71 \& 122 \& 152 \& 154 \& 152 \& 247 \& 197 \& 42 \& 266 <br>
\hline Weighted Base \& 463 \& 204* \& 259 \& 144 \& 116* \& 117* \& 86* \& 141* \& 226 \& $96 *$ \& 136 \& 88* \& $218 *$ \& 155* \& $162^{*}$ \& $146{ }^{*}$ \& 269 \& 175* \& $66 * *$ \& 311 <br>
\hline $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ \& 2500 \& $$
\begin{gathered}
122 \\
60 \%
\end{gathered}
$$ \& $$
\begin{gathered}
128 \\
49 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 59 \\
& 41 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 75 \\
& 65 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{aligned}
& 71 \\
& 61 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{aligned}
& 45 \\
& 52 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 85 \\
& 61 \%
\end{aligned}
$$ \& $$
\begin{gathered}
111 \\
49 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 54 \\
& 56 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 61 \\
& 45 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 45 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{gathered}
142 \\
65 \% \\
K
\end{gathered}
$$ \& $$
\begin{aligned}
& 103 \\
& 67 \% \\
& \text { OP }
\end{aligned}
$$ \& $$
\begin{aligned}
& 81 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 66 \\
& 45 \%
\end{aligned}
$$ \& $$
\begin{gathered}
166 \\
\underset{R}{62 \%}
\end{gathered}
$$ \& 77
$44 \%$ \& 47\% \& 194
$63 \%$ <br>
\hline A great deal \& ${ }^{118} 25$ \& 55\% \& 63
$24 \%$ \& 20\% \& $$
\begin{gathered}
39 \\
34 \% \\
\mathrm{DG}
\end{gathered}
$$ \& $$
\begin{gathered}
37 \\
32 \% \\
\mathrm{~g}
\end{gathered}
$$ \& 12
$14 \%$ \& 42\% \& 51 $23 \%$ \& 24\% \& ${ }_{21}^{29}$ \& $\stackrel{23}{26 \%}$ \& 35\% \& 40\% \& 38\% \& 27\% \& 80

r
r \& 34\% \& 30 46 \& 94\% <br>

\hline Somewhat \& $$
{ }_{292}^{132}
$$ \& \[

$$
\begin{aligned}
& 67 \\
& 33 \%
\end{aligned}
$$

\] \& \[

{ }^{65}{ }_{25}

\] \& \[

$$
\begin{aligned}
& 30 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 394 \\
& 29 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 33 \% \\
& \text { 38\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 43 \\
& 31 \%
\end{aligned}
$$

\] \& \[

{ }_{26}^{60}

\] \& \[

307

\] \& 232\% \& 22 25 \& \[

$$
\begin{gathered}
77 \\
35 \% \\
k
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 63 \\
& 41 \% \\
& \text { OP }
\end{aligned}
$$

\] \& \[

{ }_{26 \%}^{43}

\] \& \[

$$
\begin{aligned}
& 26 \\
& 18 \%
\end{aligned}
$$
\] \& 82\% \& 43

$24 \%$ \& 17 ${ }^{26 \%}$ \& 100 32 <br>

\hline Not Much/None (Net) \& $$
{ }_{26 \%}^{121}
$$ \& \[

$$
\begin{aligned}
& 42 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
79 \\
31 \% \\
\text { b }
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
46 \\
32 \% \\
\mathrm{e}
\end{gathered}
$$

\] \& 23\% \& 30\% \& \[

$$
\begin{aligned}
& 21 \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
71 \\
32 \% \\
j
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 177 \% \\
& 17
\end{aligned}
$$

\] \& 289\% \& 24\% \& \[

$$
\begin{aligned}
& 53 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 26 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 51 \\
& 31 \% \\
& \mathrm{~N}
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
44 \\
30 \% \\
\mathrm{n}
\end{gathered}
$$

\] \& 29\% \& \[

\underset{\mathrm{i}}{58}
\] \& 13

$20 \%$ \& ${ }_{27}^{67}$ <br>
\hline Not much \& 59
$13 \%$ \& 25 ${ }_{12}$ \& 34
$13 \%$ \& 26
18\%
18 \& ${ }_{7 \%}$ \& 15\% \& 10\% \& 15

$11 \%$ \& $$
\begin{aligned}
& 38 \\
& 17 \% \\
& \text { j }
\end{aligned}
$$ \& $5{ }_{5}$ \& 19

$14 \%$ \& 13

$15 \%$ \& 25 ${ }^{2}$ \& 11\% \& $$
\begin{aligned}
& 29 \\
& 18 \% \\
& \text { N }
\end{aligned}
$$ \& ${ }_{13}^{18}$ \& 31\% \& 27 \& ${ }_{10}^{6} \%$ \& 37 $12 \%$ <br>

\hline None \& 63

$14 \%$ \& 17\% \& $$
\begin{aligned}
& 46 \\
& 18 \% \\
& 18 \%
\end{aligned}
$$ \& 20 $14 \%$ \& 16

$14 \%$ \& ${ }_{13 \%}^{16}$ \& 11
$13 \%$ \& ${ }_{18}^{18}$ \& 33
$15 \%$ \& ${ }_{12}^{12}$ \& 19 \& 11
$13 \%$ \& ${ }^{28} 13$ \& 16\% \& 21 $13 \%$ \& 26\% \& 29 $11 \%$ \& 31
$18 \%$ \& $\stackrel{7}{10 \%}$ \& 30\% <br>

\hline I am not at all familiar with this company \& 92\% \& $$
\begin{aligned}
& 40 \\
& 20 \%
\end{aligned}
$$ \& 20\% \& \[

$$
\begin{aligned}
& 39 \\
& 27 \% \% \\
& \text { ef }
\end{aligned}
$$
\] \& ${ }^{18}{ }^{15}$ \& 15\% \& 20 $23 \%$ \& 22 16 \& 44

$19 \%$ \& 26\% \& $$
\begin{aligned}
& 36 \\
& \underset{M}{36} \%
\end{aligned}
$$ \& ${ }^{18} \%$ \& ${ }_{11 \%}^{23}$ \& ${ }^{25} 16$ \& 31

$19 \%$ \& 36
$24 \%$ \& 44\% \& 40 23 \& ${ }_{9}^{6} \%$ \& 19\% <br>

\hline Sigma \& $$
\begin{aligned}
& 463 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 204 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 259 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 144 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 116 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 117 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
86 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$
\] \& 226

$100 \%$ \& 100\% \& $$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$ \& 100\% \& 218

$100 \%$ \& $$
\begin{aligned}
& 155 \\
& 100 \%
\end{aligned}
$$ \& 162

$100 \%$ \& $$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$ \& 269

$100 \%$ \& $$
\begin{aligned}
& 175 \\
& \text { 100\% }
\end{aligned}
$$ \& ${ }^{66}{ }^{100 \%}$ \& 311

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - DIE/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(220) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 488 | 193 | 295 | 208 | 130 | 77 | 73 | 164 | 211 | 113 | 278 | 66 | 115 | 135 | 192 | 161 | 263 | 204 | 51 | 263 |
| Weighted Base | 484 | 235 | 249 | 153 | 121* | 112* | 97* | 170* | 221 | 93* | 180 | 74* | 198* | $127^{*}$ | 199 | $158{ }^{*}$ | 278 | 185* | 63* | 280 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 275 \\ 57 \% \end{gathered}$ | $\begin{gathered} 143 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 67 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 68 \\ & 70 \% \\ & \mathrm{Ce}^{2} \end{aligned}$ | $\begin{gathered} 107 \\ 63 \% \\ j \end{gathered}$ | $\begin{aligned} & 123 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 122 \\ 61 \% \\ k \end{gathered}$ | $\begin{aligned} & 83 \\ & 66 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{aligned} & 116 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 61 \% \end{aligned}$ | 97\% | 39 62 | $\begin{gathered} 169 \\ 60 \% \end{gathered}$ |
| A great deal | ${ }^{136} 28$ | ${ }_{29}^{68 \%}$ | $\begin{aligned} & 68 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 42 \% \\ & { }^{4} \% \end{aligned}$ | 39\% | 73 3 \% | 24\% | 22\% | 26\% | 59\% | 47 3 p | 52\% | 37\% | 77 $28 \%$ | 54\% | ${ }^{18} 9 \%$ | 84\% |
| Somewhat | ${ }^{140} 29 \%$ | 75\% | 64\% | 41\% | 35\% | 41\% | 27\% | $\begin{aligned} & 68 \\ & 40 \% \\ & 40 \% \end{aligned}$ | 50\% | 21 $23 \%$ | 48\% | 20\% | 33\% | 36 $29 \%$ | 64 $32 \%$ | 39\% | 93 3 r | 43\% | 21 31 | 85\% |
| Not Much/None (Net) | $\begin{gathered} 139 \\ \hline 29 \% \end{gathered}$ | 65\% | $\begin{aligned} & 74 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 39 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 31 \% \end{aligned}$ | 29 $31 \%$ | $\begin{aligned} & 57 \\ & 32 \% \end{aligned}$ | 19\% | 29\% | 239 | 59\% | 51\% | 75\% | ${ }_{31}^{57}$ | 21\% | 830\% |
| Not much | ${ }_{11 \%}^{53}$ | ${ }^{16} \%$ | $\begin{aligned} & 37 \\ & 15 \% \\ & \text { B } \end{aligned}$ | $19 \%$ | 17 $14 \%$ | 13 $12 \%$ | $5{ }_{5}$ | 159\% | 33 $15 \%$ | ${ }_{7}^{6}$ | 24 $13 \%$ | ${ }_{8}^{6}$ | 24\% | ${ }^{10} 8$ | 27 $14 \%$ | 170\% | 34\% | 18 | 14\% | 39 $14 \%$ |
| None | 18\% | 491\% | 37 $15 \%$ | 28\% | 35\% | 14\% | 14\% | 27 $16 \%$ | 36 $16 \%$ | ${ }_{24}^{23}$ | 34\% | 13\% | 17\% | 20\% | 16\% | 34\% | 415\% | 21\% | 12\% | ${ }_{16}{ }^{\text {\% }}$ |
| I am not at all familiar with this company | $\begin{aligned} & 70 \\ & 14 \% \end{aligned}$ | 27 $12 \%$ | 43\% | $\begin{gathered} 37 \\ { }^{24 \%} \\ \mathrm{EFg}^{4} \end{gathered}$ | 12 10\% | ${ }^{10} 9$ | 11 $12 \%$ | 21 $13 \%$ | 29 $13 \%$ | 20 $21 \%$ | $\begin{aligned} & 35 \\ & \text { 19\% } \\ & M^{2} \end{aligned}$ | 100 | ${ }^{18} 9$ | 14 | 24\% | 31 20 | 33 $12 \%$ | 31 $17 \%$ | $\stackrel{3}{5 \%}$ | ${ }^{28} 10$ |
| Sigma | $\begin{aligned} & 484 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 22100 | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | 127 | 190\% | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 278 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | 280\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R-S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 472 | 176 | 296 | 194 | 119 | 82 | 77 | 151 | 205 | 116 | 243 | 76 | 125 | 147 | 164 | 161 | 243 | 216 | 36 | 251 |
| Weighted Base | 466 | 196* | 270 | 146 | $107 *$ | $106 *$ | 107* | 152* | 213 | 101* | 140 | 92* | 209* | $145 *$ | $180^{*}$ | 141* | 253 | 203* | $42^{* *}$ | 278 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{gathered} 311 \\ 67 \% \end{gathered}$ | $\stackrel{132}{67 \%}$ | $\begin{gathered} 179 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 65 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 80 \\ & 75 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 92 \\ & 86 \% \\ & \text { DE } \end{aligned}$ | ${ }^{108}$ | $\begin{gathered} 136 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 66 \% \end{aligned}$ | 87\% | $\begin{aligned} & 56 \\ & 61 \% \end{aligned}$ | ${ }^{152}$ | $\begin{aligned} & 104 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 124 \\ 69 \% \end{gathered}$ | ${ }^{83}{ }_{59}$ | $\underset{\substack{183 \\ \mathrm{r}}}{\substack{\text { an }}}$ | $\begin{gathered} 125 \\ 62 \% \end{gathered}$ | 66\% | $\begin{gathered} 184 \\ 66 \% \end{gathered}$ |
| A great deal | ${ }^{168}$ | ${ }_{3}^{65}$ \% | 103 $38 \%$ | 37 $25 \%$ | 36 $34 \%$ | 35 |  | 54\% | 74 $35 \%$ | 40\% | ${ }_{3}^{45}$ | $32 \%$ | 83 | 53 ${ }_{36}$ | 420\% ${ }_{\text {p }}$ | 40\% | $\begin{gathered} 105 \\ 42 \% \\ \mathrm{r} \end{gathered}$ | ${ }^{63}$ 31\% | 17 $40 \%$ | 933 |
| Somewhat | ${ }_{31 \%}^{143}$ | 67 $34 \%$ | $\begin{aligned} & 76 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 23 \% \end{aligned}$ | $33$ | $\begin{aligned} & 45 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $32 \%$ | 54\% | ${ }_{29}^{62 \%}$ | $28 \text { 27\% }$ | $\begin{aligned} & 42 \% \end{aligned}$ | 24\% | 70 33 | 52\% | 48\% | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 31 \% \end{aligned}$ | 11 26 | 91 3 \% |
| Not Much/None (Net) | $\begin{gathered} 100 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | ${ }_{27}^{57 \%}$ | $\begin{aligned} & 45 \\ & 31 \% \\ & \text { EG } \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 26 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | $\begin{gathered} 37 \\ 27 \% \\ \mathrm{~m} \end{gathered}$ | 25\% | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | ${ }_{26}^{36}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | 21\% | 22\% |
| Not much | 52\% | 23 ${ }^{2}$ | 28\% | $\begin{aligned} & 23 \\ & 16 \% \\ & \mathrm{~g} \end{aligned}$ | 10\% | 13 $12 \%$ | $5{ }_{5}$ | 149\% | $\begin{aligned} & 32 \\ & 15 \% \\ & \text { j } \end{aligned}$ | ${ }_{6}^{6}$ | ${ }^{12} \%$ | 11 $12 \%$ | ${ }_{12 \%}$ | ${ }^{14} \%$ | ${ }^{25} 14 \%$ | ${ }^{13} 9$ | ${ }^{22} \%$ | 28\% | ${ }_{5}^{2}$ | 415\% |
| None | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 23 \\ 15 \% \\ 15 \end{gathered}$ | ${ }_{7 \%}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | ${ }_{6 \%}^{7}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \\ & M \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 15 \% \\ M \end{array} \end{aligned}$ | $8 \%$ | ${ }^{13} 9$ | 13\% | $\begin{aligned} & 23 \\ & 16 \% \\ & 0 \end{aligned}$ | ${ }^{23} 9$ | 23 $11 \%$ | 17\% | 20\% |
| I am not at all familiar with this company | $\begin{aligned} & 55 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \\ & \text { FG } \end{aligned}$ | 1 | ${ }_{3}^{4}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | ${ }_{8 \%}^{8}$ | $\begin{aligned} & \begin{array}{l} 15 \\ 11 \% \end{array} . \end{aligned}$ | 10\% | $\begin{aligned} & 22 \\ & 10 \end{aligned}$ | $\begin{aligned} & 144 \\ & 10 \% \end{aligned}$ | 19 | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | ${ }^{26} 13 \%$ | ${ }^{5} 2 \%$ | 33 $12 \%$ |
| Sigma | $\begin{aligned} & 466 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 270 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 213 $100 \%$ | $\begin{aligned} & \text { 101 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 100\% | 209\% | 145\% | 180 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | 203 $100 \%$ | 100\% | 278 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 473 | 174 | 299 | 191 | 124 | 87 | 71 | 145 | 201 | 127 | 249 | 57 | 139 | 153 | 162 | 158 | 246 | 211 | 49 | 255 |
| Weighted Base | 500 | $230 *$ | 271 | 145 | 119* | $138 *$ | 98* | 149* | 234* | $118 *$ | 131 | $62^{*}$ | 273* | 156* | 182* | $162^{*}$ | 276 | 211* | 57* | 299 |
| $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ | ${ }^{356}$ 71\% | ${ }^{174} 76$ | ${ }^{182}$ | ${ }^{104}$ | 97 81\% | 84\% | 70\% | $\stackrel{116}{78 \%}$ | ${ }^{158} 6$ | 819\% | 74\% | 45\% | 1999\% | ${ }^{117}{ }^{5} \mathrm{P}$ \% | $\begin{gathered} 143 \\ 7 \mathrm{P} \end{gathered}$ | 59\% | 200 $72 \%$ | 150 $71 \%$ | 50\% | 239\% |
| A great deal | ${ }^{237} 47 \%$ | $\begin{gathered} 121 \\ 53 \% \end{gathered}$ | ${ }_{43 \%}^{116}$ | $\begin{aligned} & 71 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 43 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 50 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 50 \% \end{aligned}$ | $\begin{gathered} 102 \\ 43 \% \end{gathered}$ | 51\% | $\begin{aligned} & 61 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 48 \% \end{aligned}$ | $74 \%$ | $\begin{gathered} 100 \\ 55 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 63 \\ & 39 \% \end{aligned}$ | 123 $45 \%$ | 111 $52 \%$ | $\begin{aligned} & 37 \\ & 66 \% \end{aligned}$ | 160 $53 \%$ |
| Somewhat | 119 ${ }_{24}$ | ${ }^{53} \%$ | $\begin{aligned} & 666 \\ & 24 \% \end{aligned}$ | 22\% | $\begin{aligned} & 42 \\ & 35 \% \\ & { }^{25} \% \end{aligned}$ | 25\% | 20\% | 428\% | 57 $24 \%$ | 20\% | ${ }_{27}^{35}$ | 142\% | 69\% | 23\% | 43\% | 233\% | 77\% | $\begin{aligned} & 39 \\ & \text { 19\% } \end{aligned}$ | ${ }_{22}^{12}$ | $79 \%$ |
| Not Much/None (Net) | ${ }^{129} 26$ | 51\% | ${ }^{78}{ }^{29 \%}$ | 31 $22 \%$ | ${ }_{16}^{19}$ | $\begin{aligned} & 51 \\ & 37 \% \\ & \text { dE } \end{aligned}$ | 27\% | 29 $19 \%$ | ${ }^{68} \%$ | 32\% | 229 | 15 $23 \%$ | 71 26 | 37 $24 \%$ | 34 $19 \%$ | $\begin{aligned} & 58 \\ & 36 \% \\ & 0 \end{aligned}$ | 70\% | 53 | 12\% | 53\% |
| Not much | ${ }^{58}{ }^{2} \%$ | ${ }^{28}{ }^{12 \%}$ | 11\% | 19\% | 6\% | 23 <br> $\substack{16 \% \\ \mathrm{e}}$ | 10\% | ${ }^{13} 9$ | 34\% | 119\% | 17 $13 \%$ | ${ }_{9}^{6} \%$ | ${ }^{28} 10 \%$ | ${ }^{12} 8$ | 21 $12 \%$ | 25\% | 33 $12 \%$ | 24\% | $\stackrel{4}{7 \%}$ | 25\% |
| None | 70 $14 \%$ | 23 $10 \%$ | 47\% | 13\% | 12 10\% | ${ }_{2}^{20}{ }_{\text {d }}$ | 17\% | 15 $10 \%$ | 34 $14 \%$ | 218\% | ${ }^{12} 9$ | 14\% | ${ }_{16}^{43}$ | 25 $16 \%$ 0 | ${ }^{13} 7$ | $\begin{aligned} & 33 \\ & 20 \% \\ & 0 \end{aligned}$ | 37 $13 \%$ | 30 $14 \%$ | ${ }_{4 \%}$ | ${ }^{28} 9$ |
| I am not at all familiar with this company | ${ }^{16}$ | 2\% | 11\% | 10\% | $3 \%$ | 2\% | * | ${ }_{3}^{4} \%$ | ${ }_{3}^{8} \%$ | ${ }_{4}^{4} \%$ | ${ }_{4 \%}^{6}$ | ${ }_{3}^{2}$ | ${ }_{1 \%}^{4}$ | 1\% | ${ }_{3 \%}$ | ${ }_{6 \%}$ | 2\% | ${ }_{4 \%}^{8}$ | $1 \%$ | ${ }^{7} \%$ |
| Sigma | $\begin{aligned} & 500 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 271 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 273 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 299 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/LIM-N/O/P - Q/R - S/T
Overlap formulae used. * small base

Base: All Respondents
CPG

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 202 | 272 | 191 | 136 | 81 | 66 | 159 | 203 | 112 | 241 | 72 | 128 | 156 | 164 | 154 | 243 | 212 | 47 | 258 |
| Weighted Base | 500 | 259 | 241 | 152 | 129* | 116* | 103* | $163 *$ | 231 | $107 *$ | 145 | $102 *$ | $220 *$ | 181* | 171* | 148* | 293 | 187 | $63^{* *}$ | 285 |
| Somewhat/A Great Deal (Net) | 287\% | $\begin{gathered} 143 \\ 55 \% \end{gathered}$ | $\begin{gathered} 144 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 68 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 114 \\ \substack{70 \% \\ \text { IJ }} \end{gathered}$ | $\begin{aligned} & 130 \\ & 56 \% \\ & \hline \end{aligned}$ | 42\% | $\begin{aligned} & 91 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 63 \% \end{aligned}$ | 118 $54 \%$ | 99\% | 113 ${ }_{\text {P }}$ | $\begin{aligned} & 74 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 174 \\ 59 \% \end{gathered}$ | $\stackrel{102}{55 \%}$ | 39 62 | 157 |
| A great deal | 153 $31 \%$ | 79\% | 74 $31 \%$ | 25\% | 40 $31 \%$ | 426\% | 25\% | 62 $38 \%$ | 67\% | 24 22 | 49\% | 30\% | ${ }_{31}^{69}$ | 62 $\substack{\text { 34\% } \\ p}$ | 58 34 p | 23\% | 91\% | ${ }_{36}{ }^{56}$ | 17\% | 93 3 \% |
| Somewhat | $\begin{gathered} 134 \\ 27 \% \end{gathered}$ | 64\% | ${ }_{20}^{79}$ | 39\% | $\begin{aligned} & 364 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 34 \% \end{aligned}$ | 52 ${ }^{5}$ | ${ }_{27}^{63}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | ${ }_{29}^{49 \%}$ | $\begin{aligned} & 34 \% \\ & 33 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 31 \% \\ & 28 \end{aligned}$ | 55 $32 \%$ $n$ | 28\% | 83\% | 46\% | 22 35 | 24\% |
| Not Much/None (Net) | ${ }^{188}{ }_{38}$ | $\begin{gathered} 110 \\ 42 \% \\ \mathrm{C} \end{gathered}$ | $\begin{aligned} & 78 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 43 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 40 \% \end{aligned}$ | 39\% | $\begin{aligned} & 41 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & { }_{39 \%}{ }^{91} \end{aligned}$ | $\begin{aligned} & 56 \\ & { }_{53 \%} \\ & H^{2} \end{aligned}$ | 439\% | 34\% | $\begin{aligned} & 96 \\ & 44 \% \\ & K \end{aligned}$ | $\begin{aligned} & 75 \\ & 41 \% \end{aligned}$ | 51 30 | 62\% | 109 ${ }^{37 \%}$ | 72 39 | 20 $31 \%$ | 114 $40 \%$ |
| Not much | 90\% | $\begin{aligned} & 62 \\ & 24 \% \\ & C \end{aligned}$ | ${ }^{28}{ }^{12 \%}$ | 29\% | 24\% | 23 $19 \%$ | $14 \%$ | 26\% | 38 ${ }^{16 \%}$ | 26\% | ${ }_{10}^{15}$ | $\stackrel{22}{21}$ | $\begin{aligned} & 49 \\ & 22 \% \\ & \mathrm{~K} \end{aligned}$ | ${ }^{35}{ }^{19}$ | 21 $12 \%$ | $\begin{aligned} & 34 \\ & 23 \% \\ & 0 \end{aligned}$ | 60\% | 28\% | ${ }_{22}^{14}$ | 61\% |
| None | 98\% | ${ }_{19 \%}$ | 50 $21 \%$ | 30\% | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \% \end{aligned}$ | 25 24 | ${ }^{15} 9$ | $\begin{aligned} & 53 \\ & { }^{233} \% \end{aligned}$ | ${ }_{31}^{39}{ }^{29}$ | 28\% | $12 \%$ | 27\% | 20\% | 300 | 28\% | 179\% | 44\% | ${ }_{9}^{6}$ | 54 $19 \%$ |
| I am not at all familiar with this company | 25 ${ }^{5}$ | ${ }_{2 \%}^{6}$ | $\begin{gathered} 19 \\ 8 \% \\ \text { B } \end{gathered}$ | 6\% | $\begin{gathered} 19 \\ { }_{f} \end{gathered}$ | ${ }_{1}^{1 \%}$ | $3{ }_{3}$ | $7 \%$ | 10 4 \% | $8{ }_{8}^{8 \%}$ | $\begin{aligned} & 12 \\ & { }^{18 \%} \\ & \mathrm{~m} \end{aligned}$ | $4 \%$ | ${ }_{3 \%}^{6}$ | 7 | 7 | 118\% | 10 4 \% | 12\% | $4 \%$ | 14 5 |
| Sigma | $\begin{aligned} & 500 \\ & 100 \% \end{aligned}$ | 259\% | 100\% | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 231 $100 \%$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | 181 $100 \%$ | 171 $100 \%$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 2903 | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 100\% | 100\% |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) -B/C-D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 475 | 172 | 303 | 214 | 109 | 79 | 73 | 171 | 197 | 107 | 256 | 68 | 120 | 138 | 168 | 169 | 240 | 220 | 48 | 271 |
| Weighted Base | 491 | $219 *$ | 272 | 152 | 114* | $116{ }^{*}$ | 109* | 173* | 229 | 89* | 160 | 79* | 214* | $138{ }^{*}$ | 190* | $163^{*}$ | 271 | 206 | $53^{*}$ | 308 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 304 \\ 62 \% \end{gathered}$ | $\begin{gathered} 126 \\ 58 \% \end{gathered}$ | $\begin{gathered} 177 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 82 \\ 70 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 78 \\ & 71 \% \\ & \text { 71\% } \end{aligned}$ | $\begin{gathered} 109 \\ 63 \% \end{gathered}$ | $\begin{gathered} 141 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 96 \\ 60 \% \end{gathered}$ | $50$ | $\begin{gathered} 138 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 60 \% \end{aligned}$ | 172 | $\begin{aligned} & 126 \\ & 61 \% \end{aligned}$ | 28 $53 \%$ | ${ }^{195}$ |
| A great deal | 135 ${ }^{17 \%}$ | ${ }^{46}$ \% | 89 ${ }_{\text {33\% }}$ | 31 $21 \%$ | 27 $24 \%$ | $\begin{gathered} 39 \\ 34 \% \\ d \end{gathered}$ | 36 31 | 43\% | ${ }_{3}^{75}$ j | 17\% | 54\% | 217\% | 57 ${ }^{27}$ | 40\% | - ${ }_{\text {33 }}^{\text {3 }}$ p | 32\% | 789\% | 54\% | 13 $25 \%$ | 919\% |
| Somewhat | $\begin{gathered} 169 \\ 34 \% \end{gathered}$ | $\text { 80 }{ }_{37}$ | $\begin{aligned} & 89 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 48 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 38 \% \end{aligned}$ | ${ }_{26}^{66 \%}$ | $\begin{aligned} & 37 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | 29\% | $\begin{gathered} 81 \\ 38 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 54 \\ 39 \% \\ \hline \end{gathered}$ | 26\% | $\begin{aligned} & 65 \\ & 40 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 94 \\ & 35 \% \end{aligned}$ | 72 35 | 15 28 | ${ }^{104} 34$ |
| Not Much/None (Net) | ${ }_{29 \%}^{142}$ | $\begin{array}{ll} 71 \% \\ 32 \% \end{array}$ | $\begin{aligned} & 71 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 27 \end{aligned}$ | $28 \%$ | 29\% | ${ }_{20}^{43 \%}$ | $\begin{aligned} & 73 \\ & 32 \% \end{aligned}$ | 29 31 | ${ }_{29}^{47}$ | 26 $32 \%$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | ${ }_{27}^{27}$ | ${ }^{595}$ | $\begin{aligned} & 49 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 26 \% \end{aligned}$ | 62\% | 13 $25 \%$ | 87\% |
| Not much | 73\% | $\begin{aligned} & 42 \\ & 19 \% \\ & c \end{aligned}$ | 30 $11 \%$ | 31\% | ${ }_{16}^{18}$ | $12 \%$ | 12 | ${ }_{12}^{22}$ | 38\% | 13 $15 \%$ | 21 $13 \%$ | $12 \%$ | 37 $18 \%$ | 118\% | $\begin{aligned} & 33 \\ & 17 \% \% \\ & \mathrm{n} \end{aligned}$ | $\begin{aligned} & \text { 29\% } \\ & 18 \% \\ & n \end{aligned}$ | 42\% | 30 $15 \%$ | 16\% | 55 |
| None | $\begin{aligned} & 69 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | 16\% | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | 22\% | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | 29 $11 \%$ | 32\% | 9\% | 32\% |
| I am not at all familiar with this company | ${ }_{96}^{96}$ | 22\% | 249\% | $\begin{gathered} 18 \\ 12 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 19 \\ & 17 \% \% \\ & 17 \end{aligned}$ | ${ }_{5}^{6}$ | $3{ }_{3}^{3}$ | $\begin{aligned} & 24 \\ & 14 \% \\ & i \end{aligned}$ | 15\% | ${ }_{6}^{6}$ | $\xrightarrow{17} 11 \%$ | $3{ }^{4}$ | 22 $10 \%$ | ${ }_{5 \%}^{7}$ | ${ }_{12}^{22}$ | 17 $10 \%$ | 27 $10 \%$ | ${ }^{18} 9$ | ${ }^{12}{ }^{12} \%$ | 26\% |
| Sigma | 4919\% | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | 214 $100 \%$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 271 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | 53 | ${ }^{300}{ }^{10 \%}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 175 | 289 | 190 | 122 | 86 | 66 | 150 | 202 | 112 | 252 | 63 | 124 | 138 | 157 | 169 | 238 | 213 | 37 | 229 |
| Weighted Base | 501 | $248{ }^{*}$ | 253 | 139 | $125 *$ | 133* | 104* | 153* | 235 | 112* | 167 | 69* | $236 *$ | 149* | $178 *$ | 174* | 272 | 214* | $48^{* *}$ | 270 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 383 \\ 76 \% \end{gathered}$ | $\begin{gathered} 172 \\ 69 \% \end{gathered}$ | $\underset{B}{211}$ | $799$ | $94 \%$ | $\begin{aligned} & 104 \\ & 78 \% \end{aligned}$ | ${ }_{83}^{85}$ | ${ }^{115}$ | $\begin{gathered} 188 \\ 80 \% \end{gathered}$ | 80 | $\begin{aligned} & 115 \\ & 69 \% \end{aligned}$ | 57 | $\begin{gathered} 194 \\ 82 \% \\ K \end{gathered}$ | 127 ${ }^{126}$ | 134 75 | 122 70 | 205 $75 \%$ | 169\% | 33 $70 \%$ | 212\% |
| A great deal | ${ }^{228} 46 \%$ | 92\% | $\begin{gathered} 136 \\ 54 \% \\ B \end{gathered}$ | 52\% | 619\% | 659\% | 50\% | 66\% | 110\% | 51 46 | 82\% | 51\% | 102 $43 \%$ | 76 $51 \%$ | 82\% | $70 \%$ | 136 ${ }^{136}$ | 86\% | 14 $30 \%$ | ${ }^{117} 44 \%$ |
| Somewhat | ${ }_{31 \%}^{155}$ | $\begin{aligned} & 80 \\ & 32 \% \end{aligned}$ | ${ }_{29}{ }_{29}$ | ${ }_{34}^{48}$ | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | 399\% | $\begin{aligned} & 36 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 48 \% \\ & 32 \end{aligned}$ | ${ }_{33}^{78}$ | 25\% | 20\% | $\begin{gathered} 22 \\ 32 \% \\ k \end{gathered}$ | $\begin{aligned} & 92 \\ & 39 \% \\ & k \end{aligned}$ | $\begin{aligned} & 51 \% \end{aligned}$ | ${ }_{22}^{52}$ | 52\% | 29\% | $\begin{aligned} & 83 \\ & 39 \% \\ & 39 \end{aligned}$ | 19\% | 959\% |
| Not Much/None (Net) | $\begin{aligned} & 81 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 21 \% \\ & \text { C } \end{aligned}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | ${ }^{28} 12 \%$ | ${ }^{28}{ }^{\text {i }}$ \% | 33\% | 14\% | $\begin{aligned} & 31 \\ & 13 \% \end{aligned}$ | ${ }_{6 \%}^{8}$ | $\begin{aligned} & 42 \\ & { }^{24} \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 30 \\ 177 \% \\ N^{2} \end{array} \end{aligned}$ | ${ }_{17}^{45}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | 10\% | 33 $12 \%$ |
| Not much | 40\% | 24\% | ${ }^{16}{ }_{6}$ | ${ }^{13} 9$ | 6\% | 18 $14 \%$ 9 | $2{ }_{2}$ | 16 | ${ }^{17} \%$ | $7{ }_{6}$ | ${ }^{13} 8$ | $3{ }^{3}$ | ${ }^{19} 8$ | 5\% | ${ }_{\text {133 }}^{\text {23 }}$ | 11\% | 23\% | 16\% | 10\% | 20\% |
| None | 418\% | $\begin{gathered} 129 \\ { }_{1}^{29} \end{gathered}$ | 12 5 | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | ${ }_{5 \%}^{7}$ | $8{ }_{6}$ | $\begin{aligned} & 15 \\ & { }^{15} \end{aligned}$ | ${ }^{10} 6$ | 11 $5 \%$ | $\begin{aligned} & 20 \\ & 18 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \\ & \mathrm{~m} \end{aligned}$ | $\stackrel{7}{7} \mathrm{~F}$ | 12\% | ${ }_{2 \%}$ | $\begin{aligned} & 19 \\ & 10 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 19 \\ 11 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | 22 81 | 17 ${ }_{8}$ | - | ${ }^{13} 5$ |
| I am not at all familiar with this company | ${ }^{37} \%$ | ${ }^{23} 9$ | ${ }^{15} 6$ | $\begin{gathered} 16 \\ 11 \% \\ { }^{11} \% \end{gathered}$ | $\begin{gathered} 18 \\ { }^{14} \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | ${ }_{1}^{1 \%}$ | ${ }^{13} 9$ | 19\% | 5 | $\begin{aligned} & 19 \\ & \begin{array}{l} 11 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | ${ }_{4 \%}^{2}$ | 11 5 | $\begin{aligned} & 13 \\ & \text { 9\% } \end{aligned}$ | ${ }_{1}^{2} \%$ | $\begin{aligned} & 22 \\ & 13 \% \\ & 0 \end{aligned}$ | ${ }^{22} 8$ | 12\% | 10\% | ${ }^{25} 9$ |
| Sigma | $\begin{aligned} & 501 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 235 | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | 149 $100 \%$ | 178 $100 \%$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 272 $100 \%$ | 214 $100 \%$ | 100\% | 270 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Wave } 13 \\
& (50120 \\
& 5 / 22)
\end{aligned}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 476 \& 181 \& 295 \& 188 \& 129 \& 82 \& 77 \& 158 \& 197 \& 121 \& 263 \& 68 \& 113 \& 146 \& 163 \& 167 \& 252 \& 207 \& 43 \& 250 <br>
\hline Weighted Base \& 477 \& $221 *$ \& 256 \& 140* \& 114* \& 111* \& 111* \& 152* \& 207 \& 117* \& 159 \& 89* \& 199* \& 156* \& 182* \& 139* \& 266 \& 196* \& 55** \& 270 <br>
\hline $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ \& $$
\begin{gathered}
173 \\
36 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 98 \\
& 44 \% \\
& C
\end{aligned}
$$ \& $$
\begin{aligned}
& 75 \\
&
\end{aligned}
$$ \& $$
\begin{aligned}
& 56 \\
& 40 \% \\
& f
\end{aligned}
$$ \& $$
\begin{aligned}
& 60 \\
& 52 \% \\
& \text { FG }
\end{aligned}
$$ \& 28\% \& 299\% \& $$
\begin{aligned}
& 79 \\
& 52 \% \\
& 1.5
\end{aligned}
$$ \& $$
\begin{aligned}
& 62 \\
& 30 \%
\end{aligned}
$$ \& 282\% \& $$
{ }_{31}^{49}
$$ \& $$
\begin{aligned}
& 27 \\
& 30 \%
\end{aligned}
$$ \& 93
$47 \%$
KI \& $$
\begin{aligned}
& 56 \\
& 36 \%
\end{aligned}
$$ \& 78
$43 \%$
p \& 38\% \& $$
\begin{gathered}
111 \\
42 \% \\
\mathrm{r}
\end{gathered}
$$ \& 58\% \& 32\% \& 127
$47 \%$ <br>
\hline A great deal \& ${ }^{89} 9$ \& $$
\begin{gathered}
51 \\
23 \% \\
\text { c }
\end{gathered}
$$ \& 37
$15 \%$ \& 20\% \& $$
\begin{aligned}
& 33 \\
& 29 \% \\
& \mathrm{Fg}^{2} \%
\end{aligned}
$$ \& 13
$12 \%$ \& 15
$13 \%$ \& $$
\begin{aligned}
& 42 \\
& 27 \% \\
& 1 J \%
\end{aligned}
$$ \& 32
$15 \%$ \& 15
$13 \%$ \& ${ }_{14 \%}^{23}$ \& 19 $21 \%$ \& 45\% \& 35 ${ }^{3}$ \& 34\% \& 19 \& 54\% \& 32\% \& 169\% \& ${ }^{64}$ 24\% <br>
\hline Somewhat \& $$
\begin{aligned}
& 84 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 47 \% \\
& 21 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 38 \\
& 15 \%
\end{aligned}
$$ \& 28\% \& $$
\begin{aligned}
& 27 \\
& 23 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 15 \\
& 14 \%
\end{aligned}
$$ \& 15
$13 \%$ \& $$
\begin{aligned}
& 37 \\
& 24 \% \\
& i
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 14 \%
\end{aligned}
$$ \& 17
$15 \%$ \& $$
\begin{aligned}
& 27 \\
& 17 \%
\end{aligned}
$$ \& ${ }_{9 \%}$ \& $$
\begin{gathered}
49 \\
24 \%
\end{gathered}
$$ \& ${ }^{21} 13 \%$ \& $\xrightarrow[\substack{43 \\ n \\ n}]{ }$ \& $$
\begin{aligned}
& 20 \\
& 14 \%
\end{aligned}
$$ \& $\underset{\substack{57 \\ \mathrm{r}}}{ }$ \& ${ }^{25} 13 \%$ \& 16\% \& 23\% <br>
\hline Not Much/None (Net) \& $$
\stackrel{225}{47 \%}
$$ \& $$
\begin{aligned}
& 93 \\
& 42 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 133 \\
& 52 \%
\end{aligned}
$$ \& $$
{ }_{32}^{45}
$$ \& $$
\begin{aligned}
& 35 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 72 \\
& 65 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{aligned}
& 72 \\
& 65 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{aligned}
& 45 \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{gathered}
109 \\
53 \% \\
\mathrm{H}
\end{gathered}
$$ \&  \& 80\% \& $$
\begin{aligned}
& 53 \\
& 599 \% \\
& M
\end{aligned}
$$ \& 799\% \& 79 \& $$
\begin{aligned}
& 75 \\
& 41 \%
\end{aligned}
$$ \& 72 \& 122 46 \& 98\% \& 172\% \& 105
$39 \%$ <br>
\hline Not much \& ${ }^{68} 14 \%$ \& 35 ${ }^{16 \%}$ \& 33
$13 \%$ \& 23
$17 \%$ \& ${ }_{1}^{15} \%$ \& ${ }^{18} 8$ \& 13 \& $11 \%$ \& 33
$16 \%$ \& $19 \%$ \& ${ }^{15} 9$ \& 13
$14 \%$ \& 38

19\%\%
k \& $17 \%$ \& ${ }^{25} 14 \%$ \& 26\% \& 35\% \& 32\% \& ${ }_{14 \%}$ \& $49 \%$ <br>

\hline None \& $$
{ }_{33}^{157}
$$ \& 58\% \& \[

$$
\begin{aligned}
& 99 \\
& 39 \% \\
& \hline \mathrm{~B}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 55 \\
& 49 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 60 \\
& 54 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 76 \\
& 37 \% \\
& H
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& { }^{44} \% \\
& H
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 65 \\
& 41 \% \\
& { }^{61 \%}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 45 \% \\
& 4
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 41 \%
\end{aligned}
$$
\] \& 61

$39 \%$ \& 50\% \& 46\% \& 87\% \& 36 ${ }^{66}$ \& 10\% \& ${ }^{56}$ 21\% <br>
\hline I am not at all familiar with this company \& 79\% \& 30

$14 \%$ \& 49\% \& \[
$$
\begin{gathered}
\begin{array}{c}
39 \\
\text { eFG\% }
\end{array}
\end{gathered}
$$

\] \& 19\% \& \[

$$
\begin{aligned}
& 11 \\
& 10 \%
\end{aligned}
$$

\] \& 8\% \& ${ }_{19}^{28}$ \& \[

$$
\begin{aligned}
& 37 \\
& 18 \%
\end{aligned}
$$
\] \& 142\% \& 30\% \& 10

$11 \%$ \& 27
$14 \%$ \& 22 $14 \%$ \& 29\% \& 28\% \& 33

$12 \%$ \& $$
\begin{aligned}
& 41 \\
& 21 \% \\
& \mathrm{q}
\end{aligned}
$$ \& 10\% \& 38

$14 \%$ <br>
\hline Sigma \& 477

$100 \%$ \& $$
\begin{aligned}
& 221 \\
& 100 \%
\end{aligned}
$$ \& 256

$100 \%$ \& \[
$$
\begin{aligned}
& 140 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 114 \% \\
& 100 \%
\end{aligned}
$$
\] \& 111

$100 \%$ \& \[
$$
\begin{aligned}
& 111 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 152 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 207 \\
& 100 \%
\end{aligned}
$$
\] \& 117

$100 \%$ \& \[
$$
\begin{aligned}
& 159 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
89 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 156 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 139 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 266 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 196 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 270

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 476 | 188 | 288 | 222 | 126 | 67 | 61 | 173 | 190 | 113 | 258 | 68 | 122 | 145 | 171 | 160 | 254 | 207 | 43 | 273 |
| Weighted Base | 470 | 217 | 253 | 159 | $123 *$ | 108* | 80** | 163 | 208* | 100* | 144 | 95* | 206* | 155* | 179* | $136 *$ | 271 | 187* | $57^{* *}$ | 291 |
| Somewhat/A Great Deal (Net) | $\stackrel{257}{55 \%}$ | $\begin{gathered} 118 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 55 \% \end{aligned}$ | ${ }^{80} 0 \%$ | $\begin{aligned} & 84 \\ & 69 \% \\ & \hline 6 F^{2} \end{aligned}$ | $\begin{aligned} & 50 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 105 \\ 65 \% \end{gathered}$ | $\begin{gathered} 110 \\ 53 \% \end{gathered}$ | $42 \%$ | $\begin{aligned} & 71 \% \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 68 \% \\ & \text { KL } \end{aligned}$ | 89\% | 96\% | 72 5 | $\begin{aligned} & 155 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 53 \% \end{aligned}$ | 35\% | ${ }^{178} 61 \%$ |
| A great deal | 114 24 | $\begin{aligned} & 47 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 26 \% \end{aligned}$ | ${ }^{32}{ }^{3} \%$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | ${ }_{23}^{23}$ | $\begin{aligned} & \text { 160\% } \end{aligned}$ | 52\% | $\begin{aligned} & 38 \\ & \text { 18\% } \end{aligned}$ | $24 \%$ | 36\% | $16 \%$ | $\begin{aligned} & 62 \\ & 30 \% \end{aligned}$ | 40\% | 47\% | 27\% | 768\% | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | 119\% | 859\% |
| Somewhat | 143 ${ }_{30}$ | 71 3 \% | 73 $29 \%$ | 24\% | 44\% | 28\% | 27 $34 \%$ | 53\% | 72 35 | 18 | 35 ${ }^{34}$ | 24 26 | $\begin{aligned} & 77 \\ & 38 \% \\ & K \end{aligned}$ | $49 \%$ | 49\% | 46 $34 \%$ | 79\% | 63 $34 \%$ | 24\% | ${ }_{3}^{93}$ |
| Not Much/None (Net) | 139 ${ }^{3}$ | 75\% | 64\% | 45 | 22\% | $38{ }^{36}$ | 299\% | 38\% | 63 30 | 38 ${ }^{38}$ | 44\% | $\begin{aligned} & 42 \\ & 44 \% \\ & M \end{aligned}$ | ${ }_{21}^{43}$ | 51 33 | 51\% | 37 $28 \%$ | 810\% | 52\% | 19 31 | 75 ${ }^{66 \%}$ |
| Not much | 14\% | 34 $15 \%$ | 30 $12 \%$ | 22 $14 \%$ | ${ }^{10} 8$ | 20\% | 11 $13 \%$ | 22 $13 \%$ | 33 $16 \%$ | $9{ }_{9}^{9}$ | 21 15 | $\begin{aligned} & 22 \\ & 23 \% \\ & M \end{aligned}$ | ${ }^{18} 9$ | 28\% | 22 $13 \%$ | 13 $10 \%$ | ${ }_{13 \%}$ | 26 $14 \%$ | 10\% | 37 $13 \%$ |
| None | 76\% | ${ }_{19}^{41}$ | 34 $14 \%$ | 23\% | ${ }^{16} 13 \%$ | 18\% | 19 ${ }^{19}$ | ${ }_{10}^{16}$ | 30 $15 \%$ | 29 $29 \%$ | 23 $16 \%$ | 20 $21 \%$ | 24\% | 23 | ${ }^{28} 16$ | 24\% | 45\% | ${ }^{26} 14 \%$ | $\stackrel{9}{15 \%}$ | ${ }^{38} 13$ |
| I am not at all familiar with this company | 74 $16 \%$ | ${ }_{11 \%}$ | $\begin{aligned} & 49 \\ & \text { 19\% } \\ & \text { b } \end{aligned}$ | $\begin{gathered} 34 \\ 22 \% \\ 22 \% \end{gathered}$ | 12\% | 19 | ${ }_{10}{ }^{8}$ | 19\% | 35\% | 20\% | ${ }^{28} 8$ | 13 $13 \%$ | 24\% | $1{ }^{16}$ \% | 32 $18 \%$ | ${ }^{26} 9$ | 35 ${ }^{3} \mathbf{1}$ | 35 $19 \%$ | $\stackrel{4}{7 \%}$ | ${ }^{38} 13$ |
| Sigma | $\begin{aligned} & 470 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 271 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | 291 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C - D/E/F/G-H/IJ-K/LM- N/O/P-Q/R-S/T


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 459 | 174 | 285 | 194 | 113 | 86 | 66 | 153 | 195 | 111 | 249 | 64 | 114 | 125 | 157 | 177 | 250 | 195 | 38 | 236 |
| Weighted Base | 476 | $228 *$ | 248 | 143 | 92* | $140 *$ | $100^{*}$ | 153* | 220* | 103* | 141 | 79* | $211 *$ | 119* | 175* | 181* | 270 | 188* | 46** | 275 |
| Somewhat/A Great Deal (Net) | $3_{71 \%}$ | $\begin{gathered} 158 \\ 69 \% \end{gathered}$ | $\begin{gathered} 180 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 64 \% \end{aligned}$ | ${ }_{74 \%}$ | ${ }^{107} 76 \%$ | $71 \%$ | $\begin{gathered} 102 \\ 67 \% \end{gathered}$ | $\begin{gathered} 151 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 82 \% \\ & \text { hi } \end{aligned}$ | $\begin{aligned} & 104 \\ & \quad 74 \% \end{aligned}$ | $53$ | $\begin{gathered} 146 \\ 69 \% \end{gathered}$ | 899 | 119 68 | $\begin{aligned} & 130 \\ & 71 \% \end{aligned}$ | $193 \%$ | ${ }^{135} 72 \%$ | 35 76 | 192\% |
| A great deal | 187 ${ }^{39 \%}$ | 76 3 \% | $\begin{gathered} 111 \\ 45 \% \\ b \end{gathered}$ | 59 $41 \%$ | $44 \%$ | $\begin{aligned} & 53 \\ & 38 \% \end{aligned}$ | 32\% | $\begin{aligned} & 59 \\ & 39 \% \end{aligned}$ | 858\% | 43 | $\begin{aligned} & 62 \\ & 44 \% \\ & M \end{aligned}$ | $\begin{aligned} & 36 \\ & 46 \% \\ & \mathrm{~m} \end{aligned}$ | 64\% | 50 42 | 62 ${ }^{6}$ \% | 75 $41 \%$ | 97 ${ }^{9} \%$ | 83 | 23 $51 \%$ | 104 $38 \%$ |
| Somewhat | ${ }^{151} 32 \%$ | 82\% | 70\% | 34 $23 \%$ | 24\% | $\begin{aligned} & 54 \\ & 38 \% \\ & d \end{aligned}$ | $\begin{gathered} 39 \\ 39 \% \\ d \end{gathered}$ | 43\% | ${ }_{30}^{66}$ | $42 \%$ | 419\% | 17\% | 829\% | 38\% | 58\% | 55\% | ${ }_{36}{ }^{6}$ | 52\% | 119\% | 38\% |
| Not Much/None (Net) | ${ }_{22 \%}^{105}$ | $\begin{aligned} & 51 \\ & 22 \% \end{aligned}$ | ${ }_{22}^{52 \%}$ | 27\% | 180\% | $28 \%$ | $\begin{aligned} & 21 \% \\ & 21 \% \end{aligned}$ | 259 | 523\% | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 24 \% \end{aligned}$ | 24\% | 25\% | 32\% | 20\% | 60\% | 31\% | 19\% | ${ }_{22}^{62}$ |
| Not much | 12\% | 31 $14 \%$ | 27\% | $\begin{aligned} & \begin{array}{l} 28 \\ 18 \% \\ \text { eff } \end{array} \end{aligned}$ | 88 | 118\% | 13 $13 \%$ | 22 $14 \%$ | 33 15 | $3{ }_{3}^{3}$ | ${ }_{11 \%}^{16}$ | 10\% | 25 ${ }^{2}$ \% | $19 \%$ | 22 $13 \%$ | 170\% | 11\% | 24\% | ${ }^{5} 11 \%$ | ${ }_{4}^{43}$ |
| None | 10\% | 209\% | ${ }_{11 \%}^{27}$ | ${ }^{13} 9$ | 112\% | 17\% | $7 \%$ | ${ }_{16}^{16}$ | ${ }^{19} 9$ | $12 \%$ | 118 | 12\% | 25 $12 \%$ | 7\% | 17\% | 23\% | ${ }_{11 \%}^{29}$ | 15\% | 7\% | 19\% |
| I am not at all familiar with this company | 33\% | $\begin{gathered} 19 \\ 8 \% \end{gathered}$ | ${ }^{14} 6 \%$ | ${ }^{13} 9$ | ${ }_{6}^{6}$ | ${ }_{4}^{6}$ | 9 9 | 12\% | ${ }^{18} 8$ | $3{ }_{3}^{3}$ | ${ }^{10} 7$ | 8\% | 15\% | 5 | 179\% | 11 $6 \%$ | 17\% | 15\% | ${ }_{5 \%}^{2}$ | 21\% |
| Sigma | $\begin{aligned} & 476 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | ${ }^{790} \%$ | 211 $100 \%$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 181 } \\ & \text { 180\% } \end{aligned}$ | $\begin{aligned} & 270 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 100\% | 275\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 472 | 173 | 299 | 177 | 129 | 87 | 79 | 158 | 209 | 105 | 254 | 63 | 128 | 143 | 182 | 147 | 247 | 209 | 46 | 245 |
| Weighted Base | 468 | 209* | 259 | 128 | $110^{*}$ | 122* | 108* | $163^{*}$ | 221 | 84* | 149 | 77* | $216 *$ | $143^{*}$ | 198* | $127 *$ | 266 | 187 | 49* | 269 |
| Somewhat/A Great Deal (Net) | ${ }^{138} 3$ | $\begin{aligned} & 77 \\ & 37 \% \\ & C_{6} \end{aligned}$ | 614\% | $\begin{aligned} & 42 \\ & 33 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 54 \\ \text { 49\% } \\ \text { DFG } \end{gathered}$ | ${ }^{26} 1 \%$ | 15 $14 \%$ | $\begin{aligned} & 63 \\ & 399 \% \\ & \text { iif } \end{aligned}$ | 60 $27 \%$ | 159\% | 25 $17 \%$ | 18\% | $\begin{aligned} & 94 \\ & { }_{4}^{94 \%} \end{aligned}$ | 419\% | 72 $36 \%$ | 25\% | $\begin{gathered} 101 \\ 38 \% \\ R \end{gathered}$ | ${ }^{36}$ 19\% | ${ }^{35}{ }^{31} \%$ | 110 $41 \%$ |
| A great deal | $\begin{aligned} & 60 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \% \\ & { }_{\text {2 }} \end{aligned}$ | ${ }^{10} 8 \%$ | $\stackrel{10}{9 \%}$ | $\begin{aligned} & 28 \\ & 18 \% \\ & \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | ${ }_{7}^{6}$ | ${ }_{9 \%}^{14}$ | ${ }_{7 \%}^{6}$ | $\begin{aligned} & \text { 400 } \\ & \text { 19\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | 118\% | $\begin{aligned} & 47 \\ & { }^{18 \%} \mathrm{R} \end{aligned}$ | ${ }^{13} 7 \%$ | 16 $32 \%$ | ${ }_{18}^{48}$ |
| Somewhat | $\begin{aligned} & 78 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 26 \% \\ & \text { Co } \end{aligned}$ | ${ }^{24} 9$ | $\begin{aligned} & 22 \\ & 18 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{gathered} 34 \\ 34 \% \\ \text { DFG } \end{gathered}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $5{ }_{5}$ | 31\% | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | 11\% | 11\% | $\begin{gathered} 13 \\ 16 \% \\ k \end{gathered}$ | $\begin{aligned} & 54 \\ & 25 \% \\ & { }_{K}^{2} \end{aligned}$ | 21 15 | $\begin{gathered} 42 \\ \underset{p}{41 \%} \end{gathered}$ | 15 $11 \%$ | 20\% | 22 12 | 39\% | ${ }_{23}^{62}$ |
| Not Much/None (Net) | ${ }^{193} 41 \%$ | 84\% | 109 $42 \%$ | $39$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 56 \\ & 52 \% \\ & \text { DE } \end{aligned}$ | 52\% | $\begin{gathered} 109 \\ 49 \% \\ H \end{gathered}$ | $32 \%$ | $\begin{aligned} & 73 \\ & 49 \% \\ & \mathrm{~m} \end{aligned}$ | 31 $40 \%$ | 79\% | 72 $51 \%$ 0 | 72\% | 48\% | 92\% | $\begin{aligned} & 92 \\ & 49 \% \\ & \hline \text { a } \end{aligned}$ | 10\% | 93 ${ }^{9} \%$ |
| Not much | 45\% | 11\% | 22\% | ${ }_{16}^{12 \%}$ | 7\% | 15\% | $8 \%$ | 14\% | 27 $12 \%$ | ${ }_{5}^{4} \%$ | ${ }^{16} \%$ | ${ }^{7} \%$ | 21 $10 \%$ | 17\% | 17\% | ${ }^{11} 9$ | 24\% | 20 $11 \%$ | ${ }^{5} 1 \%$ | ${ }_{11 \%}$ |
| None | ${ }^{148} 3$ | 619\% | 87\% | 24 $19 \%$ | 26\% | $\begin{aligned} & 50 \\ & 41 \% \\ & \mathbf{H e}^{2} \end{aligned}$ | $\begin{aligned} & 49 \\ & 45 \% \\ & \text { DE } \end{aligned}$ | 38\% | $\begin{gathered} 82 \\ 37 \% \\ H \end{gathered}$ | 28\% | $\begin{gathered} 57 \\ 38 \% \\ \mathrm{~m} \end{gathered}$ | ${ }_{34}^{24}$ | 58\% | 55\% | 56\% | 38\% | ${ }^{68}{ }^{6} \%$ | 71 $38 \%$ | 5\% | 64 24 \% |
| I am not at all familiar with this company | ${ }^{137}$ 29\% | 47\% | $\begin{aligned} & 90 \\ & 35 \% \\ & 3 \end{aligned}$ | $\begin{aligned} & 46 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | $\xrightarrow{23}$ | 32\% | 37 $34 \%$ | ${ }^{48} 80$ | 52 $23 \%$ | 374\% | $\begin{aligned} & 51 \\ & 34 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 36 \% \\ & M \end{aligned}$ | ${ }^{43} 20$ | 31\% | 54\% | $\begin{aligned} & 54 \\ & 42 \% \\ & \text { NO } \end{aligned}$ | 73 ${ }^{7} \%$ | 30\% | ${ }_{9 \%}$ | 25\% S |
| Sigma | $\begin{aligned} & 468 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 269 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-HI/J-KIL/M-N/O/P - Q/R-S/I
Overlap formulae used. ${ }^{\text {s small base }}$ -

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Wave } 13 \\
& (50120 \\
& 5 / 22)
\end{aligned}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 477 \& 181 \& 296 \& 194 \& 133 \& 87 \& 63 \& 150 \& 198 \& 129 \& 249 \& 70 \& 128 \& 162 \& 167 \& 148 \& 263 \& 198 \& 48 \& 269 <br>
\hline Weighted Base \& 505 \& $242^{*}$ \& 263 \& 148 \& 136* \& 126* \& 94* \& 164* \& 215 \& 125* \& 148 \& 90* \& $235 *$ \& 175* \& 195* \& $134 *$ \& 317 \& 175* \& $67^{*}$ \& 325 <br>
\hline Somewhat/A Great Deal (Net) \& $$
\begin{gathered}
344 \\
68 \%
\end{gathered}
$$ \& $$
{ }_{65 \%}^{158}
$$ \& $$
{ }^{186}
$$ \& $$
\begin{gathered}
81 \\
55 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 92 \\
& 68 \% \\
& d
\end{aligned}
$$ \& $$
\begin{aligned}
& 93 \\
& { }^{74} \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 77 \\
& 82 \% \\
& { }^{7} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 106 \\
& 65 \%
\end{aligned}
$$ \& $$
\begin{gathered}
138 \\
64 \%
\end{gathered}
$$ \& $$
\begin{gathered}
100 \\
80 \% \\
\mathrm{hl}
\end{gathered}
$$ \& $$
\begin{gathered}
106 \\
71 \%
\end{gathered}
$$ \& $$
{ }_{70}^{64}
$$ \& $$
\begin{gathered}
152 \\
64 \%
\end{gathered}
$$ \& 130 $74 \%$ \& $$
\begin{gathered}
131 \\
67 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 83 \\
& 62 \%
\end{aligned}
$$ \& 225 $71 \%$ \& $$
\begin{aligned}
& 115 \\
& 66 \%
\end{aligned}
$$ \& 39
$59 \%$ \& 212 65 <br>
\hline A great deal \& ${ }^{193}$ \& ${ }_{36}^{86}$ \& ${ }^{107} 41 \%$ \& 42\% \& 485\% \& $$
\begin{aligned}
& \text { 66 } \\
& 536 \% \\
& \text { De }
\end{aligned}
$$ \& 37 40 \& 56 ${ }_{34}$ \& 82\% \& 554\% \& ${ }^{61} 1 \%$ \& 36 \& 80 34 \& 73
$42 \%$ \& 75
$38 \%$ \& 46\% \& $$
\begin{gathered}
139 \\
44 \% \\
\mathrm{R}
\end{gathered}
$$ \& 53 30 \& 188\% \& ${ }^{123} 38$ <br>
\hline Somewhat \& $$
\begin{aligned}
& 150 \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{array}{ll}
71 \\
29 \%
\end{array}
$$ \& $$
\begin{aligned}
& 70 \% \\
& 30
\end{aligned}
$$ \& 269 \& $$
{ }_{32}^{42 \%}
$$ \& $$
27
$$ \& $$
\begin{aligned}
& 40 \\
& 42 \% \\
& 42 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 50 \\
& 30 \%
\end{aligned}
$$ \& $$
{ }_{26}^{56 \%}
$$ \& $$
{ }_{36}
$$ \& $$
\begin{aligned}
& 45 \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 28 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 72 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 57 \\
& 37 \%
\end{aligned}
$$ \& $$
{ }_{26}^{56 \%}
$$ \& 28\% \& $$
{ }_{27}^{85}
$$ \& $$
\begin{aligned}
& 62 \\
& 36 \%
\end{aligned}
$$ \& 21\% \& 89\% <br>
\hline Not Much/None (Net) \& $$
\begin{gathered}
131 \\
26 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 71 \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 60 \\
& 23 \%
\end{aligned}
$$ \& $$
\begin{gathered}
49 \\
33 \% \\
G
\end{gathered}
$$ \& 28\% \& $$
\begin{aligned}
& 31 \\
& 25 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 14 \%
\end{aligned}
$$ \& $$
{ }_{29}^{49}
$$ \& $$
\begin{aligned}
& 62 \\
& 29 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 22 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 311 \\
& 21 \%
\end{aligned}
$$ \& 23\% \& $$
\begin{aligned}
& 72 \\
& 31 \%
\end{aligned}
$$ \& 20\% \& $$
{ }_{29}^{59 \%}
$$ \& 399\% \& $$
{ }_{26}^{83}
$$ \& $$
{ }^{45} 2
$$ \& 24 ${ }^{3} \%$ \& 97\% <br>
\hline Not much \& 75\% \& 44\% \& 32\% \& ${ }^{28} 9$ \& 25\% \& 15\% \& ${ }_{8 \%}$ \& 34

$j$ \& $$
\begin{aligned}
& 34 \\
& 16 \% \\
& \text { j }
\end{aligned}
$$ \& $7{ }_{6}$ \& ${ }^{14} 9$ \& 10\% \& 50

$21 \%$
$K$ \& 25 ${ }^{25}$ \& ${ }^{28} 15$ \& 22\% \& 49\% \& 25 ${ }^{2} 4$ \& 164\% \& ${ }^{68}$ <br>
\hline None \& 56
$11 \%$ \& ${ }_{28}^{28}$ \& ${ }^{28} 11 \%$ \& 21
$14 \%$ \& ${ }^{13} 9$ \& ${ }_{13}^{16}$ \& ${ }_{6}^{5}$ \& ${ }^{13} 8$ \& 29
$13 \%$ \& 14 \& ${ }_{17}^{12 \%}$ \& 14\% \& ${ }^{22} 9$ \& ${ }^{10} 6$ \& 29\% \& 17
$13 \%$ \& 34
$11 \%$ \& ${ }^{18} 10 \%$ \& ${ }_{7}^{7} \%$ \& ${ }^{29} 9$ <br>

\hline I am not at all familiar with this company \& 30 6 \& 13 5 \& ${ }^{17} 6$ \& \[
$$
\begin{aligned}
& 18 \\
& { }_{12}^{2} \% \\
& \text { eF }
\end{aligned}
$$

\] \& ${ }_{4 \%}$ \& ${ }_{1 \%}{ }^{2}$ \& ${ }_{4}^{4}$ \& ${ }^{11} 7$ \& 15\% \& 3\% \& 11\% \& $4{ }_{4}$ \& 12\% \& ${ }^{10} 6$ \& 8 \& ${ }^{12} 9$ \& ${ }^{9} \%$ \& \[

$$
\begin{gathered}
17 \\
{ }_{\mathrm{Q}} \%
\end{gathered}
$$
\] \& 4\% \& ${ }^{16} 5$ <br>

\hline Sigma \& $$
\begin{aligned}
& 505 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 242 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 263 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 148 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
94 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 164 \\
& 100 \%
\end{aligned}
$$

\] \& 215\% \& 125 \& \[

$$
\begin{aligned}
& 148 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
90 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 235 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 175 \\
& 100 \%
\end{aligned}
$$

\] \& 195\% \& \[

$$
\begin{aligned}
& 134 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 317 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 175 \\
& 100 \%
\end{aligned}
$$
\] \& 67

$100 \%$ \& 325 <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T
Proportions/Means: Columns Telested
Overlap formulae used.

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 473 | 157 | 316 | 200 | 130 | 76 | 67 | 161 | 193 | 119 | 249 | 62 | 130 | 143 | 165 | 165 | 266 | 195 | 47 | 276 |
| Weighted Base | 452 | 193* | 260 | 145 | 112* | 115* | $81^{*}$ | 157* | $198 *$ | 97* | 129 | $64^{*}$ | $230 *$ | 136* | 174* | $143^{*}$ | 286 | 159* | $56 * *$ | 301 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 308 \\ 68 \% \end{gathered}$ | $\begin{gathered} 132 \\ 68 \% \end{gathered}$ | $\begin{gathered} 176 \\ 68 \% \end{gathered}$ | $\text { 95 } 96$ | $\begin{aligned} & 86 \\ & 77 \% \\ & \hline 7 \mathrm{Fg} \end{aligned}$ | $\begin{aligned} & 78 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 60 \% \end{aligned}$ | ${ }^{116}$ | ${ }_{65 \%}^{128}$ | $\begin{aligned} & 64 \\ & 66 \% \end{aligned}$ | $\frac{93}{72 \%}$ | ${ }_{76}^{46}$ | $\begin{gathered} 152 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 69 \% \end{aligned}$ | $\stackrel{122}{70 \%}$ | $\begin{gathered} 92 \\ 64 \% \end{gathered}$ | $\underset{\mathrm{R}}{213}$ | 52\% | 70\% | 2089\% |
| A great deal | ${ }^{177}{ }_{39}$ | 78 | 99\% | 56\% | $49 \%$ | 50 43 | 23 29 | $\begin{aligned} & 74 \\ & 47 \% \\ & \hline 1 \end{aligned}$ | ${ }_{32}^{64}$ | 39 40 | 44\% | 26 $41 \%$ | 100 $44 \%$ | 56 $41 \%$ | 78 45 $p$ | 43\% | 122 ${ }^{43 \%}$ | 54\% | $\stackrel{23}{41 \%}$ | ${ }^{117} 39 \%$ |
| Somewhat | $\begin{gathered} 131 \\ 29 \% \end{gathered}$ | 54\% | $\begin{aligned} & 77 \\ & 30 \% \end{aligned}$ | $\text { 39 } 27 \%$ | $\begin{aligned} & 37 \% \\ & 37 \end{aligned}$ | 25\% | 26 ${ }^{2} \%$ | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 642 \% \end{aligned}$ | 26 ${ }^{6} \%$ | $\begin{aligned} & 49 \\ & 38 \% \\ & M \end{aligned}$ | 20 $31 \%$ | 52\% | 28\% | 45 ${ }^{26 \%}$ | ${ }_{34}^{48}$ | $\begin{aligned} & 91 \\ & 32 \% \end{aligned}$ | 39 ${ }^{25}$ | ${ }^{16} 8$ | 91 30 |
| Not Much/None (Net) | $\begin{gathered} 128 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 26 \% \end{aligned}$ | ${ }_{27}^{40}$ | $\begin{aligned} & 23 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 38 \% \\ & e \end{aligned}$ | $\begin{aligned} & 388 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | 26\% | $\begin{aligned} & 31 \\ & 24 \% \end{aligned}$ | ${ }_{28}^{18}$ | 39\% | 399\% | $\begin{aligned} & 46 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & \text { 237 } \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 36 \% \\ & { }_{Q} \end{aligned}$ | ${ }^{15} 7$ | 85\% |
| Not much | ${ }^{62} 14 \%$ | 27\% | 35\% | 23\% | ${ }^{10} 9$ | 18\% | $114 \%$ | 20 $13 \%$ | 31 $16 \%$ | 11\% | 19\% | $12 \%$ | ${ }^{28}{ }^{2} \%$ | 17\% | 27 16 | $18 \%$ | 11\% | 29\% | 3\% | ${ }_{14}{ }^{2} \%$ |
| None | $\begin{aligned} & 66 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 34 $13 \%$ | ${ }^{16}$ | 14 | 16\% | 20 ${ }_{\text {d }}$ | ${ }_{12 \%}^{18}$ | 32 $16 \%$ | 16 $16 \%$ | 13 $10 \%$ | ${ }_{9}^{6}$ | 41 $18 \%$ $k$ | 22\% | 19 | 25 $18 \%$ | 34 $12 \%$ | ${ }^{28} 8$ | ${ }_{21}^{12}$ | 43 $14 \%$ |
| I am not at all familiar with this company | ${ }^{16} 4$ | ${ }_{1}^{2}$ | $\begin{aligned} & 15 \\ & { }^{6} \% \\ & \mathrm{~b} \end{aligned}$ | 10\% | ${ }^{3} \%$ | ${ }_{2 \%}$ | ${ }_{1}^{1 \%}$ | 3\% | $7{ }_{3}{ }^{\text {\% }}$ | ${ }_{6}^{6}$ | 5\% | * | 9\% | ${ }^{3}$ | ${ }_{3}^{6}$ | $8{ }_{6}$ | ${ }_{2 \%}^{6}$ | 9\% | $\stackrel{2}{4 \%}$ | ${ }_{3 \%}$ |
| Sigma | $\begin{aligned} & 452 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 64\% | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | 136 $100 \%$ | 174 $100 \%$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | ${ }^{286}{ }^{100 \%}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 100\% | 301 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20 . \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-\mathbf{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 467 | 166 | 301 | 214 | 129 | 65 | 59 | 161 | 204 | 102 | 243 | 61 | 124 | 128 | 165 | 174 | 243 | 213 | 39 | 266 |
| Weighted Base | 452 | $187^{*}$ | 265 | 147 | $117 *$ | 108* | 80** | 155* | 200 | $97 *$ | 124 | 69* | 224* | 119* | $168 *$ | 165* | 262 | 180* | $53^{* *}$ | 289 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 325 \\ 72 \% \end{gathered}$ | $\begin{gathered} 123 \\ 66 \% \end{gathered}$ | $\underset{\substack{76 \% \\ b}}{202}$ | ${ }^{88}$ | $\begin{gathered} 81 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 81 \% \\ & 8^{8} \end{aligned}$ | 88\% | $\begin{aligned} & 102 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 81 \% \\ & h \end{aligned}$ | 70\% | $54 \%$ | $\begin{aligned} & 155 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 833 \% \\ & \text { op } \end{aligned}$ | ${ }_{70 \%}^{117}$ | $\begin{aligned} & 109 \\ & 66 \% \end{aligned}$ | ${ }^{187}$ | ${ }_{72 \%}^{129}$ | 417\% | 200 69 |
| A great deal | $\begin{gathered} 175 \\ 39 \% \end{gathered}$ | 61 31 | $\begin{gathered} 114 \\ 43 \% \end{gathered}$ | ${ }_{23}^{49 \%}$ | $\begin{aligned} & 394 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 52 \% \\ & \text { DE } \end{aligned}$ | 42\% | 21 27\% | $\begin{aligned} & 85 \\ & 43 \% \\ & 4^{2} \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 50 \% \\ & H \end{aligned}$ | 50\% | 33 $48 \%$ | 837\% | $\begin{aligned} & 59 \\ & 50 \% \\ & \hline \end{aligned}$ | 532\% | 33\% | $\underset{\substack{114 \\ 43 \\ \hline}}{ }$ | 58\% | 16 $31 \%$ | ${ }^{105} 36$ |
| Somewhat | 150 33 | ${ }_{3}^{62}$ \% | 88\% | 45\% | 47 | 32\% | 26\% | 60 $39 \%$ | 30\% | 30 $31 \%$ | 40 33 | ${ }_{31}^{22}$ | 73 33 | 40\% | 64\% | ${ }^{46}$ \% | 74 $28 \%$ | 72 $40 \%$ q | 24\% | 95\% |
| Not Much/None (Net) | ${ }_{19}^{85}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \\ & f \end{aligned}$ | $\begin{aligned} & \text { 22 } \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | ${ }_{9 \%}^{7}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | ${ }_{21}^{41 \%}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | 8\% | $\begin{aligned} & 59 \\ & { }_{29} 6 \% \end{aligned}$ | $12 \%$ | $\begin{gathered} 36 \\ 21 \% \\ \mathrm{n} \end{gathered}$ | $\begin{gathered} 37 \\ \text { 22\% } \\ \text { n } \end{gathered}$ | 49\% | 34\% | $\stackrel{9}{16 \%}$ | 23\% |
| Not much | 53\% | 31 $16 \%$ c | 22\% | 23 | 17 $14 \%$ | 8\% | 5\% | 27\% | ${ }_{11}^{22}$ | $3{ }_{3}$ | ${ }^{11} 9$ | $\stackrel{3}{5 \%}$ | 37\% | 9\% | $\begin{aligned} & 30 \\ & 18 \% \\ & \text { np } \end{aligned}$ | $\stackrel{14}{9 \%}$ | 34\% | 17\% | ${ }_{11 \%}^{6}$ | ${ }_{16}{ }^{6} \%$ |
| None | ${ }^{32} \%$ | 14\% | ${ }^{18} \%$ | $\underset{\text { 13\% }}{19}$ | 5 | 7\% | ${ }_{2 \%}$ | ${ }_{4 \%}^{6}$ | ${ }^{19} 9$ | 88 | 7\% | ${ }_{3 \%}$ | ${ }^{21} 9$ | ${ }_{3}^{4}$ | ${ }_{3 \%}^{6}$ | $\begin{gathered} 23 \\ \text { 14\% } \\ \text { NO } \end{gathered}$ | ${ }^{15} 6$ | $\stackrel{16}{9 \%}$ | $\stackrel{3}{5 \%}$ | 17\% |
| I am not at all familiar with this company | ${ }^{42} 9$ | 19 | ${ }^{23} 9$ | ${ }_{12 \%}^{18}$ | 14 | ${ }_{5}^{6}$ | ${ }_{6}^{5}$ | 21 $13 \%$ | 14\% | 88 | $\begin{aligned} & 16 \\ & 136 \\ & { }^{3} \% \end{aligned}$ | $\begin{gathered} 9 \\ 13 \% \\ { }_{\mathrm{m}} \mathrm{~m} \end{gathered}$ | ${ }^{10} 5$ | $8 \%$ | ${ }^{15} 9$ | 19 $12 \%$ | ${ }^{26} 10 \%$ | ${ }^{17} 9$ | $\stackrel{4}{7 \%}$ | ${ }^{26} 9$ |
| Sigma | $\begin{aligned} & 452 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 265 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\stackrel{69}{100 \%}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | 289\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 179 | 286 | 189 | 142 | 68 | 66 | 183 | 177 | 105 | 261 | 66 | 119 | 136 | 169 | 160 | 248 | 206 | 42 | 261 |
| Weighted Base | 458 | $225 *$ | 233 | 148 | $116{ }^{*}$ | $105^{*}$ | 89* | 173 | $185 *$ | $100 *$ | 154 | 71* | 208* | $124 *$ | $200 *$ | $134 *$ | 250 | 202* | $53^{* *}$ | 288 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 313 \\ 68 \% \end{gathered}$ | $\begin{gathered} 149 \\ 66 \% \end{gathered}$ | ${ }^{163}$ | $\begin{gathered} 100 \\ 68 \% \end{gathered}$ | $\begin{gathered} 90 \\ 77 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 61 \\ & 58 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 62 \% \\ & 69 \% \end{aligned}$ | $\stackrel{132}{77 \%}$ | $\begin{gathered} 124 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 102 \\ 66 \% \end{gathered}$ | 53\% | $\begin{gathered} 142 \\ 68 \% \end{gathered}$ | 85\% | 150 | $\begin{aligned} & 78 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 72 \% \end{aligned}$ | 131 $65 \%$ | 41\% | 205 $71 \%$ |
| A great deal | 171 ${ }_{3}$ | 858\% | 86\% | 43\% | ${ }_{41}^{48} \mathrm{f}$ | 26\% | $34 \%$ | $\begin{aligned} & 83 \\ & 48 \% \\ & \text { iij } \end{aligned}$ | 63 $34 \%$ | 25\% | 58\% | 27 ${ }^{3} \%$ | $79 \%$ | ${ }_{36}^{45}$ | 86\% | 410\% | 86\% | $84 \%$ | 23 $44 \%$ | 121 $42 \%$ |
| Somewhat | ${ }_{31 \%}^{142}$ | ${ }_{29}^{65 \%}$ | $\begin{aligned} & 77 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 36 \% \\ & d \end{aligned}$ | $\begin{aligned} & 35 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $32 \%$ | ${ }_{29}^{49}$ | $\begin{gathered} 26 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | 40\% | $\begin{aligned} & 642 \% \\ & 32 \end{aligned}$ | 37\% | $\begin{gathered} 93 \\ 37 \% \\ R \end{gathered}$ | ${ }_{23}^{47}$ | ${ }_{33}^{18}$ | 849\% |
| Not Much/None (Net) | $\begin{gathered} 129 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 24 \% \end{aligned}$ | $24 \%$ | $\begin{aligned} & 43 \\ & 41 \% \\ & \text { dE } \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 20 \end{aligned}$ | ${ }_{24}^{59 \%}$ | ${ }_{41}^{41}{ }^{4}$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | 289 | 285\% | ${ }_{22}^{42}$ | $\begin{aligned} & 51 \\ & 38 \% \\ & 0 \end{aligned}$ | 58\% | $\begin{gathered} \text { } \\ \frac{38}{6} \% \\ \hline \end{gathered}$ | 11 $21 \%$ | 70 $24 \%$ |
| Not much | 10\% | 30\% | ${ }^{18} 8$ | ${ }_{12}^{18}$ | ${ }_{14}^{16}$ | $7 \%$ | ${ }_{7 \%}$ | 22 $13 \%$ | 18 | $7 \%$ | ${ }_{12}^{19}$ | 5\% | 22\% | 15\% | 15\% | ${ }_{13}^{18}$ | 25\% | 22 $11 \%$ | ${ }_{12}^{6}$ | 11\% |
| None | $\begin{aligned} & 82 \\ & 18 \% \end{aligned}$ | ${ }_{19}^{44}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $8{ }^{8}$ | $\begin{aligned} & 36 \\ & 34 \% \\ & { }^{34} \mathrm{E} \end{aligned}$ | $\begin{aligned} & 21 \\ & 24 \% \\ & \text { 24\% } \end{aligned}$ | 12\% | $\begin{aligned} & 35 \\ & 19 \\ & { }^{3} \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 18\% } \end{aligned}$ | $19 \%$ | 29 | 33\% | 33 ${ }^{3} \mathrm{~F}$ | $\underset{\substack{45 \\ 9}}{ }$ | ${ }_{9}^{5}$ | ${ }^{38} 13$ |
| I am not at all familiar with this company | ${ }^{17} 4$ | 1\% | $\begin{aligned} & 14 \\ & { }^{6} \% \\ & \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 12 \\ & \text { efg } \\ & \text { efg } \end{aligned}$ | $\stackrel{3}{2 \%}$ | $\frac{1}{1 \%}$ | $\stackrel{*}{1 \%}$ | $7{ }_{4}^{7}$ | 8 | ${ }_{2}^{2}$ | ${ }_{4}^{6}$ | ${ }_{2 \%}^{1}$ | 3\% | 5\% | ${ }_{3}^{6}$ | ${ }_{4 \%}^{6}$ | 13 5 | $\stackrel{4}{2 \%}$ | ${ }_{1}{ }^{1}$ | 14 5 |
| Sigma | $\begin{aligned} & 458 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 100\% | 208\% | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 288 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 463 | 187 | 276 | 164 | 158 | 75 | 66 | 168 | 179 | 116 | 262 | 55 | 124 | 138 | 166 | 159 | 257 | 196 | 41 | 247 |
| Weighted Base | 440 | 213 | 227 | 120* | 134* | 97* | $90^{*}$ | 173* | 177* | 89* | 156 | 58* | 205* | $140 *$ | 161* | $138{ }^{*}$ | 268 | 165 | 55** | 276 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 218 \\ 49 \% \end{gathered}$ | $\begin{gathered} 126 \\ { }_{59} \mathrm{C} \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 61 \% \\ & \text { fG } \end{aligned}$ | $\begin{aligned} & 86 \\ & 64 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 42 \\ & 43 \% \\ & 43 \end{aligned}$ | $\begin{aligned} & 17 \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 119 \\ 68 \% \\ 15 \end{gathered}$ | $\begin{aligned} & 78 \\ & 44 \% \end{aligned}$ | 24\% | $\begin{aligned} & 51 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 145 \\ 71 \% \\ { }_{7 L} \mathrm{LL} \end{gathered}$ | $\begin{aligned} & 74 \\ & 53 \% \end{aligned}$ | 52\% | $\begin{aligned} & 59 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 139 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 47 \% \end{aligned}$ | 42\% | 167 $61 \%$ |
| A great deal | $\begin{gathered} 108 \\ 25 \% \end{gathered}$ | $\begin{gathered} 69 \\ 32 \% \\ C \end{gathered}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \\ & \underset{G}{2} \end{aligned}$ | $\begin{aligned} & 49 \\ & 37 \% \\ & G \end{aligned}$ | $\begin{aligned} & 23 \\ & 23 \% \\ & { }^{23} \% \end{aligned}$ | $5{ }_{5}$ | $\begin{aligned} & 63 \\ & 36 \% \\ & 1,5 \end{aligned}$ | 34\% | 11 $12 \%$ | 25 ${ }^{2}$ | ${ }_{11 \%}^{6}$ | $\begin{aligned} & { }_{3}^{77}{ }^{2} \% \end{aligned}$ | $\begin{gathered} 41 \\ 30 \% \\ \mathrm{p} \end{gathered}$ | 42\% | 24\% | 83 31\% R | 25 | 29 ${ }^{29}$ | 89\% |
| Somewhat | $\begin{aligned} & 110 \\ & 25 \% \end{aligned}$ | 57\% | 523\% | $\begin{aligned} & 41 \\ & 35 \% \\ & \hline \mathrm{fG} \% \end{aligned}$ | $\begin{gathered} 37 \\ 28 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 32 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \\ & j \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 17 \end{aligned}$ | $\begin{aligned} & 70 \\ & 34 \% \\ & \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | ${ }_{26}^{46}$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 33 \% \\ & \hline \end{aligned}$ | 13 $23 \%$ | 78 |
| Not Much/None (Net) | $\begin{gathered} 194 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 119 \\ 52 \% \\ \text { B } \end{gathered}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 51 \% \\ & \text { dE } \end{aligned}$ | $\begin{gathered} 61 \\ 68 \% \\ \text { DE } \end{gathered}$ | ${ }^{50} 9$ | $\begin{aligned} & 89 \\ & 50 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 55 \\ & 61 \% \\ & H \end{aligned}$ | $\begin{aligned} & 86 \\ & 55 \% \\ & { }^{86} \end{aligned}$ | $\begin{aligned} & 40 \\ & 70 \% \\ & M \end{aligned}$ | 54\% | 57 | ${ }_{43}^{69}$ | ${ }^{68} 9$ | 115 $43 \%$ | $77 \%$ | 13 $24 \%$ | 95\% |
| Not much | ${ }^{69} 16$ | 30 $14 \%$ | 179\% | 24\% | 19 | 11\% | 15\% | 20 $11 \%$ | $\begin{gathered} 39 \\ \text { 22\% } \\ \hline \end{gathered}$ | 112\% | 31\% | 11\% | 24 12 | 22\% | 23 $14 \%$ | 25 ${ }^{2}$ | ${ }_{17}^{45}$ | 23 $14 \%$ | 13\% | ${ }^{38} 14 \%$ |
| None | ${ }_{28 \%}^{125}$ | ${ }_{24}^{41 \%}$ | $\begin{gathered} 80 \\ 35 \% \\ B \end{gathered}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 40 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 46 \\ & 51 \% \\ & 5 E \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 44 \\ & 50 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 55 \\ & 35 \% \\ & M \end{aligned}$ | $\begin{aligned} & 29 \\ & 50 \% \\ & M \end{aligned}$ | 30 | 35\% | 46\% | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 26 \% \end{aligned}$ | 54\% | ${ }_{11 \%}^{6}$ | ${ }_{27}{ }^{21 \%}$ |
| I am not at all familiar with this company | ${ }_{6}^{28}$ | 12\% | 17\% | $7 \%$ | ${ }^{5} \%$ | $5{ }_{6}$ | $\begin{gathered} \begin{array}{c} 11 \\ 12 \% \\ e \end{array} \end{gathered}$ | ${ }_{3}^{5}$ | 11 6 \% | $\begin{aligned} & 13 \\ & 14 \% \\ & i{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \\ & { }_{12} \% \end{aligned}$ | ${ }_{2 \%}$ | 7\% | 10\% | ${ }_{5}^{8}$ | 1180 | 14 5 | 10 6 \% | - | ${ }^{13} 5$ |
| Sigma | $\begin{aligned} & 440 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 100\% | 276\% |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - $\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 470 | 176 | 294 | 197 | 133 | 74 | 66 | 149 | 199 | 122 | 258 | 67 | 123 | 134 | 164 | 172 | 255 | 199 | 44 | 263 |
| Weighted Base | 493 | $238 *$ | 255 | 157 | 126* | 101* | 110* | $162^{*}$ | 223 | 108* | 170 | 88* | 216* | $141^{*}$ | $188 *$ | 164* | 305 | 176* | $65^{* *}$ | 316 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | ${ }_{36 \%}^{176}$ | $\begin{gathered} 100 \\ 42 \% \\ C \end{gathered}$ | $\begin{aligned} & 76 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 45 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 71 \\ & 56 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 25 \\ 25 \% \\ \hline 9 \end{gathered}$ | $\stackrel{9}{8 \%}$ | 74 $46 \%$ | $\begin{aligned} & 83 \\ & 37 \% \end{aligned}$ | 19\% | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | 266 | 94 k k | ${ }_{33}^{47}$ | 89 nP nP | 40 | $\begin{gathered} 123 \\ 40 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{27}^{48}$ | 34 $52 \%$ | 138 $44 \%$ |
| A great deal | $\begin{aligned} & 72 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 20 \% \\ & C \end{aligned}$ | 25 $10 \%$ | $\begin{aligned} & 28 \\ & 18 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 28 \\ & 23 \% \\ & G \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \\ & 15 \% \end{aligned}$ | 1 | 29 $18 \%$ | 39 ${ }^{17 \%}$ | ${ }_{3}^{4}$ | ${ }_{12 \%}$ | 12 $13 \%$ | 18\% | $\stackrel{29}{21} \times$ | 30 $16 \%$ $p$ | ${ }^{12} 8$ | $\begin{aligned} & 56 \\ & { }^{58 \%} \\ & \text { R } \end{aligned}$ | 15 8 \% | 14 $22 \%$ | 199\% |
| Somewhat | ${ }_{21 \%}^{105}$ | $\begin{aligned} & 54 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 27 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | 8\% | $\begin{aligned} & 45 \\ & 28 \% \\ & \\ & \hline \end{aligned}$ | 24\% | $\begin{aligned} & 16 \\ & \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | ${ }_{26}^{56 \%}$ | ${ }_{13 \%}$ | ( ${ }^{59} \begin{aligned} & 39 \\ & \text { NP }\end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | ${ }_{22 \%}^{68}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | 19\% | 78 |
| Not Much/None (Net) | 244\% | $\begin{gathered} 115 \\ 48 \% \end{gathered}$ | $\begin{gathered} 130 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 43 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 53 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 76 \\ & 69 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 599 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 59 \\ 67 \% \\ \text { KM }^{2} \end{gathered}$ | 98\% | 70 50 | $\begin{aligned} & 85 \\ & 45 \% \end{aligned}$ | 90\% | 143 $47 \%$ | 97\% | ${ }^{28} 8$ | 145 $46 \%$ |
| Not much | ${ }_{28}{ }^{20}$ | 55\% | ${ }_{17}^{43}$ | $\underset{\substack{43 \\ \mathrm{e}}}{\substack{\text { 27 }}}$ | $1{ }^{19}$ | 19\% | 17\% | 32\% | ${ }^{53} \mathrm{j} \%$ | 13 $12 \%$ | ${ }^{27} 16$ | $\begin{aligned} & 25 \\ & 29 \% \\ & k \end{aligned}$ | 44\% | 33\% | 35\% | 31 $19 \%$ | 610\% | 33 $19 \%$ | 15\% | ${ }^{73}$ 23\% |
| None | ${ }_{30 \%}^{146}$ | ${ }^{60} 2$ | ${ }_{34}^{86}$ | $\begin{aligned} & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 34 \% \\ & \text { De } \end{aligned}$ | $\begin{gathered} 59 \\ 54 \% \\ \text { DEf } \end{gathered}$ | 32\% | $\begin{aligned} & 63 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 47 \% \\ & \text { H1\% } \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 38 \% \end{aligned}$ | 54\% | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 50 \\ & 26 \% \end{aligned}$ | ${ }^{569}$ | 822\% | 64\% | 13 $20 \%$ | 72 |
| I am not at all familiar with this company | $\begin{aligned} & 73 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & { }^{59 \%} \\ & \text { B } \end{aligned}$ | ${ }_{9 \%}^{14}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & \begin{array}{c} 22 \% \\ \text { De } \end{array} \end{aligned}$ | $\begin{gathered} 22_{d}^{2} \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 25 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 37 \\ & \text { 22\% } \\ & \text { LM } \end{aligned}$ | 3\% | 24\% | $\begin{gathered} 24 \\ 17 \% \\ 0 \end{gathered}$ | ${ }^{15} 8$ | $\begin{aligned} & 34 \\ & 21 \% \\ & 0 \end{aligned}$ | 39 13 | 30\% | ${ }_{5}^{3}$ | 33 $10 \%$ |
| Sigma | $\begin{aligned} & 493 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | 216 100 | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 305 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 100\% | 316 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Wave } 13 \\
& (50120 \\
& 5 / 22)
\end{aligned}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& IndepeOdent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 467 \& 191 \& 276 \& 194 \& 133 \& 82 \& 58 \& 173 \& 191 \& 103 \& 250 \& 66 \& 124 \& 134 \& 175 \& 158 \& 242 \& 206 \& 40 \& 262 <br>
\hline Weighted Base \& 482 \& 241 \& 240 \& 165 \& 117* \& $119 *$ \& 80** \& 172 \& 216 \& $93^{*}$ \& 149 \& 81* \& $223 *$ \& $146{ }^{*}$ \& 183* \& 152* \& 269 \& 196* \& $56^{* *}$ \& 305 <br>
\hline $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ \& $$
\begin{gathered}
325 \\
68 \%
\end{gathered}
$$ \& $$
\begin{gathered}
139 \\
58 \%
\end{gathered}
$$ \& $$
\stackrel{186}{{ }_{B} 7 \%}
$$ \& $$
\begin{aligned}
& 105 \\
& 64 \%
\end{aligned}
$$ \& $$
\begin{gathered}
81 \\
69 \%
\end{gathered}
$$ \& 82\% \& 58\% \& $$
\begin{aligned}
& 121 \\
& 70 \%
\end{aligned}
$$ \& $$
\begin{gathered}
150 \\
\\
\hline 69 \%
\end{gathered}
$$ \& $$
55 \%
$$ \& 98\% \& $$
\begin{aligned}
& 51 \\
& 63 \%
\end{aligned}
$$ \& 159 $71 \%$ \& 93
$64 \%$ \& 137

p \& 95 63 \& 179 ${ }^{66 \%}$ \& 139 $71 \%$ \& 43\% \& 20888 <br>

\hline A great deal \& $$
{ }_{39 \%}^{186}
$$ \& 64\% \& \[

$$
\begin{gathered}
123 \\
51 \% \\
\mathrm{~B}
\end{gathered}
$$
\] \& 50 $31 \%$ \& 469\% \& 57 ${ }^{58} \mathrm{D}$ \& 33

$41 \%$ \& 73
$42 \%$ \& 82\% \& 31
$34 \%$ \& 56\% \& 33

$40 \%$ \& 858\% \& 50\% \& $$
\begin{aligned}
& 87 \\
& 48 \% \\
& { }^{2} 9
\end{aligned}
$$ \& 49\% \& 91

$34 \%$ \& $$
\begin{aligned}
& 91 \\
& 46 \% \\
& 4
\end{aligned}
$$ \& 24 44 \& ${ }^{113} 37 \%$ <br>

\hline Somewhat \& $$
\begin{gathered}
139 \\
29 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 76 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 63 \\
& 26 \%
\end{aligned}
$$

\] \& \[

{ }_{33}^{54 \%}

\] \& \[

$$
\begin{aligned}
& 35 \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 31 \%
\end{aligned}
$$

\] \& \[

{ }_{28}^{48}

\] \& \[

$$
\begin{aligned}
& 68 \\
& 31 \%
\end{aligned}
$$

\] \& 24\% \& \[

{ }_{28}^{48 \%}

\] \& \[

{ }_{218}^{18}

\] \& \[

$$
\begin{aligned}
& 74 \\
& 33 \%
\end{aligned}
$$

\] \& \[

{ }_{23}^{49 \%}

\] \& 50 \& \[

$$
\begin{aligned}
& 47 \\
& 31 \%
\end{aligned}
$$

\] \& \[

{ }_{33}^{88}
\] \& 49\% \& ${ }_{33}^{18}$ \& ${ }^{95}$ <br>

\hline Not Much/None (Net) \& 108 ${ }_{22}$ \& \[
$$
\begin{aligned}
& 75 \\
& 31 \% \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 21 \%
\end{aligned}
$$

\] \& \[

24 \%

\] \& 350 \& \[

$$
\begin{aligned}
& 19 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 28 \\
& \\
& 16 \%
\end{aligned}
$$

\] \& \[

{ }_{22}^{47}

\] \& \[

$$
\begin{aligned}
& 33 \\
& 36 \% \\
& 36
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 311 \\
& 21 \%
\end{aligned}
$$

\] \& ${ }_{24}^{29 \%}$ \& \[

{ }_{27}^{47}

\] \& \[

$$
\begin{aligned}
& 40 \\
& 28 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 21 \%
\end{aligned}
$$

\] \& \[

{ }_{23}^{62}

\] \& \[

{ }_{21}^{41 \%}
\] \& 16\% \& 22\% <br>

\hline Not much \& ${ }^{58}{ }^{12 \%}$ \& $$
\begin{aligned}
& { }^{49} \\
& 19 \% \\
& C
\end{aligned}
$$ \& 13\% \& 26\% \& ${ }^{11} 9$ \& 17\% \& ${ }_{6}{ }^{\text {\% }}$ \& 17\% \& 32\% \& 10\% \& ${ }_{10}^{15}$ \& 13

$15 \%$ \& 29 ${ }^{13}$ \& 23 ${ }^{16 \%}$ \& 24\% \& ${ }^{11} \%$ \& ${ }_{16}^{42}$ \& 14\% \& 15\% \& 40\% <br>

\hline None \& 19\% \& $$
\begin{aligned}
& 30 \\
& 12 \%
\end{aligned}
$$ \& ${ }^{20} 8$ \& ${ }^{10} 6$ \& 13

$11 \%$ \& 13

$11 \%$ \& 14\% \& 11 6 \& 15\% \& $$
\begin{aligned}
& 24 \\
& 25 \% \\
& \mathrm{H}^{2} \%
\end{aligned}
$$ \& ${ }^{16}$ 11\% \& 11

$14 \%$ \& ${ }^{18} 8$ \& 17 $12 \%$ \& ${ }_{10}^{6 \%}$ \& $$
\begin{gathered}
22 \\
14 \% \\
0
\end{gathered}
$$ \& 20\% \& 27

$14 \%$ \& ${ }_{1}^{1 \%}$ \& ${ }^{26} 8$ <br>
\hline I am not at all familiar with this company \& ${ }_{10}^{49}$ \& ${ }^{28} 11 \%$ \& ${ }^{22} 9$ \& 25\% \& 13
$11 \%$ \& ${ }_{7 \%}$ \& $\stackrel{4}{5 \%}$ \& 24\% \& $\stackrel{20}{9 \%}$ \& $5_{6 \%}$ \& 20

$13 \%$ \& $7{ }_{8}^{7}$ \& ${ }^{17} 8$ \& 12\% \& ${ }^{12} 6$ \& $$
\begin{aligned}
& 25 \\
& 16 \% \\
& 16 \%
\end{aligned}
$$ \& 28\% \& ${ }^{16}{ }_{8}$ \& $\stackrel{4}{7 \%}$ \& 31

$10 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 482 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 241 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 240 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 165 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 117 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 119 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
80 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 172 \\
& 100 \%
\end{aligned}
$$
\] \& 216

$100 \%$ \& \[
$$
\begin{gathered}
93 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 149 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
81 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 223 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 183 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 152 \\
& 150 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 269 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 196 \\
& 100 \%
\end{aligned}
$$

\] \& 560\% \& \[

$$
\begin{aligned}
& 305 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}




Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { can }}{\text { Republi- }}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 460 \& 171 \& 289 \& 189 \& 145 \& 68 \& 58 \& 163 \& 187 \& 110 \& 253 \& 66 \& 115 \& 140 \& 151 \& 169 \& 241 \& 204 \& 46 \& 229 <br>
\hline Weighted Base \& 445 \& 209* \& 236 \& 141 \& 125* \& 104* \& 75** \& 155 \& 199* \& 92* \& 146 \& $78 *$ \& 198* \& $143 *$ \& 152* \& 150* \& 237 \& 194* \& $63^{* *}$ \& 262 <br>
\hline Somewhat/A Great Deal (Net) \& $$
{ }_{36 \%}^{162}
$$ \& $$
\begin{gathered}
89 \\
43 \% \\
c
\end{gathered}
$$ \& $$
\begin{aligned}
& 73 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 65 \\
& 46 \% \\
& { }^{2} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 67 \\
& 54 \% \\
& F
\end{aligned}
$$ \& $$
\begin{aligned}
& 15 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 14 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 84 \\
& 54 \% \\
& 15
\end{aligned}
$$ \& 522 \& $$
\begin{aligned}
& 26 \\
& 28 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 41 \\
& 28 \%
\end{aligned}
$$ \& $$
{ }_{21}^{16}
$$ \& $$
\begin{aligned}
& 102 \\
& 52 \% \\
& \text { KL }
\end{aligned}
$$ \& 55\% \& 61 $40 \%$ \& $$
{ }_{30}^{45}
$$ \& $$
\begin{gathered}
103 \\
\underset{R}{44 \%}
\end{gathered}
$$ \& $$
\begin{aligned}
& 53 \\
& 27 \%
\end{aligned}
$$ \& 39 $61 \%$ \& 130
$50 \%$ <br>
\hline A great deal \& $$
\begin{aligned}
& 69 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 33 \\
& 16 \%
\end{aligned}
$$ \& 36\% \& $$
\begin{aligned}
& 27 \\
& { }_{1}^{2} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 25 \% \\
& \hline
\end{aligned}
$$ \& $7 \%$ \& ${ }_{3}^{2}$ \& $$
\begin{aligned}
& 40 \\
& 26 \% \\
& 26 \%
\end{aligned}
$$ \& 23 \& $5{ }_{6}$ \& 20 $14 \%$ \& ${ }_{8 \%}^{6}$ \& $$
\begin{aligned}
& 41 \\
& 21 \%
\end{aligned}
$$ \& 29\% \& 23 \& 17
$11 \%$ \& $$
\begin{aligned}
& 51 \\
& 22 \% \\
& \mathrm{R}
\end{aligned}
$$ \& ${ }^{18}{ }_{9}{ }^{\text {\% }}$ \& 21 34 \& 27\% <br>
\hline Somewhat \& $$
\begin{aligned}
& 93 \\
& 21 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 56 \\
& { }_{27} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 37 \\
& 16 \%
\end{aligned}
$$ \& $$
\underset{F}{38} \%
$$ \& 35

28\% \& 88 \& $$
\begin{aligned}
& 11 \\
& 15 \%
\end{aligned}
$$ \& 28\% \& 29\% \& 21 23 \& 21 14 \& 100 $13 \%$ \& \[

$$
\begin{aligned}
& 61 \\
& 31 \% \\
& \mathrm{KLL}^{2}
\end{aligned}
$$
\] \& 26\% \& 35\% \& 29\% \& 52\% \& 35 ${ }^{3}$ \& 17\% \& 73

$28 \%$ <br>

\hline Not Much/None (Net) \& $$
\begin{gathered}
179 \\
40 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 92 \\
& 44 \%
\end{aligned}
$$

\] \& \[

{ }_{37}^{87}

\] \& \[

$$
\begin{gathered}
50 \\
35 \% \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 61 \\
& 59 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 38 \\
& 51 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 45 \\
& 29 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 95 \\
& 48 \% \\
& H^{9}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 39 \\
& 42 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 62 \\
& 43 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 44 \\
& 56 \% \% \\
& M
\end{aligned}
$$
\] \& 34\% \& 54\% \& 69\% \& 56\% \& 793\% \& 969\% \& 17 26 \& 85\% <br>

\hline Not much \& ${ }_{13}^{56}$ \& 30\% \& 26 $11 \%$ \& 23

$\substack{16 \% \\ e}$ \& ${ }^{10} 8$ \& 17 \& ${ }_{8}^{6}$ \& 20\% \& ${ }^{28} 14 \%$ \& 10\% \& ${ }_{13}^{19}$ \& $$
\begin{gathered}
21 \\
{ }^{2} 17 \%
\end{gathered}
$$ \& ${ }^{14} \%$ \& 19\% \& 22\% \& 15

$10 \%$ \& 24\% \& 29\% \& 5\% \& 35 ${ }^{3} \mathrm{\%}$ <br>

\hline None \& $$
{ }_{28 \%}^{123}
$$ \& \[

$$
\begin{aligned}
& 63 \\
& 30 \%
\end{aligned}
$$

\] \& \[

{ }_{26 \%}^{60}

\] \& \[

$$
\begin{aligned}
& 27 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 20 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 44 \\
& 43 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 43 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { } \begin{array}{l}
34 \% \\
H
\end{array}{ }^{2} \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 33 \% \\
& \mathbf{H}^{2}
\end{aligned}
$$
\] \& $43 \%$ \& 23 29 \& 51 \& 35\% \& 46\% \& 42\% \& ${ }^{55} 3$ \& 67

$34 \%$
9 \& ${ }_{12}^{19}$ \& 51
$19 \%$ <br>

\hline I am not at all familiar with this company \& $$
{ }_{23 \%}^{105}
$$ \& \[

$$
\begin{aligned}
& 27 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
77 \\
33 \% \\
B
\end{gathered}
$$

\] \& 26\% \& ${ }_{23}^{28}$ \& 28\% \& 23 $31 \%$ \& 26\% \& 52\% \& 279\% \& \[

$$
\begin{aligned}
& 43 \\
& { }_{\mathrm{M}}^{4}
\end{aligned}
$$
\] \& ${ }^{18} 8$ \& 32\% \& 34

24 \& 22\% \& $$
\begin{aligned}
& 48 \\
& 32 \% \\
& 0
\end{aligned}
$$ \& 54\% \& ${ }^{46}$ 24\% \& ${ }_{13}^{8}$ \& 478\% <br>

\hline Sigma \& $$
\begin{aligned}
& 445 \\
& 100 \%
\end{aligned}
$$ \& 209\% \& \[

$$
\begin{aligned}
& 236 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 125 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 104 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{array}{r}
75 \\
100 \%
\end{array}
$$

\] \& \[

$$
\begin{aligned}
& 155 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
92 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
78 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 198 \\
& 100 \%
\end{aligned}
$$
\] \& 143

$100 \%$ \& \[
$$
\begin{aligned}
& 152 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$
\] \& 237

$100 \%$ \& $$
\begin{aligned}
& 194 \\
& 100 \%
\end{aligned}
$$ \& 100\% \& 262\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 467 | 173 | 294 | 182 | 139 | 82 | 64 | 156 | 195 | 116 | 254 | 57 | 123 | 144 | 149 | 174 | 242 | 205 | 46 | 238 |
| Weighted Base | 477 | $219 *$ | 258 | 128 | 139* | $112^{*}$ | 98* | 151* | $225 *$ | 101* | 153 | 65* | 216 * | $162^{*}$ | 154* | 160* | 278 | 184 | $58 * *$ | 282 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 100 \\ 21 \% \end{gathered}$ | 57\% | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 32 \% \\ & f G \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \\ & \text { 25 } \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \\ & \text { G } \end{aligned}$ | ${ }_{3 \%}^{3}$ | $\begin{aligned} & 47 \\ & 31 \% \\ & i j \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & { }_{2}^{26 \%} \\ & k \end{aligned}$ | $\begin{aligned} & 44 \\ & 27 \\ & \hline \end{aligned}$ | 40 P | $\begin{aligned} & 16 \\ & \\ & 10 \% \end{aligned}$ | 25\% | 27 $15 \%$ | 26 $45 \%$ | 85\% |
| A great deal | $\stackrel{44}{9 \%}$ | 27 $12 \%$ | 17\% | $\begin{gathered} 14 \\ 11 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 21 \\ 15 \% \\ \mathrm{G} \end{array} \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | ${ }_{2 \%}^{2}$ | 17 $11 \%$ | 17\% | 110\% | ${ }^{12}$ \% | ${ }_{10}^{6}$ | 199\% | $\begin{aligned} & 22 \\ & 13 \% \\ & 13 \% \end{aligned}$ | 20 13\% | $\stackrel{3}{2 \%}$ | 12\% | 10 5 | 10\% | 11\% |
| Somewhat | $\begin{aligned} & 56 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 27 \% \\ & { }^{21} \% \end{aligned}$ | $\begin{gathered} 14 \\ 10 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & { }_{14}^{13} \% \\ & { }_{\mathrm{G}} / \mathrm{l} \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \\ & 13 \end{aligned}$ | ${ }^{20} 9$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | ${ }^{10} 6 \%$ | $\stackrel{9}{14 \%}$ | $\begin{gathered} 36 \\ \begin{array}{l} 17 \% \\ K \end{array} \end{gathered}$ | 22 $14 \%$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | ${ }^{14} 9$ | $\begin{aligned} & 36 \\ & 13 \% \end{aligned}$ | ${ }^{17} 9$ | 16\% | 19\% |
| Not Much/None (Net) | $\stackrel{247}{52 \%}$ | $\begin{gathered} 117 \\ 53 \% \end{gathered}$ | $\begin{gathered} 130 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 60 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 58 \\ & 60 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 67 \\ & 44 \% \end{aligned}$ | 126\% | 53 53 | $\begin{aligned} & 77 \\ & 50 \% \end{aligned}$ | 26 $40 \%$ | 120 $55 \%$ | 90\% | 75 | 51\% | 136 $49 \%$ | 108\% | ${ }^{28} 88$ | 149 53 |
| Not much | 85\% | 45\% | 416\% | $\begin{gathered} 30 \\ \text { 23\% } \\ \text { g } \end{gathered}$ | 31 ${ }^{3} \mathrm{~F}$ |  | 10\% | 31\% | ${ }_{19}^{42}$ | 13 $13 \%$ | ${ }^{13} 8$ | 14\% | $\begin{aligned} & 59 \\ & 27 \% \\ & { }_{2} \end{aligned}$ | 25 ${ }^{15}$ | 31 $20 \%$ | 30 $19 \%$ | 55\% | 30\% | 182\% | 64\% |
| None | $\begin{gathered} 162 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 73 \% \end{aligned}$ | ${ }^{85} 9$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 53 \\ & 48 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 48 \\ & 499 \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 37 \% \\ & h \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \\ & h \end{aligned}$ | $\begin{aligned} & 65 \\ & 42 \% \\ & \text { IM } \end{aligned}$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 28 \% \end{aligned}$ | ${ }_{40}^{65}$ | 24\% | 52\% | 819\% | $\begin{aligned} & 77 \\ & 42 \% \\ & 42 \% \end{aligned}$ | 10\% | 85\% |
| I am not at all familiar with this company | 130 | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 33 \% \\ & B \end{aligned}$ | $\begin{aligned} & 366 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 24 \% \end{aligned}$ | ${ }_{21}^{23}$ | 37\% | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 28 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 54 \\ & 35 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{aligned} & 23 \\ & 36 \% \\ & M \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | ${ }^{28} 7$ | 26\% | $\begin{aligned} & 62 \\ & 39 \% \\ & \text { No } \end{aligned}$ | 74\% | 27\% | $\stackrel{4}{7 \%}$ | 17\% |
| Sigma | ${ }_{100 \%}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 101 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 278 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 100\% | 282\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 161 | 301 | 180 | 120 | 98 | 64 | 156 | 191 | 115 | 241 | 69 | 130 | 163 | 149 | 150 | 233 | 216 | 32 | 248 |
| Weighted Base | 471 | $198{ }^{*}$ | 272 | 132 | 117* | 144* | 78* | 151* | 228 | 91* | 135 | 82* | 235* | 164* | $163 *$ | $143^{*}$ | 266 | 195 | $36^{* *}$ | 291 |
| Somewhat/A Great Deal (Net) | $\begin{aligned} & 90 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{45}$ | $\begin{aligned} & 45 \\ & \\ & \hline 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 324 \\ & \mathrm{Fg}^{4} \end{aligned}$ | $\begin{aligned} & 40 \\ & 34 \% \\ & \text { FG } \end{aligned}$ | ${ }^{11} \%$ | ${ }_{9 \%}^{7}$ | $\begin{aligned} & 48 \\ & 32 \% \\ & 1 \mid J \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 18 \% \end{aligned}$ | ${ }_{11 \%}^{9}$ | $\begin{aligned} & 56 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 45 \\ \stackrel{4}{27} \% \\ \mathrm{~Np} \end{gathered}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\underset{\mathrm{r}}{62} \underset{ }{62}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | 21 $59 \%$ | 75 ${ }^{\text {26\% }}$ |
| A great deal | 38\% | ${ }_{11 \%}$ | ${ }^{16} 6$ | $\begin{aligned} & 17 \\ & \begin{array}{l} 13 \% \\ 13 \% \end{array} \end{aligned}$ | $\begin{aligned} & 16 \\ & \begin{array}{l} 13 \% \\ { }_{F}^{2} \end{array} \end{aligned}$ | - | 5 | $\begin{aligned} & 22 \\ & 15 \% \\ & 15 \% \end{aligned}$ | 12 5 | $4{ }_{4}^{4}$ | 5\% | 6\% | 26 $11 \%$ | ${ }^{15} 9$ | 17 $10 \%$ | ${ }_{4}^{6}$ | 281\% | 5\% | 14 $38 \%$ | ${ }^{35}$ |
| Somewhat | $\begin{aligned} & 52 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & \text { 28 } \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & { }_{21}^{21} \% \\ & \mathrm{FG} \end{aligned}$ | ${ }^{11} \%$ | ${ }_{3}^{2}$ | $\begin{gathered} 26 \\ 17 \% \\ i \end{gathered}$ | ${ }^{20} 9$ | ${ }_{7 \%}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | ${ }_{5}^{4}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | 9\% | $\begin{aligned} & 28 \\ & { }^{17 \%} \% \\ & N \end{aligned}$ | ${ }^{15} 10 \%$ | 33 $13 \%$ | ${ }^{18} 9$ | 22\% | 39 $14 \%$ |
| Not Much/None (Net) | ${ }_{33 \%}^{157}$ | $\begin{gathered} 81 \\ 41 \% \\ \end{gathered}$ | $\begin{aligned} & 75 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 31 \end{aligned}$ | $\begin{aligned} & 31 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 43 \% \end{aligned}$ | 20\% | $\begin{gathered} 99 \\ 43 \% \\ \mathbf{H}^{2} \end{gathered}$ | 27 ${ }^{2} 0$ | 44\% | ${ }_{34 \%}$ | 83\% | 36\% | 51 $32 \%$ | 499\% | 81 $31 \%$ | 73 $38 \%$ | 6\% | 92\% |
| Not much | 51\% | 27 ${ }_{14}$ | 249\% | $\begin{aligned} & 20 \\ & \begin{array}{l} 15 \% \\ \mathrm{~g} \end{array} \end{aligned}$ | 13 $11 \%$ | 15\% | 3\% | 15\% | 30 $13 \%$ | ${ }_{6}^{6}$ | 10\% | ${ }_{1}^{17}{ }_{\text {k }}$ | 27 ${ }_{11 \%}$ | $19 \%$ | ${ }_{19}^{12 \%}$ | ${ }^{13} 9$ | 33 $12 \%$ | ${ }^{17} 9$ | ${ }_{6}{ }^{2}$ | $43 \%$ |
| None | ${ }_{22 \%}^{105}$ | 54\% | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 36\% | $\begin{aligned} & 30 \\ & 30 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & \text { 699 } 30 \% \\ & 30 \% \end{aligned}$ | ${ }_{2}^{22}{ }^{2}$ | 34\% | 14\% | 56\% | 37\% | 32\% | 35\% | ${ }^{48} 8$ | $\stackrel{56}{29 \%}$ | - | 49\% |
| I am not at all familiar with this company | 225 $48 \%$ | 73\% | $\begin{gathered} 152 \\ 56 \% \\ B \end{gathered}$ | 60\% | 469\% | $\begin{aligned} & 82 \\ & 57 \% \\ & e \end{aligned}$ | 37 $48 \%$ | $\begin{aligned} & 73 \\ & 48 \% \end{aligned}$ | $98{ }_{4}{ }^{\text {a }}$ | $5{ }_{59}^{54}$ | ${ }_{50}^{67}$ | 45\% | 96 ${ }^{41 \%}$ | 53 | ${ }^{67} 41 \%$ | 74 $52 \%$ | 124 $46 \%$ | 94\% | 12 $34 \%$ | 125 $43 \%$ |
| Sigma | 17110\% | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | 366 | 2910\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 473 | 179 | 294 | 186 | 142 | 82 | 63 | 158 | 184 | 131 | 250 | 65 | 127 | 157 | 153 | 163 | 262 | 196 | 43 | 245 |
| Weighted Base | 474 | 239* | 235 | 135 | $135 *$ | 124* | $80^{*}$ | $164 *$ | 181* | $130 *$ | 144 | $71^{*}$ | 222* | 159* | $156 *$ | 160* | 286 | 170* | $56 * *$ | 264 |
| Somewhat/A Great Deal (Net) | 259 5 | 141 59 | 117 $50 \%$ | 72 $54 \%$ | 87 $65 \%$ | 58\% | 41 $51 \%$ | ${ }^{98} 8$ | 101 56 | 60\% | 63 44 | 27 39 | $\begin{aligned} & 153 \\ & 69 \% \\ & \mathrm{KL} \end{aligned}$ | ${ }_{\text {61 }}^{97}$ | 97 62\% | 650\% | $\begin{gathered} 174 \\ 61 \% \\ \mathrm{R} \end{gathered}$ | 78 46 | 39\% | 176 $67 \%$ |
| A great deal | ${ }_{22 \%}^{103}$ | 58\% | $\begin{aligned} & 45 \\ & 19 \% \end{aligned}$ | $29$ | $\begin{gathered} 44 \\ 33 \% \\ \text { dFg } \end{gathered}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 32 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & \text { 16\% } \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 59 \\ 27 \% \end{gathered}$ | 522\% | 33 | 16 $10 \%$ | $\begin{aligned} & 67 \\ & 23 \% \end{aligned}$ | 34 20 | 22 39 | 76 $29 \%$ |
| Somewhat | ${ }^{155}$ | ${ }^{83}{ }^{3} \%$ | $\begin{aligned} & 72 \\ & 31 \% \end{aligned}$ | 34 3 \% | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | 41 310 | ${ }^{28}{ }^{3} \%$ | 45\% | $\begin{aligned} & 71 \\ & 40 \% \\ & h \end{aligned}$ | 39\% | 37 $26 \%$ | 16 23 | $\begin{aligned} & 94 \\ & { }_{\text {KLL }} / 2 \end{aligned}$ | 45 | 62\% | 49\% | $\underset{\substack{107 \\ 37 \%}}{\substack{0 \\ \hline}}$ | 24\% | 17 $30 \%$ | 100 $38 \%$ |
| Not Much/None (Net) | ${ }^{167}$ 35\% | 74 $31 \%$ | 93 $40 \%$ | 41 30 | 36\% | $\begin{aligned} & 60 \\ & 48 \% \\ & \text { DE } \end{aligned}$ | 30\% | 51\% | 57\% | $\begin{aligned} & 59 \\ & 46 \% \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 45 \% \\ & 45 \end{aligned}$ | 36 $51 \%$ $M$ | 25\% | 480 | 53 34 | 672\% | 97 $34 \%$ | 67 ${ }^{69}$ | ${ }^{16} 9$ | 26\% |
| Not much | 57 $12 \%$ | ${ }^{28}{ }^{2} \%$ | 29\% | 20\% | 11\% | ${ }_{15}^{15}$ | ${ }_{8 \%}^{6}$ | 24\% | $18 \%$ | 15 | 17\% | ${ }^{8} 1$ \% | 14\% | $17 \%$ | ${ }^{14} 9$ | 25\% | 12\% | 22 $13 \%$ | 10\% | 32\% |
| None | ${ }^{110} 23 \%$ | ${ }^{46}{ }^{1} \%$ | 65\% | 21 | 21 16 | $\begin{aligned} & 44 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \\ & \text { de } \end{aligned}$ | 27\% | 39 ${ }^{31 \%}$ | $\begin{aligned} & 44 \\ & 34 \% \\ & H i \end{aligned}$ | $\begin{aligned} & 48 \\ & 33 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 40 \% \\ & M \end{aligned}$ | ${ }_{12 \%}$ | 31 $19 \%$ | 38\% | 41\% | ${ }^{62}$ 22\% | 27\% | ${ }_{11 \%}$ | 36 $14 \%$ |
| I am not at all familiar with this company | 499\% | 24\% | 25 $11 \%$ | 22 $16 \%$ | ${ }^{12} 9$ | ${ }_{5}^{6} \%$ | 11\% | ${ }^{15} 9$ | 23 $13 \%$ | 118\% | 17 | ${ }_{1}{ }^{7} \%$ | ${ }^{13}$ 6\% | ${ }^{14} 9$ | 4\% | $\begin{aligned} & 29 \\ & 18 \% \\ & \text { nO } \end{aligned}$ | 15 ${ }^{5}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 15 \% \\ 15 \% \end{array} \end{aligned}$ | ${ }_{3}^{1}$ | 20\% |
| Sigma | $\begin{aligned} & 474 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 286 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 566\% | 264 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 180 | 281 | 189 | 138 | 75 | 59 | 158 | 196 | 107 | 238 | 66 | 123 | 145 | 165 | 151 | 233 | 209 | 42 | 253 |
| Weighted Base | 476 | 232 | 244 | 152 | 129* | $108 *$ | 87* | 154* | 217 | 104* | 149 | 74* | $217^{*}$ | $158{ }^{*}$ | 183* | 135* | 252 | 208 | 55* | 275 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{gathered} 175 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 41 \% \end{aligned}$ | ${ }_{33}^{81}$ | $\begin{aligned} & 73 \\ & { }^{43} \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 66 \\ & 51 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 53 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 72 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 23 \% \end{aligned}$ | ${ }_{30}^{45}$ | 20\% | $\begin{aligned} & \text { 106 } \\ & { }_{4}^{49} \% \\ & \text { KL } \end{aligned}$ | ${ }_{37}^{59}$ | 69\% | $48$ | $\begin{gathered} 117 \\ \underset{R}{47 \%} \end{gathered}$ | ${ }^{565}$ | 39 $72 \%$ | 140 $51 \%$ |
| A great deal | $\begin{aligned} & 72 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \\ & F G \end{aligned}$ | $\begin{gathered} 33 \\ 26 \% \\ \text { FG } \end{gathered}$ | ${ }_{7}^{8}$ | $\stackrel{2}{2 \%}$ | $\begin{aligned} & 42 \\ & 27 \% \\ & 13 \end{aligned}$ | 23 $10 \%$ | 88 | 12\% | 10\% | $\begin{aligned} & 47 \\ & { }_{21}^{41 \%} \end{aligned}$ | 26\% | +35 ${ }^{19} \mathrm{P}$ | 118\% | $\begin{aligned} & 57 \\ & { }_{23}^{23 \%} \end{aligned}$ | 15\% | 24 ${ }_{\text {4 }}$ | 21\% |
| Somewhat | ${ }_{22 \%}^{102}$ | 53\% | 20\% | $\begin{aligned} & { }^{42} \\ & 29 \% \\ & \mathrm{Fg} \end{aligned}$ | $32$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | ${ }_{22}^{47}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & \text { 60 } \\ & \text { 28\% } \end{aligned}$ | ${ }_{20}^{32}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 60\% | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | 15\% | $79 \%$ |
| Not Much/None (Net) | $\stackrel{222}{47 \%}$ | $\begin{aligned} & 102 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 120 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 38 \% \end{aligned}$ | 49\% | $\begin{aligned} & 59 \\ & 5.5 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 55 \\ & 544 \\ & \text { CE } \end{aligned}$ | 59\% | $\begin{aligned} & 108 \\ & 50 \% \\ & h \end{aligned}$ | ${ }_{\text {56 }}^{53} \mathrm{~h}$ | 76 $51 \%$ | $\begin{aligned} & 41 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 42 \% \end{aligned}$ | 75 | 82\% | 65\% | 106 ${ }^{42 \%}$ | 107 $51 \%$ | 13 $24 \%$ | $\stackrel{118}{43}{ }_{5}$ |
| Not much | 67 $14 \%$ | 35\% | 33 $13 \%$ | 23 $15 \%$ | 20\% | 15\% | 10\% | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | 32\% | $7 \%$ | ${ }_{18}^{18}$ | $12 \%$ | 35 ${ }^{16 \%}$ | 24\% | ${ }_{14 \%}$ | 17\% | 31 $12 \%$ | 36\% | ${ }^{5} \mathrm{~F}$ \% | 50\% |
| None | ${ }_{32 \%}^{155}$ | ${ }_{29}^{69 \%}$ | ${ }_{36}^{87}$ | $\begin{aligned} & 344 \\ & 23 \% \end{aligned}$ | 230 | $\begin{aligned} & 45 \\ & 42 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 45 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | 30\% | $\begin{aligned} & 75 \\ & 35 \% \\ & 3 \end{aligned}$ | 49 $47 \%$ $H$ | $\begin{aligned} & 59 \\ & 40 \% \\ & M \end{aligned}$ | 299\% | ${ }^{565}$ | 51 $32 \%$ | ${ }_{31}^{56}$ | 48\% | 750\% | 71 34 | ${ }_{14 \%}$ | 25\% |
| I am not at all familiar with this company | $\begin{aligned} & 79 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | 15 $11 \%$ | $\underset{\mathrm{e}}{24 \%}$ | ${ }_{20}^{18}$ | ${ }^{14} 9$ | $\begin{aligned} & 40 \\ & 18 \% \\ & \text { he } \end{aligned}$ | $\begin{aligned} & 25 \\ & { }_{24}^{24} \% \\ & H \end{aligned}$ | $\begin{aligned} & 28 \\ & 199 \% \\ & M \end{aligned}$ | $\begin{aligned} & 18 \\ & { }_{24}{ }^{2} \% \end{aligned}$ | ${ }^{20} 9$ | ${ }^{25} 16$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | 23\% | 29 $11 \%$ | $\begin{aligned} & 4_{22}^{42 \%} \\ & Q \end{aligned}$ | ${ }^{3} \mathrm{5}$ | 17 6 \% |
| Sigma | 476 $100 \%$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 108 } \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 217 $100 \%$ | $\begin{aligned} & 104 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | 100\% | 275 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used. * small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOdent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 174 | 291 | 195 | 120 | 78 | 72 | 151 | 204 | 110 | 244 | 58 | 138 | 140 | 164 | 161 | 236 | 213 | 38 | 258 |
| Weighted Base | 500 | $237 *$ | 263 | 152 | 112* | 116* | 121* | 157* | 241 | 103* | 146 | $83^{*}$ | $245 *$ | 154* | $177^{*}$ | 169* | 272 | 215* | 50 ** | 290 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\stackrel{246}{49 \%}$ | $\begin{gathered} 129 \\ 54 \% \end{gathered}$ | $\begin{gathered} 117 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 50 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 63 \\ & 56 \% \\ & { }_{\mathrm{G}} \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 72 \\ & 62 \% \\ & G \end{aligned}$ | $\begin{aligned} & 34 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 59 \\ & i \end{aligned}$ | $\begin{gathered} 108 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 39 \% \end{aligned}$ | 42\% | $\begin{gathered} 136 \\ \begin{array}{c} 56 \% \\ K \end{array} \end{gathered}$ | $\begin{aligned} & 83 \\ & 54 \% \end{aligned}$ | 43 | $\begin{aligned} & 81 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 156 \\ \substack{57 \% \\ \mathrm{R}} \end{gathered}$ | $\begin{aligned} & 87 \\ & 41 \% \end{aligned}$ | 359\% | 165 $57 \%$ |
| A great deal | 101 20 | $\begin{gathered} \text { 600 } \\ 25 \% \\ \hline \end{gathered}$ | 41 $16 \%$ | $\begin{aligned} & 41 \\ & 27 \% \\ & \mathrm{G} \end{aligned}$ | 23 ${ }_{2}$ | 25\% | ${ }^{12} 10 \%$ | 438\% | 40\% | 18\% | ${ }_{14 \%}^{21}$ | $\begin{aligned} & 24 \\ & 29 \% \\ & k \end{aligned}$ | 20\% | ${ }^{29} 9$ | ${ }^{35}$ 19\% | 37\% | 26\% | 34\% | 24\% | 70 $24 \%$ |
| Somewhat | ${ }_{29 \%}^{145}$ | ${ }_{29}^{69 \%}$ | $\begin{aligned} & 76 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 35 \% \\ & \hline 59 \end{aligned}$ | $\begin{gathered} 47 \\ 41 \% \\ \mathrm{DG} \end{gathered}$ | $\begin{aligned} & \text { 193 } \\ & \hline 19 \end{aligned}$ | $\begin{aligned} & 49 \\ & 31 \% \end{aligned}$ | 28\% | 28\% | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 88 \\ 36 \% \\ k \end{gathered}$ | $\begin{aligned} & 54 \\ & 35 \% \end{aligned}$ | ${ }_{27}^{48}$ | ${ }_{26}^{46}$ | 900 | 53 | 11 $22 \%$ | 95\% |
| Not Much/None (Net) | ${ }_{402}^{202}$ | 91\% | $\begin{gathered} 111 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 48 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 42 \\ & 37 \% \end{aligned}$ | 39\% | $\begin{gathered} 74 \\ \text { 61\% } \\ \text { DEF } \end{gathered}$ | ${ }_{26 \%}^{41}$ | $\begin{gathered} 120 \\ 50 \% \\ \mathrm{H} \end{gathered}$ | 42 41 h | $\begin{aligned} & 71 \\ & 49 \% \\ & \mathrm{M} \end{aligned}$ | 39 ${ }^{3} \%$ | $\begin{aligned} & 80 \\ & 33 \% \end{aligned}$ | 57\% | ${ }_{\text {4 }}^{49} \times$ | 59\% | 103 $38 \%$ | $\begin{aligned} & 93 \\ & 44 \% \end{aligned}$ | 112\% | 97 ${ }^{93}$ |
| Not much | 77 $15 \%$ | 24\% | $\begin{aligned} & 54 \\ & 20 \% \\ & \text { B } \end{aligned}$ | 25\% | 13 $12 \%$ | 20\% | 19\% | 15\% | $\begin{aligned} & 40 \\ & 20 \% \\ & h \end{aligned}$ | 15\% | 25 ${ }^{2}$ | 114\% | 36\% | 19\% | $\begin{aligned} & 44 \\ & 25 \% \\ & { }^{45} \end{aligned}$ | 14\% | 38 $14 \%$ | 39\% | 6\% | ${ }_{18} 17 \%$ |
| None | ${ }_{25 \%}^{125}$ | ${ }^{69} 89$ | 57\% | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 26 \% \\ & d \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 54 \\ \text { 45 } \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 30 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 27 26 | $\begin{aligned} & \begin{array}{l} 46 \\ 32 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & \text { 38\% } \\ & \mathrm{m} \end{aligned}$ | 44\% | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | ${ }^{65}$ | 55\% | 17\% | 17\% |
| I am not at all familiar with this company | $\begin{aligned} & 52 \\ & 10 \% \end{aligned}$ | ${ }^{17} \%$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & \text { 18\% } \\ & \text { EF } \end{aligned}$ | 7\% | $5{ }_{4}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \\ & 1 \end{aligned}$ | ${ }^{13} 6$ | 15 14 $i$ | $\begin{aligned} & 18 \\ & 12 \% \\ & 1 \end{aligned}$ | 3\% | 29\% | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | ${ }_{5}^{8}$ | $\begin{aligned} & 29 \\ & 17 \% \\ & 0 \end{aligned}$ | ${ }^{13} 5$ | $\begin{aligned} & 34 \\ & 16 \% \\ & \text { Q } \end{aligned}$ | ${ }_{9}^{4}$ | 29 ${ }_{10}$ |
| Sigma | $\begin{aligned} & 500 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | 263\% | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | 116 $100 \%$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 177\% | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | 100\% | 290\% |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 471 | 165 | 306 | 202 | 121 | 77 | 71 | 161 | 196 | 114 | 255 | 73 | 117 | 131 | 167 | 173 | 244 | 215 | 31 | 253 |
| Weighted Base | 463 | 207* | 256 | 152 | 109* | 106* | 95* | 155* | 208 | $100 *$ | 146 | 90* | 202* | $143^{*}$ | $180 *$ | $140 *$ | 272 | 180 | $43^{* *}$ | 294 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | 203 $44 \%$ | $\begin{gathered} 103 \\ 50 \% \\ c \end{gathered}$ | 999\% | $\begin{aligned} & 69 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 56 \% \% \\ & 5 g \end{aligned}$ | $\begin{aligned} & 36 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 52 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 90 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & \substack{53 \% \\ K} \end{aligned}$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | 878\% | ${ }^{55} 9 \%$ | 131 $48 \%$ | $\begin{aligned} & 69 \\ & 38 \% \end{aligned}$ | 27 $63 \%$ | 157 53 5 |
| A great deal | $\begin{aligned} & 86 \\ & 19 \% \end{aligned}$ | 20\% | 17\% | 26\% | 23 ${ }_{2}$ | 12 $11 \%$ | $\begin{aligned} & 25 \\ & 26 \% \\ & f \end{aligned}$ | 35\% | 37 $18 \%$ | 14 $14 \%$ | ${ }^{22} 15$ | 13 $15 \%$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | 19 $13 \%$ | $\begin{aligned} & 46 \\ & 26 \% \\ & \text { np } \end{aligned}$ | 21 15 |  | 19 | 16\% | 72 25 |
| Somewhat | ${ }_{25 \%}^{117}$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | ${ }_{25}^{52 \%}$ | $\begin{aligned} & 4_{\mathrm{G}}^{28} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \\ & 34 \% \\ & \mathrm{G} \end{aligned}$ | $24 \%$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | ${ }_{29}^{45}$ | 53\% | $\begin{aligned} & 19 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 22 \% \end{aligned}$ | $24 \%$ | 290\% | 429\% | ${ }_{21}^{43 \%}$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 666 \\ & 24 \% \end{aligned}$ | 49\% | ${ }^{12}$ 27\% | 29\% |
| Not Much/None (Net) | $\begin{gathered} 215 \\ 47 \% \end{gathered}$ | 899 | $\begin{gathered} 126 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 60 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 50 \\ & 533 \% \\ & d \end{aligned}$ | 61 $39 \%$ | $\begin{aligned} & 97 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 57 \% \\ & H \end{aligned}$ | 72\% | $43 \%$ | 86\% | 72 $51 \%$ | 80\% | 63\% | 123 | 88\% | 142\% | $\stackrel{121}{41 \%}$ |
| Not much | ${ }^{98}{ }^{1} \%$ | ${ }^{46}$ \% | 52\% | 38\% | 219\% | 23\% | ${ }_{16}^{16}$ | 32\% | 49\% | $16 \%$ | 20\% | 179\% | 431\% | 28\% | 22\% | 31\% | 50\% | 47\% | 17\% | 67\% |
| None | ${ }_{25 \%}^{117}$ | ${ }_{21}^{43}$ | $\begin{aligned} & 79 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 22 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & \text { 38\% } \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{48}$ | 41 $41 \%$ HI | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | 20\% | $\begin{aligned} & 33 \\ & 23 \% \end{aligned}$ | 73 | 42\% | - 76 | 53 $18 \%$ |
| I am not at all familiar with this company | ${ }^{45} 10$ | 14\% | 31 $12 \%$ | $\begin{aligned} & 26 \\ & \begin{array}{l} 17 \% \\ \text { Ef } \end{array} \end{aligned}$ | $3{ }_{3}^{3}$ | $7{ }_{6}^{7}$ | ${ }_{9 \%}$ | ${ }^{14} 9$ | 210\% | 10\% | $\begin{aligned} & 20 \\ & 14 \% \\ & M \end{aligned}$ | 10\% | 5\% | 10\% | 13\% | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ no | ${ }^{18} 7$ | $\begin{aligned} & 24 \\ & { }^{23 \%} \\ & \mathrm{q} \end{aligned}$ | $\stackrel{2}{4 \%}$ | ${ }^{16}$ |
| Sigma | $\begin{aligned} & 463 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 100 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 433\% | 294\% |

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 180 | 284 | 190 | 127 | 70 | 77 | 159 | 189 | 116 | 241 | 72 | 115 | 139 | 173 | 152 | 234 | 218 | 39 | 247 |
| Weighted Base | 472 | $244 *$ | 228 | 149 | 119* | 88* | 116* | 154* | $213 *$ | 105* | 134 | 90* | $217 *$ | 149* | 184* | 139* | 239 | 226 | 55** | 296 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 215 \\ 46 \% \end{gathered}$ | $\begin{gathered} 122 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 52 \% \\ & G \end{aligned}$ | $\begin{aligned} & 60 \\ & 51 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 41 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 57 \% \\ & \text { iJ } \end{aligned}$ | $\begin{aligned} & 91 \\ & 43 \% \end{aligned}$ | 37 | ${ }_{33}^{44}$ | $\begin{aligned} & 39 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 122 \\ 56 \% \\ K \end{gathered}$ | $\begin{aligned} & 62 \\ & 42 \% \end{aligned}$ |  | $\begin{aligned} & 54 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 125 \\ 52 \% \\ \mathrm{r} \end{gathered}$ | 899\% | 29 ${ }^{29}$ | $\begin{aligned} & 182 \\ & 61 \% \end{aligned}$ |
| A great deal | $\begin{aligned} & 87 \\ & 18 \% \end{aligned}$ | 23\% | 34\% | $\begin{aligned} & 42 \\ & 28 \% \\ & \mathrm{fG} \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 24 \% \\ & \mathrm{G} \end{aligned}$ | 12 13\% | ${ }_{5}^{6}$ | $\begin{aligned} & 42 \\ & 27 \% \\ & 27 \% \\ & \text { i } \end{aligned}$ | 34\% | 110\% | 20 $15 \%$ | 22 24 | ${ }_{19}{ }^{19}$ | 22 15 | $\begin{aligned} & 48 \\ & 26 \\ & { }^{26} \% \end{aligned}$ | ${ }^{18} 18$ | $\begin{aligned} & 58 \\ & { }_{24}^{24} \% \\ & \hline \end{aligned}$ | 29 $13 \%$ | 19 $35 \%$ | 75\% |
| Somewhat | ${ }^{128} \%$ | 69\% | 59\% | ${ }^{35} 5$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $30 \%$ | 27\% | $\begin{aligned} & 45 \\ & 29 \% \end{aligned}$ | 56\% | 27 25 | 25\% | 179\% | $\begin{aligned} & 81 \\ & 37 \% \\ & \text { KL } \end{aligned}$ | 40\% | 51\% | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | 26\% | 60\% | 10\% | 107 ${ }_{36}$ |
| Not Much/None (Net) | 207 $44 \%$ | $\begin{gathered} 107 \\ 44 \% \end{gathered}$ | $\begin{gathered} 100 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 54 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 41 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 105 \\ 50 \% \\ H \end{gathered}$ | $\begin{aligned} & 54 \\ & 51 \% \\ & H \end{aligned}$ | $\begin{aligned} & 63 \\ & 47 \% \end{aligned}$ | $45 \%$ | 817\% | $\begin{aligned} & 71 \% \\ & 47 \% \end{aligned}$ | 70\% | 66\% | ${ }_{39} 8$ | $\begin{gathered} 113 \\ 50 \% \\ q \end{gathered}$ | 25 ${ }^{45}$ | 98\% |
| Not much | 93\% | 53\% | 418\% | 32\% | 19\% | 191\% | 23\% | 25 $16 \%$ | 47\% | 21\% | 24\% | 22\% | 37\% | 20\% | 19\% | $\stackrel{29}{21 \%}$ | 417\% | 51\% | 14\% | 18\% |
| None | $\begin{gathered} 114 \\ 24 \% \end{gathered}$ | ${ }_{22}^{52 \%}$ | 59\% | 22 $15 \%$ | 22\% | 23\% | $\begin{aligned} & 46 \\ & 40 \% \\ & D_{E} \end{aligned}$ | 23 $15 \%$ | $\begin{aligned} & 59 \\ & 28 \% \\ & \hline \end{aligned}$ | ${ }_{\substack{33 \\ 31 \\ H}}$ | ${ }^{38}{ }^{29}$ | 23\% | 45 | 418\% | 36\% | 37\% | ${ }^{48}{ }^{2} \%$ | ${ }^{63}{ }^{2} \%$ | 11\% | $\stackrel{45}{15 \%}$ |
| I am not at all familiar with this company | $\begin{aligned} & 50 \\ & 11 \% \end{aligned}$ | ${ }^{15} 6$ | $\begin{aligned} & 35 \\ & 15 \% \\ & \text { B } \end{aligned}$ | 18\% | 17 $15 \%$ | 5\% | 8\% | ${ }_{12}^{19}$ | 17\% | 14 | $\begin{aligned} & 27 \\ & { }_{20}^{27} \% \\ & \text { LM } \end{aligned}$ | $7 \%$ | 14\% | 17 $11 \%$ | 14\% | 19 $14 \%$ | 25 ${ }^{2}$ | 23 $10 \%$ | ${ }_{2}^{1}$ | 17 6 |
| Sigma | $\begin{aligned} & 472 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 213 $100 \%$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | 149 $100 \%$ | 184\% | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | 100\% | 100\% | 100\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 467 | 186 | 281 | 216 | 118 | 77 | 56 | 171 | 186 | 110 | 239 | 66 | 132 | 148 | 156 | 163 | 246 | 208 | 45 | 268 |
| Weighted Base | 474 | 239* | 235 | 154 | 126 * | 115* | 78** | 166* | 205* | 102* | 143 | $68^{*}$ | 236* | 172* | 165* | 136* | 266 | 196* | 59** | 312 |
| Somewhat/A Great Deal (Net) | 251 $53 \%$ | $\begin{gathered} 153 \\ 64 \% \\ C \end{gathered}$ | $\begin{aligned} & 98 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 61 \% \\ & \text { D } \end{aligned}$ | $59$ | $\begin{aligned} & 47 \\ & 60 \% \end{aligned}$ | 99\% | $\begin{gathered} 101 \\ 49 \% \end{gathered}$ | 51 50 | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | 37 $54 \%$ | $\begin{gathered} 147 \\ { }^{142 \%} \\ K \end{gathered}$ | 97\% | 89 54 | $\begin{aligned} & 65 \\ & 48 \% \end{aligned}$ | 154 58 | $\begin{aligned} & 94 \\ & 48 \% \end{aligned}$ | 33 $57 \%$ | 201 $65 \%$ |
| A great deal | ${ }_{23 \%}^{108}$ | 60 | ${ }^{48} 20$ | 29\% | 35\% | 27 ${ }^{23}$ | ${ }^{18} 2$ | $3{ }^{40} \mathrm{j} \%$ | 420\% | $17 \%$ | 33\% | 13 $19 \%$ | ${ }^{558}$ | 488\% | 33 $20 \%$ | 26\% | $\begin{aligned} & 75 \\ & 28 \% \\ & \mathrm{R} \end{aligned}$ | 32 $16 \%$ | 23 39 | 89\% |
| Somewhat | ${ }_{30 \%}^{143}$ | $\begin{aligned} & 93 \\ & 39 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | ${ }_{26}^{40}$ | $\begin{aligned} & 42 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 27 \% \end{aligned}$ | 29\% | $\begin{aligned} & 49 \\ & 30 \% \end{aligned}$ | 60\% | $34{ }_{3}^{3}$ | $28 \%$ | $\begin{aligned} & 24 \\ & 35 \% \\ & k \end{aligned}$ | $\begin{aligned} & 88 \\ & 38 \% \\ & K \end{aligned}$ | 49\% | 566 | 38\% | $\begin{aligned} & 79 \\ & 30 \% \end{aligned}$ | ${ }_{32}^{63}$ | 10\% | ${ }^{112} 36$ |
| Not Much/None (Net) | $\begin{gathered} 179 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 70 \% \end{aligned}$ | $\begin{gathered} 107 \\ 46 \% \\ B \end{gathered}$ | ${ }_{36}^{56}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 49 \% \\ & e \end{aligned}$ | 26 34 | $\begin{aligned} & 51 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | 43 | $\begin{aligned} & \begin{array}{l} { }^{46 \%} \\ M \end{array} \\ & \hline \end{aligned}$ | 26\% | 75 ${ }^{3} \mathrm{\%}$ | $\begin{aligned} & 66 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 35 \% \end{aligned}$ | 45\% | 95 ${ }^{\text {\% }}$ | $79 \%$ | 19 ${ }^{1}$ | 87\% |
| Not much | 85\% | 35\% | 50\% | $\begin{gathered} 30 \% \\ \text { 20\% } \end{gathered}$ | 13 $10 \%$ | $\underset{\mathrm{e}}{28}{ }_{2}^{28}$ | 159\% | 27 16 | 420\% | 17\% | $28{ }^{20}$ | ${ }^{15} 3$ | 36 $15 \%$ | 30\% | 31 $19 \%$ | 24\% | ${ }_{17}^{46}$ | 36 $18 \%$ | 15\% | 50\% |
| None | $\begin{aligned} & 94 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% \\ & b \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 27\% | 29\% | 12 $15 \%$ | 25 | ${ }_{23}^{43}$ | 26 26 | $\begin{aligned} & 37 \\ & \begin{array}{l} 36 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 11 16 | 38\% | 31\% | 27 $16 \%$ | 31\% | ${ }^{48}{ }^{18}$ | ${ }_{22}{ }^{2} \%$ | 10\% | 37 ${ }^{3}$ |
| I am not at all familiar with this company | 44\% | ${ }^{14}$ | $\begin{aligned} & 30 \\ & 13 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \\ & \text { EF } \end{aligned}$ | $\begin{gathered} 10 \\ { }^{8} \% \end{gathered}$ | - | ${ }_{6}^{5}$ | 16 $10 \%$ | 19\% | $8{ }_{8}^{8 \%}$ | $\stackrel{16}{11 \%}$ | 5\% | 14 6 | 5\% | $\xrightarrow{18} 11 \%$ | 17 $12 \%$ | 17 6 | 24\% | ${ }_{11 \%}^{6}$ | ${ }^{23} 7$ |
| Sigma | $\begin{aligned} & 474 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 1005\% | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | 172 $100 \%$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | 100\% | 196\% | 100\% | 312 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 477 | 180 | 297 | 222 | 118 | 79 | 58 | 174 | 200 | 103 | 268 | 70 | 113 | 139 | 185 | 153 | 250 | 212 | 39 | 255 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 457 | 209* | 248 | 162 | 109* | 101* | $84^{*}$ | 165* | 209 | 83* | 151 | $84^{*}$ | 194* | 132* | 200 | 125* | 264 | 180 | 47** | 275 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | ${ }_{30 \%}^{136}$ | $\begin{aligned} & 86 \\ & 41 \% \\ & C^{8} \end{aligned}$ | 50\% | $\begin{aligned} & 62 \\ & 38 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 35 \\ & 32 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{gathered} 55 \\ 26 \% \\ j \end{gathered}$ | 11 $13 \%$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | 24\% | $\begin{aligned} & 83 \\ & 43 \% \\ & 43 \% \end{aligned}$ | ${ }_{36 \%}^{48}$ | 51 $26 \%$ | $\begin{aligned} & 37 \% \end{aligned}$ | 838\% | ${ }_{24}^{44}$ | 33 $69 \%$ | $\begin{gathered} 107 \\ 39 \% \end{gathered}$ |
| A great deal | $\begin{aligned} & 64 \% \\ & 14 \% \end{aligned}$ | $\begin{gathered} 39 \\ \text { 19\% } \\ \hline \end{gathered}$ | 25 $10 \%$ | 20 $13 \%$ | 15\% | ${ }_{6}^{6}$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 26 \\ \text { dF } \end{array} \end{aligned}$ | $\begin{aligned} & 35 \\ & 21 \% \\ & { }_{3} 1 \% \end{aligned}$ | $\stackrel{23}{11 \%}$ | ${ }_{8}^{6}$ | 11\% | $\begin{aligned} & 16 \\ & { }_{20}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 36 \\ & { }^{39} \% \\ & \text { K } \end{aligned}$ | ${ }_{16}^{16}$ | 27 $14 \%$ | 21 $17 \%$ | 37 $14 \%$ | ${ }^{26} 15$ | 16\% | 53\% |
| Somewhat | $\begin{aligned} & 72 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & { }_{22} \% \\ & C \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 25 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \\ & \text { G } \end{aligned}$ | $9{ }_{9}^{9}$ | ${ }_{2}^{2}$ | $\begin{aligned} & 35 \\ & 21 \% \\ & j \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \\ & j \end{aligned}$ | 5 | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | ${ }_{9 \%}^{7}$ | $\begin{aligned} & { }_{27}^{47} \\ & { }^{4 L} \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \text { Op } \end{aligned}$ | $\begin{aligned} & \text { 124 } \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 19 \% \\ & { }^{9} \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | 16 $34 \%$ | $\begin{aligned} & 54 \\ & 20 \% \end{aligned}$ |
| Not Much/None (Net) | ${ }_{32 \%}^{146}$ | 72 35 | $\begin{aligned} & 70 \% \\ & 30 \% \end{aligned}$ | ${ }_{26}$ | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | 399\% | ${ }^{28} 3$ | ${ }_{23}^{43}$ | $\begin{gathered} 79 \\ 38 \% \\ h \end{gathered}$ | 25 30 | 53 ${ }^{5}$ | 31 $37 \%$ | ${ }_{25}^{59 \%}$ | ${ }_{28}^{38}$ | 69\% | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | ${ }_{28}^{78 \%}$ | ${ }_{34}^{62}$ | 10 $21 \%$ | 89\% |
| Not much | 57 $12 \%$ | 31 $15 \%$ | 26\% | ${ }^{26}$ 16\% | 13\% | $12 \%$ | ${ }_{7}^{6} \%$ | 20 $12 \%$ | $\begin{aligned} & 34 \\ & 16 \% \\ & j \end{aligned}$ | 3 | ${ }^{16} \%$ | 15 | 24\% | 17\% | 28\% | $12 \%$ | 35\% | ${ }_{12}^{22}$ | 17\% | ${ }_{18} 18$ |
| None | ${ }_{20}^{80 \%}$ | $\begin{aligned} & 41 \% \\ & 20 \% \end{aligned}$ | ${ }_{19}^{48}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 23 \\ 21 \% \\ { }_{D}^{23} \end{gathered}$ | $\begin{aligned} & 227 \\ & 27 \% \\ & D_{0} \end{aligned}$ | $\underset{\mathrm{D}}{22} \underset{\substack{27 \\ \hline}}{ }$ | 23 $14 \%$ | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & \text { 262 } \\ & 26 \% \\ & h \end{aligned}$ | 37 $24 \%$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | 20 $15 \%$ | ${ }_{22} 21$ | $\stackrel{27}{22 \%}$ | 43 ${ }^{16 \%}$ | 20\% | ${ }_{4 \%}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ |
| I am not at all familiar with this company | 175 ${ }^{38} \%$ | 51\% | $\begin{gathered} 124 \\ 50 \% \\ B \end{gathered}$ | ${ }_{36}{ }^{2} \%$ | $37 \%$ | $47 \%$ | $\begin{aligned} & 32 \\ & 39 \% \end{aligned}$ | 52 32 | 75 ${ }^{36 \%}$ | $\begin{aligned} & 48 \\ & 57 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & \begin{array}{c} 69 \\ 46 \% \\ M \end{array} \end{aligned}$ | 29 34 | 559\% | 46\% | 79 | 499\% | 98\% | $74 \%$ | ${ }^{5} 1 \%$ | $79 \%$ |
| Sigma | $\begin{aligned} & 457 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 109 $100 \%$ | 101 $100 \%$ | 100\% | ${ }^{165}$ | ${ }_{100}^{209}$ | 100\% | 151 <br> $100 \%$ | 84 $100 \%$ | 194 $100 \%$ | 132 $100 \%$ | 200 | 125 $100 \%$ | 264 $100 \%$ | 180 $100 \%$ | 47 $100 \%$ | 275 |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 456 | 181 | 275 | 185 | 128 | 83 | 60 | 175 | 180 | 101 | 243 | 64 | 126 | 133 | 154 | 169 | 246 | 195 | 44 | 244 |
| Weighted Base | 452 | 205* | 247 | 137 | 121* | 114* | 79** | $167^{*}$ | 202* | 82* | 131 | $71^{*}$ | 229* | $146 *$ | $140^{*}$ | 166* | 260 | 182* | $56^{* *}$ | 266 |
| $\underset{\text { (Net) }}{\text { Somewhat/A Great Deal }}$ | $\stackrel{192}{42 \%}$ | $\begin{gathered} 118 \\ 58 \% \\ C \end{gathered}$ | $\begin{aligned} & 73 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & \text { 677 } \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 55 \% \\ & 15 \end{aligned}$ | 72 $36 \%$ | 29 ${ }^{29}$ | $\begin{aligned} & 55 \\ & 42 \% \end{aligned}$ | 26\% | $\begin{gathered} 110 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 74 \\ 53 \% \\ \mathrm{np} \end{array} \end{aligned}$ | ${ }^{62} \%$ | $\begin{gathered} 123 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 37 \% \end{aligned}$ | 34 $61 \%$ | 133 $50 \%$ |
| A great deal | $\begin{aligned} & 76 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & 19 \% \end{aligned}$ | 38\% | $\begin{aligned} & 28 \\ & 20 \% \\ & F \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | ${ }_{2 \%}$ | 10 $13 \%$ | 39 ${ }^{3} \mathrm{~J}$ \% | 30 $15 \%$ | ${ }_{9}^{8}$ | 21\% | ${ }_{12}^{8}$ | 18\% | 25 ${ }_{17}$ | 27\% | 24 $14 \%$ | $\begin{gathered} \text { 61 } \\ { }_{2}^{23 \%} \end{gathered}$ | ${ }^{16} 9$ | 19 $34 \%$ | 63 $24 \%$ |
| Somewhat | $\begin{aligned} & 115 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 39 \% \\ & \text { C } \end{aligned}$ | 36 $14 \%$ | 32 ${ }^{3}$ | 31 $25 \%$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | 52 $31 \%$ | ${ }_{21}{ }^{1} \%$ | 219\% | 21\% | 17 $24 \%$ | 70 $30 \%$ | 31\% | 46\% | 38\% | ${ }_{24}^{62}$ | 52\% | 15 28 | 70\% |
| Not Much/None (Net) | $\begin{gathered} 184 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 61 \% \\ & 30 \% \end{aligned}$ | $\begin{gathered} 123 \\ 500 \\ B \end{gathered}$ | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 39 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & \end{aligned}$ | $\begin{gathered} 112 \\ 56 \% \\ H \end{gathered}$ | $\begin{aligned} & 34 \\ & 42 \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }^{48} \%$ | $\begin{aligned} & 37 \\ & 52 \% \\ & \text { km } \end{aligned}$ | 84\% | 66\% | 57 | $\begin{aligned} & 61 \% \\ & 37 \% \end{aligned}$ | 100 ${ }^{38 \%}$ | 79 | 13 $24 \%$ | 92\% |
| Not much | ${ }^{69}$ 15\% | 31 $15 \%$ | 38\% | 15 | 13 $11 \%$ | 20\% | 21 26 | 17\% | $\begin{aligned} & 40 \\ & 20 \% \\ & h \end{aligned}$ | $12 \%$ | ${ }^{16}$ \% | $\begin{aligned} & 21 \\ & \text { 30\% } \\ & \text { KM } \end{aligned}$ | ${ }_{11}^{26}$ | 20\% | 21 | 19 | 39 $15 \%$ | 29\% | 5\% | ${ }_{17}^{46}$ |
| None | ${ }^{115} 25 \%$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 35 \% \\ & 3 \end{aligned}$ | 21\% | $24$ | $\begin{aligned} & 44 \\ & 39 \% \\ & \text { DE } \end{aligned}$ | ${ }^{18} 3$ | 20 $12 \%$ | $\begin{aligned} & \text { 73 } \\ & \hline 36 \% \\ & H \end{aligned}$ | $\underset{\substack{22 \\ H \\ H}}{ }$ | 32 $24 \%$ | 16\% | 58\% | 37 $25 \%$ | 36\% | 42\% | 61 ${ }^{63 \%}$ | 50\% | 15\% | ${ }_{17}^{46}$ |
| I am not at all familiar with this company | $\begin{aligned} & 76 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | 51\% | $\begin{aligned} & 34 \\ & 24 \% \\ & { }^{34} \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 17 \end{aligned}$ | $\begin{aligned} & 39 \\ & 23 \% \\ & 1 \end{aligned}$ | ${ }^{18} 9$ | $\begin{gathered} 19 \\ 23 \% \\ 1 \end{gathered}$ | ${ }_{21}^{28}$ | ${ }_{12}{ }^{\text {\% }}$ | 35 ${ }^{35}$ | $\begin{aligned} & 24 \\ & 16 \% \\ & 0 \end{aligned}$ | 10\% | $\begin{aligned} & 43 \\ & 26 \% \\ & { }_{0}^{2} \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | 36\% | 15\% | 40\% |
| Sigma | $\begin{aligned} & 452 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 202\% | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 140 $100 \%$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{100 \%}^{266}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 477 | 178 | 299 | 194 | 134 | 92 | 57 | 172 | 187 | 118 | 268 | 63 | 119 | 145 | 166 | 166 | 256 | 204 | 44 | 259 |
| Weighted Base | 459 | 199 | 259 | 141 | $130 *$ | 115* | 73* | 170 | 198 | 91* | 156 | 75* | 202* | $140 *$ | $177^{*}$ | $142^{*}$ | 272 | 170 | 59* | 287 |
| $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ | ${ }^{326} 71 \%$ | 151 ${ }^{16 \%}$ | 175 67 | 99\% | ${ }^{93} 72$ | 78 68 | 57\% | 129 | 130 66 | 74\% | 109 $70 \%$ | 57\% | $147 \%$ | $\begin{gathered} 111 \\ 79 \end{gathered}$ | $\begin{gathered} 135 \\ \underset{\mathrm{P}}{76 \%} \end{gathered}$ | 80\% | 197\% | ${ }^{122} 71 \%$ | 482\% | 214\% |
| A great deal | $\begin{gathered} 211 \\ 46 \% \end{gathered}$ | $93$ | $\begin{gathered} 118 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 55 \% \\ & d \end{aligned}$ | $\begin{aligned} & 48 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 45 \% \end{aligned}$ | ${ }_{58}^{88}$ | $\begin{aligned} & 83 \\ & 42 \% \end{aligned}$ | $40 \%$ | $\begin{aligned} & 60 \\ & 39 \% \end{aligned}$ | 43\% | $\begin{aligned} & 109 \\ & 54 \% \\ & K \end{aligned}$ | 74 53\% | $\begin{aligned} & 84 \% \\ & 48 \% \end{aligned}$ | 52\% | $\begin{aligned} & 137 \\ & 50 \% \end{aligned}$ | 71 $42 \%$ | 37 $62 \%$ $t$ | 139 $49 \%$ |
| Somewhat | ${ }^{115}$ | ${ }_{28}^{58 \%}$ | 57 22 | $\begin{aligned} & 40 \\ & \text { 28\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | 29\% | $\begin{gathered} 24 \\ 33 \% \\ e \end{gathered}$ | 414\% | 47\% | 280\% | $\begin{aligned} & 48 \\ & 31 \% \\ & M \end{aligned}$ | $\begin{gathered} 25 \\ 33 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 38 \\ & \text { 19\% } \end{aligned}$ | 27\% | 50\% | 28\% | 22\% | 50\% | 120\% | ${ }^{75}$ 26\% |
| Not Much/None (Net) | ${ }^{116}$ 25\% | ${ }_{21}^{21} \%$ | 759\% | 37 $26 \%$ | 31 $24 \%$ | $34 \%$ | 14 20 | 37\% | 60\% | 22\% | 39\% | 150\% | 52\% | ${ }^{26}$ 19\% | 31\% | $\begin{gathered} 53 \\ 38 \% \\ \mathrm{NO} \end{gathered}$ | 65\% | 45\% | 12\% | ${ }^{61}$ 21\% |
| Not much | 60 $13 \%$ | 22 $11 \%$ | ${ }^{38}{ }^{1} \%$ | ${ }^{26} 9$ | ${ }_{15}^{15}$ | ${ }_{12}^{11} \%$ | ${ }_{8 \%}^{6}$ | 20 $12 \%$ | 31 $16 \%$ | ${ }^{8} \%$ | 19\% | 10\% | 27 $13 \%$ | 15 | ${ }^{17} 9$ | $\begin{aligned} & 29 \\ & 20 \% \\ & \text { nO } \end{aligned}$ | 11\% | 27 $16 \%$ | $\stackrel{4}{6 \%}$ | 36 $13 \%$ |
| None | 57 $12 \%$ | 20 $10 \%$ | 37 $14 \%$ | 11 $8 \%$ | ${ }_{12 \%}^{16}$ | 22 $19 \%$ D | 11\% | ${ }_{9}^{16}$ | 29 ${ }^{15 \%}$ | $12 \%$ | 20\% | 10\% | 25 ${ }^{13}$ | 12\% | 20 $11 \%$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 25 \% \\ \mathrm{n} \% \end{array} \end{aligned}$ | 35 ${ }^{13}$ | 19 | 3\% | ${ }^{25} 9$ |
| I am not at all familiar with this company | 16 ${ }_{4}$ | ${ }_{3 \%}^{6}$ | 10 4 \% | ${ }_{4 \%}^{6}$ | ${ }_{4 \%}^{6}$ | ${ }_{2}^{3} \%$ | ${ }_{3 \%}$ | ${ }_{3}^{4} \%$ | ${ }_{4 \%}^{8}$ | $3{ }_{4}$ | 5\% | ${ }_{3}^{2}$ | ${ }_{2}^{4} \%$ | ${ }_{2}^{2 \%}$ | 5\% | ${ }_{6 \%}$ | 10 4 \% | ${ }_{2}^{3} \%$ | ${ }_{6}^{3} \%$ | ${ }^{12} 4$ |
| Sigma | $\begin{aligned} & 459 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | 287 100 |

Proportionss/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M-N/O/P - Q/R-S/T
Overlap formulae used. * small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (5 / t a l \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 466 | 176 | 290 | 194 | 126 | 79 | 67 | 178 | 191 | 97 | 254 | 64 | 118 | 133 | 167 | 166 | 235 | 216 | 37 | 239 |
| Weighted Base | 471 | $224 *$ | 248 | 137 | $113 *$ | 125* | 97* | 169* | $210 *$ | $92^{*}$ | 149 | $70^{*}$ | 219* | 152* | 171* | $148{ }^{*}$ | 254 | 209* | $53^{* *}$ | 257 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | ${ }_{53}^{252}$ | $\begin{gathered} 116 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 61 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 64 \\ & 56 \% \\ & \text { G } \end{aligned}$ | $\begin{gathered} 71 \\ 57 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 34 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 108 \\ 64 \% \\ i J \end{gathered}$ | $\begin{gathered} 107 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 138 \\ \text { 63\% } \\ \text { K } \end{gathered}$ | 81 $53 \%$ | 999 | $\begin{aligned} & 72 \\ & 49 \% \end{aligned}$ | 137 $54 \%$ | $\begin{gathered} 108 \\ 52 \% \end{gathered}$ | 29 $54 \%$ | 164 $64 \%$ |
| A great deal | ${ }_{31 \%}^{147}$ | 36\% | 80\% | $\begin{aligned} & 51 \\ & 37 \% \\ & \mathbf{3} \% \end{aligned}$ | 36 32 | 44 $35 \%$ 9 | 16\% | $\begin{aligned} & 68 \\ & 41 \% \\ & \\ & \end{aligned}$ | ${ }^{56}$ 27\% | 224\% | 37 | 24\% | ${ }_{36}{ }^{36}$ | 51 ${ }_{3}$ | ${ }_{32}{ }^{5}$ | 418\% | ${ }^{85}{ }^{1}$ | 56\% | 17 $33 \%$ | 92\% |
| Somewhat | ${ }_{22 \%}^{105}$ | $\begin{aligned} & 50 \\ & 22 \% \end{aligned}$ | ${ }_{25}^{52 \%}$ | $\begin{aligned} & 32 \% \\ & 23 \% \end{aligned}$ | 25\% | ${ }_{28}^{28}$ | $\begin{aligned} & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | ${ }_{29}^{27 \%}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | 25\% | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | 20\% | 52\% | 122\% | 72\% |
| Not Much/None (Net) | $\begin{gathered} 193 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 102 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 59 \\ 61 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 43 \% \\ & \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 51 \\ & 55 \% \\ & H^{5} \end{aligned}$ | $\begin{aligned} & 74 \\ & 50 \% \\ & M \end{aligned}$ | $\begin{aligned} & 30 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 42 \% \end{aligned}$ | 20\% | 87 $34 \%$ |
| Not much | 76 $16 \%$ | 19\% | 14\% | 26\% | 20\% | 120 | $18 \%$ | 29\% | 31 15 | 15\% | 22\% | $12 \%$ | 35\% | 25\% | 19\% | 17 | 17\% | 31 15 | 13 $24 \%$ | 17\% |
| None | ${ }_{25 \%}^{117}$ | ${ }_{22}^{42}$ | ${ }_{27}^{68}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 41 \\ & 43 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & \text { 280\% } \\ & { }^{68 \%} \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \\ & H \end{aligned}$ | $\begin{aligned} & 52 \\ & 35 \% \\ & M \end{aligned}$ | ${ }_{26 \%}^{18}$ | 35 ${ }^{16 \%}$ | 219\% | $\begin{aligned} & 31 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 30 \% \\ & 0 \end{aligned}$ | 59\% | ${ }^{58} 8$ | -7\% | 17\% |
| I am not at all familiar with this company | 27\% | 17\% | 10 4 \% | ${ }^{10} 8$ | $\begin{aligned} & 11 \\ & 10 \% \\ & \hline \end{aligned}$ | ${ }_{1}^{2} \%$ | $4{ }_{4}^{4}$ | 10\% | ${ }^{13} 6$ | ${ }_{5 \%}^{4}$ | ${ }_{6 \%}$ | 4\% | 12\% | $3{ }_{3}^{4}$ | 5\% | 14\% | 14\% | 13\% | ${ }_{9}^{5}$ | $7 \%$ $3 \%$ |
| Sigma | 1710\% | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | $\xrightarrow{92}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 100\% | 219 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 171 $100 \%$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | 533\% | 257 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

## Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 178 | 287 | 187 | 140 | 82 | 56 | 160 | 194 | 111 | 252 | 71 | 117 | 124 | 185 | 156 | 250 | 200 | 44 | 255 |
| Weighted Base | 439 | 201* | 238 | 138 | 121* | $107 *$ | 74** | $144 *$ | $210 *$ | 86* | 143 | 79* | 193* | $112^{*}$ | 193 | 135* | 263 | 163* | 44* | 273 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | ${ }_{47 \%}$ | $\begin{aligned} & 97 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 110 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 52 \% \end{aligned}$ | ${ }_{45}^{45}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 56 \% \\ & \hline \end{aligned}$ | 98\% | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 57 \% \\ & \mathrm{Kl} \end{aligned}$ | $59$ | 91\% | $\begin{aligned} & 57 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 142 \\ 54 \% \\ R \end{gathered}$ | $\begin{aligned} & 61 \\ & 38 \% \end{aligned}$ | 34\% ${ }^{3}$ | 136 50 |
| A great deal | $\begin{aligned} & 77 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | ${ }^{45} 9$ | 32\% | 26\% | 13 $12 \%$ | 10\% | $\begin{aligned} & 37 \\ & 26 \% \\ & \text { is } \end{aligned}$ | 32 $15 \%$ | ${ }_{9}^{8}$ | ${ }^{27} 19$ | 10\% | 38\% | 22\% | 36\% | 17 $13 \%$ | $\begin{aligned} & 57 \\ & { }_{2}^{22 \%} \\ & \hline \end{aligned}$ | $17 \%$ | ${ }^{18}{ }^{18} \%$ | 193\% |
| Somewhat | $\begin{gathered} 130 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 32 \% \end{aligned}$ | ${ }_{25}^{67 \%}$ | ${ }_{33}^{45}$ | $\begin{aligned} & 37 \% \end{aligned}$ | $32 \%$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | 20\% | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | 22\% | $\begin{aligned} & 73 \\ & 38 \% \\ & \text { K } \end{aligned}$ | $\begin{aligned} & 34 \\ & 31 \% \end{aligned}$ | ${ }^{595}$ | 40\% | 85\% | 44\% | 15 $34 \%$ | 83\% |
| Not Much/None (Net) | $\stackrel{192}{44 \%}$ | $\begin{aligned} & 84 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 109 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 52 \% \\ & d \end{aligned}$ | $\begin{aligned} & 39 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 55 \% \\ & H \end{aligned}$ | $\begin{gathered} 67 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 57 \% \\ & M \end{aligned}$ | $\begin{array}{ll} 71 \% \\ 37 \% \end{array}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 47 \% \end{aligned}$ | ${ }_{39 \%}^{103}$ | $\begin{aligned} & 87 \\ & 54 \% \\ & \mathrm{Q} \end{aligned}$ | 17\% | 115 4 4 |
| Not much | 77\% | 19\% | 16\% | 22\% | 15\% | 20\% | 11 $15 \%$ | 25\% | 16\% | 18\% | 24\% | 20\% | 32\% | 16 $14 \%$ | 20\% | 22\% | 17\% | 32\% | ${ }_{14}^{6}$ | 55\% |
| None | ${ }_{26 \%}^{115}$ | ${ }_{22}^{45}$ | 709 | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 29 \% \\ & \hline \text { 20 } \end{aligned}$ | $\begin{aligned} & 35 \\ & 33 \% \\ & \text { 33\% } \end{aligned}$ | $\begin{gathered} 27 \\ 37 \% \end{gathered}$ | $28 \%$ | 28\% | 29 $34 \%$ | 43 $30 \%$ | 25 ${ }^{2}$ \% | 20\% | 25 ${ }^{2}$ \% | $\begin{aligned} & 50 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 29\% | $\begin{gathered} 55 \\ { }_{3}^{4} \% \\ 9 \end{gathered}$ | ${ }_{3}^{1}$ | 60 $22 \%$ S |
| I am not at all familiar with this company | ${ }^{40} 9$ | 20\% | 20 8 \% | 14 | 6\% | $7 \%$ | 12 $16 \%$ | 10\% | 19\% | 11 $13 \%$ | $\begin{aligned} & 18 \\ & { }^{12 \%} \\ & 1 \mathrm{~m} \end{aligned}$ | 3\% | 11 6 | 12 | 14\% | $1{ }^{14}$ | 19\% | ${ }^{14} 9$ | $\stackrel{3}{7 \%}$ | 22\% |
| Sigma | 439 $100 \%$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | ${ }^{86}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 100\% | 273 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


## Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 462 | 189 | 273 | 176 | 138 | 83 | 65 | 164 | 194 | 104 | 251 | 55 | 131 | 143 | 152 | 167 | 239 | 203 | 40 | 241 |
| Weighted Base | 490 | 260 | 230 | 138 | $130 *$ | $134^{*}$ | 89* | $162^{*}$ | $228 *$ | 101* | 151 | $62^{*}$ | 251* | $166{ }^{*}$ | $160 *$ | $164^{*}$ | 269 | 198* | $63^{* *}$ | 285 |
| Somewhat/A Great Deal (Net) | 287 59 | ${ }^{146} 56$ | 142 $61 \%$ | 89\% | 81 62 | ${ }^{82}$ \% | $42 \%$ | 94\% | 133 $58 \%$ | 59\% | 750\% | $\begin{aligned} & 42 \\ & 68 \% \\ & k \end{aligned}$ | $\begin{gathered} 160 \\ 64 \% \\ K \end{gathered}$ | 103 $62 \%$ | 981\% | 83\% | ${ }^{169} 6$ | 107 $54 \%$ | 28\% | 162 $57 \%$ |
| A great deal | $\begin{gathered} 174 \\ 35 \% \end{gathered}$ | ${ }_{33}^{85}$ | ${ }_{39}^{89 \%}$ | 55 $40 \%$ 9 | $\begin{aligned} & 45 \\ & 35 \% \end{aligned}$ | 56 $42 \%$ 9 | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 39 \% \end{aligned}$ | ${ }_{30}^{60}$ | 42 \% | $\begin{aligned} & 53 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 31 \% \end{aligned}$ | 95\% | 77 $46 \%$ | 329\% | 22\% | 914\% | 76\% | 14 $23 \%$ | 109 $38 \%$ |
| Somewhat | ${ }_{113}^{13}$ | 61 ${ }^{63 \%}$ | 53 23 | $27 \%$ | $\begin{aligned} & 366 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 20 \% \end{aligned}$ | $\stackrel{23}{26 \%}$ | $\begin{aligned} & 31 \% \\ & 19 \% \end{aligned}$ | ${ }_{28}^{68 \%}$ | $\begin{aligned} & 177 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 37 \% \\ & K \end{aligned}$ | $\begin{aligned} & \text { 265 }_{26 \%} \\ & K \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | 36\% | $\begin{aligned} & 51 \\ & 31 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 77 \\ & 29 \% \\ & \mathrm{R} \end{aligned}$ | 31 $16 \%$ | 14 21 | 53 $18 \%$ |
| Not Much/None (Net) | 164 $34 \%$ | 91 ${ }^{15}$ | 732\% | 442\% | 44\% | 43\% | $34 \%$ | 53\% | 80\% | $32 \%$ | 58\% | 19\% | 80\% | 53\% | 52\% | 59\% | 85\% | 74 $37 \%$ | 31 49 | ${ }^{98} 8$ |
| Not much | 77 $16 \%$ | 17\% | 33 $14 \%$ | $\begin{aligned} & 31 \\ & 23 \% \\ & \end{aligned}$ | 22 $17 \%$ | $18 \%$ | ${ }_{6}^{6}$ | 27 ${ }^{16}$ | 42\% | $8 \%$ | 23 $15 \%$ | $12 \%$ | 39\% | 27 | 21 $13 \%$ | 29\% | 48\% | ${ }^{28} 14 \%$ | 20\% | 47\% |
| None | 87 $18 \%$ | 47\% | 40\% | ${ }^{13} 9$ | 22 $17 \%$ | 25 ${ }^{19}$ | $\begin{aligned} & 28 \\ & 31 \% \\ & { }_{D} \% \end{aligned}$ | ${ }^{26}{ }^{16 \%}$ | 37 $16 \%$ | 23\% | 35\% | ${ }^{7} 1 \%$ | 416\% | ${ }_{15}^{26}$ | 31 $19 \%$ | 31 $19 \%$ | ${ }^{38} 14$ | $\begin{gathered} 45 \\ { }_{23}^{43} \% \end{gathered}$ | 117\% | 51 $18 \%$ |
| I am not at all familiar with this company | 39 81 | $\stackrel{23}{9 \%}$ | ${ }^{16} \%$ | ${ }^{12} 9$ | 5 | ${ }_{6}^{8} \%$ | $\begin{aligned} & 13 \\ & 15 \% \\ & e \end{aligned}$ | ${ }^{15} 9$ | 15\% | ${ }^{10} 9$ | $\begin{aligned} & 18 \\ & { }^{12} \% \\ & \text { IM }^{2} \end{aligned}$ | 2\% | 11 5 | ${ }^{11} \%$ | 10 6 \% | $18 \%$ | ${ }^{16} 6$ | ${ }^{18} 9$ | $\stackrel{4}{6 \%}$ | ${ }^{25} 9$ |
| Sigma | $\begin{aligned} & 490 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | 100\% | 285\% |

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/


## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 457 | 171 | 286 | 191 | 128 | 77 | 61 | 155 | 182 | 120 | 244 | 60 | 123 | 141 | 158 | 158 | 235 | 209 | 41 | 240 |
| Weighted Base | 428 | 185* | 242 | 145 | $110^{*}$ | 97* | 75* | $143{ }^{*}$ | 178 | $107 *$ | 140 | 69* | 192* | 129* | 153* | $146{ }^{*}$ | 227 | 191 | 49** | 253 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\stackrel{244}{57 \%}$ | $\begin{aligned} & 115 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 129 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 69 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 71 \\ & 65 \% \\ & \hline \mathrm{Fg} \end{aligned}$ | 40\% | $\begin{aligned} & 33 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 88 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 57 \% \end{aligned}$ | 80 | $\begin{aligned} & 45 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 86 \\ \text { 66\% } \\ 0 \end{gathered}$ | $\begin{aligned} & 79 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 147 \\ 65 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 91 \\ & 48 \% \end{aligned}$ | 38\% | 156 $62 \%$ |
| A great deal | ${ }^{125} 29$ | 60\% | 65\% | $\begin{gathered} 63 \\ \text { 433\% } \\ \text { EFG } \end{gathered}$ | 30\% | 20\% | 13\% | 52 36 | 49\%\% | 25 23 | ${ }^{48}{ }^{\text {\% }}$ | ${ }_{32} 2$ | 48\% | 43\% | 25\% | 26\% | 72\% | 50 $26 \%$ | 20 $41 \%$ | 81 32 |
| Somewhat | ${ }_{28 \%}^{118}$ | ${ }_{30}^{55}$ | ${ }_{26}^{64}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 38 \% \\ & 38 \% \end{aligned}$ | 190\% | $\begin{aligned} & 21 \\ & 28 \% \end{aligned}$ | ${ }_{31}^{41 \%}$ | 329\% | $\begin{aligned} & 36 \\ & 33 \% \end{aligned}$ | 32\% | $\begin{aligned} & 23 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 30 \% \end{aligned}$ | 43\% | ${ }_{23}^{35 \%}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 76 \\ 33 \% \\ R \end{gathered}$ | $\begin{aligned} & 41 \% \end{aligned}$ | ${ }_{37}^{18}$ | 75 ${ }^{3} \%$ |
| Not Much/None (Net) | ${ }_{37}^{159}$ | $\begin{aligned} & 62 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 40 \% \end{aligned}$ | 279 | 299\% | $\begin{aligned} & 55 \\ & 56 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 37 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 39 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 83 \\ 47 \% \\ H \end{gathered}$ | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 39 \% \end{aligned}$ | ${ }_{29}^{37}$ | $\begin{aligned} & 70 \\ & 75 \% \\ & 45 \% \end{aligned}$ | 52\% | $\begin{aligned} & 67 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 47 \% \\ & 4 \end{aligned}$ | 11\% | 84 3 |
| Not much | ${ }^{69}$ 16\% | 26\% | 43\% | 29\% | 17 $15 \%$ | 13 $13 \%$ | 10\% | 214\% | ${ }_{\text {21 }}^{3} \mathrm{j} \%$ | ${ }^{10} 9$ | 26\% | 10\% | 35\% | 18 $14 \%$ | 24\% | 27\% | 32 $14 \%$ | 36 $19 \%$ | 8\% | 38\% |
| None | $\begin{aligned} & 90 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | ${ }_{25}^{53}$ | ${ }_{6 \%}^{9}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 43 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 27 \\ & 36 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \\ & { }^{2} \% \end{aligned}$ | 25\% ${ }^{27}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{16}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | 19 15 | $\begin{aligned} & 46 \\ & \begin{array}{l} 40 \% \\ \mathrm{~Np} \end{array} \end{aligned}$ | 25\% | 36 $16 \%$ | $\begin{aligned} & 54 \\ & 28 \% \\ & \hline \end{aligned}$ | ${ }_{3}^{1}$ | 45 |
| I am not at all familiar with this company | 25 6 | $\stackrel{8}{5 \%}$ | ${ }^{16} \%$ | $\stackrel{7}{5 \%}$ | ${ }^{10} 9$ | ${ }_{4}^{4}$ | ${ }_{6 \%}^{4}$ | ${ }_{6}^{8}$ | 7 | $9{ }_{9}^{9}$ | 7\% | ${ }_{2 \%}^{1}$ | 12\% | ${ }_{5}^{6}$ | $3 \%$ | $\begin{aligned} & 15 \\ & \text { 10\% } \\ & 0 \end{aligned}$ | 12 5 | 10 $5 \%$ | ${ }_{12}^{6}$ | 13 |
| Sigma | ${ }^{4280} 0$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 75 \\ 100 \% \end{array}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 107 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 109\% | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 129 $100 \%$ | 153 $100 \%$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 227 $100 \%$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | 100\% | 253 $100 \%$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (5 / t a l \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 472 | 183 | 289 | 188 | 131 | 85 | 68 | 165 | 205 | 102 | 246 | 74 | 124 | 151 | 166 | 155 | 244 | 213 | 47 | 260 |
| Weighted Base | 498 | 246 | 252 | 132 | 137* | 135* | $93^{*}$ | 171* | 234 | $93^{*}$ | 149 | $108 *$ | 219* | $168 *$ | 190* | $140 *$ | 289 | 198* | $66^{*}$ | 294 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 319 \\ 64 \% \end{gathered}$ | $\begin{gathered} 169 \\ 69 \% \end{gathered}$ | $\begin{gathered} 149 \\ 59 \% \end{gathered}$ | ${ }_{61 \%}$ | $78$ | $\begin{aligned} & 86 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 125 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 136 \\ 62 \% \end{gathered}$ | $\begin{gathered} 114 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 66 \% \end{aligned}$ | 80 | $\underset{\mathrm{R}}{210}$ | $\begin{gathered} 102 \\ 51 \% \end{gathered}$ | 52 ${ }^{\text {¢ }}$ \% | ${ }^{183}$ 62\% |
| A great deal | $\begin{gathered} 164 \\ 33 \% \end{gathered}$ | ${ }_{34}^{84}$ | 80\% | $\begin{aligned} & 46 \\ & 35 \% \\ & f \end{aligned}$ | $\begin{aligned} & 62 \\ & 65 \% \\ & 45 \% \end{aligned}$ | ${ }_{21}^{29}$ | $\stackrel{27}{29 \%}$ | $\begin{aligned} & 68 \\ & 40 \% \end{aligned}$ | ${ }^{68}{ }^{29 \%}$ | ${ }^{28} 80$ | 51 35 | ${ }_{35}{ }^{3}$ | ${ }_{31}^{68}$ | $\begin{aligned} & 68 \\ & 40 \% \\ & 40 \end{aligned}$ | 63 ${ }^{63}$ | 33\% | $\begin{aligned} & 104 \\ & 36 \% \end{aligned}$ | 55\% | 599\% | 94 32 |
| Somewhat | ${ }_{31 \%}^{154}$ | ${ }_{35}^{85}$ | 289\% | 27\% | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 42 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 266 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 39 \% \end{aligned}$ | ${ }^{43}$ | $\begin{aligned} & 35 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 33 \% \end{aligned}$ | ${ }_{36}^{46}$ | $\begin{gathered} 106 \\ 37 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{23}^{46}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | 89 $30 \%$ s |
| Not Much/None (Net) | ${ }_{30 \%}^{152}$ | $\begin{aligned} & 61 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 36 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 387 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 90 \\ & 38 \% \\ & \hline \end{aligned}$ | 279\% | ${ }_{23}^{43}$ | 380 | $\begin{aligned} & 72 \\ & 33 \% \end{aligned}$ | ${ }^{46} \%$ | 25\% | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | ${ }^{62} 2$ | $\begin{aligned} & 86 \\ & 44 \% \\ & Q \end{aligned}$ | 14\% | $\stackrel{92}{31 \%}$ |
| Not much | 80\% | 38\% | ${ }_{17}{ }^{2} \%$ | 259\% | ${ }_{12}^{16}$ | 22 $16 \%$ | 17\% | 22 $13 \%$ | 39\% | 21\% | 27 $18 \%$ | ${ }_{14}^{16}$ | 34 $16 \%$ | 25 | 24\% | 312\% | 36 $12 \%$ | $\begin{aligned} & 44 \\ & 22 \% \\ & Q \end{aligned}$ | ${ }_{13}^{8} \%$ | 45\% |
| None | $\begin{aligned} & 72 \\ & 14 \% \end{aligned}$ | ${ }^{23}{ }_{9 \%}$ | $\begin{aligned} & 49 \\ & 19 \% \\ & \hline \mathrm{~B} \end{aligned}$ | ${ }^{12} 9$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \\ & d \end{aligned}$ | ${ }^{13} \%$ | $\begin{aligned} & 51 \\ & { }_{2}^{2} \% \\ & \mathrm{HJ} \end{aligned}$ | 88 | $\begin{aligned} & { }_{116}^{16} \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | 21 $12 \%$ | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | ${ }^{27} 9$ | $\begin{aligned} & 43 \\ & 21 \% \\ & Q \end{aligned}$ | ${ }^{1} \%$ | 47 $16 \%$ |
| I am not at all familiar with this company | 27 6 \% | ${ }^{16} 6$ | 12\% | $\begin{aligned} & 14 \\ & 11 \% \\ & { }_{F}^{2} \end{aligned}$ | ${ }_{5}^{7}$ | ${ }_{2 \%}$ | $4{ }_{4}$ | 12\% | 14\% | ${ }_{2}^{2}$ | 12 81 | $5{ }_{5}$ | 10 ${ }^{\text {\% }}$ | ${ }_{5}^{8}$ | 10 5 | $9{ }_{6}$ | ${ }^{16} 6$ | 10 5 | ${ }_{9}^{6}$ | 19 ${ }_{6}$ |
| Sigma | $\begin{aligned} & 498 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 234 $100 \%$ | 93 $100 \%$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | 219 $100 \%$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 289 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | 100\% | 294 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used.
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 467 | 191 | 276 | 189 | 133 | 77 | 68 | 158 | 198 | 111 | 241 | 68 | 129 | 153 | 149 | 165 | 243 | 206 | 39 | 257 |
| Weighted Base | 487 | 227 | 260 | 145 | 124* | 106* | 112* | 161* | 212 | 114* | 151 | 80* | $220 *$ | $166{ }^{*}$ | $165 *$ | $156{ }^{*}$ | 267 | 206* | $43^{* *}$ | 304 |
| $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 270 \\ 55 \% \end{gathered}$ | $\begin{gathered} 126 \\ 55 \% \end{gathered}$ | $\begin{gathered} 144 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 64 \% \\ & \hline{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 84 \% \\ & \mathrm{Fg} \end{aligned}$ | $\begin{aligned} & 46 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 126 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 55 \% \end{aligned}$ | 127 $58 \%$ | 93 56 | ${ }_{6100}^{100}$ | $\begin{aligned} & 77 \\ & 49 \% \end{aligned}$ | 151 $56 \%$ | 112 | 21 48 | 169 $56 \%$ |
| A great deal | 130 | ${ }^{62}$ 27\% | ${ }^{68}{ }^{6} \%$ | $\begin{aligned} & 52 \\ & 56 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 36 \\ & { }_{29} 9 \\ & \hline \end{aligned}$ | 27\% | 16 $14 \%$ | ${ }_{35}^{56}$ | 51\% | ${ }_{23}^{23}$ | 47\% | 27\% | 51 23 | 41 | ${ }^{48}{ }^{9} \%$ | 427\% | ${ }^{82}$ \% | ${ }^{48}{ }^{3} \%$ | 11 $24 \%$ | 77 |
| Somewhat | $\begin{gathered} 139 \\ 29 \% \end{gathered}$ | ${ }_{28}^{63 \%}$ | ${ }_{29}^{76}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 43 \\ 35 \% \\ f \end{gathered}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 35 \% \end{aligned}$ | 25 2 \% | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \% \end{aligned}$ | 35\% | ${ }^{668}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | 10 $24 \%$ | 92\% |
| Not Much/None (Net) | ${ }_{4197}$ | $\begin{aligned} & 94 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 104 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 33 \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | $\begin{aligned} & 57 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 56 \\ 50 \% \\ d E \end{array} \end{aligned}$ | ${ }_{3}^{59} \%$ | $\begin{aligned} & 76 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 54 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 41 \% \end{aligned}$ | 659\% | $\begin{aligned} & 63 \\ & 38 \% \end{aligned}$ | 69\% | ${ }^{105} 40 \%$ | 87 | 22 50 | ${ }^{122} 40 \%$ |
| Not much | ${ }^{94} 9$ | ${ }_{21}^{48}$ | 46\% | 25\% | ${ }_{13}^{16}$ | $\begin{aligned} & 30 \\ & 280 \% \\ & \hline \end{aligned}$ | ${ }_{2}^{23} \%$ | 29\% | 39\% | ${ }_{26}{ }^{2} \%$ | ${ }^{32}$ | 15 | 37\% | 23 $14 \%$ | 38\% | 32\% | 18\% | 41 20 | 10\% | 57 |
| None | ${ }_{21 \%}^{104}$ | ${ }^{46}$ | ${ }_{28}^{52 \%}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 29 \% \\ & d \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \\ & \text { hi } \end{aligned}$ | 23 | 19 24 | ${ }_{23}^{54}$ | 41 25 | 25 ${ }^{2}$ | 34\% | ${ }^{56}$ \% | ${ }_{2}^{45}$ | 11 $26 \%$ | 25 ${ }^{6}$ |
| I am not at all familiar with this company | 19 4 \% | 7\% | 12\% | $4{ }_{3}^{4}$ | ${ }^{8} \%$ | $3{ }_{3 \%}$ | 3\% | ${ }_{3}^{5}$ | 10 $5 \%$ | 3\% | $\begin{aligned} & 12 \\ & { }^{8} \% \end{aligned}$ | 3\% | ${ }^{3}$ | ${ }_{5}^{8}$ | ${ }_{1}^{1 \%}$ | $\begin{aligned} & 9 \\ & 6 \% \\ & 0 \end{aligned}$ | 11 4 \% | 7\% | ${ }^{1} \%$ | 13 ${ }^{1 \%}$ |
| Sigma | 487 $100 \%$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | 260 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | 212 $100 \%$ | 114 $100 \%$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | 220 $100 \%$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 165 $100 \%$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | 267 $100 \%$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | 100\% | 304 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 473 \& 170 \& 303 \& 200 \& 133 \& 72 \& 68 \& 165 \& 195 \& 113 \& 260 \& 55 \& 126 \& 131 \& 168 \& 174 \& 254 \& 206 \& 52 \& 250 <br>
\hline Weighted Base \& 462 \& 198 \& 264 \& 153 \& 126* \& 94* \& 89* \& $162^{*}$ \& 215 \& $84 *$ \& 154 \& 59* \& 209* \& 126* \& 188 \& 147* \& 278 \& 175 \& $66^{*}$ \& 274 <br>
\hline $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ \& $$
\begin{gathered}
221 \\
48 \%
\end{gathered}
$$ \& $$
\begin{gathered}
110 \\
56 \% \\
\text { C6 }
\end{gathered}
$$ \& $$
\begin{gathered}
110 \\
42 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 90 \\
& 599 \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 78 \\
& \text { } \begin{array}{l}
62 \% \\
\text { FG }
\end{array}
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 32 \%
\end{aligned}
$$ \& 23\% \& $$
\begin{aligned}
& 99 \\
& 61 \% \\
& \text { iJ }
\end{aligned}
$$ \& 91 ${ }^{12 \%}$ \& 31
$36 \%$ \& 68\% \& 35
58 \& $\xrightarrow{107}$ \& 57 ${ }^{\text {4 }}$ \& 107
$57 \%$
P \& 57\% \& 137
$49 \%$ \& 79\% \& $\stackrel{44}{66 \%}$ \& 147
$54 \%$ <br>
\hline A great deal \& ${ }^{98}{ }^{1} \%$ \& $$
\begin{aligned}
& 49 \\
& 25 \%
\end{aligned}
$$ \& 49\% \& $$
\begin{aligned}
& 43 \\
& { }_{28}{ }^{8} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 43 \\
& 34 \% \\
& \text { FG }
\end{aligned}
$$ \& 10\% \& 3 3 \& 42\% \& 419\% \& $14 \%$ \& 25 ${ }^{2}$ \& ${ }_{21}^{12}$ \& $$
\begin{aligned}
& 57 \\
& { }_{2}^{57} \% \\
& \hline
\end{aligned}
$$ \& 19\% \& 200 \& 29\% \& 26\% \& 30 \& 270\% \& 76\% <br>
\hline Somewhat \& $$
\begin{gathered}
123 \\
27 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 61 \% \\
& 31 \%
\end{aligned}
$$ \& $$
\text { 232 } 23
$$ \& $$
\begin{aligned}
& 48 \\
& 31 \%
\end{aligned}
$$ \& 35\% \& 220 \& $$
\text { 20 } 23 \%
$$ \& $$
\begin{aligned}
& 57 \\
& 35 \% \\
& 35 \%
\end{aligned}
$$ \& $$
\text { 50 } 23 \%
$$ \& 160\% \& $$
\begin{aligned}
& 48 \% \\
& 28 \%
\end{aligned}
$$ \& 22 38 \& $$
\begin{aligned}
& 50 \\
& 24 \%
\end{aligned}
$$ \& 38
30\%
p \& 57
$30 \%$
$p$ \& $$
\begin{aligned}
& \text { 198 }
\end{aligned}
$$ \& $$
\begin{aligned}
& 71 \\
& 26 \%
\end{aligned}
$$ \& 50\% \& $$
\begin{aligned}
& 17 \\
& 26 \%
\end{aligned}
$$ \& 70 <br>
\hline Not Much/None (Net) \& $$
{ }_{4}^{218} \%
$$ \& $$
\begin{aligned}
& 73 \\
& 37 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 145 \\
& 55 \% \\
& B
\end{aligned}
$$ \& $$
\begin{aligned}
& 54 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 43 \\
& 34 \%
\end{aligned}
$$ \& $$
\begin{gathered}
59 \\
63 \% \\
\text { DE }
\end{gathered}
$$ \& $$
\begin{aligned}
& 63 \\
& 60 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{aligned}
& 55 \\
& 34 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 114 \\
& 53 \% \\
& \mathrm{H}
\end{aligned}
$$ \& $$
\begin{aligned}
& 50 \\
& 599 \% \\
& H
\end{aligned}
$$ \& $$
\begin{aligned}
& 74 \\
& 48 \%
\end{aligned}
$$ \& 25 $42 \%$ \& 95 \& 54 \& 77 \& 77
$52 \%$ \& 130 \& $$
\begin{aligned}
& 85 \\
& 48 \%
\end{aligned}
$$ \& 21 32 \& 113
$41 \%$ <br>
\hline Not much \& 920\% \& ${ }_{2}^{42} \%$ \& 50\%
19 \& 25 ${ }^{2}$ \& 22 $17 \%$ \& 23\% \& 22\% \& 29\% \& 45\% \& 18\% \& ${ }^{30} 19$ \& 118\% \& ${ }^{44}$ \% \& 32

0 \& 27 $14 \%$ \& 33\% \& ${ }^{63} 3$ \& 28\% \& 13
$19 \%$ \& 25\% <br>

\hline None \& $$
\begin{gathered}
126 \\
27 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 31 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 95 \\
& 36 \% \\
& 36
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 199\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \\
& 38 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 41 \\
& 46 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 69 \\
& 32 \% \\
& H
\end{aligned}
$$

\] \& ${ }_{38}^{32}{ }^{3}$ \& 29\% \& 14 $23 \%$ \& 51 24 \& \[

$$
\begin{aligned}
& 32 \\
& 25 \%
\end{aligned}
$$
\] \& 51\% \& 44\% \& 67

$24 \%$ \& 37 ${ }_{3}$ \& $\stackrel{9}{13 \%}$ \& ${ }_{28}{ }^{1} \%$ <br>
\hline I am not at all familiar with this company \& ${ }^{23} 5$ \& 15 ${ }_{8}$ \& ${ }_{3}^{8}$ \& 6\% \& 5\% \& 5\% \& $4{ }_{4}^{4}$ \& ${ }^{8} \%$ \& 10

5 \& ${ }_{5}^{4}$ \& \[
$$
\begin{gathered}
12 \\
8 \% \\
1
\end{gathered}
$$

\] \& - \& 7\% \& 5 \& ${ }_{2}^{4}$ \& \[

$$
\begin{aligned}
& 14 \\
& 9 \% \\
& \hline
\end{aligned}
$$
\] \& 12 4 \% \& 11 6 \& ${ }_{2 \%}^{1}$ \& 14\% <br>

\hline Sigma \& $$
\begin{aligned}
& 462 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 198 \\
& 100 \%
\end{aligned}
$$
\] \& 264

$100 \%$ \& \[
$$
\begin{aligned}
& 153 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
94 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
89 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 162 \\
& 100 \%
\end{aligned}
$$

\] \& 215\% \& 844 \& \[

$$
\begin{aligned}
& 154 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 209\% \& 126

$100 \%$ \& \[
$$
\begin{aligned}
& 188 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 147 \\
& 100 \%
\end{aligned}
$$

\] \& ${ }^{2780}$ \% \& \[

$$
\begin{aligned}
& 175 \\
& 100 \%
\end{aligned}
$$
\] \& 666 \& 274

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 178 | 290 | 195 | 127 | 72 | 74 | 160 | 202 | 106 | 240 | 68 | 121 | 136 | 170 | 162 | 232 | 219 | 44 | 266 |
| Weighted Base | 462 | 212 | 250 | 140 | 122* | 94* | 106* | $158{ }^{*}$ | 215 | 89* | 150 | 72* | 196* | 135* | $187^{*}$ | $140 *$ | 268 | 177 | 49** | 291 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 271 \\ 59 \% \end{gathered}$ | $\begin{gathered} 132 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 94 \% \\ & G \end{aligned}$ | $\begin{aligned} & 82 \\ & 67 \% \\ & G \end{aligned}$ | $51 \%$ | $\begin{aligned} & 48 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 54 \% \end{aligned}$ | 90\% | $\begin{aligned} & 47 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 123 \\ 63 \% \end{gathered}$ | 85 | $\begin{gathered} 108 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 178 \\ \underset{R}{66 \%} \end{gathered}$ | 88\% | ${ }_{91}^{44}$ | 171 $59 \%$ |
| A great deal | 130 | 619\% | 70\% | $\begin{aligned} & 44 \\ & 32 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & 45 \\ & 37 \% \\ & G \end{aligned}$ | $\begin{gathered} 28 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | 14 $13 \%$ | 51 32 | 57\% | 23 | 35 ${ }^{33}$ | 21 $30 \%$ | ${ }_{3}^{68}$ | 29 | 66 $35 \%$ $n$ | 35\% | 852\% | ${ }_{24}{ }^{4} \%$ | ${ }^{26} 5$ | 849\% |
| Somewhat | $\begin{gathered} 141 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 73 \% \end{aligned}$ | 70\% | $\begin{aligned} & 46 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 25 \% \end{aligned}$ | $34 \%$ | $\begin{aligned} & 52 \\ & 33 \% \end{aligned}$ | ${ }_{29}^{62 \%}$ | 26\% | $\begin{aligned} & 54 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 26 \\ & 36 \% \end{aligned}$ | 28\% | 568 | $\begin{aligned} & 42 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | 93 ${ }^{3} \%$ | ${ }_{26 \%}^{46}$ | 188\% | 870\% |
| Not Much/None (Net) | $\begin{aligned} & 155 \\ & 34 \% \end{aligned}$ | ${ }_{27}^{57 \%}$ | $\begin{aligned} & 98 \\ & 39 \% \\ & \hline \end{aligned}$ | ${ }_{21}^{49 \%}$ | $\begin{aligned} & 344 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 36 \% \end{aligned}$ | ${ }_{22}^{42} \%$ | $\begin{aligned} & 86 \\ & 40 \% \\ & \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | ${ }_{32}^{48}$ | $\begin{aligned} & 23 \\ & 32 \% \end{aligned}$ | 66 $34 \%$ | 41 $30 \%$ | 718\% | ${ }_{34}^{44}$ | ${ }^{78} 8$ | 73 $41 \%$ q | ${ }_{3}^{1}$ | 103 $35 \%$ |
| Not much | 75\% | 33\% | ${ }_{17}{ }^{2} \%$ | 22 $16 \%$ | $14 \%$ | 16\% | 23 | 21 $13 \%$ | 37\% | 180\% | 26\% | 12\% | 17\% | 24\% | 32\% | 20\% | 40\% | 33\% | - | 51\% |
| None | 80\% | 24\% | $\begin{aligned} & 56 \\ & { }_{2}^{22} \% \\ & \hline \end{aligned}$ | 19 $13 \%$ | 20\% | 24\% ${ }_{\text {d }}$ | 16\% | ${ }^{21} 13 \%$ | $\begin{aligned} & 49 \\ & \begin{array}{l} 23 \% \\ \text { hi } \end{array} \end{aligned}$ | 10 | 22 $14 \%$ | 14\% | 33 $17 \%$ | 17 $12 \%$ | 21\% | 24\% | 38 $14 \%$ | 32\% | ${ }_{3}^{1}$ | 51 $18 \%$ |
| I am not at all familiar with this company | ${ }_{86}{ }_{8}$ | 24 $\substack{\text { c } \\ \text { c }}$ | 12 5 | $9{ }_{6}{ }^{\text {\% }}$ | ${ }_{5}^{6} \%$ | ${ }_{2}^{2}$ | $\begin{gathered} 19 \\ 18 \% \\ \text { DEF } \end{gathered}$ | 1380 | 10 5 | $\begin{aligned} & 13 \\ & 14 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 13 \\ & { }_{\mathrm{m}}^{\mathrm{m}} \end{aligned}$ | $\stackrel{2}{2 \%}$ | ${ }_{3 \%}^{6}$ | $9 \%$ | 8 | $\begin{aligned} & 18 \\ & 13 \% \\ & { }_{0} \% \end{aligned}$ | 12 5 | ${ }^{16} 9$ | 6\% | ${ }^{18}{ }_{6}$ |
| Sigma | $\begin{aligned} & 462 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 215 $100 \%$ | 890\% | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | -72\% | 196 $100 \%$ | 135\% | 187 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 2688 $100 \%$ | 177 $100 \%$ | 49 $100 \%$ | 291\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 472 | 186 | 286 | 177 | 150 | 76 | 69 | 153 | 192 | 127 | 265 | 67 | 114 | 165 | 137 | 170 | 256 | 201 | 43 | 248 |
| Weighted Base | 434 | 217 | 218 | $128 *$ | $127 *$ | 96* | 84* | 146* | 190* | 98* | 151 | 70* | 189* | $178 *$ | 122* | $135 *$ | 259 | 165* | $58 * *$ | 262 |
| Somewhat/A Great Deal (Net) | ${ }^{148} 3$ | $\begin{aligned} & 95 \\ & 44 \% \\ & C \end{aligned}$ | 53\% | $\begin{aligned} & 65 \\ & 51 \% \\ & \text { FG }^{6} \end{aligned}$ | $\begin{aligned} & 52 \\ & 41 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | ${ }_{16}^{16}$ | 15\% | 75 $51 \%$ 15 | 49\%\% | 25\% | 43\% | 25 36 | 79 $42 \%$ | 61\% | 54 ${ }^{5}$ | 33\% | 99\% | ${ }^{46}$ \% | 412\% | 127 $48 \%$ |
| A great deal | $\begin{aligned} & 58 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \\ & \text { fg } \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \\ & \text { fg } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & 6 \end{aligned}$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 36 \\ & { }_{25}^{515} \end{aligned}$ | 14\% | 78 | 15 $10 \%$ | $\begin{gathered} 18 \\ { }^{25 \%} \\ \mathrm{Km} \end{gathered}$ | 24\% | 23 | 20\% | ${ }^{10} \%$ | 40\% | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 22 38 | 23\% |
| Somewhat | 91\% | $\begin{aligned} & \text { 600 } \\ & 28 \% \\ & \hline \end{aligned}$ | 31 $14 \%$ | $\begin{aligned} & 42 \\ & { }_{33}{ }^{23} \% \end{aligned}$ | $\stackrel{28}{22}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 13 \% \end{aligned}$ | 399\% | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | 17\% | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | ${ }_{1}{ }^{7} \%$ | $\begin{aligned} & 54 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | ${ }^{31}$ | 35\% | 23 $17 \%$ | 59\% | 29 $18 \%$ | 19 ${ }^{19}$ | 74 $28 \%$ |
| Not Much/None (Net) | ${ }^{195} 45$ | 94\% | 102 ${ }^{47 \%}$ | 38 | 46\% | $\begin{gathered} \begin{array}{c} 68 \\ \text { DEg } \end{array} . \end{gathered}$ | $\begin{aligned} & 43 \\ & 52 \% \\ & \mathrm{D} \end{aligned}$ | 55\% | $\begin{aligned} & 103 \\ & 54 \% \\ & H j \end{aligned}$ | $38{ }^{39}$ | 69 ${ }^{69}$ | 32 45 | 82\% | 83 | 44\% | $\begin{aligned} & 68 \\ & 50 \% \\ & 0 \end{aligned}$ | ${ }^{108} 42 \%$ | 83\% | ${ }^{15} 26$ | 100 $38 \%$ |
| Not much | 51 $12 \%$ | ${ }_{12}^{26}$ | 25 ${ }^{2}$ | 15\% | 17\% | 15\% | $5{ }_{6}$ | 22\% | 11\% | $9 \%$ | 20\% | 115\% | 19\% | 21 $12 \%$ | ${ }_{6}^{8}$ | $\begin{aligned} & 22 \\ & 16 \% \\ & 0 \end{aligned}$ | 11\% | 21 $13 \%$ | ${ }_{11 \%}^{6}$ | 35 ${ }^{3} \mathrm{~F}$ |
| None | ${ }_{3}^{144}$ | ${ }_{31}^{68}$ | 76 $35 \%$ | 24\% | 330 | $\begin{aligned} & 53 \\ & 5 \\ & 5 \mathrm{~F} \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 46 \% \\ & \text { DE } \end{aligned}$ | 33 ${ }^{33}$ | $\begin{aligned} & 82 \\ & 83 \% \\ & 43 \% \end{aligned}$ | 299\% | 492\% | 21 30 | ${ }_{33}^{63}$ | ${ }_{32}^{62}$ | 37 $30 \%$ | 46\% | 780\% | ${ }_{38}^{62}$ | 15\% | 65\% |
| I am not at all familiar with this company | 90 $21 \%$ | ${ }^{28} 13$ | $\begin{gathered} 63 \\ { }_{29}^{69 \%} \end{gathered}$ | 24\% | 239 | 12 13\% | $\begin{gathered} 25 \\ 30 \% \\ f \end{gathered}$ | $17 \%$ | 20\% | $\begin{aligned} & 35 \\ & 36 \% \\ & 3 H^{2} \end{aligned}$ | $\begin{aligned} & \text { 40 } \\ & \begin{array}{l} 26 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 13 $19 \%$ | ${ }^{28}{ }^{15}$ | ${ }_{19}^{34}$ | ${ }^{23} 19 \%$ | 34\% | 520\% | $\stackrel{36}{22 \%}$ | ${ }_{2 \%}^{1}$ | 35 $14 \%$ |
| Sigma | $\begin{aligned} & 434 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level)-B/C-D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


## Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 469 \& 161 \& 308 \& 182 \& 149 \& 74 \& 64 \& 163 \& 193 \& 113 \& 249 \& 73 \& 120 \& 122 \& 180 \& 167 \& 238 \& 214 \& 42 \& 245 <br>
\hline Weighted Base \& 460 \& $180^{*}$ \& 280 \& 131 \& 135* \& 115* \& 79* \& 159* \& 198 \& 103* \& 138 \& 85* \& $214 *$ \& $114 *$ \& 182* \& $163{ }^{*}$ \& 258 \& 189 \& $51^{* *}$ \& 286 <br>
\hline $$
\begin{aligned}
& \text { Somewhat/A Great Deal } \\
& (\mathrm{Net})
\end{aligned}
$$ \& $$
\begin{gathered}
175 \\
38 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 91 \\
& { }_{51 \%}
\end{aligned}
$$ \& $$
\begin{aligned}
& 84 \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 69 \\
& 533 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 57 \\
& 42 \% \\
& 42
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 17 \%
\end{aligned}
$$ \& 73\% \& $$
\begin{aligned}
& 75 \\
& \hline 88 \%
\end{aligned}
$$ \& 27\% \& $$
\begin{aligned}
& 50 \\
& 36 \%
\end{aligned}
$$ \& ${ }_{34 \%}$ \& 93\% \& ${ }^{47}$ 47\% \& 79
$44 \%$
$p$ \& 49\% \& 110
$43 \%$ \& $$
\begin{aligned}
& 61 \\
& 32 \%
\end{aligned}
$$ \& 30
$59 \%$ \& 138
$48 \%$ <br>
\hline A great deal \& $$
\begin{aligned}
& 79 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 50 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 29 \\
& 22 \\
& { }_{\mathrm{G}}^{2} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 24 \% \\
& \mathrm{fG} \%
\end{aligned}
$$ \& 13
$11 \%$ \& $5_{6 \%}$ \& $$
\begin{aligned}
& 48 \\
& 28 \% \\
& 13
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 15 \% \\
& \text { j }
\end{aligned}
$$ \& 5 \& ${ }^{23} 16 \%$ \& 11
$13 \%$ \& 23\% \& $$
\begin{gathered}
236 \\
{ }_{2}^{23} \%
\end{gathered}
$$ \& 39

21

$P$ \& 15\% \& $$
\begin{aligned}
& 57 \\
& { }_{2}^{22 \%} \\
& \hline
\end{aligned}
$$ \& 21\% \& 20 38 \& 24\% <br>

\hline Somewhat \& ${ }^{95}$ \& \[
$$
\begin{aligned}
& 61 \\
& 34 \% \\
& \mathrm{C}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 34 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 30 \% \\
& \text { eG }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 19 \%
\end{aligned}
$$

\] \& 10\% \& \[

$$
\begin{aligned}
& 29 \\
& 18 \%
\end{aligned}
$$

\] \& \[

{ }^{43} 2

\] \& ${ }_{21}^{21}$ \& \[

27 \%

\] \& \[

$$
\begin{aligned}
& 17 \\
& 20 \%
\end{aligned}
$$

\] \& 50 $23 \%$ \& 219\% \& 21 21 \& 34\% \& ${ }^{53}$ 20\% \& \[

$$
\begin{aligned}
& 39 \\
& 29 \%
\end{aligned}
$$
\] \& 10\% \& 74 <br>

\hline Not Much/None (Net) \& 203 ${ }_{\text {44\% }}$ \& \[
$$
\begin{aligned}
& 65 \\
& 36 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
138 \\
49 \% \\
b
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 39 \%
\end{aligned}
$$
\] \& 60\% \& 439 \& 43

$55 \%$ \& \[
$$
\begin{aligned}
& 65 \\
& 41 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 95 \\
& 48 \%
\end{aligned}
$$

\] \& $44 \%$ \& \[

$$
\begin{aligned}
& 63 \\
& 46 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 47 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 88 \\
& 41 \%
\end{aligned}
$$

\] \& 42\% \& 88\% \& $73 \%$ \& ${ }_{112}^{12}$ \& \[

$$
\begin{aligned}
& 87 \\
& 46 \%
\end{aligned}
$$
\] \& 10\% \& 101

$35 \%$ <br>
\hline Not much \& 84\% \& 20\% \& ${ }_{17}^{48}$ \& ${ }^{27} \%$ \& ${ }_{14 \%}^{18}$ \& 28\% \& 11
$13 \%$ \& 29\% \&  \& 109\% \& 15

$11 \%$ \& \[
$$
\begin{gathered}
19 \\
23 \% \\
k
\end{gathered}
$$

\] \& $\underset{\substack{45 \\ k}}{\text { k }}$ \& 20\% \& ${ }^{28} 16$ \& 22\% \& \[

$$
\begin{aligned}
& \text { 230 } \\
& { }_{2}^{63 \%}
\end{aligned}
$$
\] \& 23

$12 \%$ \& 15\% \& 57\% <br>

\hline None \& $$
\begin{gathered}
119 \\
26 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& \text { 29 }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 90 \\
& 32 \% \\
& \text { B }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 194 }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 411 \\
& 31 \% \\
& d
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 44 \% \\
& \mathrm{DF}^{2}
\end{aligned}
$$

\] \& \[

{ }_{23}^{36}

\] \& \[

49

\] \& \[

$$
\begin{aligned}
& 34 \% \\
& 33 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 48 \\
& 35 \% \\
& M
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 25 \%
\end{aligned}
$$

\] \& 20\% \& \[

$$
\begin{aligned}
& 22 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
\text { 600 } \\
33 \% \\
\mathrm{n}
\end{gathered}
$$

\] \& 33\% \& 52\% \& \[

$$
\begin{aligned}
& 64 \\
& 34 \% \\
& Q
\end{aligned}
$$
\] \& $\stackrel{3}{5 \%}$ \& 43\% <br>

\hline I am not at all familiar with this company \& $$
\begin{aligned}
& 82 \\
& 18 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 23 \\
& 13 \%
\end{aligned}
$$

\] \& \[

{ }_{21}^{58}
\] \& 10

$8 \%$ \& \[
$$
\begin{aligned}
& 18 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 27 \% \\
& \text { 2e }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 29 \% \\
& { }_{20} 9 \%
\end{aligned}
$$
\] \& 21

$13 \%$ \& 29 $15 \%$ \& \[
$$
\begin{aligned}
& 31 \\
& 31 \% \\
& \text { H1 }
\end{aligned}
$$

\] \& 25 18 \& ${ }^{16} 9$ \& \[

$$
\begin{aligned}
& 34 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 26 \\
& 22 \% \\
& \hline
\end{aligned}
$$

\] \& 14 81 \& \[

$$
\begin{aligned}
& 42 \\
& 25 \% \\
& \hline
\end{aligned}
$$
\] \& 36

$14 \%$ \& 22\% \& 11\% \& 179\% <br>

\hline Sigma \& $$
\begin{aligned}
& 460 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 180 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 280 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 131 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 135 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 115 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
79 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 159 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 198 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 103 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 138 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
85 \\
100 \%
\end{gathered}
$$
\] \& 214

$100 \%$ \& 114

$100 \%$ \& \[
$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 163 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 258 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 189 \\
& 100 \%
\end{aligned}
$$
\] \& 5100\% \& ${ }_{100 \%}^{286}$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20- \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Ran }}{\text { Republi- }}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 463 | 166 | 297 | 203 | 128 | 64 | 68 | 172 | 194 | 97 | 242 | 63 | 125 | 140 | 162 | 161 | 241 | 209 | 43 | 252 |
| Weighted Base | 468 | 196* | 272 | 163 | 130* | 98* | 78* | 182* | 213 | 73* | 136 | 65* | 234* | 155* | 172* | 141* | 261 | 198* | $71^{* *}$ | 303 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\stackrel{176}{38 \%}$ | $\begin{gathered} 87 \\ 45 \% \\ c \end{gathered}$ | ${ }^{83}{ }^{8} \%$ | $\begin{aligned} & 78 \\ & { }_{48}{ }^{8 G} \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | 17 18 | 16 20 | $\begin{aligned} & 97 \\ & 53 \% \\ & 13 \end{aligned}$ | 66 $31 \%$ $j$ | 13 $18 \%$ | 47 35 | 24\% | 95 ${ }^{\text {a }}$ | 62\% | 70 | ${ }_{31}^{44}$ | $\begin{gathered} 110 \\ 42 \% \\ \mathrm{r} \end{gathered}$ | ${ }_{31}^{62}$ | 39 $54 \%$ | 134 $44 \%$ |
| A great deal | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 24 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 33 \\ 26 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 6 \% \\ & 6 \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \\ & 12 \% \end{aligned}$ | ${ }_{3 \%}$ | $\begin{aligned} & 144 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 21 \% \\ & K \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | 29 $17 \%$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | 22 $11 \%$ | 25 ${ }_{3}$ | 20\% |
| Somewhat | 100 | $\begin{gathered} 52 \\ 27 \% \\ c \end{gathered}$ | ${ }^{48}{ }^{18}$ | $\begin{aligned} & 44 \\ & 27 \% \\ & F \end{aligned}$ | 32\% | 11\% | 13 $16 \%$ | 48\% | 419\% | 11. | 33 $24 \%$ | 14\% | ${ }_{26}^{46}$ | 37 $24 \%$ | 424\% | 20 $14 \%$ | 27\% | 20\% | 149\% | 74 |
| Not Much/None (Net) | 223 ${ }^{48 \%}$ | 83 | 140 | 67\% | 49\% | $\begin{aligned} & 62 \\ & 63 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 45 \\ & 58 \% \\ & \text { de } \end{aligned}$ | ${ }^{68} 9$ | $\begin{gathered} 113 \\ 53 \% \\ H \end{gathered}$ | 422\% | 61 45 | 34\% | 111 $48 \%$ | 79 $51 \%$ | 82\% | 62 44 | ${ }^{118} 45$ | 102\% | 25 ${ }^{25}$ | 133 $44 \%$ |
| Not much | $\begin{aligned} & 79 \\ & 17 \% \end{aligned}$ | 40\% | $\begin{aligned} & 39 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 21 \% \\ & \text { G } \end{aligned}$ | 18 | $\begin{aligned} & 23 \\ & 23 \% \\ & \hline \end{aligned}$ | ${ }_{5}^{4}$ | 30\% | 22\% | 10\% | 14\% | $\begin{aligned} & { }^{25} \\ & { }^{33} \% \end{aligned}$ | $\begin{aligned} & 45 \\ & \frac{49}{19 \%} \\ & k \end{aligned}$ | ${ }_{12}^{12}$ | 33 $19 \%$ | 28\% | 37 $14 \%$ | 20\% | 10\% | 610\% |
| None | ${ }_{31 \%}^{144}$ | $\begin{aligned} & 42 \% \\ & 22 \end{aligned}$ | $\begin{gathered} 102 \\ 37 \% \\ B \end{gathered}$ | 20\% | 32 24 | $\begin{aligned} & 39 \\ & 40 \% \\ & \mathrm{De}^{2} \end{aligned}$ | $\begin{aligned} & 41 \\ & 533 \\ & \text { DE } \end{aligned}$ | ${ }^{31} 8$ | $\begin{gathered} 71 \\ 33 \% \\ h \end{gathered}$ | 35 $48 \%$ $H i$ | 47 $35 \%$ | 20\% | 26\% | 61 $39 \%$ | 50\% | 34 $24 \%$ | 81 $31 \%$ | ${ }_{31}^{62}$ | 15 $21 \%$ | 72 $24 \%$ |
| I am not at all familiar with this company | ${ }_{15}^{69}$ | ${ }^{26} 13 \%$ | ${ }^{43} 16 \%$ | ${ }^{11} \%$ | 15\% | 19\% | 17 $21 \%$ | ${ }^{18} 10$ | 34 16 | ${ }_{24}^{18}{ }_{H}^{18}$ | ${ }_{20}^{20}{ }_{\mathrm{m}}^{28}$ | ${ }^{6} 0 \%$ | 27 $12 \%$ | ${ }^{14} 9$ | 19 | $\begin{aligned} & 36 \\ & \text { 35 } \\ & \text { NO } \end{aligned}$ | 33 $13 \%$ | 17\% | ${ }^{7} 0$ \% | ${ }_{12 \%}$ |
| Sigma | $\begin{aligned} & 468 \\ & \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 73 \\ 100 \% \end{array}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 303 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 186 | 282 | 195 | 127 | 89 | 57 | 177 | 202 | 89 | 252 | 67 | 121 | 134 | 172 | 162 | 244 | 214 | 39 | 265 |
| Weighted Base | 473 | 235 | 239 | 140 | 131* | 132* | 70** | 170* | 231 | $73^{*}$ | 138 | $83^{*}$ | 226* | 133* | 197* | $143^{*}$ | 278 | 189 | 55** | 306 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | 134 ${ }^{18}$ | $\begin{aligned} & 95 \\ & 40 \% \\ & 40 \end{aligned}$ | 39 16 | $\begin{aligned} & 47 \\ & 34 \% \\ & \hline \end{aligned}$ | 61 $47 \%$ dF | 15 $11 \%$ | 11 $15 \%$ | 73 $43 \%$ 1.5 | 470\% | 149\% | 32\% | 21 | 78 $34 \%$ $k$ | $\begin{aligned} & 42 \\ & 32 \% \\ & \hline \end{aligned}$ | \%74 <br> $38 \%$ | 17 $12 \%$ | $\begin{gathered} 106 \\ \begin{array}{c} 38 \% \\ R \end{array} \end{gathered}$ | 27 $14 \%$ | 43\% | 117 38 |
| A great deal | $\begin{aligned} & 75 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 22 \% \\ & C \end{aligned}$ | ${ }^{23} 9 \%$ | $\begin{aligned} & 22 \\ & { }^{19 \%} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \\ & { }^{2} \% \end{aligned}$ | ${ }_{6}^{8}$ | ${ }_{6 \%}^{4}$ | $\begin{aligned} & 43 \\ & 26 \% \\ & { }_{215} \end{aligned}$ | $\begin{aligned} & \text { 29 } \\ & 12 \% \end{aligned}$ | 3\% | 11 8 | 12 | $\begin{aligned} & 49 \\ & 22 \% \\ & K \end{aligned}$ | 24 $18 \%$ | \% $\begin{aligned} & 47 \\ & 24 \% \\ & P\end{aligned}$ | $3 \%$ | $\stackrel{58}{21}$ | ${ }^{17} 9$ | 30\% | ${ }^{63}$ 21\% |
| Somewhat | $\begin{aligned} & 59 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% \\ & { }_{C}^{2} \end{aligned}$ | ${ }^{16} \%$ | $\begin{gathered} 20 \\ 14 \% \\ f \end{gathered}$ | 26\% | ${ }_{5}^{6}$ | -7\% | 30 $18 \%$ 1 | $\stackrel{18}{8 \%}$ | 119\% | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | ${ }_{11} 9$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | 18 $14 \%$ | - $\quad 14 \%$ | 140 | ${ }_{\text {17 }}^{18} \mathrm{R}$ | 10 $5 \%$ | 13 $24 \%$ | 54\% |
| Not Much/None (Net) | 126\% | $\begin{gathered} 78 \\ { }_{3}^{3} \% \\ \hline \end{gathered}$ | ${ }^{48} 20$ | 38\% | ${ }^{25} 9$ | $\begin{gathered} 48 \\ 37 \% \\ E \end{gathered}$ | 13 $19 \%$ | 31 $18 \%$ | 72 $31 \%$ $H$ | 24 $33 \%$ $h$ | 43 ${ }^{41 \%}$ | 27 3 \% | 22\% | 30 23 | - $\quad$56 <br> 29 | 40\% | 612\% | ${ }_{3}^{63 \%}$ | ${ }_{15}{ }^{\circ}$ | 80\% |
| Not much | 51\% | $\begin{aligned} & 40 \\ & \frac{17}{17 \%} \\ & \hline \end{aligned}$ | 11 5 \% | 21 15 | ${ }^{10} \%$ | ${ }_{18}^{18}$ | 3 | 14\% | $\begin{aligned} & 35 \\ & 15 \% \\ & j \end{aligned}$ | 3 | 12\% | 13 | 26 ${ }_{12}$ | ${ }^{12} 9$ | - ${ }^{28} 8$ | ${ }^{11} 8$ | 29 $11 \%$ | 22 $11 \%$ | ${ }_{11 \%}^{6}$ | ${ }_{13}^{41}$ |
| None | 75 $16 \%$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | ${ }^{19} 13 \%$ | ${ }^{15} 12$ | 31 $23 \%$ | 119\% | 17 $10 \%$ | 37 $16 \%$ | $\begin{aligned} & 21 \\ & 29 \% \\ & 29 i \end{aligned}$ | $\begin{aligned} & 31 \\ & { }^{33 \%} \\ & M^{2} \end{aligned}$ | 14\% | 24\% | 19 | - ${ }^{28}{ }^{14 \%}$ | 28\% | 32 $11 \%$ | $\begin{aligned} & 41 \\ & { }_{22} \% \end{aligned}$ | $\stackrel{2}{4 \%}$ | 39 $13 \%$ |
| I am not at all familiar with this company | 213 45 | 626\% | $\begin{gathered} 152 \\ 64 \% \\ B \end{gathered}$ | 538\% | 45\% | $\begin{gathered} \text { 69\% } \\ 522 \% \end{gathered}$ | 46\% | 66 $39 \%$ | 112\% | 35 48 | ${ }^{63}{ }^{46 \%}$ | 35 ${ }^{3} \mathrm{\%}$ | 98\% | 61 46 | - $\begin{aligned} & 66 \\ & 34 \%\end{aligned}$ | $\begin{aligned} & 86 \\ & 60 \% \\ & \text { nO } \end{aligned}$ | 111 40 | $\begin{gathered} 100 \\ 53 \% \\ \mathrm{q} \end{gathered}$ | $\stackrel{4}{7 \%}$ | ${ }^{108}{ }^{35 \%}$ |
| Sigma | $\begin{aligned} & 473 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | 733 | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 278 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | ${ }^{55} 50$ | 306 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/IJJ-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 463 | 158 | 305 | 202 | 112 | 78 | 71 | 157 | 188 | 118 | 254 | 64 | 114 | 144 | 150 | 169 | 240 | 210 | 43 | 255 |
| Weighted Base | 445 | $198 *$ | 246 | 146 | 91* | $110^{*}$ | 99* | 141* | 202* | 102* | 145 | $76 *$ | 190* | 161* | $144^{*}$ | 139* | 246 | 186 | 51** | 273 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 191 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 47 \% \end{aligned}$ | 98\% | $\begin{aligned} & 83 \\ & 57 \% \\ & \mathrm{Fg}^{2} \end{aligned}$ | $\begin{gathered} 42 \\ 47 \% \\ F \end{gathered}$ | 277 | $\begin{aligned} & 38 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 54 \% \\ & i j \end{aligned}$ | $\begin{aligned} & 77 \% \\ & 38 \% \end{aligned}$ | 39 | ${ }_{3}^{57 \%}$ | $\begin{aligned} & 40 \\ & 53 \% \\ & k \end{aligned}$ | $\begin{aligned} & 86 \\ & 45 \% \end{aligned}$ | ${ }_{41 \%}^{66}$ | 719\% | $\begin{aligned} & 54 \\ & 39 \% \end{aligned}$ | 106 $43 \%$ | $\begin{aligned} & 82 \\ & 44 \% \end{aligned}$ | 32 63 | ${ }^{158} 5$ |
| A great deal | 92\% | ${ }^{46}$ 23\% | 53\% | $\begin{aligned} & 40 \\ & 28 \% \\ & \hline \end{aligned}$ | 26\% | 12 $11 \%$ | 21\% | 488 1.J | 40\% | $11 \%$ | ${ }^{28}{ }^{19 \%}$ | 24 32 | 42\% | 39 ${ }^{34}$ | 35\% | 24\% | 57\% | 21\% | ${ }_{36 \%}^{18}$ | ${ }^{85}{ }^{5}$ |
| Somewhat | $\begin{aligned} & 92 \\ & 21 \% \end{aligned}$ | ${ }_{24}^{47}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 30 \% \\ & F \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | ${ }^{28}{ }^{27} \%$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | 44\% | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | ${ }^{35}$ | 32\% | 20\% | 423\% | 14 27 | 74\% |
| Not Much/None (Net) | $\begin{gathered} 179 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 116 \\ 47 \% \\ B \end{gathered}$ | $\begin{aligned} & 43 \\ & 33 \end{aligned}$ | $\begin{aligned} & 33 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 50 \% \\ & d \end{aligned}$ | $\begin{aligned} & 43 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 48 \% \\ & \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 36 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | 103 $42 \%$ | $\begin{aligned} & 744 \\ & 40 \% \end{aligned}$ | ${ }_{36 \%}^{18}$ | 89\% |
| Not much | 80\% | 33 $17 \%$ | ${ }^{47} 9$ | 20\% | 14 | 17 $16 \%$ | 20\% | 22 16 | 50\% | ${ }_{8}^{8}$ | $\stackrel{19}{13 \%}$ | $\begin{aligned} & 19 \\ & 25 \% \\ & k \end{aligned}$ | 40 ${ }^{1}$ \% | 30 $19 \%$ | 20\% | 21 | 417\% | 20\% | ${ }^{13} 25$ | ${ }_{17}^{48}$ |
| None | $\begin{aligned} & 99 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 69 \\ 28 \% \\ \hline \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $20 \%$ | $\begin{aligned} & 38 \\ & 35 \% \\ & \text { B } \end{aligned}$ | 23\% | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{43}$ | ${ }^{28} 27$ | ${ }_{2}^{42}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | 20\% | $\begin{aligned} & 41 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | 35\% | 61 25 | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | ${ }_{11 \%}^{6}$ | 415\% |
| I am not at all familiar with this company | 75\% | ${ }_{22}^{42}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | 15 $10 \%$ | 15 | $\begin{aligned} & 28 \\ & 25 \% \\ & \text { D } \end{aligned}$ | 17\% | ${ }_{13}^{19}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 27 \% \\ & \text { hi } \end{aligned}$ | $\begin{gathered} 31 \\ { }_{2}^{31 \%} \end{gathered}$ | ${ }_{6}^{6}$ | 26 $14 \%$ | 24\% | 21 15 | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | 1\% | 26 $10 \%$ |
| Sigma | $\begin{aligned} & 445 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 202\% | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | 144 $100 \%$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 5100\% | 273 100 |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 477 | 165 | 312 | 203 | 124 | 83 | 67 | 160 | 201 | 116 | 256 | 76 | 107 | 150 | 166 | 161 | 248 | 215 | 42 | 246 |
| Weighted Base | 457 | $212^{*}$ | 245 | 151 | 98* | $117^{*}$ | 91* | $144 *$ | 226 | 87* | 137 | 96* | $187^{*}$ | $130 *$ | $177^{*}$ | 150* | 259 | 189 | $41^{* *}$ | 259 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 195 \\ 43 \% \end{gathered}$ | $\begin{gathered} 106 \\ 500 \\ C \end{gathered}$ | ${ }_{36}^{89}$ | 81 ${ }_{\text {F }}$ | $\begin{aligned} & 41 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 394 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 50 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 95 \\ & 42 \% \end{aligned}$ | 27 32 | $\begin{aligned} & 51 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 55 \% \\ & \mathrm{KI} \end{aligned}$ | 66 50\% P | 81 $46 \%$ | 43\% | 120 $46 \%$ | 73 $38 \%$ | 86\% | 140 $54 \%$ |
| A great deal | ${ }^{96}$ 21\% | ${ }_{21 \%}$ | ${ }^{52} 21 \%$ | 38\% | 17\% | 24 20 | 18\% | 359 | 46\% | 15\% | 24\% | 25 26 | 44\% | 36\% | 34 $19 \%$ | ${ }^{26}$ | 55 ${ }^{51 \%}$ | 21\% | 19\% | 67\% |
| Somewhat | 929\% | $\begin{gathered} \text { 29\% } \\ 29 \end{gathered}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 25 \\ & { }^{25} \% \\ & \hline \end{aligned}$ | ${ }^{10} 9 \%$ | $\begin{aligned} & 21 \\ & 23 \% \\ & f \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | ${ }_{22}^{49}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $27$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 30 \% \\ & \text { kL } \end{aligned}$ | 23\% | 4 $\substack{\text { p } \\ \text { p }}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | 65\% | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | 16\% | 73\% |
| Not Much/None (Net) | $\begin{aligned} & 150 \\ & 33 \% \end{aligned}$ | ${ }_{21}^{61}$ | ${ }_{36 \%}^{89}$ | $\begin{aligned} & 36 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 37 \% \\ & d \end{aligned}$ | $\begin{aligned} & 49 \\ & 42 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 29 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 42 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 259\% | ${ }_{36 \%}^{49}$ | 34 35 | $\begin{aligned} & 50 \\ & 27 \% \end{aligned}$ | ${ }_{28}^{38}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | 55\% | ${ }_{31}^{80}$ | 66 $35 \%$ | 11\% | 728\% |
| Not much | 44\% | 23 $11 \%$ | 219\% | ${ }^{11} \%$ | 13 13 | $12 \%$ | ${ }_{9 \%}$ | ${ }^{12} 8$ | $\begin{gathered} 30 \\ 13 \% \\ \text { j } \end{gathered}$ | 3\% | ${ }^{12} 9$ | 112\% | 20 $11 \%$ | 9\% | 18 | 17 $11 \%$ | 27 $10 \%$ | ${ }^{16} 9$ | ${ }_{6}{ }^{2}$ | ${ }^{24} 9$ |
| None | ${ }_{23 \%}^{106}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 288 } \\ & 28 \% \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & 17 \% \end{aligned}$ | ${ }_{23}^{23}$ | $\begin{aligned} & 37 \\ & 32 \% \\ & \text { B } \end{aligned}$ | 20 22\% | $\begin{aligned} & \text { 140 } \end{aligned}$ | $\begin{aligned} & 64 \\ & 284 \% \\ & H \end{aligned}$ | $\begin{aligned} & 22 \\ & 26 \% \\ & h \end{aligned}$ | $\begin{gathered} 37 \\ { }_{2}^{37 \%} \end{gathered}$ | 23 $23 \%$ | 30 $16 \%$ | 29\% | 32\% | 38\% | 53 | 49\% | $\stackrel{2}{5 \%}$ | ${ }_{19}^{48}$ |
| I am not at all familiar with this company | ${ }^{112} 24 \%$ | ${ }_{24}^{41 \%}$ | ${ }_{27}^{67}$ | 32\% | 21\% | 34\% | ${ }_{26}^{23}$ | $\begin{aligned} & 40 \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | 349\% | 37\% | 24\% | 359\% | 27\% | 22\% | ${ }^{46} 1 \%$ | 60\% | 51\% | ${ }^{1} \%$ | 47\% |
| Sigma | 100\% | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | 226\% | 870\% | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 4100\% | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 175 | 290 | 202 | 127 | 77 | 59 | 153 | 202 | 110 | 252 | 65 | 116 | 130 | 164 | 171 | 239 | 207 | 41 | 243 |
| Weighted Base | 435 | $207 *$ | 229 | 156 | 114* | $93^{*}$ | 73* | $150 *$ | 201 | 85* | 143 | 73* | 196* | 121* | $161 *$ | 154* | 236 | 183 | 44** | 267 |
| Somewhat/A Great Deal (Net) | 237 54 | $\begin{gathered} 131 \\ \begin{array}{c} 63 \% \\ \mathrm{C} \end{array} \end{gathered}$ | $\begin{gathered} 107 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & { }^{99} \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 62 \% \\ & G \end{aligned}$ | $\begin{aligned} & 50 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 34 \% \end{aligned}$ | ${ }^{88}{ }_{59}$ | $\begin{aligned} & 111 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 123 \\ 63 \% \\ K \end{gathered}$ | $\begin{aligned} & 71 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 48 \% \end{aligned}$ | 137 $58 \%$ | $\begin{aligned} & 94 \\ & 52 \% \end{aligned}$ | 285\% | 144 $54 \%$ |
| A great deal | $\begin{aligned} & 135 \\ & 31 \% \end{aligned}$ | ${ }^{68}{ }^{2} \%$ | ${ }^{67} 29$ | 459\% | $42 \%$ | 29 $31 \%$ | 20\% | 48\% | ${ }_{31}^{62}$ | 25\% | ${ }^{44}$ | 23 $32 \%$ | ${ }_{32}^{63}$ | 41 34 | 52\% | 427\% | ${ }^{68} 9$ | 62 $34 \%$ | ${ }^{12} 27$ | 72 $27 \%$ |
| Somewhat | $\begin{gathered} 103 \\ 24 \% \end{gathered}$ | $\begin{aligned} & \text { 63 } \\ & 30 \% \\ & C \end{aligned}$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \\ & G \end{aligned}$ | $\begin{aligned} & 29 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | $\begin{gathered} 21 \\ 23 \% \\ \mathrm{~g} \end{gathered}$ | 5\% | ${ }_{20}^{40}$ | ${ }_{24}^{48}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{gathered} 60 \\ 30 \% \\ K \end{gathered}$ | $\begin{aligned} & 30 \\ & 25 \% \end{aligned}$ | ${ }_{21}^{46 \%}$ | $\begin{aligned} & 322 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & \text { 299\% } \\ & \text { Re } \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 178\% | 72 $27 \%$ |
| Not Much/None (Net) | $\begin{gathered} 136 \\ 31 \% \end{gathered}$ | ${ }_{26}^{56 \%}$ | $\begin{aligned} & 82 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 37 \% \\ & \mathbf{4 7} \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | ${ }_{32 \%}^{65}$ | 34 ${ }^{30} \mathrm{~h}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & \text { 288 } \\ & \text { 39\%\% } \end{aligned}$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | ${ }_{24}^{47}$ | $\begin{aligned} & 56 \\ & 36 \% \end{aligned}$ | ${ }_{29}^{67}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | 22\% | ${ }^{83}$ \% |
| Not much | 55\% | ${ }_{12}^{26}$ | 29\% | 13\% | 15\% | 10\% | 10\% | 22\% | 27\% | $5{ }_{6}$ | ${ }^{12} 9$ | $10 \%$ | 29\% | $14 \%$ | 11\% | 24\% | 23\% | 30\% | 15\% | 43\% |
| None | $\begin{aligned} & 82 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & { }_{23}^{53 \%} \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 34 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 19\%\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 29 \\ & 34 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 34 \\ & { }_{24}^{34} \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 25 \% \\ & M \end{aligned}$ | ${ }^{19} 9$ | 22\% | 27 $17 \%$ | 32 ${ }^{21 \%}$ | 45\% | 32\% | $3 \%$ | 40\% |
| I am not at all familiar with this company | $\begin{aligned} & 62 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | 27 $17 \%$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | 10\% | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | 25 | ${ }_{13 \%}$ | 12 $14 \%$ | 27 | ${ }_{9}^{6} \%$ | ${ }^{25} 13 \%$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | 24\% | $\begin{aligned} & \text { 164 } \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | ${ }_{13}^{6}$ | 40\% |
| Sigma | $\begin{aligned} & 435 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 201\% | 100\% | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 100\% | 267 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents
Whole Foods

Bat

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 463 | 167 | 296 | 201 | 124 | 84 | 54 | 154 | 193 | 116 | 262 | 66 | 112 | 150 | 160 | 153 | 246 | 199 | 44 | 259 |
| Weighted Base | 471 | $218 *$ | 253 | 150 | 106* | $130 *$ | $84^{* *}$ | 144* | 229* | 98* | 146 | $74^{*}$ | 225* | 175* | 170* | 126* | 276 | 182* | $58 * *$ | 302 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | 244 $52 \%$ | $\xrightarrow{117} 54$ | 127 | 90\% | 55\% | ${ }_{52}^{67}$ | 29\% | $\begin{aligned} & 87 \\ & 60 \% \\ & i \end{aligned}$ | 107\% | 51 | 659 | 45 $61 \%$ $k$ | 122 $54 \%$ | 77 44 | 98 58 $n$ | 70 56 | 153 | 86\% | 39\% | ${ }^{167} 5$ |
| A great deal | $\begin{gathered} 109 \\ 23 \% \end{gathered}$ | 54\% | ${ }_{25}^{52}$ | 25\% | $\begin{aligned} & 35 \\ & 33 \% \\ & \hline 3{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 37 \% \\ & 1 \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & \text { 168 } \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 50 \\ & 30 \% \\ & \mathrm{~N} \end{aligned}$ | 31 $25 \%$ | $\begin{aligned} & 76 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 31 $53 \%$ | 84\% |
| Somewhat | ${ }_{295}^{135}$ | 292\% | $\begin{aligned} & 73 \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 52 \\ 35 \% \\ e \end{gathered}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 47 \\ 36 \% \\ e \end{gathered}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | 34 $24 \%$ | 28\% | $\begin{aligned} & 38 \\ & 38 \% \\ & h \end{aligned}$ | 34 $24 \%$ | $\begin{gathered} 27 \\ 37 \% \\ k \end{gathered}$ | 29\% | 48\% | 48\% | 39 $31 \%$ | 78\% | 55 ${ }^{3}$ | 14\% | 83\% |
| Not Much/None (Net) | ${ }^{193} 41 \%$ | 80\% | ${ }^{106} 42 \%$ | 51 $34 \%$ | 37 $35 \%$ | 56\% | 49\% | 53\% | 100 44 | 39\% | 67\% | ${ }^{26} 4$ | 88\% | 78 | 36\% | 49\% | ${ }^{105} 38$ | 815\% | 119\% | ${ }_{39 \%}^{118}$ |
| Not much | 817\% | ${ }^{45}$ \% | 36 $14 \%$ | 34\% | 159\% | 19\% | 13\% | 23 ${ }^{16 \%}$ | 17\% | 20\% | 23 | 22\% | 39\% | $\begin{aligned} & 42 \\ & 24 \% \\ & \hline \end{aligned}$ | - $\quad 18$ | 21\% | 49\% | 30\% | -72\% | ${ }_{16}{ }^{\circ}$ |
| None | ${ }_{12}^{12}$ | 419\% | 71\% | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 29\% } \\ & \end{aligned}$ | 36 $42 \%$ | 30 $21 \%$ | 62\% | 19\% | $\begin{aligned} & 44 \\ & 30 \% \\ & \hline \text { 4 } \end{aligned}$ | 12\% | 42\% | 21\% | - ${ }^{48}$ | ${ }_{22}^{28}$ | 55\% | 51\% | 8\% | 70 $23 \%$ |
| I am not at all familiar with this company | 34\% | 15\% | 19\% | $9{ }_{6}$ | 11\% | ${ }_{5}^{6}$ | $\stackrel{7}{8 \%}$ | $\stackrel{4}{3 \%}$ | $\begin{aligned} & \text { 29 } \\ & { }_{\mathrm{h}} \mathrm{~F} \end{aligned}$ | ${ }_{8}^{8} \%$ | 14 $10 \%$ | $\stackrel{4}{5 \%}$ | 15\% | $\begin{gathered} 21 \\ 12 \% \\ 0 \end{gathered}$ | ${ }_{3}^{6}$ | 7 | ${ }^{18} \%$ | 14 81 | 14\% | 17 |
| Sigma | $\begin{aligned} & 471 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 302 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 165 | 296 | 203 | 129 | 63 | 66 | 163 | 193 | 105 | 256 | 68 | 113 | 131 | 154 | 176 | 231 | 220 | 40 | 247 |
| Weighted Base | 442 | 202* | 241 | 138 | 117* | 92* | 94* | $150 *$ | 208* | 84* | 134 | 88* | 199* | $135^{*}$ | $160^{*}$ | $147^{*}$ | 228 | 206 | 47** | 259 |
| Somewhat/A Great Deal (Net) | 244 55 | $\begin{aligned} & 117 \\ & 58 \% \end{aligned}$ | 127 | $\begin{aligned} & 74 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 54 \% \end{aligned}$ | 91\% | $\begin{aligned} & 107 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 55 \% \end{aligned}$ | 75 $56 \%$ 1 | $\begin{aligned} & 36 \\ & 41 \% \end{aligned}$ | $\begin{gathered} \text { 124 } \\ 62 \% \\ \mathrm{~L} \end{gathered}$ | 79\% | 95\% | 70 | 133 $58 \%$ | 110 $53 \%$ | 33 $71 \%$ | 164 $63 \%$ |
| A great deal | 133 ${ }^{13}$ | 55\% | 782\% | 219 | 382\% | 30\% | $\begin{aligned} & 36 \\ & 38 \% \\ & d \end{aligned}$ | ${ }_{31}^{46}$ | ${ }_{30}^{62}$ | 25 30 | ${ }_{36}^{48}$ | 15\% | 61\% | 49 ${ }_{\text {P }}$ | 56 $35 \%$ | ${ }^{29} 9$ | 75 3 \% | 57\% | 16 33 | 87 34 |
| Somewhat | $\begin{gathered} 111 \\ 25 \% \end{gathered}$ | $\begin{gathered} 61 \\ 30 \% \\ c \end{gathered}$ | 49\% | $\begin{gathered} 44 \\ 32 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 33 \% \\ & 28 \end{aligned}$ | 19\% | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | ${ }_{2}^{45}$ | 21\% | $27 \%$ | 20\% | $\begin{aligned} & 63 \\ & \begin{array}{c} 61 \% \\ k \end{array} \end{aligned}$ | 31 ${ }^{3} \mathrm{~F}$ | 39\% | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | 58\% | ${ }_{26}^{56}$ | 17\% | 77 $30 \%$ |
| Not Much/None (Net) | $\begin{aligned} & 140 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 33 \% \end{aligned}$ | 289 | 350 | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 37 \% \end{aligned}$ | ${ }_{24}^{49 \%}$ | $\begin{aligned} & 74 \\ & 36 \% \end{aligned}$ | 22\% | 38\% | $\begin{aligned} & 44 \\ & { }_{50 \%} \\ & \text { KM } \end{aligned}$ | $\begin{aligned} & 55 \\ & 28 \% \end{aligned}$ | ${ }_{31}{ }^{2} \%$ | $\begin{aligned} & 50 \\ & 31 \% \end{aligned}$ | 48\% | ${ }_{29 \%}^{65}$ | 72 $35 \%$ | 10\% | 64\% |
| Not much | 56\% | 29\% | 27 $11 \%$ | 19 | ${ }_{13}^{16}$ | 13 $14 \%$ | $9{ }_{9}$ | 20\% | 30 $14 \%$ | ${ }_{6}^{6} \%$ | ${ }_{12}^{16}$ | $\begin{gathered} 21 \\ { }_{\text {kM }}^{24} \end{gathered}$ | 20\% | 19 | ${ }^{15} 9$ | 22\% | 27 ${ }_{12 \%}$ | 28 $14 \%$ | 16\% | 29 $11 \%$ |
| None | ${ }_{19}^{84}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 52\% | 20 $14 \%$ | 12\% | $\underset{\mathrm{e}}{26 \%}$ | $\begin{aligned} & 26 \\ & 28 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | ${ }^{45} \%$ | ${ }^{16} 19$ | 22 16 | 23 ${ }_{26 \%}$ | 35\% | 23 $17 \%$ | ${ }^{32}$ 2\% | 26\% | 38\% | 24\% | $\stackrel{2}{4 \%}$ | 35 $14 \%$ |
| I am not at all familiar with this company | $\begin{aligned} & 58 \\ & 13 \% \end{aligned}$ | 24 $12 \%$ | 34\% | 26\% | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | 7\% | ${ }_{9}^{8}$ | $\stackrel{16}{11 \%}$ | ${ }_{13 \%}$ | ${ }_{16}^{16}$ | ${ }^{22} 16 \%$ | ${ }^{8} \%$ | 20\% | 14 $10 \%$ | 15 $10 \%$ | $\underset{\substack{29 \\ 20 \%}}{ }$ | 30 $13 \%$ | 24\% | ${ }_{9}^{4}$ | 31 $12 \%$ |
| Sigma | $\begin{aligned} & 442 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | 844 | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 179 | 289 | 199 | 136 | 72 | 61 | 156 | 204 | 108 | 239 | 65 | 139 | 143 | 164 | 161 | 243 | 212 | 51 | 263 |
| Weighted Base | 490 | $218{ }^{*}$ | 272 | 144 | 138* | $106 *$ | 102* | 161* | 230 | 99* | 134 | 82* | $247^{*}$ | $147^{*}$ | 192* | 152* | 290 | 183 | 69* | 314 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 175 \\ 36 \% \end{gathered}$ | $\begin{gathered} 104 \\ 48 \% \\ C \end{gathered}$ | $\begin{aligned} & 71 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & { }_{42}^{42 \%} \\ & \mathrm{Fg}^{2} \end{aligned}$ | $\begin{aligned} & 70 \\ & 51 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | 25\% | $\begin{aligned} & 87 \\ & 54 \% \\ & 1.5 \end{aligned}$ | $\begin{aligned} & 73 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & \hline 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 50 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 57 \\ & 39 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 85 \\ & 44 \% \\ & P \end{aligned}$ | $\begin{aligned} & 322 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 125 \\ \underset{R}{43 \%} \end{gathered}$ | 45 | 52 75 | 146 $47 \%$ |
| A great deal | ${ }^{85} 7$ | $\begin{aligned} & 47 \\ & 22 \% \end{aligned}$ | ${ }^{38}{ }^{14}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | 32\% | ${ }_{12}^{12}$ | 17\% | $\begin{aligned} & 44 \\ & 27 \% \\ & 15 \end{aligned}$ | 31 $14 \%$ | 10\% | ${ }_{12}^{12}$ | ${ }_{9}^{7} \%$ | $\begin{aligned} & 63 \\ & { }^{65} 5 \\ & { }^{5} \end{aligned}$ | 299\% | 210 | 16\% | $\begin{aligned} & { }^{623} \\ & { }_{2}^{2} \% \end{aligned}$ | 21 $12 \%$ | 21\% | ${ }_{27}^{67}$ |
| Somewhat | $\begin{aligned} & 89 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 26 \% \\ & { }^{56} \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 38 \\ \text { 28G } \\ \text { FG } \end{gathered}$ | 7\% | ${ }_{8 \%}^{8}$ | $\begin{aligned} & 43 \\ & 26 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 42 \\ & 18 \% \\ & \hline \end{aligned}$ | $5{ }_{5}$ | ${ }_{12}^{16}$ | $\stackrel{9}{11 \%}$ | $\begin{aligned} & 61 \\ & 25 \% \\ & 251 \end{aligned}$ | $\begin{aligned} & \text { 198 } \end{aligned}$ | ${ }_{\text {23\% }}^{45}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | ${ }^{62} 2$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | 30 ${ }^{4} \mathrm{~T}$ \% | 79 |
| Not Much/None (Net) | ${ }_{32 \%}^{155}$ | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | 89\% | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 42 \% \\ & 4 \mathrm{CE} \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \\ & e \end{aligned}$ | ${ }_{24}^{38}$ | $\begin{aligned} & 736 \\ & 33 \% \end{aligned}$ | ${ }_{41}^{41 \%}$ | $\begin{aligned} & 49 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 43 \% \\ & \text { m } \end{aligned}$ | ${ }_{26 \%}^{65}$ | 43\% | 54\% | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | ${ }_{31}^{89}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | 12 | 83\% |
| Not much | 41\% | ${ }^{16} \%$ | 259\% | ${ }^{12} 8$ | 13 $10 \%$ | $5{ }_{4}$ | $11 \%$ | 19 | 17\% | $5{ }_{5}$ | 9\% | $\begin{gathered} 16 \\ { }^{201} \% \\ \text { KM } \end{gathered}$ | ${ }^{15}{ }_{6}$ | 11\% | ${ }^{22} 12 \%$ | ${ }_{5}^{8}$ | 24\% | ${ }^{17} 9$ | 5\% | ${ }_{11 \%}^{35}$ |
| None | ${ }_{23 \%}^{114}$ | 50 | ${ }_{23}^{63 \%}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 38 \% \\ & \text { DE } \end{aligned}$ | $\underset{\mathrm{e}}{29}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 26 \% \\ & H \end{aligned}$ | $\begin{aligned} & 36 \\ & 36 \% \\ & { }^{3} \% \end{aligned}$ | 40\% | 19 $23 \%$ | 50\% | 38\% | 32 $17 \%$ | $\begin{gathered} 44 \\ 29 \% \\ \hline \end{gathered}$ | ${ }^{65}$ | 47\% | $\stackrel{7}{7} \%$ | $49 \%$ |
| I am not at all familiar with this company | 161 ${ }_{3}$ | $\begin{aligned} & 48 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 113 \\ 41 \% \\ 4 \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | ${ }_{26}^{36}$ | $\begin{aligned} & 42 \\ & 39 \% \end{aligned}$ | 36 ${ }^{3} \%$ | ${ }_{26}^{32 \%}$ | $\begin{aligned} & 81 \\ & 35 \% \\ & H^{8} \end{aligned}$ | $\begin{aligned} & 43 \\ & 44 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 53 \\ & 40 \% \\ & M \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 37 \% \end{aligned}$ | ${ }_{28}^{58}$ | $\begin{aligned} & 40 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 45 \% \\ & \mathrm{NO} \end{aligned}$ | 76\% | $\begin{aligned} & 75 \\ & 41 \% \\ & Q \end{aligned}$ | 5\% | 84 27 S |
| Sigma | $\begin{aligned} & 490 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | 147 $100 \%$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 290 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 699\% | 314 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 463 | 168 | 295 | 201 | 132 | 61 | 69 | 163 | 182 | 118 | 253 | 64 | 115 | 131 | 156 | 176 | 239 | 210 | 43 | 249 |
| Weighted Base | 427 | 193* | 234 | 146 | 124* | $73^{*}$ | 84* | 165* | $178 *$ | $84 *$ | 152 | $70^{*}$ | 180* | 112* | $160 *$ | 155* | 228 | 188 | 49** | 243 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 251 \\ 59 \% \end{gathered}$ | $\begin{gathered} 130 \\ 67 \% \\ C \end{gathered}$ | $\begin{gathered} 121 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 63 \% \\ & G \end{aligned}$ | $\begin{aligned} & 87 \\ & 70 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 36 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 104 \\ 63 \% \end{gathered}$ | $\begin{gathered} 103 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 71 \% \\ & \text { KL } \end{aligned}$ | $68 \%$ | $\begin{gathered} 100 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 154 \\ 67 \% \\ \mathrm{R} \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 51 \% \end{aligned}$ | 35 $71 \%$ | 168 $69 \%$ |
| A great deal | 140 ${ }_{3}$ | $\begin{aligned} & 76 \\ & 39 \% \% \\ & C \end{aligned}$ | 64\% | 38\% | $\begin{gathered} 56 \\ 45 \% \\ \mathrm{DG} \end{gathered}$ | $\begin{gathered} 29 \\ 39 \% \\ \hline \end{gathered}$ | ${ }^{16} 9$ | 60 36 | 54\% | 26 $31 \%$ | ${ }^{48}{ }^{2}$ | 17 | 709\% | 449\% | 45\% | 50 3 \% | $\begin{aligned} & 91 \\ & 40 \% \\ & \mathrm{R} \end{aligned}$ | 48\% | 22 $45 \%$ | 91\% |
| Somewhat | ${ }_{26 \%}^{112}$ | $\begin{aligned} & 54 \\ & 28 \% \end{aligned}$ | ${ }^{558}$ | $\begin{aligned} & 54 \\ & 37 \% \\ & \text { eF } \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \\ & f \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 25 \% \end{aligned}$ | ${ }_{24}^{47}$ | 50\% | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 20 \end{aligned}$ | 20\% | $\begin{gathered} 58 \\ 32 \% \\ k \end{gathered}$ | ${ }_{21}^{24}$ | $\begin{aligned} & 54 \\ & 34 \% \\ & \text { np } \end{aligned}$ | $\begin{aligned} & 323 \\ & 22 \% \end{aligned}$ | ${ }_{27}^{63}$ | 47\% | 13 $26 \%$ | 77 ${ }^{72 \%}$ |
| Not Much/None (Net) | ${ }_{34 \%}^{144}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 41 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | 299\% | $\begin{aligned} & 32 \\ & 34 \% \\ & 4 \mathrm{EE} \end{aligned}$ | $\begin{aligned} & 42 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 51 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 40 \% \\ & M \end{aligned}$ | 27 39 | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | 37 3 \% | $\begin{aligned} & 53 \\ & 33 \% \end{aligned}$ | 54\% | ${ }_{27}^{60}$ | 77 $41 \%$ | ${ }_{16 \%}$ | ${ }^{61}$ |
| Not much | 44\% | ${ }^{18} 9$ | 27 $11 \%$ | ${ }_{12}^{18}$ | ${ }^{11} 9$ | ${ }_{6}^{5}$ | 11 $13 \%$ | 20\% | ${ }^{16} 9$ | ${ }^{8} \%$ | $\xrightarrow{20} 13 \%$ | 10\% | ${ }^{15}$ | 8\% | $\begin{aligned} & 25 \\ & 16 \% \\ & \text { np } \end{aligned}$ | ${ }^{11} \%$ | 22\% | 20\% | $\underset{14 \%}{7}$ | 25 ${ }^{2}$ |
| None | $\begin{gathered} 100 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 69 \\ 29 \% \\ \hline \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 31 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 19 \% \end{aligned}$ | ${ }_{26}^{46}$ | ${ }_{23}^{27}$ | $\begin{aligned} & \begin{array}{l} 40 \\ 26 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 20\% | 30\% | 29\% | 28\% | $\begin{aligned} & 43 \\ & 28 \% \\ & \hline \end{aligned}$ | 38\% | $\begin{aligned} & 57 \\ & 30 \% \\ & \text { Q } \end{aligned}$ | ${ }_{2}^{1}$ | ${ }^{36}$ 15\% |
| I am not at all familiar with this company | 32\% | 14\% | ${ }^{17} \%$ | ${ }^{13} 9$ | $8 \%$ | 5\% | $5{ }_{6}$ | 10\% | 12\% | 10\% | ${ }^{13} 9$ | ${ }_{8 \%}^{6}$ | 74 | $7 \%$ | ${ }_{5}^{8}$ | 11\% | 14 6 | ${ }^{16} 9$ | $\stackrel{7}{13 \%}$ | 14 6 |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 840\% | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 2288 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 100\% | 243 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. *small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 475 | 183 | 292 | 194 | 142 | 74 | 65 | 167 | 197 | 111 | 254 | 69 | 120 | 144 | 160 | 171 | 236 | 221 | 44 | 260 |
| Weighted Base | 468 | $218{ }^{*}$ | 250 | 134 | 142* | $103 *$ | 89* | 160 * | 202* | 106* | 148 | 90* | 206* | $163 *$ | $166{ }^{*}$ | 139* | 262 | 196* | $65^{* *}$ | 289 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 227 \\ 49 \% \end{gathered}$ | $\begin{gathered} 121 \\ 55 \% \\ \hline \end{gathered}$ | $\begin{gathered} 106 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 544 \% \\ & G \end{aligned}$ | $\begin{aligned} & 78 \\ & 55 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 53 \\ & 52 \% \\ & G \end{aligned}$ | 23\% | 57\% | 98\% | $42 \%$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | 45 | $\begin{gathered} 121 \\ 59 \% \\ \mathrm{~K} \end{gathered}$ | 71 $44 \%$ | $\begin{aligned} & 93 \\ & 56 \% \end{aligned}$ | 63\% | $\begin{aligned} & 145 \\ & \stackrel{56 \%}{R} \end{aligned}$ | $\begin{aligned} & 77 \\ & 39 \% \end{aligned}$ | 40 $61 \%$ | 170 $59 \%$ |
| A great deal | 120\% | $\begin{gathered} \text { } \begin{array}{c} 31 \% \\ c \end{array} \\ \hline \end{gathered}$ | ${ }^{53}$ | $41 \%$ | 34\% | 29\% | 16 $18 \%$ | 419\% | 59\% | 20 $19 \%$ | 34\% | ${ }^{26} 9$ | 29\% | 24\% | 414\% | 36\% | 80 $31 \%$ r | 38\% | 23 35 | 91 $32 \%$ |
| Somewhat | ${ }_{23 \%}^{107}$ | 54\% | $\begin{aligned} & 54 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \\ & G \end{aligned}$ | $\begin{aligned} & 45 \\ & 31 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{gathered} 24 \\ 23 \% \\ g \end{gathered}$ | ${ }_{8 \%}^{7}$ | ${ }_{29}^{47}$ | $\begin{aligned} & 38 \% \\ & 19 \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | 192\% | $\begin{gathered} 62 \\ 30 \% \\ K \end{gathered}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 52 \\ 31 \% \\ \mathrm{~Np} \end{gathered}$ | 20\% | ${ }^{65}{ }^{25}$ | 39\% | 17 26 | 78\% |
| Not Much/None (Net) | $\begin{gathered} 179 \\ 38 \% \end{gathered}$ | 83\% | $\begin{aligned} & 96 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 42 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 49 \\ & 55 \% \\ & \mathrm{De}^{2} \end{aligned}$ | $\begin{aligned} & 56 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 40 \% \end{aligned}$ | $42 \%$ | $\begin{aligned} & 67 \\ & 45 \% \\ & { }^{6} \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | 69\% | $\begin{aligned} & 58 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | 836 | $\begin{aligned} & 90 \\ & 46 \% \\ & 4 \end{aligned}$ | 24 36 | 88\% |
| Not much | 75 ${ }^{16 \%}$ | 32 $15 \%$ | ${ }_{17}^{43} \%$ | ${ }_{13}^{18}$ | 22 16 | 14\% | 21\% | 20\% | $\begin{aligned} & 36 \\ & 18 \% \\ & \text { j } \end{aligned}$ | $7{ }_{7}$ | $\stackrel{22}{15 \%}$ | 10\% | 37 $18 \%$ | $\begin{aligned} & 35 \\ & 22 \% \\ & 20 \% \end{aligned}$ | ${ }^{14} 9$ | $\begin{aligned} & 25 \\ & 18 \% \\ & 0 \end{aligned}$ | 31 $12 \%$ | $\begin{aligned} & 42 \\ & 21 \% \\ & \underset{q}{2} \end{aligned}$ | 15\% | ${ }_{14}{ }^{14}$ |
| None | ${ }_{22 \%}^{104}$ | 50 | ${ }_{22}^{52 \%}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | 299\% | $\begin{aligned} & 29 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 28 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | ${ }_{2}^{45}$ | ${ }_{35}^{35}{ }^{3}$ | 45 $31 \%$ $M$ | $\begin{aligned} & 27 \\ & 30 \% \\ & M \end{aligned}$ | ${ }^{26} 13 \%$ | 31\% | 24\% | 27 ${ }^{27}$ | 24\% | 48\% | $\stackrel{9}{13 \%}$ | 179\% |
| I am not at all familiar with this company | $\begin{aligned} & 62 \\ & 13 \% \end{aligned}$ | 14\% | $\begin{aligned} & 47 \\ & 19 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 19 \% \\ \text { eF } \end{array} \end{aligned}$ | ${ }^{13} 9$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | 210\% | 25 ${ }^{2}$ | ${ }^{8} \%$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | 22 $14 \%$ | ${ }^{15} 9$ | 24\% | 31 $12 \%$ | 29\% | ${ }_{3}^{2}$ | ${ }_{11 \%}$ |
| Sigma | $\begin{aligned} & 468 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 100\% | 100\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 463 | 177 | 286 | 192 | 135 | 64 | 72 | 157 | 190 | 116 | 251 | 72 | 114 | 153 | 168 | 142 | 249 | 204 | 46 | 249 |
| Weighted Base | 447 | 209* | 238 | 130 | 113* | 91* | 112* | 156* | 198* | $93^{*}$ | 146 | $90^{*}$ | 187* | 151* | 175* | 121* | 244 | 195* | $57^{* *}$ | 265 |
| Somewhat/A Great Deal (Net) | 186 ${ }^{18}$ | $\begin{gathered} 100 \\ 48 \% \\ \hline \end{gathered}$ | ${ }^{86}$ 36 | $\begin{aligned} & 62 \\ & 48 \% \\ & 4 \mathrm{GG} \end{aligned}$ | $\begin{gathered} 65 \\ 58 \% \\ \text { FG } \end{gathered}$ | 27 30 | 32\% | $\begin{aligned} & 86 \\ & \frac{85}{15} \% \end{aligned}$ | 71 $36 \%$ | 29 ${ }^{2}$ \% | 46\% | $\stackrel{26}{29 \%}$ | 919\% | 56\% | 80\% | 49 $41 \%$ | $\begin{gathered} 116 \\ 48 \% \\ r \end{gathered}$ | 70 $36 \%$ | 33 $57 \%$ | 135 $51 \%$ |
| A great deal | 88\% | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & { }_{23}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 29 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \\ & 21 \% \\ & \mathrm{G} \end{aligned}$ | ${ }_{6}^{6} \%$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | 15 | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 22 \% \end{aligned}$ | ${ }^{35}$ 24\% | 20\% | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 288\% } \\ & \text { R } \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | 20\% | 67\% |
| Somewhat | 98\% | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | ${ }_{19 \%}^{44}$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \\ & \text { 29\%\% } \\ & \hline \end{aligned}$ | ${ }_{8 \%}^{8}$ | 25 22 | $\begin{aligned} & 46 \\ & 30 \% \\ & \text { ij } \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | 15 | 35 ${ }^{24 \%}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | 26\% | 21 $14 \%$ | $\begin{aligned} & 4_{26 \%}^{26 \%} \\ & \mathrm{n} \end{aligned}$ | $\begin{gathered} 32 \\ 26 \% \\ \text { n } \end{gathered}$ | 48\% | 49\% | ${ }^{13} 23$ | ${ }_{26 \%}$ |
| Not Much/None (Net) | ${ }^{196}$ | $88{ }^{8} \%$ | 108 $45 \%$ | $\begin{aligned} & 48 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 54 \% \\ & d E \end{aligned}$ | $\begin{aligned} & 65 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 50 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 9^{47 \%} \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 53 \\ & 57 \% \\ & \hline \end{aligned}$ | 57 | $\begin{gathered} 59 \\ 65 \% \\ \text { KM } \end{gathered}$ | 70\% | 70 | 73 $42 \%$ | 54\% | 959\% | $\begin{aligned} & 98 \\ & 50 \% \\ & 9 \end{aligned}$ | 20 35 | 98\% |
| Not much | 60 $13 \%$ | 27\% | 33 $14 \%$ | 22\% | ${ }_{14}^{16}$ | 113\% | 119\% | ${ }^{22} 14 \%$ | 25 $13 \%$ | 13 $14 \%$ | ${ }^{12} 8$ | $14 \%$ | 30\% | 23\% | 27\% | ${ }^{10} 8$ | ${ }^{38} \%$ | 22 $11 \%$ | ${ }_{13}{ }^{8}$ | 14\% |
| None | 137 ${ }^{13}$ | 619\% | 75 ${ }^{3}$ | ${ }^{27}$ 21\% | ${ }_{16 \%}^{18}$ | $\begin{aligned} & 37 \\ & 41 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 54 \\ & 48 \% \\ & \text { DE } \end{aligned}$ | 28\% | $\begin{aligned} & 68 \\ & \begin{array}{l} 35 \% \\ H \end{array} \end{aligned}$ | 40 ${ }_{\text {43\% }}$ | ${ }^{46} 1 \%$ | $\begin{gathered} 45 \\ \text { KM } \\ \text { KM } \end{gathered}$ | 41 22 | ${ }_{31}{ }^{4} \%$ | 46\% | 43\% | 57 | 76 $39 \%$ | ${ }_{21}^{12}$ | 60\% |
| I am not at all familiar with this company | 14\% | 20 $10 \%$ | $\begin{aligned} & { }^{49} \\ & \text { 19\% } \\ & \text { a } \end{aligned}$ | 20\% | 12\% | 15\% | 16 $14 \%$ | ${ }^{20} 13 \%$ | 33\% | $11 \%$ | $\begin{aligned} & 22 \\ & 15 \% \\ & 1 \end{aligned}$ | $5{ }_{6}$ | ${ }^{25} 13 \%$ | ${ }^{25}{ }^{16 \%}$ | ${ }^{22} 12 \%$ | ${ }^{18} 18$ | 33 $13 \%$ | 28\% | 5\% | 12\% |
| Sigma | $\begin{aligned} & 447 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | 570\% | 265 100 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. *small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 179 | 286 | 186 | 142 | 78 | 59 | 163 | 195 | 107 | 259 | 61 | 123 | 140 | 181 | 144 | 245 | 201 | 51 | 265 |
| Weighted Base | 456 | $207 *$ | 249 | 138 | 135* | 103* | 80* | 161* | 200 | 95* | 153 | 64* | 222* | $138{ }^{*}$ | 201* | 117* | 280 | 166 | $62^{*}$ | 293 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 224 \\ 49 \% \end{gathered}$ | $\begin{gathered} 131 \\ \text { 633\% } \\ \text { C } \end{gathered}$ | $\begin{aligned} & 94 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 533 \% \\ & \text { F } \end{aligned}$ | $\begin{gathered} 91 \\ { }^{68 \%} \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 30 \% \end{aligned}$ | 299\% | $\begin{gathered} 106 \\ \begin{array}{c} 106 \\ 1.5 \end{array} \end{gathered}$ | ${ }_{43}^{83}$ | $\begin{aligned} & 36 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 44 \% \end{aligned}$ | 21 31 | $\begin{aligned} & 130 \\ & \\ & \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 108 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 158 \\ \substack{57 \% \\ R} \end{gathered}$ | $\begin{aligned} & 61 \\ & 37 \% \end{aligned}$ | 51 ${ }^{\text {83 }}$ \% | 168 $57 \%$ |
| A great deal | $\begin{gathered} 132 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 40 \% \\ & 4 \end{aligned}$ | 50\% | 38\% | $\begin{gathered} 61 \\ 45 \% \\ \text { PFG } \end{gathered}$ | 17 $16 \%$ | 17\% | $\begin{aligned} & 67 \\ & 42 \% \\ & 42 \% \end{aligned}$ | 49\% | 16\% | 37\% | 11 $18 \%$ | $\begin{aligned} & 80 \\ & 36 \% \\ & \text { kL } \end{aligned}$ | 35\% | 71 $35 \%$ p | 27\% | $\begin{gathered} 102 \\ 37 \% \\ \mathrm{R} \end{gathered}$ | 27 $16 \%$ | 33 ${ }_{\text {53\% }}^{\text {t }}$ | ${ }^{112} 38$ |
| Somewhat | 20\% | ${ }_{23}^{23 \%}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \% \\ & \\ & \hline \end{aligned}$ | $32 \%$ | $\begin{aligned} & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | $20$ | $\begin{aligned} & 31 \% \\ & 20 \end{aligned}$ | $\underset{15 \%}{9}$ | $\begin{aligned} & 50 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | 30\% | $\begin{aligned} & 56 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | 19\% | 19\% |
| Not Much/None (Net) | $\begin{gathered} 194 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 131 \\ 53 \% \\ B \end{gathered}$ | $\begin{gathered} 52 \\ 37 \% \\ e \end{gathered}$ | $\begin{aligned} & 364 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 46 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 4^{47 \%} \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 51 \\ & 53 \% \\ & H \\ & H \end{aligned}$ | $\begin{aligned} & 73 \\ & 48 \% \\ & M \end{aligned}$ | $\begin{aligned} & 37 \\ & 58 \% \\ & M \end{aligned}$ | 76 $34 \%$ | $\begin{aligned} & 73 \\ & 533 \% \\ & \text { oP } \end{aligned}$ | $\begin{aligned} & 80 \\ & 40 \% \end{aligned}$ | 42\% | 100 36 | $\begin{aligned} & 89 \\ & 54 \% \\ & Q \end{aligned}$ | $\stackrel{9}{14 \%}$ | $\xrightarrow{102}$ |
| Not much | 66 $14 \%$ | 24\% | ${ }_{17}{ }^{2} \%$ | $\stackrel{29}{21}{ }_{\text {E }}$ | 13 $10 \%$ | 13 $12 \%$ | 11\% | 19 | 33 $16 \%$ | 14\% | $\stackrel{22}{15 \%}$ | ${ }_{13}^{8} \%$ | 33 $15 \%$ | 24\% | 21 $10 \%$ | 21\% | 33 $12 \%$ | 31 $19 \%$ | ${ }_{1}^{7} \%$ | ${ }_{16}^{45}$ |
| None | $\begin{gathered} 129 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 89 \\ 36 \% \\ 36 \% \end{gathered}$ | $\begin{aligned} & \text { 173 } \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 48 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 35 \\ & 44 \% \\ & \mathrm{DE}^{2} \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { } 62 \\ & 31 \% \\ & H \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 51 \\ & 33 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & \begin{array}{l} 44 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 36 \% \\ & \hline \mathrm{P} \end{aligned}$ | 299\% | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & { }_{3}^{5} \% \\ & \hline \end{aligned}$ | 3\% | 57 $19 \%$ |
| I am not at all familiar with this company | 37 | 13 $6 \%$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | 14 | 9\% | 10\% | $\stackrel{4}{5 \%}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 23 \\ & 11 \% \\ & \text { 11\% } \end{aligned}$ | ${ }_{9}^{8}$ | ${ }^{12}$ | ${ }_{10}^{6} \%$ | 16\% | 3\% | 14\% | $\begin{gathered} 19 \\ \text { 16\% } \\ \text { NO } \end{gathered}$ | 21\% | ${ }^{15} 9$ | ${ }_{3}^{2}$ | 23 8 |
| Sigma | $\begin{aligned} & 456 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 201\% | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 280 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | ${ }^{62} \times 2 \%$ | 293 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/ITJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { (5/20. } \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { than } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 459 | 186 | 273 | 190 | 146 | 63 | 60 | 169 | 176 | 114 | 244 | 59 | 130 | 135 | 154 | 170 | 246 | 195 | 46 | 240 |
| Weighted Base | 457 | 209* | 248 | 138 | $146 *$ | 79* | 94* | $170^{*}$ | 191* | 96* | 135 | 68* | $218{ }^{*}$ | 123 * | 184* | 149* | 265 | 177* | 59** | 279 |
| Somewhat/A Great Deal (Net) | 227 $50 \%$ | $\begin{gathered} 125 \\ 60 \% \\ C \end{gathered}$ | $\begin{gathered} 102 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 105 \\ \substack{62 \% \\ 1.5} \end{gathered}$ | $\begin{aligned} & 80 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | 31\% | $\begin{aligned} & 123 \\ & 57 \% \\ & K \end{aligned}$ | 67 55 P | $\begin{aligned} & 105 \\ & 5 \mathrm{P} \% \\ & \hline \end{aligned}$ | 55\% | $\begin{gathered} 154 \\ 58 \% \\ R \end{gathered}$ | 70\% | 45\% | 154 5 |
| A great deal | 121 27 | $\begin{aligned} & 72 \\ & 34 \% \\ & C \end{aligned}$ | 20\% | 37\% | $\begin{gathered} 44 \\ 30 \% \\ 9 \end{gathered}$ | $\begin{gathered} 27 \\ 34 \% \\ 9 \end{gathered}$ | 14\% | 53 | 44\% | 24\% | 31 ${ }^{33 \%}$ | 17 25 | ${ }^{68} \%$ | 34\% | 62 34 $P$ | 25\% | $\begin{gathered} 89 \\ 34 \% \\ \mathrm{R} \end{gathered}$ | 31 $17 \%$ | 21 35 | 79\% |
| Somewhat | ${ }_{23 \%}^{105}$ | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 21 \% \end{aligned}$ | ${ }_{26}^{36}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 20 \% \end{aligned}$ | 22\% | 52\% | 36 $19 \%$ | ${ }_{19}^{18 \%}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | 14\% | 55\% | 33 | $\begin{aligned} & 43 \\ & 23 \% \end{aligned}$ | 20\% | 65\% | 20\% | 23 $40 \%$ | 75\% |
| Not Much/None (Net) | $\begin{gathered} 169 \\ 37 \% \end{gathered}$ | 52\% | $\begin{gathered} 117 \\ 47 \% \\ B \end{gathered}$ | 49\% | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 45 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 33 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 34 \% \end{aligned}$ | 42\% | ${ }_{36}^{66}$ | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | 93 ${ }^{\text {35 }}$ | $\begin{aligned} & 72 \\ & 41 \% \end{aligned}$ | $\stackrel{13}{22 \%}$ | 93 ${ }^{3}$ |
| Not much | 75\% | 178\% | $\begin{gathered} \text { 238 } \\ \text { 23\% } \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \\ \text { G } \end{gathered}$ | $\begin{aligned} & 28 \\ & \begin{array}{l} 29 \% \\ \mathrm{~g} \end{array} \end{aligned}$ | $13 \%$ | ${ }_{6 \%}$ | 29\% | 35\% | $11 \%$ | ${ }_{18}^{18}$ | 13 $19 \%$ | ${ }_{19}{ }^{2}$ | 17 $14 \%$ | ${ }^{38}{ }^{1} \%$ | 20\% | 17\% | 29 ${ }^{16 \%}$ | 5\% | 54\% |
| None | 94\% | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 24 \% \end{aligned}$ | 21 | 22\% | 19 25 | $\begin{aligned} & 31 \\ & 33 \% \\ & \text { DE } \end{aligned}$ | 22 $13 \%$ | $\begin{aligned} & 50 \\ & 26 \% \\ & { }^{56 \%} \end{aligned}$ | 223\% | $\begin{aligned} & 41 \\ & 30 \% \\ & M \end{aligned}$ | 18\% | 32 $14 \%$ | 25\% | 28\% | $\begin{gathered} 41 \\ 27 \% \\ 0 \end{gathered}$ | ${ }_{19}{ }^{19}$ | ${ }^{43} 24$ | $\stackrel{8}{14 \%}$ | 39 $14 \%$ |
| I am not at all familiar with this company | $\begin{aligned} & 61 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | ${ }_{12}^{29}$ | $1{ }^{16}$ | 20 $14 \%$ | $4{ }_{5}^{4}$ | $\begin{aligned} & 22 \\ & 23 \% \\ & \hline \end{aligned}$ | 14 81 | $\xrightarrow{26} 13 \%$ | $\begin{aligned} & 21 \\ & 22 \% \\ & { }^{2} \% \end{aligned}$ | 22 16 | ${ }_{9}^{6}$ | 21 $10 \%$ | 13 $11 \%$ | ${ }^{13} 7 \%$ | $\begin{aligned} & 34 \\ & 23 \% \\ & \text { nO } \end{aligned}$ | ${ }^{18} \%$ | $\begin{aligned} & 34 \\ & 19 \% \\ & \hline \text { R } \end{aligned}$ | ${ }_{3}^{2}$ | 31\% |
| Sigma | 457 $100 \%$ | 209 $100 \%$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 191 $100 \%$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 100\% | 218 $100 \%$ | 123 $100 \%$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 265 | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 100\% | 279 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\substack{\text { Republi- }}}{\text { chen }}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 474 \& 180 \& 294 \& 213 \& 123 \& 66 \& 72 \& 179 \& 176 \& 119 \& 239 \& 71 \& 127 \& 154 \& 165 \& 155 \& 263 \& 202 \& 44 \& 263 <br>
\hline Weighted Base \& 483 \& 242 \& 241 \& 168 \& 127* \& $93^{*}$ \& 95* \& 191* \& $182^{*}$ \& 111* \& 149 \& 79* \& $220 *$ \& 159* \& $180^{*}$ \& 144* \& 290 \& 188* \& 70** \& 312 <br>
\hline $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ \& $$
{ }_{752}
$$ \& $$
{ }^{182}
$$ \& 1800 \& $$
{ }^{109} 65 \%
$$ \& $$
\begin{gathered}
\text { 100 } \\
\substack{\text { D9\% }}
\end{gathered}
$$ \& $$
\begin{gathered}
{ }^{86}{ }^{962} \% \\
\text { eG }
\end{gathered}
$$ \& 67\% \& $$
{ }^{145}
$$ \& $$
{ }^{133} 73 \%
$$ \& $84{ }^{86}$ \& $$
\begin{aligned}
& 100 \\
& 67 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 65 \\
& 83 \% \\
& 8_{k}
\end{aligned}
$$ \& $$
\begin{gathered}
174 \\
79 \% \\
k
\end{gathered}
$$ \& 114 $72 \%$ \& 141
$79 \%$ \& $$
\begin{aligned}
& 106 \\
& \\
& 74 \%
\end{aligned}
$$ \& ${ }_{78}^{226}$ \& $$
{ }^{132}
$$ \& 53 76 \& 236 76 <br>
\hline A great deal \& ${ }^{206} 43 \%$ \& ${ }^{98}{ }^{2} \%$ \& 109 ${ }^{45 \%}$ \& $70 \%$ \& $$
\begin{gathered}
57 \\
45 \% \\
\mathrm{~g}
\end{gathered}
$$ \& $$
\begin{aligned}
& 53 \\
& 57 \% \\
& \frac{5}{G} \%
\end{aligned}
$$ \& 26\% \& 75
$39 \%$ \& 81 \& 51 46 \& 59\% \& 42\% \& 95 ${ }^{\text {\% }}$ \& 672\% \& 83 \& 56\% \& $$
\begin{gathered}
145 \\
50 \% \\
\mathrm{R}
\end{gathered}
$$ \& 31\% \& 280\% \& 144
$46 \%$ <br>
\hline Somewhat \& $$
{ }_{32 \%}^{156}
$$ \& $$
{ }_{35}^{85}
$$ \& $$
\begin{aligned}
& 71 \\
& 29 \%
\end{aligned}
$$ \& 239 \& $$
\begin{aligned}
& 44 \\
& 34 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 33 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 40 \\
& 42 \% \\
& 42 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 70 \\
& 37 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \% \\
& 28 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 34 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 41 \% \\
& 27 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 24 \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 79 \\
& 36
\end{aligned}
$$ \& $$
\begin{aligned}
& 47 \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 58 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 81 \% \\
& 28 \%
\end{aligned}
$$ \& 749\%

9 \& ${ }_{36}^{25}$ \& 92\% <br>

\hline Not Much/None (Net) \& $$
\begin{aligned}
& 93 \\
& \hline 19 \%
\end{aligned}
$$ \& \[

{ }_{19}^{45}

\] \& \[

{ }_{20}^{40}

\] \& \[

$$
\begin{aligned}
& 47 \\
& \begin{array}{l}
48 \% \\
\text { EF }
\end{array}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 18 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 7 \\
& 8 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 22 \% \\
& f
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& \text { 18\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 366 \\
& 20 \%
\end{aligned}
$$

\] \& ${ }_{23}^{23}$ \& \[

$$
\begin{aligned}
& 37 \\
& 25 \% \\
& \text { m }
\end{aligned}
$$
\] \& 12

$15 \%$ \& \[
$$
\begin{aligned}
& 344 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 34 \\
& 21 \%
\end{aligned}
$$

\] \& 27 \& 32\% \& \[

$$
\begin{aligned}
& 51 \\
& 18 \%
\end{aligned}
$$
\] \& 22\% \& 10\% \& 19\% <br>

\hline Not much \& 63
$13 \%$ \& 26
$11 \%$ \& 38\% \& 21\% ${ }_{\text {2 }}$ \& ${ }_{15}^{15}$ \& $4{ }_{4}$ \& 10\% \& 25 ${ }^{2}$ \% \& 24\% \& 14\% \& 20\% \& 11\% \& ${ }_{12 \%}$ \& 21 $13 \%$ \& ${ }^{15} 9$ \& 27
$19 \%$
0 \& 38\% \& 25 ${ }^{13}$ \% \& 10\% \& $\stackrel{45}{14 \%}$ <br>
\hline None \& 30 6 \& 19 ${ }_{8}$ \& 11\% \& 12\% \& $3{ }_{3}^{3}$ \& $3{ }_{4}^{3}$ \&  \& 10 ${ }^{\text {\% }}$ \& 12\% \& $8{ }^{8}$ \& 17
$11 \%$
$M$ \& $\stackrel{4}{5 \%}$ \& 7\% \& ${ }^{13} 8$ \& 12\% \& ${ }_{4}^{6}$ \& 13 5 \& ${ }^{17} 9$ \& * \& ${ }^{14} 4$ <br>

\hline I am not at all familiar with this company \& 27 6 \% \& 14 6 \& 13 5 \& $$
\begin{gathered}
11 \\
\\
\hline 7 \%
\end{gathered}
$$ \& ${ }_{7 \%}$ \& - \& \[

$$
\begin{aligned}
& 8 \\
& 8 \\
& \mathrm{f}
\end{aligned}
$$
\] \& 11 6 \& ${ }^{13} 7 \%$ \& 3\% \& ${ }^{12} 8$ \& ${ }_{2 \%}$ \& 12\% \& ${ }^{11} \%$ \& 11 6 \& 5\% \& 12 4 \% \& ${ }^{14} 7$ \& ${ }_{9}^{6}$ \& ${ }^{17} 5$ <br>

\hline Sigma \& $$
\begin{aligned}
& 483 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 242 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 241 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 168 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
93 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
95 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 191 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$
\] \& 111

$100 \%$ \& \[
$$
\begin{aligned}
& 149 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 220 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 159 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 180 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 144 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 290 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 188 \% \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 312

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 475 | 180 | 295 | 192 | 133 | 78 | 72 | 148 | 212 | 115 | 247 | 65 | 139 | 143 | 167 | 165 | 240 | 216 | 37 | 280 |
| Weighted Base | 504 | $227 *$ | 277 | 149 | $130 *$ | 116* | 109* | $148 *$ | 252 | 104* | 140 | $76 *$ | 257* | 144* | 191* | 169* | 279 | 206 | $56 * *$ | 343 |
| Somewhat/A Great Deal (Net) | ${ }^{418} 8$ | 174\% | $\begin{gathered} 244 \\ 88 \% \\ 8 \end{gathered}$ | $\begin{aligned} & 110 \\ & \\ & 74 \% \end{aligned}$ | ${ }^{102}$ | $\begin{aligned} & 106 \\ & 91 \% \\ & \mathrm{De} \end{aligned}$ | $\begin{aligned} & 100 \\ & 92 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 114 \\ & 77 \% \end{aligned}$ | ${ }_{85 \%}^{214}$ | $\begin{aligned} & 90 \\ & 86 \% \end{aligned}$ | $\begin{gathered} 114 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 62 \% \\ & 82 \% \end{aligned}$ | ${ }_{86}^{222}$ | 127 ${ }^{127}$ | ${ }^{159} 8$ | $\begin{aligned} & 133 \\ & 78 \% \end{aligned}$ | ${ }_{85 \%}^{238}$ | $\begin{gathered} 172 \\ 83 \% \end{gathered}$ | 450\% | 281 82 |
| A great deal | 252 50 | ${ }^{98}{ }^{1} \%$ | $\begin{gathered} 154 \\ 56 \% \\ b \end{gathered}$ | 69\% | 55 | $\begin{aligned} & \begin{array}{l} 73 \\ 63 \% \\ d E \end{array} \end{aligned}$ | $55$ | 67 $45 \%$ | ${ }^{135} 5$ | 519\% | 73\% | 31 $40 \%$ | 138 $54 \%$ | 70 48 | $\begin{gathered} 109 \\ 57 \% \\ p \end{gathered}$ | 73\% | 149 ${ }^{53 \%}$ | 99\% | 21\% | 173 $50 \%$ |
| Somewhat | $\begin{gathered} 166 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 48 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 79 \\ & 31 \end{aligned}$ | $39$ | ${ }_{21}^{49 \%}$ | $\begin{aligned} & 32 \\ & 42 \% \end{aligned}$ | ${ }_{32}^{83}$ | $\begin{aligned} & 57 \\ & 40 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 50 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 32 \% \end{aligned}$ | 72 $35 \%$ | 24 43 | ${ }_{32 \%}^{108}$ |
| Not Much/None (Net) | $\begin{aligned} & 68 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & 17 \end{aligned}$ | $\begin{aligned} & 30 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \\ & \mathrm{fG} \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \\ & { }_{\mathrm{G}} \end{aligned}$ | ${ }^{10} 9$ | $4{ }_{4}^{4}$ | $\begin{aligned} & 27 \\ & { }_{18 \%} \\ & \hline \end{aligned}$ | 33\% | $8{ }_{8 \%}$ | 21 $15 \%$ | $12 \%$ | $\begin{aligned} & 31 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | 28\% | 24\% | $\begin{aligned} & 31 \% \\ & 11 \% \end{aligned}$ | 32 $15 \%$ | $\stackrel{9}{16 \%}$ | 49\% |
| Not much | $34 \%$ | 111\% C | ${ }_{3}^{8}$ | ${ }^{14} 9$ | ${ }^{10} 8$ | 7\% | $3{ }_{3}$ | 10\% | ${ }^{20} 8$ | $4{ }_{4}$ | 12\% | 5\% | ${ }^{15}{ }_{6}$ | 6\% | 10 5 | ${ }^{15} 9$ | 15\% | ${ }^{18} 9$ | 8\% | ${ }^{24} \%$ |
| None | $34 \%$ | ${ }^{13} 6$ | 21 8 \% | $\begin{aligned} & 17 \\ & 12 \% \\ & 12 \% \end{aligned}$ | 12 $10 \%$ 9 | $3{ }_{3}^{3}$ | $1 \%$ | 17 $12 \%$ | 13 5 | $4{ }_{4}$ | 9\% | ${ }^{7} \%$ | ${ }^{15}{ }_{6}$ | ${ }_{5 \%}^{7}$ | ${ }^{18} 9$ | ${ }_{5 \%}$ | ${ }^{16} 6$ | 14\% | $\stackrel{4}{8 \%}$ | ${ }^{25} 7$ |
| I am not at all familiar with this company | ${ }^{17} 3$ | $\begin{aligned} & 14 \\ & { }_{\mathrm{C}}^{6} \% \end{aligned}$ | ${ }_{1}^{3}$ | 5\% | 5\% | - | $5{ }_{5}$ | ${ }_{4 \%}^{6}$ | ${ }^{5} \%$ | ${ }_{6}^{6} \%$ | ${ }_{3}^{5}$ | ${ }_{2 \%}$ | 2\% | $1 \%$ | $\stackrel{4}{2 \%}$ | $\begin{aligned} & 12 \\ & 7 \% \\ & n \end{aligned}$ | ${ }_{3 \%}$ | ${ }_{1 \%}^{2}$ | $\stackrel{2}{4 \%}$ | 13 $4 \%$ |
| Sigma | $\begin{aligned} & 504 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | 277 $100 \%$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | ${ }^{148} 10 \%$ | 252\% | 104 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 100\% | 257 $100 \%$ | 144 $100 \%$ | 1910 | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | 100\% | 206\% | 100\% | 343 $100 \%$ |



Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 179 | 285 | 193 | 122 | 67 | 82 | 142 | 210 | 112 | 259 | 66 | 114 | 142 | 165 | 157 | 243 | 208 | 41 | 252 |
| Weighted Base | 466 | $220 *$ | 246 | 142 | 105* | $92^{*}$ | 127* | $143 *$ | 230 | 93* | 178 | 75* | 190* | $143^{*}$ | 179* | 145* | 262 | 192 | $46 * *$ | 276 |
| Somewhat/A Great Deal (Net) | 388\% | 17178 | $\begin{gathered} 217 \\ 88 \% \end{gathered}$ | ${ }^{107} 75$ | 89 | 796\% | $\begin{gathered} 113 \\ 88 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 127 \\ 89 \% \\ i \end{gathered}$ | 182\% | 79\%\% | 139\% | 65\% | ${ }^{163} 8$ | ${ }^{108} 76$ | $\begin{gathered} 158 \\ { }_{N}^{88 \%} \end{gathered}$ | 122 85 | 226\% | ${ }^{158} 8{ }_{8}$ | 88\% | 230 $83 \%$ |
| A great deal | ${ }_{64 \%}^{297}$ | $\begin{gathered} 115 \\ 52 \% \end{gathered}$ | $\begin{gathered} 182 \\ { }_{B} 4 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & \text { 63 } \\ & 60 \% \\ & d \end{aligned}$ | $\begin{aligned} & 70 \\ & 76 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 98 \\ & 77 \% \\ & \mathrm{De} \end{aligned}$ | $92$ | $\begin{aligned} & 138 \\ & 60 \% \end{aligned}$ | $\frac{67}{72 \%}$ | $\begin{gathered} 113 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 126 \\ \stackrel{70}{7} \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 66 \% \end{aligned}$ | ${ }_{67 \%}^{177}$ | $\begin{gathered} 120 \\ 62 \% \end{gathered}$ | 23 $51 \%$ | 164 $59 \%$ |
| Somewhat | $\begin{aligned} & 91 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & { }_{25}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & { }^{41} \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 26 \\ & 24 \% \\ & \mathrm{eg} \end{aligned}$ | 10\% | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 24 \% \end{aligned}$ | ${ }_{19 \%}^{44}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\stackrel{9}{13 \%}$ | $\begin{aligned} & 51 \\ & 27 \% \\ & \mathrm{Kl}^{2} \end{aligned}$ | 31 $22 \%$ | $\begin{aligned} & 322 \\ & 18 \% \end{aligned}$ | 27 ${ }^{19}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | 38\% | 152\% | ${ }_{24 \%}^{66}$ |
| Not Much/None (Net) | 56 $12 \%$ | 33 $15 \%$ | $\stackrel{23}{9 \%}$ | $\begin{aligned} & 26 \\ & 19 \% \\ & \text { eG } \end{aligned}$ | ${ }^{10} 9$ | 12\% | ${ }_{6 \%}$ | 10\% | 34\% | 12\% | ${ }^{26} 14 \%$ | 10\% | ${ }_{11 \%}$ | 28 19p Op | ${ }^{15} 9$ | ${ }^{13} 9$ | 27 $10 \%$ | 24\% | $\stackrel{3}{6 \%}$ | 33 ${ }^{3}$ |
| Not much | 31\% | ${ }^{18} 8$ | 13 5 | 16 $11 \%$ $e$ | ${ }_{4}^{4}$ | $\stackrel{4}{4 \%}$ | ${ }_{5}^{6} \%$ | 5\% | $\stackrel{2}{9} \%$ | $2{ }_{2}$ | 14\% | 5\% | 12\% | 20 $14 \%$ OP | $7 \%$ | $\stackrel{4}{3 \%}$ | 19\% | 11 6 | $\stackrel{3}{6 \%}$ | 17\% |
| None | 25\% | ${ }^{16} \%$ | 9 | ${ }^{10} 7$ | 5 | ${ }_{9 \%}$ | ${ }_{1 \%}^{2}$ | $\stackrel{3}{2 \%}$ | 12 5 | ${ }_{\text {11 }}^{10} \mathrm{H}$ | ${ }^{12} 7$ | $\stackrel{4}{5 \%}$ | 5\% | $\stackrel{8}{5 \%}$ | $\stackrel{9}{5 \%}$ | $9{ }_{6}$ | ${ }_{3 \%}$ | 13\% | - | ${ }^{16} 6$ |
| I am not at all familiar with this company | 22 5 | ${ }^{16} \%$ | ${ }_{3}^{7}$ | 6\% | 7\% | $1 \%$ | ${ }_{4 \%}^{6}$ | ${ }_{4 \%}^{6}$ | 14\% | $2 \%$ | 13\% | ${ }_{3}^{2} \%$ | 5\% | 7\% | ${ }_{3 \%}^{6}$ | $9{ }_{6}$ | $9{ }_{4}$ | 10\% | 11\% | 13\% |
| Sigma | $\begin{aligned} & 466 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\stackrel{92}{100 \%}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 276 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (5 / t a l \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 178 | 286 | 207 | 124 | 72 | 61 | 142 | 210 | 112 | 242 | 62 | 132 | 140 | 168 | 156 | 235 | 214 | 41 | 264 |
| Weighted Base | 485 | $237 *$ | 248 | 144 | 119* | $120 *$ | 102* | 144* | 236* | 105* | 143 | 85* | 235* | 169* | 184* | $132^{*}$ | 254 | 217* | $56 * *$ | 307 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{gathered} 256 \\ 53 \% \end{gathered}$ | $\begin{gathered} 140 \\ \stackrel{49 \%}{c} \end{gathered}$ | ${ }_{47 \%}^{116}$ | $\begin{aligned} & 88 \\ & 61 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 65 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 62 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 68 \% \\ & 15 \end{aligned}$ | $\begin{gathered} 112 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 147 \\ \text { 63\% } \\ K \end{gathered}$ | $\begin{aligned} & 83 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 108 \\ 59 \% \end{gathered}$ | 659\% | $\begin{gathered} 150 \\ 59 \% \\ \mathrm{r} \end{gathered}$ | $\begin{gathered} 103 \\ 47 \% \end{gathered}$ | 27 48 | 190 $62 \%$ |
| A great deal | ${ }^{151} 31 \%$ | 79\% | 719\% | 47\% | $\begin{gathered} 45 \\ 38 \% \\ \mathrm{~g} \end{gathered}$ | 31\% | ${ }_{21}^{21}$ | $\begin{aligned} & 59 \\ & 49 \\ & 41 \% \\ & i j \end{aligned}$ | -66\% | 26\% | 31\% | 17 ${ }^{20 \%}$ | $\begin{aligned} & 100 \\ & 42 \% \\ & \text { KL } \end{aligned}$ | ${ }_{31}^{53}$ | 71 $38 \%$ | 28\% | 85\% | ${ }^{63} 9$ | 17 $30 \%$ | 109 $35 \%$ |
| Somewhat | ${ }^{105}$ | 61 $26 \%$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\underset{\mathrm{e}}{41} \mathrm{4} \%$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 25\% | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 321 \\ & 22 \% \end{aligned}$ | 25\% | $\begin{aligned} & 47 \\ & 20 \% \end{aligned}$ | 31 $18 \%$ | 38\% | 28\% | 64\% | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | 81 26 |
| Not Much/None (Net) | ${ }_{43 \%}^{208}$ | $\begin{aligned} & 88 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 120 \\ 48 \% \\ b \end{gathered}$ | ${ }_{33}^{48}$ | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 58 \% \\ & \text { De } \end{aligned}$ | ${ }_{21}^{29 \%}$ | $\begin{gathered} 113 \\ 48 \% \\ H \end{gathered}$ | $\begin{aligned} & 54 \\ & 52 \% \\ & H \end{aligned}$ | $\begin{gathered} 70 \\ 49 \% \\ \mathrm{~m} \end{gathered}$ | 414 | $\begin{aligned} & 83 \\ & 35 \% \end{aligned}$ | 79 | 729\% | 58\% | ${ }_{3}^{95}$ | $\begin{gathered} 106 \\ \underset{q}{49 \%} \end{gathered}$ | 22 $40 \%$ | ${ }^{108} 35$ |
| Not much | 81\% | ${ }^{38}{ }^{6}$ | 13\% | 26\% | 19\% | 19\% | 17\% | ${ }^{23} 16$ | 45\% | 13 | 22 $16 \%$ | 192\% | 37\% | ${ }_{16 \%}$ | ${ }^{26} 14 \%$ | 27\% | 15\% | 42\% | 119\% | 45\% |
| None | $\begin{gathered} 127 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 77 \\ 31 \% \\ b \end{gathered}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 37 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 42 \\ & \begin{array}{l} 41 \% \\ \text { De } \end{array} \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | ${ }_{298}^{68}{ }^{68}$ | ${ }_{40}^{42}{ }^{\text {H }}$ | $\begin{aligned} & 48 \\ & 34 \% \\ & M \end{aligned}$ | ${ }_{23}^{23} \%$ | 46 19 | ${ }_{3}^{52}$ | 459\% | 31\% | 57 | 64 $30 \%$ | ${ }_{21}^{12}$ | ${ }^{63}$ |
| I am not at all familiar with this company | 21 4 \% | 9\% | 12\% | ${ }_{5}^{8}$ | ${ }_{7 \%}$ | $2{ }_{2}$ | ${ }_{2 \%}^{2 \%}$ | ${ }_{3}^{5}$ | 11 5 | 5 | $\begin{aligned} & \begin{array}{l} 11 \\ 7 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | ${ }_{2 \%}$ | 5\% | ${ }_{4 \%}^{6}$ | ${ }_{2 \%}$ | 10\% | 10 4 \% | 8 | $\stackrel{7}{72 \%}$ | ${ }^{9} \%$ |
| Sigma | ${ }^{485} 5$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | 180\% | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | 217 $100 \%$ | 566\% | 307 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 454 | 172 | 282 | 188 | 133 | 76 | 57 | 167 | 181 | 106 | 243 | 64 | 123 | 149 | 149 | 156 | 241 | 201 | 49 | 241 |
| Weighted Base | 457 | $221 *$ | 237 | 139 | 120* | 112* | 87* | 171* | 201* | 85* | 140 | $78 *$ | $217 *$ | 152* | 157* | 149* | 268 | 180 | $74^{*}$ | 276 |
| Somewhat/A Great Deal (Net) | $\stackrel{271}{59 \%}$ | $\begin{gathered} 129 \\ 59 \% \end{gathered}$ | $\begin{gathered} 142 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 71 \% \\ & \hline 19 \end{aligned}$ | $\begin{aligned} & 64 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 122 \\ \begin{array}{c} 71 \% \\ 1.5 \end{array} \end{gathered}$ | $\begin{gathered} 107 \\ 53 \% \end{gathered}$ | $42 \%$ | $\begin{aligned} & 61 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 73 \% \\ & \text { KL } \end{aligned}$ | 90\% | $\begin{gathered} 101 \\ 64 \% \end{gathered}$ | $\begin{gathered} 80 \\ 54 \% \end{gathered}$ | $\begin{gathered} 172 \\ 64 \% \\ r \end{gathered}$ | $\begin{aligned} & 93 \\ & 52 \% \end{aligned}$ | ${ }^{63}{ }^{6} \%$ | 182\% |
| A great deal | ${ }_{3}^{148}$ | 72 33 | 76\% | 29\% | $\begin{gathered} 54 \\ 45 \% \\ \mathrm{Dfg} \end{gathered}$ | 31 $28 \%$ | $\stackrel{23}{26 \%}$ | $\begin{aligned} & 71 \\ & 42 \% \\ & { }_{1 j} \% \end{aligned}$ | 55\% | 22 26 | 32\% | $\begin{aligned} & 31 \\ & 40 \% \\ & \text { K } \end{aligned}$ | $\begin{gathered} 79 \\ 37 \% \\ K \end{gathered}$ | 55\% | 56\% | 37 $25 \%$ | 97 ${ }^{\text {36\% }}$ | 47\% | 51 ${ }_{\text {T }}$ | 103 $37 \%$ |
| Somewhat | $\begin{gathered} 123 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 56 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 666 \\ & 28 \% \end{aligned}$ | 27\% | $30$ | 32\% | 23\% | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | 52\% | 19 $23 \%$ | $29$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 36 \% \\ & \text { KL } \end{aligned}$ | 35\% | 45 | ${ }_{29}^{49}$ | 75\% | 46\% | 20\% | 80\% |
| Not Much/None (Net) | ${ }_{35 \%}^{159}$ | $\begin{aligned} & 77 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 26 \end{aligned}$ | $\begin{aligned} & 43 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 43 \% \end{aligned}$ | ${ }_{26}^{46}$ | $\begin{gathered} 80 \\ 40 \% \\ \mathrm{~h} \end{gathered}$ | $\begin{aligned} & 33 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 499 \% \\ & M \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 34 \\ 44 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 49 \\ & 22 \% \end{aligned}$ | 56\% | 23\% | $\begin{aligned} & 59 \\ & 40 \% \end{aligned}$ | ${ }^{82} 1 \%$ | $\begin{aligned} & 74 \\ & 41 \% \end{aligned}$ | 10\% | 83 30 S |
| Not much | ${ }_{15 \%}{ }^{6}$ | $\begin{aligned} & 45 \\ & 21 \\ & \text { C } \end{aligned}$ | 23 $10 \%$ | 25\% | $12 \%$ | $16 \%$ | 15\% | 21 $12 \%$ | ${ }_{2}^{43} \mathrm{j}$ \% | 5\% | 24\% |  | 23 $11 \%$ | 26\% | ${ }_{19}^{12 \%}$ | 23 $15 \%$ | ${ }_{16}{ }^{3} \%$ | 25 $14 \%$ | 11\% | ${ }_{12}{ }^{2} \%$ |
| None | $\begin{aligned} & 91 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 60 \\ 25 \% \\ 25 \% \end{gathered}$ | $\begin{aligned} & \text { 22 } \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\stackrel{27}{24 \%}$ | 23\% | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 34 \% \\ & H i \end{aligned}$ | $\begin{aligned} & 45 \\ & 32 \% \\ & M \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | ${ }_{12}^{26}$ | 30\% | 24\% | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \\ & \hline \end{aligned}$ | 3\% | 41 15 |
| I am not at all familiar with this company | 27 6 | 15\% | 12 5 | $\begin{gathered} 15 \\ 11 \% \\ \text { en } \end{gathered}$ | $3{ }_{3}$ | $5{ }_{5}$ | $\stackrel{4}{4 \%}$ | $\stackrel{4}{2 \%}$ | 13\% | $\begin{aligned} & 10 \\ & 12 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 10\% | ${ }_{2 \%}$ | 11 ${ }^{1}$ | 5 | ${ }^{13} 8$ | $9{ }_{6}$ | 14 ${ }^{5}$ | 13 | 4\% | 10 4 \% |
| Sigma | 457 $100 \%$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 201\% | 100\% | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 788\% | 217 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 744 | 276\% |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used.
Proportions/Means: Columns T ested
Overlap formulae used. ${ }^{\star}$ small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 162 | 299 | 188 | 141 | 69 | 63 | 148 | 192 | 121 | 245 | 61 | 138 | 152 | 137 | 172 | 233 | 209 | 37 | 262 |
| Weighted Base | 458 | 204* | 254 | 147 | 123* | 96* | $92^{*}$ | $142^{*}$ | 221* | 95* | 135 | $70^{*}$ | 239* | $141^{*}$ | 158* | 158* | 255 | 190 | $42^{* *}$ | 302 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 227 \\ 49 \% \end{gathered}$ | $\begin{gathered} 126 \\ \underset{C}{62} \% \end{gathered}$ | $\begin{gathered} 100 \\ 40 \% \end{gathered}$ | 86\% | $\begin{aligned} & 66 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 57 \% \% \end{aligned}$ | $\begin{gathered} 110 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 134 \\ 56 \% \\ \text { kl } \end{gathered}$ | 75 ${ }^{\text {5 }}$ | 83 $53 \%$ | $\begin{aligned} & 68 \\ & 43 \% \end{aligned}$ | 137 $54 \%$ | $\begin{aligned} & 84 \\ & 44 \% \end{aligned}$ | 31 75 | 172 $57 \%$ |
| A great deal | $\begin{gathered} 121 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 62 \% \end{aligned}$ | 59\% | 31 $21 \%$ | 39\% | 21 $22 \%$ | 29\% | $\begin{aligned} & 42 \\ & 29 \% \end{aligned}$ | ${ }_{31}^{68}$ | 12\% | ${ }^{26} 19$ | 15 22 | $\begin{aligned} & 78 \\ & 33 \% \\ & K \end{aligned}$ | 43\% | 48\% | 30 $19 \%$ | $\begin{gathered} 82 \\ 32 \% \\ R \end{gathered}$ | 19\% | 21 $49 \%$ | ${ }_{31 \%}$ |
| Somewhat | ${ }_{23 \%}^{105}$ | $\begin{aligned} & 65 \\ & 32 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 52 \\ \text { eFG } \end{gathered}$ | $27$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\text { 39 } 27 \%$ | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | 24\% | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 23 \% \end{aligned}$ | ${ }^{32}$ 2\% | 38\% | 22\% | 48\% | 11 $26 \%$ | 77 |
| Not Much/None (Net) | $\begin{gathered} 183 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 118 \\ 46 \% \\ B \end{gathered}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $38$ | $\begin{aligned} & 52 \\ & 55 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 45 \\ & 50 \% \\ & \text { de } \end{aligned}$ | 499\% | 89\% | 45\% | 62 46 | 33\% | 83 35 | ${ }^{58} \%$ | 62\% | 63\% | 97\% | 82\% | 77\% | 107 $35 \%$ |
| Not much | 73 $16 \%$ | ${ }^{18} 9$ | $\begin{aligned} & 55 \\ & { }_{2}^{22 \%} \\ & { }_{3}^{2} \end{aligned}$ | 22\% | ${ }_{18}^{15}$ | 21\% | 112\% | 15\% | $\stackrel{47}{21 \%}$ | 112\% | 27\% | 14 20 | 32 13 | 25\% | 31\% | 17 $11 \%$ | 17\% | 29 | $\stackrel{4}{9 \%}$ | 52\% |
| None | $\begin{gathered} 110 \\ 24 \% \end{gathered}$ | ${ }_{23}^{43}$ | ${ }^{63} 25 \%$ | $\begin{aligned} & \text { 25 } \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 344 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | 34 36 | ${ }_{26}^{36}$ | $\begin{aligned} & 19 \\ & 28 \% \end{aligned}$ | 52\% | $\begin{aligned} & 323 \% \\ & 23 \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \hline \end{aligned}$ | ${ }_{29}^{47}$ | ${ }^{53}$ 21\% | ${ }_{23}^{53 \%}$ | $\stackrel{4}{8 \%}$ | 55\% |
| I am not at all familiar with this company | $\begin{aligned} & 48 \\ & 11 \% \end{aligned}$ | ${ }^{13} 6$ | $\begin{gathered} 35 \\ \text { 14\% } \\ b \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $19 \%$ | ${ }_{6}^{6}$ | ${ }_{7 \%}$ | ${ }^{13} 9$ | 22 $10 \%$ | 14 | ${ }^{15}$ | $\stackrel{9}{13 \%}$ | ${ }^{22} 9$ | 9\% | ${ }^{13} 8$ | $\begin{aligned} & 27 \\ & 17 \% \\ & \mathrm{~N}^{2} \end{aligned}$ | 21 8 \% | 24\% | 8\% | 24\% |
| Sigma | $\begin{aligned} & 458 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 100\% | 302\% |



Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 184 | 280 | 199 | 133 | 83 | 49 | 157 | 195 | 112 | 246 | 72 | 121 | 130 | 176 | 158 | 234 | 212 | 44 | 257 |
| Weighted Base | 475 | 229 | 246 | 160 | 113* | 129* | 73** | 152* | 235 | 87* | 139 | 89* | 222* | 144* | 200 | 131* | 275 | 183 | $61^{*}$ | 302 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 301 \\ 63 \% \end{gathered}$ | ${ }_{66 \%}^{152}$ | $\begin{aligned} & 149 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 100 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 61 \% \end{aligned}$ | 82\% | 50\% | $\begin{gathered} 107 \\ 70 \% \\ i \end{gathered}$ | $\begin{gathered} 138 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 81 \% \\ 59 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 73 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 94 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 129 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 188 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 59 \% \end{aligned}$ | 46\% | 203 $67 \%$ |
| A great deal | ${ }^{159} 3$ | 80\% | 782\% | 51 32 | 39\% | 45\% | 23 $32 \%$ | 61 $40 \%$ | 71 30 | 26 $29 \%$ | 35\% | ${ }^{28} \%$ | $\begin{aligned} & 92 \\ & 42 \% \\ & { }_{\mathrm{K}}^{2} \end{aligned}$ | 580\% | 28\% | 45\% | $\begin{gathered} 109 \\ 40 \% \\ \mathrm{R} \end{gathered}$ | 48\% | 29 48 | ${ }_{38}^{115}$ |
| Somewhat | ${ }_{30 \%}^{143}$ | $\begin{aligned} & 72 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 31 \% \end{aligned}$ | 30\% | $\begin{aligned} & 387 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 66 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | ${ }_{34}^{47}$ | $\text { 20 } 22 \%$ | $71$ | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 73 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | $79{ }_{29}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | 17 28 | 879\% |
| Not Much/None (Net) | $\begin{gathered} 144 \\ 30 \% \end{gathered}$ | ${ }_{29}^{67}$ | $\begin{aligned} & 78 \\ & 32 \% \end{aligned}$ | ${ }_{24}^{47}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 35 \% \end{aligned}$ | 199\% | $\begin{aligned} & 35 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 86 \\ 37 \% \\ h \end{gathered}$ | ${ }_{26}^{23}$ | $\begin{aligned} & { }_{35}^{43} \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 39 \\ & 44 \% \\ & M \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | ${ }_{27}^{57 \%}$ | 46\% | $\begin{aligned} & 76 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 18 \% \end{aligned}$ | 83\% |
| Not much | ${ }^{76} 16$ | 35\% | 417\% | ${ }^{26}$ 16\% | $14 \%$ | 21\% | 13 $18 \%$ | 20 $13 \%$ | 459\% | 112\% | 17 | $\begin{aligned} & 23 \\ & 26 \% \\ & { }^{26 \%} \end{aligned}$ | 32\% | $1{ }^{16} \%$ | 32 16 | ${ }_{21}^{27}$ | 44\% | 31 $17 \%$ | 10\% | 52\% |
| None | ${ }^{69}$ 15\% | 32 $14 \%$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | 18 | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | 24 $19 \%$ | ${ }_{8 \%}^{6}$ | 15 $10 \%$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | 12 | $\begin{aligned} & 29 \\ & \begin{array}{c} 21 \\ M \end{array} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 16 \\ 18 \% \\ M \end{array} \end{aligned}$ | 14 6 | 29 $20 \%$ | ${ }^{22} 11 \%$ | 19 | 33 $12 \%$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | ${ }_{1}^{1 \%}$ | 31 <br> 10 |
| I am not at all familiar with this company | ${ }_{6}^{29}$ | 10 4 \% | 19\% | $\begin{aligned} & 16 \\ & 10 \% \\ & \text { f } \end{aligned}$ | $7 \%$ | 3\% | ${ }_{5}^{4}$ | ${ }^{10} 6$ | 12\% | ${ }^{8} \%$ | ${ }^{12} 9$ | 3\% | ${ }^{13} 6$ | 5 | ${ }^{18} 9$ | ${ }_{5}^{6}$ | 11 4 \% | 15\% | $4 \%$ | ${ }^{16} 5$ |
| Sigma | $\begin{aligned} & 475 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | 870\% | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 61 $100 \%$ | $\begin{aligned} & 302 \\ & 100 \% \end{aligned}$ |

Proportionsmeans Columns Tested $5 \%$.


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}^{-}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 473 \& 172 \& 301 \& 211 \& 123 \& 75 \& 64 \& 158 \& 198 \& 117 \& 264 \& 49 \& 135 \& 137 \& 178 \& 158 \& 234 \& 218 \& 43 \& 263 <br>
\hline Weighted Base \& 446 \& 195* \& 251 \& 158 \& 100* \& 102* \& 86* \& 141* \& 199* \& 106* \& 144 \& 55* \& $217^{*}$ \& $128 *$ \& 176* \& $143^{*}$ \& 249 \& 178 \& $52^{* *}$ \& 271 <br>
\hline Somewhat/A Great Deal (Net) \& 247 \& $$
\begin{gathered}
126 \\
{ }_{6}^{65} \%
\end{gathered}
$$ \& 121
$48 \%$ \& 81\% \& 633 \& 58 \& 46 53 \& 81\% \& ${ }^{107} 54 \%$ \& 59 \& 69\% \& 25 ${ }^{2}$ \% \& $$
\begin{gathered}
134 \\
62 \% \\
\mathrm{~K}
\end{gathered}
$$ \& ${ }_{53}^{67}$ \& 114 ${ }_{\text {65 }}$ \& 65\% \& 142
$57 \%$ \& 95\% \& 30\% \& 161
$59 \%$ <br>
\hline A great deal \& $$
{ }^{130} 29 \%
$$ \& $$
\begin{aligned}
& 72 \\
& 37 \% \\
& { }_{C}^{2}
\end{aligned}
$$ \& $$
{ }_{27}^{23 \%}
$$ \& $$
{ }_{23}^{47 \%}
$$ \& $$
37 \%
$$ \& 29\% \& $$
\begin{aligned}
& 21 \\
& 24 \%
\end{aligned}
$$ \& $$
{ }_{34}
$$ \& 54\% \& $$
33
$$ \& $$
\begin{aligned}
& 333 \\
& 23 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 24 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 79 } 36 \% \\
& \text { K }
\end{aligned}
$$ \& 37\% \& 60
$34 \%$ \& 33
$23 \%$ \& $$
\begin{aligned}
& 75 \\
& 30 \%
\end{aligned}
$$ \& 50\% \& 25 48 \& 94\% <br>
\hline Somewhat \& $$
{ }_{26 \%}^{117}
$$ \& $$
\begin{aligned}
& 54 \\
& 28 \%
\end{aligned}
$$ \& 63\% \& $$
\begin{aligned}
& 37 \% \\
& 24 \%
\end{aligned}
$$ \& $$
{ }_{26}^{26}
$$ \& 29\% \& 25\% \& $$
\begin{aligned}
& 38 \\
& 27 \%
\end{aligned}
$$ \& $$
{ }_{27}^{57}
$$ \& ${ }_{25}^{27}$ \& 35\% \& 12 22\% \& 55\% \& $$
\begin{aligned}
& 30 \\
& 24 \%
\end{aligned}
$$ \& - ${ }^{55}$ \& 32\% \& ${ }^{68} \%$ \& 45\% \& 10\% \& 67\% <br>
\hline Not Much/None (Net) \& ${ }^{123} 28$ \& 49\% \& 74
$30 \%$ \& $$
\begin{gathered}
54 \\
34 \% \\
\text { 34\% }
\end{gathered}
$$ \& ${ }_{18}^{19}$ \& 26\% \& 25\% \& 35\% \& ${ }_{32 \%}^{63}$ \& 259\% \& ${ }_{31}^{45}$ \& 20\% \& 50\% \& 423\% \& - $\quad 38$ \& 43\% \& ${ }^{67}$ 27\% \& ${ }^{47} 26$ \& 14 27 \& 71 <br>
\hline Not much \& ${ }^{41} 9$ \& 14\% \& 27 $11 \%$ \& $$
\begin{gathered}
27 \\
\text { 17\% } \\
\text { eFG }
\end{gathered}
$$ \& $7 \%$ \& 5 \& ${ }_{2}^{2}$ \& 14\% \& 24
12
$j$ \& $\stackrel{3}{3 \%}$ \& ${ }^{13} 9$ \& 17\% \& ${ }^{18} 8$ \& $14 \%$ \& $18 \%$ \& $8{ }_{6}^{8}$ \& ${ }^{23} 9$ \& 17\% \& 10\% \& 35
$13 \%$ <br>
\hline None \& $82 \%$ \& 35
18 \& ${ }^{48} 9$ \& 27\% \& $11 \%$ \& 21\% \& $$
\begin{aligned}
& 23 \\
& 26 \% \\
& e
\end{aligned}
$$ \& 21 15 \& 39\% \& ${ }_{21}^{2}$ \& 32\% \& 119\% \& 32 15 \& $$
{ }_{2}^{22}
$$ \& - $\quad \begin{aligned} & 19 \\ & 11 \%\end{aligned}$ \& $$
\begin{aligned}
& 35 \\
& 24 \% \\
& \hline
\end{aligned}
$$ \& 18\% \& 30 $17 \%$ \& $\stackrel{4}{8 \%}$ \& 35
$13 \%$ <br>
\hline I am not at all familiar with this company \& ${ }^{76} 17 \%$ \& 20\% \& $$
\begin{gathered}
56 \\
{ }_{22}^{2} \%
\end{gathered}
$$ \& 23 \& ${ }^{18} 8$ \& ${ }^{18} 8$ \& ${ }^{16} 9$ \& ${ }^{26} 8$ \& 29 $15 \%$ \& 21 $20 \%$ \& 20\% \& 10\% \& 33
$15 \%$ \& 18 \& - ${ }^{24}$ \& 34

0 \& 39 16 \& 36\% \& $\stackrel{7}{7} \%$ \& 39
$14 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 446 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 195 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 251 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 158 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 100 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 102 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
86 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 106 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 144 \% \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
55 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 217 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 128 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 176 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 143 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 249 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 178 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 271

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Waye } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 186 | 279 | 180 | 140 | 73 | 72 | 163 | 183 | 119 | 248 | 76 | 120 | 146 | 152 | 167 | 247 | 204 | 38 | 239 |
| Weighted Base | 476 | $245 *$ | 232 | 134 | 132* | $107 *$ | 104* | 153* | $210 *$ | $113^{*}$ | 139 | 96* | 220* | $157 *$ | $168{ }^{*}$ | 151* | 276 | 185* | $54^{* *}$ | 288 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\stackrel{262}{\stackrel{265}{55}}$ | $\begin{gathered} 155 \\ 63 \% \\ C \end{gathered}$ | $\begin{gathered} 106 \\ 46 \% \end{gathered}$ | 50\% | $\begin{aligned} & 90 \\ & 99 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 60 \\ & 57 \% \\ & 5_{D} \% \end{aligned}$ | $\begin{aligned} & \text { 62 } \\ & 599 \% \\ & \hline \end{aligned}$ | 87\% | $\begin{gathered} 126 \\ 60 \% \\ j \end{gathered}$ | $\begin{aligned} & 49 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 63 \% \\ & \mathrm{~K} \% \end{aligned}$ | $\begin{gathered} 136 \\ { }^{132 \%} \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 89 \\ 57 \% \end{gathered}$ | 97\% | $\begin{aligned} & 75 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 52 \% \end{aligned}$ | 39\% | $\begin{aligned} & 168 \\ & 58 \% \end{aligned}$ |
| A great deal | 119 25 | $\begin{array}{ll} 71 \\ 29 \% \end{array}$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | ${ }^{26} 9$ | $\begin{aligned} & 46 \\ & 35 \% \\ & \mathrm{nff}^{2} \end{aligned}$ | 210\% | 27 $26 \%$ | ${ }_{29}^{49} \%$ | $\begin{gathered} 57 \\ 27 \% \end{gathered}$ | 18 | 32\% | 19\% | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | 41 | 414\% | 37\% | $\begin{aligned} & 83 \\ & 30 \% \\ & \mathrm{R} \end{aligned}$ | 32\% | 25 46 | 818\% |
| Somewhat | ${ }^{142} 30$ | 84\% | 58\% | 24\% | $\begin{gathered} 45 \\ 34 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 39 \\ 37 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 34 \\ 33 \% \\ d \end{gathered}$ | 43\% | 69\% | 30\% | 32\% | $\begin{gathered} 41 \\ 43 \% \\ 43 \% \end{gathered}$ | ${ }_{31}^{68}$ | ${ }_{31}^{48}$ | 56\% | 38\% | 77\% | 65\% | 14\% | 87\% |
| Not Much/None (Net) | $\begin{gathered} 138 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 36 \% \\ & { }^{69} \end{aligned}$ | $28 \%$ | $\begin{aligned} & 42 \\ & 40 \% \\ & \text { eg } \end{aligned}$ | $\begin{aligned} & 20 \% \\ & 19 \end{aligned}$ | 259 | 27\% | $43 \%$ | 47\% | $26$ | 59\% | $44 \%$ | 48\% | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | 819\% | ${ }_{31}^{57}$ | 15\% | 76 |
| Not much | ${ }^{68}$ | 14\% | 34\% | 23\% | ${ }^{18} 4$ | 18\% | 9 9 | 23 | 315\% | $14 \%$ | 23\% | 11\% | 33 $15 \%$ | 30\% | 10\% | 22\% | ${ }_{16} 16$ | 23 | ${ }^{8} 4 \%$ | ${ }_{14}{ }^{4}$ |
| None | 70 | 32 $13 \%$ | ${ }^{38} 7$ | $\begin{aligned} & 24 \\ & 18 \% \\ & 18 \% \end{aligned}$ | ${ }^{10} 8$ | $\begin{aligned} & \text { 25 } \\ & \text { 23\% } \\ & \hline \end{aligned}$ | 110\% | 16\% | 25 ${ }^{2}$ | 30 $26 \%$ $H 1$ | 24\% | 15 | ${ }^{25} 2$ | ${ }^{15}$ | 31 $18 \%$ | 25\% | 37 $13 \%$ | 34 $18 \%$ | 13\% | ${ }^{36} 13 \%$ |
| I am not at all familiar with this company | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 23 \% \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \\ & \text { EF } \end{aligned}$ | 13 $10 \%$ | ${ }_{4}^{4}$ | $\begin{aligned} & 23 \\ & { }_{22}^{22} \% \\ & \text { eF } \end{aligned}$ | ${ }^{28} 8$ | ${ }_{13 \%}{ }^{28}$ | 218\% | $\begin{aligned} & 28 \\ & 20 \% \\ & { }_{2} \mathrm{~m} \end{aligned}$ | 10\% | ${ }_{12}^{26}$ | 24\% | $\xrightarrow{23} 14 \%$ | 29\% | ${ }^{35} 13$ | 32\% | - | 15\% |
| Sigma | $\begin{aligned} & 476 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 54 | 288\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 471 | 185 | 286 | 188 | 151 | 75 | 57 | 158 | 195 | 118 | 251 | 67 | 124 | 138 | 150 | 183 | 252 | 206 | 40 | 250 |
| Weighted Base | 461 | $216 *$ | 245 | 130 | 145* | 109* | 77* | 153* | 213 | 95* | 144 | 75* | $215 *$ | $138{ }^{*}$ | 165* | $158{ }^{*}$ | 275 | 178 | $53^{* *}$ | 280 |
| Somewhat/A Great Deal (Net) | ${ }_{31}^{143}$ | $\begin{aligned} & 76 \% \end{aligned}$ | ${ }_{27}^{65}$ | 27\% | ${ }_{3}^{54 \%}$ | $32 \%$ | $\begin{aligned} & 21 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 57 \% \end{aligned}$ | ${ }_{27}^{27}$ | ${ }_{30}^{28}{ }^{2}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | 87 $41 \%$ KL | 54 $39 \%$ | ${ }^{58}{ }^{5} \%$ | 30 $19 \%$ | 93 $34 \%$ | ${ }_{26}^{47}$ | 25 48 | 100 36 |
| A great deal | 715\% | 189\% | 32\% | 16\% | 26 $18 \%$ | $\xrightarrow{22} \begin{gathered}24 \\ 9\end{gathered}$ | 5\% | 23 | 33 $15 \%$ | ${ }_{15}^{16 \%}$ | ${ }^{16}$ | ${ }_{10}{ }^{\text {\% }}$ | $\begin{aligned} & \begin{array}{l} 47 \\ 222 \% \\ \text { K1 } \end{array} \end{aligned}$ | $\begin{aligned} & 27 \\ & 20 \% \\ & \hline \end{aligned}$ | 31 $19 \%$ P | 13 $8 \%$ | $\begin{aligned} & 57 \\ & 21 \% \\ & \mathrm{R} \end{aligned}$ | 14\% | 17 ${ }^{17}$ | 17\% |
| Somewhat | $\begin{aligned} & 72 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | 19 $14 \%$ | ${ }_{20}^{20}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | 16 ${ }^{16}$ | 33\% | 24\% | 13 $14 \%$ | 21 | ${ }_{13}{ }^{9}$ | 19\% | 27\% | 27 17 | 17 $11 \%$ | 36\% | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | 17\% | $\begin{aligned} & 53 \\ & 19 \% \end{aligned}$ |
| Not Much/None (Net) | ${ }_{38 \%}^{177}$ | $\begin{gathered} 102 \\ 47 \% \\ C \end{gathered}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | 44\% | $\begin{aligned} & 48 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 51 \% \\ & \text { de } \end{aligned}$ | 29\% | 47\% | $\begin{aligned} & 95 \\ & 44 \% \\ & h \end{aligned}$ | $35 \%$ | $\begin{aligned} & 58 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 44 \% \end{aligned}$ | 74 $34 \%$ | 51\% | 659\% | 61 $39 \%$ | 104 ${ }^{104}$ | 70\% | 16 $31 \%$ | 106\% |
| Not much | 89\% | $\begin{aligned} & 65 \\ & 30 \% \\ & 30 \end{aligned}$ | 25\% | 259\% | ${ }_{19}^{19}$ | $\underset{\text { 26\% }}{\substack{28 \\ \text { e }}}$ | 172\% | 20\% | $\xrightarrow[\substack{51 \\ h \\ h}]{ }$ | ${ }_{18}^{19 \%}$ | 23 $16 \%$ | ${ }_{\text {22 }}^{2} \mathrm{k}$ | ${ }_{19}{ }^{19}$ | 21\% | 29\% | 31\% | 50\% | 22\% | 13 $24 \%$ | ${ }_{23}^{65}$ |
| None | $\begin{aligned} & 87 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | 18\% | 20\% | 27\% | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | 27\% | 24\% | 17\% 18 | ${ }_{24}^{35 \%}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | 32\% | ${ }_{16}^{22}$ | 32\% | 30\% | 54\% | 31\% | ${ }_{7 \%}^{4}$ | 14\% |
| I am not at all familiar with this company | $\begin{gathered} 142 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 105 \\ 43 \% \\ B \end{gathered}$ | $\begin{aligned} & 51 \\ & 39 \% \\ & \hline \end{aligned}$ | 439\% | 210\% | 27 $34 \%$ | 492\% | 619\% | $32 \%$ | 499\% | 25 $34 \%$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | 33 $24 \%$ | ${ }_{22}{ }^{2} \%$ | $\begin{aligned} & 67 \\ & 42 \% \\ & \mathrm{NO} \end{aligned}$ | 78\% | 61 $34 \%$ | 11 20 | 74. |
| Sigma | $\begin{aligned} & 461 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 165\% | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 530\% | 280\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 179 | 295 | 189 | 135 | 72 | 78 | 164 | 201 | 109 | 247 | 66 | 132 | 152 | 166 | 156 | 259 | 205 | 36 | 272 |
| Weighted Base | 468 | $212^{*}$ | 255 | 137 | 151* | 88* | 92* | $168{ }^{*}$ | 225 | $74^{*}$ | 140 | $73^{*}$ | 224* | 165* | $165 *$ | 138* | 271 | 185 | $44^{* *}$ | 290 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{aligned} & 177 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & \substack{51 \% \\ C} \end{aligned}$ | 279 | $\begin{aligned} & 51 \% \\ & 37 \% \end{aligned}$ | 46\% | ${ }_{26}^{26 \%}$ | $\begin{aligned} & 31 \\ & 33 \% \end{aligned}$ | 815 51/ 1. | 77 $34 \%$ | ${ }_{20}^{15}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | 288\% | $\begin{gathered} 110 \\ 49 \% \\ K \end{gathered}$ | 76 46 $P$ | 70 <br> 43 | 22\% | $\begin{gathered} 115 \\ 4{ }_{r}^{1} \% \\ \hline \end{gathered}$ | 39 ${ }^{2}$ | 31\% | 143 $49 \%$ |
| A great deal | $\begin{aligned} & 74 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & { }_{2}^{2} \% \end{aligned}$ | ${ }_{11 \%} 8$ | ${ }^{18} 13$ | 23 | 14 16 | 19\% | 35 | 31 $14 \%$ | 10\% | ${ }^{16}$ | 18 K | 40\% | ${ }^{36}$ 22\% | ${ }^{26}$ 16\% | 12\% | 42\% | 30 $16 \%$ | 10\% | 27 |
| Somewhat | ${ }_{22 \%}^{103}$ | $\begin{aligned} & { }^{629} \% \\ & \hline \mathrm{C} \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 30 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 46 \\ 20 \% \\ j \end{gathered}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 70 \\ 31 \% \\ \mathrm{KL} \end{array} \end{aligned}$ | $\begin{aligned} & 40 \\ & { }_{25 \%}^{\mathrm{p}} \end{aligned}$ | 27\% | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 27 \% \\ & \mathrm{R} \end{aligned}$ | 29 $16 \%$ | 20\% | 86\% |
| Not Much/None (Net) | $\begin{aligned} & 139 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 32 \% \end{aligned}$ | 25 34 | ${ }_{32}{ }^{4}$ | $\begin{aligned} & 14 \\ & \\ & \hline \end{aligned}$ | ${ }_{30}^{68}$ | ${ }^{48} 9$ | 23\% | 49\% | ${ }^{69} \%$ | 65\% | ${ }^{19} \%$ | 77 ${ }^{76 \%}$ |
| Not much | 19\% | 29\% | 19\% | 17\% | 20 $13 \%$ | ${ }_{6}^{6} \%$ | $7{ }_{8}^{7}$ | 21 12 | 23\% | 6\% | $\stackrel{15}{11 \%}$ | ${ }_{11 \%}$ | ${ }_{11 \%}^{25}$ | 16\% | 13\% | 20\% | 10\% | 19\% | $\stackrel{4}{9} \%$ | 14\% |
| None | $\begin{aligned} & 91 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | 11\% | $\begin{aligned} & \text { 296\% } \\ & \text { 29\%\% } \end{aligned}$ | $\begin{aligned} & 24 \\ & 26 \% \\ & \text { 26\% } \end{aligned}$ | 20\% | $\begin{gathered} 50 \\ \text { 22\% } \\ \text { 2\% } \end{gathered}$ | ${ }_{\text {2 }}^{2} \mathrm{H}$ | 29 ${ }_{2}^{1}$ | ${ }_{8}^{6}$ | 43\% | 32\% | 30\% | 29\% | 415\% | $\begin{aligned} & 45 \\ & { }^{25 \%} \end{aligned}$ | 10\% | 37 $13 \%$ |
| I am not at all familiar with this company | 152 ${ }_{3}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 115 \\ 45 \% \\ \hline B \end{gathered}$ | ${ }^{45}$ 3\% | ${ }_{30}^{45}$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | 30 33 | 42\% | 75\% | $\begin{aligned} & 34 \\ & 46 \% \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 58 \\ & { }^{51 \%} \\ & M \end{aligned}$ | $\begin{aligned} & 31 \\ & 42 \% \\ & 42 \% \end{aligned}$ | ${ }_{21}^{46}$ | $\begin{aligned} & 41 \\ & 25 \% \end{aligned}$ | 51\% | $\begin{aligned} & 59 \\ & { }_{4}^{43} \% \\ & \mathrm{~N} \end{aligned}$ | 87\% | ${ }_{3}^{62}$ | ${ }^{5} 11 \%$ | 70 $24 \%$ |
| Sigma | $\begin{aligned} & 468 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\stackrel{92}{100 \%}$ | $\begin{aligned} & 168 \% \\ & 100 \% \end{aligned}$ | 100\% | 700\% | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | 165 $100 \%$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 271 $100 \%$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 100\% | 290\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/L/M-N/O/P - Q/R-S/T


Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 180 | 284 | 204 | 131 | 62 | 67 | 162 | 197 | 105 | 255 | 61 | 124 | 133 | 172 | 159 | 241 | 210 | 42 | 244 |
| Weighted Base | 447 | $235 *$ | 212 | 152 | 115* | $90^{*}$ | 90* | 149* | $219 *$ | 78* | 133 | 77* | $219 *$ | 135* | 171* | 141* | 252 | 185* | $57^{* *}$ | 263 |
| Somewhat/A Great Deal (Net) | ${ }_{65 \%}^{290}$ | $\begin{aligned} & 153 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 136 \\ 64 \% \end{gathered}$ | $\stackrel{102}{67 \%}$ | $\begin{aligned} & 84 \\ & 74 \% \\ & 7 \end{aligned}$ | $\begin{aligned} & 47 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 112 \\ \\ \hline 15 \% \end{gathered}$ | 121 $55 \%$ | 72\% ${ }^{5}$ | $\begin{aligned} & 91 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 145 \\ 66 \% \end{gathered}$ | ${ }^{93}{ }_{69}$ | $\begin{gathered} 108 \\ 63 \% \end{gathered}$ | ${ }_{68}^{88}$ | $\underset{\substack{177 \\ R}}{\substack{170}}$ | $\begin{aligned} & 106 \\ & 57 \% \end{aligned}$ | 42\% | 164 $62 \%$ |
| A great deal | $\begin{gathered} 138 \\ 31 \% \end{gathered}$ | ${ }^{68}{ }^{29 \%}$ | 70 33 | 56\% | 36 $31 \%$ | 22\% | 23 $26 \%$ | 51\% | 57 | 30\% | 51 38 | 21\% | ${ }^{64}$ | 35\% | 488\% | ${ }_{39}^{59}$ | ${ }^{85}{ }^{2} \%$ | 49\% | ${ }_{21}^{12}$ | 74 $28 \%$ |
| Somewhat | $\begin{gathered} 152 \\ 34 \% \end{gathered}$ | ${ }_{36 \%}^{85}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 42 \% \end{aligned}$ | 25\% | $\begin{aligned} & 32 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 41 \% \end{aligned}$ | ${ }_{29 \%}^{65}$ | 27 34 | $\begin{aligned} & 40 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 87 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 44 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | 30 53 | 90\% |
| Not Much/None (Net) | $\begin{gathered} 125 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | 23\% | $\begin{aligned} & 32 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 811 \\ & 37 \% \\ & \mathrm{Hj} \end{aligned}$ | 17 | 27\% | $\begin{aligned} & 25 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | 27\% | 48\% | $\begin{aligned} & 40 \\ & 28 \% \end{aligned}$ | ${ }^{58}{ }^{23}$ | 64 $34 \%$ q | ${ }_{23}^{13}$ | 79\% |
| Not much | ${ }^{69}$ 15\% | 417\% | ${ }^{28} 13 \%$ | 18\% | ${ }^{16} 14 \%$ | 13 $14 \%$ | ${ }_{12}^{13}$ | ${ }_{12}^{18}$ | 42\% | ${ }_{11 \%}$ | ${ }^{11} \%$ | $12 \%$ | 17\% | 24\% | 27\% | $18 \%$ | 15\% | 30\% | 5\% | 19\% |
| None | $\begin{aligned} & 56 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | 12\% | ${ }_{6 \%}^{7}$ | $\begin{gathered} 19 \\ 21 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & { }_{21}^{18} \% \\ & { }_{21} \end{aligned}$ | ${ }_{5}^{8}$ | $\begin{aligned} & 39 \\ & 18 \% \\ & \mathbf{H}^{2} \end{aligned}$ | 11\% | ${ }^{12} 9$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | ${ }^{13} 9$ | 22\% | 22 $15 \%$ | ${ }^{20} 8$ | $\begin{aligned} & 34 \\ & 18 \% \\ & \text { Q } \end{aligned}$ | -73\% | 30\% |
| I am not at all familiar with this company | ${ }^{32} \%$ | 11 5 \% | 21 $10 \%$ | $\stackrel{10}{6 \%}$ | $7 \%$ | 11 $13 \%$ | ${ }_{5}^{4}$ | 11\% | ${ }_{8}^{16}$ | 5\% | $\begin{aligned} & \begin{array}{l} 15 \\ 11 \% \\ M \end{array} \\ & \hline \end{aligned}$ | 10\% | $8{ }^{8}$ | 5\% | 14 81 | 13\% | ${ }^{17} \%$ | 15 ${ }^{8}$ | ${ }_{4 \%}$ | 20\% |
| Sigma | 100\% | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 219 $100 \%$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | 219 $100 \%$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | 263\% |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { can }}{\text { Republi- }}
$$ \& Democrat \& Indepe-
ndent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 466 \& 179 \& 287 \& 199 \& 135 \& 72 \& 60 \& 166 \& 195 \& 105 \& 259 \& 62 \& 113 \& 130 \& 154 \& 182 \& 248 \& 200 \& 42 \& 251 <br>
\hline Weighted Base \& 463 \& 235 \& 228 \& 158 \& $116 *$ \& 113* \& $76 * *$ \& $162^{*}$ \& $212^{*}$ \& 89* \& 155 \& $68^{*}$ \& 216 * \& 124* \& 176* \& 163* \& 264 \& 186* \& $57^{* *}$ \& 297 <br>
\hline Somewhat/A Great Deal (Net) \& $$
\begin{gathered}
189 \\
41 \%
\end{gathered}
$$ \& $$
\begin{gathered}
125 \\
53 \% \\
C
\end{gathered}
$$ \& $$
\begin{aligned}
& 64 \% \\
& 28 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 75 \\
& 47 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 49 \\
& 42 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 41 \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 31 \%
\end{aligned}
$$ \& 81\% \& $$
\begin{aligned}
& 72 \\
& 34 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 33 \\
& 37 \%
\end{aligned}
$$ \& $$
{ }_{36}^{55}
$$ \& $$
{ }_{23}^{16}
$$ \& $$
\begin{aligned}
& 109 \\
& 50 \% \\
& \text { KL }
\end{aligned}
$$ \& $$
\begin{aligned}
& 67 \\
& 54 \% \\
& \text { Op }
\end{aligned}
$$ \& 55 ${ }^{5}$ \& $$
\begin{aligned}
& 66 \\
& 40 \%
\end{aligned}
$$ \& ${ }^{104} 39 \%$ \& 78
$42 \%$ \& 33
$57 \%$ \& 133
$45 \%$ <br>
\hline A great deal \& $$
\begin{aligned}
& 84 \% \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 57 \\
& 24 \% \\
& C
\end{aligned}
$$ \& 27 $12 \%$ \& 31
$19 \%$ \& 14 \& ${ }_{21}^{24}$ \& 14
$19 \%$ \& 50
$31 \%$

1. \& 22 $11 \%$ \& 12 \& 30

$19 \%$

L \& $\stackrel{3}{5 \%}$ \& $$
\begin{aligned}
& \text { 439 } \\
& \text { 23\% }
\end{aligned}
$$ \& 36

$29 \%$ \& ${ }^{16} 9$ \& $$
\begin{aligned}
& 32 \\
& 19 \% \\
& 0
\end{aligned}
$$ \& ${ }^{46}$ \& 34\% \& ${ }^{18} \%$ \& 50\% <br>

\hline Somewhat \& $$
{ }_{23 \%}^{105}
$$ \& \[

$$
\begin{gathered}
68 \\
298 \\
\hline 6
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 16 \%
\end{aligned}
$$

\] \& 28\% ${ }_{\text {4 }}$ \& 35 ${ }^{3} \mathrm{f}$ \& \[

$$
\begin{aligned}
& 17 \\
& 15 \%
\end{aligned}
$$
\] \& $\stackrel{9}{12 \%}$ \& 33

$21 \%$ \& 50\% \& ${ }_{22}^{24}$ \& ${ }^{25}$ \& 13

$19 \%$ \& $$
\begin{aligned}
& 60 \\
& 28 \% \\
& k
\end{aligned}
$$ \& 31 25 \& 40 23 \& 34\% \& 57 \& 44\% \& ${ }^{15} 26$ \& 83\% <br>

\hline Not Much/None (Net) \& $$
\begin{gathered}
174 \\
38 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 80 \\
& 34 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 94 \\
& 41 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 47 \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 41 \\
& 35 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 45 \\
& 40 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 53 \%
\end{aligned}
$$

\] \& 48\% \& $87 \%$ \& \[

$$
\begin{aligned}
& 38 \\
& 43 \%
\end{aligned}
$$

\] \& 54\% \& \[

$$
\begin{aligned}
& 42 \\
& \text { K2 } \\
& \text { KM }
\end{aligned}
$$
\] \& 70 3 \% \& 42 34 \& 72 \& 60\% \& ${ }^{106} 40 \%$ \& 65 ${ }^{65}$ \& 182\% \& ${ }^{102}$ <br>

\hline Not much \& 64
$14 \%$ \& 33
$14 \%$ \& 31
$13 \%$ \& 30
19\%
e \& $12 \%$ \& 159 \& ${ }_{6}^{6}$ \& 21 $13 \%$ \& 32 \& 10\% \& ${ }_{12}^{19}$ \& 10\% \& 35\% \& 15\% \& 24
$14 \%$ \& 24\% \& 14\% \& 25 ${ }^{13}$ \& 15\% \& ${ }_{16}{ }^{2}$ <br>

\hline None \& $$
\begin{gathered}
110 \\
24 \%
\end{gathered}
$$ \& \[

{ }_{20}^{47}

\] \& \[

{ }_{28}^{63}

\] \& \[

$$
\begin{aligned}
& 17 \% \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 25 \% \\
& 25
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 26 \% \\
& \text { D }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 34 \\
& 45 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 27 \\
& 17 \%
\end{aligned}
$$

\] \& 54\% \& ${ }_{32}^{29}{ }^{2}$ \& 23\% \& \[

$$
\begin{gathered}
32 \\
\text { KM } \\
\text { KM }
\end{gathered}
$$

\] \& 36\% \& 26 ${ }^{26}$ \& 48\% \& 36\% \& \[

{ }^{668}
\] \& 40\% \& 10\% \& 53

$18 \%$ <br>

\hline I am not at all familiar with this company \& 101 $22 \%$ \& \[
$$
\begin{aligned}
& 30 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
70 \\
31 \% \\
31 \%
\end{gathered}
$$

\] \& 23\% \& 22\% \& \[

$$
\begin{aligned}
& 27 \\
& 24 \%
\end{aligned}
$$

\] \& $12 \%$ \& \[

$$
\begin{aligned}
& 31 \\
& 19 \%
\end{aligned}
$$

\] \& 53 \& 17\% \& \[

$$
\begin{aligned}
& \begin{array}{l}
46 \\
30 \% \\
\text { IM }
\end{array}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 10 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 15 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& { }^{48} 9 \\
& \text { N }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
37 \\
\text { 23\% } \\
\mathrm{n}
\end{gathered}
$$
\] \& 55 ${ }^{21 \%}$ \& ${ }^{43} 2$ \& ${ }_{11 \%}$ \& ${ }^{62}$ 21\% <br>

\hline Sigma \& $$
\begin{aligned}
& 463 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 235 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 228 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 158 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 116 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 113 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
76 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 162 \\
& 100 \%
\end{aligned}
$$

\] \& 212\% \& \[

$$
\begin{gathered}
89 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 155 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
68 \\
100 \%
\end{gathered}
$$
\] \& 216

$100 \%$ \& 124
$100 \%$ \& 176

$100 \%$ \& \[
$$
\begin{aligned}
& 163 \\
& 100 \%
\end{aligned}
$$

\] \& 264 $100 \%$ \& \[

$$
\begin{aligned}
& 186 \\
& 100 \%
\end{aligned}
$$
\] \& 577\% \& ${ }_{100 \%}$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 476 | 190 | 286 | 210 | 132 | 79 | 55 | 177 | 188 | 111 | 255 | 73 | 113 | 131 | 157 | 188 | 236 | 221 | 41 | 254 |
| Weighted Base | 490 | 232* | 258 | 140 | 136* | $132^{*}$ | $83^{* *}$ | $167 *$ | $216 *$ | 107* | 158 | 96* | $210 *$ | 115* | 174* | 201* | 273 | 203 | 49** | 294 |
| Somewhat/A Great Deal (Net) | ${ }^{187}$ 38\% | $\begin{gathered} 109 \\ 47 \% \\ C \end{gathered}$ | 780\% | 614\% | 52\% | 44\% | 29 ${ }^{29} \%$ | $\begin{aligned} & 82 \\ & 49 \% \\ & \text { iiJ } \end{aligned}$ | 76 35 | 28\% ${ }^{26}$ | 22\% | ${ }^{28}{ }^{29 \%}$ | $\begin{aligned} & 118 \\ & 56 \% \\ & \text { KL } \end{aligned}$ | $47 \%$ | $71 \%$ | 69 ${ }^{69}$ | $\begin{gathered} 124 \\ 45 \% \\ \mathrm{R} \end{gathered}$ | 58\% | 30 $61 \%$ | 149 $51 \%$ |
| A great deal | $\begin{aligned} & 81 \\ & 16 \% \end{aligned}$ | 47\% | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 182 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | ${ }^{14}{ }_{9 \%}$ | ${ }_{9}^{9}$ | $\begin{aligned} & 55 \\ & { }_{2}^{26} \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | 40 23\% p | $\begin{aligned} & \text { 25 } \\ & 13 \% \end{aligned}$ | 20\% | 23 $12 \%$ | 18\% | ${ }_{21}^{61 \%}$ |
| Somewhat | ${ }^{106} 22 \%$ | $\underset{\mathrm{C}}{62} \mathrm{e}$ | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 26 \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | 27\% | $\begin{aligned} & 11 \% \\ & 13 \% \end{aligned}$ | ${ }_{26}^{43}$ | ${ }_{19}^{42}$ | 21 20 | 21 $13 \%$ | 19\% | $\begin{aligned} & 63 \\ & 30 \% \\ & K \end{aligned}$ | 31 $27 \%$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | 24\% | 69\% | 17\% | 125\% | 88\% |
| Not Much/None (Net) | ${ }^{186}$ 38\% | 89\% | 97\% | 38\% | 485\% | $\begin{gathered} 58 \\ 44 \% \\ \hline \end{gathered}$ | 42\% | 29\% | 84\% | 53 ${ }^{50}$ | 61 38 | ${ }^{48}{ }^{49} \%$ | 69\% | 39 $34 \%$ | 70 | 789\% | 89\% | 94\% | 17 $35 \%$ | ${ }_{32} 9$ |
| Not much | ${ }^{65} 13 \%$ | 31 $13 \%$ | 34\% | 20\% | 15 | 21 $16 \%$ | ${ }_{9}^{8} \%$ | 24\% | 30 $14 \%$ | 110\% | 21 $13 \%$ | 17\% | 24\% | ${ }_{6}^{6} \%$ | $\begin{aligned} & 34 \\ & \begin{array}{l} 19 \% \\ \text { N } \end{array} \end{aligned}$ | 24\% | ${ }^{28} 10$ | 17\% | $\stackrel{7}{14 \%}$ | ${ }_{11 \%}^{33}$ |
| None | ${ }^{122} 2{ }^{2} \%$ | 58\% | 64\% | 17 ${ }^{12 \%}$ | $\begin{aligned} & 33 \\ & 24 \% \\ & { }_{D} \end{aligned}$ | $\begin{aligned} & 37 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | 35 ${ }^{42}$ | 25 | $\begin{aligned} & 54 \\ & \text { 25\% } \\ & \text { he } \end{aligned}$ | 42 $40 \%$ Hi | 40\% | 31 32\% | 21\% | 32\% | ${ }^{31 \%}$ | 54\% | 61 $22 \%$ | 58\% | 10\% | 60\% |
| I am not at all familiar with this company | ${ }_{117}^{14 \%}$ | 34\% | $\begin{gathered} 83 \\ 32 \% \\ B \end{gathered}$ | 419\% | 36\% | 22\% | 114\% | 32\% | 55\% | 26\% | $\begin{aligned} & 62 \\ & \text { 69\% } \\ & \hline \text { LM } \end{aligned}$ | $\stackrel{21}{22 \%}$ | 24\% | 30\% | 19\% | 54\% | 612\% | 52\% | $\stackrel{2}{4 \%}$ | 18\% |
| Sigma | $\begin{aligned} & 490 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 273 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | 294\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 467 | 170 | 297 | 190 | 143 | 68 | 66 | 155 | 183 | 129 | 253 | 67 | 122 | 144 | 154 | 169 | 234 | 218 | 38 | 250 |
| Weighted Base | 476 | $218{ }^{*}$ | 258 | 134* | 141* | $100^{*}$ | $100^{*}$ | 164* | 209* | 103* | 146 | $84 *$ | $214 *$ | 152* | 158* | 166* | 253 | 205 | $56 * *$ | 290 |
| Somewhat/A Great Deal (Net) | ${ }_{44 \%}^{208}$ | $\begin{gathered} 120 \\ 55 \% \\ C \end{gathered}$ | ${ }_{34 \%}^{88}$ | $\begin{gathered} 63 \\ 47 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 75 \\ & 53 \% \\ & G \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 41 \% \end{aligned}$ | 299\% | $\stackrel{84}{51 \%}$ | 798\% | 45 | $\begin{aligned} & 58 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 110 \\ 51 \% \\ k \end{gathered}$ | $\begin{aligned} & 84 \\ & 56 \% \\ & \text { OP } \end{aligned}$ | 61 $38 \%$ | 63 38 | $\begin{gathered} 130 \\ \stackrel{52 \%}{R} \end{gathered}$ | 77\% | 32 $57 \%$ | 138\% |
| A great deal | 103 | $\begin{aligned} & 69 \\ & 32 \% \\ & C \end{aligned}$ | 35 ${ }^{3} \mathrm{~F}$ | 22\% | 31\% | 21\% | 22\% | 42\% | 40\% | 21\% | 25\% | 18\% | $\begin{aligned} & 59 \\ & 27 \% \\ & k \end{aligned}$ | $\begin{aligned} & 48 \\ & 32 \% \\ & \hline 0 \mathrm{p} \end{aligned}$ | 27 $17 \%$ | 29\% | $\begin{aligned} & 71 \\ & 28 \% \\ & \mathrm{R} \end{aligned}$ | 32 $15 \%$ | 168\% | 72\% |
| Somewhat | ${ }_{22 \%}^{105}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 44 \\ & 31 \% \\ & \mathrm{G} \end{aligned}$ | 20\% | ${ }_{7 \%}$ | $\begin{aligned} & 42 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | 23 23 | 33 $22 \%$ | 159\% | 51 24 | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | 33 $21 \%$ | 21\% | $\begin{aligned} & 60 \\ & 24 \% \end{aligned}$ | ${ }^{45} 2$ | ${ }^{16} 9$ | 23\% |
| Not Much/None (Net) | ${ }_{42 \%}^{198}$ | 28\% | $\begin{gathered} 138 \\ 53 \% \\ B \end{gathered}$ | $\begin{aligned} & 48 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 53 \% \\ & d \end{aligned}$ | 45 | $\begin{aligned} & 51 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & \begin{array}{c} 52 \% \\ \mathrm{Hj} \end{array} \end{aligned}$ | 39 | 60 $41 \%$ | 42\% | 80\% | ${ }_{32}{ }^{2}$ | $\begin{aligned} & 76 \\ & 48 \% \\ & \mathrm{~N}^{2} \end{aligned}$ | 74 44 | ${ }^{98}{ }^{2} \%$ | 94\% | 17 30 | ${ }_{38}^{109}$ |
| Not much | 86\% | 34\% | 52\% | ${ }^{26} 19 \%$ | 22\% | 22\% | 15\% | 24\% | $\stackrel{47}{22 \%}$ | 15\% | ${ }^{28} 9$ | 19\% | 38 18 | $19 \%$ | - ${ }_{\text {236\% }}^{\substack{\text { n }}}$ | 31 $19 \%$ | 45\% | 40\% | 15\% | 57 |
| None | ${ }_{24 \%}^{112}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 86 \\ 33 \% \\ { }_{B}^{8} \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | $\begin{aligned} & 31 \\ & 30 \% \\ & d \end{aligned}$ | 30\% | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 61 \\ 29 \% \\ \text { 29\% } \end{gathered}$ | 23 $23 \%$ | 32 ${ }^{3}$ | 26\% | ${ }_{20}^{40}$ | 30\% | 40\% | 43\% | ${ }^{53}$ 21\% | 54\% | 15\% | 52\% |
| I am not at all familiar with this company | $\begin{aligned} & 70 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | 32\% | $\begin{aligned} & 23 \\ & 17 \% \\ & f \end{aligned}$ | 11\% | $6 \%$ | $\begin{aligned} & 26 \\ & \begin{array}{c} 26 \% \\ \text { EF } \end{array} \end{aligned}$ | 29 $17 \%$ | 22 $11 \%$ | 19\% | $\begin{aligned} & 29 \\ & 20 \% \\ & \mathrm{~m} \end{aligned}$ | 10\% | 24\% | 19\% | $\stackrel{22}{14 \%}$ | 29\% | 25 ${ }^{10}$ | 34\% | -72\% | 43 15 |
| Sigma | $\begin{aligned} & 476 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 209\% | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 84\% | 214\% | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 253 $100 \%$ | 205\% | 100\% | 290\% |

Proportions/Means: Columns Tested (55\%, $10 \%$ risk level) - B/C - D/E/F/G-H/I/J-K/LIM - N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Wave } 13 \\
& (50120 \\
& 5 / 22)
\end{aligned}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 468 \& 188 \& 280 \& 205 \& 133 \& 67 \& 63 \& 146 \& 223 \& 99 \& 273 \& 48 \& 123 \& 141 \& 158 \& 169 \& 235 \& 214 \& 42 \& 256 <br>
\hline Weighted Base \& 469 \& $225 *$ \& 245 \& 147 \& 123* \& 93* \& 108* \& $145 *$ \& 233 \& 92* \& 158 \& $52^{*}$ \& 232* \& 154* \& $167^{*}$ \& $148^{*}$ \& 269 \& 180* \& $63^{* *}$ \& 286 <br>
\hline Somewhat/A Great Deal (Net) \& $$
{ }_{32 \%}^{153}
$$ \& $$
\begin{gathered}
100 \\
44 \% \\
C
\end{gathered}
$$ \& $$
{ }_{23}^{52 \%}
$$ \& $$
\begin{aligned}
& 51 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 50 \\
& 40 \% \\
& \mathrm{~g}
\end{aligned}
$$ \& $$
\begin{gathered}
29 \\
31 \%
\end{gathered}
$$ \& $$
24 \%
$$ \& $$
\begin{aligned}
& 70 \\
& 49 \% \\
& 13
\end{aligned}
$$ \& 59\% \& 23\% \& 45 \& $$
\begin{aligned}
& 14 \% \\
& 27
\end{aligned}
$$ \& 90\% \& $$
\begin{aligned}
& 54 \\
& 35 \% \\
& 35 \%
\end{aligned}
$$ \& 76
$45 \%$ \& $$
\begin{aligned}
& 23 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{gathered}
102 \\
\underset{R}{88 \%}
\end{gathered}
$$ \& $$
\begin{aligned}
& 43 \\
& 24 \%
\end{aligned}
$$ \& 43\% \& 122 ${ }^{43 \%}$ <br>
\hline A great deal \& ${ }^{75} 16$ \& $$
\begin{aligned}
& 47 \\
& 21 \% \\
& C_{6} \%
\end{aligned}
$$ \& ${ }^{28} 11 \%$ \& $$
\begin{aligned}
& 26 \\
& 18 \% \\
& \text { G }
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 19 \% \\
& \text { G }
\end{aligned}
$$ \& $$
\begin{aligned}
& 22 \\
& 23 \% \\
& \hline \mathrm{G}
\end{aligned}
$$ \& 5\% \& 35
24
ij \& 31
$13 \%$ \& 10\% \& ${ }_{11}^{17}$ \& ${ }_{12}^{6}$ \& $$
\begin{aligned}
& 51 \\
& { }_{2}^{22 \%} \\
& \text { K }
\end{aligned}
$$ \& 25

16\% \& 263\% \& $\stackrel{7}{5 \%}$ \& 51
$19 \%$ \& 20 $11 \%$ \& 19\% \& 22\% <br>

\hline Somewhat \& $$
\begin{aligned}
& 77 \\
& 16 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 52 \\
& 23 \% \\
& { }^{23} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 10 \%
\end{aligned}
$$

\] \& 25\% \& 22\% ${ }_{\text {¢ }}$ \& \[

$$
\begin{aligned}
& 7 \\
& 8 \%
\end{aligned}
$$
\] \& $19 \%$ \& 35

24

1 \& ${ }_{128}^{12 \%}$ \& 14\% \& \[
$$
\begin{aligned}
& 27 \\
& 17 \%
\end{aligned}
$$

\] \& 15\% \& \[

$$
\begin{aligned}
& 39 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \% \\
& 19 \%
\end{aligned}
$$
\] \& 15

$10 \%$ \& $$
\begin{aligned}
& 50 \\
& 19 \%
\end{aligned}
$$ \& 23 $13 \%$ \& 24 38 \& 20\% <br>

\hline Not Much/None (Net) \& $$
\begin{gathered}
142 \\
30 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 57 \\
& 25 \%
\end{aligned}
$$

\] \& 855\% \& \[

{ }_{33}^{49}

\] \& \[

$$
\begin{aligned}
& 33 \\
& 27 \%
\end{aligned}
$$

\] \& 266 \& \[

$$
\begin{aligned}
& 344 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 26 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 88 \\
& 38 \% \\
& H
\end{aligned}
$$

\] \& ${ }^{28}{ }^{2} \%$ \& \[

40 20

\] \& ${ }_{35 \%}^{18}$ \& \[

$$
\begin{aligned}
& 81 \\
& 35 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 34 \%
\end{aligned}
$$

\] \& 23\% \& \[

$$
\begin{gathered}
52 \\
35 \% \\
0
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 79 \%
\end{aligned}
$$
\] \& 58\% \& 14 23 \& 80\% <br>

\hline Not much \& 53

$11 \%$ \& 27 ${ }_{12 \%}$ \& 25 \& $$
\begin{gathered}
\begin{array}{c}
31 \\
\text { 21\% } \\
\text { eFG }
\end{array}
\end{gathered}
$$ \& 13

$11 \%$ \& 3\% \& ${ }_{5}^{6}$ \& 17 ${ }^{12}$ \& 32
$14 \%$ \& 5\% \& ${ }^{14} 9$ \& 10
$19 \%$
k \& ${ }^{28} 12$ \& 22 $14 \%$ \& ${ }^{16} 9$ \& 15 \& 30
$11 \%$ \& 22 ${ }^{2}$ \& $4 \%$ \& 41
$15 \%$ <br>

\hline None \& $$
\begin{aligned}
& 90 \\
& 19 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 30 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
60 \\
25 \% \\
25 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 18 \\
& { }_{2} 2 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 20 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 25 \% \\
& 25
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 26 \% \\
& \text { 26 }
\end{aligned}
$$

\] \& 10\% \& \[

$$
\begin{aligned}
& 57 \\
& { }^{24} \% \\
& \hline
\end{aligned}
$$

\] \& ${ }_{24}^{24}{ }^{26}$ \& \[

$$
\begin{aligned}
& 26 \\
& 16 \%
\end{aligned}
$$
\] \& 17\% \& 53 ${ }^{23}$ \& 31

$20 \%$ \& 23

$13 \%$ \& $$
\begin{gathered}
36 \\
25 \% \\
\hline
\end{gathered}
$$ \& ${ }^{48} 8$ \& 20\% \& 10\% \& ${ }^{38} 13$ <br>

\hline I am not at all familiar with this company \& $$
{ }_{37 \%}^{175}
$$ \& 69\% \& \[

$$
\begin{gathered}
106 \\
43 \% \\
B
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 47 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \% \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 38 \\
& 41 \%
\end{aligned}
$$

\] \& 50\% \& \[

{ }_{33}^{48}

\] \& 86\% \& 41 \& \[

$$
\begin{aligned}
& 73 \\
& 47 \% \\
& M
\end{aligned}
$$

\] \& 20 38 \& \[

{ }_{26 \%}^{60}

\] \& ${ }_{31}^{48}$ \& 34\% \& \[

$$
\begin{aligned}
& 73 \\
& 50 \% \\
& \text { NO }
\end{aligned}
$$
\] \& 89\% \& 79

$44 \%$ \& 5\% \& 849\% <br>

\hline Sigma \& $$
\begin{aligned}
& 469 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 225 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 245 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 147 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 123 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
93 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 108 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 145 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 233 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
92 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 158 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
52 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 232 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 154 \% \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 167 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 148 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 269 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 180 \\
& 100 \%
\end{aligned}
$$
\] \& ${ }^{63} 100 \%$ \& 286\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/


Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 473 | 175 | 298 | 199 | 138 | 77 | 59 | 164 | 192 | 117 | 248 | 66 | 127 | 142 | 160 | 171 | 253 | 205 | 47 | 251 |
| Weighted Base | 468 | 252 | 216 | 155 | $127 *$ | 111* | 75** | 166* | 185* | 117* | 140 | 71* | 234* | $140 *$ | $170 *$ | 157* | 265 | 190* | $62^{* *}$ | 285 |
| Somewhat/A Great Deal (Net) | ${ }_{38}^{178}$ | $\begin{gathered} 124 \\ 499 \\ \hline \end{gathered}$ | 55\% | 71 $46 \%$ | ${ }^{52}$ 41\% | 33 ${ }^{3}$ | 23 $30 \%$ | $\begin{aligned} & 93 \\ & 56 \% \\ & 15 \end{aligned}$ | 39\% | 26\% | 49 35 | 23 3 \% | 104 $45 \%$ | ${ }_{\text {4 }}^{47} \times$ | 67 $39 \%$ | 46\% | 109 $41 \%$ | ${ }^{64} 4{ }^{4}$ | 40\% | 127 $45 \%$ |
| A great deal | $\begin{aligned} & 99 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 69 \\ { }_{27} \% \\ \hline \end{gathered}$ | $\begin{aligned} & \text { 14\% } \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 22 \% \end{aligned}$ | ${ }_{23}^{36 \%}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 33 \% \\ & 13 \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 57 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 28 \% \\ & 28 \% \end{aligned}$ | ${ }^{35}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 23 \% \end{aligned}$ | 34\% | 20 32 | 72\% |
| Somewhat | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & { }_{22}^{2} \% \\ & C \end{aligned}$ | 25 ${ }^{2}$ | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & { }_{15}^{18} \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | ${ }_{9 \%}^{7}$ | $\begin{aligned} & 38 \\ & 23 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 9\% | 24\% | ${ }^{8} 11 \%$ | 27\% | ${ }_{18 \%}^{26}$ | 31 $18 \%$ | 23 $14 \%$ | ${ }_{18}^{48}$ | 31 $16 \%$ | 20 $31 \%$ | 55\% |
| Not Much/None (Net) | ${ }_{3}^{148}$ | 87\% | 618\% | 32\% | $\begin{aligned} & 46 \\ & 36 \% \\ & \text { B } \end{aligned}$ | 47 $43 \%$ D | 24 32 | 34\% | ${ }^{58}{ }^{31 \%}$ | 57 $48 \%$ $H 1$ | 37 $26 \%$ | 280\% | 78\% | $44 \%$ | 43 | $\begin{gathered} 62 \\ 39 \% \\ \hline \end{gathered}$ | ${ }_{3}^{86}$ | 60\% | ${ }^{18} 8$ | 87\% |
| Not much | ${ }^{60} 13 \%$ | 39 16 | 21 $10 \%$ | 15 | ${ }_{14}^{18}$ | 17 | 10\% | $16 \%$ | 29\% | 14\% | 9\% | $\begin{aligned} & 16 \\ & { }_{23}^{23 \%} \end{aligned}$ | $\begin{gathered} 34 \\ \begin{array}{l} 34 \% \\ k \end{array} \end{gathered}$ | ${ }_{13}^{18}$ | 20\% | 22\% | 416\% | 19\% | 15\% | 100 |
| None | ${ }^{88}{ }^{8} \%$ | ${ }_{19}^{48}$ | 419\% | 17 $11 \%$ | 27 $21 \%$ D | $\begin{aligned} & 30 \\ & \text { 27\% } \\ & \hline \end{aligned}$ | ${ }^{15} 9$ | ${ }_{11}^{18}$ | ${ }^{28} 9$ | $\begin{aligned} & 42 \\ & 36 \% \\ & H^{2} \end{aligned}$ | ${ }^{28} 8$ | 12 17\% | ${ }_{19}^{44}$ | 26\% | ${ }^{23} 13 \%$ | $\begin{aligned} & 40 \\ & 25 \% \\ & 0 \end{aligned}$ | 45\% | 422\% | ${ }_{13}^{8}$ | 476\% |
| I am not at all familiar with this company | 141 $30 \%$ | 41 16 | $\begin{gathered} 99 \\ 46 \% \\ 4 \end{gathered}$ | 52\% | 330 | 30\% | ${ }^{28} 8{ }^{2}$ | 339 | $\begin{gathered} 68 \\ 37 \% \\ \mathbf{H}^{6} \end{gathered}$ | 39\% | $\begin{aligned} & 54 \\ & 39 \% \\ & M \end{aligned}$ | 20\% | 22\% | 31 22 | 61 $36 \%$ $n$ | 49\% | 70 $26 \%$ | 654\% | 5\% | 71 $25 \%$ |
| Sigma | $\begin{aligned} & 468 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 180 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 265 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\stackrel{62}{100 \%}$ | 285\% |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 459 | 174 | 285 | 183 | 126 | 87 | 63 | 153 | 179 | 127 | 262 | 60 | 111 | 159 | 143 | 157 | 263 | 184 | 51 | 250 |
| Weighted Base | 439 | 211* | 227 | 130 | 123* | 116* | 69** | 155* | $178 *$ | 105* | 158 | 59* | 197* | 158* | 139* | 141* | 268 | $162^{*}$ | 68* | 271 |
| Somewhat/A Great Deal (Net) | $\begin{aligned} & 153 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 42 \% \\ & 42 \\ & \hline \end{aligned}$ | 28\% | $\begin{aligned} & 50 \\ & 39 \% \% \\ & { }^{5} \end{aligned}$ | $\begin{aligned} & 57 \\ & 47 \% \\ & \frac{57}{} \% \end{aligned}$ | ${ }_{26}^{26}$ | 19\% | $\begin{aligned} & 73 \\ & 47 \% \\ & \text { IJ } \end{aligned}$ | $\begin{aligned} & 54 \\ & 31 \% \end{aligned}$ | 25\% | $\begin{aligned} & 47 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 30 \% \end{aligned}$ | 864\% | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 33 \% \end{aligned}$ | $\underset{r}{105}$ | 24\% | $\stackrel{41}{61 \%}$ | 128 $47 \%$ |
| A great deal | $\begin{aligned} & 56 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & { }^{19 \%} \mathrm{C} \end{aligned}$ | 16\% | $\begin{aligned} & 20 \\ & { }^{16 \%} \\ & \hline \end{aligned}$ | $\stackrel{26}{21 \%}$ | 5 | 5 | $\begin{aligned} & 34 \\ & 22 \% \\ & { }_{2} 15 \end{aligned}$ | $\stackrel{16}{9 \%}$ | ${ }_{6 \%}$ | 15 | ${ }_{1}^{7} \%$ | 17\% | ${ }^{21} 13 \%$ | 22 16 | 13\% | 39 15 | ${ }^{16} 10 \%$ | 20 ${ }_{\text {30, }}^{\text {t }}$ | ${ }_{18}{ }^{4} \%$ |
| Somewhat | ${ }_{22}^{96}$ | ${ }_{23}^{48}$ | $\begin{aligned} & 49 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 322 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 25 \% \end{aligned}$ | 32\% | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | 320\% | $\begin{aligned} & 11 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | ${ }^{36 \%}$ | 33\% | ${ }^{656}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | 21\% | 79\% |
| Not Much/None (Net) | ${ }^{198}$ | $\begin{aligned} & 91 \\ & 43 \% \end{aligned}$ | $\stackrel{106}{47 \%}$ | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 64 \% \\ & \text { DE } \end{aligned}$ | 56\% | $\begin{aligned} & 60 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 48 \% \end{aligned}$ | 51, | $\begin{aligned} & 76 \\ & 48 \% \\ & \end{aligned}$ | $\begin{aligned} & 35 \\ & 60 \% \\ & M \end{aligned}$ | $\begin{aligned} & 78 \\ & 40 \% \end{aligned}$ | 80\% | ${ }_{39}^{59}$ | $\begin{aligned} & 63 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 130 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 41 \% \end{aligned}$ | 22\% | ${ }^{106} 39 \%$ |
| Not much | 19\% | 493\% | 35\% | 20\% | 20\% | 31 26 | 14\% | 29\% | 35\% | 20\% | 23 $15 \%$ | $\begin{aligned} & 16 \\ & 28 \% \\ & k \end{aligned}$ | 24\% | 35\% | 23\% | 22\% | 23\% | 22 ${ }_{13}$ | 17\% | 50 $19 \%$ |
| None | $\begin{gathered} 114 \\ 26 \% \end{gathered}$ | 20\% | $\begin{gathered} 71 \\ 31 \% \\ \text { b1\% } \end{gathered}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 44 \\ 37 \% \\ \mathrm{Be} \end{array} \end{aligned}$ | $\begin{aligned} & 23 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | 51\% | $\text { 31\% } 29$ | $\begin{aligned} & 53 \\ & 33 \% \\ & M \end{aligned}$ | $\begin{aligned} & 19 \\ & 32 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{46 \%}$ | 31 | $\begin{aligned} & 42 \% \end{aligned}$ | 25\% | 44\% | ${ }_{7}{ }^{\text {\% }}$ | 55 ${ }_{\text {20\% }}$ |
| I am not at all familiar with this company | 20\% | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 57 \\ 25 \% \\ \hline \text { b } \end{gathered}$ | $\begin{aligned} & 39 \\ & 30 \% \\ & \text { EF } \end{aligned}$ | 20\% | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | 20\% | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \end{aligned}$ | $\stackrel{29}{27 \%}$ | $\begin{aligned} & 35 \\ & 22 \% \\ & 1 \end{aligned}$ | ${ }_{9}^{6}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | ${ }^{27}$ 19\% | 312\% | $\begin{aligned} & 33 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 32 \% \\ & \mathbf{Q} \end{aligned}$ | 5\% | 37 $14 \%$ |
| Sigma | $\begin{aligned} & 439 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | ${ }^{178} 100$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 158 $100 \%$ | 139 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | ${ }^{2680}{ }^{100 \%}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 108\% | 271 $100 \%$ |

Proportions/Means: Columns Tested (55\%, $10 \%$ risk level) - B/C - D/E/F/G-H/I/J-K/LIM - N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 164 | 304 | 174 | 147 | 80 | 67 | 167 | 194 | 107 | 241 | 74 | 125 | 142 | 171 | 155 | 248 | 207 | 39 | 248 |
| Weighted Base | 483 | $223 *$ | 261 | $143 *$ | 117* | 123* | $100^{*}$ | $163 *$ | $223 *$ | 97* | 145 | 76* | 229* | $142^{*}$ | 200* | 142* | 279 | 191* | $57^{* *}$ | 267 |
| Somewhat/A Great Deal (Net) | ${ }_{32 \%}^{154}$ | $\begin{aligned} & 95 \\ & 43 \% \\ & 43 \end{aligned}$ | ${ }_{23}^{60}$ | $\begin{aligned} & 57 \\ & \text { 40\% } \\ & F G \end{aligned}$ | $\begin{aligned} & 54 \\ & 546 \\ & \text { FG } \end{aligned}$ | 25 20\% | $\begin{aligned} & 18 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 83 \\ & 51 \% \\ & { }^{1 / 5} \end{aligned}$ | $\begin{aligned} & 61 \\ & 27 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 23 \% \end{aligned}$ | 12\% | $\begin{gathered} 107 \\ 47 \% \\ \text { KL } \end{gathered}$ | 45 ${ }^{4}$ | 71 36 | 38\% | ${ }^{103} 3$ | 51 27 | 45 80 | 111 $41 \%$ |
| A great deal | $\begin{aligned} & 79 \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 47 \\ 21 \% \\ c \end{gathered}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 300 \\ & 21 \% \\ & \mathrm{fg} \end{aligned}$ | $\begin{gathered} 29 \\ 25 \% \\ \text { FG } \end{gathered}$ | ${ }^{11} 9$ | 8 | $\begin{aligned} & 51 \\ & 32 \% \\ & 15 \end{aligned}$ | 23 $10 \%$ | $5{ }_{5}$ | 14 10 1 1 | ${ }_{2 \%}$ | $\begin{aligned} & 63 \\ & { }_{28}^{68 \%} \end{aligned}$ | ${ }^{23} 16 \%$ | ${ }_{\text {21 }}{ }_{\text {P }}$ | ${ }^{13} 9$ | $\begin{aligned} & 57 \\ & 20 \% \\ & r \end{aligned}$ | ${ }_{11}^{22}$ | 31 $55 \%$ | ${ }_{28}{ }^{2} \%$ |
| Somewhat | $\begin{aligned} & 76 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & { }_{21} \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $24 \%$ | $\begin{aligned} & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 38 \\ 17 \% \\ j \end{gathered}$ | $5{ }_{5}$ | 19 $13 \%$ | ${ }^{8} \mathrm{O} \%$ | ${ }_{19}^{44}$ | 22 15 | 29\% | 25 ${ }^{2}$ | $\begin{aligned} & 46 \\ & 17 \% \end{aligned}$ | 29 ${ }^{15 \%}$ | 14 25 | 52\% |
| Not Much/None (Net) | 1919\% | $\begin{aligned} & 90 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 101 \\ 39 \% \end{gathered}$ | $\text { 39 } 27 \%$ | 299\% | $\begin{aligned} & 65 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 58 \\ & 58 \% \\ & \text { DE } \end{aligned}$ | 52\% | $\begin{aligned} & 88 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 52 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{gathered} 63 \\ 44 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 47 \\ { }^{472} \% \\ \text { KM } \end{gathered}$ | 72 $31 \%$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | 75 38 | 56\% | ${ }^{117} 42 \%$ | ${ }_{36}^{68}$ | 120\% | 87\% |
| Not much | 49\% | ${ }^{20} 9$ | 30 $11 \%$ | 15 | ${ }_{5}^{6}$ | 15\% | 13\% | ${ }_{10}^{16}$ | 27 $12 \%$ | ${ }_{6}^{6}$ | 11\% | $\begin{gathered} 19 \\ \text { KM } \\ \text { KM } \end{gathered}$ | ${ }^{19} 8$ | 15 | 22 $11 \%$ | ${ }^{13} 9$ | 11\% | ${ }^{18}{ }_{9}{ }^{\text {a }}$ | 3\% | 30 $11 \%$ |
| None | $\begin{gathered} 141 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | $\begin{array}{ll} 71 \\ 27 \% \end{array}$ | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\text { 23 } 20$ | $\begin{aligned} & 50 \\ & 40 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 45 \\ & 45 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 326 \\ & 22 \% \end{aligned}$ | ${ }_{27}^{61 \%}$ | $\begin{aligned} & 45 \\ & 46 \% \\ & 4 H^{2} \end{aligned}$ | $\begin{aligned} & 53 \\ & 36 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 37 \% \\ & \mathrm{~m} \end{aligned}$ | 53 23 | 45 ${ }^{2}$ | 53 ${ }_{2}$ | 43\% | ${ }^{86} 1 \%$ | 50\% | 10\% | ${ }_{27}{ }^{1} \%$ |
| I am not at all familiar with this company | 1388\% | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 100 \\ 38 \% \\ B \end{gathered}$ | 47\% | 34\% | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | 24\% | 27\% | $\begin{aligned} & 74 \\ & 33 \% \\ & { }_{H}^{2} \end{aligned}$ | $\begin{aligned} & 37 \\ & 38 \% \\ & H \end{aligned}$ | $\begin{gathered} 49 \\ 34 \% \\ \mathrm{~m} \end{gathered}$ | 19\% | 50\% | 37\% | 53\% | 48\% | 59\% | $\begin{gathered} 71 \\ 37 \% \\ Q 1 \end{gathered}$ | - | $70 \%$ |
| Sigma | $\begin{aligned} & 483 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 100\% | 100\% | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 100\% | 229\% | 142 $100 \%$ | 200\% | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & \text { 191 } \\ & \text { 100\% } \end{aligned}$ | 100\% | 267 100 |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 483 | 192 | 291 | 207 | 126 | 81 | 69 | 169 | 208 | 106 | 265 | 59 | 123 | 144 | 164 | 175 | 250 | 214 | 45 | 266 |
| Weighted Base | 457 | 218 | 239 | 151 | 110* | 103* | $93^{*}$ | $140^{*}$ | 226 | $90^{*}$ | 151 | 68* | 203* | 136* | $164 *$ | 157* | 260 | 180 | $56 * *$ | 277 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 148 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 45 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 42 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 43 \\ & 39 \% \\ & \text { fg } \end{aligned}$ | $\begin{aligned} & 21 \% \end{aligned}$ | 20\% | $\begin{aligned} & 58 \\ & 41 \% \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 62 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 4^{55 \%} \\ & \text { KL } \end{aligned}$ | $\begin{gathered} 53 \\ 39 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 57 \\ & 35 \% \end{aligned}$ | 399\% | ${ }_{34} 7$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | 39 $71 \%$ | 117 $42 \%$ |
| A great deal | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \\ & 17 \% \end{aligned}$ | 10 ${ }^{4} \%$ | $\begin{aligned} & 20 \\ & 13 \% \\ & f \end{aligned}$ | $\begin{gathered} 19 \\ 18 \% \\ F G \end{gathered}$ | $4{ }_{4}^{4}$ | $\stackrel{4}{4 \%}$ | 19 | ${ }^{16} \%$ | 11 $12 \%$ | ${ }^{15}$ | $\stackrel{3}{5 \%}$ | ${ }^{26} 13 \%$ | 25 OP | ${ }^{14} 9$ | 5\% | 22\% | ${ }^{23} 13 \%$ | 21\% | ${ }_{14}{ }^{4}$ |
| Somewhat | ${ }_{22 \%}^{102}$ | $\begin{aligned} & 61 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | ${ }_{24}^{49 \%}$ | ${ }_{23}^{21 \%}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\text { 39 } 27 \%$ | ${ }_{26}^{46}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | 14\% | $\begin{aligned} & 64 \\ & 32 \% \\ & \mathrm{Kl} \end{aligned}$ | 28\% | ${ }_{26 \%}^{43}$ | 20\% | 65\% | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 19 $34 \%$ | 77 |
| Not Much/None (Net) | ${ }_{32 \%}^{148}$ | $\begin{aligned} & 64 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 334 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 29 \end{aligned}$ | $\begin{aligned} & 51 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 30 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 40 \% \\ & \mathrm{H}^{9} \end{aligned}$ | $\begin{gathered} 30 \\ 33 \% \\ \text { 33\% } \end{gathered}$ | 49\% | ${ }^{26} 9$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | ${ }_{26}^{36}$ | 619\% | 51 33 | 92\% | 529 | 10\% | $79 \%$ |
| Not much | ${ }_{12 \%}$ | 23 $11 \%$ | 33 $14 \%$ | 17 $11 \%$ | 13 $12 \%$ | 176\% | 10\% | 10\% | 36 $16 \%$ $h$ | 10\% | 11\% | 13 $19 \%$ K | $\begin{gathered} 31 \\ 15 \% \\ 15 \% \end{gathered}$ | 13 $10 \%$ | ${ }^{28} 17 \%$ | ${ }^{14} 9$ | 36 $14 \%$ | 18\% | 14\% | 40\% |
| None | 20\% | 419\% | $\begin{aligned} & 51 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 34 \% \\ & \text { De } \end{aligned}$ | 21 22 | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & { }^{24} \% \\ & \mathrm{H}^{2} \end{aligned}$ | 20\% | $\begin{gathered} 38 \\ { }_{\mathrm{m}}^{3} \% \end{gathered}$ | ${ }^{13} 20$ | 30 $15 \%$ | 22 16 | 33\% | 37\% | ${ }^{55}$ | 33 $19 \%$ | $\stackrel{2}{4 \%}$ | 39 $14 \%$ |
| I am not at all familiar with this company | 161 $35 \%$ | $\begin{aligned} & 56 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 105 \\ 44 \% \\ B \end{gathered}$ | 53 $35 \%$ | 35 ${ }^{3}$ | 30\% | $42 \%$ | ${ }_{39}^{59}$ | 74 ${ }^{3} \%$ | $32 \%$ | $\begin{aligned} & 65 \\ & 43 \% \\ & { }^{6} \% \end{aligned}$ | $\begin{aligned} & \text { 29} \\ & 43 \% \\ & \mathrm{~m} \end{aligned}$ | 51 | 47 $35 \%$ | 46\% | $\begin{gathered} 67 \\ 43 \% \\ 0 \end{gathered}$ | ${ }^{81}$ 1\% | $72 \%$ | ${ }_{12 \%}$ | 819\% |
| Sigma | 100\% | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 566\% | 277 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M-N/O/P - Q/R-S/T


Base: All Respondents
Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20- \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 470 | 171 | 299 | 206 | 135 | 68 | 61 | 176 | 194 | 100 | 267 | 62 | 112 | 134 | 177 | 159 | 241 | 215 | 49 | 249 |
| Weighted Base | 458 | $216 *$ | 242 | 158 | 118* | 89* | $93 *$ | 166* | 201 | $91^{*}$ | 151 | 75* | 199* | 145* | 169* | 144* | 256 | 189 | $64^{*}$ | 273 |
| Somewhat/A Great Deal (Net) | ${ }^{140} 31 \%$ | $\begin{aligned} & 88 \\ & 41 \% \\ & { }^{8} \% \end{aligned}$ | 53 2 \% | 54 $34 \%$ 9 | 42 $36 \%$ | ${ }^{28} 1 \%$ | 17 18 | $\begin{aligned} & 77 \\ & 46 \% \\ & 15 \end{aligned}$ | 47\% | 17\% | 34\% | 21 $29 \%$ | 77 $39 \%$ | 56 $39 \%$ | ${ }_{31}{ }^{2}$ | 22\% | 84\% | 56\% | ${ }^{45}{ }^{41} \%$ | ${ }^{102}$ |
| A great deal | $\begin{aligned} & 69 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 43 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | 23 $20 \%$ 9 | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | ${ }_{6}^{5}$ | 219\% | ${ }^{17} 9$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \% \\ & \\ & \hline \end{aligned}$ | 9 $13 \%$ | $\begin{aligned} & 38 \\ & { }_{19}^{9} \% \\ & k \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | 32\% | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | ${ }^{45} 8$ | 23 $12 \%$ | 36\% | 21\% |
| Somewhat | $\begin{aligned} & 72 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 21 \% \\ & C \end{aligned}$ | $\begin{aligned} & 27 \\ & 11 \% \end{aligned}$ | ${ }_{17}^{28}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | 36 21 $j$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $7 \%$ | ${ }_{19}^{19}$ | 12\% | 39\% | $\begin{aligned} & 35 \\ & 24 \% \\ & \text { Op } \end{aligned}$ | 20 $12 \%$ | 17 $12 \%$ | 39 ${ }^{3}$ | 33 $18 \%$ | 165\% | 14\% |
| Not Much/None (Net) | ${ }^{198}$ | 82\% | 116 $48 \%$ | 54\% | 39\% | $\begin{aligned} & 48 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 58 \\ 62 \% \\ \text { DE } \end{gathered}$ | 51\% | $\begin{aligned} & 99 \\ & 499 \% \\ & H \end{aligned}$ | ${ }_{\text {43 }}^{4} \mathrm{H}$ | ${ }^{66}$ | 41 51 | 79 $40 \%$ | 53\% | 74 44 | 719\% | ${ }_{\text {123 }}^{123}$ | 67 $36 \%$ | ${ }_{12}^{19}$ | 108 $40 \%$ S |
| Not much | ${ }^{98}{ }^{1} \%$ | 420\% | 55\% | 33 $21 \%$ | 22\% | 20\% | 23 ${ }^{25}$ | ${ }^{28} 7$ | 53\% | $16 \%$ | 22\% | $\begin{aligned} & 25 \\ & 33 \% \\ & { }_{2} \end{aligned}$ | 50 $25 \%$ | 24\% | ${ }^{33}{ }^{2} \%$ | 35\% | 63\% | 32 17 | ${ }_{14 \%}$ | 21\% |
| None | 100 | 39\% | 61 25 | 13\% | 17 $14 \%$ | $\begin{aligned} & 27 \\ & 31 \% \\ & \text { Be } \end{aligned}$ | $\begin{aligned} & 35 \\ & 37 \% \\ & \text { DE } \end{aligned}$ | 23 $14 \%$ | 45 ${ }^{3} \%$ | 32 ${ }_{\text {35\% }}$ | $\begin{aligned} & { }_{24}^{49} \\ & { }^{4} \end{aligned}$ | ${ }^{16} 2$ | 29 $14 \%$ | 30 $21 \%$ | ${ }^{31}$ | 35\% | 60\% | 35 | 3 4\% | 47 $17 \%$ $S$ |
| I am not at all familiar with this company | ${ }^{120} 26$ | 27\% | 730\% | $\begin{aligned} & 51 \\ & 32 \% \\ & { }_{5}^{5} \% \end{aligned}$ | $\begin{gathered} 37 \\ 32 \% \\ f \end{gathered}$ | 13 $15 \%$ | 19\% | 339 | 55\% | ${ }^{26} 9$ | $\begin{aligned} & 51 \\ & 34 \% \\ & \text { Lm } \end{aligned}$ | 13 | 23\% | 34\% | 43 | 419\% | ${ }_{19} 9$ | $\begin{aligned} & 66 \\ & 35 \% \\ & \hline 6 \end{aligned}$ | ${ }^{7} \mathrm{O} \%$ | ${ }_{\text {23 }}^{\text {23 }}$ \% |
| Sigma | $\begin{aligned} & 458 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 64 ${ }_{100 \%}$ | $\begin{aligned} & 273 \\ & 100 \% \end{aligned}$ |

Proportionss/Means: Columns Tested
Overlap formulae used. * small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ (5 / t a l \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 475 | 176 | 299 | 185 | 145 | 88 | 57 | 175 | 176 | 124 | 265 | 65 | 117 | 138 | 163 | 174 | 242 | 214 | 49 | 260 |
| Weighted Base | 460 | 214 | 246 | 146 | 124* | 109* | 82* | 166* | 196* | 98* | 151 | $84^{*}$ | 201* | 139* | 181* | $141^{*}$ | 261 | 186 | 58* | 283 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 142 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & { }^{44 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 47 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 40 \% \\ & { }^{5} \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\text { 20 } 20$ | $\begin{aligned} & 80 \\ & 48 \% \\ & 15 \end{aligned}$ | ${ }_{23}^{46}$ | $\begin{aligned} & 16 \\ & 17 \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\text { 23 } 27 \%$ | $\begin{aligned} & 86 \\ & 836 \\ & \text { K1 } \end{aligned}$ | ${ }_{3}^{58} 5$ | 66 $37 \%$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | 909\% | ${ }_{27}^{47}$ | 410\% | 126 $45 \%$ |
| A great deal | $\begin{aligned} & 73 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \\ & C \end{aligned}$ | ${ }_{11 \%}^{27}$ | $\begin{aligned} & 30 \\ & \text { 20\% } \\ & \hline \end{aligned}$ | 30 <br> 24\% <br>  | ${ }_{2 \%}$ | $\begin{gathered} 11 \\ 14 \% \\ f \end{gathered}$ | $\begin{aligned} & 44 \\ & 26 \% \\ & { }_{2}^{4 J} \end{aligned}$ | ${ }_{11 \%}^{22}$ | $7 \%$ | ${ }^{14} 9$ | 13 $16 \%$ | $\begin{aligned} & 45 \\ & { }_{22}^{42} \% \end{aligned}$ | 25 18 P | 21 ${ }_{\text {P }}$ | $\stackrel{7}{5 \%}$ | ${ }_{17}^{45}$ | 24 $13 \%$ | 25 <br> 4 | 67 $24 \%$ |
| Somewhat | $\begin{aligned} & 69 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 23 \% \\ & C \end{aligned}$ | 20 ${ }_{8}$ | $29 \%$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & { }_{2}^{2} \% \\ & \text { ij } \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | 10\% | ${ }_{19}^{19}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | 27 | ${ }^{26} 14 \%$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | 17\% | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | ${ }^{15} 26$ | 21\% |
| Not Much/None (Net) | $\begin{gathered} 179 \\ 39 \% \end{gathered}$ | $\begin{gathered} 96 \\ 45 \% \\ \hline \end{gathered}$ | ${ }_{33}^{82}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 39 \% \end{aligned}$ | 49 ${ }^{45 \%}$ | $\begin{aligned} & 41 \\ & 50 \% \\ & \mathrm{D} \end{aligned}$ | ${ }_{33}^{53} \%$ | $84 \%$ | 42 43\% | $\begin{aligned} & 666 \\ & 44 \% \end{aligned}$ | ${ }^{26} 1 \%$ | 77\% | 538\% | 61 $34 \%$ | 65 $46 \%$ 0 | 103 ${ }_{39 \%}$ | 73 $39 \%$ | 13 $23 \%$ | 101 $36 \%$ s |
| Not much | 73 $16 \%$ | $\begin{aligned} & { }_{21}^{41 \%} \\ & c \end{aligned}$ | 29\% | 21 | 21\% | $18 \%$ | 12 $14 \%$ | 20\% | 40 21 | $12 \%$ | 17\% | $12 \%$ | ${ }_{\text {21 }}^{4} \mathrm{k}$ \% | 24\% | 21 $12 \%$ | 28\% | 17\% | 27 | 118\% | 57\% |
| None | ${ }_{23 \%}^{106}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | ${ }_{22}^{52 \%}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 30 \\ & 27 \% \\ & { }^{3} \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | 33\% | ${ }_{22}^{42 \%}$ | $30 \%$ | $\begin{aligned} & 49 \\ & 33 \% \\ & \text { LM } \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | ${ }_{21}^{29}$ | 20\% | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | 59\% | ${ }^{46}$ \% | $\stackrel{3}{5 \%}$ | 16\% |
| I am not at all familiar with this company | $\begin{aligned} & 140 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 116 \\ 47 \% \\ B \end{gathered}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | 30\% | $\begin{gathered} 43 \\ 39 \% \\ e \end{gathered}$ | 20\% | $\begin{aligned} & 30 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \\ & H \end{aligned}$ | $\begin{aligned} & 39 \\ & 40 \% \\ & \mathrm{H}^{3} \end{aligned}$ | $\begin{aligned} & 51 \\ & 34 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{aligned} & 35 \\ & 42 \% \\ & 4 \mathrm{M} \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 19\% } \end{aligned}$ | 34\% | 539\% | $\begin{aligned} & 53 \\ & 38 \% \\ & n \end{aligned}$ | 26\% | ${ }_{35 \%}^{66}$ | $4 \%$ | 560\% |
| Sigma | $\begin{aligned} & 460 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | 181 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 261 $100 \%$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{283} 0$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/ITJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{Leisure
Travelers} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 456 \& 182 \& 274 \& 185 \& 125 \& 78 \& 68 \& 154 \& 186 \& 116 \& 236 \& 59 \& 133 \& 134 \& 166 \& 156 \& 248 \& 196 \& 41 \& 248 <br>
\hline Weighted Base \& 467 \& 224 \& 243 \& 145 \& 134* \& 99* \& 89* \& $164 *$ \& 200 \& 103* \& 146 \& 69* \& $225 *$ \& $144 *$ \& 174* \& 149* \& 282 \& $178 *$ \& 55** \& 295 <br>
\hline $$
\begin{aligned}
& \text { Somewhat/A Great Deal } \\
& (\mathrm{Net})
\end{aligned}
$$ \& $$
\begin{gathered}
129 \\
28 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 87 \\
& 39 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 42 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 63 \\
& { }^{433} \% \\
& \text { FG }
\end{aligned}
$$ \& $$
\begin{aligned}
& 52 \\
& 30 \% \\
& \text { FG }
\end{aligned}
$$ \& $$
9
$$ \& $$
{ }_{7}^{6} \%
$$ \& $$
\begin{aligned}
& \text { 666} \\
& 40 \% \\
& \text { IJ }
\end{aligned}
$$ \& 299\% \& $$
\begin{aligned}
& 14 \% \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 25 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 16 } \\
& 24 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 87 \\
& 39 \% \\
& K
\end{aligned}
$$ \& $$
\begin{gathered}
43 \\
30 \% \\
p
\end{gathered}
$$ \& $$
\begin{aligned}
& \text { 626\% } \\
& \hline \mathrm{P} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 24 \\
& 16 \%
\end{aligned}
$$ \& $$
{ }_{32}^{82 \%}
$$ \& 22\% \& 35 ${ }^{6} \%$ \& 112 38 <br>
\hline A great deal \& ${ }^{65} 14 \%$ \& $$
\begin{aligned}
& 38 \\
& 17 \%
\end{aligned}
$$ \& ${ }_{11 \%}^{27}$ \& $$
\begin{aligned}
& 31 \\
& 21 \% \\
& { }^{21} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 19 \% \\
& \mathrm{FG}^{2}
\end{aligned}
$$ \& $\stackrel{4}{4 \%}$ \& $\stackrel{4}{4 \%}$ \& $$
\begin{aligned}
& 40 \\
& { }_{215}^{45 \%}
\end{aligned}
$$ \& 15\% \& 10\% \& ${ }^{13} 9$ \& ${ }_{12}^{18}$ \& $$
\begin{aligned}
& 39 \\
& 17 \% \\
& \text { k }
\end{aligned}
$$ \& 23
$16 \%$ \& 29\% \& 13\% \& 44\% \& 21
$12 \%$ \& 21 38 \& ${ }_{21}^{61 \%}$ <br>
\hline Somewhat \& $$
\begin{aligned}
& 65 \\
& 14 \% \\
&
\end{aligned}
$$ \& $$
\begin{aligned}
& 50 \\
& 22 \% \\
& { }^{5} \%
\end{aligned}
$$ \& $$
{ }^{15}{ }_{6 \%}
$$ \& $$
\begin{aligned}
& 32 \\
& { }^{22} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& { }^{19} \%
\end{aligned}
$$ \& $$
\frac{5}{5}
$$ \& 2\% \& $$
\begin{aligned}
& 26 \\
& 16 \% \\
& j
\end{aligned}
$$ \& $$
\begin{aligned}
& 34 \\
& 17 \% \\
& 17 \%
\end{aligned}
$$ \& 5 \& 12\% \& $$
{ }_{6 \%}^{4}
$$ \& $$
\begin{aligned}
& \stackrel{48}{{ }_{2}^{2}} \mathrm{CL}
\end{aligned}
$$ \& $$
\begin{aligned}
& 20 \\
& 14 \%
\end{aligned}
$$ \& ${ }^{33}{ }^{19} \%$ \& 11
$8 \%$ \& ${ }_{16}^{46}$ \& $$
\begin{aligned}
& 19 \\
& 11 \%
\end{aligned}
$$ \& ${ }^{15} 9$ \& 517\% <br>
\hline Not Much/None (Net) \& $$
\stackrel{232}{50 \%}
$$ \& $$
\begin{gathered}
115 \\
51 \%
\end{gathered}
$$ \& $$
\begin{gathered}
117 \\
48 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 51 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 49 \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 66 \\
& 66 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{aligned}
& 66 \\
& 75 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
{ }_{39}^{63}
$$ \& $$
\begin{gathered}
112 \\
56 \% \\
H
\end{gathered}
$$ \& $$
\begin{aligned}
& 57 \\
& 55 \% \\
& h
\end{aligned}
$$ \& 72
$50 \%$ \& 40\% \& 100
$44 \%$ \& 77

$54 \%$

0 \& 689\% \& $$
\begin{aligned}
& 87 \\
& 58 \% \\
& 0
\end{aligned}
$$ \& ${ }^{136} 48$ \& 91\% \& 19 ${ }^{19}$ \& 134

$46 \%$ <br>
\hline Not much \& 85\% \& ${ }_{21}^{48}$ \& 37
$15 \%$ \& ${ }^{28} 19$ \& 23 $17 \%$ \& 17\% \& 17\% \& 26\% \& 37 ${ }^{19 \%}$ \& 222\% \& ${ }_{13}^{18}$ \& 13

$19 \%$ \& $$
\begin{gathered}
42 \\
22 \\
k
\end{gathered}
$$ \& 26

$18 \%$ \& 23

$13 \%$ \& $$
\begin{gathered}
36 \\
24 \% \\
0
\end{gathered}
$$ \& 47\% \& ${ }^{36}$ \& 10\% \& ${ }_{23 \%}^{66}$ <br>

\hline None \& $$
{ }_{31 \%}^{147}
$$ \& \[

$$
\begin{aligned}
& 67 \\
& 30 \%
\end{aligned}
$$

\] \& \[

{ }_{30}^{80}

\] \& \[

$$
\begin{aligned}
& 23 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 26 } \\
& \hline 19
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 49 \\
& 49 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 49 \\
& 55 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

{ }^{33} 28

\] \& \[

$$
\begin{aligned}
& 75 \\
& 37 \% \\
& H
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 34 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 54 \\
& 37 \% \\
& M
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 27 \\
& 39 \% \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 51 \\
& 23 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 51 \\
& 36 \%
\end{aligned}
$$

\] \& \[

{ }_{26}^{45}
\] \& 51\% \& 892\% \& ${ }^{55} \%$ \& $\stackrel{9}{16 \%}$ \& ${ }_{23}^{68}$ <br>

\hline I am not at all familiar with this company \& ${ }_{23}^{105}$ \& \[
$$
\begin{aligned}
& 22 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
84 \\
34 \% \\
B
\end{gathered}
$$

\] \& 31 22 \& 34\% \& 24\% \& ${ }_{18}^{16}$ \& \[

{ }^{35} \%

\] \& 20\% \& $32 \%$ \& \[

$$
\begin{aligned}
& 48 \\
& 33 \% \\
& \text { IM }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 39 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 24 \\
& 16 \%
\end{aligned}
$$

\] \& \[

{ }^{45} 25

\] \& \[

$$
\begin{aligned}
& 36 \% \\
&
\end{aligned}
$$
\] \& 56\% \& ${ }^{48}{ }^{27} \%$ \& ${ }_{2 \%}^{1}$ \& 49\% <br>

\hline Sigma \& $$
\begin{aligned}
& 467 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 224 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 243 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 145 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 134 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
99 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
89 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 164 \\
& 100 \%
\end{aligned}
$$

\] \& 200\% \& \[

$$
\begin{aligned}
& 103 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
69 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 225 \\
& 100 \%
\end{aligned}
$$
\] \& 144

$100 \%$ \& 174

$100 \%$ \& \[
$$
\begin{aligned}
& 149 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 282 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 178 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 295 <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 469 | 185 | 284 | 200 | 138 | 75 | 56 | 156 | 195 | 118 | 249 | 64 | 123 | 142 | 158 | 169 | 240 | 218 | 48 | 260 |
| Weighted Base | 470 | 223 | 247 | 142 | $133 *$ | 110* | 85** | 157* | 219* | $94 *$ | 148 | 79* | $213 *$ | $150 *$ | $163 *$ | 156* | 265 | 196 | $62^{*}$ | 271 |
| Somewhat/A Great Deal (Net) | $347$ | $\begin{gathered} 148 \\ 66 \% \end{gathered}$ | $\begin{gathered} 199 \\ 81 \% \\ B \end{gathered}$ | ${ }_{67}^{87}$ | 96\% | $\begin{aligned} & 95 \\ & 86 \% \\ & \text { De } \end{aligned}$ | ${ }_{89}^{69}$ | $\begin{aligned} & 105 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 171 \\ 78 \% \\ h \end{gathered}$ | $\begin{aligned} & 71 \\ & 76 \% \end{aligned}$ | $\stackrel{105}{71 \%}$ | $\begin{aligned} & 50 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 170 \\ 80 \% \\ L \end{gathered}$ | 114\% | $\begin{gathered} 134 \\ 82 \% \\ \hline \end{gathered}$ | $\begin{gathered} 100 \\ 64 \% \end{gathered}$ | 200 76 | ${ }^{146} \%$ | 39 64 | $\underset{\text { 206 }}{7}$ |
| A great deal | 197 ${ }_{42 \%}$ | 858\% | 112 $45 \%$ | 43\% | 47\% | $\begin{aligned} & 61 \\ & 55 \% \\ & \text { DE } \end{aligned}$ | 46\% | 61 $39 \%$ | 974 | 39 $41 \%$ | ${ }^{68}{ }^{8}$ | ${ }^{29} 9$ | 89\% | 74 $49 \%$ | 33\% | 60 38 | 113 $43 \%$ | 84\% | 20 31 | ${ }^{116} 43 \%$ |
| Somewhat | $\begin{gathered} 150 \\ 32 \% \end{gathered}$ | 28\% | ${ }_{37}^{87}$ | ${ }_{31}^{41 \%}$ | 49\% | $\begin{aligned} & 34 \% \\ & 31 \% \end{aligned}$ | $\text { 23 } 27 \%$ | ${ }_{24}{ }^{28}$ | $\begin{aligned} & 744 \end{aligned}$ | $32 \%$ | $\begin{aligned} & 37 \% \\ & 25 \% \end{aligned}$ | $\begin{gathered} 21 \\ 27 \% \end{gathered}$ | $\begin{gathered} 81 \\ 38 \% \\ k \end{gathered}$ | ${ }_{20}^{46 \%}$ | 71 $43 \%$ NP | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 87 \% \\ & 33 \end{aligned}$ | ${ }_{32}^{62}$ | 19 $31 \%$ | 839 |
| Not Much/None (Net) | $\begin{aligned} & 84 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & { }^{25 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & \hline 19 \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | 20\% | $\begin{aligned} & 31 \\ & { }_{21} 1 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 25 \\ & 32 \% \\ & M \end{aligned}$ | 25 ${ }^{2}$ | 19\% | 13\% | $\begin{gathered} 44 \\ \text { 28 } \\ \text { NO } \end{gathered}$ | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 120\% | 44\% |
| Not much | ${ }_{10}{ }^{10}$ | 35 $16 \%$ $C$ | 13 ${ }^{5}$ | $1{ }^{16} \%$ | 15\% | 13 $12 \%$ | $3{ }^{3} \%$ | 22 $14 \%$ | 19\% | $7{ }_{8}^{7}$ | ${ }^{12} 8$ | $\begin{gathered} 20 \\ \text { KM } \\ \text { KM } \end{gathered}$ | ${ }_{8}^{17}$ | ${ }^{10} 6$ | 16 | 22 | 29 $11 \%$ | 19\% | ${ }_{14 \%}$ | 31 $12 \%$ |
| None | ${ }^{36}$ | 219\% | ${ }^{15} 6$ | 16 $11 \%$ 1/ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $1 \%$ | -9\% | ${ }^{10} 6$ | 15\% | $12 \%$ | $\begin{aligned} & 19 \\ & 13 \% \\ & { }^{3} \% \end{aligned}$ | ${ }_{7 \%}$ | 8 | 9\% | 5\% | $\begin{aligned} & 22 \\ & 14 \% \\ & 0 \end{aligned}$ | 20 ${ }_{8}$ | 13 6 | $\stackrel{4}{7 \%}$ | ${ }^{13} 5$ |
| I am not at all familiar with this company | 39 8 \% | 19\% | 19 ${ }_{8 \%}$ | $\begin{aligned} & 23 \\ & 16 \% \\ & 16 \% \end{aligned}$ | $\begin{gathered} 11 \\ \stackrel{8}{\mathrm{f}} \mathrm{f} \end{gathered}$ | $1 \%$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 20 \\ & { }_{13 \%} \% \end{aligned}$ | 14\% | $4{ }_{4}$ | ${ }^{13} 9$ | 4\% | ${ }^{18} 9$ | 17 ${ }_{12 \%}$ | ${ }_{5}^{8}$ | 13\% | ${ }^{16} 6$ | ${ }^{18} 9$ | $\begin{aligned} & 10 \\ & 16 \% \\ & \mathrm{t} \end{aligned}$ | 21 8 \% |
| Sigma | $\begin{aligned} & 470 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 219 $100 \%$ | 94\% | $\begin{aligned} & 148 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | 265 | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | ${ }^{62} \times 2 \%$ | 271 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
5 /(220) \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther Other \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 467 \& 190 \& 277 \& 184 \& 135 \& 86 \& 62 \& 149 \& 211 \& 107 \& 245 \& 66 \& 128 \& 145 \& 176 \& 146 \& 233 \& 221 \& 42 \& 251 <br>
\hline Weighted Base \& 486 \& 252 \& 234 \& 115 \& $146 *$ \& $127^{*}$ \& 97* \& $142^{*}$ \& 251 \& 93* \& 140 \& 79* \& 233* \& 159* \& $178{ }^{*}$ \& $148{ }^{*}$ \& 263 \& 209 \& 57** \& 290 <br>
\hline Somewhat/A Great Deal (Net) \& $$
\begin{aligned}
& 180 \\
& 37 \%
\end{aligned}
$$ \& $$
\begin{gathered}
111 \\
44 \% \\
C
\end{gathered}
$$ \& 298\% \& $$
\begin{aligned}
& 35 \\
& 30 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 64 \\
& 44 \% \\
& 4
\end{aligned}
$$ \& $$
\begin{aligned}
& 48 \% \\
& 38
\end{aligned}
$$ \& $$
\begin{aligned}
& 33 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 677 \\
& 47 \%
\end{aligned}
$$ \& 94\% \& $$
\begin{aligned}
& 19 \\
& 21 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 366 \% \\
& 26
\end{aligned}
$$ \& 26 34 \& $$
\begin{gathered}
111 \\
48 \% \\
K
\end{gathered}
$$ \& 559\% \& 79
44 \& $$
\begin{aligned}
& 46 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{gathered}
119 \\
45 \% \\
\mathrm{R}
\end{gathered}
$$ \& 28\% \& 39 69 \& $$
\begin{aligned}
& 120 \\
& 41 \%
\end{aligned}
$$ <br>
\hline A great deal \& 83 \& $$
\begin{aligned}
& 53 \\
& 21 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 11 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 34 \\
& 24 \% \\
& 24 \%
\end{aligned}
$$ \& ${ }^{26}$ 20\% \& 10\% \& 31

j \& ${ }^{45} 8$ \& ${ }^{8} \%$ \& 118\% \& 109\% \& $$
\begin{aligned}
& 57 \\
& 24 \% \\
& K
\end{aligned}
$$ \& 29 ${ }^{29}$ \& 35\% \& 19

$13 \%$ \& $$
\begin{aligned}
& \text { 68 } \\
& 26 \% \\
& \mathrm{R}
\end{aligned}
$$ \& 14\% \& 22 38 \& 21\% <br>

\hline Somewhat \& 970\% \& 59\% \& ${ }^{38}{ }_{16}$ \& 22\% \& 30\% \& 22\% \& 223\% \& 36

$j$ \& 49\% \& 112\% \& 25\% \& 16 $21 \%$ \& 54\% \& ${ }^{26}$ 16\% \& 44\% \& 27\% \& 519\% \& 24\% \& 17 30 \& 20 ${ }^{61 \%}$ <br>

\hline Not Much/None (Net) \& $$
{ }_{30 \%}^{148}
$$ \& \[

$$
\begin{aligned}
& 79 \\
& 31 \%
\end{aligned}
$$

\] \& 69\% \& \[

$$
\begin{aligned}
& 44 \\
& 38 \% \\
& \hline
\end{aligned}
$$

\] \& 34\% \& \[

$$
\begin{aligned}
& 41 \\
& 32 \%
\end{aligned}
$$

\] \& 29\% \& \[

$$
\begin{aligned}
& 36 \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 78 \\
& 31 \%
\end{aligned}
$$
\] \& 33 36 \& 38\% \& 30\% \& 29\% \& 50 $31 \%$ \& ${ }_{31}^{55}$ \& 43\% \& 73

$28 \%$ \& 72
$34 \%$ \& 11 $20 \%$ \& 85\% <br>
\hline Not much \& ${ }^{65} 13 \%$ \& 39

$16 \%$ \& 26 $11 \%$ \& $\underset{\text { 21\% }}{24}$ \& ${ }^{13} 9$ \& 17\% \& 112\% \& $16 \%$ \& 40\% \& 10\% \& 10\% \& $$
\begin{gathered}
21 \\
{ }^{217} \% \\
K^{27} \%
\end{gathered}
$$ \& 29\% \& 20\% \& 31

$17 \%$ \& 140\% \& 31
$12 \%$ \& 33
$16 \%$ \& 14\% \& 42\% <br>
\hline None \& 17\% \& 40\% \& 43\% \& 17\% \& 214\% \& 25\% \& ${ }_{18}^{18}$ \& 20\% \& 38\% \& 24
26\%
$h$ \& 20\% \& 12\% \& 17\% \& 30\% \& 24\% \& ${ }_{19}^{28}$ \& 42\% \& 18\% \& $\stackrel{3}{5 \%}$ \& 43\% <br>

\hline I am not at all familiar with this company \& $$
{ }_{33}^{159}
$$ \& \[

62 25 \%

\] \& \[

$$
\begin{aligned}
& 97 \\
& 41 \% \\
& { }_{B}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 48 \\
& 33 \%
\end{aligned}
$$

\] \& 38\% \& \[

$$
\begin{aligned}
& 36 \\
& 37 \%
\end{aligned}
$$

\] \& 289 \& 79\% \& \[

$$
\begin{gathered}
40 \\
43 \% \\
4
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 65 \\
& 46 \% \\
& L^{6 M}
\end{aligned}
$$

\] \& 22\% \& 53 23 \& 55 ${ }^{54}$ \& 25\% \& \[

$$
\begin{gathered}
59 \\
40 \% \\
\hline 0
\end{gathered}
$$
\] \& 71

$27 \%$ \& 80
38
9 \& -7\% \& 859\% <br>

\hline Sigma \& $$
\begin{aligned}
& 486 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 252 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 234 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 115 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
97 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 142 \\
& 100 \%
\end{aligned}
$$

\] \& 251 $100 \%$ \& \[

$$
\begin{gathered}
93 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 140 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
79 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 233 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 159 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 178 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 148 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 263 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 209 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 290\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(220) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 472 | 171 | 301 | 199 | 119 | 80 | 74 | 171 | 178 | 123 | 241 | 76 | 126 | 135 | 172 | 165 | 250 | 211 | 42 | 257 |
| Weighted Base | 483 | 204* | 279 | 157 | 99* | 123* | 103* | 181 | 209* | 93* | 134 | 99* | 224* | $137^{*}$ | 197* | 149* | 281 | 194 | 51** | 287 |
| Somewhat/A Great Deal (Net) | ${ }_{23 \%}^{112}$ | $\begin{aligned} & 78 \\ & 38 \% \\ & \text { Con } \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 59 \\ 38 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 29 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \\ & \text { G } \end{aligned}$ | ${ }_{2}^{2}$ | $\begin{aligned} & \text { 66\% } \\ & 37 \% \\ & 1 / 5 \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 9\% | $\begin{aligned} & 81 \\ & 36 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 598\% } \\ & \text { 298\% } \end{aligned}$ | 20\% | $\begin{aligned} & 79 \\ & 28 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | 32 $64 \%$ | ${ }^{89} \%$ |
| A great deal | $\begin{aligned} & 51 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \\ & \text { C } \end{aligned}$ | 13 5 | $\begin{aligned} & 22 \\ & 14 \% \\ & G \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \\ & \text { G } \end{aligned}$ | $\begin{gathered} 11 \\ 9 \% \\ \mathrm{~g} \end{gathered}$ | - | $\begin{aligned} & 31 \\ & 17 \% \\ & \text { 1J\% } \end{aligned}$ | 15\% | 5 | $9 \%$ | $5{ }_{5}$ | 36 $16 \%$ K1 | ${ }_{6 \%}$ | 25 ${ }^{2}$ \% | 17 $12 \%$ | 33 $12 \%$ | ${ }^{17} 9$ | ${ }_{3}^{18}{ }^{1}$ | 37 $13 \%$ |
| Somewhat | 61 $13 \%$ | $\begin{aligned} & 40 \\ & 20 \% \\ & C \end{aligned}$ | 21\% | $\begin{gathered} 37 \\ { }_{24 \%}^{24} \end{gathered}$ | $\begin{gathered} \begin{array}{c} 11 \\ 12 \% \\ \mathrm{~g} \end{array} \end{gathered}$ | 10\% | $\stackrel{2}{2 \%}$ | $\begin{aligned} & 35 \\ & 20 \% \\ & i j \end{aligned}$ | ${ }^{18} 9$ | 88 | ${ }^{12} 9$ | ${ }_{4 \%}^{4}$ | $\begin{aligned} & 45 \\ & { }_{20}{ }^{\text {KL}} \end{aligned}$ | ${ }_{16}^{12 \%}$ | 33 $\substack{17 \% \\ p}$ | 12 81 | 46 $16 \%$ $R$ | 14\% | 159\% | 52\% |
| Not Much/None (Net) | ${ }_{30 \%}^{147}$ | $\begin{gathered} 75 \\ 37 \% \\ c \end{gathered}$ | $\begin{aligned} & 72 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 48 \% \end{aligned}$ | $\text { 22 } 22 \%$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | 359\% | ${ }_{27}{ }^{2}$ | 69 ${ }^{69}$ | 300 | 459\% | 29\% | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | 48\% | 29\% | 42\% | 90\% | 52\% | 159\% | 87\% |
| Not much | ${ }^{41} 9$ | $\begin{aligned} & 26 \\ & \begin{array}{l} 13 \% \\ C \end{array} \end{aligned}$ | 15\% | 18 | 10\% | ${ }_{6}^{8}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 18 \\ & \text { 10\% } \\ & \text { j } \end{aligned}$ | $\begin{aligned} & 22 \\ & \text { 10\% } \\ & \text { j } \end{aligned}$ | $2 \%$ | 9\% | 8 8\% | 24\% | $14 \%$ | ${ }^{16} 8$ | 11\% | 29 $10 \%$ | 12\% | 16\% | 12\% |
| None | ${ }^{106} 22 \%$ | 24\% | 57\% | 19\% | $12 \%$ | $\begin{aligned} & 35 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 29 \\ & 28 \% \\ & \hline \end{aligned}$ | ${ }^{29} 6$ | ${ }^{48} 23$ | ${ }_{\text {21 }}^{3} \mathrm{H}$ | 37\% | ${ }_{21}^{21}$ | ${ }_{26}^{46}$ | 34\% | 20\% | 32 | 61 $22 \%$ | 21\% | ${ }_{13}{ }^{7}$ | 18\% |
| I am not at all familiar with this company | $\begin{gathered} 224 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 173 \\ 62 \% \\ B \end{gathered}$ | $\begin{aligned} & 50 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 48 \% \\ & \text { i8 } \end{aligned}$ | $\begin{aligned} & 60 \\ & 499 \% \\ & \text { d } \end{aligned}$ | $\begin{aligned} & 66 \\ & 64 \% \\ & \text { Ce } \end{aligned}$ | $\begin{aligned} & 67 \% \end{aligned}$ | $\begin{gathered} 107 \\ 51 \% \\ h \end{gathered}$ | $\begin{aligned} & 49 \\ & 53 \% \\ & { }_{4} \end{aligned}$ | $\begin{aligned} & 68 \\ & 51 \% \\ & M \end{aligned}$ | $\begin{aligned} & 60 \\ & 61 \% \\ & M \end{aligned}$ | 73 3 \% | 647\% | 83\% | 77\% | 111 40 | $\begin{gathered} 111 \\ 57 \% \\ \mathrm{Q} \end{gathered}$ | $\frac{3}{7 \%}$ | ${ }^{112} 39 \%$ |
| Sigma | $\begin{aligned} & 483 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 279 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | 209\% | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 281 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | ${ }_{100 \%}^{287}$ |

Proportions/Means: Columns Tested (55\%, $10 \%$ risk level) - B/C - D/E/F/G-H/I/J-K/LIM - N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& IndepeOther \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 470 \& 178 \& 292 \& 211 \& 126 \& 76 \& 57 \& 153 \& 188 \& 129 \& 265 \& 61 \& 115 \& 132 \& 161 \& 177 \& 240 \& 209 \& 45 \& 248 <br>
\hline Weighted Base \& 458 \& $227 *$ \& 231 \& 157 \& 106* \& 102* \& 92* \& $148{ }^{*}$ \& 199* \& 111* \& 138 \& $67 *$ \& 219* \& $132^{*}$ \& 172* \& 154* \& 247 \& 193* \& $58 * *$ \& 273 <br>
\hline Somewhat/A Great Deal (Net) \& $$
\begin{gathered}
222 \\
48 \%
\end{gathered}
$$ \& $$
\begin{gathered}
133 \\
\text { 59\% } \\
\hline \mathrm{C}
\end{gathered}
$$ \& 88\% \& $$
\begin{aligned}
& 92 \\
& 98 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 55 \\
& 52 \% \\
& f
\end{aligned}
$$ \& $$
\begin{aligned}
& 36 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 39 \% \\
& 42 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 92 \\
& 62 \% \\
& 1 \mid 5
\end{aligned}
$$ \& $$
\begin{aligned}
& 866 \\
& 43 \%
\end{aligned}
$$ \& $$
{ }_{39}^{44}
$$ \& $$
\begin{aligned}
& 60 \\
& 43 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 45 \%
\end{aligned}
$$ \& $$
\begin{gathered}
118 \\
54 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 83 \\
& \text { CR } \\
& \text { OP }
\end{aligned}
$$ \& $$
\begin{aligned}
& 77 \\
& 44 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 62 \\
& 41 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 128 \\
& 52 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 86 \\
& 45 \%
\end{aligned}
$$ \& 44\% \& 164
$60 \%$ <br>
\hline A great deal \& $$
\begin{aligned}
& 89 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 61 \\
& 27 \% \\
& { }_{C}^{2} \%
\end{aligned}
$$ \& ${ }^{28}{ }_{12}{ }^{2}$ \& $$
\begin{aligned}
& \text { 336\% } \\
& { }^{33} \%
\end{aligned}
$$ \& 26

2 \& $9{ }_{9}^{9}$ \& 180\% \& \[
$$
\begin{aligned}
& 41 \\
& 28 \%
\end{aligned}
$$

\] \& 28\% \& 20 $18 \%$ \& 27 \& 10 $15 \%$ \& 51 23 \& \[

$$
\begin{aligned}
& 37 \\
& 28 \% \\
& \hline
\end{aligned}
$$

\] \& 24\% \& ${ }^{28} 8$ \& \[

$$
\begin{gathered}
59 \\
{ }_{24}^{24 \%}
\end{gathered}
$$
\] \& ${ }^{25} 13 \%$ \& 179\% \& 67

$24 \%$ <br>

\hline Somewhat \& $$
\begin{gathered}
133 \\
29 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 72 \%
\end{aligned}
$$

\] \& \[

{ }_{26}^{60}

\] \& \[

$$
\begin{aligned}
& 56 \\
& 35 \%
\end{aligned}
$$

\] \& 29\% \& \[

{ }_{26}^{27}

\] \& \[

$$
\begin{aligned}
& 21 \\
& 23 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 51 \\
& 34 \%
\end{aligned}
$$

\] \& 58\% \& 24 22 \& \[

{ }_{23}^{33}

\] \& 20\% \& \[

$$
\begin{aligned}
& 67 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 46 \\
& 35 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 30 \%
\end{aligned}
$$
\] \& 24\% \& 70 \& ${ }^{61}$ 32\% \& 27

$46 \%$ \& ${ }^{98}{ }^{8} \%$ <br>

\hline Not Much/None (Net) \& $$
\begin{gathered}
181 \\
39 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 85 \\
& 37 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 96 \\
& 42 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 47 \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 35 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 51 \% \\
& \text { D }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 45 \\
& 48 \% \\
& d
\end{aligned}
$$

\] \& \[

{ }_{20}^{47 \%}

\] \& \[

$$
\begin{aligned}
& 90 \\
& 45 \% \\
& 45
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 51 \\
& 46 \% \\
& \mathbf{H}^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 53 \\
& 38 \%
\end{aligned}
$$
\] \& ${ }_{42}{ }^{2} \%$ \& 859\% \& 39\% \& 74

$43 \%$

n \& $$
\begin{aligned}
& 68 \\
& 44 \% \\
& \mathrm{n}
\end{aligned}
$$ \& 36 35 \& \[

$$
\begin{aligned}
& 86 \\
& 45 \%
\end{aligned}
$$
\] \& 14 24 \& 87\% <br>

\hline Not much \& 55 ${ }_{12 \%}$ \& ${ }^{28}{ }^{12 \%}$ \& ${ }_{11}^{26}$ \& 17

$11 \%$ \& $$
\begin{aligned}
& 21 \\
& 19 \%
\end{aligned}
$$ \& 11\% \& ${ }_{7}^{6}$ \& 16 \& 29\% \& 109\% \& 14

$10 \%$ \& ${ }_{12 \%}$ \& ${ }_{12 \%}$ \& 118\% \& 28\% \& 16 \& 27 $11 \%$ \& 26 ${ }_{14 \%}$ \& 5\% \& 35
$13 \%$ <br>

\hline None \& $$
\begin{gathered}
126 \\
28 \%
\end{gathered}
$$ \& 57\% \& \[

$$
\begin{aligned}
& 70 \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \% \\
& \text { 19\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 41 \\
& 40 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 39 \\
& 42 \% \\
& \mathrm{DE}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 24 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 61 \\
& 30 \% \\
& \mathrm{H}
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
42 \\
37 \% \\
H
\end{gathered}
$$

\] \& 28\% \& 20\% \& \[

\frac{59}{27 \%}

\] \& ${ }_{21}^{28}$ \& \[

$$
\begin{aligned}
& 46 \\
& 27 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
52 \\
34 \% \\
n
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
59 \\
24 \%
\end{gathered}
$$
\] \& 30 $31 \%$ \& 10\% \& ${ }^{52}$ \% <br>

\hline I am not at all familiar with this company \& $$
\begin{aligned}
& 56 \\
& 12 \%
\end{aligned}
$$ \& 9\% \& \[

$$
\begin{gathered}
47 \\
20 \% \\
\hline
\end{gathered}
$$

\] \& 19\% \& 14\% \& 15\% \& $9{ }^{9}$ \& $\xrightarrow{16} 11 \%$ \& 24\% \& ${ }_{14}^{16}$ \& \[

$$
\begin{aligned}
& 26 \\
& { }^{18 \%} \% \\
& M
\end{aligned}
$$
\] \& $\stackrel{9}{13 \%}$ \& ${ }^{16} 7$ \& 1180 \& 21

$12 \%$ \& 24\% \& 32\% \& 20 $11 \%$ \& * ${ }^{\text {\% }}$ \& 22 8 \% <br>

\hline Sigma \& $$
\begin{aligned}
& 458 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 227 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 231 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 157 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 106 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 102 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
92 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 148 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$
\] \& 111

$100 \%$ \& \[
$$
\begin{aligned}
& 138 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
67 \\
100 \%
\end{gathered}
$$
\] \& 219

$100 \%$ \& \[
$$
\begin{aligned}
& 132 \\
& 100 \%
\end{aligned}
$$

\] \& 1720\% \& \[

$$
\begin{aligned}
& 154 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 247 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 193 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 273

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 176 | 298 | 199 | 146 | 64 | 65 | 173 | 186 | 115 | 263 | 63 | 130 | 132 | 184 | 158 | 242 | 218 | 46 | 264 |
| Weighted Base | 463 | 202* | 260 | 162 | $135 *$ | 88* | $78 *$ | 176* | $210 *$ | 76* | 150 | 67* | $230 *$ | 124* | 201* | $138 *$ | 273 | 180 | 59** | 292 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | $\begin{gathered} 148 \\ 32 \% \end{gathered}$ | $\begin{gathered} 77 \\ 38 \% \\ c \end{gathered}$ | $\begin{array}{ll} 71 \\ 27 \% \end{array}$ | $\begin{aligned} & 64 \\ & \begin{array}{l} 40 \% \\ \mathrm{fG} \end{array} \end{aligned}$ | $\begin{aligned} & 53 \\ & \hline 39 \% \\ & \text { fG } \end{aligned}$ | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 45 \% \\ & \text { IJJ } \end{aligned}$ | ${ }_{26}^{56 \%}$ | $\begin{aligned} & 14 \\ & { }^{19 \%} \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | 199\% | $\begin{aligned} & 89 \\ & 39 \% \\ & K \end{aligned}$ | ${ }_{3}^{46} \%$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 354 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 35 \% \end{aligned}$ | ${ }_{26 \%}^{47}$ | 37 62 | 127 $44 \%$ |
| A great deal | 57 | 27 $14 \%$ | $\stackrel{29}{11 \%}$ | $\begin{aligned} & 27 \\ & 17 \% \\ & f \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \\ & \frac{1}{4} \% \end{aligned}$ | 3 | $\stackrel{4}{6 \%}$ | $\begin{aligned} & 35 \\ & 20 \% \\ & { }_{3} \end{aligned}$ | 17\% | 5\% | 15 $10 \%$ | 13\% | 32 | ${ }_{15}^{12 \%}$ | 32 $\substack{16 \% \\ p}$ | $9{ }^{7} \%$ | 39 $14 \%$ | ${ }^{16} 9$ | 179\% | 179\% |
| Somewhat | $\begin{aligned} & 91 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & \hline 16 \% \end{aligned}$ | $\begin{gathered} 37 \\ 23 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | ${ }_{10}^{8}$ | $\begin{aligned} & 44 \\ & 25 \% \\ & j \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 25 \% \\ & k \end{aligned}$ | 31 | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | 25\% | $\begin{aligned} & 57 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | 20\% | 78 |
| Not Much/None (Net) | $\begin{gathered} 174 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 101 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 53 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 34 \\ & 44 \% \end{aligned}$ | ${ }_{31}^{54}$ | $\begin{aligned} & 95 \\ & 45 \% \\ & \mathbf{H}^{2} \end{aligned}$ | 26\% | ${ }_{36 \%}^{54}$ | ${ }_{34}^{22}$ | $\begin{aligned} & 91 \\ & 40 \% \end{aligned}$ | ${ }_{36}^{46}$ | $\begin{aligned} & 83 \\ & 41 \% \end{aligned}$ | 47\% | 102 ${ }^{37 \%}$ | $\begin{aligned} & 70 \\ & 39 \% \end{aligned}$ | $\stackrel{16}{28 \%}$ | 104 $36 \%$ |
| Not much | 59 $13 \%$ | 33 ${ }^{16 \%}$ | 27 $10 \%$ | 22 $14 \%$ | 13 $10 \%$ | $\begin{aligned} & 20 \\ & 23 \% \\ & \text { eG } \end{aligned}$ | ${ }_{5}^{4}$ | 27 ${ }^{27}$ | 31 $15 \%$ | ${ }^{1} \%$ | ${ }^{14} 9$ | 11 $16 \%$ | ${ }^{35}$ | ${ }_{1}^{15}$ | 35 <br> $17 \%$ | 10\% | ${ }_{\text {18 }}^{\text {R }}$ \% | 11\% | 120\% | 53\% |
| None | ${ }_{25 \%}^{115}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | ${ }_{29}^{79}$ | $\begin{aligned} & 31 \% \\ & 19 \% \end{aligned}$ | 27\% | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 39 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 30 \% \\ & 30 \% \end{aligned}$ | $\begin{gathered} 25 \\ 32 \% \\ H \end{gathered}$ | $\begin{aligned} & 41 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | ${ }_{24}^{56}$ | $29 \%$ | 48\% | 38\% | 54\% | $\begin{aligned} & 59 \\ & 33 \% \\ & \hline \text { 2 } \end{aligned}$ | ${ }_{8}^{5}$ | 52\% |
| I am not at all familiar with this company | 141 ${ }^{14}$ | ${ }_{23}^{56 \%}$ | ${ }_{34 \%}^{88}$ | 45\% | $\begin{aligned} & 41 \% \\ & 31 \end{aligned}$ | $\begin{aligned} & 236 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 41 \% \end{aligned}$ | ${ }_{23}^{43}$ | ${ }_{21}^{61}$ | $\begin{aligned} & 36 \\ & 47 \% \\ & \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 58 \\ & 39 \% \\ & M \end{aligned}$ | $\begin{aligned} & 25 \\ & 38 \% \\ & M \end{aligned}$ | 50\% | 34\% | 50\% | $\begin{aligned} & 56 \\ & 41 \% \\ & \text { nO } \end{aligned}$ | $\begin{gathered} 75 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | ${ }_{10}^{6} \%$ | 60 ${ }^{61 \%}$ |
| Sigma | $\begin{aligned} & 463 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 210\% | 100\% | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 201 $100 \%$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 273 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | 290\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 458 | 177 | 281 | 204 | 126 | 71 | 57 | 151 | 189 | 118 | 233 | 55 | 144 | 148 | 153 | 157 | 235 | 209 | 45 | 258 |
| Weighted Base | 440 | 198* | 242 | 150 | $116{ }^{*}$ | $100 *$ | 73** | $147^{*}$ | 194 | 98* | 130 | $53^{*}$ | 229* | 169* | 142* | $128 *$ | 237 | 192* | 57* | 272 |
| Somewhat/A Great Deal (Net) | 214 $49 \%$ | $\begin{gathered} 127 \\ 64 \% \\ C \end{gathered}$ | 87\% | 717\% | 71 $61 \%$ d | $46 \%$ | ${ }_{36}^{26}$ | 91 61 | 75 38 | 49\% | 57 | 219\% | $\begin{gathered} 131 \\ \substack{57 \% \\ \mathrm{kl}} \end{gathered}$ | 91\% | 71 | $52 \%$ | $\begin{gathered} 141 \\ \stackrel{149 \%}{ } \end{gathered}$ | ${ }_{36}^{69}$ | 73 ${ }^{46}$ \% | 148 $54 \%$ |
| A great deal | 88\% | $\begin{gathered} 49 \\ 25 \% \\ c \end{gathered}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & \text { 26\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 38 \\ & { }^{33} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 6 \% \\ & 6 \end{aligned}$ | ${ }_{6}^{5}$ | $\begin{aligned} & 42 \\ & 29 \end{aligned}$ | $\begin{aligned} & \text { 148 } \end{aligned}$ | ${ }^{18} 8$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $18 \%$ | $\begin{aligned} & \text { 600 } \\ & { }_{26}^{6 \%} \\ & \hline \end{aligned}$ | 43\% | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & { }^{266 \%} \\ & { }^{66 \%} \end{aligned}$ | ${ }^{25} 13 \%$ | 24 ${ }_{\text {43\% }}$ | 70 26 |
| Somewhat | ${ }^{126}$ 29\% | $\begin{aligned} & 77 \\ & 39 \% \\ & C \end{aligned}$ | 49\% | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \\ & \text { D } \end{aligned}$ | 22 30 | 493\% | ${ }_{24}^{46}$ | 31 $32 \%$ | 37 ${ }^{39 \%}$ | $\begin{aligned} & 13 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 31 \% \end{aligned}$ | 48\% | 46\% | 33\% | 79 ${ }_{\text {3 }}^{\text {r }}$ \% | 44\% | 19 ${ }_{3}$ | 789\% |
| Not Much/None (Net) | ${ }^{186}$ | ${ }_{3}^{65}$ | $\begin{gathered} 121 \\ 50 \% \\ B \end{gathered}$ | 56\% | 39 $34 \%$ | $49 \%$ | 42\% | 439\% | $\begin{aligned} & 105 \\ & 54 \% \\ & H j \end{aligned}$ | 37 $38 \%$ | 56 $43 \%$ | $\stackrel{27}{51 \%}$ | 86\% | 71 $42 \%$ | 55\% | 60\% | 82\% | $\begin{aligned} & 99 \\ & 52 \% \\ & Q \end{aligned}$ | 13 $23 \%$ | 106 39 |
| Not much | $\begin{aligned} & 79 \\ & \hline 18 \% \end{aligned}$ | 37 $19 \%$ | ${ }_{17 \%}^{41}$ | 36 $24 \%$ $e$ | 14 | 20\% | ${ }_{9}^{7} \%$ | 31 | 20 ${ }^{40}$ \% | 8 8\% | 30 ${ }^{3} \%$ | 15\% | 36 $16 \%$ | 23 $13 \%$ | 35 | 21 $16 \%$ | 39 16 | 30\% | ${ }_{13}^{8} \%$ | 54\% |
| None | $\stackrel{107}{24 \%}$ | 27 $14 \%$ | $\begin{aligned} & 79 \\ & 33 \% \\ & B \end{aligned}$ | 20 $13 \%$ | 23\% | ${ }^{288}{ }^{28}$ | 35 ${ }^{39}$ | 13 | $\begin{gathered} 65 \\ { }_{3}^{33} \% \\ \hline \end{gathered}$ | 30\% ${ }_{\text {20 }}$ | 27 20 | $\begin{gathered} 19 \\ { }_{36}^{36 \%} \end{gathered}$ | 50\% | $\begin{aligned} & 49 \\ & 29 \% \\ & \hline \end{aligned}$ | 19 | $\begin{aligned} & 39 \\ & 31 \% \\ & 0 \end{aligned}$ | 43\% | 61 $31 \%$ Q | ${ }^{6} 0 \%$ | 51 $19 \%$ |
| I am not at all familiar with this company | 40\% | ${ }_{3 \%}^{6}$ | $\begin{gathered} 34 \\ 14 \% \\ B \end{gathered}$ | $\begin{aligned} & 24 \\ & 16 \% \\ & 16 \% \end{aligned}$ | ${ }_{5}^{6} \%$ | ${ }_{6}^{6} \%$ | $\stackrel{4}{6 \%}$ | ${ }^{13} 9$ | 15\% | 12 | $\begin{aligned} & 17 \\ & { }_{1}^{33 \%} \\ & { }^{2} \end{aligned}$ | ${ }_{11 \%}^{6}$ | 12 5 | $7 \%$ $4 \%$ | $\begin{gathered} 16 \\ \substack{11 \% \\ \mathrm{n}} \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 1 \\ { }_{13}^{3} \% \\ \mathrm{~N} \end{array} \end{aligned}$ | 14 6 | $\begin{aligned} & 24 \\ & 13 \% \\ & \text { q } \end{aligned}$ | * | $\begin{gathered} 18 \% \\ \mathrm{~s} \% \end{gathered}$ |
| Sigma | $\begin{aligned} & 440 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/IJJ-K/L/M-N/O/P-Q/R-S/I


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 202 | 272 | 201 | 130 | 68 | 75 | 167 | 192 | 115 | 238 | 72 | 132 | 152 | 166 | 156 | 245 | 213 | 52 | 262 |
| Weighted Base | 503 | 262 | 241 | 157 | 124* | $100 *$ | 122* | $168{ }^{*}$ | 224* | 111* | 145 | 89* | 230* | $177^{*}$ | $186 *$ | 140* | 291 | 201 | 60* | 326 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | ${ }_{44 \%}^{221}$ | $\begin{aligned} & 138 \\ & { }_{53}^{53} \% \end{aligned}$ | ${ }_{35}^{85}$ | $\begin{aligned} & 84 \\ & 54 \% \\ & \text { fG } \end{aligned}$ | $\begin{aligned} & 59 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 37 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 101 \\ 60 \% \\ 1,5 \end{gathered}$ | $\begin{aligned} & 81 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 51 \% \\ & \text { n } \end{aligned}$ | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 141 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 38 \% \end{aligned}$ | 39 $65 \%$ | 162 50 |
| A great deal | $\begin{aligned} & 96 \\ & \\ & \hline 19 \% \end{aligned}$ | ${ }_{22}^{52 \%}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & { }_{\text {dG }} \end{aligned}$ | 19 $19 \%$ | 13 $11 \%$ | 52 $31 \%$ 1. | ${ }^{25} 11 \%$ | $19 \%$ | 31\% | 13 $15 \%$ | 45 | ${ }^{28} 16$ | 20\% | 30 | 25\% | 30 | 24 $39 \%$ | 20\% |
| Somewhat | ${ }^{125} 25$ | $\begin{aligned} & 80 \\ & 30 \% \\ & \text { C } \end{aligned}$ | 46\% | $\begin{aligned} & 56 \\ & 366 \% \\ & \text { EF } \end{aligned}$ | 19\% | ${ }_{18}^{18}$ | ${ }_{23}^{28}$ | 29\% | 25\% | 20\% | 20\% | 22\% | ${ }_{3}^{72}{ }_{\text {k }}$ | 22\% | ${ }_{31}^{57}$ | 30 | 76\% | 47\% | 159\% | 959\% |
| Not Much/None (Net) | ${ }^{182}{ }_{36}$ | 89\% | $\begin{aligned} & 93 \\ & \hline 38 \% \end{aligned}$ | ${ }_{26 \%}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 42 \% \\ & d \end{aligned}$ | $\begin{aligned} & 58 \\ & 48 \% \\ & 48 \end{aligned}$ | 44\% | $\begin{gathered} 100 \\ 45 \% \\ H \end{gathered}$ | $38 \%$ | ${ }_{34}^{49}$ | 33 37 | 815\% | $\begin{aligned} & 87 \\ & 49 \% \\ & \text { Op } \end{aligned}$ | 25\% | 50 35 | ${ }^{106} 36$ | 74\% | 179\% | 111 $34 \%$ |
| Not much | 73 $14 \%$ | 32\% | 417\% | 12\% | 20\% | 15\% | 19\% | 21 $13 \%$ | $\begin{aligned} & 43 \\ & 19 \% \\ & \end{aligned}$ | 8\% | ${ }^{14} 9$ | $\begin{aligned} & 18 \\ & \text { 20\% } \\ & \hline \end{aligned}$ | 36\% | $\begin{aligned} & 39 \\ & 22 \% \\ & 0 \mathrm{p} \end{aligned}$ | ${ }^{17} 9$ | ${ }_{16}^{16}$ | ${ }_{16}^{46}$ | 27 $13 \%$ | 20\% | 19\% |
| None | 109 $22 \%$ | 57\% | 522\% | 21 $13 \%$ | 21\% | $\begin{aligned} & 28 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 40 \\ 32 \% \\ \text { De } \end{array} \end{aligned}$ | 23 14 | $\begin{aligned} & 57 \\ & 26 \% \\ & \mathbf{H} \end{aligned}$ | 269\% | 34\% | 15\% | 19\% | 47 $27 \%$ 0 | 29\% | 33\% | 20 ${ }^{60}$ | 47\% | 9\% | 62 $19 \%$ s |
| I am not at all familiar with this company | $\begin{gathered} 100 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & { }_{27} 7 \% \\ & \hline \end{aligned}$ | 32 21 | 19\% | 21\% | 23 $19 \%$ | 24\% | ${ }_{19}^{43}$ | $\begin{aligned} & 34 \\ & \text { 31\% } \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 36 \\ & \begin{array}{l} 35 \% \\ 25 \% \end{array} \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \\ & \mathrm{~m} \end{aligned}$ | 30 $13 \%$ | 23\% | 46 $24 \%$ $n$ | 31 22 | 15\% | $\begin{aligned} & 51 \\ & 25 \% \\ & \begin{array}{c} 51 \end{array} \end{aligned}$ | ${ }_{6}^{4} \%$ | 53 $16 \%$ |
| Sigma | $\begin{aligned} & 503 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 291 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 326 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Proportions/Means: Columns Telested
Overlap formulae used.

Fielding Period: May 20-22, 2020

## Telecom

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 478 | 185 | 293 | 196 | 135 | 74 | 73 | 161 | 192 | 125 | 277 | 61 | 115 | 153 | 166 | 159 | 248 | 219 | 46 | 260 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 464 | 211 | 254 | 135 | 122* | 111* | 96* | 150* | 220* | 94* | 168 | 59* | 199* | 151* | $170 *$ | $143^{*}$ | 257 | 196 | $58 * *$ | 277 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & \text { (Net) } \end{aligned}$ | ${ }_{25 \%}^{116}$ | $\begin{aligned} & 79 \\ & 37 \% \\ & \hline \end{aligned}$ | 38 $15 \%$ | $\begin{aligned} & 44 \\ & 33 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \\ & \mathrm{FG}^{2} \end{aligned}$ | 12\% | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 40 \% \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 65 \\ 33 \% \\ K \end{gathered}$ | 30\% | 47\% | 399\% | $\begin{aligned} & 77 \\ & 30 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 31 53 | 96\% |
| A great deal | $\begin{aligned} & 61 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 4_{21}^{21 \%} \\ & C \end{aligned}$ | ${ }^{17} \%$ | $\begin{aligned} & 17 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 24 \% \\ & { }^{24} \% \end{aligned}$ | ${ }_{3 \%}^{4}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & { }_{2}^{33} \% \\ & 1 . \end{aligned}$ | ${ }^{17}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | ${ }^{15} 9 \%$ | 3\% | $\begin{aligned} & 37 \\ & 39 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & { }^{177 \%} \\ & \mathrm{R} \end{aligned}$ | ${ }^{12}$ | 19 3 \% | 53 ${ }^{19}$ |
| Somewhat | 12\% | $\begin{gathered} 34 \\ \begin{array}{l} 16 \% \\ c \end{array} \end{gathered}$ | 21\% | $\begin{gathered} 28 \\ { }_{21}^{21} \% \\ \mathrm{FG} \end{gathered}$ | $\begin{gathered} 17 \\ 14 \% \\ 9 \end{gathered}$ | $8 \%$ | ${ }_{3 \%}^{2}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | 23 $10 \%$ | 7 | 16\% | 10 $16 \%$ | ${ }^{28}{ }^{14 \%}$ | 12\% | 25 $15 \%$ | 17 $12 \%$ | 33 $13 \%$ | ${ }^{18}{ }_{9}{ }^{\text {\% }}$ | 11 20 | 44\% |
| Not Much/None (Net) | 156 $34 \%$ | 73 3 \% | 84\% | 47\% | 32\% | 33 30 | $\begin{gathered} 44 \\ 46 \% \\ \hline \end{gathered}$ | 428\% | 84\% | 31 $33 \%$ | 57 $34 \%$ | ${ }_{39}^{23}$ | ${ }_{32}^{63}$ | ${ }_{32}{ }^{2}$ | 64\% | 44\% | 82\% | 758\% | 21 36 | 92\% |
| Not much | 46\% | $\begin{aligned} & 30 \\ & 14 \% \\ & \text { C } \end{aligned}$ | ${ }^{16}{ }_{6}{ }^{\text {a }}$ | $\begin{aligned} & 24 \\ & \text { 18\% } \\ & \text { fG } \end{aligned}$ | $12 \%$ | ${ }_{7}^{8}$ | ${ }_{2}^{2}$ | $\begin{aligned} & 19 \\ & 13 \% \\ & j \end{aligned}$ | 23 $11 \%$ | $4 \%$ | 13\% | 14\% | 21\% | ${ }^{10} 6$ | 22\% | 15\% | 26\% | $19 \%$ | ${ }_{\text {12\% }}$ | 34\% |
| None | 111 $24 \%$ | ${ }_{23}^{40 \%}$ | 68\% | 23\% | 20\% | ${ }^{26} 23$ | $\begin{gathered} 42 \\ 44 \% \\ \text { DEf } \end{gathered}$ | ${ }^{23} 16 \%$ | $\begin{gathered} \text { 270 } \\ \text { 27\% } \end{gathered}$ | 279\% | 44\% | 15\% | 421\% | 39\% | 42\% | 29\% | 55\% | 55\% | 14 $24 \%$ | 58\% |
| I am not at all familiar with this company | ${ }^{191} \times$ | 59\% | $\begin{aligned} & 132 \\ & 52 \% \\ & 5 \end{aligned}$ | 43\% | 45\% | $\begin{gathered} \begin{array}{c} 67 \\ \text { C0\% } \\ \text { DEg } \end{array} \end{gathered}$ | 37 39 | ${ }_{32}{ }^{2} \%$ | $\begin{gathered} 98 \\ 44 \% \\ h \end{gathered}$ | $\begin{aligned} & 46 \\ & 49 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{gathered} 80 \\ 47 \% \\ \mathrm{~m} \end{gathered}$ | 25 $42 \%$ | 71 36 | $\begin{gathered} 72 \\ 48 \% \\ 0 \end{gathered}$ | 59\% | 612\% | 99\% | 91 46 | ${ }^{7} 1{ }^{7}$ | 89\% |
| Sigma | $\begin{aligned} & 464 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 277 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 474 | 180 | 294 | 186 | 136 | 72 | 80 | 157 | 195 | 122 | 263 | 70 | 116 | 136 | 161 | 177 | 242 | 220 | 52 | 251 |
| Weighted Base | 462 | $217^{*}$ | 245 | 131 | 125* | 104* | 102* | 160 * | 207* | 95* | 142 | 88* | 194* | $134 *$ | 184* | $143{ }^{*}$ | 258 | 196 | 75* | 287 |
| Somewhat/A Great Deal (Net) | ${ }_{47 \%}^{216}$ | $\begin{gathered} 115 \\ 53 \% \\ c \end{gathered}$ | $\begin{gathered} 100 \\ 41 \% \end{gathered}$ | $$ | $\begin{aligned} & 78 \\ & 62 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 38 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 599 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 55 \% \\ & K \end{aligned}$ | $\begin{aligned} & 65 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 52 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 54 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 130 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 43 \% \end{aligned}$ | ${ }^{61}{ }^{61} \%$ | 158 $55 \%$ |
| A great deal | ${ }^{128} 8$ | $\begin{aligned} & 77 \\ & 36 \% \\ & C \end{aligned}$ | 51\% | $\begin{aligned} & 43 \\ & 33 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 53 \\ & 43 \% \\ & \mathrm{FG} \% \end{aligned}$ | ${ }_{16}^{16}$ | ${ }^{16}$ | $\begin{aligned} & 62 \\ & 399 \% \\ & 1 / 5 \end{aligned}$ | ${ }_{24}{ }^{49}$ | ${ }^{18}{ }^{19}$ | 29 ${ }^{20 \%}$ | 21\% | $\begin{gathered} 70 \\ 36 \% \\ \text { K } \end{gathered}$ | 28\% | 63 $34 \%$ P | 28\% | 82\% | ${ }^{46} 2$ | 49 $66 \%$ | 104 $36 \%$ |
| Somewhat | ${ }_{19}^{88}$ | $\begin{aligned} & 38 \\ & \text { 18\% } \end{aligned}$ | 20\% | $26$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | 24\% | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{21 \%}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | ${ }^{48}{ }^{1} \%$ | $\begin{aligned} & 38 \% \\ & \text { 19\% } \end{aligned}$ | 12 $15 \%$ | 19\% |
| Not Much/None (Net) | $\begin{gathered} 194 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 115 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 385 \\ & 28 \end{aligned}$ | $\begin{gathered} 50 \\ 48 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 63 \\ & 61 \% \\ & \text { CE } \end{aligned}$ | ${ }_{34}^{55}$ | 914\% | 48 $51 \%$ | ${ }^{65} 46 \%$ | $\begin{aligned} & 36 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 43 \% \end{aligned}$ | 64 $35 \%$ | $\begin{aligned} & 72 \\ & 50 \% \\ & 0 \end{aligned}$ | ${ }^{100} 39 \%$ | $\begin{aligned} & 88 \\ & 45 \% \end{aligned}$ | 11 $15 \%$ | 110 ${ }_{\text {38\% }}^{\text {S }}$ |
| Not much | 76\% | 33 $15 \%$ | 43 17 | 21\% | $14 \%$ | $16 \%$ | 24\% | 26\% | 31 $15 \%$ | 19\% | 200 | 10\% | 30\% | ${ }_{16}^{22}$ | 23 $12 \%$ | 31 $22 \%$ 0 | 46\% | 29\% | ${ }_{6}{ }^{\text {\% }}$ | $\stackrel{49}{17 \%}$ |
| None | $\begin{gathered} 119 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 70 \% \end{aligned}$ | $\begin{aligned} & \text { 194 } \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 33 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 39 \\ & 38 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & \text { 29\% } \end{aligned}$ | $\begin{gathered} 29 \\ 31 \% \\ \text { hio } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 46 \\ 32 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 27 \\ & 31 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | ${ }_{26}^{36}$ | 423\% | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | 55 ${ }^{51}$ | $\begin{aligned} & 59 \\ & 30 \% \end{aligned}$ | ${ }_{9}^{6}$ | ${ }_{\text {S1 }}^{61}$ \% |
| I am not at all familiar with this company | $\begin{aligned} & 52 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | 120 | 15\% | ${ }_{8 \%}^{9}$ | ${ }^{10} 6$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | 21 15 | ${ }_{7 \%}^{6}$ | ${ }^{17} 9$ | ${ }^{11} 9$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | ${ }^{27} 1 \%$ | 24 $12 \%$ | 3\% | 19 ${ }_{6}$ |
| Sigma | $\begin{aligned} & 462 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 207\% | $\begin{array}{r} 95 \\ 100 \% \end{array}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | 184 $100 \%$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 100\% | 287 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns T Tested
Overlap formulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020
Weighted To The U.S. General Adult Population - Propensity

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 187 | 274 | 189 | 132 | 82 | 58 | 168 | 180 | 113 | 240 | 55 | 122 | 144 | 149 | 168 | 241 | 204 | 50 | 248 |
| Weighted Base | 441 | $211 *$ | 230 | 136 | 121* | $114 *$ | 72* | 161 | $190 *$ | 91* | 132 | 72* | 199* | 149* | 164* | 129* | 251 | 176* | 74* | 279 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 213 \\ 48 \% \end{gathered}$ | $\begin{gathered} 102 \\ 48 \% \end{gathered}$ | $\begin{gathered} 112 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 59 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 66 \\ 55 \% \\ \text { fg } \end{array} \end{aligned}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 102 \\ 64 \% \\ 1.5 \end{gathered}$ | $\begin{aligned} & 88 \% \\ & 46 \\ & \hline \end{aligned}$ | ${ }_{26}^{24}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 110 \\ 55 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 75 \\ & 51 \% \end{aligned}$ | 599\% | 49\% | $\begin{aligned} & \text { 138 } \\ & \text { 55\% } \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 72 \\ & 41 \% \end{aligned}$ | ${ }^{57} 7$ | 158 $57 \%$ |
| A great deal | $\begin{gathered} 120 \\ 27 \% \end{gathered}$ | 51 $24 \%$ | ${ }_{30}^{69}$ | 43\% | 35 $29 \%$ | 230 | 17 $24 \%$ | 53\% | 48\% | 19 $21 \%$ | 36\% | ${ }_{36}^{26}$ | 56\% | 47\% | 42\% | 31 $24 \%$ | 74\% | 43\% | 33 ${ }_{\text {4 }}^{\text {t }}$ | ${ }_{31}^{87}$ |
| Somewhat | $\begin{aligned} & 93 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 18 \% \end{aligned}$ | ${ }^{36}$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\stackrel{9}{12 \%}$ | $\begin{aligned} & 49 \\ & 30 \% \\ & j \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \\ & \hline \end{aligned}$ | ${ }_{5 \%}^{4}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 27 \% \\ & \mathrm{~K} \end{aligned}$ | $\begin{aligned} & \text { 198 } \end{aligned}$ | $\begin{aligned} & 47 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & 14 \% \end{aligned}$ | 264 r | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | ${ }_{3}^{25}$ | 71 |
| Not Much/None (Net) | ${ }_{36 \%}^{157}$ | $\begin{aligned} & 85 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \begin{array}{l} 49 \% \\ \mathrm{Pe}^{2} \end{array} \end{aligned}$ | ${ }^{28} 9 \%$ | ${ }_{26}^{42}$ | $\begin{gathered} 71 \\ 37 \% \\ \mathrm{~h} \% \end{gathered}$ | ${ }_{4}^{45}{ }^{49}$ | 54\% | ${ }^{28} 8{ }^{\circ}$ | $\begin{aligned} & 64 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 511 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 36 \% \end{aligned}$ | ${ }_{34}^{85}$ | $\begin{aligned} & 68 \\ & 39 \% \end{aligned}$ | 15 20 | ${ }_{31}^{87}$ |
| Not much | 56\% | 33\% | 23 $10 \%$ | ${ }^{18}{ }^{1} \%$ | 9\% | 17 15 | $12 \%$ | 24\% | 20 $11 \%$ | ${ }_{12}^{13}$ | ${ }_{16}^{16}$ | 14\% | ${ }_{11 \%}$ | 214\% | ${ }_{10}^{16}$ | $19 \%$ | 25\% | 29\% | ${ }_{8}^{6} \%$ | ${ }_{12 \%}$ |
| None | $\begin{gathered} 101 \\ 23 \% \end{gathered}$ | 52 | $\begin{aligned} & 49 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 24 \\ 24 \% \\ d \end{gathered}$ | $\begin{aligned} & 39 \\ & 34 \% \\ & \text { 34\% } \end{aligned}$ | $\begin{aligned} & \text { 16 } \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 33 \\ & 36 \% \\ & \mathbf{3} \% \end{aligned}$ | ${ }_{29}^{39}$ | $\begin{aligned} & 14 \\ & { }^{19 \%} \end{aligned}$ | 43\% | 38\% | ${ }^{31}$ | 22\% | 60 24 | 32\% | 12\% | 54 $19 \%$ |
| I am not at all familiar with this company | $\begin{aligned} & 71 \\ & 16 \% \end{aligned}$ | 25 ${ }^{2}$ \% | $\begin{aligned} & 46 \\ & 20 \% \\ & b \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 17 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | ${ }^{25} 12 \%$ | ${ }^{14} 9$ | 23 $14 \%$ | $\begin{aligned} & 33 \\ & 26 \% \\ & \text { No } \end{aligned}$ | $\stackrel{29}{11 \%}$ |  | 3\% | 35 $12 \%$ $S$ |
| Sigma | 441 $100 \%$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | 114 $100 \%$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | 190 $100 \%$ | -910 | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | 100\% | 199 $100 \%$ | 149 $100 \%$ | 164 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 251 $100 \%$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 744 | 279 $100 \%$ |

Proporions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. * small base

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 457 | 167 | 290 | 202 | 115 | 75 | 65 | 158 | 195 | 104 | 239 | 64 | 133 | 138 | 154 | 165 | 238 | 205 | 46 | 257 |
| Weighted Base | 438 | 204* | 234 | 155 | 95* | 102* | 87* | $145 *$ | 206 | 87* | 133 | 76* | $213 *$ | $148 *$ | $142^{*}$ | $148 *$ | 239 | 191 | 47* | 281 |
| $\begin{aligned} & \text { Somewhat/A Great Deal } \\ & (\mathrm{Net}) \end{aligned}$ | 251 57 | 121 $59 \%$ | $\begin{aligned} & 130 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & \text { 65 } \\ & 695 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 65 \% \end{aligned}$ | 112 $55 \%$ | 45 $51 \%$ | $\stackrel{69}{52 \%}$ | $\begin{aligned} & 28 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 144 \\ 68 \% \\ \text { KL } \end{gathered}$ | $\begin{aligned} & 93 \\ & 63 \% \end{aligned}$ | 76 $54 \%$ | 82\% | $\begin{gathered} 161 \\ 67 \% \\ \mathrm{R} \end{gathered}$ | 85 ${ }^{\text {\% }}$ | 829\% | 1788\% |
| A great deal | ${ }^{148} 8$ | ${ }_{3}^{68}$ | 80\% | 53 $34 \%$ | 38 4 f | 23\% | 34\% | 56\% | 60\% | 32 | 38\% | 13 $17 \%$ | $\begin{aligned} & 94 \\ & { }_{4}^{94 \%} \end{aligned}$ | $\begin{aligned} & 67 \\ & 45 \% \\ & 0 p \end{aligned}$ | 34 $24 \%$ | ${ }_{32}{ }^{47}$ | $\begin{gathered} 100 \\ 42 \% \\ \mathrm{R} \end{gathered}$ | 46\% | 57\% | 116 $41 \%$ |
| Somewhat | ${ }_{24 \%}^{103}$ | ${ }_{23}^{53}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | ${ }_{26}^{40}$ | $\begin{gathered} 28 \\ 29 \% \\ \hline \end{gathered}$ | ${ }_{23}{ }_{23}$ | $\begin{aligned} & 111 \\ & 13 \% \end{aligned}$ | 269 | 52\% | $12 \%$ | $\begin{aligned} & 311 \\ & 23 \% \end{aligned}$ | 150\% | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 32 ${ }_{\text {40\% }}^{\substack{\text { n }}}$ | $\begin{aligned} & 35 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 25 \% \end{aligned}$ | 20\% | 14\% | ${ }_{62}^{62}$ |
| Not Much/None (Net) | $\begin{gathered} 163 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 35 \% \end{aligned}$ | 929\% | $\begin{aligned} & 53 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 499 \% \\ & 4 E \end{aligned}$ | $\begin{aligned} & 39 \\ & 45 \% \\ & 45 \end{aligned}$ | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 39 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{gathered} 45 \\ \text { KM } \\ \text { KM } \end{gathered}$ | 60\% | 51 $34 \%$ | 54\% | 38\% | 29\% | $\begin{aligned} & 91 \\ & 48 \% \\ & \mathrm{Q} \end{aligned}$ | ${ }_{9}^{4}$ | 892\% |
| Not much | 62 $14 \%$ | 29 ${ }^{29}$ | 33 $14 \%$ | $\begin{aligned} & 34 \\ & \underset{2}{32 \%} \mathrm{efg} \end{aligned}$ | $11 \%$ | 110\% | 7 | ${ }_{12 \%}^{18}$ | 36\% | 10\% | 17\% | 16\% | ${ }^{28} 13 \%$ | 22\% | 22\% | ${ }_{12}^{18}$ | 27 ${ }_{11 \%}$ | 35\% | $3{ }^{3}$ | 42 $15 \%$ s |
| None | $\begin{gathered} 101 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | 58\% | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 39 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 33 \\ & 37 \% \\ & \mathrm{DE}^{2} \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 27 \\ & 31 \% \\ & h \end{aligned}$ | $\begin{aligned} & 35 \\ & { }_{2}^{66 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 29 \\ & 39 \% \\ & M \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | 20\% | 32\% | ${ }_{27}^{47 \%}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & { }_{29}{ }^{2} \% \end{aligned}$ | ${ }_{3}^{2}$ | $\stackrel{47}{17 \%}$ |
| I am not at all familiar with this company | 24\% | 11 5 \% | ${ }^{13} 6$ | $9{ }_{6}$ | 88 | $5{ }^{5}$ | $3{ }_{3}^{3}$ | ${ }_{5 \%}^{7}$ | 10 5 | ${ }_{8 \%}^{7}$ | 119\% | ${ }_{3 \%}$ | $9 \%$ | $\stackrel{4}{3 \%}$ | 12\% | 8\% | 9 | 15\% | ${ }_{2 \%}$ | 14\% |
| Sigma | $\begin{aligned} & 438 \\ & 100 \% \end{aligned}$ | 204 $100 \%$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 206 $100 \%$ | 87\% | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | - ${ }^{70}$ \% | 213 $100 \%$ | 148 $100 \%$ | 142 $100 \%$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 239 $100 \%$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | 100\% | 281 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 192 | 276 | 187 | 124 | 79 | 78 | 170 | 188 | 110 | 250 | 60 | 121 | 144 | 166 | 158 | 235 | 219 | 49 | 264 |
| Weighted Base | 500 | 256 | 244 | 153* | 125* | $107 *$ | 115* | 202* | 197* | 101* | 170 | 74* | 222* | $148^{*}$ | 174* | 178* | 283 | 204 | 72** | 317 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 296 \\ 59 \% \end{gathered}$ | $\begin{gathered} 168 \\ \underset{C 6}{1} \% \end{gathered}$ | $\begin{gathered} 128 \\ 52 \% \end{gathered}$ | $\begin{gathered} 94 \\ 62 \% \\ 9 \\ 9 \end{gathered}$ | $\begin{aligned} & 85 \\ & 68 \% \\ & 6 \end{aligned}$ | $\begin{aligned} & 64 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 144 \\ \substack{15 \\ 15} \end{gathered}$ | $\begin{gathered} 106 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & { }^{42 \%} \% \\ & \mathrm{~K} \end{aligned}$ | $\begin{gathered} 166 \\ { }_{7}^{55 \%} \\ K \end{gathered}$ | 96 | 103 $59 \%$ | 97\% | $\underset{\substack{182 \\ 64 \% \\ r}}{ }$ | 109 $53 \%$ | 60 83 | 240 76 |
| A great deal | ${ }_{29 \%}^{147}$ | 82\% | ${ }^{65} 7$ | 38\% | 413\% | 31 29 | 37 $32 \%$ | $\begin{aligned} & 81 \\ & 40 \% \\ & 40 \% \end{aligned}$ | 50\% | ${ }^{16} 15 \%$ | 45\% | 25 34 | 70\% | 36\% | 47\% | 45\% | 94\% | 52\% | ${ }^{38}{ }^{2} \%$ | 120 38 |
| Somewhat | ${ }_{30 \%}^{148}$ | ${ }_{33}^{85}$ | 263\% | $\begin{aligned} & 56 \\ & 37 \% \\ & \mathrm{G} \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 31 \% \end{aligned}$ | 55\% | $30 \%$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | 219\% | $\begin{aligned} & 95 \\ & 43 \% \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 27 \% \end{aligned}$ | ${ }_{32}{ }^{2} \%$ | 529\% | ${ }_{31}^{88}$ | ${ }_{28}^{57}$ | 22 30 | 120 38 |
| Not Much/None (Net) | ${ }_{30 \%}^{152}$ | 739\% | $\begin{aligned} & 79 \\ & 32 \% \end{aligned}$ | ${ }_{26}^{46}$ | $\begin{aligned} & 25 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 46 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 36 \% \\ & H \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \\ & \text { he } \end{aligned}$ | $\begin{aligned} & 80 \\ & 87 \% \\ & \text { IM } \end{aligned}$ | 229\% | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | ${ }^{36}{ }^{36}$ | 60 $35 \%$ | 52\% | 75 ${ }^{76 \%}$ | $\begin{aligned} & 74 \\ & 36 \% \end{aligned}$ | -70\% | 20\% |
| Not much | 63 $13 \%$ | ${ }^{28} 11 \%$ | 34\% | ${ }^{25} 9$ | ${ }^{10} 8$ | $8{ }_{8}^{8}$ | 20\% | ${ }^{22} 11 \%$ | 30 15 | 11\% | ${ }^{25}$ | $5{ }_{6}$ | ${ }^{28}{ }^{2} \%$ | 20\% | ${ }^{23} 13 \%$ | $19 \%$ | 36 $13 \%$ | ${ }_{13}^{26}$ | ${ }_{8}^{6} \%$ | ${ }_{14}^{43}$ |
| None | $\begin{aligned} & 89 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 23 \% \\ & d \end{aligned}$ | $\begin{aligned} & 33 \\ & 29 \% \\ & \text { De } \end{aligned}$ | 21\% | $\begin{aligned} & 42 \\ & 21 \% \\ & H \end{aligned}$ | ${ }_{\text {26 }}^{26} \mathrm{H}$ | $\begin{aligned} & 55 \\ & \begin{array}{l} 52 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 17 \\ & { }_{2} 3 \% \\ & M \end{aligned}$ | 12\% | 19\% | ${ }^{31}$ | 33 $19 \%$ | 38\% | $\stackrel{48}{43} \mathrm{q}$ | ${ }_{2 \%}$ | 21\% |
| I am not at all familiar with this company | $\begin{aligned} & 53 \\ & 11 \% \end{aligned}$ | 15 6 | $\begin{aligned} & 37 \\ & 15 \% \\ & \text { B } \end{aligned}$ | ${ }_{12}^{12}$ | 12\% | ${ }^{10} 9$ | ${ }^{10} 9$ | 14\% | 210\% | $\begin{aligned} & 18 \\ & 18 \% \\ & { }_{H} \end{aligned}$ | 18 | ${ }_{8}^{6} \%$ | 17 ${ }_{8 \%}$ | 12\% | 11 6 | $\begin{aligned} & 29 \\ & 16 \% \\ & 10 \% \end{aligned}$ | $\stackrel{26}{9 \%}$ | 210\% | 5\% | 13 ${ }^{4}$ |
| Sigma | $\begin{aligned} & 500 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 174 $100 \%$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 283 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | 700\% | 317 $100 \%$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 468 | 186 | 282 | 196 | 118 | 85 | 69 | 156 | 211 | 101 | 253 | 58 | 125 | 145 | 169 | 154 | 256 | 201 | 45 | 255 |
| Weighted Base | 500 | 253 | 248 | 162 | $115^{*}$ | 131* | 93* | 169* | 224 | $107 *$ | 146 | 71* | 251* | 128* | $216 *$ | 156* | 287 | 200* | $67^{* *}$ | 325 |
| $\underset{\text { (Net) }}{\text { Somewhat/A Great Deal }}$ | ${ }_{30 \%}^{149}$ | $\begin{aligned} & 99 \\ & 399 \% \end{aligned}$ | 50\% | $\begin{aligned} & 66 \\ & 41 \% \\ & { }^{4 G} \end{aligned}$ | $\begin{aligned} & 49 \\ & { }_{4}^{42} \% \\ & \mathrm{FG} \end{aligned}$ | ${ }_{21}^{27}$ | ${ }_{8 \%}^{7}$ | $\begin{aligned} & 89 \\ & 53 \% \\ & { }^{3} \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 23 \% \\ & \hline \end{aligned}$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 41 \% \\ & \mathrm{Kl} \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 38 \% \\ & 38 \mathrm{nP} \end{aligned}$ | 36 ${ }^{33}$ | $\begin{gathered} 103 \\ 36 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 40 \\ & 20 \% \end{aligned}$ | 45\% | 131 $40 \%$ |
| A great deal | 77 $15 \%$ | $\begin{aligned} & 55 \\ & { }_{2}^{2} \% \\ & \hline \end{aligned}$ | ${ }^{22} 9$ | $\begin{aligned} & 32 \\ & \frac{19}{19 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 30 \\ & 26 \% \\ & \text { FG } \end{aligned}$ | 13 $10 \%$ | ${ }_{3}^{3}$ | $\begin{aligned} & 51 \\ & 30 \% \\ & \text { IJ } \end{aligned}$ | 22 10 | $4 \%$ | 15\% | ${ }_{12 \%}$ | $\begin{aligned} & 53 \\ & { }^{51} \% \\ & \mathrm{~K} \end{aligned}$ | 13 $10 \%$ | 21 $\substack{\text { n }}$ | 19 $12 \%$ | 20\% | 20\% | 26\% | $72 \%$ |
| Somewhat | $\begin{aligned} & 72 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 21 \% \\ & \text { G } \end{aligned}$ | $\begin{gathered} 19 \\ 17 \% \\ \mathrm{~g} \% \end{gathered}$ | 14\% | $4 \%$ | $\begin{aligned} & 39 \\ & 23 \% \\ & \text { ij } \end{aligned}$ | ${ }^{28} 13 \%$ | 5 | ${ }^{12} 9$ | ${ }_{11 \%}$ | $\begin{aligned} & 49 \\ & 20 \% \\ & K \end{aligned}$ | 19 | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | 20\% | 19\% | 60\% |
| Not Much/None (Net) | 214 $43 \%$ | 112 $44 \%$ | $\begin{aligned} & 102 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 57 \\ 61 \% \\ \text { CE } \end{gathered}$ | ${ }^{45}$ | $\begin{aligned} & 109 \\ & { }_{4}^{49 \%} \end{aligned}$ | $\begin{aligned} & 62 \\ & 58 \% \\ & \hline \end{aligned}$ | ${ }^{66}$ | 57\% | $\begin{aligned} & 103 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 45 \% \end{aligned}$ | 90\% | 66\% | 106\% | $\begin{aligned} & 105 \\ & 52 \% \\ & Q \end{aligned}$ | 17 $26 \%$ | ${ }^{123} 38$ |
| Not much | 70 $14 \%$ | ${ }_{17}^{43}$ | 26 $11 \%$ | 31 19\% ¢ | $\stackrel{9}{8 \%}$ | 14\% | 16\% | ${ }^{15} 9$ | $\begin{aligned} & 45 \\ & 20 \% \\ & \mathrm{Hj} \end{aligned}$ | 9\% | 15\% | ${ }^{8} 1{ }^{8}$ | ${ }_{17}^{43}$ | 19 | $\begin{aligned} & 38 \\ & 18 \% \\ & \text { p } \end{aligned}$ | 13 $8 \%$ | 39 $14 \%$ | 30\% | ${ }_{12 \%}$ | 52 $16 \%$ |
| None | $\stackrel{144}{29 \%}$ | ${ }_{27}^{68}$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 46 \\ & 35 \% \\ & \text { 2 } \end{aligned}$ | $\begin{aligned} & 41 \\ & 44 \% \\ & \mathrm{De} \end{aligned}$ | 27 $16 \%$ | $\begin{aligned} & 64 \\ & 294 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 53 \\ & 49 \% \\ & \mathrm{HI}^{2} \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \\ & \mathrm{~m} \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 40 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 60 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | 51 $24 \%$ | 53 $34 \%$ | ${ }^{67}$ 23\% | $\begin{aligned} & 74 \\ & 37 \% \\ & { }^{7} \% \end{aligned}$ | $\stackrel{9}{14 \%}$ | 71 $22 \%$ |
| I am not at all familiar with this company | 138\% | 42\% | $\begin{gathered} 96 \\ 39 \% \\ \hline \end{gathered}$ | 38 24 | $\stackrel{27}{24 \%}$ | ${ }_{33}{ }^{\text {3 }}$ | 29 $31 \%$ | 37\% | 29\% | 36 $34 \%$ | $\begin{aligned} & 53 \\ & 36 \% \\ & M \end{aligned}$ | 19\% | 46\% | 38 | 21\% | $\begin{aligned} & 55 \\ & 35 \% \\ & 0 \end{aligned}$ | 78\% | 27\% | 5\% | 70 $22 \%$ |
| Sigma | $\begin{aligned} & 500 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 71 $100 \%$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ | 128 $100 \%$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | 287 $100 \%$ | 200\% | $\stackrel{67}{100 \%}$ | 325 |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Kaiser Permanente
Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 468 \& 192 \& 276 \& 188 \& 143 \& 72 \& 65 \& 160 \& 201 \& 107 \& 252 \& 60 \& 139 \& 135 \& 170 \& 163 \& 241 \& 212 \& 46 \& 261 <br>
\hline Weighted Base \& 472 \& 235 \& 237 \& 126 \& 151* \& 107* \& 88* \& 154* \& 222* \& 96* \& 139 \& $65^{*}$ \& $246 *$ \& $146 *$ \& 190* \& $136 *$ \& 280 \& 180 \& $60^{*}$ \& 317 <br>
\hline Somewhat/A Great Deal (Net) \& 151
$32 \%$ \& $$
\begin{aligned}
& 98 \\
& 98 \% \\
& \hline
\end{aligned}
$$ \& 61\% \& $$
\begin{gathered}
39 \\
31 \% \\
9
\end{gathered}
$$ \& $$
\begin{gathered}
72 \\
\text { DFG }
\end{gathered}
$$ \& 27
$25 \%$ \& 13
$14 \%$ \& $$
\begin{aligned}
& 76 \\
& 49 \% \\
& 4.5
\end{aligned}
$$ \& 23\% \& $12 \%$ \& 35\% \& 188\% \& 91
$37 \%$ \& 27\% \& 76
$40 \%$ \& 34\% \& $$
\begin{gathered}
106 \\
38 \% \\
R
\end{gathered}
$$ \& 43
$24 \%$ \& 33
55 \& 121 38 <br>
\hline A great deal \& $$
\begin{aligned}
& 78 \\
& 16 \%
\end{aligned}
$$ \& $\underset{c}{21} \times$ \& $$
\begin{aligned}
& 29 \\
& 12 \%
\end{aligned}
$$ \& 19 \& $$
\begin{gathered}
43 \\
\text { DFG }
\end{gathered}
$$ \& $$
\begin{aligned}
& 10 \\
& 10 \%
\end{aligned}
$$ \& $5{ }_{6}$ \& $$
\begin{aligned}
& 49 \\
& 29 \% \\
& { }_{2}
\end{aligned}
$$ \& 31
$14 \%$ \& ${ }_{2}{ }^{2}$ \& ${ }^{18} 13$ \& $$
\begin{aligned}
& 111 \% \\
& 17
\end{aligned}
$$ \& 29\% \& ${ }_{12}^{18}$ \& 233\% \& $$
\begin{aligned}
& 16 \\
& 12 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 58 \\
& 21 \\
& 21 \% \\
& \hline
\end{aligned}
$$ \& ${ }^{18} 10$ \& 19
$31 \%$
t \& 24\% <br>
\hline Somewhat \& $$
\begin{aligned}
& 73 \\
& { }_{1}^{2} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 41 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 20 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 29 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 17 \\
& 16 \%
\end{aligned}
$$ \& ${ }_{8 \%}^{7}$ \& $$
\begin{aligned}
& 31 \% \\
& 20 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 14 \%
\end{aligned}
$$ \& $10 \%$ \& $$
\begin{aligned}
& 18 \% \\
& 13 \%
\end{aligned}
$$ \& 11\% \& 13\% \& 22\% \& $$
\begin{aligned}
& 33 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 18 \% \\
& 13 \%
\end{aligned}
$$ \& 17\% \& ${ }^{25} 4$ \& 14\% \& 18\% <br>
\hline Not Much/None (Net) \& ${ }^{174} 3$ \& 87\% \& 87\% \& 47\% \& ${ }_{31}^{47}$ \& 35 33 \& ${ }_{\text {51\% }}^{46}$ \& 427\% \& ${ }^{88}{ }^{\text {3 }}$ h ${ }^{\text {\% }}$ \& 44
$46 \%$ \& 41 30 \& 284\% \& ${ }^{98} 9$ \& 58\% \& ${ }_{31}{ }^{5}$ \& 57 \& ${ }^{108} 8$ \& 63 35 \& 19 32 \& 119
$38 \%$ <br>
\hline Not much \& ${ }^{61} 13$ \& 40

c \& ${ }^{21} 9$ \& 24
19

$\dagger$ \& 19\% \& ${ }_{8 \%}$ \& 10\% \& 19\% \& 32\% \& 10\% \& 10\% \& \[
$$
\begin{aligned}
& \begin{array}{l}
11 \\
18 \% \\
\mathrm{k}
\end{array}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& \begin{array}{l}
16 \% \\
\mathrm{~K}
\end{array}
\end{aligned}
$$
\] \& 21

$14 \%$ \& 24\% \& ${ }_{16}^{16}$ \& $$
\begin{aligned}
& 50 \\
& { }^{18} \% \\
& \text { R }
\end{aligned}
$$ \& ${ }^{10} 6$ \& 120\% \& $49 \%$ <br>

\hline None \& 113

$24 \%$ \& 47 \& \[
$$
\begin{aligned}
& 666 \\
& 28 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 18 \%
\end{aligned}
$$
\] \& 27

$18 \%$ \& 26\% \& $$
\begin{aligned}
& 37 \\
& 42 \% \\
& \mathrm{DE}
\end{aligned}
$$ \& 23

$15 \%$ \& \[
$$
\begin{aligned}
& 56 \\
& { }^{25 \%} \% \\
& h
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 34 \\
& 36 \% \\
& \mathbf{H}^{2}
\end{aligned}
$$
\] \& 31 $22 \%$ \& 17

$26 \%$ \& 58\% \& 36\% \& 35 \& $$
\begin{aligned}
& 40 \\
& 30 \% \\
& 0
\end{aligned}
$$ \& ${ }^{51}{ }^{1} \%$ \& 529\% \& $\stackrel{7}{12 \%}$ \& 70 $22 \%$ <br>

\hline I am not at all familiar with this company \& ${ }^{148}{ }_{31}{ }^{4}$ \& 58\% \& $$
\begin{aligned}
& 90 \\
& 38 \% \\
& \text { 38\% }
\end{aligned}
$$ \& 40\% \& 32

$21 \%$ \& \[
$$
\begin{aligned}
& 45 \\
& 42 \% \\
& { }^{2} \%
\end{aligned}
$$

\] \& $30 \%$ \& 36\% \& 71 $32 \%$ \& \[

$$
\begin{aligned}
& 40 \\
& 42 \% \\
& \mathrm{H}^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 63 \\
& 45 \% \\
& \text { IM }
\end{aligned}
$$
\] \& 19\% \& 56\% \& ${ }_{33}^{48}$ \& 559\% \& 45\% \& 66

$24 \%$ \& 75
$41 \%$ \& ${ }^{8} 3$ \% \& 78
s <br>

\hline Sigma \& $$
\begin{aligned}
& 472 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 235 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 237 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 151 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 107 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
88 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 154 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 222 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
96 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 139 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
65 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 246 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 190 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 280 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 180 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
60 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 317 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proporitions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 466 | 177 | 289 | 184 | 135 | 73 | 74 | 161 | 201 | 104 | 266 | 54 | 117 | 134 | 171 | 161 | 232 | 217 | 34 | 251 |
| Weighted Base | 472 | $234 *$ | 238 | 134 | 123* | $108 *$ | 107* | $143 *$ | 229 | 99* | 158 | 75* | 207* | $146 *$ | 177* | 148* | 263 | 196 | $42^{* *}$ | 289 |
| Somewhat/A Great Deal (Net) | ${ }_{31 \%}^{148}$ | $\begin{aligned} & 94 \\ & 40 \% \\ & 40 \% \end{aligned}$ | 54\% | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 41\% | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \\ & \text { f } \end{aligned}$ | $\begin{aligned} & 53 \\ & 37 \% \end{aligned}$ | 28\% | $\begin{aligned} & 30 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & { }^{82 \%} \end{aligned}$ | ${ }_{31}^{46}$ | $\begin{aligned} & 62 \\ & 35 \% \end{aligned}$ | 200 | $\underset{r}{97} \underset{3}{97}$ | 50 | 23 $54 \%$ | $\begin{gathered} 109 \\ 38 \% \end{gathered}$ |
| A great deal | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | ${ }^{46}$ | 33 $14 \%$ | 22\% | $\begin{gathered} 35 \\ \text { 28\% } \\ \text { dFg } \end{gathered}$ | ${ }_{7 \%}$ | 15 $14 \%$ | 35 $24 \%$ ij | 34\% | $11 \%$ | ${ }_{15}^{24}$ | ${ }^{7} \mathrm{O} \%$ | 49\% | 30 $21 \%$ $p$ | 235 | 15\% | ${ }_{\text {25 }}^{5}$ | ${ }_{23}^{23} 12$ | 16\% | 24\% |
| Somewhat | $\begin{aligned} & 68 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 48 \\ 20 \% \\ C \end{gathered}$ | ${ }^{20} 9$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 221 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | 19\% | ${ }^{15} 9$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & \frac{38}{18 \%} \\ & k \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \\ & 1 \end{aligned}$ | 27 | $\begin{aligned} & \text { 25 } \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | ${ }^{26}$ | ${ }_{15 \%}$ | 45\% |
| Not Much/None (Net) | $\begin{gathered} 140 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 38 \% \\ & \text { 38\% } \end{aligned}$ | 28\% | 28\% | $\begin{aligned} & 34 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 711 \\ & 31 \% \end{aligned}$ | 29\% | $\begin{aligned} & 57 \\ & \begin{array}{c} 56 \% \\ \mathrm{~m} \end{array} \mathrm{e} \end{aligned}$ | 20\% | $52 \%$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ | 51 | $\text { 40 } 27 \%$ | 67\% | ${ }_{34 \%}^{66}$ | 20\% | 79\% |
| Not much | 53 $11 \%$ | $\begin{gathered} 36 \\ 15 \% \\ c \end{gathered}$ | 17\% | $\begin{aligned} & 23 \\ & \begin{array}{l} 17 \% \\ \hline \end{array} \end{aligned}$ | $7 \%$ | ${ }^{10} 9$ | 13 $12 \%$ | 21 $14 \%$ | 26 $11 \%$ | $7 \%$ | 20 $13 \%$ | 5\% | 28 $14 \%$ | ${ }_{18}^{12}$ | 21 $12 \%$ | 15\% | ${ }^{23} 9$ | 27 $14 \%$ | 12\% | 38\% |
| None | ${ }_{19 \%}^{87}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | ${ }_{21}{ }^{28}$ | 20\% | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | 220\% | 20 | 45 20 | 23\% | $\begin{aligned} & 37 \\ & \begin{array}{l} 33 \% \\ M \end{array} \end{aligned}$ | 150\% | 24 $12 \%$ | 32\% | 30 | 26\% | 17\% | 39\% | $\stackrel{3}{8 \%}$ | 41 $14 \%$ |
| I am not at all familiar with this company | ${ }^{184} 3$ | $\begin{aligned} & 67 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 117 \\ 499 \% \end{gathered}$ | 42\% | 44\% | $\begin{gathered} \begin{array}{c} 62 \\ 57 \% \\ \text { DEG } \end{array} .8 \text {. } \end{gathered}$ | 35\% | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 41 \% \end{aligned}$ | $40 \%$ | $\begin{aligned} & 63 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 54 \% \\ & M \end{aligned}$ | 38\% | 51 $35 \%$ | 64 $36 \%$ | $\begin{aligned} & 68 \\ & 46 \% \end{aligned}$ | ${ }^{100} 38$ | 80 $41 \%$ | 11 $26 \%$ | ${ }^{102} 35$ |
| Sigma | $\begin{aligned} & 472 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 229\% | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | 146 $100 \%$ | 177\% | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 263 $100 \%$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 100\% | 289\% |

Proportions/Means: Columns Tested (5\% $10 \%$ risk level)-B/C - D/E/F/G - H/TT KITM-N/O/P- Q/R - S/T


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 461 | 181 | 280 | 175 | 135 | 81 | 70 | 153 | 188 | 120 | 249 | 59 | 131 | 140 | 154 | 167 | 250 | 203 | 45 | 244 |
| Weighted Base | 485 | 224 | 260 | 131* | 128* | $136{ }^{*}$ | 89* | 160 * | $217^{*}$ | 108* | 154 | 65* | $241^{*}$ | $168{ }^{*}$ | 156* | 161* | 291 | 184* | $68 * *$ | 276 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 144 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 41 \% \\ & { }^{9} \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & \begin{array}{l} 37 \% \\ f G \end{array} \end{aligned}$ | $\begin{aligned} & 58 \\ & 545 \% \\ & \text { FG } \end{aligned}$ | 320 | ${ }_{9 \%}^{8}$ | $\begin{aligned} & 75 \\ & { }_{47} 7 \% \end{aligned}$ | ${ }_{22}^{48}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 12 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & { }^{40 \%} \end{aligned}$ | 50\% | $\begin{aligned} & \text { 61 } \\ & 39 \% \\ & \text { P1 } \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 24 \end{aligned}$ | $\begin{aligned} & 94 \\ & 32 \% \end{aligned}$ | ${ }_{26 \%}^{49}$ | 41 $60 \%$ | 105 $38 \%$ |
| A great deal | 66 $14 \%$ | $\begin{aligned} & 43 \\ & { }^{19 \%} \% \end{aligned}$ | 24\% | $\begin{aligned} & 26 \\ & 20 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \\ & \text { i8\% } \end{aligned}$ | 11\% | ${ }_{3 \%}$ | 32 20 i | 22 $10 \%$ | 12 $11 \%$ | ${ }^{12}$ \% | 5\% | $\begin{aligned} & \text { 484} \\ & \text { 18\% } \\ & \text { K } \end{aligned}$ | 14\% | $\begin{aligned} & 34 \\ & 32 \% \\ & \mathrm{~Np} \end{aligned}$ | ${ }_{11}^{18}$ | ${ }_{16}{ }^{16}$ | 21 $12 \%$ | 198\% | ${ }_{16}{ }^{3}$ |
| Somewhat | $\begin{aligned} & 78 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 50 \\ 22 \% \\ C \end{gathered}$ | $\begin{aligned} & 27 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \\ & \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}$ | $\begin{aligned} & 43 \\ & 27 \% \\ & 1 \mathrm{~J} \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | 11\% | $\begin{aligned} & 53 \\ & { }_{22} \% \\ & \end{aligned}$ | $\begin{gathered} 31 \\ 21 \% \\ \text { p } \end{gathered}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | 22\% | ${ }_{22 \%}$ |
| Not Much/None (Net) | 256 53 | $\begin{gathered} 109 \\ 48 \% \end{gathered}$ | $\begin{gathered} 147 \\ 57 \% \end{gathered}$ | 49\% | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 90 \\ 66 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 65 \\ & 63 \% \\ & \text { DE } \end{aligned}$ | ${ }_{39} 9$ | $\begin{gathered} 135 \\ { }^{62 \%} \\ H \end{gathered}$ | $\begin{aligned} & 62 \\ & 58 \% \\ & H \end{aligned}$ | ${ }^{88}$ | ${ }^{36}$ 5\% | 120 $50 \%$ | ${ }_{53}^{88}$ | 76 | 92\% | 151 $52 \%$ | 101 $55 \%$ | ${ }^{14}$ 21\% | 134 $49 \%$ |
| Not much | 77 $16 \%$ | 34\% | ${ }_{16}^{43}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ g | 20\% | $\begin{gathered} \text { 288 } \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{6}^{6}$ | 24\% | 40\% | 13 $12 \%$ | 20 $13 \%$ | ${ }_{13}^{8} \%$ | 48\% | 21 $12 \%$ | 28\% | 28\% | 52\% | 25 ${ }^{13}$ \% | 13\% | 54\% |
| None | $\begin{gathered} 179 \\ 37 \% \end{gathered}$ | ${ }_{33}^{73}$ | $\begin{gathered} 105 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 25 \end{aligned}$ | $\begin{aligned} & 62 \\ & 45 \% \\ & \text { DE } \end{aligned}$ | $\begin{gathered} 60 \\ \text { 67\% } \\ \text { DEf } \end{gathered}$ | ${ }_{22}^{35 \%}$ | $\begin{aligned} & 95 \\ & 44 \% \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 50 \\ & { }^{46 \%} \\ & H \end{aligned}$ | $\begin{aligned} & 69 \\ & 45 \% \\ & \hline \end{aligned}$ | ${ }^{28} 8$ | 720\% | $\begin{aligned} & 68 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 39 \% \end{aligned}$ | 999 | 76 | ${ }_{8 \%}$ | 80\% |
| I am not at all familiar with this company | $\begin{aligned} & 85 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 62 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & \text { ef } \end{aligned}$ | 18 $14 \%$ | 12\% | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | 26 ${ }_{16}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | 25 23 | $\begin{aligned} & { }_{25}^{35} \\ & { }_{2}^{25} \end{aligned}$ | $\begin{aligned} & 17 \\ & 26 \% \\ & M \end{aligned}$ | 24\% | 29\% | 20 $13 \%$ | 35\% | 46\% | 35 $19 \%$ | 13 $19 \%$ | 37 $13 \%$ |
| Sigma | $\begin{aligned} & 485 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 217 $100 \%$ | $\begin{aligned} & \text { 108 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 291 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | ${ }^{68}{ }^{100 \%}$ | 276\% |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 469 | 178 | 291 | 205 | 126 | 72 | 66 | 159 | 192 | 118 | 261 | 68 | 113 | 134 | 167 | 168 | 237 | 213 | 45 | 279 |
| Weighted Base | 464 | 228 | 237 | 153 | $113^{*}$ | 102* | 97* | $148{ }^{*}$ | 208 | $108{ }^{*}$ | 165 | 83* | 189* | $137^{*}$ | 171* | 157* | 257 | 193 | 55* | 306 |
| Somewhat/A Great Deal (Net) | ${ }_{49 \%}^{228}$ | $\begin{aligned} & 115 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 113 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 53 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 65 \\ & { }_{\text {S7 }} \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 62 \% \\ & \text { 15J } \end{aligned}$ | $\begin{aligned} & 94 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 61 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 66 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 142 \\ 55 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 80 \\ & 41 \% \end{aligned}$ | 36 ${ }_{\text {c }}^{\text {t }}$ | 158 $52 \%$ |
| A great deal | $\xrightarrow{109}$ | 56\% | 53 23 | 34\% | $\begin{aligned} & 34 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | 26\% | 13 $13 \%$ | $\begin{aligned} & 49 \\ & 33 \% \\ & \text { ij } \end{aligned}$ | ${ }_{2}^{45}$ | 154\% | 31 $19 \%$ | 15\% | $\begin{aligned} & 61 \\ & 32 \% \\ & \text { 32\% } \end{aligned}$ | 34\% | 40 23 | 36\% | 28\% | 34\% | 25 ${ }^{2}$ \% | 75 ${ }^{74}$ |
| Somewhat | ${ }_{26 \%}^{119}$ | 59\% | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | ${ }_{29}^{45}$ | $\begin{aligned} & 31 \% \\ & 27 \% \end{aligned}$ | 23\% | $\begin{aligned} & 20 \\ & 21 \% \end{aligned}$ | ${ }_{23}^{49 \%}$ | 49\% | $\stackrel{27}{25 \%}$ | 26\% | 159\% | 54\% | 32\% | 47\% | 39\% | $70$ | 46\% | 11\% | 84\% |
| Not Much/None (Net) | ${ }_{43 \%}^{200}$ | $\begin{aligned} & 99 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 101 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 57 \% \\ & \text { DE } \end{aligned}$ | 48\% | $\begin{aligned} & 97 \\ & 47 \% \\ & H^{9} \end{aligned}$ | $\begin{aligned} & 55 \\ & 51 \% \\ & H^{2} \end{aligned}$ | 71 43 | $\begin{gathered} 51 \\ { }^{622} \% \\ \text { KM } \end{gathered}$ | 65 $34 \%$ | 62\% | 73 $43 \%$ | 64\% | 102 $40 \%$ | 96\% | 14 26 | $\underset{\substack{125 \\ 41 \%}}{ }$ |
| Not much | 89\% | 45\% | 48\% | 32\% | ${ }_{13}^{15}$ | $14 \%$ | $\underset{\mathrm{e}}{26}$ | 23\% | 50\% | 15\% | 21 $13 \%$ | $\begin{aligned} & 22 \\ & 27 \% \\ & { }_{2}^{27 \%} \end{aligned}$ | 31\% | ${ }_{19}^{26}$ | 32\% | 26\% | 47\% | ${ }_{21} 1 \%$ | 10\% | 21\% |
| None | $\begin{gathered} 111 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 54 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 57 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $24 \%$ | $\begin{aligned} & 37 \\ & 36 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 29 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 37 \% \\ & H i \end{aligned}$ | $\begin{aligned} & 49 \\ & 30 \% \\ & M \end{aligned}$ | $\begin{aligned} & 29 \\ & 35 \% \\ & M \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | 36\% | 31\% | 38\% | 55 ${ }^{51}$ | 54\% | ${ }_{8}^{5}$ | 64 21\% |
| I am not at all familiar with this company | ${ }^{37} 8$ | ${ }^{14} 6$ | 23 $10 \%$ | $\begin{aligned} & 18 \\ & 12 \% \\ & { }^{2} \% \end{aligned}$ | ${ }^{8} \%$ | $1 \%$ | 10\% | 6\% | ${ }^{16} 8$ | 110\% | $\begin{aligned} & 20 \\ & 12 \% \\ & \text { Lm } \end{aligned}$ | ${ }^{2} \%$ | 10 ${ }^{\text {\% }}$ | 9\% | 10 6 \% | 17\% | ${ }^{13} 5$ | ${ }^{18} 9$ | 5\% | 22, |
| Sigma | $\begin{aligned} & 464 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 208 $100 \%$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 137 $100 \%$ | 171 $100 \%$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 257 $100 \%$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | 100\% | 306 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used. * small base

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 475 | 184 | 291 | 192 | 135 | 86 | 62 | 162 | 194 | 119 | 263 | 70 | 118 | 153 | 178 | 144 | 252 | 213 | 46 | 257 |
| Weighted Base | 463 | 229* | 234 | $147^{*}$ | $115^{*}$ | 113* | 89** | $158{ }^{*}$ | $214 *$ | 91* | 144 | 69* | $228{ }^{*}$ | $136 *$ | 190* | 137* | 260 | 197* | $56^{* *}$ | 270 |
| Somewhat/A Great Deal (Net) | 249 54 | ${ }^{122} 5$ | $\xrightarrow{127} 5$ | $\begin{aligned} & 79 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 61 \% \end{aligned}$ | $51$ | $50 \%$ | $\begin{aligned} & 91 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 121 \\ 57 \% \\ j \end{gathered}$ | 37 | $\begin{aligned} & 65 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 144 \\ 63 \% \\ \text { KL } \end{gathered}$ | $\begin{aligned} & 75 \\ & 55 \% \end{aligned}$ | 115 615 P | $\begin{aligned} & 59 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 145 \\ 56 \% \end{gathered}$ | $\begin{gathered} 102 \\ 52 \% \end{gathered}$ | ${ }^{36}$ \% | $\begin{gathered} 162 \\ 60 \% \end{gathered}$ |
| A great deal | ${ }^{105} 23 \%$ | 55\% | 51\% | 25\% | $\begin{aligned} & 39 \\ & 34 \% \\ & \text { Bf } \end{aligned}$ | 220\% | 19\% | 419\% | 493\% | ${ }_{16}^{18 \%}$ | 21 15 | 13 $19 \%$ | $\begin{aligned} & 70 \\ & 31 \% \\ & \text { K } \end{aligned}$ | 290\% | 51 27\% | 15 $11 \%$ | ${ }^{65}$ \% | 40\% | 20 36 | 75\% |
| Somewhat | ${ }_{31 \%}^{144}$ | $\begin{aligned} & 67 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 33 \% \end{aligned}$ | ${ }_{3}^{54 \%}$ | 30\% | ${ }_{29}^{29}$ | $30 \%$ | $\begin{aligned} & 51 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 34 \% \end{aligned}$ | 20\% | ${ }_{30}^{44}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 25 \end{aligned}$ | 359 | 34\% | $\begin{aligned} & 80 \\ & 31 \% \end{aligned}$ | ${ }_{32}^{62}$ | $\stackrel{16}{28 \%}$ | 87\% |
| Not Much/None (Net) | $\begin{gathered} 176 \\ 38 \% \end{gathered}$ | ${ }_{37}^{84}$ | 929\% | $\begin{aligned} & 53 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 533 \% \\ & \text { dE } \end{aligned}$ | 29 ${ }^{29}$ | $\begin{aligned} & 53 \\ & 33 \% \end{aligned}$ | 759\% | $\begin{aligned} & 48 \\ & 533 \% \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 54 \% \\ & M \end{aligned}$ | 70 $31 \%$ | 49\% | 67 $35 \%$ | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | 97\% | 789\% | 170\% | 98\% |
| Not much | 920\% | ${ }^{49} \%$ | ${ }_{21}^{48}$ | 22\% | 22\% | 22\% | 112\% | 30\% | 38\% | 25\% | ${ }^{26}$ | $\begin{gathered} 22 \\ 31 \% \\ \text { km } \end{gathered}$ | 38\% | 23 $17 \%$ | 37\% | 32\% | ${ }^{62} 4$ | 30 $15 \%$ | 10\% | ${ }^{56}$ 21\% |
| None | $\begin{aligned} & 84 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | 44\% | 21 15 | 8\% | $\begin{aligned} & 35 \\ & 33^{3} \% \\ & \text { DE } \end{aligned}$ | 19 ${ }^{19}$ | 23 $14 \%$ | 38\% | 23 ${ }_{26 \%}$ | $\begin{aligned} & \text { 33 } \\ & { }_{2}^{33 \%} \end{aligned}$ | 16\% | 32 $14 \%$ | ${ }^{26} 9$ | 30 $16 \%$ | 28\% | 35 $14 \%$ | $\begin{aligned} & 48 \\ & { }_{24}^{4} \% \end{aligned}$ | $\stackrel{7}{7} \%$ | ${ }_{15}^{41}$ |
| I am not at all familiar with this company | ${ }^{37} 8$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | ${ }^{15} 6$ | $\begin{aligned} & 15 \\ & 10 \% \\ & \text { for } \end{aligned}$ | $\stackrel{11}{9 \%}$ | ${ }_{2 \%}$ | 10\% | ${ }^{14} 9$ | 17 ${ }_{8}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 20 \\ & 14 \% \\ & L_{m}^{20} \end{aligned}$ | ${ }_{3}^{2}$ | 14 6 | ${ }^{12} 9$ | 8 | $\begin{aligned} & 18 \\ & { }_{13}^{13} \% \end{aligned}$ | ${ }^{18} 7$ | $\stackrel{18}{9 \%}$ | ${ }_{5}^{3}$ | 11 4 \% |
| Sigma | $\begin{aligned} & 463 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 214 $100 \%$ | 100\% | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | 136 $100 \%$ | 190\% | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 260 $100 \%$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 100\% | 270\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 483 | 186 | 297 | 210 | 127 | 76 | 70 | 159 | 208 | 116 | 259 | 66 | 127 | 160 | 160 | 163 | 253 | 212 | 50 | 253 |
| Weighted Base | 493 | 241 | 252 | 159 | 119* | 108* | 107* | 152* | $233 *$ | 108* | 147 | 87* | 230* | 174* | 179* | $140 *$ | 275 | 202* | $60 * *$ | 291 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | $\begin{gathered} 190 \\ 39 \% \end{gathered}$ | $\begin{gathered} 103 \\ 43 \% \end{gathered}$ | ${ }_{35}^{87}$ | $\begin{aligned} & 80 \\ & 500 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 68 \\ & { }^{686} \% \\ & \text { FG } \end{aligned}$ | 224\% | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | 78 $51 \%$ 1 | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | 42\% | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ | 21 25 | $\begin{gathered} 114 \\ 49 \% \\ \text { KL } \end{gathered}$ | 61 $35 \%$ | 74. | ${ }^{55} 9 \%$ | $\begin{gathered} 106 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 79 \% \\ & 39 \end{aligned}$ | 429\% | 138\% |
| A great deal | $\begin{aligned} & 94 \\ & 19 \% \end{aligned}$ | 49\% | $\begin{aligned} & 45 \\ & \\ & \hline 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 26 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \\ & \text { FG } \end{aligned}$ | 9 | ${ }_{7}^{8}$ | 34 23 | 35 $15 \%$ | 25 $23 \%$ | 21 $15 \%$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & \text { 626\% } \\ & { }_{\text {KL }} \end{aligned}$ | 35 ${ }^{3}$ | 33 $18 \%$ | 27 ${ }^{27}$ | 20\% | 36\% | 24 $39 \%$ | 25\% |
| Somewhat | $\begin{aligned} & 96 \\ & 19 \% \end{aligned}$ | 54\% | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 38 \\ 24 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 32 \\ & 27 \% \\ & \mathrm{fG} \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | ${ }^{49}{ }^{49} \%$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | 423\% | 20\% | $\begin{aligned} & 50 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{43}$ | ${ }_{30}^{18}$ | 73 |
| Not Much/None (Net) | ${ }^{203} 41 \%$ | $\begin{aligned} & 96 \\ & 40 \% \end{aligned}$ | 107 $43 \%$ | $\begin{aligned} & 62 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $48 \%$ | $\begin{aligned} & 57 \\ & 53 \% \\ & \text { E } \end{aligned}$ | 56\% | 109 ${ }^{47}$ \% | $38{ }^{3} \%$ | 47 ${ }^{42}$ | 44 $51 \%$ $K$ | 100 $44 \%$ | 76 $44 \%$ | 78 44 | 49\% | ${ }_{122}^{44 \%}$ | 79\% | 17\% | 124 $43 \%$ |
| Not much | 90\% | 41\% | 49\% | $\begin{aligned} & 42 \\ & 26 \% \\ & \mathrm{EFF}^{2} \end{aligned}$ | ${ }_{1}^{15} \%$ | 13 $12 \%$ | $19 \%$ | 26\% | 47\% | 16\% | $14 \%$ | 15\% | 25\% ${ }_{\text {K }}$ | $\underset{\text { 21\% }}{37}$ | 21\% | 15 | $\xrightarrow{63}$ | 25 ${ }^{13}$ \% | ${ }_{27}^{16}$ | $73 \%$ |
| None | ${ }_{23 \%}^{114}$ | ${ }_{25}{ }_{23}$ | ${ }_{28}^{53 \%}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 32 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 27 \% \end{aligned}$ | 21 20 | 33\% | $\begin{aligned} & 29 \\ & { }_{3}^{24 \%} \\ & \mathrm{~m} \end{aligned}$ | 18\% | 229 | 41 ${ }^{13}$ | 34 $24 \%$ | 22\% | 53 ${ }^{26 \%}$ | ${ }_{2}^{1}$ | 18\% |
| I am not at all familiar with this company | 299\% | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | ${ }_{27}^{57 \%}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 34 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 32 \\ & 30 \% \\ & \text { BE } \end{aligned}$ | $\begin{aligned} & 18 \\ & { }_{2}^{2} \% \end{aligned}$ | $\begin{aligned} & 53 \\ & { }_{23 \%}^{23 \%} \end{aligned}$ | $\begin{gathered} 28 \\ { }_{2}^{26 \%} \\ \hline \end{gathered}$ | $\begin{aligned} & 49 \\ & 34 \% \\ & M \end{aligned}$ | $\begin{aligned} & 21 \\ & 25 \% \\ & \mathrm{M}^{2} \end{aligned}$ | ${ }^{16} 7$ | 37\% | ${ }_{15}^{26}$ | $\begin{gathered} 36 \\ 26 \% \\ \text { 26\% } \end{gathered}$ | 17\% | 42\% | ${ }_{2 \%}^{1}$ | 29\% |
| Sigma | $\begin{aligned} & 493 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 108 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 179 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | 600\% | 291\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 473 | 170 | 303 | 199 | 135 | 87 | 52 | 166 | 196 | 111 | 264 | 57 | 118 | 138 | 152 | 183 | 244 | 214 | 41 | 258 |
| Weighted Base | 473 | 207* | 266 | 141 | 121* | 135* | $76 * *$ | 159* | 205* | 109* | 148 | 69* | 230* | 135* | 184* | 153* | 268 | 195* | $54 * *$ | 301 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | 221 $47 \%$ | $\begin{aligned} & 107 \\ & 52 \% \end{aligned}$ | 114 $43 \%$ | $\begin{aligned} & 96 \\ & \text { 68\% } \\ & \hline \end{aligned}$ | ${ }_{\text {56 }}^{56}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | 10 $13 \%$ | $\begin{aligned} & 100 \\ & \text { 63\% } \\ & 1.5 \end{aligned}$ | $84 \%$ | 37 $34 \%$ | 67 $45 \%$ | ${ }_{34}^{23}$ | $\stackrel{122}{53}{ }_{1}$ | ${ }^{56}$ 41\% | 56\% | 69\% | 137 <br> $51 \%$ | $81 \%$ | 37 69 | 154 $51 \%$ |
| A great deal | $\stackrel{127}{27 \%}$ | ${ }_{30}^{62}$ | 64\% | $\begin{aligned} & \begin{array}{l} 61 \\ 43 \% \\ \text { eF } \end{array} \end{aligned}$ | 36\% | 25\% | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 73 \\ & 46 \% \\ & 45 \end{aligned}$ | $\stackrel{43}{21} \times$ | $\stackrel{10}{9 \%}$ | ${ }^{36}$ 24\% | 11 $16 \%$ | $\begin{aligned} & 74 \\ & 32 \% \\ & 1 \end{aligned}$ | ${ }^{26} 9$ | $\begin{aligned} & 62 \\ & 34 \% \\ & \mathrm{~N} \% \end{aligned}$ | 39\% | 32\% ${ }_{\text {r }}^{\text {r }}$ | 41\% | 24 45 | 910\% |
| Somewhat | $\begin{aligned} & 94 \\ & 20 \% \end{aligned}$ | ${ }^{45} 2$ | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 24 \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | 26 24 | 31\% | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | 30 22 | ${ }^{35}$ 19\% | ${ }^{29} 9$ | 52\% | 21\% | 13 $24 \%$ | ${ }_{21 \%}^{63}$ |
| Not Much/None (Net) | 207 44 | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | 122 ${ }^{126}$ | 38\% | $\begin{aligned} & 48 \\ & 40 \% \\ & d \end{aligned}$ | $\begin{aligned} & 63 \\ & 47 \% \\ & { }^{27} \% \end{aligned}$ | 56\% | 53 $34 \%$ | $\begin{aligned} & 98 \\ & 48 \% \\ & H^{98} \end{aligned}$ | 55 ${ }_{\text {51\% }}$ | 68\% | 37 $54 \%$ | 92\% | $\begin{aligned} & 71 \\ & 52 \% \\ & 0 \end{aligned}$ | ${ }^{68} \%$ | 688\% | 109 $41 \%$ | $\begin{aligned} & 93 \\ & 48 \% \end{aligned}$ | 17 $31 \%$ | 126 ${ }_{42}$ |
| Not much | 817\% | 33 $16 \%$ | ${ }^{48}{ }^{18}$ | 22 16 | 22\% | 30\% | -7\% | 16 | $\underset{\sim}{43}$ | 22\% | $\stackrel{22}{15 \%}$ | $12 \%$ | 45\% | 25\% | 32\% | 24\% | ${ }_{17}{ }^{4} \%$ | 34 $18 \%$ | 17\% | 610\% |
| None | ${ }_{27 \%}^{126}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \\ & d \end{aligned}$ | $\begin{aligned} & 49 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 337 \\ & 23 \% \end{aligned}$ | $\text { 55 } 27 \%$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 46 \\ 31 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | $\begin{aligned} & 26 \\ & 37 \% \\ & M \end{aligned}$ | ${ }_{20}^{47}$ | $\begin{aligned} & 46 \\ & 34 \% \\ & \hline \end{aligned}$ | 20\% | ${ }_{23}^{48}$ | 63 $24 \%$ | $\begin{aligned} & 58 \\ & 30 \% \end{aligned}$ | $\stackrel{8}{14 \%}$ | ${ }^{62}$ |
| I am not at all familiar with this company | ${ }^{45}$ | 15\% | 30 $11 \%$ | ${ }_{5}^{6}$ | $5 \%$ | $\begin{aligned} & 24 \\ & 18 \% \\ & \text { 18E } \end{aligned}$ | 10 $13 \%$ | ${ }^{5} \%$ | $\begin{aligned} & 23 \\ & 11 \% \\ & \text { 11\% } \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }^{13} 9$ | 12\% | ${ }^{16} 7$ | 6\% | 20 $11 \%$ | 17 $11 \%$ | ${ }^{22} 8$ | 11\% | - | ${ }^{21} 7$ |
| Sigma | 473 $100 \%$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | 266 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 150 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | 54 | 301 $100 \%$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 480 | 191 | 289 | 190 | 135 | 88 | 67 | 145 | 216 | 119 | 252 | 66 | 125 | 147 | 172 | 161 | 250 | 210 | 50 | 269 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 502 | 229* | 274 | 141 | 126* | 137* | 99* | 153* | 235 | 114* | 144 | 95* | 220* | 159* | 190* | 153* | 289 | 193 | $61^{*}$ | 322 |
| $\underset{(N e t)}{\text { Somewhat/A Great Deal }}$ (Net) | ${ }_{5}^{298}$ | $\begin{aligned} & 135 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 162 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 62 \% \\ & 62 \end{aligned}$ | $\begin{gathered} 140 \\ 60 \% \end{gathered}$ | 63 51 | $\begin{aligned} & 84 \% \\ & 58 \% \end{aligned}$ | $55$ | $\begin{gathered} 144 \\ 66 \% \end{gathered}$ | $\begin{gathered} 112 \\ \\ \hline \mathrm{P} 0 \% \end{gathered}$ | 113 $59 \%$ | $\begin{aligned} & 73 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 191 \\ \underset{R}{66 \%} \end{gathered}$ | $\begin{aligned} & 103 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 61 \% \end{aligned}$ | ${ }_{6}^{203 \%}$ |
| A great deal | $\begin{gathered} 132 \\ 26 \% \end{gathered}$ | 60\% | 71 $26 \%$ | 43 30 | 33\% | ${ }_{21}^{29}$ | $27$ | $\begin{aligned} & 60 \\ & 39 \% \% \\ & 1.5 \end{aligned}$ | 55 $23 \%$ | 17 | 39\% | 21 23 | ${ }_{31}^{67}$ | 57 <br> 8 | 47\% | ${ }^{28} 8$ | 87\% | 422\% | 21 34 | 929\% |
| Somewhat | $\begin{gathered} 166 \\ 33 \% \end{gathered}$ | ${ }_{33}^{73}$ | $\begin{aligned} & 91 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | ${ }_{26}^{36 \%}$ | $\begin{gathered} 55 \\ 40 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 42 \\ 43 \% \\ 4 \end{gathered}$ | $\begin{aligned} & 36 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | $\begin{aligned} & 46 \\ & 40 \% \\ & 4^{2} \end{aligned}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 35 \% \end{aligned}$ | ${ }_{35}^{55}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | ${ }^{49} 29$ | $\begin{gathered} 104 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 32 \% \end{aligned}$ | 17\% | 111 $34 \%$ |
| Not Much/None (Net) | ${ }_{31}^{158}$ | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | ${ }_{32}{ }^{2}$ | ${ }_{33}^{47}$ | $\begin{aligned} & 47 \% \end{aligned}$ | 42\% | 22\% | ${ }_{20}^{40}$ | $\begin{aligned} & 76 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 36 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 28 \% \end{aligned}$ | 38\% | 61 $32 \%$ | $\begin{aligned} & \text { 600 } \\ & 399 \% \\ & \mathrm{~N} \end{aligned}$ | 82\% | 67 $35 \%$ | ${ }_{27}^{16}$ | 87\% |
| Not much | ${ }^{78}{ }^{16 \%}$ | 39\% | 39 $14 \%$ | $\begin{aligned} & 27 \\ & 19 \% \\ & \hline \mathbf{G} \end{aligned}$ | $\begin{gathered} 26 \\ 21 \\ { }_{\mathrm{G}}^{2} \% \end{gathered}$ | $\begin{aligned} & 23 \\ & \begin{array}{l} 17 \% \\ G \end{array} \end{aligned}$ | $3{ }_{3}^{3}$ | $17 \%$ | 39\% | ${ }^{22} 19 \%$ | 19\% | 14\% | 37\% | 24\% | 22 $11 \%$ | $\begin{gathered} 32 \\ 21 \% \\ 0 \end{gathered}$ | 44\% | 33\% | ${ }^{10} 16$ | ${ }_{14}^{45}$ |
| None | $\begin{aligned} & 80 \\ & 16 \% \end{aligned}$ | 32 $14 \%$ | $\begin{aligned} & 48 \% \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 211 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | 24\% | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | 19\% | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\underset{\mathrm{m}}{222}{ }_{2}^{22}$ | ${ }^{25} 2$ | ${ }^{14} 9$ | $\begin{aligned} & 39 \\ & \text { 20\% } \\ & \mathrm{N} \end{aligned}$ | 27\% | ${ }^{38} 13$ | 34\% | ${ }_{10}^{6} \%$ | 12\% |
| I am not at all familiar with this company | ${ }^{47} 9$ | 23 $10 \%$ | $\stackrel{24}{9 \%}$ | ${ }_{18}^{18}$ | $\stackrel{10}{8 \%}$ | 118\% | $8{ }_{8}^{8}$ | ${ }^{17}$ 11\% | 19\% | ${ }^{11} 9$ | $\begin{aligned} & 18 \\ & 13 \% \\ & \mathrm{~m} \% \end{aligned}$ | $5{ }_{5}$ | ${ }^{13} 6$ | $9{ }_{6}{ }^{\text {\% }}$ | ${ }^{17} 9$ | 20 $13 \%$ | ${ }^{16} 6$ | $\begin{aligned} & 23 \\ & 12 \% \\ & \text { q } \end{aligned}$ | -7\% | 32\% |
| Sigma | $\begin{aligned} & 502 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 274 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | 153 $100 \%$ | 235 $100 \%$ | 114 $100 \%$ | $\begin{aligned} & 144 \% \\ & 100 \% \end{aligned}$ | 95 $100 \%$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | 159 $100 \%$ | 190 $100 \%$ | 153 $100 \%$ | $\begin{aligned} & 289 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | 610 $100 \%$ | $\begin{aligned} & 322 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used.
Overlap formulae used. * small base

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 464 | 182 | 282 | 201 | 122 | 79 | 62 | 160 | 186 | 118 | 244 | 63 | 121 | 142 | 170 | 152 | 230 | 219 | 53 | 274 |
| Weighted Base | 466 | $237 *$ | 229 | 136 | 124* | 124* | 81** | $143^{*}$ | 199* | 124* | 141 | 72* | $215^{*}$ | $148^{*}$ | 165* | 152* | 239 | 215* | 69** | 289 |
| Somewhat/A Great Deal (Net) | $359$ | $\begin{gathered} 191 \\ 81 \% \end{gathered}$ | ${ }^{168} \%$ | $\begin{gathered} 109 \\ 80 \% \end{gathered}$ | $74 \%$ | ${ }_{82 \%}^{102}$ | $\frac{56}{70 \%}$ | $\begin{gathered} 119 \\ 83 \% \end{gathered}$ | $\begin{gathered} 151 \\ 76 \% \end{gathered}$ | $\frac{90}{72 \%}$ | $\begin{aligned} & 104 \\ & 74 \% \end{aligned}$ | 52\% | $\begin{gathered} 179 \\ 83 \% \end{gathered}$ | ${ }^{116}$ | $\begin{gathered} 139 \\ \stackrel{84}{\mathrm{P}} \end{gathered}$ | $\begin{gathered} 103 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 82 \% \end{aligned}$ | 159\% | 60\% | 247 85 |
| A great deal | 227 $49 \%$ | 119 50 | 108\% | 65 48 | 58\% | 59\% | 45\% | 79\% | 979\% | 51\% | 656\% | 34\% | 113 $53 \%$ | 75\% | 83\% | 69\% | ${ }^{118} 49 \%$ | 107 50 | 34\% | 153 53 |
| Somewhat | $\begin{gathered} 132 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 30 \% \end{aligned}$ | ${ }_{26 \%}^{60}$ | $\begin{aligned} & 44 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | 400 | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | 39\% | ${ }_{26 \%}^{19}$ | $\begin{aligned} & 66 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 34 \% \end{aligned}$ | 32\% | 782\% | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | 26 37 | 94 3 \% |
| Not Much/None (Net) | ${ }_{196}^{86}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | ${ }_{20}^{45}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \\ & h \end{aligned}$ | 29 ${ }_{\text {23\% }}^{\text {h }}$ | 20\% | 162\% | $\begin{aligned} & 31 \% \\ & 14 \% \end{aligned}$ | ${ }^{28} 9$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | ${ }^{46}$ \% | ${ }_{9}^{6}$ | 30 $10 \%$ |
| Not much | $34 \%$ | 15 ${ }^{6}$ \% | $\stackrel{20}{9 \%}$ | 9\% | ${ }_{7}^{7}$ | ${ }^{11} 9$ | ${ }_{6}^{6}$ | ${ }_{6}^{6}$ | 18\% | 8\% | $9 \%$ | 10 $13 \%$ $m$ | ${ }^{10} 5$ | 11\% | $\stackrel{8}{5 \%}$ | 15\% | 17\% | 17\% | $\stackrel{3}{5 \%}$ | ${ }^{10} 3$ |
| None | 52 $11 \%$ | ${ }^{26} 11 \%$ | ${ }_{11 \%}{ }^{26}$ | 118\% | 14 $11 \%$ | $\stackrel{10}{8 \%}$ | 17\% | 9\% | 24\% | $\begin{aligned} & 19 \\ & 16 \% \\ & \text { 16\% } \end{aligned}$ | ${ }_{18}^{18}$ | ${ }_{9}^{6} \%$ | 20\% | $17 \%$ | 11 6 | $\begin{aligned} & 25 \\ & 16 \% \\ & 16 \% \end{aligned}$ | ${ }^{18} 8$ | ${ }^{28} 1{ }^{13}$ | $\stackrel{3}{4 \%}$ | 20\% |
| I am not at all familiar with this company | 20 4 \% | 2\% | $\begin{aligned} & 15 \\ & { }^{7} \% \\ & b \end{aligned}$ | ${ }_{5 \%}^{7}$ | 7\% | $2{ }_{2}$ | 2\% | 9\% | ${ }_{3 \%}^{6}$ | 5 | 9\% | $\stackrel{3}{5 \%}$ | ${ }^{5} \%$ | ${ }_{3}^{4}$ | 7 | 6\% | 9\% | 10 5 \% | 3\% | 12 4 \% |
| Sigma | $\begin{aligned} & 466 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | 124 $100 \%$ | $\begin{aligned} & 124 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | 124 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 700\% | 215 $100 \%$ | 148 $100 \%$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 239 $100 \%$ | 215 $100 \%$ | ${ }_{100}^{69}$ | 289 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 471 | 165 | 306 | 198 | 129 | 66 | 78 | 161 | 198 | 112 | 267 | 62 | 109 | 150 | 158 | 163 | 256 | 197 | 41 | 245 |
| Weighted Base | 419 | 175* | 244 | 137 | 121* | 76* | 86* | 156* | 179 | 85* | 161 | $72^{*}$ | $163^{*}$ | 135* | $162^{*}$ | 122* | 257 | 145 | 49** | 238 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | ${ }_{32 \%}^{132}$ | $\begin{aligned} & 68 \\ & 398 \% \\ & \hline \end{aligned}$ | 25\% | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 49 \\ 41 \% \\ { }^{41 \%} \end{gathered}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | 23\% | $\begin{gathered} 58 \\ 37 \% \\ i \end{gathered}$ | ${ }_{26 \%}^{46}$ | 29 34 | ${ }_{23}^{43}$ | $\begin{aligned} & \text { 162 } \\ & \hline \end{aligned}$ | $\begin{aligned} & 71 \\ & { }_{44}^{44} \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \% \end{aligned}$ | 67 $41 \%$ nP | 27\% | $\begin{aligned} & 94 \\ & 94 \% \\ & \mathrm{R} \end{aligned}$ | 36 $25 \%$ | 27 $55 \%$ | 98 |
| A great deal | 54 $13 \%$ | $\begin{gathered} 31 \\ 18 \% \\ \text { c } \end{gathered}$ | 23 $10 \%$ | $\begin{aligned} & 21 \\ & 16 \% \\ & f \end{aligned}$ | $\begin{aligned} & 24 \\ & 20 \% \\ & { }_{20} 0 \% \end{aligned}$ | 3 | ${ }_{7 \%}^{6}$ | 26\% | ${ }_{12}^{21}$ | ${ }_{9}^{8}$ | ${ }_{19}^{19}$ | ${ }_{9}^{6} \%$ | 29 ${ }^{29}$ | ${ }^{15} 11 \%$ | 28 $\substack{17 \% \\ p}$ | ${ }^{11} 9$ | $\begin{aligned} & 43 \\ & { }_{17} \% \\ & \mathbf{R}^{2} \end{aligned}$ | ${ }^{10} 7$ | 16\% | 170 |
| Somewhat | $\begin{aligned} & 78 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | 32\% | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | 25\% | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\stackrel{9}{13 \%}$ | $\begin{aligned} & 42 \\ & 26 \% \\ & \mathrm{kl} \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | 39 $24 \%$ $p$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | 11 $23 \%$ | 58\% |
| Not Much/None (Net) | ${ }^{198}$ | $\begin{aligned} & 84 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 114 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 51 \% \end{aligned}$ | $\begin{aligned} & 44 \% \end{aligned}$ | $\begin{gathered} 50 \\ 66 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 53 \\ 62 \% \\ \text { DE } \end{gathered}$ | ${ }_{36}^{57}$ | $\begin{aligned} & 104 \\ & 58 \% \\ & \mathrm{Hj} \end{aligned}$ | $\begin{aligned} & 38 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 77 \% \\ & 48 \% \end{aligned}$ | ${ }_{53 \%}{ }^{3}$ | $\begin{aligned} & 77 \\ & 43 \% \end{aligned}$ | ${ }^{68} \%$ | 73 $45 \%$ | 57 | 120 ${ }^{47 \%}$ | 69\% | 13 $27 \%$ | 101 $42 \%$ |
| Not much | 63 $15 \%$ | $\begin{gathered} \text { 30\% } \\ \text { che } \end{gathered}$ | ${ }^{28} 11 \%$ | 20\% | 120 | $\underset{\mathrm{e}}{17}$ | 13 $15 \%$ | $\begin{gathered} 26 \\ 17 \% \\ j \end{gathered}$ | 30\% | $7{ }_{8 \%}$ | $\stackrel{22}{14 \%}$ | 13 $18 \%$ | 26\% | 15\% | 25 ${ }^{16 \%}$ | 22\% | 40\% | 22\% | 19\% | ${ }_{15}^{36}$ |
| None | $\begin{gathered} 136 \\ 32 \% \end{gathered}$ | 49\% | ${ }_{36}^{85}$ | $\begin{aligned} & 31 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 43 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 41 \\ & 47 \% \\ & \mathrm{DE} \end{aligned}$ | 20\% | $\begin{aligned} & 74 \\ & 44 \% \\ & 41 \% \end{aligned}$ | ${ }_{3}^{31} \begin{aligned} & 37 \% \\ & H\end{aligned}$ | 54\% | 25 ${ }_{3}$ | 24\% | ${ }_{3}^{53}$ \% | $48 \%$ | 35\% | 80 $31 \%$ | 47\% | $\stackrel{4}{8 \%}$ | ${ }^{65}$ |
| I am not at all familiar with this company | ${ }_{21}^{89}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 65 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 43 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | 23\% | 11\% | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & \stackrel{46 \%}{i} \end{aligned}$ | 29\% | ${ }^{18}{ }^{1} \%$ | $\begin{aligned} & 42 \\ & \stackrel{42}{26 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 25\% } \\ & \text { 25\% } \end{aligned}$ | 22\% | 21\% | ${ }^{22} 13 \%$ | $\begin{aligned} & 38 \\ & 31 \% \\ & \hline \end{aligned}$ | 43\% | $\begin{aligned} & 40 \\ & 28 \% \\ & { }^{4} \% \end{aligned}$ | 18\% | 16\% |
| Sigma | $\begin{aligned} & 419 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | 179\% | 100\% | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 162 $100 \%$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 257 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 100\% | 238 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 467 | 191 | 276 | 197 | 135 | 69 | 66 | 151 | 199 | 117 | 242 | 59 | 136 | 145 | 161 | 161 | 239 | 210 | 47 | 265 |
| Weighted Base | 470 | 253 | 216 | 156 | 112* | $100^{*}$ | 102* | 144* | 214 | 112* | 142 | $74^{*}$ | 219* | 155* | 176* | 139* | 249 | 202* | $61 * *$ | 301 |
| Somewhat/A Great Deal (Net) | ${ }_{39 \%}^{182}$ | $\begin{aligned} & 98 \\ & 39 \% \end{aligned}$ | ${ }_{39}^{89}$ | $\begin{aligned} & 64 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 46 \% \\ & f \end{aligned}$ | 29\% | $39 \%$ | $\begin{gathered} 61 \\ 42 \% \\ \\ \hline \end{gathered}$ | $\begin{aligned} & 91 \\ & 43 \% \\ & j \end{aligned}$ | 31\% | 53 ${ }^{5}$ | 15 ${ }^{15}$ | $\begin{gathered} 107 \\ 49 \% \\ \mathrm{~kL} \end{gathered}$ | 63 $41 \%$ | 36\% | 53\% | $\begin{gathered} 117 \\ \underset{R}{47 \%} \end{gathered}$ | 62 $31 \%$ | 43\% | 119 $40 \%$ |
| A great deal | $\begin{aligned} & 74 \\ & 16 \% \end{aligned}$ | ${ }^{35} 14$ | 18\% | $\stackrel{26}{17 \%}$ | 20 18\% | 5 | $\begin{aligned} & 24 \\ & 23 \% \\ & \text { 23\% } \end{aligned}$ | 22\% | ${ }_{12}^{26}$ | 17 | 25 $18 \%$ | 11 15 | 33\% | 30 $19 \%$ | 25 14 | 20 $15 \%$ | 50\% | 24\% | 20 31 | ${ }_{16}{ }^{6}$ |
| Somewhat | ${ }_{23 \%}^{108}$ | 64\% | ${ }_{24}^{40 \%}$ | $\begin{aligned} & 38 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 28 \end{aligned}$ | ${ }^{25}{ }^{25}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $29 \%$ | $\begin{gathered} 65 \\ 31 \% \\ j \end{gathered}$ | $\begin{aligned} & 14 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & \text { 198\% } \\ & { }_{2}^{28} \end{aligned}$ | ${ }_{5 \%}^{4}$ | $\begin{aligned} & 74 \\ & 34 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 323 \\ & 22 \% \end{aligned}$ | 42 24 | 33\% | $\begin{aligned} & 68 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 19\% } \end{aligned}$ | 22 ${ }^{2} \%$ | 72 $24 \%$ |
| Not Much/None (Net) | $\begin{gathered} 166 \\ 35 \% \end{gathered}$ | $\begin{gathered} 111 \\ 44 \% \\ C \end{gathered}$ | $\begin{aligned} & 56 \\ & 26 \% \end{aligned}$ | ${ }_{23}{ }_{27}$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 47 \% \\ & \mathrm{De} \end{aligned}$ | $\begin{aligned} & 44 \\ & 43 \% \\ & d \end{aligned}$ | ${ }_{33}^{53}$ | 62\% | 52 ${ }^{\text {4 }}$ \% | $\begin{aligned} & 53 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 48 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 70 \\ & 32 \% \end{aligned}$ | ${ }_{38}^{57}$ | 34\% | 442\% | 75\% | $\begin{aligned} & 86 \\ & 43 \% \\ & 4 \end{aligned}$ | 13 $20 \%$ | ${ }^{105}$ |
| Not much | 59 $13 \%$ | 40\% | ${ }^{20} 9$ | ${ }^{12} 8$ | 14 | $\begin{aligned} & 19 \\ & 19 \% \\ & d \end{aligned}$ | 14\% | 21 15 | 27 $13 \%$ | 110\% | 14\% | $\begin{gathered} 20 \\ { }^{2} 27 \% \end{gathered}$ | 24\% | 22 $14 \%$ | 21 $12 \%$ | $11 \%$ | 29 ${ }^{2}$ | 30\% | $\stackrel{2}{4 \%}$ | 38\% |
| None | ${ }_{23 \%}^{107}$ | $\begin{aligned} & 71 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | 30\% | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $27$ | 39\% | ${ }_{22}^{32}$ | 35\% | $\begin{aligned} & 41 \\ & 36 \% \\ & h 1 \end{aligned}$ | 39 ${ }^{37}$ | 15 ${ }^{15}$ | 46\% | 36\% | 43 $24 \%$ | 28\% | 46\% | $\begin{aligned} & 56 \\ & 28 \% \\ & \underset{q}{5} \end{aligned}$ | 10\% | ${ }_{23}^{68}$ |
| I am not at all familiar with this company | $\begin{gathered} 121 \\ 26 \% \end{gathered}$ | ${ }_{17}^{44}$ | $\begin{gathered} 77 \\ 35 \% \\ B \end{gathered}$ | 50 $32 \%$ | 28\% | ${ }_{24}^{24}$ | 20\% | $\begin{aligned} & 31 \% \\ & 20 \end{aligned}$ | 61 $28 \%$ | $\begin{aligned} & 360 \\ & 26 \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | ${ }_{23}^{40 \%}$ | $\begin{aligned} & 324 \\ & 22 \% \end{aligned}$ | 45\% | 42\% | ${ }_{23}^{56}$ | $\begin{aligned} & 53 \\ & 26 \% \end{aligned}$ | ${ }_{10}^{6} \%$ | 76\% |
| Sigma | $\begin{aligned} & 470 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | 1444 | 214 $100 \%$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 744 | 219 $100 \%$ | 155 | 176 $100 \%$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | 2400\% | 202\% | 61 $100 \%$ | 301 $100 \%$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50120 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOdent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 473 | 169 | 304 | 193 | 139 | 74 | 67 | 154 | 206 | 113 | 248 | 63 | 130 | 145 | 156 | 172 | 234 | 232 | 41 | 246 |
| Weighted Base | 484 | $227 *$ | 257 | 143 | 125* | $112^{*}$ | 105* | 160 * | 248 | 76* | 141 | 70* | $242^{*}$ | 154* | 169* | 160* | 257 | 220 | $53^{* *}$ | 290 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 142 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 40 \% \\ & \hline \mathrm{C} \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 44 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 53 \\ & 54 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | ${ }_{8 \%}^{8}$ | $\begin{aligned} & 83 \\ & 52 \% \\ & 1 \mid 5 \end{aligned}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 29 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 23 \end{aligned}$ | $\begin{aligned} & 18 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 38 \% \\ & K \end{aligned}$ | 40\% | 30\% | 52\% | 87 34 | 56\% | 40\% | 116 $40 \%$ |
| A great deal | 55 $11 \%$ | $\begin{aligned} & 36 \\ & { }^{16 \%} \\ & \end{aligned}$ | ${ }^{18} \%$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 17 \% \\ \text { fg } \end{array} \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | ${ }_{6}^{6}$ | ${ }_{5}^{6}$ | 34 <br> $21 \%$ | 9 | 11 $15 \%$ | 11 8 | 10\% | 36\% | ${ }_{18}^{12}$ | ${ }^{16} 9$ | 20 $13 \%$ | 33 $13 \%$ | 210\% | 159\% | 39 $13 \%$ |
| Somewhat | ${ }_{18 \%}^{88}$ | $\begin{aligned} & 55 \\ & 24 \% \\ & C \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 27 \% \\ & { }^{27} \% \end{aligned}$ | $\begin{gathered} 35 \\ 28 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\stackrel{3}{2 \%}$ | $\begin{aligned} & 48 \\ & 30 \% \\ & 1 J \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | 23\% | 22 $14 \%$ | 34\% | 20\% | $\stackrel{53}{21 \%}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | 25\% | 77 $26 \%$ |
| Not Much/None (Net) | ${ }_{33}^{158}$ | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 42 \% \\ & d \end{aligned}$ | $\begin{aligned} & 37 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 39 \% \\ & H^{2} \end{aligned}$ | ${ }_{31}^{24}$ | 45 ${ }^{4}$ | 29 $41 \%$ | $\begin{aligned} & 74 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 36 \% \end{aligned}$ | 59\% | 43\% | ${ }_{34 \%}^{86}$ | 35\% | 15\% | 88\% |
| Not much | - 61 | 31 $13 \%$ | 31 $12 \%$ | $19 \%$ | 17 $14 \%$ | 15 | 10\% | 21 $13 \%$ | 29\% | 12\% | ${ }_{11}^{16}$ | $\begin{gathered} 18 \\ { }^{25} \% \\ \text { KM } \end{gathered}$ | 26 $11 \%$ | $19 \%$ | ${ }^{28} 17 \%$ | ${ }^{14} 9$ | 39 $15 \%$ | 22\% | 10\% | 39\% |
| None | 20\% | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | ${ }_{27}{ }_{22}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 220\% | $\begin{aligned} & 34 \\ & 33 \% \\ & \text { De } \end{aligned}$ | 16 | $\begin{aligned} & \text { 68\% } \\ & 28 \% \\ & \hline \end{aligned}$ | 12 | 20\% | 116\% | 48\% | 37 $24 \%$ | 31 $18 \%$ | 29\% | ${ }_{19}{ }^{8} \%$ | 43\% | $\stackrel{3}{5 \%}$ | 179\% |
| I am not at all familiar with this company | 184\% | 295\% | $\begin{gathered} 119 \\ 46 \% \\ B \end{gathered}$ | ${ }_{21}^{49 \%}$ | 34\% | $\begin{aligned} & 57 \\ & 51 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 52 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | 41 25 | $\begin{gathered} 113 \\ 46 \% \\ H \end{gathered}$ | $\begin{aligned} & 30 \\ & 40 \% \\ & h \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 65 \\ { }^{66 \%} \\ \hline \end{array} \end{aligned}$ | 24\% | 76\% | 58\% | 60 $35 \%$ | ${ }^{66}$ 41\% | 84\% | $\begin{aligned} & 98 \\ & 45 \% \\ & \mathrm{q} \end{aligned}$ | 8\% |  |
| Sigma | $\begin{aligned} & 484 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | 53 | 290\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 475 | 173 | 302 | 171 | 152 | 80 | 72 | 166 | 183 | 126 | 267 | 58 | 124 | 149 | 167 | 159 | 257 | 206 | 46 | 244 |
| Weighted Base | 450 | 205* | 245 | 121* | 130* | $118{ }^{*}$ | 80* | 151* | 204* | 95* | 141 | $67^{*}$ | $211^{*}$ | $145^{*}$ | 169* | 136* | 242 | 199* | $68^{*}$ | 277 |
| $\underset{(\mathrm{Net})}{\text { Somewhat/A Great Deal }}$ | ${ }_{30 \%}^{135}$ | $\begin{aligned} & 87 \\ & 42 \% \\ & 42 \% \end{aligned}$ | ${ }_{20}^{48}$ | $\begin{aligned} & 46 \\ & 38 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 54 \\ & { }_{41}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | ${ }_{2 \%}^{2}$ | $\begin{aligned} & 69 \\ & 45 \% \\ & 15 \end{aligned}$ | ${ }_{24}^{49}$ | $\begin{aligned} & 18 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 43 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | 499\% | 200 | $\begin{aligned} & 91 \\ & 38 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 424 \\ & 22 \% \end{aligned}$ | 47 <br> 9 | 113 $41 \%$ |
| A great deal | ${ }^{58} 1{ }^{1} \%$ | $\stackrel{44}{21 \%}$ | 15 6 | $\begin{aligned} & 19 \\ & 15 \% \\ & \text { G } \end{aligned}$ | 219 ${ }_{\text {21 }}$ | $\begin{gathered} \begin{array}{c} 2 \\ 10 \% \\ \mathrm{~g} \end{array} \end{gathered}$ | $\stackrel{*}{1 \%}$ | 37 $25 \%$ 1j | 10 $5 \%$ | 11\% | 10\% | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 38 \\ & 18 \% \\ & \text { KI } \end{aligned}$ | 23 $16 \%$ | 24\% | ${ }^{10} 8$ | $\begin{aligned} & 47 \\ & { }^{19 \%} \\ & \text { R } \end{aligned}$ | 11 6 \% | 427\% | 50 |
| Somewhat | $\begin{aligned} & 77 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 222 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 27 \\ & 21 \% \\ & \text { a } \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & \text { 19\% } \end{aligned}$ | ${ }_{7 \%}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | 11\% | $\begin{aligned} & 52 \\ & 525 \% \\ & \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | 25 ${ }^{15}$ | $29$ | 18\% | $\begin{aligned} & 33 \\ & 16 \% \\ & \hline \end{aligned}$ | ${ }^{15} 2$ | ${ }_{22}^{62}$ |
| Not Much/None (Net) | $\begin{aligned} & 183 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 43 \% \end{aligned}$ | $95{ }^{95}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 50 \\ 62 \% \\ \text { DE } \end{gathered}$ | $\begin{aligned} & 50 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 50 \% \\ & H \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 66 \\ 47 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 40 \\ & 60 \% \\ & M \end{aligned}$ | 71 $34 \%$ | 57 | 744 | 52\% | ${ }^{88}{ }^{8} \%$ | $88 \%$ | ${ }^{14} 1{ }^{14}$ | 100 $36 \%$ S |
| Not much | ${ }_{12 \%}$ | 27 $13 \%$ | 29 ${ }^{2} 2$ | 18 | 12\% | $\stackrel{10}{8 \%}$ | 12\% | 17 $11 \%$ | 29\% | 10\% | $\xrightarrow{15}$ | $\begin{gathered} 16 \\ 24 \% \\ \mathrm{Km} \end{gathered}$ | 24 $11 \%$ | ${ }_{13}^{18}$ | 21 $13 \%$ | 16 | 31 $13 \%$ | 25 ${ }^{2}$ \% | -7\% | 14\% |
| None | $\begin{gathered} 127 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 62 \% \\ & 30 \end{aligned}$ | ${ }_{25}^{67 \%}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 41 \\ & 35 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 38 \\ & 47 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 323 \\ & 22 \% \end{aligned}$ | 57\% | $\begin{aligned} & 37 \\ & 40 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \\ & M \end{aligned}$ | $\begin{aligned} & 24 \\ & 36 \% \end{aligned}$ | ${ }^{48}{ }^{23}$ | $\begin{aligned} & 39 \\ & 27 \% \end{aligned}$ | ${ }_{32}^{53}$ | 35\% | 57 $24 \%$ | ${ }_{32}^{64}$ | $\stackrel{7}{10 \%}$ | 21\% s |
| I am not at all familiar with this company | 131 ${ }^{29 \%}$ | 29 $14 \%$ | $\begin{gathered} 102 \\ 42 \% \\ B \end{gathered}$ | 295\% | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 394 \\ & 29 \% \end{aligned}$ | ${ }_{36 \%}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 69 \\ 34 \% \\ h \end{gathered}$ | 30 31 | $\begin{gathered} 49 \\ 35 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{16} 4{ }^{16}$ | 43\% | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | 25\% | 45\% | ${ }_{26 \%}^{63}$ | 67 $34 \%$ | ${ }_{11}{ }^{\text {\% }}$ | 65 23\% s |
| Sigma | $\begin{aligned} & 450 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | ${ }^{68} 0$ | 270\% |

Proporions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HI/J-K/LIM - N/O/P - Q/R - S/T
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { (5/20. } \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 478 | 186 | 292 | 214 | 121 | 76 | 67 | 156 | 206 | 116 | 263 | 73 | 121 | 143 | 167 | 168 | 242 | 220 | 40 | 256 |
| Weighted Base | 438 | 209 | 229 | 140 | 111* | 99* | $87^{*}$ | $138{ }^{*}$ | 205 | 96* | 137 | 76* | 207* | $136 *$ | 156* | $145^{*}$ | 245 | 182* | $46^{* *}$ | 266 |
| Somewhat/A Great Deal (Net) | 210 48 | $\begin{gathered} 118 \\ 57 \% \\ C \end{gathered}$ | $92 \%$ | $\begin{aligned} & 68 \\ & 48 \% \end{aligned}$ | $58$ | $\begin{aligned} & 44 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 46 \% \end{aligned}$ | 56\% | 98\% | 34\% | 51 37 | 35\% | $\begin{aligned} & 118 \\ & 5 \% \\ & K \end{aligned}$ | 74 $54 \%$ | 73 | 63\% | ${ }^{128} 52 \%$ | 79 $44 \%$ | 34\% | $\xrightarrow{147}$ |
| A great deal | 94\% | 24\% | 50\% | 33\% | 25\% | 17\% | ${ }_{19}^{19}$ | 36\% | ${ }^{43}$ \% | 15 | 219 | 21\% | ${ }^{46} 2$ | 399\% | 35\% | 20\% | 236 | 36\% | 21 45 | 24\% |
| Somewhat | ${ }_{26 \%}^{116}$ | $\begin{aligned} & 74 \\ & 35 \% \\ & C \end{aligned}$ | $\begin{aligned} & 42 \\ & 18 \% \end{aligned}$ | 35\% | $\begin{aligned} & 30 \\ & 27 \% \end{aligned}$ | $27$ | $24 \%$ | ${ }_{31}{ }^{2} \%$ | 55\% | 19\% | 22 16 | 19\% | 71 $34 \%$ $K$ | 35\% | 39\% | 430\% | 729\% | $\stackrel{43}{24 \%}$ | 13 $29 \%$ | ${ }_{31}^{84}$ |
| Not Much/None (Net) | $\begin{aligned} & 135 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 73 \% \\ & \\ & \hline \end{aligned}$ | ${ }_{26}^{36}$ | 28\% | $\begin{aligned} & 36 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 32 \\ & 36 \% \end{aligned}$ | 23\% | $\begin{aligned} & 69 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 34 \% \end{aligned}$ | 26\% | ${ }^{60} 29 \%$ | 37 $27 \%$ | 55 ${ }^{\text {\% }}$ | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | 729\% | 59\% | 10 $21 \%$ | 75\% |
| Not much | 61 $14 \%$ | 33 $16 \%$ | ${ }^{28}{ }^{12}$ | $\begin{gathered} 20 \\ 14 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \\ \mathrm{~g} \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 20 \% \\ & \hline \end{aligned}$ | $3 \%$ | 14\% | 35\% | $12 \%$ | ${ }^{12} 8$ | $12 \%$ | 35 $17 \%$ $k$ | 12\% | 27\% | ${ }_{12 \%}$ | 417\% | 19\% | ${ }_{4}^{2}$ | 39 $14 \%$ |
| None | $\begin{aligned} & 75 \% \\ & \end{aligned}$ | 29 $14 \%$ | 45\% | $11{ }^{16}$ | 14\% | 15 | $\begin{gathered} 29 \\ \text { 333\% } \\ \text { DEf } \end{gathered}$ | 19\% | 34\% | 22 $23 \%$ | $\begin{aligned} & 35 \\ & 25 \% \\ & M \end{aligned}$ | 14 $18 \%$ | ${ }^{25} 12 \%$ | 21 16 | 28\% | 26 $18 \%$ | 31 $13 \%$ |  | 17\% | 36 $14 \%$ |
| I am not at all familiar with this company | $\begin{aligned} & 93 \\ & 21 \% \end{aligned}$ | $\xrightarrow{29} 14$ | $\begin{gathered} 64 \\ 28 \% \\ B \end{gathered}$ | 36\% | 22\% | 20\% | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{28}$ | 37 $18 \%$ | 28\% | $\begin{aligned} & 40 \\ & 29 \% \% \\ & M \end{aligned}$ | 15 ${ }^{15}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | ${ }^{26} 19 \%$ | ${ }^{28} 8$ | 39\% | ${ }^{45} 8$ | 43 $24 \%$ | $\stackrel{2}{5 \%}$ | 17\% |
| Sigma | $\begin{aligned} & 438 \\ & 100 \% \end{aligned}$ | 209\% | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 205\% | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | 136 $100 \%$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 245 | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{2666}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/I
Proportions/Means: Columns Tested $(5 \%, 10 \%$ risk level) - B/C - D/E/F/F - H/IIJ- K/ K/M -N

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 465 | 187 | 278 | 193 | 134 | 71 | 67 | 157 | 198 | 110 | 240 | 66 | 121 | 147 | 158 | 160 | 247 | 201 | 44 | 262 |
| Weighted Base | 458 | $227 *$ | 232 | 142 | 125* | 90* | 101* | $146 *$ | $234 *$ | 78* | 133 | $81^{*}$ | 206* | $163^{*}$ | 156* | 139* | 272 | 171* | $53^{* *}$ | 300 |
| Somewhat/A Great Deal (Net) | $\begin{gathered} 265 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 75 \\ 60 \% \\ \mathrm{D} \end{array} \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 688 } \\ & 67 \% \\ & \hline \end{aligned}$ | ${ }_{57}^{87}$ | $\begin{aligned} & 138 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 128 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 59 \% \end{aligned}$ | 85\% | $\begin{aligned} & 84 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 166 \\ 61 \% \end{gathered}$ | $57$ | 31 $59 \%$ | 174 $58 \%$ |
| A great deal | $\xrightarrow{112}$ | 52 23 | 60\% | 25 $18 \%$ | $\begin{aligned} & 36 \\ & 29 \% \\ & d \end{aligned}$ | $\begin{aligned} & 29 \\ & 32 \% \\ & d \end{aligned}$ | ${ }_{22} 2$ | 418\% | 491\% | ${ }_{23}^{23}$ | $\begin{aligned} & \text { 40\% } \\ & 30 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 28 \\ & 34 \% \\ & \mathrm{~m} \end{aligned}$ | 410\% | 34\% | $\begin{aligned} & 51 \\ & 33 \% \\ & \text { np } \end{aligned}$ | 27 ${ }^{27}$ | 73 | 32\% | 20 38 | 82 27 |
| Somewhat | ${ }_{33}^{153}$ | $\begin{aligned} & 82 \% \\ & \hline 8 \end{aligned}$ | $\begin{aligned} & 711 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 45 \% \\ & \text { 4 } \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 88 \\ 38 \% \\ j \end{gathered}$ | ${ }_{23}^{18}$ | 32\% | 23\% | $\begin{aligned} & 87 \\ & 42 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 38 \% \\ & \hline 10 \end{aligned}$ | 32\% | $\begin{aligned} & 57 \\ & 41 \% \\ & 41 \% \end{aligned}$ | 93 $34 \%$ | 58\% | 11\% | ${ }_{31}^{93}$ |
| Not Much/None (Net) | ${ }_{25 \%}^{116}$ | $\begin{aligned} & 60 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 566 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 52 \\ 37 \% \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | 24\% | $\begin{aligned} & 65 \\ & 28 \% \end{aligned}$ | ${ }_{20}^{16}$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | ${ }^{18} 8$ | ${ }^{565}$ | $\begin{aligned} & 46 \% \\ & 26 \end{aligned}$ | $3{ }^{46}$ | 27\% | ${ }_{23}^{73}$ | $\begin{aligned} & 32 \% \\ & \end{aligned}$ | 17 32 | 827\% |
| Not much | 62 $13 \%$ | 31 $13 \%$ | 314\% | $\begin{gathered} \begin{array}{c} 33 \\ \text { eFG } \end{array} \text { en } \end{gathered}$ | 12\% | ${ }_{6}^{6}$ | 88 | 25 ${ }_{17}$ | 31 $13 \%$ | ${ }_{6}^{6} \%$ | 14\% | 11\% | ${ }^{35}$ | $17 \%$ | $\begin{gathered} 36 \\ { }_{2}^{33} \% \\ \mathrm{NP} \end{gathered}$ | 6\% | ${ }_{15}{ }^{2} \%$ | 18 | 13 ${ }^{25 \%}$ | 449\% |
| None | 54\% | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | 24\% | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | 112\% | $7 \%$ | ${ }^{10} 7$ | $\begin{aligned} & 344 \\ & 14 \% \end{aligned}$ | -9\% | ${ }_{19}^{19}$ | $\stackrel{9}{12 \%}$ | 20 $10 \%$ | 24\% | 11\% | 19\% | 12\% | 19 | $\stackrel{4}{7 \%}$ | ${ }^{38} 13$ |
| I am not at all familiar with this company | $\begin{aligned} & 78 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | 44\% | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | 19\% | 24\% | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | 228\% | $\begin{aligned} & 31 \\ & { }_{23}^{23} \% \\ & M \end{aligned}$ | $12 \%$ | 24 $11 \%$ | 25 ${ }^{5}$ | 24 16 | 28\% | 33\% | $\begin{gathered} 38 \\ { }_{2}^{32 \%} \\ \hline \end{gathered}$ | 5\% | 44\% |
| Sigma | ${ }^{4580}{ }^{100}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 234 $100 \%$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | 81 $100 \%$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 156 $100 \%$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 53 | $\begin{aligned} & 300 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - DIE/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/


Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |



The Kraft Heinz Company
$\square$

[^22]Base: All Respondents (Variable Bases)

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Repun }}}{\text { epi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Apple | ${ }^{293} 72 \%$ | $\begin{aligned} & 140 \\ & 73 \% \end{aligned}$ | ${ }^{153}$ | $\begin{gathered} 105 \\ 69 \% \end{gathered}$ | 68\% | $\begin{aligned} & 77 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 61 \% \end{aligned}$ | $\frac{92}{72 \%}$ | 47\% | ${ }^{138} \%$ | 90\% | ${ }^{117} 75 \%$ | 865\% | ${ }^{176}$ | $\begin{gathered} 112 \\ 67 \% \end{gathered}$ | 46 $81 \%$ | 199\% |
| Walmart | ${ }^{283} 72 \%$ | ${ }^{127}$ 68\% | 155\% | 99\% | $\begin{aligned} & 74 \\ & 833 \% \\ & \text { df } \end{aligned}$ | 54\% | $57 \%$ | 90\% | 130 $71 \%$ | ${ }^{63} 7$ | 95\% | $\begin{aligned} & 55 \\ & 82 \% \\ & \mathrm{~m} \end{aligned}$ | ${ }^{118} 68$ | 88\% | ${ }^{106}$ | 80\% | ${ }^{158}$ | 119\% | 34\% | 171 $69 \%$ |
| Campbell's | ${ }^{302} 71 \%$ | 152\% | ${ }^{150} 69$ | 86\% | $\begin{aligned} & 98 \\ & 84 \% \\ & \mathrm{DF}^{2} \end{aligned}$ | 61 $64 \%$ | 58\% | 101 $70 \%$ | 1433 | 58\% | 90\% | 63\% | ${ }^{135}$ | $\begin{gathered} 105 \\ { }_{7} 9 \% \end{gathered}$ | $\begin{gathered} 114 \\ { }_{P}^{77 \%} \end{gathered}$ | 82\% | $\begin{gathered} 180 \\ \underset{R}{8 \%} \end{gathered}$ | 117 $64 \%$ | 419\% | 203\% |
| Whole Foods | ${ }^{298} 71 \%$ | $159$ | $\begin{gathered} 138 \\ \\ \hline 66 \% \end{gathered}$ | 82\% | $\begin{gathered} 89 \\ 79 \% \\ d \end{gathered}$ | 89\% | 58\% | $\begin{aligned} & 99 \\ & 80 \% \\ & i j \end{aligned}$ | 139 $68 \%$ | ${ }^{60} 9$ | 84\% | 59\% | 143 | 99\% | $\begin{gathered} 115 \\ \mathrm{n} \end{gathered}$ | 838\% | ${ }^{156}$ | ${ }^{138} 8$ | 32\% | 193\% |
| Visa | 284\% | $\begin{aligned} & 127 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & \\ & 69 \% \end{aligned}$ | $\begin{gathered} 94 \\ 73 \% \\ 9 \end{gathered}$ | $\begin{gathered} 81 \\ 78 \% \\ \mathrm{G} \end{gathered}$ | $\text { 60 } 75 \%$ | $\begin{aligned} & 50 \\ & 57 \% \end{aligned}$ | $74 \%$ | $\quad{ }_{7141}^{71}$ | $\begin{aligned} & 61 \\ & 68 \% \end{aligned}$ | $78 \%$ | $79$ | $\begin{gathered} 141 \\ 76 \% \end{gathered}$ | 79 | $\begin{gathered} 122 \\ { }^{77 \%} \% \end{gathered}$ | $\frac{83}{72 \%}$ | ${ }^{162}$ | ${ }_{73 \%}^{118}$ | 32\% | 193\% |
| American Airlines | ${ }^{306} 71 \%$ | ${ }^{133} 6$ | $\begin{gathered} 173 \\ 78 \% \\ 8 \end{gathered}$ | 77\% | $\begin{aligned} & 95 \\ & 81 \% \\ & \hline 8 g \end{aligned}$ | $\begin{gathered} 71 \\ 78 \% \\ d \end{gathered}$ | 63\% | ${ }^{112}$ | $\begin{gathered} 139 \\ 75 \% \end{gathered}$ | 56 | 94\% | 37 65 | 164\% | 84\% | ${ }^{122} 77 \%$ | 100 $68 \%$ | ${ }^{176} 76$ | ${ }^{126} 68$ | 57 | 196\% |
| Cottonelle | 282\% | 137\% | ${ }^{145}$ | 79 $62 \%$ | 80\% | 65\% | ${ }^{58} \%$ | ${ }^{106} 73 \%$ | 114\% | ${ }_{6}^{63}$ 6\% | 84\% | 56\% | ${ }^{128} 71 \%$ | ${ }_{69}^{69}$ | ${ }^{126} 76$ | ${ }^{87} \%$ | ${ }^{148} \%$ | ${ }^{130} 72 \%$ | 419\% | ${ }^{152} 6$ |
| General Motors | 264 $70 \%$ | ${ }^{132}$ | $\begin{gathered} 132 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 61 \% \end{aligned}$ | ${ }^{66}{ }^{6} \%$ | ${ }_{70}^{65}$ | $\begin{aligned} & 63 \\ & 81 \% \end{aligned}$ | 94\% | ${ }^{115} 6$ | 55\% | $\begin{aligned} & 86 \\ & 66 \% \end{aligned}$ | 44\% | $\underset{\substack{122 \\ \mathrm{k}}}{\substack{2 \\ \hline}}$ | 842\% | 109 $73 \%$ | 72 $63 \%$ | ${ }^{156} 72 \%$ | ${ }^{104} 67 \%$ | 38\% | ${ }^{166}$ |
| Costco | 29170 | ${ }^{116} 6$ | ${ }^{175} 72 \%$ | 879\% | 74 | 84\% | 47\% | ${ }^{106}$ | 129 $72 \%$ | 56\% | ${ }^{86}$ | 56\% | ${ }^{126} 67 \%$ | 96\% | $\begin{aligned} & 112 \\ & 82 \% \\ & \mathrm{NP} \end{aligned}$ | 84 $61 \%$ | 177\% | 112\% | 40 | ${ }^{187}$ 71\% |
| Uber | ${ }^{265}$ 69\% | ${ }^{125} 72 \%$ | 141 $67 \%$ | 74 $69 \%$ | $\begin{gathered} 84 \\ 78 \% \\ \hline \end{gathered}$ | 63 $59 \%$ | 44\% | ${ }^{94}{ }^{\text {J \% }}$ | $\begin{gathered} 133 \\ 73 \% \end{gathered}$ | 51\% | 78\% | 51 $70 \%$ | 123 $72 \%$ | 76\% | $\begin{gathered} 119 \\ 77 \% \\ \mathrm{n} \end{gathered}$ | 70\% | ${ }^{152}$ | ${ }^{108}$ | 31 $65 \%$ | 165 71 |
| Dollar General | 274 69 | ${ }^{128} \times 18$ | ${ }_{73 \%}$ | ${ }_{64}^{84}$ | $\begin{aligned} & 65 \\ & 71 \% \end{aligned}$ | 72 | $53$ | 100 75 | 117\% | $\frac{57}{70 \%}$ | $\begin{aligned} & 100 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 68 \% \end{aligned}$ | 96\% | $\begin{gathered} 117 \\ \mathrm{n} \% \\ \hline \end{gathered}$ | $\begin{aligned} & 62 \\ & 70 \% \end{aligned}$ | $\underset{\mathrm{R}}{190 \%}$ | $\begin{gathered} 80 \\ 56 \% \end{gathered}$ | 40\% | 175 $66 \%$ |
| United Airlines | 294\% | $\begin{gathered} 160 \\ \underset{C}{76 \%} \end{gathered}$ | 134 | 859\% | ${ }_{65}^{65}$ | $77 \%$ | ${ }_{68}^{68}$ | 91\% | $\begin{gathered} 149 \\ \\ \hline \end{gathered}$ | 55 | 102 $67 \%$ | 54\% | ${ }^{118}{ }^{5} \%$ | 101 69 | $\begin{gathered} 110 \\ { }_{\mathrm{p}}^{55 \%} \end{gathered}$ |  | 1674 | ${ }^{125} 6$ | 259\% | 179\% |
| Ford | 283\% | 143\% | 140 | 82\% | $\begin{gathered} 93 \\ \text { DFG } \end{gathered}$ | 50\% | 58\% | 107\% | 118 68 | 583\% | 82\% | 50 $81 \%$ $k$ | 139 71 | 75 6 | ${ }^{118} 71 \%$ | 90\% | ${ }^{167} 7$ | 113 $67 \%$ | 52\% | 178 $69 \%$ |
| Mastercard | 272 69 | $\begin{aligned} & 116 \\ & 64 \% \end{aligned}$ | ${ }_{73 \%}^{156}$ | $\begin{aligned} & 86 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 78 \% \\ & \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 71 \% \end{aligned}$ | $\frac{62}{73 \%}$ | $\begin{aligned} & 103 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 83 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 147 \\ & 70 \% \end{aligned}$ | 83\% | ${ }^{116}$ | 73 $60 \%$ | 150\% | $\begin{gathered} 113 \\ 69 \% \end{gathered}$ | 31 $74 \%$ | 178 $68 \%$ |
| Verizon | 290\% | 142\% | ${ }^{148} 72 \%$ | 80\% | ${ }^{88}{ }^{8} \%$ | 64\% | 57 65 | ${ }^{114} 73 \%$ | 129\% | 47 | ${ }^{86}$ | 616\% | ${ }^{136} 69 \%$ | 97\% | $\begin{gathered} 107 \\ \underset{p}{78 \%} \end{gathered}$ | 86 $64 \%$ | 174\% | ${ }^{114} 66$ | 39\% | 197\% |
| Delta Air Lines | ${ }^{258}$ 69\% | ${ }^{138} 73$ | 120 ${ }^{65 \%}$ | 74 $67 \%$ | $72 \%$ | 73 $67 \%$ | 39 $71 \%$ | $84 \%$ | $\begin{gathered} 125 \\ \underset{j}{76 \%} \end{gathered}$ | 49\% | 81\% | 54\% | $\begin{gathered} 109 \\ \underset{k}{73 \%} \end{gathered}$ | 67 $64 \%$ | $\begin{aligned} & 114 \\ & \begin{array}{l} 77 \% \\ \mathrm{np} \end{array} \end{aligned}$ | 77 63 | 156\% | 101 $72 \%$ | 31 $69 \%$ | 166\% |
| DoorDash | 270 69 | ${ }^{128} \times 18$ | $142$ | 76 | $779$ | $\begin{aligned} & 75 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 76 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 125 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 72 \% \\ & 57 \% \end{aligned}$ | $\begin{gathered} 49 \\ 74 \% \\ k \end{gathered}$ | $\begin{gathered} 131 \\ 74 \% \\ \mathrm{~K} \end{gathered}$ | 98\% | $\frac{88}{71 \%}$ | $\begin{aligned} & 84 \\ & 64 \% \end{aligned}$ | 164\% | $\begin{aligned} & 95 \\ & 64 \% \end{aligned}$ | 31 $74 \%$ | 163 $68 \%$ |
| Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) $-\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}$ - H/I/J-K/L/M-N/O/P-Q/R-S/TOverlap formulae used. ${ }^{*}$ small base;** very small base (under 30 ) ineligible for sig testing |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Base: All Respondents (Variable Bases)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
T \text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\begin{aligned}
& \text { Republi- } \\
& \text { can }
\end{aligned}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Lowe's \& 263\% \& $$
\begin{gathered}
117 \\
68 \%
\end{gathered}
$$ \& $$
\begin{gathered}
146 \\
69 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 76 \\
& 63 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 74 \\
& 72 \%
\end{aligned}
$$ \& $$
70 \%
$$ \& $$
\begin{aligned}
& 43 \\
& 72 \%
\end{aligned}
$$ \& $$
{ }^{88} \%
$$ \& ${ }^{115} 71 \%$ \& 61 67\% \& $$
{ }_{66 \%}^{84}
$$ \& 54\% \& 1109\% \& $$
\begin{gathered}
90 \\
\hline 94 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 107 \\
& 70 \%
\end{aligned}
$$ \& 66\% \& $$
\underset{r}{173}
$$ \& 832\% \& 42\% \& ${ }^{165} 6$ <br>
\hline The Hershey Company \& 259\% \& 146\% \& 114\% \& 84\% \& ${ }^{66} \%$ \& ${ }^{68} \%$ \& 41\% \& $80 \%$ \& ${ }^{115} 70$ \& $64 \%$ \& 786\% \& 34\% \& 134 $72 \%$ \& $89 \%$ \& ${ }^{111} 72 \%$ \& 59\% \& ${ }^{163} 71 \%$ \& 94\% \& $34 \%$ \& 170\% <br>
\hline United States Postal Service \& 283\% \& $$
\begin{gathered}
119 \\
62 \%
\end{gathered}
$$ \& $$
\begin{gathered}
164 \\
74 \% \\
b
\end{gathered}
$$ \& $$
\begin{aligned}
& 85 \\
& 63 \%
\end{aligned}
$$ \& $$
71 \%
$$ \& $75 \%$ \& 53\% \& ${ }^{108} 6$ \& $$
\begin{aligned}
& 112 \\
& 71 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 63 \\
& 68 \%
\end{aligned}
$$ \& $$
78
$$ \& 49\% \& $$
\begin{array}{r}
138 \\
65 \%
\end{array}
$$ \& $$
\begin{gathered}
75 \\
69 \%
\end{gathered}
$$ \& $$
\begin{gathered}
126 \\
\stackrel{80}{8} \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 82 \\
& 56 \%
\end{aligned}
$$ \& $$
{ }^{182} 71 \%
$$ \& ${ }^{96} 9$ \& 48\% \& 176
$65 \%$ <br>
\hline Southwest Airlines \& 277 \& 131 $70 \%$ \& $$
\begin{gathered}
146 \\
67 \%
\end{gathered}
$$ \& ${ }^{82}$ 63\% \& $$
\begin{gathered}
81 \\
79 \% \\
\text { 7 }
\end{gathered}
$$ \& $$
\begin{aligned}
& 59 \\
& 68 \%
\end{aligned}
$$ \& 55\% \& $$
\begin{aligned}
& 95 \\
& 73 \%
\end{aligned}
$$ \& $$
\begin{gathered}
142 \\
74 \% \\
\hline
\end{gathered}
$$ \& 39 49 \& 80\% \& 58\% \& ${ }^{128} \times 1$ \& ${ }_{69}^{69}$ \& $$
\underset{P}{152}
$$ \& 55\% \& 164\% \& 110
$64 \%$ \& 43\% \& ${ }^{185}$ <br>
\hline Sony \& 283\% \& ${ }^{137} 71 \%$ \& 146
$66 \%$ \& $$
\begin{aligned}
& 84 \% \\
& 68 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 73 \\
& 72 \%
\end{aligned}
$$ \& 650\% \& 60\% \& $$
100 \%
$$ \& 127 \& 56\% \& 104
74 \& 47\% \& 125 67 \& ${ }^{98} \%$ \& 111 $72 \%$ \& 74
$61 \%$ \& 180 \& 98\% \& 26 $73 \%$ \& ${ }^{188}$ <br>
\hline Sam's Club \& $$
\begin{gathered}
274 \\
68 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 134 \\
& 64 \%
\end{aligned}
$$ \& $$
{ }^{139} 73 \%
$$ \& $$
\begin{aligned}
& 75 \\
& 58 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 75 \\
& 78 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{aligned}
& 76 \\
& 77 \% \\
& D
\end{aligned}
$$ \& $$
\begin{aligned}
& 48 \\
& 64 \%
\end{aligned}
$$ \& $$
{ }_{73}^{88}
$$ \& $$
\begin{gathered}
149 \\
68 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 37 \\
& 59 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 83 \\
& 65 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{gathered}
60 \\
81 \% \\
k
\end{gathered}
$$ \& 122\% \& $$
\begin{gathered}
89 \\
72 \% \\
\hline
\end{gathered}
$$ \& $$
\stackrel{126}{\substack{17 \%}}
$$ \& 59 \& 160 $74 \%$ \& 110
$63 \%$ \& $41 \%$ \& 177 70 <br>
\hline Bayer \& 271 68 \& ${ }^{132} 68$ \& 140\% \& 59\% \& $$
\begin{aligned}
& 84 \\
& 72 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{aligned}
& 79 \\
& 82 \% \\
& \text { D }
\end{aligned}
$$ \& 49\% \& ${ }^{102} 72 \%$ \& 117\% \& 50\% \& 67\% \& 488\% \& $$
\begin{gathered}
150 \\
\begin{array}{c}
73 \% \\
\mathrm{~K}
\end{array}
\end{gathered}
$$ \& $$
\begin{aligned}
& 888 \\
& \text { 698\% } \\
& \hline
\end{aligned}
$$ \& $$
\begin{gathered}
128 \\
\underset{\mathrm{P}}{1} \mathrm{C}
\end{gathered}
$$ \& 55 \& 179\% \& 91\% \& 79\% \& 170\% <br>
\hline AT\&T \& 283\% \& 121 \& ${ }^{162} 71 \%$ \& ${ }^{83}{ }^{6} \%$ \& ${ }_{68}^{68}$ \& $$
{ }_{79}^{84}
$$
de \& 48\% \& 104\% \& ${ }^{128} 8$ \& 51 60 \& 84\% \& 52\% \& 133
$67 \%$ \& 71 $62 \%$ \& 129

NP \& 83\% \& ${ }^{165}$ 68\% \& 113 $72 \%$ \& 88\% \& ${ }^{176}$ 69\% <br>

\hline Humana \& $$
\begin{gathered}
284 \\
68 \%
\end{gathered}
$$ \& \[

{ }^{147} 71 \%

\] \& \[

$$
\begin{aligned}
& 137 \\
& \quad 66 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
69 \\
53 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 84 \\
& 74 \% \\
& { }^{8} \%
\end{aligned}
$$

\] \& \[

\frac{62}{77 \%}

\] \& \[

$$
\begin{aligned}
& \text { 699\% } \\
& \hline 55 \%
\end{aligned}
$$

\] \& 87 \& ${ }^{135} 72 \%$ \& \[

$$
\begin{aligned}
& 63 \\
& 66 \%
\end{aligned}
$$

\] \& \[

{ }_{70 \%}^{87}

\] \& 40\% \& 146\% \& \[

$$
\begin{gathered}
106 \\
\substack{88 \% \\
P}
\end{gathered}
$$
\] \& 100\% \& 78

$57 \%$ \& 177 $72 \%$ \& 103
$63 \%$ \& 38\% \& 172 70 <br>

\hline YouTube \& 274 68 \& $$
\begin{gathered}
137 \\
\underset{C}{66 \%}
\end{gathered}
$$ \& ${ }^{137}$ 62\% \& \[

$$
\begin{aligned}
& 91 \\
& 72 \% \\
& f
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 98 \\
& 78 \% \\
& \hline
\end{aligned}
$$

\] \& $52 \%$ \& 33\% \& \[

$$
\begin{gathered}
131 \\
\text { 81\% } \\
\text { IJ }
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
112 \\
66 \% \\
j
\end{gathered}
$$

\] \& $32 \%$ \& 91\% \& 89\% \& 126 $72 \%$ \& 819\% \& \[

$$
\begin{gathered}
122 \\
\underset{p}{124}
\end{gathered}
$$
\] \& 71

$60 \%$ \& 164 $73 \%$ \& 105 6 \& 52\% \& ${ }^{177}$ 68\% <br>

\hline Kroger \& 272 68 \& $$
\begin{gathered}
139 \\
\underset{c}{75 \%}
\end{gathered}
$$ \& ${ }^{133} 62 \%$ \& 69

$58 \%$ \& \[
$$
\begin{aligned}
& 87 \\
& 80 \% \\
& \text { Df }
\end{aligned}
$$

\] \& 64\% \& 51\% \& \[

$$
\begin{gathered}
\text { 170 } \\
\text { IJ. }
\end{gathered}
$$

\] \& ${ }^{109} 62 \%$ \& 52\% \& 90 $71 \%$ \& 35\% \& 136 $72 \%$ \& 77\% \& ${ }^{98} 9$ \& ${ }^{96} 8$ \& \[

$$
\begin{gathered}
173 \\
75 \% \\
\mathrm{R}
\end{gathered}
$$
\] \& 97\% \& 848\% \& ${ }^{172}{ }_{71 \%}$ <br>

\hline Trader Joe's \& $$
{ }_{68 \%}^{255}
$$ \& \[

$$
\begin{aligned}
& 109 \\
& 67 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
146 \\
69 \%
\end{gathered}
$$
\] \& 79

$67 \%$ \& \[
78 \%

\] \& \[

59 \%

\] \& \[

$$
\begin{aligned}
& 39 \\
& 65 \%
\end{aligned}
$$

\] \& 89\% \& 119\% \& 47\% \& \[

$$
\begin{aligned}
& 80 \\
& 64 \%
\end{aligned}
$$

\] \& 79\% \& ${ }^{122} 71 \%$ \& ${ }_{64}^{64}$ \& \[

$$
\begin{gathered}
123 \\
77 \% \\
\mathrm{nP}
\end{gathered}
$$
\] \& ${ }^{68}$ 61\% \& 156\% \& 97\% \& 32\% \& 172 70 <br>

\hline Best Buy \& 273\% \& 130 ${ }^{64 \%}$ \& 143\% \& ${ }^{89} 9$ \& $77 \%$ \& 65\% \& 42\% \& 98\% \& ${ }^{118} 6$ \& 57\% \& 959\% \& 44\% \& $\stackrel{118}{69 \%}$ \& $72 \%$ \& $$
\begin{gathered}
121 \\
\substack{16 \% \\
\mathrm{P}}
\end{gathered}
$$ \& 81\% \& 144\% \& 123\% \& 82\% \& 160\% <br>

\hline Pizza Hut \& 261 68 \& ${ }^{106}$ \& ${ }^{155}$ 69\% \& ${ }^{86} 64$ \& $73 \%$ \& 59\% \& 43
$61 \%$ \& 93
$68 \%$ \& 122\% \& 454\% \& 86\% \& 38\% \& 123

$69 \%$ \& 78\% \& $$
\underset{\substack{118 \\ p}}{\substack{11 \%}}
$$ \& ${ }^{65} \%$ \& ${ }^{150} 69$ \& ${ }^{105}$ 66\% \& 53\% \& ${ }^{165}$ <br>

\hline Nestle \& $$
{ }_{689}^{289}
$$ \& \[

$$
\begin{aligned}
& 144 \\
& 70 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
145 \\
66 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 76 \\
& 60 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 67 \\
& 67 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 76 \\
& 72 \%
\end{aligned}
$$

\] \& \[

70

\] \& \[

$$
\begin{aligned}
& 98 \\
& 73 \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
143 \\
69 \%
\end{gathered}
$$

\] \& 49\% \& \[

{ }_{67}^{87}

\] \& \[

$$
\begin{aligned}
& 48 \\
& 55 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
140 \\
{ }_{5} 5 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
91 \\
73 \% \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
123 \\
\underset{\mathrm{P}}{76 \%}
\end{gathered}
$$
\] \& 76

53 \& 182\% \& ${ }^{105}$ \& 33\% \& 1955\% <br>

\hline McDonald's \& 274\% \& 137 \& $$
\begin{aligned}
& 136 \\
& 66 \%
\end{aligned}
$$ \& \[

$$
\begin{gathered}
80 \\
63 \%
\end{gathered}
$$

\] \& \[

999

\] \& 57 \& 58\% \& 1117 72 \& 123\% \& 40 $71 \%$ \& \[

{ }^{105}{ }_{75 \%}
\] \& 270\% \& 128

$64 \%$ \& 94\% \& ${ }^{108} 6$ \& 72 63 \& 171 68 \& 94\% \& 416\% \& 172 67 <br>
\hline Papa John's \& 289\% \& 137

$66 \%$ \& ${ }^{152} 6$ \& 83 6 \& \[
$$
\begin{aligned}
& 81 \\
& 79 \% \\
& \text { dF }
\end{aligned}
$$

\] \& $55 \%$ \& 719\% \& \[

$$
\begin{gathered}
109 \\
75 \%
\end{gathered}
$$
\] \& 125 68 \& 56\% \& 87\% \& 61\% \& ${ }^{133} \mathrm{69} \mathrm{\%}$ \& ${ }^{93} \%$ \& ${ }^{113} 71 \%$ \& 83\% \& ${ }^{165}$ 69\% \& 1186\% \& 80\% \& ${ }^{177}$ 68\% <br>

\hline
\end{tabular}

Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total. } \\ 5 /(220) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 k \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| The Walt Disney Company | ${ }^{264} 67 \%$ | 1268 | $\begin{gathered} 138 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 83 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 52 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 51 \\ 74 \% \\ d \end{gathered}$ | $71$ | $\begin{aligned} & 118 \\ & 65 \% \end{aligned}$ | 55 $61 \%$ | 90\% | 45\% | 114 $68 \%$ | ${ }_{62 \%}^{66}$ | 106\% | 91 65 | 164\% | ${ }^{98}{ }^{6} \%$ | 35\% | ${ }^{168}$ |
| Marriott | ${ }_{67 \%}^{263}$ | $\begin{aligned} & 127 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 67 \% \end{aligned}$ | ${ }^{86} \%$ | 68\% | $\begin{aligned} & 53 \\ & 68 \% \end{aligned}$ | $56 \%$ | 95\% | 111\% | 58\% | 81\% | 44\% | 130\% | 78\% | $\begin{aligned} & 109 \\ & 76 \% \\ & \mathrm{nP} \end{aligned}$ | 76 $61 \%$ | ${ }^{149} 6$ | ${ }^{109}$ 69\% | 36\% | 170\% |
| UnitedHealth Group | 281 67 | $\begin{gathered} 147 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 66 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 64 \% \end{aligned}$ | $48 \text { 46\% }$ | ${ }^{96}$ \% | $\begin{gathered} 111 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 61 \% \end{aligned}$ | 48\% | $\begin{aligned} & 141 \\ & 72 \% \end{aligned}$ | 102 $67 \%$ | $\frac{98}{72 \%}$ | 81\% | ${ }^{166} 70 \%$ | 111 65 | 47 $81 \%$ | 198\% |
| Chevron | 264\% | 121 $72 \%$ | $\begin{gathered} 143 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 61 \% \end{aligned}$ | 56\% | 79\% | 45\% | 97\% | ${ }^{108} 818$ | 58\% | 71 $65 \%$ | 39\% | 142\% | $74 \%$ | $\begin{gathered} 115 \\ { }_{\mathrm{p}}^{173 \%} \end{gathered}$ | 74 57 | $\underset{\mathrm{R}}{167}$ | 94\% | ${ }^{36} 9$ | 171\% |
| Bank of America | ${ }^{267} 67$ | 133 $68 \%$ | 134 $65 \%$ | 72 $63 \%$ | $\begin{aligned} & 73 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 70 \% \end{aligned}$ | 46\% | ${ }^{92} 67$ | 121 70 | $55 \%$ | 82\% | 68\% | 136\% | $\begin{gathered} 108 \\ \substack{76 \%} \end{gathered}$ | 77 $67 \%$ | 82\% | 159\% | ${ }^{105}$ | 33 76 | 164\% |
| Ace Hardware | $\begin{gathered} 273 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 140 \\ 66 \% \end{gathered}$ | 71 $56 \%$ | $\begin{gathered} 67 \\ 69 \% \end{gathered}$ | $\begin{array}{ll} 71 \\ 69 \% \end{array}$ | $\begin{aligned} & 65 \\ & 76 \% \end{aligned}$ | ${ }_{54 \%}^{68}$ | $\begin{gathered} 134 \\ 73 \% \\ H \end{gathered}$ | 71 $71 \%$ | 88\% | 53\% | 124 $72 \%$ | 750\% | $\begin{gathered} 106 \\ \substack{70 \% \\ p} \end{gathered}$ | 87\% | ${ }^{139} 6$ | ${ }^{128} 6$ | 259\% | 145 ${ }_{\text {63\% }}$ |
| Netflix | 271 66 | ${ }^{116} 6$ | ${ }^{155} 6$ | 70\% | $\begin{aligned} & 86 \\ & 76 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{gathered} 64 \\ 73 \% \\ 9 \end{gathered}$ | 51 | 91\% | ${ }^{131}$ 61\% | 50\% | ${ }_{6}^{96} \%$ | 56\% | 131\% | 50\% | $\begin{gathered} { }^{126}{ }_{N}^{75} \% \end{gathered}$ | 85\% | $\underset{\mathrm{R}}{176}$ | 90\% | 34\% | 161 70 |
| Intel | 270 66 | 134 ${ }^{139}$ | 136 $63 \%$ | 81\% | 73 $69 \%$ | $\begin{aligned} & 52 \\ & 60 \% \end{aligned}$ | 64\% | 89\% | $\stackrel{116}{61 \%}$ | 65 | ${ }_{68}^{88}$ | 49\% | ${ }^{126} 71 \%$ | $\begin{aligned} & 95 \\ & 69 \% \\ & \hline \text { p } \end{aligned}$ | $\begin{gathered} 106 \\ 7{ }_{7}^{2} \% \end{gathered}$ | 70 55 | ${ }^{147}$ 66\% | ${ }^{118} 6$ | 35 88 | 162\% |
| Toyota | 259 66 | $\begin{gathered} 133 \\ { }_{7}^{3} \% \end{gathered}$ | 126 $59 \%$ | 76 $64 \%$ | $70 \%$ | 65 65 | 485\% | $\begin{aligned} & 94 \\ & 78 \% \\ & \text { is } \end{aligned}$ | $\begin{gathered} 133 \\ 66 \% \\ \hline \end{gathered}$ | 32\% | $\begin{aligned} & 67 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 61 \% \end{aligned}$ | 134\% | $69$ | $\begin{gathered} 111 \\ { }_{P}^{75 \%} \end{gathered}$ | 80\% | 155 | 97\% | 33 76 | 174 $69 \%$ |
| Facebook | 271 $66 \%$ | 111 60 | 159\% | 855\% | $\begin{aligned} & 85 \\ & 76 \% \\ & F \end{aligned}$ | $54 \%$ | ${ }^{46} 6$ | $\begin{gathered} 112 \\ \\ \substack{78 \% \\ \text { IJ }} \end{gathered}$ | ${ }^{118} 6$ | 51\% | ${ }^{86} \%$ | 38\% | 134 $68 \%$ | ${ }^{82}$ 62\% | $\begin{gathered} 128 \\ 76 \% \\ n \mathrm{PP} \end{gathered}$ | 51 51 | 144\% | 121 70 | 41 | 172 66 |
| U.S. Bank | ${ }^{256} 6$ | 134 | 124 $61 \%$ | 827\% | 65\% | 59 | 52 | 97\% | ${ }^{103} 6$ | 57 | 80 $62 \%$ | 46\% | 114 $68 \%$ | $\begin{gathered} 89 \\ 72 \% \\ \mathrm{p} \end{gathered}$ | 100 $68 \%$ | ${ }^{69} \%$ | ${ }^{150}$ | 104 $61 \%$ | 281\% | ${ }^{159} 67$ |
| American Express | $\begin{gathered} 269 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 65 \% \end{aligned}$ | ${ }_{66 \%}^{139}$ | ${ }_{67}^{89}$ | $73 \%$ | 64~ | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 101 \\ \substack{78 \% \\ \text { IJ }} \end{gathered}$ | $\begin{gathered} 123 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 63 \% \end{aligned}$ | 54\% | $\begin{gathered} 124 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & \stackrel{75 \%}{75} \end{aligned}$ | 95\% | 146 $66 \%$ | $\stackrel{117}{66 \%}$ | 24 63 | 155 $69 \%$ |
| IBM | 263 65 | ${ }^{117} 63 \%$ | ${ }^{146} 68$ | 61 $55 \%$ | 65\% | $\begin{aligned} & 76 \\ & 73 \% \\ & d \end{aligned}$ | ${ }^{61} \%$ | $\frac{98}{74 \%}$ | $\begin{gathered} 119 \\ 69 \% \end{gathered}$ | $47 \%$ | 90\% | 38\% | 125 ${ }^{68 \%}$ | ${ }_{67}^{67}$ | ${ }^{116}{ }_{72 \%}$ | 81\% | ${ }^{153}{ }^{69 \%}$ | ${ }^{106} 68$ | 41\% | 152 |
| Chick-fil-A | ${ }^{302} 65$ | $\stackrel{143}{68 \%}$ | 160 $63 \%$ | 970\% | 74 | 58\% | ${ }^{64}$ 61\% | ${ }^{109} 7$ | $\begin{gathered} 141 \\ 66 \% \\ j \end{gathered}$ | 53 | ${ }^{83}$ 64\% | 58\% | 144 65 | $\begin{aligned} & 79 \\ & 70 \% \\ & p \end{aligned}$ | $\begin{gathered} 135 \\ { }_{P}^{74 \%} \end{gathered}$ | ${ }^{88}{ }^{8}$ | $\begin{gathered} 189 \\ \underset{r}{72 \%} \end{gathered}$ | 112\% | 30 74 | ${ }^{190} 69$ |
| The Home Depot | ${ }^{267} 65$ | 113 $62 \%$ | $\begin{gathered} 155 \\ 68 \% \end{gathered}$ | 71 $54 \%$ | $\begin{gathered} 81 \\ 81 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 62 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 67 \% \end{aligned}$ | 41\% | 95 $71 \%$ | 45\% | ${ }^{115}$ 62\% | $\begin{aligned} & 96 \\ & 80 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{gathered} 108 \\ 68 \% \\ \underset{P}{8} \end{gathered}$ | 63\% | $\begin{gathered} 164 \\ 71 \% \\ r \end{gathered}$ | ${ }^{98}{ }^{\text {\% }}$ | 31 65 | ${ }^{168} 6$ |
| General Electric | 251 65 | 116 $64 \%$ | $\begin{gathered} 135 \\ \\ 66 \% \end{gathered}$ | $55^{56}$ | $\begin{aligned} & 99 \\ & 82 \% \\ & \text { DF } \end{aligned}$ | 50\% | 35 6 | $\begin{gathered} 101 \\ 78 \% \\ 1 \end{gathered}$ | ${ }^{104} 56$ | 464\% | 73 $61 \%$ | 41\% | 124\% | $\begin{gathered} 100 \\ \substack{73 \% \\ \mathrm{P}} \end{gathered}$ | $\begin{aligned} & 96 \\ & 74 \% \\ & \hline \end{aligned}$ | 55 | $\begin{gathered} 170 \\ \substack{74 \% \\ \mathrm{R}} \end{gathered}$ | 72 52 | 47\% | 179 <br> $67 \%$ |
| Pfizer | ${ }^{256} 65$ | ${ }^{105} 62 \%$ | 151 $67 \%$ | 57 43 | $\begin{gathered} 71 \\ 74 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 76 \\ & 75 \% \\ & \text { D } \end{aligned}$ | 52\% | ${ }^{90} 68$ | ${ }^{116} 6$ | 50 63 | 81 <br> $64 \%$ | 39\% | ${ }^{128} 8$ | ${ }^{756}$ | 102\% | 58\% | ${ }^{148} 80$ | ${ }^{105}$ | 33 82 | 171 $69 \%$ |

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ \$ 75 \mathrm{k}-$ | \$75k+ | Republi- can | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| PepsiCo | 264\% | $\begin{gathered} 137 \\ \underset{c}{71 \%} \end{gathered}$ | 127 $59 \%$ | $\begin{aligned} & 68 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 76 \% \\ & \mathrm{Cff} \end{aligned}$ | 55 | 63 $66 \%$ | $\begin{gathered} 108 \\ \underset{J}{5 \%} \end{gathered}$ | 113 $63 \%$ | 43 50 | 91 66 | 44 $61 \%$ | 120 $69 \%$ | 87 | $\stackrel{108}{75 \%}$ | 59\% | 143 $64 \%$ | ${ }^{116} 69 \%$ | 33 75 | 164 $67 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi | ${ }_{6}^{257}$ | $\begin{gathered} 108 \\ \\ 58 \% \end{gathered}$ | $\begin{gathered} 149 \\ \substack{70 \% \\ b} \end{gathered}$ | 82\% | $\begin{aligned} & 57 \\ & 66 \% \end{aligned}$ | 68\% | 50\% | $\begin{aligned} & 97 \\ & 71 \% \end{aligned}$ | ${ }^{118}{ }_{j}$ | 42\% | ${ }^{95}{ }^{6}$ | 44\% | ${ }^{108} 6$ | $\begin{gathered} 82 \\ 72 \% \\ \hline \end{gathered}$ | $\begin{gathered} 112 \\ 67 \% \\ p \end{gathered}$ | ${ }^{63}$ \% | ${ }^{163} \times$ | ${ }^{92}$ 61\% | 25 6 | 144 $63 \%$ |
| Burger King | 250 64 | $\begin{gathered} 123 \\ 66 \% \end{gathered}$ | 127 ${ }_{\text {63\% }}$ | 79 55 | $\begin{aligned} & \text { 666 } \\ & 72 \% \\ & { }^{2} \end{aligned}$ | ${ }^{66} \%$ | $\begin{aligned} & 39 \\ & 62 \% \end{aligned}$ | ${ }_{70}^{83}$ | $\begin{aligned} & 112 \\ & 58 \% \end{aligned}$ | 55\% | $\begin{aligned} & 78 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 68 \% \\ & \end{aligned}$ | 116 $64 \%$ | $\begin{aligned} & 84 \\ & 69 \% \end{aligned}$ | ${ }_{6}^{95}$ | 71 $60 \%$ | 140 $67 \%$ | 107 $64 \%$ | 269\% | 152 $64 \%$ |
| Starbucks | ${ }_{64}^{259}$ | 123 $60 \%$ | 136 $68 \%$ | 72 63 | $\begin{gathered} 100 \\ \substack{79 \% \\ \mathrm{Df}} \end{gathered}$ | 49 $61 \%$ | 39 ${ }^{3} \%$ | $\begin{aligned} & 99 \\ & 72 \% \end{aligned}$ | 115 65 | 45 $51 \%$ | 72 $64 \%$ | 36\% | 140 $65 \%$ | 82\% | $\begin{aligned} & 107 \\ & \text { NP } \\ & \text { NP } \end{aligned}$ | 70\% | $\begin{gathered} 174 \\ \underset{R}{73 \%} \end{gathered}$ | 78 ${ }_{5}$ | 36\% | 173 $70 \%$ |
| Hilton Hotels | $\begin{gathered} 258 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 149 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 89 \\ 79 \% \\ \text { DFg } \end{gathered}$ | $55$ | $\begin{aligned} & 42 \\ & 58 \% \\ & \hline \end{aligned}$ | ${ }_{73}^{88}$ | $\begin{gathered} 111 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 744 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 140 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 108 \\ \substack{10 \%} \end{gathered}$ | 74 55 | $\begin{aligned} & 140 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 64 \% \end{aligned}$ | $\frac{32}{72 \%}$ | 155\% |
| General Mills | ${ }_{64 \%}^{259}$ | 120 $61 \%$ | $\begin{gathered} 139 \\ 66 \% \end{gathered}$ | 72 $59 \%$ | $\frac{69}{77 \%}$ | ${ }_{66}^{66}$ | 52\% | $\begin{aligned} & 98 \\ & 74 \% \\ & \\ & \hline \end{aligned}$ | 113 $60 \%$ | 49\% | 84\% | 559\% | ${ }^{106} 66$ | $\begin{aligned} & 79 \\ & 69 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{gathered} 110 \\ 69 \% \\ p \end{gathered}$ | 70 $54 \%$ | $\begin{gathered} 164 \\ 69 \% \end{gathered}$ | 51\% | 366 | 147 $64 \%$ |
| NFL | ${ }_{6}^{267} 6$ | 134 $66 \%$ | 133 ${ }_{\text {62\% }}$ | 96\% | $\begin{aligned} & 73 \\ & 72 \% \\ & f \end{aligned}$ | 57\% | 419\% | $\begin{gathered} 102 \\ 69 \% \\ j \end{gathered}$ | 119 64 | 46\% | ${ }^{85}$ | 37\% | 131 $65 \%$ | $5{ }_{5}^{56}$ | $\begin{aligned} & 127 \\ & { }^{74} \% \\ & \mathrm{~Np} \end{aligned}$ | ${ }^{85}$ | 147 $67 \%$ | 114 $61 \%$ | 34\% | ${ }^{155} \times$ |
| SC Johnson | $\begin{gathered} 249 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 136 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 75 \\ 76 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 70 \\ 79 \% \\ \text { 79\% } \end{gathered}$ | $\begin{aligned} & 37 \\ & 55 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 95 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 56 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \\ & 62 \% \end{aligned}$ | $\underset{K}{141 \%}$ | $\begin{gathered} 87 \\ 71 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 94 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 69 \\ 54 \% \end{gathered}$ | $\begin{gathered} 170 \\ \substack{72 \% \\ R} \end{gathered}$ | 76 $52 \%$ | 43 72 | 167 |
| ExxonMobil | ${ }_{242}^{64 \%}$ | 121 $69 \%$ | 121 $60 \%$ | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | 73 $64 \%$ | $\begin{aligned} & 56 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 60 \% \end{aligned}$ | $\stackrel{102}{103 \%}$ | $\stackrel{101}{61 \%}$ | 40\% | $\begin{aligned} & 84 \\ & 65 \% \end{aligned}$ | 32 65 | ${ }^{115} 64 \%$ | ${ }^{69} 8$ | 91\% | 83 $65 \%$ | 157 $66 \%$ | 77 $61 \%$ | 40\% | 158\% |
| Dell | 254\% | $\begin{gathered} 133 \\ { }_{C}^{71 \%} \\ C \end{gathered}$ | 120 $57 \%$ | $94$ | 71 $64 \%$ | 599\% | 30 | 96\% | 114 $68 \%$ | 44 52 | 70 62 | 37\% | 130 $70 \%$ | 76 $67 \%$ | 102 $67 \%$ | 76 57 | $\begin{gathered} 163 \\ \substack{10 \% \\ r} \end{gathered}$ | 56\% | 39\% | ${ }^{173} 72 \%$ |
| Little Caesars | $\begin{gathered} 261 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 151 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 65 \% \end{aligned}$ | 69\% | $\begin{aligned} & 644 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 56 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 103 \\ 73 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 101 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 57 \% \end{aligned}$ | ${ }_{69 \%}^{126}$ | $\begin{aligned} & 78 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 67 \% \end{aligned}$ | ${ }_{69 \%}^{149}$ | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | 40 63 | $\begin{gathered} 158 \\ 66 \% \end{gathered}$ |
| NBA | ${ }_{63}^{258}$ | 132 $65 \%$ | 126 $61 \%$ | 72 63 | $\begin{gathered} 87 \\ \substack{77 \% \\ \mathrm{dfG}} \end{gathered}$ | 52\% | 47\% | $\begin{aligned} & 90 \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 124 \\ 68 \% \\ \hline \end{gathered}$ |  | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | 299\% | $\begin{gathered} 135 \\ \begin{array}{c} 73 \% \\ \mathrm{~kL} \end{array} \end{gathered}$ | $\begin{aligned} & 89 \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 119 \\ & 77 \% \\ & \mathrm{nP} \end{aligned}$ | 50 $43 \%$ | $\underset{r}{147}$ | 107 $59 \%$ | ${ }^{46} 9$ | 169 $69 \%$ |
| Macy's | ${ }^{2339} \%$ | 118 $66 \%$ | 121 $60 \%$ | 73 $62 \%$ | 70\% | ${ }^{68} \%$ | 27 | $90$ | $\begin{gathered} 109 \\ 66 \% \\ \hline \end{gathered}$ | $40 \%$ | 72 59 | 45\% | 112 $67 \%$ | 77 $66 \%$ | 89 | 74\% | ${ }^{145} 6$ | 89\% | 286\% | 144 $66 \%$ |
| T-Mobile | 251 $63 \%$ | $\begin{aligned} & 129 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 122 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 88 \% \\ & \text { DF } \end{aligned}$ | 56 | $\begin{aligned} & 38 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 104 \\ 68 \% \\ \hline \end{gathered}$ | $\begin{gathered} 110 \\ 68 \% \end{gathered}$ | 37 $44 \%$ | ${ }^{88} 86$ | 40 67 | 108 $58 \%$ | 58 | $$ | $\begin{aligned} & 63 \\ & 51 \% \\ & \end{aligned}$ | ${ }^{154} 6$ | ${ }^{90} 6$ | $\stackrel{28}{55}$ | 159 $66 \%$ |
| Capitol One | ${ }_{\text {263\% }}^{662}$ | 118 $63 \%$ | 145 $63 \%$ | 59 | $\begin{aligned} & 87 \\ & \begin{array}{l} 80 \% \\ d G \end{array} \end{aligned}$ | 576\% | 49\% | $\begin{gathered} 100 \\ 65 \% \\ j \end{gathered}$ | $\begin{gathered} 126 \\ 6 \% \% \\ J \end{gathered}$ | 36\% | 84\% | 44\% | 125 $62 \%$ | 77 $56 \%$ | $\begin{gathered} 99 \\ 71 \% \\ \mathrm{n} \end{gathered}$ | 86 $61 \%$ | ${ }^{138} 62 \%$ | 124 $67 \%$ | 31 $80 \%$ | 161 $62 \%$ |
| Anthem Health | ${ }_{\text {260 }}^{63}$ | 126 $68 \%$ | 134 $58 \%$ | ${ }^{62}$ 60\% | $58{ }^{58}$ | ${ }^{96}{ }^{7} \%$ | 44\% | $\begin{aligned} & 75 \\ & 70 \% \\ & \end{aligned}$ | 140 $63 \%$ | 44\% | 73 $56 \%$ | 38\% | $\underset{\substack{146 \\ K}}{\substack{146 \\ \hline}}$ | ${ }_{54 \%}^{67}$ | $\begin{gathered} 106 \\ \underset{N}{71 \%} \end{gathered}$ | 87 62 | 136 $63 \%$ | 120 $62 \%$ | 22 65 | 152 $63 \%$ |
| Nissan | $\begin{gathered} 271 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 141 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 65 \% \end{aligned}$ | 80\% | $\begin{aligned} & 544 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 111 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 59 \% \end{aligned}$ | 42\% | $\begin{gathered} 138 \\ 69 \% \end{gathered}$ | $\begin{gathered} 101 \\ 69 \% \end{gathered}$ | $\begin{gathered} 114 \\ 72 \% \end{gathered}$ | 566 | $\begin{gathered} 149 \\ 63 \% \end{gathered}$ | $\begin{gathered} 114 \\ 63 \% \end{gathered}$ | -32\% | 165 $66 \%$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G: H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases)

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20- \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Boeing | $\begin{gathered} 260 \\ 62 \% \end{gathered}$ | ${ }_{61 \%}^{116}$ | $\begin{gathered} 145 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 74 \\ 74 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 72 \\ & 69 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 59 \\ & 64 \% \\ & d \end{aligned}$ | $\begin{aligned} & 99 \\ & 71 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 127 \\ 65 \% \end{gathered}$ | 35\% | $\begin{aligned} & 72 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 61 \% \end{aligned}$ | $\begin{gathered} \text { 138 } \\ \substack{130 \%} \end{gathered}$ | 87\% | $\begin{gathered} 103 \\ \substack{55 \% \\ P} \end{gathered}$ | 70\% | $\begin{aligned} & 166 \\ & 67 \% \end{aligned}$ | 91 60 | 45\% | 180\% |
| Xfinity | ${ }^{266}$ 62\% | 136\% | 130\% | 89\% | 68\% | 54\% | $64 \%$ | 96\% | 124\% | 45\% | 76\% | 44\% | $\underset{\mathrm{k}}{142}$ | 59 | $\begin{aligned} & 132 \\ & { }^{74 \%} \\ & \text { NP } \end{aligned}$ | 75\% | 154\% | ${ }^{109} 6$ | 31 75 | 180\% |
| eBay | $\begin{gathered} 256 \\ 62 \% \end{gathered}$ | $\begin{gathered} 137 \\ \underset{C}{74 \%} \end{gathered}$ | $\begin{gathered} 119 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & { }^{84} \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 59 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 51 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 120 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 110 \\ 67 \% \\ \mathrm{p} \end{gathered}$ | 76 $54 \%$ | $\begin{gathered} 159 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 60 \% \end{aligned}$ | 39 $81 \%$ | 167 $64 \%$ |
| 3M | 231\% | $\underset{\mathrm{c}}{117}$ | 114 | $\begin{aligned} & 56 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 75 \% \\ & \text { DF } \end{aligned}$ | 50\% | $\begin{aligned} & 59 \\ & 67 \% \\ & d \end{aligned}$ | 84\% | $\begin{gathered} 108 \\ 65 \% \\ j \end{gathered}$ | 40\% | 86\% | 36\% | 101 $68 \%$ | $\stackrel{97}{67 \%}$ | $\begin{gathered} 82 \\ 66 \% \\ \mathrm{p} \end{gathered}$ | 539\% | 1499 | 76 $56 \%$ | 29\% | 149\% |
| Scott | 271\% | $\stackrel{127}{58 \%}$ | ${ }^{144} 6$ | 71 $51 \%$ | $\begin{aligned} & 79 \\ & 65 \% \\ & d \end{aligned}$ | $\begin{gathered} 75 \\ 79 \% \\ \hline \end{gathered}$ | 47\% | 77 $56 \%$ | 130 66 | 54 | 72 $57 \%$ | 41\% | 146 $66 \%$ | 94\% | 94\% | 83\% | 168\% | ${ }_{59} 9$ | 42\% | 164 $64 \%$ |
| Cigna | ${ }_{61 \%}^{242}$ | ${ }_{63 \%}^{117}$ | $\begin{aligned} & 125 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 90 \\ \text { } 76 \% \\ \text { DG } \end{gathered}$ | $\begin{gathered} 58 \\ 74 \% \\ \text { DG } \end{gathered}$ | 37 45 | $\begin{gathered} 101 \\ 67 \% \end{gathered}$ | 93\% | 49\% | 74 $58 \%$ | $\begin{aligned} & 46 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 65 \% \\ & p \end{aligned}$ | $\begin{aligned} & 98 \\ & \hline 67 \% \\ & \hline \end{aligned}$ | ${ }^{68}$ \% | ${ }^{136} 61 \%$ | $\begin{gathered} 101 \\ 63 \% \end{gathered}$ | 27 $75 \%$ | 151 $62 \%$ |
| Perdue Farms | 246\% | 116\% | 130 | 58\% | $\begin{aligned} & 75 \\ & 67 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 70 \\ 70 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 42 \\ & 66 \% \\ & d \end{aligned}$ | 780\% | $\begin{gathered} 112 \\ 68 \% \\ j \end{gathered}$ | $5{ }^{56} \%$ | 72 59 | 43\% | 115 $61 \%$ | 76\% | 91\% | 79\% | 144\% | ${ }^{100} 58$ | 34\% | 144 $62 \%$ |
| GrubHub | 240 $61 \%$ | 114\% | ${ }^{127} 60 \%$ | $\begin{aligned} & 82 \\ & 64 \% \\ & G \end{aligned}$ | $\begin{aligned} & 69 \\ & 70 \% \\ & \hline \mathbf{G} \end{aligned}$ | $\begin{aligned} & 60 \\ & 65 \% \\ & \text { G } \end{aligned}$ | 29 38 | $\begin{aligned} & 94 \\ & 72 \% \\ & 1 \mid 5 \end{aligned}$ | $\stackrel{102}{56 \%}$ | 44\% | 78 $62 \%$ | 45 66 | 105 $59 \%$ | 92\% | ${ }_{\text {P1 }}{ }^{81} \%$ | ${ }^{67} \%$ | ${ }^{148}$ 62\% | 87\% | 60\% | 162 $63 \%$ |
| Zoom Video | ${ }_{61 \%}^{237}$ | $\begin{aligned} & 112 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 125 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 58 \% \end{aligned}$ | $\begin{gathered} 60 \\ 68 \% \\ 9 \end{gathered}$ | $\begin{gathered} 69 \\ 68 \% \\ \mathrm{~g} \% \end{gathered}$ | 37\% | $\begin{aligned} & 92 \\ & 66 \% \end{aligned}$ | ${ }^{112}$ 61\% | 33 49 | 72\% | 46\% | 107 $64 \%$ | 82\% | 919\% | 55\% | $\begin{gathered} \text { 131 } \\ \text { 69\% } \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 103 \\ & 55 \% \end{aligned}$ | 32\% | 147 $64 \%$ |
| Lyft | $\begin{gathered} 242 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 119 \\ 60 \% \end{gathered}$ | ${ }_{66}^{86}$ | $49 \%$ | $\begin{aligned} & 69 \\ & 64 \% \end{aligned}$ | 52\% | $\begin{aligned} & 83 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 60 \% \end{aligned}$ | 44\% | 53\% | 41 $60 \%$ | 127 | 73 $56 \%$ | $\begin{aligned} & \frac{86}{71 \%} \\ & n \end{aligned}$ | 83\% | $\underset{r}{143} \underset{r}{47 \%}$ | ${ }_{53}^{93}$ | 31 $67 \%$ | 169 $64 \%$ |
| Procter \& Gamble | 247 60 | 130 $59 \%$ | $\begin{gathered} 117 \\ 62 \% \end{gathered}$ | $42 \%$ | $\begin{aligned} & 82 \\ & 70 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 61 \\ & 67 \% \\ & \text { C7\% } \end{aligned}$ | 61\% | 58\% | 124\% | 55\% | 72 $57 \%$ | 486\% | 119 $63 \%$ | ${ }^{65} 6$ | 97 $64 \%$ | 85\% | 123 $61 \%$ | ${ }^{122} 61 \%$ | 36 $67 \%$ | 153 57 |
| Nike | 259\% | 122 5 | ${ }^{138} 60 \%$ | 59\% | 74 $66 \%$ | 59\% | 57 | ${ }^{91} 62 \%$ | 120 60 | 49\% | 90\% | 45\% | ${ }^{115} 60$ | 86\% | $\begin{gathered} 107 \\ 67 \% \\ \mathrm{p} \end{gathered}$ | ${ }^{66} 1 \%$ | 149\% | $\begin{gathered} 109 \\ 69 \% \end{gathered}$ | 52\% | 167 $60 \%$ |
| Aetna | 242\% | 115 60 | 127 59 | 57 44 | $\begin{gathered} 73 \\ 71 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 70 \\ & 690 \% \\ & \mathrm{D} \end{aligned}$ | 42\% | 65\% | 133 $61 \%$ | 44\% | 73 $54 \%$ | 41\% | 122 ${ }^{126}$ | 53\% | 94\% | 85\% | 143 $64 \%$ | ${ }^{96} \%$ | 34\% | 138\% |
| Nordstrom | 236\% | 119 $64 \%$ | 117 $55 \%$ | 79 $60 \%$ | $\begin{gathered} 65 \\ 65 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 56 \\ & 66 \% \\ & 9 \end{aligned}$ | 36\% | $99$ | 106\% | 31 48 | 73 $56 \%$ | 32 $51 \%$ | 119 $66 \%$ | 53\% | $\begin{aligned} & 116 \\ & { }^{73} / 2 \\ & N P \end{aligned}$ | 54\% | 143 65 | ${ }^{88}{ }^{8}$ | 38\% | 154 $61 \%$ |
| Wells Fargo | 237 59 | 97\% | $\begin{gathered} 140 \\ 64 \% \end{gathered}$ | $\begin{aligned} & \text { 888 } \\ & \hline \mathrm{F} \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 722 \% \\ & 7 \end{aligned}$ | $49 \%$ | 30 $41 \%$ | $\begin{aligned} & \frac{96}{71 \%} \\ & \text { ii } \end{aligned}$ | 101\% | $40 \%$ | 76 $55 \%$ | 37\% | 113 $60 \%$ | 72 $57 \%$ | 91\% | 74 54 | ${ }^{128} 5$ | $\begin{aligned} & 98 \\ & 96 \% \\ & 9 \end{aligned}$ | 44\% | 162 $62 \%$ |
| Gap | 241 59 | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 70 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 125 \\ 62 \% \\ j \end{gathered}$ | 27 ${ }^{3} \%$ | $\begin{aligned} & 74 \% \\ & 59 \% \end{aligned}$ | ${ }_{6}^{36}$ | 117 $57 \%$ | 71 53 | $\begin{aligned} & 103 \\ & 76 \% \\ & \text { NP } \end{aligned}$ | 678\% | $\begin{aligned} & 150 \\ & 59 \% \end{aligned}$ | 87\% | 46\% | 167 $62 \%$ |
| Prudential | 236\% | $\underset{c}{128}{ }_{c}^{128}$ | ${ }^{108} 5$ | 71 $52 \%$ | $\begin{gathered} 74 \\ 73 \% \\ \mathrm{D} \end{gathered}$ | 59\% | 32\% | 99\% | 93\% | 44\% | 51 $49 \%$ | 47 $61 \%$ | $\begin{gathered} 128 \\ 71 \% \\ K \end{gathered}$ | $\begin{aligned} & 70 \\ & 63 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{gathered} 101 \\ \underset{P}{66 \%} \end{gathered}$ | 65\% | ${ }^{135} 64 \%$ | $\begin{aligned} & 99 \\ & 56 \% \end{aligned}$ | 42\% | 151 $62 \%$ |

Base: All Respondents (Variable Bases)

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Tesla | 252\% | $\begin{gathered} 122 \\ 59 \% \end{gathered}$ | $\begin{gathered} 130 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 57 \% \\ & G \end{aligned}$ | $\begin{gathered} 78 \\ { }^{76 \%} \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 69 \\ & 66 \% \\ & G \end{aligned}$ | 29 ${ }^{2}$ \% | 83 58 | $\begin{gathered} 134 \\ 65 \% \\ j \end{gathered}$ | $34 \%$ | 70\% | 39 58 | 138 63 | 59\% | $\begin{gathered} 110 \\ { }_{P}^{71 \%} \end{gathered}$ | 73 $46 \%$ | ${ }^{158} 61 \%$ | 93 57 | 30\% | 171 $66 \%$ |
| ESPN | 229\% | ${ }^{115} 62 \%$ | 114\% | $57 \%$ | 727\% | 47\% | 53\% | 818 | 94\% | $54 \%$ | 75\% | 41 58 | ${ }^{111} 61 \%$ | 680 | 101\% | $59 \%$ | 144\% | ${ }_{56 \%}$ | 46\% | 149 64 |
| JPMorgan Chase | 239\% | $\begin{gathered} 119 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 58 \% \end{aligned}$ | $\begin{gathered} 78 \\ 75 \% \\ \text { DFG } \end{gathered}$ | $\begin{aligned} & 40 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 67 \% \\ & i \end{aligned}$ | $\begin{gathered} 107 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 47 \% \end{aligned}$ | $\begin{gathered} 113 \\ 66 \% \\ \hline \end{gathered}$ | 72 $54 \%$ | $\begin{gathered} 108 \\ 67 \% \\ \mathrm{P} \end{gathered}$ | 59 | 1469 | 90\% | 35\% | 142 63 |
| Publix | 250\% | 119 59 | 131 $58 \%$ | 79\% | $\begin{aligned} & 68 \\ & 68 \% \\ & \text { 68\% } \end{aligned}$ | 51\% | 40\% | ${ }^{88} \%$ | 104\% | $58 \%$ | 61\% | 33\% | $\begin{gathered} 139 \\ 62 \% \\ k \end{gathered}$ | 750\% | 92\% | 86\% | 149\% | 100 53 | 47 80 | 149 $61 \%$ |
| Honeywell | 230\% | ${ }^{125} 62 \%$ | $\begin{gathered} 105 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & \text { 74 } \\ & 67 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 48 \\ & 66 \% \\ & \text { 6 } \end{aligned}$ | 50\% | ${ }_{58}^{88}$ | 58\% | 43 $64 \%$ | 73 $57 \%$ | 51\% | 99\% | 74 $56 \%$ | ${ }^{85}{ }^{6} \%$ | 71 $54 \%$ | 131 $60 \%$ | 97\% | 226\% | 146 $58 \%$ |
| Smithfield Foods | $\begin{gathered} 233 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 61 \% \end{aligned}$ | ${ }^{115} 5$ | 56\% | $\begin{aligned} & 74 \\ & 62 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 64 \\ & 72 \% \\ & \mathrm{D} \end{aligned}$ | 39\% | 72 $62 \%$ | 106 56 | 55 | 52\% | 51\% | $\begin{gathered} 107 \\ 65 \% \\ k \end{gathered}$ | ${ }^{65}{ }^{\text {\% }}$ | 94\% | 74 54 | $\begin{gathered} 149 \\ 65 \% \\ R \end{gathered}$ | 82\% | 41\% | 151 $63 \%$ |
| Albertson's | 233\% | 111 58 | ${ }^{123} 56$ | ${ }^{62} \%$ | $\begin{aligned} & 73 \\ & 67 \% \\ & \text { D } \end{aligned}$ | ${ }^{48} 9$ | 51\% | ${ }_{6}^{86}$ | 99\% | 48\% | 72 53 | 34\% | $\begin{gathered} 120 \\ 68 \% \\ k \end{gathered}$ | ${ }^{67} \%$ | 102\% | 51\% | 134\% | ${ }^{98} \%$ | 34\% | 147 $60 \%$ |
| Chipotle | 237\% | 113 $54 \%$ | ${ }^{124} 60$ | $\begin{aligned} & 89 \\ & \text { 66\% } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { 69} \\ 729 \% \\ F \end{gathered}$ | 56 $43 \%$ | 23 $43 \%$ | $\begin{gathered} 115 \\ \substack{71 \% \\ \mid J 5} \end{gathered}$ | 93\% | 30\% | 73 $58 \%$ | 31 $68 \%$ | $\xrightarrow{118} 5$ | 54\% | $\begin{aligned} & 119 \\ & 79 \% \\ & \mathrm{NP} \end{aligned}$ | 63\% | 154\% | 78\% | 43\% | 155 $58 \%$ |
| Twitter | 237\% | $\begin{gathered} 140 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 52 \% \end{aligned}$ | 75\% | $\begin{aligned} & 102 \\ & 77 \% \\ & \mathrm{DF} \end{aligned}$ | $\begin{aligned} & 38 \\ & 48 \% \end{aligned}$ | 23 $32 \%$ | $\begin{gathered} 110 \\ \begin{array}{c} 73 \% \\ 15 \end{array} \end{gathered}$ | $\begin{aligned} & 94 \\ & 54 \% \\ & j \end{aligned}$ | $34 \%$ | 75 58 | 39 $54 \%$ | 116 $61 \%$ | 78 $59 \%$ | $92 \%$ | 50\% | 148\% | ${ }_{53}^{85}$ | 43\% | 162 $61 \%$ |
| Expedia | 232 57 | 115 58 | ${ }^{117} 56$ | 79\% | $69$ | $54 \%$ | 31 45 | 58\% | 105 59 | 50\% | 60\% | 45\% | 121 $58 \%$ | 85\% | ${ }^{92}$ 62\% | 57 $54 \%$ | 145 60 | 81\% | 84\% | 155 $58 \%$ |
| Hewlett-Packard Enterprise | 222 57 | $\begin{gathered} 97 \\ 67 \% \end{gathered}$ | ${ }^{125} 51 \%$ | 49\% | $\begin{gathered} 69 \\ 67 \% \\ \mathrm{D} \end{gathered}$ | ${ }_{5}^{63}$ | 32\% | 70 $61 \%$ | 103 55 | 49\% | 71 $56 \%$ | 42 $71 \%$ | 96\% | 81 65\% p | 80\% | $51 \%$ | ${ }^{135}$ | 85\% | 32\% | 132 $57 \%$ |
| John Deere | $\begin{gathered} 242 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 118 \\ 53 \% \end{gathered}$ | ${ }^{80}$ | $65$ | $52$ | $\begin{aligned} & 45 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 54 \% \end{aligned}$ | 53 | $\begin{aligned} & 63 \\ & 51 \% \end{aligned}$ | ${ }^{28} 8{ }^{\text {\% }}$ | $\begin{gathered} 142 \\ 63 \% \end{gathered}$ | $70 \%$ | $\begin{aligned} & 98 \\ & \frac{94 \%}{N} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 75 \\ 62 \% \\ n \end{array} \end{aligned}$ | 150\% | 89\% | 47\% | 170 $59 \%$ |
| Fox Corporation | 238\% | 105 | $\begin{gathered} 134 \\ 63 \% \\ b \end{gathered}$ | ${ }_{52}^{67}$ | $58 \%$ | 56 | 57\% | $92$ | $\stackrel{102}{51 \%}$ | 44\% | 720\% | 51 65 | 58\% | $\begin{aligned} & 82 \\ & 85 \% \\ & \text { p } \end{aligned}$ | ${ }^{86}{ }^{6} \%$ | 70\% | 128\% | 102\% | 30\% | 144\% |
| TripAdvisor | 233\% | 119 57 | 114 56 | 64\% | $\begin{aligned} & 78 \\ & 69 \% \\ & d \end{aligned}$ | 59\% | 32\% | ${ }^{96} 6$ | 58\% | $50 \%$ | 75\% | 51\% | $\begin{gathered} 120 \\ 65 \% \\ k \end{gathered}$ | $\begin{aligned} & \text { 609\% } \\ & \text { 60\%\% } \end{aligned}$ | $\begin{gathered} 104 \\ 63 \% \\ 6 P^{2} \% \end{gathered}$ | 60\% | $\stackrel{153}{59 \%}$ | 75\% | 35\% | 157 $63 \%$ |
| BP | 236\% | $\begin{gathered} 132 \\ { }_{65}{ }_{C}^{2} \end{gathered}$ | 1049\% | $\begin{aligned} & 60 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & \text { 70\% } \\ & \text { DF } \end{aligned}$ | 41 | $\begin{aligned} & 48 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 84 \% \\ & 58 \% \end{aligned}$ | 114 $58 \%$ | 38\% | 67 $49 \%$ | 29 $48 \%$ | $\begin{gathered} 129 \\ 6 \% \\ K \end{gathered}$ | 87\% | $\begin{gathered} 100 \\ 63 \% \\ \mathrm{p} \end{gathered}$ | $49 \%$ | ${ }^{152}$ 61\% | 51\% | 55\% | 156 $61 \%$ |
| Honda | 228\% | 100 $53 \%$ | ${ }^{128} 59$ | $\begin{aligned} & \begin{array}{l} 76 \\ 61 \% \\ F \end{array} \end{aligned}$ | $\begin{aligned} & 66 \\ & 70 \% \\ & \mathrm{Fg} \% \end{aligned}$ | 29 ${ }_{38}$ | 58 | 77 $61 \%$ | 107 $55 \%$ | 45\% | ${ }^{82}$ 64\% | 36\% | 95\% | 83\% | 80\% | 58\% | 112\% | 106 53 | 79\% | 162 $59 \%$ |
| Airbnb | 212 56 | 96\% | ${ }^{116} 53$ | $\begin{aligned} & 71 \\ & 56 \% \\ & G \end{aligned}$ | $\begin{gathered} 66 \\ 64 \% \\ G \end{gathered}$ | $\begin{aligned} & 52 \\ & 67 \% \\ & G \end{aligned}$ | 23 31 | 87\% | 83\% | 43\% | ${ }_{52}^{62}$ | 31 $54 \%$ | 109 $62 \%$ | 56\% | 99 $61 \%$ | 58 | 131 58 | 79 $54 \%$ | 27 $63 \%$ | 143 $59 \%$ |

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Quicken Loans
Hulu
Hallmark
Comcast
Merck
Morgan Stanley
Citigroup
JetBlue Airways
Goldman Sachs
NHL
MLB
Snapchat
Nintendo
Kaiser Permanente
GlaxoSmithKline
Instacart


[^23]Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Conagra | $\stackrel{202}{51 \%}$ | $\begin{gathered} 125 \\ 59 \% \\ \mathrm{C} \end{gathered}$ | $\begin{aligned} & 77 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 59 \% \\ & d \end{aligned}$ | $\begin{aligned} & 37 \\ & 52 \% \end{aligned}$ | 74 $53 \%$ | $\begin{aligned} & 84 \\ & 51 \% \end{aligned}$ | $44 \%$ | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | 32\% | $\begin{aligned} & 92 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 57 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 81 \\ & 57 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 460 \\ & 36 \end{aligned}$ | 121 $53 \%$ | 780\% | ${ }^{38} 7 \%$ | 130 $57 \%$ |
| Cardinal Health | ${ }^{207} 51 \%$ | $\begin{gathered} 122 \\ 59 \% \\ \mathrm{C} \end{gathered}$ | 84\% | 53\% | $55 \%$ | ${ }_{56}^{65}$ | 34\% | $\begin{aligned} & 80 \\ & 65 \% \\ & 15 \% \end{aligned}$ | 78 $46 \%$ | $49 \%$ | ${ }_{5}^{62}$ | 33 $48 \%$ | 103 | 54\% | $\begin{aligned} & 96 \\ & 61 \% \\ & \mathrm{nP} \end{aligned}$ | 56\% | $\begin{gathered} 132 \\ 5 \% \\ r \end{gathered}$ | 72 $44 \%$ | 27\% | 126 $51 \%$ |
| MassMutual | 214 50 | $\begin{gathered} 127 \\ 62 \% \\ C_{C} \end{gathered}$ | 80\% | ${ }^{62}$ \% | ${ }_{67}^{62 \%}$ | 51 46 | 34\% | ${ }^{78}{ }^{\text {j }}$ \% | 85\% | 51 $42 \%$ | 59\% | 34\% | 112 $55 \%$ | 70\% | $\begin{aligned} & 100 \\ & 599 \% \\ & \text { P } \end{aligned}$ | 44\% | 130 55 | 838 | 499\% | 135 $51 \%$ |
| Charles Schwab | 200 50 | $\begin{aligned} & 90 \\ & 52 \% \end{aligned}$ | 110 $49 \%$ | $\begin{aligned} & 54 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 65 \\ 66 \% \\ \mathrm{DG} \end{gathered}$ | $50$ | 31 38 | 74 $57 \%$ | 80\% | 46 | 54\% | $34 \%$ | 94\% | 54\% | $\begin{aligned} & 83 \\ & \text { 599\% } \\ & n \end{aligned}$ | 63\% | 126 $52 \%$ | 70\% | 23 $64 \%$ | 111 $49 \%$ |
| Airbus | 208 50 | $\begin{gathered} 107 \\ 61 \% \\ C \end{gathered}$ | 1014 | 579\% | $\begin{aligned} & 61 \\ & 54 \% \end{aligned}$ | $45 \%$ | 45\% | $\begin{gathered} 88 \\ 58 \% \\ j \end{gathered}$ | 96\% | 33 $42 \%$ | ${ }^{67} \%$ | 37 54 | 51\% | $\begin{aligned} & 82 \\ & 58 \% \\ & \hline \end{aligned}$ | 82\% | 34\% | $\begin{gathered} 150 \\ 61 \% \\ \mathrm{R} \end{gathered}$ | 55\% | 41 80 | 143 $58 \%$ |
| Lockheed Martin | ${ }^{198}{ }^{5} \%$ | $\begin{gathered} 116 \\ 60 \% \\ C \end{gathered}$ | 829\% | 618\% | 58. | 34\% | 44\% | 50\% | 56\% | $43 \%$ | 54\% | 32\% | $\begin{gathered} 100 \\ 56 \% \\ k \end{gathered}$ | ${ }^{654}$ | $74 \%$ | 59\% | 124 $51 \%$ | 719\% | 64\% | 132 53 |
| Singer | ${ }^{216}{ }_{4}{ }^{5}$ | 112 5 | 105 | 63\% | $\underset{F}{68} \underset{5}{57} \%$ | 35 ${ }^{3}$ | 49\% | 77\% | 94\% | $44 \%$ | 61 $50 \%$ | 40\% | 103 | $\begin{aligned} & 94 \\ & 56 \% \\ & \hline \mathrm{P} \end{aligned}$ | 74 $51 \%$ | 49\% | ${ }^{134} 51 \%$ | $78 \%$ | 42\% | 145 |
| Caterpillar | 200 $49 \%$ | 104 52 | $96 \%$ | 57 46 | $59 \%$ | $43 \%$ | 41 50 | 53\% | 889 | 30 | 52 44 | ${ }^{38} 9$ | 51\% | 62\% | 59\% | 52 $41 \%$ | 136\% | ${ }_{4}^{62}$ | 35\% | 138 5 |
| NY Life | 200 480 | $\begin{gathered} 112 \\ 57 \% \\ \mathrm{C} \end{gathered}$ | 89\% | $\begin{aligned} & 71 \\ & 54 \% \\ & G \end{aligned}$ | $\begin{aligned} & 60 \\ & 599 \% \\ & \text { G } \end{aligned}$ | $43 \%$ | 26\% | 85\% | 73 $43 \%$ | 40\% | 49\% | 38 $54 \%$ $k$ | $\begin{gathered} 106 \\ 57 \% \\ K \end{gathered}$ | 51\% | 50\% | 49\% | 129 $52 \%$ | 66 ${ }_{4}$ | 33\% | ${ }^{137} 54 \%$ |
| Anheuser-Busch | $194{ }_{48}$ | $\begin{aligned} & 97 \\ & 51 \% \end{aligned}$ | $97$ | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 60 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 46 \\ & 49 \% \end{aligned}$ | 35 ${ }^{45 \%}$ | 79\% | 79 $46 \%$ | $\begin{aligned} & 36 \\ & 41 \% \end{aligned}$ | 58\% | 27 45 | 105 $54 \%$ | 63 $44 \%$ | $\begin{aligned} & 93 \\ & 59 \% \end{aligned}$ | 39\% | $\begin{gathered} 123 \\ 55 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{68} 9$ | 24\% | 117 $50 \%$ |
| Shake Shack | ${ }^{193} 47 \%$ | $89 \%$ | 104 $46 \%$ | $59$ | 57 | 51\% | ${ }_{36}^{26}$ | $\begin{aligned} & 85 \\ & 63 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 80 \\ & 46 \% \\ & j \end{aligned}$ | ${ }^{28} 9$ | 60 $46 \%$ | ${ }^{33} 5$ | 949\% | 51 43 | $\begin{aligned} & 82 \\ & 58 \% \\ & n P \end{aligned}$ | 61\% | ${ }^{115} 50$ | 77\% | 34\% | 136 $54 \%$ |
| Etsy | 186\% | 93\% | $93 \%$ | $\begin{aligned} & 61 \\ & 58 \% \\ & \underset{F}{2} \end{aligned}$ | 59\% | 428\% | 24\% | 75\% | 72 39 | 39\% | 56\% | 31 40 | 90\% | 52\% | $\begin{aligned} & 82 \\ & 57 \% \\ & \text { np } \end{aligned}$ | 52\% | $\begin{gathered} 119 \\ 53 \% \\ r \end{gathered}$ | 670\% | ${ }^{38} 9$ | 117 $52 \%$ |
| Peloton | ${ }^{180} 46$ | $\begin{gathered} 95 \\ 52 \% \\ c \end{gathered}$ | 84\% | 639\% | $59 \%$ | $41 \%$ | 17\% | 80 53 j | 74 $43 \%$ | 26 ${ }^{6} \%$ | 62\% | ${ }_{3}^{28} \%$ | ${ }^{83} 1 \%$ | $\begin{aligned} & 63 \\ & 499 \% \\ & \mathrm{p} \end{aligned}$ | -70 <br> 53 | 47\% | 110\% | 67\% | 24 73 | 126 $49 \%$ |
| Unilever | ${ }^{172} 45$ | $\begin{aligned} & 96 \\ & 54 \% \\ & C \end{aligned}$ | 76\% | 53 | 41 | 36\% | $42 \%$ | 70 $56 \%$ | 76 $43 \%$ | 26 34 | 67\% | 21 $40 \%$ | 76\% | 51\% | 69 <br> $44 \%$ | 52\% | 917\% | $80 \%$ | 33 73 | 100 47 |
| H-E-B Grocery | ${ }^{184} 45$ | 92\% | 93\% | 62\% | 46 | $40 \%$ | 36\% | 50\% | 78 | 38\% | 53\% | 30\% | 92 | 42\% | $\begin{gathered} 80 \\ 51 \% \\ \text { n } \end{gathered}$ | 62\% | 106\% | 75\% | 33\% | 139 $50 \%$ |
| Patagonia | 180\% | $\begin{aligned} & 95 \\ & 46 \% \end{aligned}$ | 85\% | 57 | $44 \%$ | $\begin{aligned} & 63 \\ & 57 \% \end{aligned}$ | ${ }^{16} 2$ | 62\% | 83 | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 411 \% \end{aligned}$ | 22 $40 \%$ | $\begin{gathered} 112 \\ 55 \% \\ \mathrm{~K} \end{gathered}$ | 53 $41 \%$ | $\begin{aligned} & 91 \\ & \text { 55\% } \end{aligned}$ | 37 32 | 110\% | 67 $44 \%$ | 30\% | 120 $50 \%$ |
| Wegmans | ${ }^{177} 44 \%$ | $82 \%$ | 95\% | $\begin{aligned} & 63 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 49 \\ 53 \% \\ f \end{gathered}$ | 35 | 30\% | $81 \%$ | 59\% | 37\% | 55 ${ }^{5}$ | 30\% | 79 | 56\% | 69\% | 52\% | ${ }^{105} 46$ | ${ }^{69} 11 \%$ | 71\% | ${ }^{116} 47 \%$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Molson Coors

Berkshire Hathaway
Gilead
King Arthur

Royal Dutch Shell
Huawe
$\begin{array}{ll}177 & 96 \\ 42 \% & 50 \% \\ \text { C }\end{array}$



[^24]Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Snapchat | 157 $39 \%$ | ${ }_{36}^{69}$ | $\begin{aligned} & 88 \\ & 41 \% \end{aligned}$ | ${ }_{35 \%}^{48}$ | ${ }_{27}^{32}$ | $\begin{aligned} & 32 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 41 \% \\ & \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 39 \\ & 54 \% \\ & H \end{aligned}$ | $4{ }_{42 \%}$ | 39 ${ }^{39}$ | ${ }_{32}^{62}$ | 43 $39 \%$ | 70 $38 \%$ | 440\% | 74 $34 \%$ | 78 $44 \%$ | 13 $19 \%$ | 92 $35 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nintendo | ${ }^{159} 9$ | 81\% | 78 $34 \%$ | 46\% | 37 $34 \%$ | 28\% | $\begin{gathered} 47 \\ \text { (e5 } \end{gathered}$ | 38\% | 77 $39 \%$ | $\begin{aligned} & \frac{44}{47 \%} \\ & H \end{aligned}$ | 47 ${ }_{3}$ | 50\% | ${ }^{65}$ | 61 $38 \%$ | ${ }_{30}^{44}$ | $\begin{gathered} 54 \\ 45 \% \\ 0 \end{gathered}$ | 874\% | ${ }^{65}$ 41\% | 17\% | 78 $30 \%$ |
| Twitter | ${ }_{3}^{153} \%$ | ${ }_{35}^{78}$ | $\begin{aligned} & 75 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 51 \\ 39 \% \\ E \end{gathered}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 35 \\ 45 \% \\ \text { 45 } \end{gathered}$ | $\begin{aligned} & 44 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 73 \\ 42 \% \\ H \end{gathered}$ | $\begin{aligned} & 45 \\ & 49 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 44 \% \end{aligned}$ | ${ }_{36}^{68}$ | ${ }_{37}^{47 \%}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 42 \% \end{aligned}$ | ${ }_{35}^{86}$ | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | $\stackrel{9}{17 \%}$ | 95\% |
| Honda | ${ }^{146}$ | 72 $38 \%$ | 74 $34 \%$ | 40\% | 21 23 | $\begin{aligned} & 37 \\ & 48 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 47 \\ & 42 \% \\ & e \end{aligned}$ | 40 $32 \%$ | ${ }_{36 \%}^{69}$ | $\begin{aligned} & 37 \\ & 43 \% \end{aligned}$ | 32\% | $\begin{aligned} & 32 \\ & 46 \% \\ & \text { K } \end{aligned}$ | ${ }_{37 \%}^{66}$ | 61 $41 \%$ | 47 34 | 39 ${ }^{3}$ | 65 $34 \%$ | ${ }^{75} \times$ | ${ }_{20}^{10}$ | 94\% |
| Hallmark | ${ }^{148} 38$ | 79 $36 \%$ | ${ }^{68} 8{ }^{2}$ | 37 $31 \%$ | 29\% | 39\% | $43 \%$ | 36\% | 72 38 | $\begin{gathered} 40 \\ 44 \% \\ \mathrm{~h} \end{gathered}$ | ${ }_{31}^{37}$ | ${ }^{35} 46$ | 73 $38 \%$ | 44\% | ${ }_{28}^{49 \%}$ | $\begin{aligned} & 55 \\ & 47 \% \\ & 0 \end{aligned}$ | 84\% | ${ }^{62} \times 2$ | 13 $30 \%$ | 38\% |
| Nike | $\begin{gathered} 153 \\ 35 \% \end{gathered}$ | 72 $35 \%$ | $\begin{aligned} & 81 \\ & 35 \% \end{aligned}$ | ${ }_{34 \%}^{41}$ | $\begin{aligned} & 36 \\ & 326 \end{aligned}$ | $\begin{aligned} & 344 \\ & 36 \% \end{aligned}$ | $43$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 28\% | $\begin{aligned} & 73 \\ & 38 \% \end{aligned}$ | ${ }_{40}^{58}$ | $\begin{aligned} & 50 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 36 \% \end{aligned}$ | $\underset{\mathrm{r}}{105}$ | $\begin{aligned} & 45 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 48 \% \end{aligned}$ | ${ }_{35}^{98}$ |
| Wells Fargo | $\begin{gathered} 141 \\ 35 \% \end{gathered}$ | $\begin{gathered} 77 \\ 42 \% \\ c \end{gathered}$ | $\begin{aligned} & 65 \\ & 29 \% \end{aligned}$ | 25 | 25\% | $\begin{aligned} & 49 \\ & 47 \% \\ & \mathrm{DE} \end{aligned}$ | $\begin{aligned} & 42 \\ & 57 \% \end{aligned}$ | 33 $24 \%$ | $\begin{aligned} & \text { 67 } \\ & 38 \% \\ & h \end{aligned}$ | $\begin{gathered} 41 \\ 46 \% \\ H \end{gathered}$ | ${ }_{34}^{47}$ | 21 36 | ${ }^{69} 7$ | 48 38 | 41 $30 \%$ | 52\% | $\begin{gathered} 99 \\ 42 \% \\ { }^{9} \% \end{gathered}$ | 38\% | $\stackrel{7}{7}$ | ${ }^{88}{ }^{8} \%$ |
| NHL | 144 $35 \%$ | $\begin{aligned} & 70 \\ & 40 \% \end{aligned}$ | 74 $31 \%$ | 43 $39 \%$ | 39\% | 26\% | 36 | 44\% | ${ }^{58} \times$ | 42 43\% | 35\% | $\begin{gathered} 39 \\ 46 \% \\ 46 \% \end{gathered}$ | 60 $34 \%$ | $\begin{aligned} & 38 \\ & 37 \% \\ & 0 \end{aligned}$ | ${ }^{34}$ 21\% | $\begin{aligned} & 72 \\ & 50 \% \\ & 0 \end{aligned}$ | ${ }^{86}$ \% | 57 ${ }_{36}$ | $\stackrel{8}{24 \%}$ | 97 $38 \%$ |
| Gap | $\begin{gathered} 141 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 38 \% \end{aligned}$ | 239 | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 55 \% \\ & \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 42 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 54 \% \\ & 41 \% \end{aligned}$ | 29 22 | $\begin{aligned} & 58 \\ & 58 \\ & 41 \% \end{aligned}$ | ${ }^{85} 3$ | ${ }^{53} 3$ | $\stackrel{12}{21 \%}$ | 91 $33 \%$ |
| Etsy | ${ }^{133} 3$ | ${ }^{57}$ | 77 38 | 31 $29 \%$ | 28\% | $\begin{gathered} 48 \\ 44 \% \\ \hline \end{gathered}$ | 27 $36 \%$ | 229 | $\begin{aligned} & 80 \\ & { }^{44 \%} \\ & \hline \end{aligned}$ | 24\% | 35\% | 34\% | ${ }_{34}^{55}$ | 52\% | ${ }_{29}{ }^{29}$ | 39 ${ }^{31 \%}$ | ${ }^{66}$ 30\% | 64\% | 6\% | 79 $35 \%$ |
| Fox Corporation | 141 $34 \%$ | $\begin{aligned} & 86 \\ & 82 \% \\ & 4 C^{2} \end{aligned}$ | 55\% | ${ }^{46}$ \% | ${ }^{36}$ 36\% | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | 23 26 | 36\% | $\begin{aligned} & 82 \\ & { }^{41 \%} \\ & H \end{aligned}$ | 24\% | ${ }_{2}^{27}$ | ${ }_{31}^{24}$ | $\begin{aligned} & 81 \\ & 43 \% \\ & 43 \% \end{aligned}$ | 34\% | 50\% | ${ }^{56}$ 39\% | 74 $34 \%$ | 654 | 14 $30 \%$ | 855\% |
| Charles Schwab | $\begin{gathered} 130 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 28 \% \end{aligned}$ | ${ }_{25}^{25}$ | $33 \%$ | $\begin{aligned} & 37 \\ & 35 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 37 \end{aligned}$ | 38\% | ${ }_{36}^{25}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | 44 36 | $\begin{aligned} & 377 \\ & 26 \% \end{aligned}$ | ${ }_{36}{ }^{4}$ | 876\% | 4180 | ${ }_{3}^{12}$ | 847\% |
| Caterpillar | ${ }^{131} 32 \%$ | $\begin{gathered} 79 \\ 40 \% \\ C \end{gathered}$ | 52\% | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | 25\% | $\begin{aligned} & 36 \\ & 37 \% \end{aligned}$ | ${ }_{36}^{29}$ | 38\% | ${ }_{32}{ }^{2}$ | $\begin{aligned} & 36 \\ & 42 \% \\ & h^{2} \end{aligned}$ | 31 26 | ${ }^{17} 25$ | $\begin{aligned} & 75 \\ & 40 \% \\ & k \end{aligned}$ | $\begin{gathered} 55 \\ 41 \% \\ 41 \% \end{gathered}$ | 30 ${ }^{31 \%}$ | $\begin{aligned} & 46 \\ & 36 \% \\ & 0 \end{aligned}$ | 84\% | 43 $30 \%$ | 14\% | 83\% |
| Hulu | 131 $32 \%$ | 67 $34 \%$ | 64 $30 \%$ | $\stackrel{48}{47 \%} \underset{E}{48}$ | 21\% | ${ }_{31}^{28}$ | $34 \%$ | 37 $25 \%$ | $\begin{aligned} & 71 \\ & 41 \% \\ & H^{7} \end{aligned}$ | 23 26 | $\begin{aligned} & 50 \\ & 38 \% \\ & M \end{aligned}$ | 27 ${ }_{45}$ | ${ }^{45}$ 23\% | ${ }_{34}{ }^{4} \%$ | 259\% | $\begin{aligned} & 50 \\ & 39 \% \\ & 0 \end{aligned}$ | 71 $31 \%$ | 56\% | $\stackrel{23}{42 \%}$ | 72 $27 \%$ |
| Starbucks | ${ }^{129} 3$ | 73 $35 \%$ | $\begin{aligned} & 57 \\ & 28 \% \end{aligned}$ | $\underset{\mathrm{e}}{36}$ | 23 $18 \%$ | $\begin{aligned} & 31 \\ & 39 \% \\ & \text { 39\% } \end{aligned}$ | 39 46 | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 30 \% \end{aligned}$ | 19 $34 \%$ | 74 $34 \%$ | $\begin{aligned} & 54 \\ & 39 \% \\ & \hline \end{aligned}$ | 26 $18 \%$ | $\begin{aligned} & 49 \\ & 40 \% \\ & 0 \end{aligned}$ | 61 ${ }^{66 \%}$ | $\begin{gathered} 58 \\ { }_{9}^{59} \% \end{gathered}$ | 22 | 35\% |
| Comcast | ${ }^{122} 32$ | $\begin{gathered} 71 \\ 40 \% \\ \text { C } \end{gathered}$ | 50\% | $\begin{aligned} & { }^{41}{ }_{5}^{41 \%} \end{aligned}$ | 14 16 | $\begin{gathered} 43 \\ 42 \% \\ 42 \% \end{gathered}$ | 23 39 | 34\% | ${ }_{39}{ }^{5} \%$ | 299\% | 39\% | ${ }_{3}^{16}$ | 31 310 | 25\% | 545\% | 40\% | 72 35 | 419\% | ${ }_{18}^{6}$ | 27\% |

[^25]Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 Total 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{kk} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Shake Shack | ${ }_{32 \%}^{130}$ | $\begin{aligned} & 69 \\ & 38 \% \end{aligned}$ | ${ }_{21}^{61}$ | $\begin{aligned} & 35 \\ & 29 \% \end{aligned}$ | 29\% | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 41 \% \end{aligned}$ | ${ }_{21}^{29}$ | $\begin{aligned} & 56 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 46 \% \\ & \mathrm{Hi} \end{aligned}$ | 35\% | ${ }_{29}^{18}$ | $\begin{gathered} 69 \\ 37 \% \\ k \end{gathered}$ | $\begin{aligned} & 46 \\ & 39 \% \\ & 0 \end{aligned}$ | 36\% | 488\% | 77 $33 \%$ | 51 $29 \%$ | $\stackrel{6}{6}$ | ${ }_{32}^{82}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Chipotle | 130 ${ }^{31 \%}$ | 72 $35 \%$ | 58\% | 32\% | 21 $22 \%$ | $\begin{aligned} & 58 \\ & 45 \% \\ & \text { DE } \end{aligned}$ | ${ }_{36 \%}$ | 32\% | $\begin{gathered} \text { 689 } \\ { }_{H}^{38} \end{gathered}$ | $\begin{aligned} & 30 \\ & 38 \% \\ & H \end{aligned}$ | 31 | 12 27 | $\begin{gathered} 79 \\ 37 \% \\ k \end{gathered}$ | $\begin{aligned} & 56 \\ & { }^{566 \%} \\ & \hline \end{aligned}$ | 24 16 | $\begin{aligned} & 50 \\ & 35 \% \\ & \hline \end{aligned}$ | ${ }^{82} 1 \%$ | 47\% | 11 20 | ${ }^{83}$ 3\% |
| T-Mobile | ${ }_{31 \%}^{122}$ | $\begin{aligned} & 61 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 44 \\ 36 \% \\ E \end{gathered}$ | $\begin{aligned} & { }_{15}^{16} \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \\ & \text { 32\% } \end{aligned}$ | 31\% | $\begin{aligned} & 42 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 45 \% \\ & h 1 \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 180\% | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 36 \\ 34 \% \\ 0 \end{gathered}$ | 34 20 | $\begin{aligned} & 52 \\ & 42 \% \\ & \hline \end{aligned}$ | 78 $32 \%$ | 41 28 | 20\% | 67 $28 \%$ |
| Macy's | ${ }_{31 \%}^{116}$ | $\begin{aligned} & 49 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | 42 35 | 29\% | $\begin{aligned} & 24 \\ & 25 \% \end{aligned}$ | 21 39 | 229\% | $\begin{gathered} 55 \\ 33 \% \\ h \end{gathered}$ | $\begin{aligned} & 33 \\ & 40 \% \\ & H \end{aligned}$ | ${ }_{31}^{41}$ | ${ }_{26}^{17}$ | ${ }_{29 \%}^{49}$ | $\begin{aligned} & 38 \\ & 32 \% \end{aligned}$ | 38\% | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | 61\% | 47 ${ }_{3}$ | 13\% | 61 28 |
| JPMorgan Chase | ${ }_{30 \%}^{125}$ | $\begin{aligned} & 65 \\ & 32 \% \end{aligned}$ | 599\% | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 40 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 45 \\ & 43 \% \\ & 4 \mathrm{dE} \end{aligned}$ | ${ }^{35}{ }^{35 \%}$ | $\begin{aligned} & 78 \\ & 39 \% \\ & h J \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \\ & 18 \end{aligned}$ | ${ }_{25}^{35}$ | $\begin{aligned} & 33 \\ & 42 \% \end{aligned}$ | ${ }^{509}$ | ${ }_{36}^{48}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 32 \% \end{aligned}$ | ${ }_{29}^{45}$ | $\stackrel{9}{19 \%}$ | ${ }^{64} 28$ |
| Burger King | $\begin{gathered} 118 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 52 \\ 37 \% \\ e \end{gathered}$ | 21 23 | $\begin{aligned} & 222 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 36 \% \end{aligned}$ | ${ }_{21}^{25}$ | $\begin{aligned} & 72 \\ & 37 \% \\ & H \end{aligned}$ | 219\% | $\begin{aligned} & 344 \\ & 28 \% \end{aligned}$ | ${ }_{25}^{17}$ | ${ }_{38}^{52 \%}$ | $\begin{aligned} & 322 \\ & 26 \end{aligned}$ | ${ }_{29 \%}^{44}$ | $\begin{aligned} & 46 \\ & 36 \end{aligned}$ | $\begin{aligned} & 60 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | ${ }^{81} \%$ | ${ }^{68}{ }^{9} \%$ |
| Molson Coors | 127 $30 \%$ | 54\% | ${ }_{32}{ }^{2} \%$ | 27\% | 27\% | $\begin{aligned} & 43 \\ & 40 \% \\ & \text { De } \end{aligned}$ | 29 ${ }^{29}$ | 29\% | $\begin{aligned} & 69 \\ & 36 \% \\ & H \end{aligned}$ | $\begin{gathered} 29 \\ 34 \% \\ h \end{gathered}$ | ${ }_{24}^{24}$ | $\begin{gathered} 21 \\ 36 \% \\ k \end{gathered}$ | 71 $31 \%$ | 53 36 | 39\% | 35\% | 64\% | ${ }^{58} 8$ | 14 23 | 75\% |
| Facebook | $\begin{gathered} 124 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | 21\% | $\begin{aligned} & 40 \\ & 30 \% \end{aligned}$ | $\stackrel{26}{23 \%}$ | $\begin{gathered} 38 \\ 40 \% \\ \mathrm{e} \end{gathered}$ | $\begin{aligned} & 21 \\ & 28 \% \end{aligned}$ | $28 \%$ | $\begin{aligned} & 65 \\ & 35 \% \\ & H \end{aligned}$ | $\begin{aligned} & 30 \\ & 38 \% \\ & H \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 29 \% \end{aligned}$ | 32\% | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 47 \\ 36 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 36 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 40 \\ 36 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 76 \\ & 34 \% \end{aligned}$ | ${ }_{26}^{45}$ | 13 $24 \%$ | ${ }^{76}$ 29\% |
| Expedia | ${ }_{30 \%}^{122}$ | $\begin{aligned} & 66 \\ & { }_{33}^{66} \end{aligned}$ | ${ }_{27}^{57}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | ${ }_{20}^{21} \%$ | $\begin{gathered} 35 \\ 37 \% \\ e \end{gathered}$ | $\begin{aligned} & 32 \% \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | ${ }^{25} 3$ | ${ }_{24}^{25}$ | 18\% | $\begin{aligned} & 68 \\ & 33 \% \end{aligned}$ | ${ }_{36}^{55}$ | 359\% | $\begin{aligned} & 32 \\ & 30 \% \end{aligned}$ | 69\% | 53 $34 \%$ | ${ }_{13}^{6} \%$ | ${ }^{83}$ 31\% |
| John Deere | 127 $30 \%$ | 57\% | ${ }_{31}^{69}$ | 38\% | 300 | 330 | 29\% | 359 | ${ }^{64} \times$ | 28\% | 29\% | 17\% | 71 $31 \%$ | $\begin{aligned} & 63 \\ & 42 \% \\ & \text { OP } \end{aligned}$ | 34 22 | 350 | 77 $30 \%$ | 49 $30 \%$ | ${ }_{10}^{16 \%}$ | 870\% |
| Nissan | $\begin{gathered} 129 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 29 \% \end{aligned}$ | ${ }_{20}^{23}$ | $\begin{aligned} & 30 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 39 \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 611 \\ & 34 \% \end{aligned}$ | 24 32 | $\begin{aligned} & 39 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 33 \\ 42 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | ${ }_{27}^{47}$ | $\begin{aligned} & 36 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 41 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 33 \% \end{aligned}$ | ${ }_{27}^{57}$ | 12 25 | 67\% |
| Airbnb | 112 30 | $\begin{aligned} & 45 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \end{aligned}$ | ${ }_{23}^{18}$ | $\begin{gathered} 30 \\ 42 \% \\ \text { e } \end{gathered}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | 24 30 | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | 21 36 | 48\% | 39 ${ }^{3} \%$ | 479\% | 26\% | 72 ${ }^{2}$ | $\begin{aligned} & 40 \\ & 27 \% \end{aligned}$ | 117\% | 74 $31 \%$ |
| TripAdvisor | 1220 | ${ }_{34}^{64}$ | 58\% | 35\% | 27 $24 \%$ | ${ }^{33} 3$ | $\begin{aligned} & 32 \\ & 38 \% \end{aligned}$ | ${ }^{36}$ 23 | $\begin{aligned} & 58 \\ & \text { 35\% } \\ & h \end{aligned}$ | 29\% | 37\% | 22 37 | 38\% | 37\% | 339\% | 47 $36 \%$ | 78 $30 \%$ | 40\% | ${ }_{13}^{6} \%$ | ${ }_{26 \%}$ |
| Anheuser-Busch | ${ }_{30 \%}^{120}$ | $\begin{aligned} & 63 \\ & 33 \% \end{aligned}$ | ${ }_{26}^{56}$ | $\begin{aligned} & 34 \\ & 27 \% \end{aligned}$ | ${ }_{21 \%}^{23}$ | $\begin{gathered} 36 \\ 38 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 27 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 37 \% \\ & H \end{aligned}$ | 24\% | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | 200 | ${ }_{31}^{59}$ | $\begin{aligned} & 53 \\ & 37 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 34 \% \\ & \hline 1 \end{aligned}$ | ${ }^{58} 26$ | ${ }_{33}^{57}$ | 129\% | 70 $30 \%$ |
| MLB | 127 $30 \%$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | 25\% | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $32$ | ${ }_{29}^{42}$ | 54\% | 31 $30 \%$ | $\begin{aligned} & 374 \\ & 27 \% \end{aligned}$ | ${ }_{32}^{18}$ | 64 $31 \%$ | ${ }_{30}^{39}$ | 40\% | 48 34 | $\begin{aligned} & 61 \\ & 26 \% \end{aligned}$ | 57 $32 \%$ | 14\% | 744 |
| eBay | 121 $30 \%$ | 459\% | 76 $34 \%$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | 24\% | 229\% | $\begin{gathered} 38 \\ 39 \\ \hline \end{gathered}$ | 42\% | 30\% | 180\% | 35\% | 18\% | 39\% | 30\% | 44\% | ${ }_{3}^{47}$ | 729\% | 46 30 | $\stackrel{9}{18 \%}$ | 80 $31 \%$ s |
| Tesla | ${ }_{29 \%}^{126}$ | $\begin{aligned} & 76 \\ & 37 \% \\ & C \end{aligned}$ | $\begin{aligned} & 50 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | ${ }_{24}^{25}$ | $\begin{gathered} 48 \\ \text { 553\% } \\ \text { DEF } \end{gathered}$ | ${ }_{32}^{46}$ | $\begin{aligned} & 53 \\ & 26 \% \end{aligned}$ | 27 34 | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | 23 33 | $\begin{aligned} & 62 \\ & 28 \% \end{aligned}$ | $\underset{0}{39}$ | 24\% | $\begin{aligned} & 68 \\ & 43 \% \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 27 \% \end{aligned}$ | ${ }_{33}^{53}$ | ${ }_{3}^{15}$ | 728\% |



Fielding Period: May 20-22, 2020

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Goldman Sachs | $\stackrel{122}{29 \%}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | ${ }_{25}^{57}$ | 32\% | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | 20\% | $\begin{aligned} & 39 \\ & 43 \% \end{aligned}$ | 300 | $\underset{H}{73} \underset{H}{73}$ | 19 25 | 33\% | $\begin{aligned} & 38 \\ & { }^{52 \%} \\ & \text { KM } \end{aligned}$ | 31\% | 54 35 | 32\% | 35 | 73 $28 \%$ | ${ }_{31}^{48}$ | ${ }_{16 \%}$ | 73 $29 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| NBA | 119\% | 60\% | 59\% | 32\% | 20\% | 299\% | $\begin{gathered} 38 \\ 38 \\ 41 \% \\ E \end{gathered}$ | 34\% | 529\% | 33 ${ }^{36 \%}$ | $39 \%$ | $\begin{aligned} & 27 \\ & 45 \% \\ & M \end{aligned}$ | 44\% | $\begin{gathered} 41 \\ 30 \% \\ 0 \end{gathered}$ | 27\% | $\begin{aligned} & 51 \\ & 44 \% \\ & 0 \end{aligned}$ | 56\% | ${ }_{37}{ }^{1} \%$ | $\stackrel{2}{5 \%}$ | ${ }^{58} 8$ |
| Lyft | ${ }_{29 \%}^{116}$ | ${ }_{33}^{65 \%}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | ${ }_{30}^{41}$ | 26 $32 \%$ | $\begin{aligned} & 31 \\ & 29 \% \end{aligned}$ | ${ }_{28}^{25 \%}$ | ${ }_{23}^{28}$ | $\begin{aligned} & 63 \\ & 33 \% \end{aligned}$ | ${ }_{30}^{26}$ | ${ }_{21}^{22}$ | $\begin{aligned} & 23 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 642 \% \\ & 32 \end{aligned}$ | $\begin{gathered} 46 \\ 35 \% \\ 0 \end{gathered}$ | ${ }_{22}^{26} \%$ | ${ }_{30}^{45}$ | 54\% | ${ }_{33}^{53}$ | $\begin{aligned} & 13 \\ & 29 \% \end{aligned}$ | 75 $28 \%$ |
| ESPN | $\begin{gathered} 114 \\ 29 \% \end{gathered}$ | ${ }_{29}^{59}$ | 61 $30 \%$ | $\begin{aligned} & 31 \\ & 31 \% \end{aligned}$ | 22 21 | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ | $\stackrel{29}{31 \%}$ | $\begin{aligned} & 300 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $200$ | 529\% | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | 299\% | 40 27 | $\stackrel{8}{14 \%}$ | 57 $24 \%$ |
| Nordstrom | 115 29 | 47 25 | ${ }_{32}^{68}$ | ${ }^{36 \%}$ | 26\% | 23 27 | 31 38 | 36\% | ${ }_{33}^{62}$ | $\stackrel{18}{28 \%}$ | 40 ${ }^{4} \%$ | 19\% | 49\% | $\begin{aligned} & 48 \\ & 38 \% \end{aligned}$ | 31 $19 \%$ | $\begin{gathered} 36 \\ 32 \% \\ 0 \end{gathered}$ | 55\% | 554\% | 17\% | 73 $29 \%$ |
| NFL | $\begin{gathered} 120 \\ 29 \% \end{gathered}$ | ${ }_{28}^{59 \%}$ | ${ }_{29}^{62 \%}$ | 38\% | ${ }_{21}^{21} \%$ | $\begin{aligned} & 40 \\ & 38 \% \\ & E \end{aligned}$ | $\begin{aligned} & 22 \\ & 32 \% \end{aligned}$ | ${ }^{36}$ | $\begin{aligned} & 55 \\ & \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | ${ }_{26}^{35}$ | ${ }_{23}^{13}$ | $\begin{aligned} & 63 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 29 \% \end{aligned}$ | $59$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | 12 $25 \%$ | 699\% |
| Toyota | 113 29 | 35\% | $\begin{gathered} 78 \\ 37 \% \\ B \end{gathered}$ | 37 $31 \%$ | 24\% | 34 $34 \%$ | ${ }^{18}{ }^{18} \%$ | 20\% | $\begin{gathered} \text { 636 } \\ { }_{3}^{3} \% \\ H \end{gathered}$ | $\begin{gathered} 27 \\ \begin{array}{c} 28 \% \\ H \end{array} \end{gathered}$ | 31\% | ${ }^{24} 4 \%$ | 53\% | $\begin{gathered} 37 \\ 34 \% \\ 0 \end{gathered}$ | 20\% | $\begin{gathered} 46 \\ 34 \% \\ 0 \end{gathered}$ | 58\% | ${ }^{53} 4 \%$ | 10 $23 \%$ | 67\% |
| Hilton Hotels | 115 29 | $\begin{gathered} 66 \\ 35 \% \\ c \end{gathered}$ | $\begin{aligned} & 49 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 32 \% \\ & \hline \end{aligned}$ | ${ }^{18} 16$ | $\begin{gathered} 37 \\ \text { 399\% } \\ \hline \end{gathered}$ | 21 $29 \%$ | ${ }_{23}^{28}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | ${ }^{25} 5$ | ${ }_{20}^{22}$ | $\begin{aligned} & 24 \\ & { }^{20} \% \\ & K \end{aligned}$ | 59\% | $\begin{aligned} & 31 \\ & 27 \% \end{aligned}$ | 34 22 | $\begin{aligned} & 50 \\ & 37 \% \\ & 0 \end{aligned}$ | 640\% | ${ }^{46}$ \% | 12 $27 \%$ | ${ }_{30}^{69}$ |
| Quicken Loans | $\begin{gathered} 114 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | ${ }^{565}$ | ${ }_{23}^{37}$ | ${ }_{23}^{26} \%$ | ${ }_{23}^{23} \%$ | $\begin{aligned} & 32 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 41 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 36 \% \end{aligned}$ | ${ }_{27}^{47}$ | $\begin{aligned} & 36 \\ & 33 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | ${ }_{29}^{69}$ | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ | 20\% | 63 ${ }_{26 \%}$ |
| JetBlue Airways | $\begin{gathered} 111 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 35 \% \\ & C \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | ${ }_{23}^{26}$ | $\begin{aligned} & 35 \\ & 31 \% \end{aligned}$ | ${ }_{23}^{18} \%$ | $\begin{aligned} & 33 \\ & 36 \% \end{aligned}$ | ${ }_{28}^{40}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 33 \% \end{aligned}$ | ${ }_{23}^{39}$ | ${ }_{31} 1{ }^{1}$ | ${ }_{25}^{59}$ | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | 27 24 | $\begin{aligned} & 49 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 79 \\ 34 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | 13 $33 \%$ | ${ }^{58} 8$ |
| Singer | 123 $28 \%$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | 63 27 | 41\% | 25\% | $\underset{\mathrm{e}}{37}$ | 21\% | 45 $31 \%$ | ${ }^{55}$ | 24\% | 34\% | 6\% | 78 $35 \%$ | 45\% | 38\% | 41 32 | 79\% | ${ }^{43}$ | 10\% | 71 $26 \%$ |
| The Home Depot | $\begin{gathered} 115 \\ 28 \% \end{gathered}$ | ${ }_{30}^{54}$ | ${ }_{27}^{61}$ | $\begin{aligned} & 48 \\ & 36 \% \\ & \text { 36 } \end{aligned}$ | $\begin{aligned} & { }_{16}^{16} \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 25 \% \end{aligned}$ | ${ }_{32 \%}^{28}$ | $\begin{aligned} & 374 \\ & 27 \end{aligned}$ | $\begin{aligned} & 56 \\ & 27 \% \end{aligned}$ | 25 34 | 229 | ${ }^{15} 23$ | $\begin{gathered} 63 \\ 34 \% \\ k \end{gathered}$ | 21\% | $\begin{aligned} & 42 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 40 \% \\ & \text { No } \end{aligned}$ | 59\% | 54\% | 15 $32 \%$ | 81 $30 \%$ |
| The Walt Disney Company | 109 $28 \%$ | 518\% | ${ }^{58} 8$ | $\begin{gathered} 39 \\ 33 \% \\ \text { 33\% } \end{gathered}$ | ${ }^{18}{ }^{16 \%}$ | $\begin{aligned} & 37 \\ & 40 \% \\ & E \end{aligned}$ | 152\% | $\stackrel{27}{22 \%}$ | 5180 | 31\% | ${ }^{27}$ | 19\%\% | ${ }_{31} 1 \%$ | $38{ }^{36}$ | 35\% | 36\% | 57 | $34 \%$ | $\stackrel{2}{5 \%}$ | 564\% |
| Nestle | 118\% | 58\% | 6180 | 40\% | 25\% | 29\% | 24\% | 30 $22 \%$ | 57\% | 31 35 | 35\% | $\begin{aligned} & 36 \\ & 42 \% \\ & { }^{3} \% \end{aligned}$ | 44\% | 32\% | 33 $20 \%$ | $\begin{aligned} & 54 \\ & 38 \% \\ & \hline 0 \end{aligned}$ | 63 25 | 54\% | 12\% | 239 |
| McDonald's | $\begin{gathered} 112 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 620 \\ & 30 \end{aligned}$ | ${ }_{27}^{37}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \end{aligned}$ | ${ }_{33 \%}^{65}$ | $\begin{aligned} & 14 \\ & 25 \% \end{aligned}$ | 230 | $\begin{aligned} & 142 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | ${ }_{30}^{48}$ | $\begin{aligned} & 31 \\ & 27 \% \end{aligned}$ | ${ }_{29}^{79}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | ${ }^{12} 23$ | ${ }^{73} \mathrm{~F} \%$ |
| Berkshire Hathaway | ${ }_{27 \%}^{117}$ | $\begin{aligned} & 73 \\ & 36 \% \\ & \text { C } \end{aligned}$ | ${ }_{23}^{40 \%}$ | $\begin{gathered} 37 \\ 30 \% \\ e \end{gathered}$ | 21 17 | ${ }_{21}^{22} \%$ | $\begin{aligned} & 37 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 36 \% \\ & H \end{aligned}$ | ${ }^{15}$ | $\begin{aligned} & 39 \\ & 28 \% \end{aligned}$ | ${ }^{15} 3$ | $\begin{aligned} & 60 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 32 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \\ & 0 \end{aligned}$ | 58\% | 529\% | $\stackrel{8}{8}$ | ${ }^{86}$ |
| NY Life | 113 $27 \%$ | $\begin{aligned} & 58 \\ & 30 \% \end{aligned}$ | 55\% | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 42 \\ 48 \% \\ \mathrm{DEf} \end{gathered}$ | 31 $19 \%$ | $\begin{aligned} & 57 \\ & { }_{34 \%}{ }^{5} \% \end{aligned}$ | ${ }^{25} 29$ | ${ }_{28}^{37}$ | 24\% | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | ${ }_{29}^{38}$ | 73\% | ${ }_{26}^{36}$ | 100 | 67 $26 \%$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(20.6 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


${ }^{32}$

| ${ }_{30}^{57}$ | ${ }_{25}^{25}{ }^{34} 8$ | $19 \%$ | ${ }^{57}$ 29\% | ${ }^{43}{ }^{43}$ | ${ }^{29} 8$ |  | ${ }_{28 \%}^{68 \%}$ | ${ }^{38}{ }^{34}$ | ${ }_{1}^{5} \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ${ }_{\text {5 }}^{5}$ |  | ${ }_{38 \%}^{26}$ | ${ }_{23}^{42}$ | ${ }_{32 \%}^{44}$ | ${ }_{21}^{46}$ | ${ }^{22}$ 22\% | ${ }_{23}^{54 \%}$ | ${ }_{29 \%}$ | 27\% |
| ${ }_{33}^{54}$ | ${ }_{3}^{26 \%}{ }_{4}^{28 \%}$ | ${ }^{13} \%$ | ${ }_{32 \%}^{57}$ | ${ }_{34}^{40}$ | ${ }^{34} 8$ | 23\% | ${ }_{29}^{68}$ | ${ }^{30} 23$ | 15\% |
| ${ }_{26}^{41}$ | 25\% 27.2 | ${ }^{164 \%}$ | ${ }_{31}^{65}$ | ${ }_{22}^{29}$ | ${ }^{27} 7$ | ${ }^{56 \%}$ | ${ }_{26 \%} 6$ | ${ }_{29 \%}^{44}$ | 19\% |
| 28\% | ${ }_{31}^{22} \%{ }^{30}{ }^{24}$ | 18\% | ${ }_{29}^{49}$ | 18\% | ${ }^{24} \%$ |  | ${ }^{52} \%$ | ${ }_{30 \%}^{48}$ | 168\% |
| ${ }^{50}{ }^{50 \%}$ |  | ${ }^{238 \%}$ | ${ }_{\substack{58 \\ \text { 35\% }}}^{\substack{\text { k }}}$ | 39\% | ${ }_{22 \%}^{29}$ | ${ }_{39}^{39 \%}$ | ${ }_{29 \%}^{68 \%}$ | ${ }^{32 \%}$ | 20\% |
| ${ }^{60} \%$ | ${ }^{38 \%}$ 32\% | 31\% | ${ }_{31}^{67}$ | ${ }^{22 \%}$ | 39\% | ${ }^{40}$ | 27\% | ${ }^{32}$ 2\% | 2\% ${ }^{8}$ |
| ${ }_{32 \%}^{67}$ | 15\% 29\% | ${ }_{\text {3 }}^{\text {3\% }}$ | ${ }^{50} \%$ | ${ }^{40}{ }^{40}$ | ${ }^{35} \%$ | 25\% | 20\% | ${ }_{\substack{52 \\ 3 \\ 4}}$ | 4\% |
| ${ }^{58} \%$ | ${ }_{26 \%}^{220} 8$ | ${ }^{14} \%$ | ${ }_{27}^{62}$ | ${ }_{30}^{40}$ | - ${ }_{18 \%}^{31}$ | ${ }^{40}{ }_{0}^{40}$ | 27\% | ${ }^{51}$ | 15\% |
| ${ }^{50}{ }^{\text {20\% }}$ | ${ }^{33}{ }_{4}^{34} \%{ }^{35}$ | 25\% | ${ }^{46}$ 26\% | 35\% | ${ }_{23}^{31 \%}$ | 36\% | ${ }^{56 \%}$ | ${ }_{26}^{46}$ | 19\% |
| ${ }^{33} \%$ | ${ }_{32 \%}^{27}{ }^{30}$ | 30\% | ${ }_{23 \%}^{43}$ | ${ }_{23}^{26}$ | 24\% | ${ }_{31}^{41}$ | ${ }^{54} \%$ | ${ }_{30}^{45}$ | ${ }_{1}^{6} \%$ |
| - ${ }_{\text {29\% }}^{4}$ | ${ }_{3}^{38 \%}{ }_{4}^{38}{ }^{27}$ | ${ }_{32}^{21}$ | ${ }_{25 \%}^{44}$ | ${ }^{39}$ 29\% | 22\% | ${ }^{34}$ | ${ }^{54} 4$ | ${ }_{26}^{49 \%}$ | 5\% |
| 37\% | 18\% ${ }^{18} 38$ | 25\% | ${ }_{3}^{51} \%$ | 37\% | ${ }_{24 \%}^{34}$ | ${ }_{24 \%}^{34}$ | ${ }_{33}^{63}$ | 3i\% | ${ }^{13} \%$ |
| 年\% |  | 25\% | ${ }^{50} \%$ | ${ }_{\text {a }}^{48}{ }^{48}$ | ${ }^{28}$ | 30\% | ${ }^{60}$ 27\% | 25\% | ${ }^{10}$ |
| 45\% | 27\% 24.3 | 32\% | ${ }_{22}^{42 \%}$ | 34\% | 24\% | ${ }_{31 \%}^{31}$ | ${ }_{23}^{53}$ | ${ }^{38} \%$ | 10\% |
| ${ }_{26}^{46}$ |  | ${ }_{26}^{24}$ | ${ }^{52} \%$ | 25\% | ${ }^{34} \%$ | ${ }_{31 \%}^{43}$ | ${ }_{26}^{62}$ | ${ }^{45}$ 25\% | ${ }_{13}^{6} \%$ |
| ${ }_{27}^{48}$ | ${ }^{27}$ 32\% 28\% | ${ }_{32 \%}^{23}$ | ${ }_{27 \%}^{48}$ | ${ }_{30 \%}^{42}$ | ${ }_{17}^{24}$ | ${ }^{39}$ | ${ }^{66 \%}$ | 21\% | ${ }_{15}^{75}$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 k \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Lowe's
Best Buy
Capitol One

$\begin{array}{llll}33 & 37 & 28 & 30 \\ 25 \% & 23 \% & 30 \% & 24 \%\end{array}$
$\begin{array}{ll}16 & 44 \\ 22 \% & 28 \%\end{array}$
$\begin{array}{ll}29 & 34 \\ 24 \% & 33 \%\end{array}$
(P)
35
3

55
$23 \%$
10
(T)

Dollar General
BP
Mastercard
Morgan Stanley
Mars
Airbus
Ford
Visa

Sony
Bank of America
Sam's Club
Marriott
GrubHub
McKesson


| 47 |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| $26 \%$ | $32 \%$ | 29 | 29 | 29 |
| $29 \%$ | 296 |  |  |  |

34
$31 \%$
0

| 25 |  |
| :--- | :--- |
| $16 \%$ | 43 |
| 32 |  |

${ }_{27}^{52 \%} \begin{array}{ll}54 & \\ 24\end{array}$
${ }_{14 \%}{ }^{44}$


${ }^{66}{ }_{30}$
${ }^{665 \%}$
astercard

| 25 |
| ---: |
| 106 |


| 106 |  |
| :--- | :--- |
| $25 \%$ | 52 |
| $25 \%$ |  |


${ }^{38} \%$

${ }_{21}^{47 \%} \quad 36$
${ }^{536}$
${ }^{40}{ }^{42 \%}$
17\%
${ }_{26} 76$
organ Stanley
rbus
ord
Visa
$\begin{array}{lll}100 \\ 25 \% & 58 & 32 \%\end{array} \quad 20 \%$

$\begin{array}{ll}23 \\ 20 \% & \\ 28 \\ 24\end{array}$
${ }^{38} \%$

69\% ${ }^{68} \quad$ 23\%
$12 \%$
${ }_{25}^{65}$
ey
$\begin{array}{lll}105 \% & 55 & 51 \\ 27 \% & 54 \%\end{array}$



$\begin{array}{lll}20 \% & 42 \% & 57 \\ \text { 154 } & 24 \% & 26 \\ 125 \% & 49 \% & 56 \\ 28 \% & 25\end{array}$





${ }^{8 \%}$
号


|  |
| :---: |

\%

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

General Electric
Chick-fil-A
Lockheed Martin
Uber
Wegmans
Scott
Ace Hardware
Hewlett-Packard
United Airlines
U.S. Bank

Apple
Southwest Airlines
American Airlines
H-E-B Grocery
Patagonia
General Mills
Delta Air Lines


$$
\begin{array}{lll}
11 & 34 & \begin{array}{ll}
12 \\
16 \% & 38 \% \\
29 & 21 \% \\
29 & 31
\end{array} \\
\hline
\end{array}
$$

$$
\begin{array}{lll}
8 \% & 34 \% & 14 \% \\
28 \% & 68 \%
\end{array}
$$

$$
\begin{array}{ll}
266 \% & 26 \% \\
19 \% & 20 \% \\
29 \% & 31 \% \\
172 \%
\end{array}
$$

$$
\begin{array}{ll}
29 \% & 31 \% \\
\begin{array}{ll}
26 \% \\
33 \\
38 & 38 \\
38
\end{array}
\end{array}
$$

|  |
| :---: |



$$
\underset{\substack{24 \\ 29 \%}}{ }
$$

$$
\begin{aligned}
& 29 \% \\
& { }^{29 \%} \\
& \begin{array}{c}
427 \\
27 \% \\
20 \\
20 \%
\end{array}
\end{aligned}
$$

\% ${ }_{23 \%}^{30}$

| $18 \%$ | $31 \%$ | 46 |
| :--- | :--- | :--- |
| $30 \%$ |  |  |

46\% 48
${ }_{26}^{56} \quad \stackrel{31}{30 \%}$

| 48 |
| :--- |
| $21 \%$ |
| 20 |

${ }_{22 \%}^{47} \quad \stackrel{40}{43 \%}$
$19 \%$
$10 \%$
$\% \quad 32$
${ }_{23}^{23 \%} \quad{ }_{23}^{43 \%}$
${ }_{21}^{41 \%} \quad 2$
$\begin{array}{llll}256 & 24 \% & 15 \\ 23 & 26\end{array}$







Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ T 0,{ }^{2}+ \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Verizon | ${ }^{96}{ }^{23}$ | 493\% | ${ }_{23}^{46}$ | $\begin{aligned} & 31 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & \text { 19\% } \\ & \hline 19 \end{aligned}$ | 26\% | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 23 \% \end{aligned}$ | ${ }_{28}^{45 \%}$ | 11 | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | 19 24 | 45\% | 27\% | 25 18 | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 28 \% \end{aligned}$ | 14\% | 27\% |
| Smithfield Foods | 91 23 | ${ }^{41} 1 \%$ | 51\% | 36\% | 29\% | 14 | $12 \%$ | 23 ${ }^{20}$ | 54\% | ${ }_{15}^{15}$ | 23 $18 \%$ | 24\% | 40\% | 29\% | 27 18 | 29\% | 54\% | 35\% | ${ }_{23}^{13}$ | 58\% |
| Boeing | ${ }_{22}^{92 \%}$ | $\begin{aligned} & 57 \\ & 30 \% \\ & \text { 30 } \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | 23\% | 23 ${ }^{25 \%}$ | $\begin{aligned} & \text { 140 } \end{aligned}$ | $\begin{gathered} 51 \\ 26 \% \\ 26 \% \end{gathered}$ | 23 ${ }^{28}$ | 239 | 16\% | ${ }_{22}{ }^{2} \%$ | $\begin{gathered} 38 \\ 27 \% \\ \hline \end{gathered}$ | 19 $14 \%$ | $\begin{gathered} 36 \\ 26 \% \\ 0 \end{gathered}$ | ${ }_{23}{ }^{23} \%$ | ${ }^{32}$ 21\% | $\stackrel{4}{8 \%}$ | 173\% |
| Procter \& Gamble | 91 22 | $\begin{aligned} & 63 \\ & \text { 299\% } \\ & { }^{6} \end{aligned}$ | 28\% | 32\% | 22\% | 21 23 | 159\% | 36\% | 30\% | ${ }_{19}^{19}$ | 23\% | 15\% | 47\% | 31 $29 \%$ | 36\% | 24\% | $\begin{gathered} 56 \\ \underset{r}{58 \%} \end{gathered}$ | 34\% | 14 26 | 72 27 |
| WeWork | 92\% | 49\% | 45\% | $\begin{aligned} & 35 \\ & \text { 26\% } \\ & \text { E } \end{aligned}$ | ${ }^{15} 12 \%$ | $\begin{aligned} & 31 \\ & 30 \% \\ & \text { E } \end{aligned}$ | 13 $21 \%$ | 29 ${ }^{29}$ | 44\% | 22 27 | 22\% | 13 $22 \%$ | 59\% | 37\% | 33 19 | ${ }_{26}^{26}$ | ${ }^{66} \%$ | 27\% | 11 $22 \%$ | ${ }_{20}^{63 \%}$ |
| Prudential | 82\% | ${ }_{23}^{45}$ | ${ }_{24}^{41 \%}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | ${ }_{38}{ }^{2} \%$ | 32 $21 \%$ | 44\% | $\stackrel{13}{16 \%}$ | 23\% | 27\% | 33\% | 30\% | 27 $18 \%$ | 32\% | 472\% | 34\% | ${ }^{10} 18$ | ${ }^{55}$ \% |
| Merck | 82\% | $\begin{aligned} & 54 \\ & 30 \% \\ & \text { 30 } \end{aligned}$ | 34 $16 \%$ | $\begin{gathered} 30 \\ 25 \% \\ \mathrm{~g} \end{gathered}$ | 26 24 | $\begin{gathered} \text { 222 } \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | 10\% | 23 $18 \%$ | 50\% | 16 | 17\% | 123\% | 52\% | 33\% | 31\% | 25 ${ }^{19}$ | 56\% | 29\% | 11 25 | 54\% |
| Roche | 82\% | $\begin{aligned} & 55 \\ & \text { 290\% } \\ & \hline \end{aligned}$ | 31 $15 \%$ | 25\% | 11 $13 \%$ | 23 ${ }_{23}$ | 20\% | 22\% | 31\% | 20\% | 26\% | 12 $15 \%$ | 41 ${ }^{26 \%}$ | 29 $27 \%$ 0 | 23 $14 \%$ | $\begin{gathered} 35 \\ 27 \% \\ 0 \end{gathered}$ | ${ }^{45}$ 21\% | ${ }^{34}$ 21\% | 11 26 | ${ }^{61}$ |
| Aldi | 87\% | $\begin{aligned} & 53 \\ & 28 \% \\ & \end{aligned}$ | 35 16 | 32 ${ }^{3}$ | 192\% | ${ }_{21}^{22}$ | 159\% | 29 | 35\% | 23\% | 25 | $12 \%$ | 47\% | $19 \%$ | 400 | 29\% | ${ }^{56}$ 23\% | ${ }^{28}{ }^{19}$ | 14 $34 \%$ | 25\% |
| Intel | 82\% | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | ${ }_{23}^{40 \%}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 26\% | 26 ${ }^{26}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | 22 $17 \%$ | $\begin{aligned} & 48 \\ & 26 \% \end{aligned}$ | 19\% | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | 17 $23 \%$ | 20\% | 31 $23 \%$ | 23 15 | $\begin{gathered} 35 \\ 28 \% \\ 0 \end{gathered}$ | 56\% | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $3{ }_{7}$ | 45\% |
| Cigna | 82\% | 50\% | 37\% | 28\% | 17 $14 \%$ | 13 $16 \%$ | $\begin{aligned} & \text { 29} \\ & \text { 35\% } \\ & \text { Ef } \end{aligned}$ | 30\% | 427\% | ${ }_{16}^{16}$ | ${ }^{25}$ | 17\% | ${ }_{24}{ }^{24}$ | ${ }_{23}^{27}$ | ${ }^{26} 18 \%$ | 33\% | $\begin{aligned} & 57 \\ & 26 \% \\ & \mathrm{R} \end{aligned}$ | 23 $14 \%$ | 22\% | 615 |
| Campbell's | 92\% | ${ }^{46} 2$ | ${ }^{46}$ \% | $\begin{gathered} 27 \\ 20 \% \\ e \end{gathered}$ | 13 $11 \%$ | $\begin{aligned} & 31 \\ & 33 \% \\ & \text { E } \end{aligned}$ | 22\% | 31\% | 484\% | $14 \%$ | 31 ${ }^{3} \mathrm{~F}$ | 23\% | 34 ${ }_{19}$ | 24\% | $31 \%$ | 38\% | 19\% | 45\% | 10\% | 20\% |
| IBM | 82\% | 47\% | 40\% | 22\% | 21\% | 23\% | 192\% | 22 16 | 27 $16 \%$ | $\begin{aligned} & 38 \\ & 39 \% \% \\ & \text { Hi } \end{aligned}$ | 22 $16 \%$ | 14\% | 46\% | 30\% | 29\% | 27\% | 440\% | 41\% | 5\% | 53\% |
| Instacart | $81 \%$ | 22\% | ${ }_{21} 1 \%$ | ${ }^{22} 16 \%$ | 20\% | $\begin{aligned} & 26 \\ & 30 \% \\ & \text { do } \end{aligned}$ | 149\% | ${ }_{16}^{13} 1$ | $\begin{gathered} 40 \\ \text { 23\% } \\ h \end{gathered}$ | $\begin{aligned} & 25 \\ & 32 \% \\ & H \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | 10 $13 \%$ | 34\% | 25\% | 23 18 | 31 22 | 50 $23 \%$ | 30\% | $\stackrel{7}{16 \%}$ | 20\% |
| General Motors | 81\% | 32\% | 431\% | 25\% | 21\% | 21\% | 15\% | 24\% | 44\% | 13 $18 \%$ | 27\% | 19\% | 29\% | ${ }_{22 \%}^{26}$ | 29\% | 27 $23 \%$ | 27\% | $321 \%$ | ${ }^{12} 23$ | 47\% |
| Aetna | ${ }^{86}{ }^{6} \%$ | $\begin{aligned} & 59 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | 27 $13 \%$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \text { E } \end{aligned}$ | 12 | 17\% | 26 ${ }^{26}$ | 23\% | 430\% | 20\% | 33 $24 \%$ | 22\% | 34 $19 \%$ | $\begin{aligned} & 33 \\ & 30 \% \\ & 0 \end{aligned}$ | 16 $11 \%$ | $\begin{gathered} 37 \\ 24 \% \\ 0 \end{gathered}$ | ${ }_{28}^{48}$ | 34\% | 14 27 | 64\% |
| Amazon | ${ }^{87}$ 1\% | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | ${ }_{24}{ }^{1} \%$ | 31 $24 \%$ | 20\% | 16 | 20\% | 26\% | 37\% | 24 $31 \%$ | 20\% | 10\% | 499\% | 22\% | 22 $15 \%$ | $\begin{gathered} 43 \\ 29 \% \\ 0 \end{gathered}$ | 42\% | 44\% | 14 25 | ${ }^{45}$ \% |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(20.6 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Microsoft | ${ }^{91} \times$ | 29\% | 43 20 | $\begin{aligned} & 40 \\ & \text { 28\% } \\ & \hline \end{aligned}$ | 22 $18 \%$ | ${ }_{7}^{6} \%$ | $\stackrel{23}{27 \%}$ | 20\% | 49\% | 13 $15 \%$ | 23 $19 \%$ | 14 $19 \%$ | ${ }_{26} 26$ | $\begin{gathered} 36 \\ 27 \% \\ 0 \end{gathered}$ | ${ }^{26} 15 \%$ | 30 $24 \%$ | $\stackrel{46}{19 \%}$ | 43 $24 \%$ | ${ }^{7} 7$ | ${ }_{24}^{54}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Coca-Cola | 87\% | 20\% | 48\% | $\begin{gathered} 33 \\ 25 \% \\ \text { 25\% } \end{gathered}$ | 11 $10 \%$ | 20\% | 25 ${ }^{2}$ | 200 | 459 | 23 26 | $\begin{aligned} & 366 \\ & { }^{39} \% \\ & \hline \end{aligned}$ | 160\% | 32\% | $\stackrel{26}{22 \%}$ | 30\% | 31\% | 37 | 48\% | $3{ }_{7}$ | 20\% |
| Publix | $\begin{aligned} & 90 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 53 \\ \substack{56 \% \\ c} \end{gathered}$ | 37\% | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | 14 $14 \%$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | 30 $21 \%$ | 31\% | ${ }_{23}^{23}$ | ${ }^{28}{ }^{23 \%}$ | $\stackrel{3}{5 \%}$ | ${ }^{566}$ | 33\% | 25 ${ }^{16 \%}$ | 32\% | $\stackrel{47}{20 \%}$ | 30\% | ${ }_{16 \%}$ | ${ }_{28}^{54}$ |
| Chevron | $\stackrel{82}{21 \%}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | ${ }^{48} 21 \%$ | 36 ${ }^{36 \%}$ | 16 $19 \%$ | ${ }^{18} 16$ | 13 $21 \%$ | 19 $14 \%$ | $\begin{gathered} 48 \\ \underset{H}{27 \%} \end{gathered}$ | $\stackrel{16}{19 \%}$ | 24 21 | 17\% | 410\% | $\underset{0}{268}$ | 22 $14 \%$ | 32 | ${ }^{35} 16$ | $\underset{\mathrm{q}}{45}$ | 6\% | ${ }_{21}{ }^{19}$ |
| Target | $\begin{aligned} & 82 \\ & 21 \% \end{aligned}$ | ${ }_{24 \%}^{44}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 37 \\ 29 \% \\ E \end{gathered}$ | 13 $12 \%$ | $\begin{aligned} & 15 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 16 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 28 \% \\ & \mathrm{Hj} \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | ${ }^{15} 2$ | ${ }_{25}^{45} \%$ | $\begin{aligned} & 26 \\ & 18 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 26 \% \\ & \end{aligned}$ | $\begin{gathered} 57 \\ 25 \% \\ \hline \end{gathered}$ | ${ }_{12}^{18}$ | ${ }^{5} 11 \%$ | $\begin{gathered} 55 \\ \underset{\mathrm{~S}}{52} \% \\ \hline \end{gathered}$ |
| Albertson's | ${ }_{21 \%}^{85}$ | $\underset{\substack{51 \\ 27 \% \\ C}}{ }$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\stackrel{27}{22 \%}$ | 19 $18 \%$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 36 \\ 30 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 14 $28 \%$ | ${ }_{28}^{53}$ |
| FedEx | 91\% | $\underset{\mathrm{c}}{51}$ | 40\% | 32 26 | 19\% | 25\% | 15 22 | 17\% | $\begin{gathered} 56 \\ \underset{H}{27} \% \\ \hline \end{gathered}$ | 180\% | 239 | $\stackrel{18}{25 \%}$ | 37 $18 \%$ | ${ }^{36}$ | 31 | 24\% | 46\% | 42\% | - ${ }^{7} \%$ | 29\% |
| Zoom Video | 81\% | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \\ & 18 \end{aligned}$ | 20\% | $\begin{aligned} & 14 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \end{aligned}$ | ${ }_{20}^{20}$ | 27\% | ${ }_{22}^{25}$ | $\begin{aligned} & 41 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | 12 $25 \%$ | ${ }_{23} 23$ |
| Xfinity | $\begin{aligned} & 87 \\ & 20 \% \end{aligned}$ | ${ }_{22}^{45}$ | $\begin{aligned} & 42 \% \end{aligned}$ | ${ }_{21}^{27}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | 431\% | 193\% | ${ }_{2}^{28}$ | $\begin{aligned} & 111 \% \\ & 17 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & \text { 34 } \\ & \text { 29\%\% } \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\underset{r}{64} \underset{r}{60}$ | 25 $14 \%$ | ${ }^{5} 11 \%$ | 44 $18 \%$ |
| The Kraft Heinz Company | $\begin{aligned} & 80 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 50 \\ \substack{57 \% \\ C} \end{gathered}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | 32 27 | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | ${ }_{20}^{17}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 20 \% \end{aligned}$ | 12 $14 \%$ | 29\% | 14 28 | $\begin{aligned} & 36 \\ & { }_{19 \%} \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 41 \\ & 30 \% \\ & 0 \end{aligned}$ | ${ }_{20}^{46}$ | 32\% | ${ }_{12}^{6} \%$ | ${ }_{24}{ }^{21 \%}$ |
| Trader Joe's | $\begin{aligned} & 76 \\ & { }_{20}^{7} \% \end{aligned}$ | 40\% | 37\% | 24\% | 24\% | ${ }_{20}^{18}$ | 119\% | 21\% | 45\% | 119\% | 24\% | 14 $24 \%$ | 35\% | ${ }_{23}^{23}$ | 32\% | 219\% | ${ }_{18} 18$ | 34 $22 \%$ | 122\% | 20\% |
| UnitedHealth Group | $\begin{aligned} & 85 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 54 \\ \underset{c}{55 \%} \end{gathered}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\stackrel{27}{25 \%}$ | ${ }_{26}^{29}$ | $\underset{14 \%}{9}$ | 22 $16 \%$ | $\begin{aligned} & 44 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | 28\% | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | ${ }_{22}^{42}$ | 31 $21 \%$ | $\begin{aligned} & 25 \\ & 18 \% \\ & \hline \end{aligned}$ | 29 ${ }^{2}$ | 54\% | 25 | $\stackrel{8}{8}$ | $\begin{aligned} & 53 \\ & 19 \% \end{aligned}$ |
| 3M | 76\% | 31 $18 \%$ | 45\% | 17\% | 15\% | 24 ${ }^{26}$ | 20\% | ${ }_{13}^{18}$ | 38\% | $\underset{h}{20}$ | 31\% | 169\% | 22\% | $\begin{aligned} & 35 \\ & 24 \% \\ & \hline \end{aligned}$ | 14 | $\begin{aligned} & 22 \\ & 25 \% \\ & \\ & \hline \end{aligned}$ | $\stackrel{48}{21 \%}$ | 21 15 | - ${ }^{7} \%$ | 40 $18 \%$ |
| Gilead | 840\% | 26\% | 37 $18 \%$ | $\begin{gathered} 37 \\ 32 \% \\ \text { EFg } \end{gathered}$ | 18\% | 15 $14 \%$ | $\stackrel{15}{15 \%}$ | $\begin{aligned} & 44 \\ & 28 \% \\ & i j \end{aligned}$ | 27 $16 \%$ | 13 $13 \%$ | 26\% | 12 $22 \%$ | ${ }_{21}^{43}$ | 19 $15 \%$ | 29 $19 \%$ | 35\% | 51 20 | 30\% | 189\% | ${ }_{23}^{56}$ |
| UPS | $\begin{aligned} & 73 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & { }_{18 \%} \end{aligned}$ | ${ }_{21}^{45}$ | ${ }_{20}^{20}$ | 14 $16 \%$ | ${ }_{2}^{18}$ | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | 22 16 | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 31 \% \\ & \text { hi } \end{aligned}$ | 25 | $\stackrel{5}{11 \%}$ | 35\% | $\begin{aligned} & 32 \\ & 27 \% \\ & \hline \end{aligned}$ | 19\% | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 39\% | 33\% | $\stackrel{12}{24 \%}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ |
| Perdue Farms | 79 | 31 $17 \%$ | 29\% | $\begin{aligned} & 29 \\ & 23 \% \\ & \hline \text { 23\% } \end{aligned}$ | $\begin{gathered} 25 \\ 25 \% \\ f \end{gathered}$ | 10 $10 \%$ | ${ }^{15}{ }^{23 \%}$ | ${ }^{24} 19 \%$ | 34 20 | 220\% | 25 | ${ }_{11 \%}^{8}$ | ${ }^{45}$ | ${ }_{22}^{26}$ | 27 $19 \%$ | $\stackrel{27}{19 \%}$ | 430\% | 32\% | 10 $19 \%$ | 51 |
| Costco | $\begin{aligned} & 82 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 20 \% \end{aligned}$ | 31\% | ${ }^{16}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | 218 | 24\% | 37 $20 \%$ | 212\% | 22\% | ${ }_{11 \%}$ | 31\% | 33 ${ }^{33}$ | 17\% 12 | 33\% | ${ }_{19}^{47}$ | 34 $21 \%$ | 110\% | 47\% |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 <br> Total <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Mondelez
Cottonelle
Walmart
Conagra
Domino's
Bayer
Cargill
GlaxoSmithKline
MassMutual
King Arthur
SC Johnson
Honeywell
Samsung
DoorDash
Abbot
Whole Foods
Walgreens



 ${ }_{7}^{76 \%}$

${ }^{5 \%}$
${ }_{75 \%}^{75 \%}{ }_{21}^{29}$



${ }_{3}^{35 \%}$

$12 \%$
$12 \%$
$12 \%$
$12 \%$




9\%
多 15
$\begin{array}{lll}2 \% & 14 \% & 15 \\ 12 \% & \frac{15}{22 \%}\end{array}$

${ }^{20} 4 \%$
${ }^{13 \%}$
$\begin{array}{llll}16 \% \% & 26 \% & 19 \% & 39 \%\end{array}$


|  |
| :---: |

${ }^{28 \%} \quad 30 \%$
${ }_{7}^{22} 38 \%$
${ }^{26} 77 \%$
${ }_{9}^{496}$
$\underset{\substack { 55 \\ \begin{subarray}{c}{54 \\ \text { an }{ 5 5 \\ \begin{subarray} { c } { 5 4 \\ \text { an } } } \\{\hline}\end{subarray}}{ }$
29\%
$\begin{array}{llll}235 \% & 18 \% & 16 \\ 24 \% & 37 \\ 20 \%\end{array}$


2








Fielding Period: May 20-22, 2020

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 220- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |




Kroger
Clorox
Humana
Pfizer
Google

Johnson \& Johnson
Cardinal Health
$\begin{array}{llllllll}72 & 44 & 27 & 23 & 20 & 12 & 17 & 21 \\ 17 \% & { }^{21} \% & 13 \% & 19 \% & 17 \% & 14 \% & 18 \% & 16 \%\end{array}$

$\begin{array}{llllllll}64 & 31 & 34 & 24 & 16 & 10 & 14 & 2 \\ 17 \% & 16 \% & 17 \% & 19 \% & 16 \% & 13 \% & 18 \% & 1\end{array}$
$\begin{array}{llllllll}68 & 36 & 33 & 17 & 21 & 15 & 15 & 1 \\ 16 \% & 19 \% & 14 \% & 17 \% & 21 \% & 11 \% & 19 \% & 1\end{array}$



$\begin{array}{lllllllllll}68 & 35 & 33 & 32 & 17 & 10 & 8 & 24 & 30 & 13 & 19 \\ 16 \% & 17 \% & 16 \% & 25 \% & 15 \% & 12 \% & 9 \% & 18 \% & 16 \% & 14 \% & 15 \% \\ 18 & 14 \%\end{array}$

$\begin{array}{llllllllllll}63 & \text { C } & & \text { e } & 31 & 17 & 18 & 13 & 15 & 23 & 26 & 14 \\ 15 \% & 18 \% & 13 \% & 14 \% & 16 \% & 11 \% & 27 \% & 17 \% & 14 \% & 17 \% & 18 \% & 12 \%\end{array}$
$22 \%$
$13 \%$
$18 \%$

| ${ }^{21} 0 \%$ | 7\% ${ }^{79}$ |
| :---: | :---: |
| ${ }^{34} 26$ | ${ }_{3}^{9} \%{ }^{24}$ |

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_1 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Tech Google
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 419 | 144 | 275 | 172 | 116 | 82 | 49 | 150 | 167 | 102 | 227 | 55 | 101 | 120 | 150 | 149 | 217 | 191 | 32 | 230 |
| Weighted Base | 409 | 181* | 227 | 127 | 111* | $115 *$ | 55** | $138{ }^{*}$ | $188{ }^{*}$ | 82* | 130 | $62^{*}$ | $178{ }^{*}$ | $113^{*}$ | $167^{*}$ | $128{ }^{*}$ | 237 | 164* | $42^{* *}$ | 266 |
| Definitely/Somewhat Yes (Net) | $\begin{aligned} & 314 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 183 \\ 80 \% \end{gathered}$ | $\begin{gathered} 101 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 110 \\ 80 \% \end{gathered}$ | $\begin{gathered} 146 \\ 78 \% \end{gathered}$ | 57\% |  | $\begin{aligned} & 51 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 79 \% \end{aligned}$ | ${ }_{78 \%}^{88}$ | ${ }^{130} 78 \%$ | 96\% | $\begin{aligned} & 184 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 123 \\ 75 \% \end{gathered}$ | 87\% | 213 $80 \%$ |
| Definitely yes | ${ }^{185}$ | 77 | 108\% | $\begin{aligned} & 52 \\ & 41 \% \end{aligned}$ | 50\% | 59 | 14 26 | 63\% | $82 \%$ | 39\% | 56\% | 24\% | 94\% | $45 \%$ | 50\% | 56 | ${ }^{115} 49 \%$ | ${ }^{68}$ 41\% | 19 45 | 134 $50 \%$ |
| Somewhat yes | ${ }_{32}^{129}$ | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \\ & \hline \end{aligned}$ | ${ }_{21}^{24}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | 20\% | ${ }_{34}^{47}$ | $\begin{aligned} & 64 \\ & 34 \% \end{aligned}$ | ${ }^{18} 2{ }^{2} \%$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & \text { 288 } \\ & 45 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 38 \% \end{aligned}$ | ${ }_{26}^{46}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | ${ }_{29}^{69}$ | ${ }_{34}^{56}$ | ${ }^{18}{ }^{18}$ | 80\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | $\begin{aligned} & 63 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | 27\% | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $14 \%$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | ${ }_{12}{ }^{\text {\% }}$ | ${ }^{26} 15$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | 17\% | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | 10\% | 36 $14 \%$ |
| Somewhat no | 27\% | 13\% | ${ }^{13} 6$ | 8\% | 8\% | 5 | ${ }_{11 \%}^{6}$ | 10\% | 14\% | $3{ }_{4}$ | 9\% | $\stackrel{4}{6 \%}$ | 13\% | ${ }^{11} 9$ | 11\% | 5 | 19\% | $7 \%$ $4 \%$ | ${ }_{5 \%}^{2}$ | 19\% |
| Definitely no | ${ }^{36} 9$ | 19 $10 \%$ | 17\% | ${ }^{10} 8$ | ${ }^{11} 9$ | ${ }_{7 \%}$ | 15\% | 13 $10 \%$ | 12\% | 114\% | ${ }_{15}^{12 \%}$ | $\stackrel{4}{7 \%}$ | 14 81 | $7 \%$ | ${ }^{18} 1 \%$ | 1180 | ${ }^{20} 9$ | $1{ }^{16} 10$ | ${ }_{6}^{2}$ | ${ }^{17} 6$ |
| I am not familiar with this company | 31 $8 \%$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }^{14} 6$ | 9\% | ${ }^{10} 9$ | $7{ }_{6}$ | ${ }_{11 \%}^{6}$ | 5\% | ${ }^{16} 9$ | $\begin{aligned} & \text { 10 } \\ & \text { 133\% } \\ & \text { h } \end{aligned}$ | 10\% | $\stackrel{3}{5 \%}$ | 11 6 | 7\% | ${ }_{5}^{8}$ | $\begin{aligned} & 17 \\ & 13 \% \\ & 13 \% \end{aligned}$ | ${ }^{13} 6$ | 18 $11 \%$ | ${ }_{2}^{1}$ | 17 6 |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 100\% | 266\% |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_2 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Tech
Apple
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 153 | 252 | 186 | 107 | 63 | 49 | 141 | 164 | 100 | 219 | 61 | 93 | 114 | 143 | 148 | 200 | 188 | 42 | 222 |
| Weighted Base | 408 | 193* | 215 | 153* | 100* | 96* | 60** | $138{ }^{*}$ | 199* | 71* | 128 | $67 *$ | 182* | 119* | $157 *$ | 132* | 229 | 168* | $57^{* *}$ | 263 |
| Definitely/Somewhat Yes (Net) | ${ }^{293} 72 \%$ | $140 \%$ | ${ }_{71 \%}^{153}$ | $\begin{gathered} 105 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 73 \% \end{aligned}$ | $\begin{array}{r} 149 \\ 75 \% \end{array}$ | $\begin{aligned} & 44 \\ & 61 \% \end{aligned}$ | $\frac{92}{72 \%}$ | $\frac{47}{70 \%}$ | ${ }^{138} \%$ | 90\% | $\begin{aligned} & 117 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 65 \% \end{aligned}$ | ${ }^{176} 77 \%$ | $\begin{gathered} 112 \\ 67 \% \end{gathered}$ | ${ }^{46}$ 81\% | ${ }^{199} 9$ |
| Definitely yes | 180 ${ }^{44 \%}$ | 87\% | 93\% | 40\% | 43 | 49\% | 27 $45 \%$ | 56 $41 \%$ | $92 \%$ | 32 | 62\% | ${ }_{44 \%}^{29}$ | 78 43 | 50\% | 85\% | 43\% | 111 $49 \%$ | 67 $40 \%$ | 27\% | 127 $48 \%$ |
| Somewhat yes | $\begin{gathered} 113 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 28 \% \end{aligned}$ | ${ }_{24}{ }^{29}$ | ${ }^{25}{ }^{25}$ | $28 \%$ | $\begin{aligned} & 16 \\ & 27 \% \end{aligned}$ | ${ }_{32}^{42}$ | 57\% | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | 230 | ${ }_{27}^{18}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 40 \\ 33 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 30 \% \\ & 19 \% \end{aligned}$ | $\begin{gathered} 43 \\ 33 \% \\ 0 \end{gathered}$ | 28\% | 46\% | 19 $34 \%$ | 728\% |
| Definitely/Somewhat No (Net) | ${ }^{95}{ }^{3} \%$ | ${ }_{26 \%}^{49}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & { }^{49 \%} \end{aligned}$ | ${ }_{24}^{24}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | ${ }_{23}^{43}$ | 185\% | $\begin{aligned} & 311 \\ & 24 \% \end{aligned}$ | ${ }^{15} 23$ | ${ }_{23}^{43}$ | 23 ${ }^{23}$ | 37\% | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | ${ }_{19}^{49}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | 10\% | 27\% |
| Somewhat no | 17\% | 35\% | 33\% | 322\% | 17\% | $12 \%$ | ${ }_{10}^{6} \%$ | 23\% | 16\% | $13 \%$ | ${ }^{15}$ | $12 \%$ | 31\% | 15\% | 26\% | 26\% | 34\% | 31 $19 \%$ | ${ }_{14 \%}^{8}$ | 40\% |
| Definitely no | ${ }^{28} 7$ | ${ }^{15}$ | ${ }^{13}{ }_{6 \%}$ | ${ }^{12} \%$ | $7 \%$ | $2{ }_{2}$ | 11\% | 9\% | 14\% | 5\% | 16 $12 \%$ $M$ | $\stackrel{3}{5 \%}$ | ${ }^{5} \%$ | ${ }^{8} \%$ | 10\% | 9\% | 11 5 | ${ }^{15} 9$ | ${ }_{4}^{2}$ | 17 6 |
| I am not familiar with this company | 20 5 \% | $3{ }_{1}$ | $\begin{aligned} & 17 \\ & { }_{B}^{3} \% \end{aligned}$ | ${ }^{3} \%$ | $\begin{aligned} & 8 \\ & 8 \\ & d \end{aligned}$ | $5{ }_{5}$ | 4\% | 5\% | ${ }_{2}^{5}$ |  | 5 | $\begin{aligned} & \frac{5}{7 \%} \\ & \mathrm{~m} \end{aligned}$ | ${ }_{1}^{2}$ | ${ }_{5}^{6}$ | ${ }^{3}$ | ${ }^{10} 8$ | 8\% | ${ }^{10} 6$ | $1 \%$ | ${ }_{2 \%}^{6}$ |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | 7100\% | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \% \\ & 100 \% \end{aligned}$ | 570\% | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 400 \& 151 \& 249 \& 172 \& 106 \& 66 \& 56 \& 139 \& 171 \& 90 \& 216 \& 53 \& 109 \& 127 \& 152 \& 121 \& 211 \& 176 \& 41 \& 219 <br>
\hline Weighted Base \& 412 \& 185* \& 227 \& 131* \& 112* \& 95* \& $73^{*}$ \& 144* \& $188 *$ \& $80^{*}$ \& 127 \& $62^{*}$ \& 196* \& 132* \& 169* \& 111* \& 225 \& 173* \& $54 * *$ \& 259 <br>
\hline $\underset{\text { (Net) }}{\text { Definitely/Somewhat Yes }}$ \& $$
\begin{gathered}
271 \\
66 \%
\end{gathered}
$$ \& $$
\begin{gathered}
111 \\
60 \%
\end{gathered}
$$ \& $$
{ }^{159} 70 \%
$$ \& $$
\begin{aligned}
& 85 \\
& 65 \%
\end{aligned}
$$ \& $$
\begin{gathered}
85 \\
76 \% \\
\hline
\end{gathered}
$$ \& $$
54 \%
$$ \& $$
\begin{aligned}
& 46 \\
& 63 \%
\end{aligned}
$$ \& $$
\begin{gathered}
112 \\
{ }_{15} 8 \mathrm{~S}
\end{gathered}
$$ \& $$
\begin{gathered}
118 \\
63 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 40 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 86 \\
& 68 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 38 \\
& 61 \%
\end{aligned}
$$ \& $$
\begin{gathered}
134 \\
68 \%
\end{gathered}
$$ \& 82 62 \& 128

nP
7 \& 61

$55 \%$ \& $$
\begin{gathered}
144 \\
64 \%
\end{gathered}
$$ \& 121 $70 \%$ \& 419\% \& 172 66 <br>

\hline Definitely yes \& $$
{ }_{37 \%}^{152}
$$ \& 539\% \& \[

$$
\begin{gathered}
100 \\
44 \% \\
B
\end{gathered}
$$

\] \& 48\% \& 439\% \& 31 \& 30 $41 \%$ \& \[

$$
\begin{aligned}
& 52 \\
& 36 \%
\end{aligned}
$$
\] \& 71 38 \& 29 ${ }^{29} \%$ \& 42\% \& 21 34 \& $81 \%$ \& ${ }^{48} 7 \%$ \& 74

$44 \%$ \& 30\% \& 80\% \& $71 \%$ \& 20 36 \& 103
$40 \%$ <br>

\hline Somewhat yes \& $$
{ }_{29 \%}^{118}
$$ \& \[

$$
\begin{aligned}
& 59 \\
& 32 \%
\end{aligned}
$$

\] \& \[

{ }_{26}^{60}

\] \& 28\% \& \[

$$
\begin{aligned}
& 42 \\
& 37 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& 22 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 60 \\
& 42 \% \\
& 42 \%
\end{aligned}
$$

\] \& \[

{ }^{45 \%}

\] \& \[

$$
\begin{aligned}
& 111 \\
& 14 \%
\end{aligned}
$$

\] \& \[

{ }_{35}^{44}

\] \& \[

$$
\begin{aligned}
& 17 \\
& 28 \%
\end{aligned}
$$

\] \& \[

{ }_{23}^{57 \%}

\] \& \[

$$
\begin{aligned}
& 34 \\
& 24 \%
\end{aligned}
$$

\] \& ${ }_{32}{ }^{2}$ \& \[

$$
\begin{aligned}
& 31 \% \\
& 28 \%
\end{aligned}
$$

\] \& \[

{ }_{28}^{68 \%}
\] \& 50\% \& 21 39 \& ${ }_{29}^{69}$ <br>

\hline Definitely/Somewhat No (Net) \& $$
\begin{gathered}
124 \\
30 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 63 \\
& 34 \%
\end{aligned}
$$

\] \& \[

{ }_{27}^{61}

\] \& 40\% \& 26\% \& \[

$$
\begin{gathered}
38 \\
40 \% \\
\hline
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 28 \%
\end{aligned}
$$

\] \& 20\% \& \[

$$
\begin{aligned}
& 65 \\
& 35 \% \\
& H
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 38 \% \\
& H^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \% \\
&
\end{aligned}
$$

\] \& 20\% \& \[

$$
\begin{aligned}
& 60 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
47 \\
36 \% \\
0
\end{gathered}
$$

\] \& 22\% \& \[

$$
\begin{gathered}
40 \\
36 \% \\
0
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 76 \\
& 34 \%
\end{aligned}
$$

\] \& \[

{ }_{26 \%}^{45}
\] \& 13

$24 \%$ \& ${ }^{76}$ 29\% <br>
\hline Somewhat no \& 73

$18 \%$ \& $$
\begin{aligned}
& 47 \\
& 26 \% \\
& C
\end{aligned}
$$ \& 25

$11 \%$ \& ${ }^{25} 9$ \& 15\% \& $$
\begin{aligned}
& 28 \\
& 30 \% \\
& \text { eG }
\end{aligned}
$$ \& ${ }^{7} \%$ \& 15

$11 \%$ \& \[
$$
\begin{aligned}
& 46 \\
& { }_{25}{ }^{2} \%
\end{aligned}
$$

\] \& 114\% \& ${ }_{12}^{15}$ \& 118\% \& \[

$$
\begin{aligned}
& 42 \\
& { }_{22}^{2} \%
\end{aligned}
$$

\] \& 229\% \& 18 \& \[

\underset{0}{263}
\] \& ${ }_{19}{ }^{3} \%$ \& 27 ${ }^{27}$ \& 13\% \& 39\% <br>

\hline Definitely no \& 51
$12 \%$ \& 15\% \& 36
$16 \%$ \& ${ }_{15}^{12 \%}$ \& 11

$10 \%$ \& \[
$$
\begin{aligned}
& 10 \\
& 10 \%
\end{aligned}
$$

\] \& 15 ${ }^{15}$ \& ${ }^{13} 9$ \& \[

$$
\begin{aligned}
& 19 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 19 \\
& 24 \% \\
& \mathrm{HI}^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 17 \% \\
& m_{0}
\end{aligned}
$$
\] \& $\stackrel{9}{14 \%}$ \& ${ }^{16}$ \& 19 \& $18 \%$ \& 14 13 \& 33

$15 \%$ \& ${ }_{18}^{18}$ \& ${ }_{12 \%}^{6}$ \& 14\% <br>

\hline I am not familiar with this company \& ${ }^{18} 4$ \& 11 6 \% \& ${ }_{3}^{7}$ \& ${ }_{5}^{6}$ \& ${ }_{1}^{1 \%}$ \& $4{ }_{4}^{4}$ \& \[
\stackrel{6}{9 \%}

\] \& ${ }^{3}$ \% \& ${ }_{3}^{5}$ \& \[

$$
\begin{gathered}
9 \\
12 \% \\
\mathrm{HIl}
\end{gathered}
$$

\] \& 5 \& 4\% \& ${ }_{1}^{2}$ \& ${ }_{2}^{2}$ \& ${ }_{3}^{5}$ \& \[

$$
\begin{aligned}
& 10 \\
& { }_{\mathrm{n}} \mathrm{~m}
\end{aligned}
$$
\] \& 2\% \& ${ }_{6}^{6}$ \& - \& $\stackrel{12}{5 \%}$ <br>

\hline Sigma \& $$
\begin{aligned}
& 412 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 185 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 227 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 131 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 112 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
95 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
73 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 144 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 188 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
80 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
62 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 196 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 132 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 169 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 111 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 225 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 173 \\
& 100 \%
\end{aligned}
$$
\] \& 540\% \& ${ }_{100 \%}$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_4 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Tech Netflix
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 414 | 147 | 267 | 148 | 135 | 61 | 70 | 139 | 176 | 99 | 239 | 59 | 103 | 113 | 153 | 148 | 224 | 176 | 32 | 208 |
| Weighted Base | 408 | 174* | 234 | $106 *$ | 114* | 87* | 101* | 123* | $213 *$ | $71^{*}$ | 144 | $65^{*}$ | 184* | $110 *$ | 170* | $128{ }^{*}$ | 240 | 154* | $38 * *$ | 230 |
| Definitely/Somewhat Yes (Net) | 271 66 | 116 $67 \%$ | ${ }^{155} 6$ | 70\% | $\begin{gathered} 86 \\ 76 \% \\ \hline \mathrm{G} \end{gathered}$ | $\begin{aligned} & \frac{64}{73 \%} \\ & \hline \mathrm{~g} \end{aligned}$ | 51 5 | 913\% | 131 $61 \%$ | 50\% | 96\% | 36 5 | ${ }^{131}$ | 50\% | ${ }_{\text {126 }}^{\text {75 }}$ N | 85\% | $\begin{gathered} 176 \\ \underset{R}{73 \%} \end{gathered}$ | 90\% | 34 89 | 161 $70 \%$ |
| Definitely yes | $\begin{gathered} 154 \\ 38 \% \end{gathered}$ | 69\% | $\begin{aligned} & 85 \\ & 36 \% \end{aligned}$ | ${ }_{31}^{49 \%}$ | $49 \%$ | 29 ${ }_{3}{ }^{\text {2 }}$ | 35 | $\begin{aligned} & 57 \\ & 46 \% \\ & j \end{aligned}$ | 75\% | ${ }^{22}$ 30\% | 51 | 188\% | 80 | 329\% | 72 $43 \%$ n | 50\% | ${ }_{\text {105 }}^{105}$ | ${ }_{31}^{47}$ | 24\% | 108 ${ }^{47 \%}$ |
| Somewhat yes | $\begin{gathered} 117 \\ 29 \% \end{gathered}$ | ${ }_{28}^{48}$ | $\begin{aligned} & 70 \\ & 30 \% \end{aligned}$ | 29\% | $\begin{aligned} & 37 \\ & 33 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 35 \\ & 40 \% \\ & G \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | 34\% | 55\% | 280\% | ${ }_{31}^{45}$ | ${ }^{18} \%$ | 51 27 | 28\% | 34\% | 35\% | 71 $30 \%$ | 43\% | 10 25 | ${ }_{23}^{53}$ |
| Definitely/Somewhat No (Net) | ${ }^{108} 26$ | ${ }^{41}$ 24\% | 66\% | 28\% | 20\% | ${ }^{18} 20$ | $\begin{aligned} & 411 \\ & 41 \% \\ & { }^{51 \%} \end{aligned}$ | 25\% | 37 ${ }_{3}^{67}$ | ${ }^{15} 2{ }^{2}$ | 20\% | $\begin{aligned} & 25 \\ & 39 \% \\ & K \end{aligned}$ | 50\% | $\begin{aligned} & 40 \\ & 36 \% \\ & 0 \end{aligned}$ | ${ }^{31}$ 25 | 32\% | 50 | $\begin{aligned} & 52 \\ & 34 \% \\ & Q \end{aligned}$ | 1 | 57\% |
| Somewhat no | 60 $15 \%$ | ${ }^{26}$ 15\% | 34\% | 19\% | $8 \%$ | $12 \%$ | $\begin{gathered} 21 \\ 21 \% \\ \text { E } \end{gathered}$ | 8\% | 44 21 Hj | ${ }_{9}^{6} \%$ | $\stackrel{15}{11 \%}$ | $12 \%$ | 30\% | $\begin{aligned} & 34 \\ & 34 \% \\ & \text { OP } \end{aligned}$ | ${ }^{16} 9$ | 10 $8 \%$ | 24\% | $\begin{aligned} & 33 \\ & 212 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{*}{1 \%}$ | 33 $14 \%$ |
| Definitely no | ${ }_{12 \%}{ }^{2}$ | $\stackrel{16}{9 \%}$ | 32 $14 \%$ | 10\% | 120 | ${ }_{7}^{6} \%$ | 20\% | 16 13 | 23 $11 \%$ | 13\% | ${ }^{13} 9$ | ${ }_{\text {21\% }}^{14}$ | 20 $11 \%$ | ${ }_{6}^{6} \%$ | 19 $11 \%$ | $\begin{aligned} & 22 \\ & 18 \% \\ & 18 \% \end{aligned}$ | ${ }_{11 \%}^{27}$ | 19\% | 3\% | 24\% |
| I am not familiar with this company | 29\% | $\stackrel{16}{9 \%}$ | $\stackrel{13}{5 \%}$ | ${ }_{6}^{6}$ | 8\% | $5{ }_{6}$ | $9{ }_{9}^{9}$ | ${ }_{6}^{8} \%$ | 15\% | ${ }_{9}^{6}$ | $\begin{aligned} & 19 \\ & 13 \% \\ & M \end{aligned}$ | ${ }_{6}^{4} \%$ | $\stackrel{3}{2 \%}$ | 110\% | $\stackrel{8}{5 \%}$ | 10 $8 \%$ | 13 5 | 12\% | $3 \%$ | ${ }^{13} 5$ |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M-N/O/P - Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 390 | 158 | 232 | 161 | 113 | 64 | 52 | 140 | 168 | 82 | 205 | 50 | 112 | 113 | 133 | 144 | 210 | 167 | 41 | 206 |
| Weighted Base | 410 | 201* | 209 | 132* | 106* | 102* | 70** | $148{ }^{*}$ | 185* | 77* | 121 | 57* | 203* | $120 *$ | 141* | 149* | 231 | 169* | 55** | 251 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | ${ }_{72} 97$ | $\quad 142 \%$ | $155$ | 899\% | $77 \%$ | $\begin{aligned} & 83 \\ & 81 \% \\ & d \end{aligned}$ | $489$ | $\begin{aligned} & 108 \\ & 73 \% \end{aligned}$ | ${ }^{138}$ | $50$ | $75 \%$ | $\text { 46 } 80 \%$ | $\begin{gathered} 140 \\ 69 \% \end{gathered}$ | $92$ | $\begin{gathered} \text { 110 } \\ \underset{p}{18 \%} \end{gathered}$ | $\begin{aligned} & 94 \\ & 63 \% \end{aligned}$ | ${ }^{173}{ }_{75 \%}$ | $\begin{gathered} 116 \\ 69 \% \end{gathered}$ | 36\% | 189\% |
| Definitely yes | 192\% | 90\% | 10149\% | 59\% | 47 | 55 | 30 $43 \%$ | 65 ${ }^{6}$ | 93\% | $34 \%$ | 54\% | 280\% | 101 $50 \%$ | 59\% | 74 ${ }^{7}$ | 58\% | 111 $48 \%$ | 78 | ${ }^{22} 41 \%$ | ${ }^{132} 53$ |
| Somewhat yes | $\begin{aligned} & 105 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 26 \% \end{aligned}$ | ${ }_{23}^{53}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 28 \% \end{aligned}$ | 28\% | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | ${ }^{45}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \\ & M \end{aligned}$ | $\begin{aligned} & 17 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{37}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 24 \% \end{aligned}$ | ${ }_{27}^{62}$ | 38\% | 13 $24 \%$ | 57 ${ }^{23}$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 87 \\ & 27 \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | ${ }_{21}^{44}$ | $\begin{aligned} & 31 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | 20\% | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 20\% | ${ }_{31}^{24}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | 10\% | $\begin{aligned} & 49 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 22\% | $\begin{aligned} & 43 \\ & 29 \% \\ & 0 \end{aligned}$ | 42\% | ${ }_{26}^{46}$ | 14 25 | 45\% |
| Somewhat no | 40\% | ${ }^{17} 8$ | 23 $11 \%$ | ${ }_{12}^{12}$ | $8 \%$ | $5{ }_{5}$ | $12 \%$ | 19\% | ${ }^{17} 9$ | ${ }_{5}^{4} \%$ | 8\% | 10\% | 210\% | ${ }_{16}^{14 \%}$ | 9\% | 15\% | ${ }^{21} 9$ | $19 \%$ | 110\% | 24\% |
| Definitely no | ${ }_{11 \%}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | ${ }_{12 \%}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 26 \% \\ & { }_{2}{ }^{2} \% \end{aligned}$ | 12 $10 \%$ | $4 \%$ | 29 $14 \%$ | ${ }_{5}^{6}$ | ${ }^{13} 9$ | $\begin{aligned} & 28 \\ & { }^{29 \%} \% \\ & { }^{2} \end{aligned}$ | ${ }^{21} 9$ | 25 ${ }^{15}$ | $\stackrel{3}{5 \%}$ | 21 8 \% |
| I am not familiar with this company | ${ }_{6}^{26}$ | 16\% | 10 5 | ${ }^{12} 9$ | $9 \%$ | $3{ }_{3}^{3}$ | ${ }_{3 \%}$ | $14 \%$ | ${ }_{5}^{9}$ | $3{ }_{4}$ | ${ }_{7}^{7} \%$ | ${ }_{3 \%}^{1}$ | ${ }_{13}^{6} \%$ | ${ }_{5 \%}^{6}$ | ${ }_{6 \%}$ | 118\% | ${ }^{16} 7$ | 5\% | 9\% | ${ }^{17} \%$ |
| Sigma | $\begin{aligned} & 410 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 777 | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | 141 $100 \%$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | 100\% | 251 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 177 | 235 | 169 | 129 | 64 | 50 | 152 | 157 | 103 | 224 | 60 | 106 | 125 | 142 | 145 | 220 | 183 | 36 | 223 |
| Weighted Base | 415 | $227 *$ | 189 | 131* | 132* | 79* | 73** | $150 *$ | 174* | 91* | 129 | 73* | $188^{*}$ | $133^{*}$ | $146 *$ | $137^{*}$ | 246 | $160^{*}$ | $52^{* *}$ | 265 |
| Definitely/Somewhat Yes (Net) | $\stackrel{237}{57 \%}$ | $\begin{gathered} 140 \\ 62 \% \end{gathered}$ | 97 | $\begin{aligned} & 75 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & { }^{77 \%} \\ & \mathrm{FF}^{2} \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 48 \% \end{aligned}$ | 232\% | $\begin{gathered} 110 \\ \begin{array}{c} 73 \% \\ 1.5 \end{array} \end{gathered}$ | $\begin{aligned} & 94 \\ & 54 \% \\ & j \end{aligned}$ | $34 \%$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 59 \% \end{aligned}$ | $92 \%$ | $\begin{aligned} & 68 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 148 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 53 \% \end{aligned}$ | 43 83 | 162 $61 \%$ |
| Definitely yes | ${ }_{30 \%}^{126}$ | 78\% | ${ }^{48}{ }^{2} \%$ | 34\% | $\begin{aligned} & 65 \\ & 499 \% \\ & 4 F \end{aligned}$ | 13 $16 \%$ | 5 | $\begin{aligned} & 59 \\ & 39 \% \end{aligned}$ | 29\% | 17\% | 34\% | 14\% | $\begin{aligned} & \begin{array}{l} 75 \\ 40 \% \\ \mathrm{~kL} \end{array}, ~ \end{aligned}$ | 35\% | 53 ${ }_{36}$ | 38\% | 38\% ${ }_{\text {3 }}^{\text {r }}$ | 37\% | 35 68 | 98\% |
| Somewhat yes | ${ }_{27 \%}^{112}$ | $\begin{aligned} & 62 \\ & 27 \% \end{aligned}$ | 50\% | $\begin{aligned} & 31 \\ & 24 \% \end{aligned}$ | 37\% | $\begin{aligned} & 25 \\ & 31 \% \end{aligned}$ | 19\% | 51\% | ${ }^{45} \%$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | 25\% | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 42 \% \end{aligned}$ | 399\% | 320 | $\begin{aligned} & 60 \\ & 24 \% \end{aligned}$ | ${ }_{30}^{48}$ | ${ }_{16 \%}$ | 654\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 153 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 39 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 45 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 44 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 73 \\ 42 \% \\ 4 \\ H \end{gathered}$ | 45 ${ }_{\text {49\% }}$ | 40 ${ }^{1 \%}$ | 32 44 | $\begin{aligned} & 68 \\ & 36 \% \end{aligned}$ | 49\% | 47\% | 58\% | ${ }_{35}^{86}$ | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | 17\% | 95 ${ }^{\text {\% }}$ |
| Somewhat no | 58\% | 23 $10 \%$ | $\begin{aligned} & 35 \\ & 19 \% \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & \text { 227 } \\ & \text { 20\% } \\ & \hline \end{aligned}$ | $8 \%$ | 11\% | $12 \%$ | ${ }_{12}^{12}$ | 28\% | $12 \%$ | 13 $10 \%$ | 11\% | 35\% | 12\% | 26\% | 19 $14 \%$ | 30\% | 26\% | ${ }_{5}^{2}$ | ${ }_{16}{ }^{2}$ |
| Definitely no | ${ }^{93}{ }^{23}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 11 \end{aligned}$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 31 \% \\ E \end{array} \end{aligned}$ | $\begin{aligned} & 33 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 17 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & \underset{H}{26} \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 36 \% \\ & H \end{aligned}$ | ${ }_{21}^{27}$ | $\begin{aligned} & 24 \\ & 33 \% \\ & 3 \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 37 \\ 28 \% \\ \hline \end{gathered}$ | 21 $14 \%$ | $\begin{aligned} & 38 \\ & 28 \% \\ & \hline \end{aligned}$ | ${ }_{26}^{53 \%}$ | 38\% | ${ }_{12 \%}^{6}$ | 53 |
| I am not familiar with this company | 25 ${ }^{\text {\% }}$ | 8 | ${ }^{17} 9$ | ${ }_{4 \%}$ | 7 | ${ }_{8}^{6}$ | ${ }_{8 \%}^{6}$ | ${ }_{6}^{6}$ | $7 \%$ | $\begin{aligned} & \begin{array}{l} 12 \\ 14 \% \\ h 1 \% \end{array} \end{aligned}$ | $\begin{aligned} & 14 \\ & \begin{array}{l} 11 \% \\ \text { IM }^{2} \end{array} \end{aligned}$ | ${ }_{2}^{1 \%}$ | ${ }_{5}^{5}$ | $7 \%$ 5 | 7 5 | 12\% | 12\% | 12\% | * ${ }^{\text {\% }}$ | ${ }_{3}^{8} \%$ |
| Sigma | $\begin{aligned} & 415 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 520\% | ${ }_{10}^{265}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_7 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Tech
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 151 | 253 | 171 | 119 | 63 | 51 | 129 | 166 | 109 | 232 | 52 | 96 | 117 | 139 | 148 | 215 | 178 | 37 | 214 |
| Weighted Base | 401 | 186* | 215 | 112 | 100* | 104* | 86** | 131* | 173* | 97* | 135 | $60^{*}$ | $184^{*}$ | $107 *$ | $160^{*}$ | 135* | 221 | 172* | $48^{* *}$ | 233 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\begin{gathered} 263 \\ 65 \% \end{gathered}$ | ${ }_{63 \%}^{117}$ | $\begin{gathered} 146 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 73 \% \\ & d \end{aligned}$ | $71 \%$ | 98 74 | $\begin{gathered} 119 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 48 \% \end{aligned}$ | 90 | $\begin{aligned} & 38 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 125 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 62 \% \end{aligned}$ | ${ }^{116} \%$ | 81\% | $\begin{gathered} 153 \\ 69 \% \end{gathered}$ | $\begin{gathered} 106 \\ 62 \% \end{gathered}$ | 41 84 | 152 $65 \%$ |
| Definitely yes | $\begin{gathered} 138 \\ 34 \% \end{gathered}$ | ${ }_{30}^{60}$ | ${ }_{38}{ }^{1}$ | 26\% | 27\% | $\begin{aligned} & 51 \\ & 49 \% \\ & \mathrm{DE} \end{aligned}$ | 35\% | 47\% | ${ }_{37}^{64}$ | 27\% | 51 | 23 $38 \%$ | 63 34 | 35 ${ }^{3} \mathrm{~F}$ | 42\% p | 36\% | 86\% | 52\% | ${ }_{32}^{15}$ | 75 ${ }^{72 \%}$ |
| Somewhat yes | ${ }_{31}^{124}$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | ${ }_{31} 5$ | 38\% | $\begin{aligned} & 25 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 31 \% \end{aligned}$ | 500 | $\begin{aligned} & 55 \\ & 32 \% \end{aligned}$ | 19\% | ${ }_{29}^{39 \%}$ | $\begin{aligned} & 16 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 542 \% \end{aligned}$ | 25 ${ }^{2}$ \% | 76\% |
| Definitely/Somewhat No (Net) | ${ }_{22}^{87}$ | ${ }^{47} 2$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | 20\% | ${ }_{21}^{21 \%}$ | 24 23 | $\begin{aligned} & 19 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 399 \% \\ & \mathrm{HH} \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 28 \% \end{aligned}$ | 29 $18 \%$ | 27\% | ${ }_{24}^{40 \%}$ | $\begin{aligned} & 41 \\ & 24 \% \end{aligned}$ | 5\% | ${ }^{53}{ }^{23 \%}$ |
| Somewhat no | 54 $14 \%$ | 26 $14 \%$ | ${ }^{28} 13 \%$ | $12 \%$ | 13 $13 \%$ | 13 $13 \%$ | 16\% | ${ }_{12}^{16}$ | ${ }^{15} 8$ | 24 $25 \%$ | 9\% | ${ }_{13}^{8} \%$ | $\begin{aligned} & 34 \\ & 38 \% \\ & 18 \% \\ & K \end{aligned}$ | 213\% | ${ }^{13} 8$ | 19 | 26\% | ${ }^{28}{ }^{16 \%}$ | $\stackrel{2}{4 \%}$ | 37 |
| Definitely no | 32\% | 21\% | 12\% | ${ }^{11} 9$ | 88 | 11\% | $\stackrel{3}{3 \%}$ | ${ }_{6}^{6}$ | 13\% | 14 $14 \%$ $h$ | 13\% | ${ }_{11 \%}^{6}$ | 12\% | $7 \%$ | $1{ }^{16}$ | 9\% | ${ }^{18} 8$ | ${ }^{13} 8$ | $\stackrel{2}{5 \%}$ | 16\% |
| I am not familiar with this company | $\begin{aligned} & 52 \\ & 13 \% \end{aligned}$ | 22 $12 \%$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 25 \% \\ & \text { eF } \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \\ & f \end{aligned}$ | $4{ }_{4}^{4}$ | ${ }_{7 \%}$ | ${ }^{12} 9$ | 27 $15 \%$ | 13 $13 \%$ | $\begin{aligned} & 23 \\ & 17 \% \\ & \mathrm{~m} \% \end{aligned}$ | $\stackrel{7}{72 \%}$ | ${ }^{13} 7$ | 10 $10 \%$ | ${ }^{15} 9$ | $\begin{gathered} 26 \\ 20 \% \\ 0 \end{gathered}$ | 24\% | 25 ${ }^{2} 4$ | ${ }_{7 \%}$ | ${ }_{12 \%}$ |
| Sigma | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | 100\% | 233\% |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 419 | 143 | 276 | 182 | 118 | 55 | 64 | 129 | 174 | 116 | 230 | 58 | 106 | 127 | 145 | 147 | 215 | 187 | 33 | 226 |
| Weighted Base | 406 | $174 *$ | 231 | 118 | 116* | $93^{*}$ | 79* | 114* | 201* | $91^{*}$ | 128 | 77* | $183^{*}$ | 121* | $167^{*}$ | 118* | 221 | $168 *$ | 47** | 261 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\begin{gathered} 308 \\ 76 \% \end{gathered}$ | ${ }^{137}$ | $\begin{gathered} 171 \\ 74 \% \end{gathered}$ | $78 \%$ | $\begin{aligned} & 94 \\ & 81 \% \\ & \text { 81\% } \end{aligned}$ | $\begin{aligned} & 79 \\ & 85 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 47 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 80 \% \end{aligned}$ | 52\% | $\frac{93}{73 \%}$ | 56 | $\begin{gathered} 149 \\ 81 \% \end{gathered}$ | 80\% | $\begin{aligned} & 140 \\ & \stackrel{84}{\mathrm{~N}} \mathrm{~N} \end{aligned}$ | 88\% | $\begin{gathered} 187 \\ 85 \% \\ 8 \end{gathered}$ | $\begin{gathered} 114 \\ 68 \% \end{gathered}$ | ${ }_{98}^{46}$ | 209 $80 \%$ |
| Definitely yes | 160 $39 \%$ | 67 $38 \%$ | 93 $40 \%$ | 42\% | $\begin{gathered} 52 \\ 45 \% \\ 45 \end{gathered}$ | $\begin{gathered} 46 \\ 49 \% \\ \hline \end{gathered}$ | 20\% | 493\% | $\begin{aligned} & 94 \\ & 47 \% \\ & J \end{aligned}$ | 17\% | 45 | ${ }^{24} 1 \%$ | 86\% | 359\% | $\begin{aligned} & 80 \\ & 48 \% \\ & { }^{2} \end{aligned}$ | 44\% | $\underset{\substack{103 \\ 4 \\ \text { r }}}{ }$ | 56\% | 32 $67 \%$ | ${ }^{115} 44 \%$ |
| Somewhat yes | ${ }_{36 \%}^{148}$ | $\begin{aligned} & 70 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | ${ }_{33}^{66}$ | $\begin{aligned} & 38 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | ${ }_{37}^{47 \%}$ | $\begin{aligned} & 60 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 43 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 38 \% \end{aligned}$ | ${ }_{34}^{58}$ | 14\% | 94\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 74 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | ${ }_{19 \%}^{44}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 32 \% \\ & \text { eF } \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \\ & \mathrm{Hi} \end{aligned}$ | ${ }_{20}^{26}$ | 160\% | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \\ & \text { Op } \end{aligned}$ | 18 | 20\% | 27 ${ }^{27}$ | $\begin{aligned} & 40 \\ & 24 \% \\ & Q \end{aligned}$ | ${ }_{1}{ }^{1}$ | 43 17 |
| Somewhat no | ${ }_{14}^{44}$ | 159\% | 29 ${ }^{2}$ | $12 \%$ | $12 \%$ | 5\% | 18\% | 5\% | 27 13\% h | 13 $14 \%$ $h$ | ${ }_{12 \%}^{16}$ | 10\% | 20 $11 \%$ | $\begin{aligned} & 23 \\ & 19 \% \\ & 10 \end{aligned}$ | ${ }^{10} 6$ | ${ }^{11} 9$ | 13 6\% | $\begin{aligned} & 25 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\stackrel{*}{1 \%}$ | 29 $11 \%$ |
| Definitely no | 30\% | 15 ${ }_{8}$ | 15\% | ${ }^{10} 8$ | 5 | $4 \%$ | 11\% | $8 \%$ | ${ }_{4 \%}$ | 14\% | ${ }^{10} 8$ | ${ }_{10}{ }^{\circ}$ | 11 6 | 13 $11 \%$ | $\stackrel{8}{5 \%}$ | 8\% | 14 6 | ${ }^{15} 9$ | * ${ }^{\text {\% }}$ | 14 5 |
| I am not familiar with this company | 24 6 | 8 | ${ }^{16} \%$ | ${ }^{8} \%$ | $4 \%$ | $5{ }_{5}$ | 7 | 5 | 7 | 11 $13 \%$ | ${ }^{7} \%$ | ${ }_{6}^{6}$ | ${ }_{2}^{4}$ | 5 | ${ }_{5}^{9}$ | ${ }^{10} 9$ | ${ }_{3}^{6}$ | $\begin{aligned} & 15 \\ & { }_{9}^{15} \end{aligned}$ | ${ }^{*} \%$ | ${ }^{8} \%$ |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | 201\% | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 121 $100 \%$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 100\% | 261 $100 \%$ |

Proportions/Means: Columns Tested (5\% 10\% riskevel) B/C D/EIF/G HITJ KITM-N/Q/P Q/R STT


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_9 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Tech eBay
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 417 | 159 | 258 | 164 | 122 | 64 | 67 | 141 | 187 | 89 | 214 | 57 | 114 | 111 | 165 | 141 | 211 | 191 | 41 | 236 |
| Weighted Base | 411 | 185* | 225 | 125 | 113* | 76* | 97* | $150 *$ | 199 | $62^{*}$ | 132 | 67* | $187^{*}$ | 106* | 165* | 141* | 246 | 154 | 48* | 261 |
|  | ${ }_{62 \%}^{256}$ | $\begin{gathered} 137 \\ \underset{C}{74} \% \end{gathered}$ | $\begin{gathered} 119 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 74 \% \\ & d G \end{aligned}$ | $\begin{aligned} & 45 \\ & 59 \% \end{aligned}$ | $51$ | $999$ | $\begin{gathered} 120 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 118 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 110 \\ 67 \% \\ \mathrm{p} \end{gathered}$ | 76 $54 \%$ | $\begin{aligned} & 159 \\ & 65 \% \end{aligned}$ | 93\% | 39 ${ }^{31} \%$ | 167 $64 \%$ |
| Definitely yes | ${ }^{137}$ 33\% | 70\% | ${ }^{66}$ 29\% | $3{ }^{39}$ | 46 | 25\% | 27\% | 51 $34 \%$ | 67 $34 \%$ | 19 $31 \%$ | ${ }_{32}{ }^{2}$ | 20\% | 68\% | ${ }^{45} \times$ | 599\% | 33 23 | 86\% | 492\% | 24 49 | 97\% |
| Somewhat yes | $\begin{gathered} 119 \\ 29 \% \end{gathered}$ | $\begin{aligned} & \text { } \begin{array}{c} 36 \% \\ 36 \% \\ \hline \end{array} \end{aligned}$ | ${ }_{23}^{53}$ | 38\% | $\begin{aligned} & 38 \% \\ & \hline \end{aligned}$ | $\text { 20 } 27 \%$ | 24\% | $\begin{aligned} & 48 \\ & 32 \% \end{aligned}$ | 54\% | ${ }^{18}{ }^{29 \%}$ | $39 \%$ | $\begin{aligned} & 24 \\ & 35 \% \end{aligned}$ | 50\% | 259\% | $\begin{aligned} & 51 \% \\ & 31 \% \end{aligned}$ | 43\% | $\begin{aligned} & 73 \\ & 30 \% \end{aligned}$ | 44\% | 15 $31 \%$ | 70\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 121 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 76 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | ${ }_{21}^{24}$ | $\begin{aligned} & 22 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 38 \\ 39 \% \\ e \end{gathered}$ | $\begin{aligned} & 42 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 60 \% \\ & 30 \% \end{aligned}$ | 180\% | 27\% | ${ }^{18} \%$ | 39\% | 30\% | 27\% | 47\% | 729\% | 46\% | 18\% | 80 $31 \%$ $s$ |
| Somewhat no | 72 $18 \%$ | 23 $12 \%$ | $\begin{aligned} & 49 \\ & 22 \% \\ & b \end{aligned}$ | $19 \%$ |  | $14 \%$ | 23\% | 23\% | 37 $19 \%$ | $12 \%$ | ${ }_{12 \%}{ }^{12}$ | ${ }^{14} \%$ | 35\% | 220\% | 23 $14 \%$ | 28\% | 50\% | 21 $14 \%$ | 10\% | 47\% |
| Definitely no | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $8 \%$ | ${ }_{11 \%}$ | 15\% | 20 $13 \%$ | 23 $12 \%$ | ${ }_{1}^{7} \%$ | 20\% | 6\% | 24\% | 88 | 22 $13 \%$ | 19 | ${ }^{22} 9$ | $\begin{aligned} & 25 \\ & 16 \% \\ & \text { q } \end{aligned}$ | $\stackrel{4}{8 \%}$ | 34 $13 \%$ |
| I am not familiar with this company | 34 $8 \%$ | $\stackrel{3}{2 \%}$ | $\begin{aligned} & 30 \\ & 13 \% \\ & \text { B } \end{aligned}$ | ${ }^{12} 9$ | 5 | 12\% | ${ }_{8 \%}^{8}$ | $9{ }_{6}$ | ${ }^{18} 9$ | ${ }_{10}^{6} \%$ | $\begin{aligned} & 15 \\ & { }^{11 \%} \% \\ & \mathrm{~m} \end{aligned}$ | 5\% | $\stackrel{9}{5 \%}$ | 5 | ${ }^{10} 6$ | ${ }_{13}^{18}$ | ${ }^{15}{ }_{6}$ | ${ }^{15} 10$ | * ${ }^{\text {\% }}$ | 14 5 |
| Sigma | 100\% | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 100\% | 261 |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) $-\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{L} / \mathrm{M}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used.
Overlap formulae used. * small base

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 163 | 249 | 175 | 133 | 59 | 45 | 148 | 170 | 94 | 213 | 60 | 109 | 116 | 150 | 146 | 212 | 189 | 41 | 227 |
| Weighted Base | 402 | $180 *$ | 222 | 126 | 125* | $92^{*}$ | 58** | $162^{*}$ | 169* | 71* | 124 | $65^{*}$ | 176* | $118{ }^{*}$ | 165* | 119* | 226 | $163^{*}$ | $57^{* *}$ | 261 |
| Definitely/Somewhat Yes (Net) | 274 $68 \%$ | $\begin{gathered} 137 \\ { }_{C}^{6} \% \end{gathered}$ | 137 $62 \%$ | $\begin{aligned} & 91 \\ & 72 \% \\ & f \end{aligned}$ | $\begin{aligned} & 98 \\ & 78 \% \\ & \hline \end{aligned}$ | $52 \%$ | 33 $57 \%$ | $\begin{gathered} 131 \\ \text { 81, } \\ 1.5 \end{gathered}$ | $\begin{gathered} 112 \\ 66 \% \\ \hline \end{gathered}$ | 32\% | 913\% | 89\% | ${ }^{126}$ | 89\% | $\begin{gathered} 122 \\ \underset{\mathrm{p}}{74 \%} \end{gathered}$ | 71 $60 \%$ | 164 $73 \%$ | ${ }^{105}$ | 52 ${ }^{1}$ | 177 $68 \%$ |
| Definitely yes | $\begin{gathered} 154 \\ 38 \% \end{gathered}$ | $\begin{gathered} 82 \\ 46 \% \\ 46 \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 44 \% \end{aligned}$ | 29\% | $\begin{aligned} & 23 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 39 \% \end{aligned}$ | 18\% | $\begin{aligned} & 53 \\ & 42 \% \end{aligned}$ | 199\% | $74 \%$ | $\begin{aligned} & 48 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 116 \\ 51 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{35} 2$ | 33 58 | 999\% |
| Somewhat yes | 120 30 | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | 44\% | ${ }_{35}^{43}$ | 23 | $\begin{aligned} & 10 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 60 \\ 37 \% \\ \hline \end{gathered}$ | ${ }^{46}$ \% | 140\% | $38$ | 21 $32 \%$ | 52\% | 33 $28 \%$ | $\begin{aligned} & 53 \\ & 32 \% \end{aligned}$ | 35\% | ${ }_{21}{ }^{1} \%$ | 70 $43 \%$ | 183\% | 77 30 |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | 104 | 33 $18 \%$ | $\begin{aligned} & 72 \\ & 32 \% \\ & B \end{aligned}$ | $\xrightarrow{27}$ | ${ }_{14 \%}^{18}$ | $\begin{aligned} & 40 \\ & 44 \% \\ & \mathrm{DE}^{2} \end{aligned}$ | 19\% | 24\% | ${ }_{29}^{49}{ }_{H}^{49}$ | 30 <br> $43 \%$ | $\stackrel{27}{22 \%}$ | 21 $32 \%$ | 44\% | 29\% | 32\% | 34\% | 54\% | ${ }^{46} 9$ | 5\% | 74 $28 \%$ |
| Somewhat no | 54\% | ${ }^{16} 9$ | $\begin{aligned} & 39 \\ & 18 \% \\ & 18 \% \end{aligned}$ | ${ }_{12}^{15}$ | ${ }^{10} 8$ | ${ }_{\text {20 }}^{18}$ | 110\% | 17\% | 22 $13 \%$ | 22\% | 119\% | 14\% | 23 | $\begin{aligned} & 29 \\ & { }_{2}^{25} \% \\ & \text { OP } \end{aligned}$ | ${ }^{15} 9$ | ${ }^{11} 9$ | 31 $14 \%$ | 23 $14 \%$ | ${ }_{2 \%}$ | 39\% |
| Definitely no | 50\% | ${ }^{17} 9$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | 12\% | 8\% | $\begin{aligned} & 22 \\ & 24 \% \\ & \text { DE } \end{aligned}$ | 7 $12 \%$ | ${ }_{5}^{8}$ | $\begin{aligned} & 27 \\ & 16 \% \\ & H^{2} \end{aligned}$ | ${ }_{\text {21 }}^{15}$ | ${ }_{1}^{15}$ | ${ }^{12} 19 \%$ | 21 $12 \%$ | 5 | 22 ${ }_{\text {13\% }}^{\text {n }}$ | $\begin{aligned} & 23 \\ & { }^{29} \% \\ & \mathrm{~N} \end{aligned}$ | 23 $10 \%$ | 23 $14 \%$ | 6\% | ${ }^{35}$ 13\% |
| I am not familiar with this company | 24\% | ${ }^{10} 6$ | 14\% | $\stackrel{8}{7} \stackrel{8}{f}$ | $9 \%$ | - | ${ }_{11}{ }^{7} \%$ | 7 | ${ }_{5}^{8}$ | ${ }_{\text {139\% }}{ }^{9}$ | 7\% | ${ }_{7}^{5}$ | ${ }_{3}^{5}$ | $3{ }_{3}$ | $7 \%$ | $\begin{aligned} & 14 \\ & 12 \% \\ & \text { No } \end{aligned}$ | 8 | 11\% | * $\%$ | ${ }^{11} 4 \%$ |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\stackrel{92}{100 \%}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 57 $100 \%$ | 261 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risklevel) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 168 | 242 | 169 | 126 | 59 | 56 | 140 | 172 | 98 | 193 | 63 | 124 | 130 | 146 | 134 | 197 | 194 | 37 | 214 |
| Weighted Base | 430 | $222^{*}$ | 208 | $142^{*}$ | 125* | 78* | 86* | $146 *$ | 195* | 89* | 119* | $73^{*}$ | 207* | 134* | 170* | 126* | 238 | 180* | $41^{* *}$ | 261 |
| Definitely/Somewhat Yes (Net) | 315 $73 \%$ | 161 $72 \%$ | 154\% | 89\% | $\begin{gathered} 101 \\ 80 \% \\ \mathrm{Dg} \end{gathered}$ | $\begin{gathered} 72 \\ \text { 92\% } \\ \text { DG } \end{gathered}$ | 53 62 | 112 77 | 139\% | 71\% | ${ }^{88}{ }^{8}$ | 57\% | ${ }^{155}$ | 93\% | 136 $80 \%$ | 86\% | 183\% | 125 | 32\% | 202 77 |
| Definitely yes | $\begin{gathered} 180 \\ 42 \% \end{gathered}$ | $\begin{gathered} 102 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 77 \% \\ & \hline \end{aligned}$ | 289\% | $\begin{gathered} 62 \\ 49 \% \\ 49 \end{gathered}$ | $\begin{aligned} & 44 \\ & 57 \% \\ & \mathrm{D} \% \end{aligned}$ | 35 $40 \%$ | $\begin{aligned} & 59 \\ & 40 \% \end{aligned}$ | $84 \%$ | 36 $41 \%$ | $\begin{aligned} & 46 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 41 \\ 56 \% \\ k \end{gathered}$ | 86 | 54\% | 76 | 49\% | $\begin{gathered} 115 \\ 48 \% \\ r \end{gathered}$ | ${ }_{3}^{63}$ | 17 $42 \%$ | 119 $46 \%$ |
| Somewhat yes | ${ }_{31}^{135} \%$ | ${ }_{26}^{58}$ | $\begin{gathered} 77 \\ 37 \% \\ b \end{gathered}$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 35 \% \end{aligned}$ | 192\% | $\begin{aligned} & 53 \\ & 36 \% \end{aligned}$ | 55\% | 27 $31 \%$ | 42 ${ }^{6} \%$ | ${ }_{22 \%}^{16}$ | ${ }^{69} 3$ | 29\% | 60 $35 \%$ | $\begin{aligned} & 36 \% \\ & 29 \% \end{aligned}$ | ${ }_{28 \%}^{68}$ | ${ }_{34}^{62}$ | 14 35 | 83\% |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | 91\% | 429\% | 43 20 | $\begin{aligned} & 40 \\ & \text { 28\% } \\ & \hline \end{aligned}$ | ${ }^{22} 18 \%$ | ${ }_{6}^{6}$ | $\begin{aligned} & 23 \\ & 27 \% \\ & { }_{5}^{2} \% \end{aligned}$ | 29\% | 49\% | 13 $15 \%$ | 23 $19 \%$ | 14 $19 \%$ | ${ }^{46} 2 \%$ | 36 $27 \%$ 0 | 26\% | 30\% | ${ }^{46} 9$ | ${ }^{43} \mathrm{4} \%$ | ${ }^{7} 7 \%$ | 24\% |
| Somewhat no | 50\% | ${ }^{28}{ }^{13} \%$ | 22 $11 \%$ | 26 <br> 18 | ${ }_{12}^{12}$ | $3{ }_{3}^{3}$ | ${ }_{7 \%}$ | 13 | 33 17 $j$ | $5{ }^{5}$ | ${ }^{10} 8$ | 12\% | ${ }^{29} 14 \%$ | 22 | ${ }^{16} 9$ | 129\% | 25 $11 \%$ | 23 $13 \%$ | 11\% | 31 $12 \%$ |
| Definitely no | ${ }^{41} 10$ | $\stackrel{21}{9 \%}$ | 20\% | 14\% | $\stackrel{7}{5 \%}$ | 3 | $\begin{aligned} & 17 \\ & 20 \% \\ & \text { Eff } \end{aligned}$ | 16 $11 \%$ | $\stackrel{16}{8 \%}$ | 10\% | 13 $11 \%$ | 5\% | 17 ${ }_{8}$ | 13 $10 \%$ | 10 6 | $\begin{aligned} & 18 \\ & 14 \% \\ & 0 \end{aligned}$ | $\stackrel{20}{9 \%}$ | 20 $11 \%$ | ${ }_{6 \%}$ | ${ }^{22} 9$ |
| I am not familiar with this company | 24\% | 13 6 | 12\% | $\begin{aligned} & 12 \\ & 9 \% \\ & \text { ef } \end{aligned}$ | $\stackrel{3}{2 \%}$ | * | $\underset{{ }_{\mathrm{ef}}^{9} \%}{\substack{9 \\ \hline}}$ | ${ }_{3}^{5}$ | 7 | 12 $13 \%$ HI | 8\% | ${ }_{3}^{2}$ | ${ }_{3 \%}^{7}$ | 5\% | $\stackrel{8}{5 \%}$ | 118\% | 9 | ${ }^{12} 7$ | ${ }_{6}^{2}$ | 2\% |
| Sigma | $\begin{aligned} & 430 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 4100\% | 261 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20- \\ & 5 / 22) \end{aligned}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 418 | 153 | 265 | 171 | 110 | 76 | 61 | 148 | 169 | 101 | 237 | 64 | 93 | 134 | 133 | 151 | 208 | 196 | 37 | 218 |
| Weighted Base | 391 | 175* | 216 | 124* | 89* | $100^{*}$ | 78* | 139* | 185* | $68^{*}$ | 138 | $68^{*}$ | 167* | 147* | 131* | 113* | 191 | 187* | $47^{* *}$ | 229 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 237 \\ 61 \% \end{gathered}$ | $\begin{gathered} 112 \\ 64 \% \end{gathered}$ | $\begin{gathered} 125 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & \text { 60\% } \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 68 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 112 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 52 \% \end{aligned}$ | $\text { 46 } 67 \%$ | $\begin{gathered} 107 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 131 \\ 69 \% \\ \text { R } \end{gathered}$ | $\begin{aligned} & 103 \\ & 55 \% \end{aligned}$ | 32 69 | 147 $64 \%$ |
| Definitely yes | ${ }^{128} 3$ | ${ }_{36}^{66}$ | ${ }^{62} 29$ | 39\% | 35 | 37 37 | 20\% | 34\% | ${ }_{34}^{64}$ | 19\% | 37\% | 24\% | 61\% | 48\% | 50\% | 29\% | 77 $40 \%$ R | 51\% | ${ }_{38}^{18}$ | 78 $34 \%$ |
| Somewhat yes | $\begin{gathered} 109 \\ 28 \% \end{gathered}$ | ${ }_{26}^{46}$ | ${ }_{29}^{63}$ | 28\% | 26\% | $\begin{aligned} & 31 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | ${ }^{48}{ }_{j} \%$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ | 14\% | ${ }_{26}^{35}$ | 22 32 | ${ }_{28}^{46}$ | 34\% | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 31 \% \end{aligned}$ | 54\% | 52\% | 14 $31 \%$ | 70\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 81 \% \\ & 21 \% \end{aligned}$ | 32\% | ${ }_{20}^{40}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | ${ }^{42} 2 \%$ | 20\% | ${ }_{21}^{27}$ | 25 | $\begin{aligned} & 41 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 17 \% \end{aligned}$ | 12 25 | 52\% |
| Somewhat no | 49\% | 28\% | 22\% | 17 $14 \%$ | 10\% | 15\% | ${ }^{7} \%$ | ${ }^{12} 9$ | ${ }^{28} 5$ | 13\% | ${ }^{15} \%$ | 10\% | 26\% | 23\% | 17\% | $\stackrel{9}{8 \%}$ | ${ }^{23} 12 \%$ | 22 ${ }^{2}$ \% | 17\% | 34\% |
| Definitely no | ${ }^{32}$ | 11 6 \% | 21 $10 \%$ | 14 | ${ }_{7}^{6}$ | 5 | ${ }^{7} \%$ | 118\% | ${ }^{13} \%$ | $\stackrel{8}{12 \%}$ | 9\% | 5\% | 17\% | ${ }_{4 \%}$ | ${ }^{10} \%$ | $\begin{aligned} & 16 \\ & { }_{14}^{14 \%} \\ & \hline \end{aligned}$ | ${ }^{18} 9$ | $\stackrel{9}{5 \%}$ | 8\% | ${ }^{18} 8$ |
| I am not familiar with this company | 73 $19 \%$ | 24\% | 43\% | 21 $17 \%$ | 13 $14 \%$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 27 \\ 35 \% \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 17 \% \end{aligned}$ | ${ }_{26}^{18}$ | $\begin{aligned} & 41 \\ & 30 \% \\ & \mathrm{IM}^{20} \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \\ & 0 \end{aligned}$ | 14 | $\begin{gathered} 23 \\ 21 \% \\ 0 \end{gathered}$ | 19 $10 \%$ | $\begin{gathered} 53 \\ { }_{28}^{28 \%} \end{gathered}$ | 3\% | 29 ${ }^{29}$ |
| Sigma | $\begin{aligned} & 391 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | 185\% | ${ }^{100}{ }^{68}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | ${ }^{100} \%$ | 167 $100 \%$ | 147 $100 \%$ | 131 $100 \%$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | 191\% | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 100\% | 229 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_13 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Tech
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 155 | 248 | 166 | 113 | 67 | 57 | 151 | 152 | 100 | 225 | 52 | 106 | 129 | 140 | 134 | 214 | 174 | 44 | 223 |
| Weighted Base | 408 | 199* | 209 | $128 *$ | 97* | 92* | 91** | $148 *$ | 172* | $88^{*}$ | 132 | $61 * *$ | 193* | 125* | 154* | 129* | 226 | 173* | 55** | 264 |
| Definitely/Somewhat Yes (Net) | 224\% | 109\% | ${ }^{115} 5$ | 618\% | 70 ${ }^{72}$ | 56\% | 37\% | 89\% | 57\% | 49\%\% | 659\% | 26 $42 \%$ | $\begin{gathered} 125 \\ 64 \% \\ K \end{gathered}$ | ${ }^{67} 4 \%$ | 988 64\% | 59\% | 135 60 | 81\% | 31\% | 157 $59 \%$ |
| Definitely yes | ${ }_{29 \%}^{120}$ | ${ }_{33}^{65}$ | ${ }^{565}$ | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \\ & d \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | ${ }^{43}{ }^{4}$ | 25 $29 \%$ | 35\% | 14\% | $\begin{array}{ll} 77 \% \end{array}$ | 34\% | 57 $37 \%$ $p$ | 239 | 73 $32 \%$ | ${ }^{45}$ \% | 21\% | ${ }_{31}{ }^{2} \%$ |
| Somewhat yes | $\begin{gathered} 105 \\ 26 \% \end{gathered}$ | ${ }_{22}^{42 \%}$ | ${ }_{20}^{60 \%}$ | $\begin{aligned} & 34 \% \\ & 27 \end{aligned}$ | 29\% | 21 $23 \%$ | 20\% | $\begin{aligned} & 366 \\ & 24 \% \end{aligned}$ | 45\% | 24\% | 31 $24 \%$ | ${ }^{18} 9$ | 54\% | 33 27 | ${ }_{21}{ }^{2} \%$ | 30 $23 \%$ | 61\% | 43\% | 119\% | 75\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | 131 ${ }^{13 \%}$ | 67\% | 64\% | $\begin{gathered} 48 \\ 37 \% \\ E \end{gathered}$ | 21\% | ${ }_{31}^{28}$ | 34\% | 37 $25 \%$ | 71 $41 \%$ $H$ | 23 ${ }_{26}$ | 50 $38 \%$ $M$ | 27 45 | 45\% | 424\% | 35\% | $\begin{gathered} 50 \\ 39 \% \\ \hline \end{gathered}$ | 71 $31 \%$ | ${ }_{36}{ }^{6}$ | 23 $42 \%$ | 72 27 |
| Somewhat no | 71\% | ${ }^{41}$ 1\% | 30 $14 \%$ | 239\% | $14 \%$ | 112\% | 179\% | ${ }^{16} 1{ }^{6}$ | $\begin{aligned} & 49 \\ & 28 \% \\ & \mathrm{HJ} \end{aligned}$ | ${ }_{7}^{6}$ | 23 | 118\% | 35\% | 20\% | 21 $13 \%$ | 33\% | 35\% | 32\% | 15\% | 15\% |
| Definitely no | 60\% | ${ }^{26} 13 \%$ | 34 $16 \%$ | 19 | ${ }_{7 \%}$ | ${ }_{\text {18 }}^{18} \mathrm{e}$ | 17 18 | 21 14 | 22\% | 17\% | 27 ${ }_{2}{ }^{2} \%$ | ${ }^{16} \%$ | 10 ${ }^{5}$ | 22 $17 \%$ | ${ }_{12}^{12}$ | 20\% | 36\% | 24\% | $\stackrel{9}{16 \%}$ | 34 $13 \%$ |
| I am not familiar with this company | 53 $13 \%$ | 22 $11 \%$ | 30\% | $15 \%$ | 7\% | ${ }_{8 \%}^{7}$ | 22\% | 23 16 | 14\% | ${ }_{18}^{16}$ | ${ }_{13}^{18}$ | ${ }_{13}^{8} \%$ | ${ }_{12}^{24}$ | 16 $12 \%$ | 117\% | 20\% | ${ }^{21} 9$ | 30\% | ${ }_{1}^{1 \%}$ | 13\% |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 100\% | 264 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 156 | 256 | 168 | 114 | 66 | 64 | 121 | 187 | 104 | 235 | 51 | 106 | 130 | 137 | 145 | 225 | 180 | 29 | 238 |
| Weighted Base | 413 | 192* | 221 | 124* | 102* | $93^{*}$ | 95* | $130 *$ | 193* | $90^{*}$ | 140 | 67* | $188 *$ | 139* | 154* | 120* | 255 | 152* | $36 * *$ | 266 |
| Definitely/Somewhat Yes (Net) | ${ }_{68 \%}^{283}$ | ${ }^{137}$ | $\begin{gathered} 146 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 72 \% \end{aligned}$ | ${ }_{705}^{65}$ | $\begin{aligned} & 60 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 100 \\ \\ \\ 77 \% \end{gathered}$ | 127 ${ }^{126}$ | $\begin{aligned} & 56 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 74 \% \end{aligned}$ | $\frac{47}{70 \%}$ | $\begin{aligned} & 125 \\ & 67 \% \end{aligned}$ | 78\% | $\begin{aligned} & 111 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 61 \% \end{aligned}$ | ${ }_{71 \%}^{180}$ | 98\% | ${ }_{73}^{26}$ | ${ }^{188}{ }^{71 \%}$ |
| Definitely yes | $\begin{aligned} & 134 \\ & 32 \% \end{aligned}$ | 64 33 | 70\% | 40 3 \% | $38{ }^{38}$ | 30 33 | 25\% | 60 $46 \%$ | ${ }^{43} 2$ | 31 | $\begin{aligned} & 62 \\ & 44 \% \\ & \mathrm{Lm}^{2} \end{aligned}$ | 13 $19 \%$ | 57 | 46\% | ${ }_{31}{ }^{1} \%$ | 414\% | 90 $35 \%$ | 42\% | 11\% | 81 $30 \%$ |
| Somewhat yes | ${ }_{36 \%}^{149}$ | $\begin{aligned} & 78 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | ${ }_{36}$ | $\begin{aligned} & 35 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \end{aligned}$ | $35$ | $\begin{aligned} & 41 \% \\ & 31 \% \end{aligned}$ | $\begin{gathered} 84 \\ 43 \% \\ \\ \hline \end{gathered}$ | 24\% | $42 \%$ | $\begin{aligned} & 34 \\ & 51 \% \\ & 5 \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 36 \% \end{aligned}$ | 52\% | 64 $42 \%$ $p$ | 23\% | $\begin{aligned} & 90 \\ & 35 \% \end{aligned}$ | 56\% | 15\% | $\begin{gathered} 107 \\ 40 \% \end{gathered}$ |
| Definitely/Somewhat No (Net) | $\stackrel{102}{25 \%}$ | ${ }_{23}^{43}$ | 26\% | 239 | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\text { 25 } 27 \%$ | 27\% | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 52 | ${ }^{27}$ 31\% | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 29 \% \end{aligned}$ | ${ }_{26}^{49}$ | $\begin{aligned} & 33 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | 38\% | $\begin{aligned} & 61 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | 26\% | 62\% |
| Somewhat no | 179\% | 29\% | 418\% | 22\% | 16 | $12 \%$ | 19\% | $\stackrel{18}{14 \%}$ | 36 $19 \%$ | 15\% | 11\% | 10\% | 388\% | 27\% | $18 \%$ | 25\% | 41 ${ }_{16 \%}$ | 28\% | 23\% | ${ }_{17}^{46}$ |
| Definitely no | 33 ${ }_{8}$ | 15 ${ }_{8}$ | ${ }_{8 \%}^{17}$ | ${ }_{5}^{6}$ | ${ }_{6}^{6}$ | 13 $14 \%$ | 7 | $5 \%$ | $\stackrel{16}{8 \%}$ | 12 $14 \%$ $h$ | ${ }^{12} 9$ | 10\% | 10 ${ }^{\text {\% }}$ | ${ }_{6}^{6}$ | ${ }^{14} 9$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | ${ }^{19} 8$ | ${ }^{12} 8$ | ${ }_{3}^{1}$ | ${ }^{16} 6$ |
| I am not familiar with this company | ${ }^{28} \%$ | 12\% | 17\% | ${ }^{10} 8$ | $7 \%$ | $\stackrel{3}{3 \%}$ | ${ }_{9 \%}{ }^{8}$ | $7 \%$ 5 | $\stackrel{15}{8 \%}$ | $7{ }_{7}$ | ${ }^{13} 9$ | ${ }_{1}{ }_{1}$ | 14\% | ${ }_{6 \%}$ | 11\% | 9\% | 14\% | 14\% | * ${ }^{\text {\% }}$ | ${ }^{16} 6$ |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 100\% | 266\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 152 | 254 | 174 | 120 | 60 | 52 | 151 | 167 | 88 | 212 | 70 | 107 | 110 | 165 | 131 | 209 | 181 | 51 | 229 |
| Weighted Base | 407 | 190* | 217 | 136* | 119* | $71^{* *}$ | 81** | 156* | 179* | 73* | 116 | 88* | 191* | $111^{*}$ | 186* | 111* | 220 | 176* | $66^{* *}$ | 264 |
| Definitely/Somewhat Yes (Net) | 212 52 | 109 57 | 103 $48 \%$ | 80\% | ${ }^{78} 6$ | 314\% | 23 28 | $\begin{aligned} & 101 \\ & \quad 65 \% \\ & \text { iJ } \end{aligned}$ | 51\% | 20\% | 54 46 | 44\% | 112 | 55 | 102 | 55 | 127 $57 \%$ | 81 | 52\% | 150 |
| Definitely yes | ${ }_{30 \%}^{122}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | ${ }_{26 \%}^{57}$ | ${ }_{32}$ | $\begin{aligned} & 43 \\ & 36 \% \end{aligned}$ | $21$ | $\begin{aligned} & 15 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 63 \\ & 40 \% \\ & \text { io } \end{aligned}$ | 28\% | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | 30 | 22 25 | ${ }_{36}^{69}$ | $34 \%$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | 32\% | 80 ${ }_{\text {36 }}^{\text {r }}$ | 41 $23 \%$ | 35\% | 900 |
| Somewhat yes | $\begin{aligned} & 90 \\ & 22 \% \end{aligned}$ | ${ }_{23}^{43 \%}$ | ${ }_{22 \%}^{47}$ | $\begin{aligned} & 366 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | ${ }_{10}^{8}$ | $\begin{aligned} & 39 \\ & 25 \% \end{aligned}$ | ${ }^{42} 23$ | 13\% | ${ }_{21 \%}^{24}$ | $\stackrel{22}{25 \%}$ | ${ }^{43} 2$ | 219\% | 459 | $24 \%$ | $\begin{aligned} & 47 \% \end{aligned}$ | 41 $23 \%$ | 16\% | 60 ${ }^{63}$ |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | 157 ${ }^{3}$ | ${ }_{36}^{69}$ | 81\% | ${ }^{48}{ }^{2} \%$ | 32 27 | 32\% | 45 ${ }_{5}$ | 459\% | 74 $41 \%$ $h$ | 39 54 $H$ | 429 | 39 ${ }^{45 \%}$ | ${ }_{32}^{62}$ | 439 | 70\% | $44 \%$ | 74 $34 \%$ | $78{ }^{74 \%}$ | 13 $19 \%$ | 92\% |
| Somewhat no | 72\% | 32\% | 18\% | 20\% | 23 $19 \%$ | 15\% | 14\% | 22 $14 \%$ | ${ }^{38}{ }^{1} \%$ | $12 \%$ | 25 ${ }^{21}$ | 18\% | 27 $14 \%$ | 17\% | 18\% | 23\% | 419\% | ${ }^{28} 9$ | ${ }_{9}^{6}$ | 15\% |
| Definitely no | 85 | 37 $19 \%$ | 42\% | $\stackrel{28}{21}{ }_{\text {E }}$ | $9 \%$ | 17 $24 \%$ | 31 38 | 22 $14 \%$ | 35\% | 27 $37 \%$ HI | 24 ${ }^{21 \%}$ | 24\% | 34 $18 \%$ | ${ }_{23}^{26}$ | 37\% | 220\% | 33 $15 \%$ | $\begin{aligned} & 50 \\ & 28 \% \\ & \hline \end{aligned}$ | 70\% | 47\% |
| I am not familiar with this company | ${ }^{38} 9$ | 12\% | ${ }^{26} 12 \%$ | ${ }_{6 \%}$ | $9 \%$ | ${ }_{11 \%}$ | 13 $16 \%$ | 10 6 | 14 81 | 149\% $\mathrm{Hi}^{\text {¢ }}$ ( | 13 $12 \%$ | ${ }_{6}^{5}$ | ${ }^{18} 9$ | 13 $12 \%$ | 14\% | 110\% | 199\% | 17\% | ${ }_{3}{ }^{2}$ | 22 ${ }^{2}$ |
| Sigma | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 730\% | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 264 \\ & 100 \% \end{aligned}$ |




Fielding Period: May 20-22, 2020
Page 411
23 May 2020
CMP01_16 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Pharma
Johnson \& Johnson
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 413 | 148 | 265 | 163 | 109 | 66 | 75 | 130 | 182 | 101 | 218 | 68 | 96 | 116 | 132 | 165 | 217 | 180 | 31 | 212 |
| Weighted Base | 440 | 196* | 244 | 114* | 98* | 107* | 122* | $127^{*}$ | $225 *$ | 88* | 132 | 89* | 186* | 125* | 153* | $162^{*}$ | 223 | 200* | 45** | 252 |
| Definitely/Somewhat Yes (Net) | 3388 | 137 $70 \%$ | $\begin{gathered} 201 \\ 82 \% \end{gathered}$ | 74 65 | 75 | $\begin{aligned} & 91 \\ & 95 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 98 \\ & 81 \% \\ & d \end{aligned}$ | 101 $80 \%$ | 175\% | 610\% | ${ }^{98}{ }^{7} \%$ | 69\% | 151 $81 \%$ | 102 $81 \%$ | 124 $81 \%$ | 113 $70 \%$ | 179 $80 \%$ | ${ }^{152} 76$ | 37 82 | 199\% |
| Definitely yes | $\begin{gathered} 198 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 124 \\ 51 \% \\ b \end{gathered}$ | $\begin{aligned} & 43 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 39 \% \end{aligned}$ | 54\% | $59$ | $\begin{gathered} 108 \\ 48 \% \end{gathered}$ | 30\% | $\begin{aligned} & 62 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 46 \% \end{aligned}$ | 85 | $58 \%$ | 79 $51 \%$ $p$ | $\begin{aligned} & 61 \% \\ & 38 \% \end{aligned}$ | $\begin{gathered} 110 \\ 49 \% \end{gathered}$ | 86\% | 24\% | 124 $49 \%$ |
| Somewhat yes | ${ }_{32}^{140}$ | ${ }_{32}^{63}$ | $\begin{aligned} & 77 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 27 \% \end{aligned}$ | 26 27 | $\begin{aligned} & 49 \\ & 45 \% \\ & 45 \% \end{aligned}$ | 34\% | 423\% | 67 $30 \%$ | 31 $35 \%$ | 36\% | ${ }^{28} \%$ | ${ }^{66} 9$ | 44\% | 25\% | 52\% | 70 $31 \%$ | ${ }_{36}^{66}$ | 13 $29 \%$ | 74 $30 \%$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | 64 $14 \%$ | 36\% | ${ }^{28} 11 \%$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 19 \% \\ \mathrm{~g} \end{array} \end{aligned}$ | 17 18 | 15 $14 \%$ | $\stackrel{9}{8 \%}$ | 17\% | 35 16 | 11 $13 \%$ | ${ }_{12}^{16}$ | 17\% | 26\% | 13 $10 \%$ | 20 $13 \%$ | 31 $19 \%$ | 33 $15 \%$ | 27 $13 \%$ | $\stackrel{7}{15 \%}$ | 36 $14 \%$ |
| Somewhat no | ${ }_{15}^{45}$ | 24\% | 219\% | 12 10\% | 13 $13 \%$ | ${ }_{12}{ }^{2} \%$ | ${ }_{6}^{8}$ | ${ }^{12} 9$ | 27 $12 \%$ | 5\% | 5\% | $\begin{aligned} & 15 \\ & \begin{array}{l} 15 \% \\ \text { 17\% } \end{array} \end{aligned}$ | $\begin{aligned} & \text { 24 } \\ & \text { 13\% } \\ & \text { K } \end{aligned}$ | ${ }^{11} 9$ | 15 | 19\% | 25 $11 \%$ | 20\% | ${ }_{9 \%}$ | 27 $11 \%$ |
| Definitely no | 199\% | 12\% | ${ }_{3 \%}^{7}$ | $\begin{gathered} 10 \\ 9 \% \\ 9 \end{gathered}$ | ${ }_{5}^{4}$ | $2 \%$ | ${ }_{1 \%}^{2}$ | 5 | 8 | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 11 \\ & \mathrm{M}^{2} \end{aligned}$ | ${ }_{3}^{2}$ | ${ }_{1 \%}^{2}$ | ${ }_{2 \%}$ | 3\% | 12\% | 9 | ${ }_{3}^{6} \%$ | 6\% | 10 4 \% |
| I am not familiar with this company | ${ }^{39} 9$ | 23 $12 \%$ | ${ }_{16}^{6 \%}$ | $\begin{aligned} & 17 \\ & 15 \% \\ & \text { eF } \end{aligned}$ | ${ }_{6}^{6} \%$ | ${ }_{1 \%}^{2}$ | $\begin{aligned} & 14 \\ & 12 \% \\ & f \end{aligned}$ | 9\% | 14\% | 15 $17 \%$ $h 1$ | $\begin{gathered} 18 \\ 14 \% \\ \text { LM } \end{gathered}$ | $3_{3 \%}^{3}$ | $\stackrel{9}{5 \%}$ | 11 8 \% | 10\% | 18 $11 \%$ | 11 5 | ${ }_{11 \%}^{21}$ | ${ }_{3}^{1}$ | 17\% |
| Sigma | $\begin{aligned} & 440 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | ${ }^{150} \%$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |



Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 154 | 251 | 176 | 109 | 71 | 49 | 136 | 172 | 97 | 221 | 55 | 108 | 118 | 146 | 141 | 202 | 195 | 37 | 237 |
| Weighted Base | 395 | $170 *$ | 225 | 132 | 96* | $100^{*}$ | $67^{* *}$ | $132^{*}$ | $184 *$ | 79* | 128 | $63^{*}$ | $188{ }^{*}$ | $127^{*}$ | $158{ }^{*}$ | 110* | 218 | 170* | 40** | 247 |
| Definitely/Somewhat Yes (Net) | ${ }_{65 \%}^{256}$ | ${ }_{6}^{105}$ | $\begin{gathered} 151 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 71 \\ 74 \% \\ D^{2} \end{gathered}$ | $\begin{aligned} & 76 \\ & 75 \% \\ & \text { 75 } \end{aligned}$ | 52\% | 90\% | $\begin{gathered} 116 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 63 \% \end{aligned}$ | 81\% | $\begin{aligned} & 39 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 128 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 75 \\ & \hline 15 \end{aligned}$ | $\begin{aligned} & 102 \\ & 65 \% \end{aligned}$ | $58$ | $\begin{gathered} 148 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 62 \% \end{aligned}$ | 33 $82 \%$ | $\begin{gathered} 171 \\ 69 \% \end{gathered}$ |
| Definitely yes | ${ }_{39}^{155}$ | 60 35 | 95 ${ }^{\text {42\% }}$ | 26\% | $\begin{aligned} & 43 \\ & 44 \% \\ & { }^{4} \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 52 \% \\ & \text { 5 } \end{aligned}$ | 34\% | 53 $40 \%$ | 70 38 | 32. | 46\% | 26 $42 \%$ | 80\% | 64 P\% | 619\% | 30\% | $89 \%$ | 65\% | 20\% | 100 $41 \%$ |
| Somewhat yes | $\begin{gathered} 101 \\ 26 \% \end{gathered}$ | ${ }_{25}^{47 \%}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | $28 \%$ | $24 \%$ | $\begin{aligned} & 18 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & \hline 27 \end{aligned}$ | ${ }^{46} 2$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | ${ }_{25}^{35 \%}$ | 120\% | ${ }_{26 \%}^{48}$ | 32\% | ${ }_{21}^{46 \%}$ | 28\% | ${ }_{20}^{67 \%}$ | 40 24 | 13 $32 \%$ | 70 29 |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 62 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 23 \% \\ & { }_{C}^{3} \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 32 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\frac{5}{7} \%$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 14\% } \\ & \hline 1 \end{aligned}$ | $\stackrel{8}{13 \%}$ | $\begin{aligned} & 38 \\ & \text { 20\% } \\ & k \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }_{16 \%}$ | $\begin{gathered} 23 \\ 21 \% \\ n \end{gathered}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | 13\% | 33 $13 \%$ |
| Somewhat no | 33\% | $19 \%$ | 14\% | 12\% | ${ }_{9 \%}$ | ${ }_{6}^{6}$ | $\stackrel{3}{5 \%}$ | ${ }^{3} \%$ | ${ }_{\text {26 }}^{\text {14\% }} \mathrm{H}$ | 5\% | ${ }_{7}^{7} \%$ | 4\% | 20 $11 \%$ | ${ }_{5}^{6}$ | 12\% | $\begin{gathered} 15 \\ 14 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{19} 8$ | 14\% | - | ${ }^{14} 6$ |
| Definitely no | 29\% | $\begin{gathered} 19 \\ 11 \% \\ c \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | 17 13 e ¢ | $4 \%$ | $7{ }_{7}$ | 3\% | ${ }^{12} 9$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | 11 $14 \%$ | $5{ }^{6}$ | $4{ }_{6}$ | ${ }_{18}^{18}$ | ${ }_{5 \%}^{7}$ | ${ }^{14} 9$ | 8\% | ${ }^{18} 8$ | $\stackrel{8}{5 \%}$ | ${ }^{5} 3 \%$ | 19 ${ }_{8}$ |
| I am not familiar with this company | $\begin{aligned} & 79 \% \end{aligned}$ | 26\% | 51 $23 \%$ | $\begin{aligned} & 43 \\ & 32 \% \\ & \mathrm{EF} \end{aligned}$ | 12 13\% | ${ }_{12}^{12}$ | 10\% | $\stackrel{27}{21 \%}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | 15 | $\begin{aligned} & 33 \\ & { }_{2}^{26 \%} \\ & M \end{aligned}$ | $\begin{aligned} & \text { l6 } \\ & 26 \% \\ & \mathrm{~m} \end{aligned}$ | ${ }_{12}^{22}$ | 19\% | 30\% | $\begin{gathered} 29 \\ 26 \% \\ \mathrm{n} \end{gathered}$ | 34 $16 \%$ | $\begin{aligned} & 42 \\ & \stackrel{45 \%}{\mathrm{q}} \end{aligned}$ | $\stackrel{2}{5 \%}$ | 43 $17 \%$ |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 127 $100 \%$ | 158 $100 \%$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | 218 $100 \%$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 100\% | 247 $10 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 399 | 149 | 250 | 177 | 105 | 57 | 60 | 135 | 166 | 98 | 221 | 50 | 111 | 150 | 110 | 139 | 224 | 164 | 45 | 233 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 400 | 180* | 219 | 128 | $94^{*}$ | $85^{*}$ | $92^{*}$ | 138* | 192* | 70* | 127 | $63^{* *}$ | 193* | 158* | 118* | 123* | 241 | 151* | 59** | 256 |
| Definitely/Somewhat Yes (Net) | 206 $51 \%$ | 95\% | 110 50 | 57 44 | $\begin{aligned} & 53 \\ & 56 \% \end{aligned}$ | 51\% | $45 \%$ | $\begin{aligned} & 81 \\ & 59 \% \end{aligned}$ | ${ }^{98} \%$ | 26 38 | 55\% | 259\% | $\begin{gathered} 119 \\ 66 \% \\ K \end{gathered}$ | 84\% | 65\% | 57\% | 135 56 | 68\% | 40\% | 134 5 5 |
| Definitely yes | ${ }^{102}$ | ${ }_{24 \%}^{44}$ | ${ }_{26 \%}{ }^{56}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 26 \% \\ & d \end{aligned}$ | $\begin{aligned} & 33 \\ & 339 \% \\ & \text { B/ } \end{aligned}$ | 24\% | $\begin{aligned} & 41 \% \\ & 29 \% \end{aligned}$ | ${ }_{24}^{47}$ | 20\% | $\begin{aligned} & 26 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 24 \% \end{aligned}$ | 29\% | $\begin{gathered} 47 \\ 30 \% \\ \mathrm{p} \end{gathered}$ | 33\% | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | ${ }_{28}^{68}$ | $\begin{aligned} & 322 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 26 \% \end{aligned}$ | ${ }_{26 \%}^{66}$ |
| Somewhat yes | $\begin{gathered} 104 \\ 26 \% \end{gathered}$ | 52\% | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 28 \% \end{aligned}$ | $28 \%$ | 192\% | $\begin{aligned} & 223 \% \\ & 23 \end{aligned}$ | ${ }^{40} 9$ | $\begin{aligned} & 51 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | 33\% | $10 \%$ | ${ }_{33}^{63}$ | $\begin{aligned} & 377 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & \hline 29 \end{aligned}$ | 67 $28 \%$ | 36 $24 \%$ | 25 42 | 68\% |
| Definitely/Somewhat No (Net) | 75 $19 \%$ | ${ }^{39}$ 21\% | 36\% | 23 $18 \%$ | ${ }^{16}$ | 17 20 | 19 | 17\% | 43\% | 22\% | ${ }^{22} 17 \%$ | 25\% | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | 25 $16 \%$ | 20\% | 30\% | 48 | 25\% | $\stackrel{9}{15 \%}$ | 19\% |
| Somewhat no | ${ }_{11 \%}^{45}$ | 23 $13 \%$ | 22\% | ${ }^{10} 80$ | $9{ }_{9}^{9}$ | 11 13 | 15\% | 10\% | 25 ${ }^{13}$ \% | 10\% | ${ }_{7}^{8} \%$ | 15\% | 21\% | 16\% | ${ }^{11} 9$ | 18\% | ${ }_{11 \%}$ | ${ }_{12 \%}$ | $\stackrel{3}{5 \%}$ | 27\% |
| Definitely no | 30 8 \% | ${ }^{16} 9$ | 14 6 | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }_{8 \%}^{8}$ | $6 \%$ | $4{ }_{4}^{4}$ | ${ }_{6 \%}$ | ${ }^{18} 9$ | 5\% | 14 | ${ }_{2}^{1}$ | 14\% | 6\% | 8\% | 12\% | ${ }^{21} 9$ | ${ }_{5 \%}^{7}$ | ${ }_{10}^{6}$ | ${ }^{22} 9$ |
| I am not familiar with this company | 119 $30 \%$ | ${ }^{46}$ \% | 72 3 \% | $\begin{aligned} & 49 \\ & 38 \% \\ & \hline \end{aligned}$ | 25\% | 170\% | 280\% | 40\% | 51\% | 28\% | $\begin{aligned} & 50 \\ & 39 \% \\ & M \end{aligned}$ | 23 36 | 40\% | 50\% | 33\% | 36\% | ${ }_{28}^{58}$ | $\begin{aligned} & 58 \\ & 38 \% \\ & \hline \end{aligned}$ | 10\% | 74 29 |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{100 \%}^{256}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20- \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 163 | 242 | 174 | 111 | 54 | 66 | 140 | 169 | 96 | 223 | 50 | 104 | 116 | 147 | 142 | 205 | 186 | 50 | 222 |
| Weighted Base | 401 | 208* | 193 | 126 | 97* | 82* | $96 *$ | $142^{*}$ | 172* | 87* | 135 | 54* | 182* | 119* | 157* | 125* | 223 | 162* | $58 * *$ | 245 |
| Definitely/Somewhat Yes (Net) | 150 ${ }^{3} \%$ | $\begin{aligned} & 90 \\ & 43 \% \\ & \text { che } \end{aligned}$ | 30 $31 \%$ | 51\% | 36\% | 25 $31 \%$ | 36\% | 67 $47 \%$ | 47\% | ${ }^{36} 41 \%$ | 50 | $\stackrel{22}{41 \%}$ | 70 39 | 36\% | $\begin{aligned} & 73 \\ & 47 \% \\ & \text { np } \end{aligned}$ | 40\% | 82\% | 40\% | 43 73 | 109 $44 \%$ |
| Definitely yes | ${ }_{27}^{87 \%}$ | 51\% | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 28\% | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | 20\% | 219\% | $\begin{aligned} & 24 \% \end{aligned}$ | ${ }_{22}^{25}$ | ${ }_{21}^{28}$ | $\begin{aligned} & 10 \% \\ & 19 \% \end{aligned}$ | 44\% | 17 $14 \%$ | $\begin{gathered} 50 \\ 32 \% \\ \mathrm{NP} \end{gathered}$ | $\begin{aligned} & \text { 20 } \\ & 16 \% \end{aligned}$ | 20\% | 43\% | 20\% | 62\% |
| Somewhat yes | $\begin{aligned} & 62 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & \text { 288 } \\ & \text { 23\% } \end{aligned}$ | 9\% | ${ }^{8} 0 \%$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & \text { 185 } \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & \text { 13\% } \\ & \hline 1 \end{aligned}$ | 14\% | 22 $16 \%$ | ${ }_{22}^{12}$ | 27 $15 \%$ | 19 | 23 | 20\% | 17\% | 22\% | 23\% | 19\% |
| Definitely/Somewhat No (Net) | ${ }^{98} 8$ | 60\% | ${ }^{38}{ }^{2} \%$ | 239 | 21\% | 30\% | 19\% | ${ }^{26} 18$ | 53 $31 \%$ $h$ | 192\% | 31 | 110\% | 539\% | $\begin{aligned} & 38 \\ & 32 \% \\ & \hline \end{aligned}$ | 24\% | $\begin{gathered} 36 \\ 29 \% \\ \hline \end{gathered}$ | 60\% | 33 $21 \%$ | 10\% | ${ }_{22} 21$ |
| Somewhat no | 14\% | 17\% | 22\% | 18\% | $11 \%$ | 182\% | ${ }_{12}^{12}$ | ${ }^{18}{ }^{18}$ | 19\% | ${ }^{8} \%$ | ${ }_{11 \%}^{15}$ | 10\% | 31\% | 22\% | ${ }_{10}^{10}$ | 21\% | 17\% | 16\% | 5\% | 16\% |
| Definitely no | 40\% | 24\% | 15 8 \% | ${ }^{11} 9$ | 10\% | 12 | 7\% | ${ }^{8} \%$ | 21 $12 \%$ | 11 $13 \%$ | $\begin{aligned} & 16 \\ & 12 \% \\ & \text { 12\% } \end{aligned}$ | * ${ }_{\text {\% }}$ | 23 $12 \%$ | $\begin{gathered} 17 \\ 14 \% \\ 0 \end{gathered}$ | ${ }_{5}^{8}$ | 15 $12 \%$ | 23 $10 \%$ | 17 $10 \%$ | 5\% | $\stackrel{13}{5 \%}$ |
| I am not familiar with this company | ${ }^{154} 38$ | 58\% | $\begin{aligned} & 96 \\ & 50 \% \\ & B \end{aligned}$ | ${ }^{46} 7$ | $42 \%$ | 27 3 \% | 41 | 49\% | $72 \%$ | 32 | 53\% | 21 40 | 58\% | 44\% | 60 $38 \%$ | 499\% | 80\% | 64 $39 \%$ | ${ }_{10}^{6} \%$ | 84\% |
| Sigma | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | ${ }^{58} 80$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 161 | 245 | 169 | 123 | 62 | 52 | 144 | 156 | 106 | 208 | 60 | 120 | 137 | 146 | 123 | 216 | 177 | 43 | 230 |
| Weighted Base | 397 | 201* | 196 | $120 *$ | 117* | 97* | $63^{* *}$ | 142* | $168{ }^{*}$ | 87* | 112 | 70* | 205* | 127* | $164 *$ | 105* | 244 | 143* | $54^{* *}$ | 246 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 271 \\ 68 \% \end{gathered}$ | $\begin{gathered} 132 \\ \quad 66 \% \end{gathered}$ | $140$ | ${ }^{59} 9$ | $\begin{aligned} & 84 \\ & 72 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 79 \\ & 82 \% \\ & \text { D } \end{aligned}$ | 49\% | 102 | ${ }^{117} 70 \%$ | 52\% | $\begin{aligned} & 67 \\ & 60 \% \end{aligned}$ | 488\% | $\begin{gathered} 150 \\ 73 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 88 \\ & 69 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 128 \\ \underset{P}{88 \%} \end{gathered}$ | $\begin{aligned} & 55 \\ & 52 \% \end{aligned}$ | 179 $73 \%$ | $\begin{aligned} & 91 \\ & 64 \% \end{aligned}$ | 39\% | 170 $69 \%$ |
| Definitely yes | ${ }^{155} 39$ | 76\% | 79 | 31 $26 \%$ | $\begin{gathered} 51 \\ { }^{44 \%} \\ \hline \end{gathered}$ | $\begin{aligned} & 54 \\ & 56 \% \\ & \mathrm{D} \end{aligned}$ | 19 $30 \%$ | 559\% | 73 $44 \%$ | 27 $31 \%$ | 43 38 | ${ }^{22} 1 \%$ | 87\% | 488 | 75 $46 \%$ $p$ | 31 | 1064 | ${ }_{34 \%}$ | 26\% | 97\% |
| Somewhat yes | ${ }_{29 \%}^{116}$ | ${ }_{28}^{58 \%}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | 23\% | $\begin{aligned} & 33 \% \\ & 28 \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 30 \\ & 48 \% \end{aligned}$ | ${ }_{33}^{46}$ | ${ }_{24}^{46 \%}$ | 26\% | $\begin{gathered} 224 \\ 22 \end{gathered}$ | $\begin{aligned} & 26 \\ & 37 \% \\ & k \end{aligned}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 32 \% \end{aligned}$ | 24\% | 72 30 | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | 13 $24 \%$ | 74 $30 \%$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 75 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{46}$ | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | 34\% | 22\% | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 19 \% \end{aligned}$ | 20\% | 31\% | $\begin{aligned} & \text { 14\% } \end{aligned}$ | $\begin{aligned} & 21 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | 11 20 | 20\% |
| Somewhat no | ${ }_{15}^{45}$ | 27 $13 \%$ | ${ }^{18} 9$ | 22\% | 13 $11 \%$ | ${ }_{5}^{4}$ | ${ }_{6}^{6}$ | 15 $11 \%$ | 23 $14 \%$ | ${ }^{8} \%$ | $\stackrel{9}{8 \%}$ | 11\% | ${ }^{28} 14 \%$ | 19 | ${ }^{15} 9$ | $11 \%$ | 26 $11 \%$ | 19\% | 10\% | 31 $13 \%$ |
| Definitely no | ${ }^{30} \%$ | 199\% | 11 5 | 8\% | ${ }_{5}^{6}$ | $9{ }_{9}$ | ${ }_{9}^{6} \%$ | ${ }_{3}^{4}$ | 11\% | 14 $16 \%$ $H$ | ${ }^{10} 9$ | ${ }_{8 \%}^{6}$ | 14\% | ${ }^{11} 9$ | 5\% | $\stackrel{10}{9 \%}$ | 17\% | ${ }_{6}^{9}$ | ${ }_{2 \%}$ | 18\% |
| I am not familiar with this company | $\begin{aligned} & 51 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \\ & \hline \end{aligned}$ | 27 $14 \%$ | $\begin{aligned} & 30 \\ & 25 \% \\ & \text { EF } \end{aligned}$ | 14\% | 5 | 3 | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 13 $15 \%$ | $\begin{gathered} \frac{26}{23} \% \\ { }_{2} \end{gathered}$ | 13\% | 14\% | 9\% | 12\% | $\begin{gathered} 29 \\ \text { 28\% } \\ \text { NO } \end{gathered}$ | ${ }^{22} 9$ | $\begin{aligned} & 24 \\ & 17 \% \\ & \text { q } \end{aligned}$ | ${ }_{8 \%}$ | ${ }_{11 \%}{ }^{26}$ |
| Sigma | $\begin{aligned} & 397 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 870\% | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | 100\% | 205\% | 127 $100 \%$ | 164 $100 \%$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 544 | 246 $100 \%$ |




Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 167 | 238 | 160 | 116 | 69 | 60 | 146 | 151 | 108 | 214 | 50 | 117 | 119 | 140 | 146 | 230 | 163 | 49 | 217 |
| Weighted Base | 420 | $210 *$ | 210 | 116* | 102* | $103 *$ | $100^{*}$ | $161 *$ | 162* | 97* | 129 | 55** | 210* | 121* | 154* | 145* | 258 | 150* | $62^{* *}$ | 249 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 173 \\ 41 \% \end{gathered}$ | $\begin{gathered} 113 \\ 54 \% \\ C \end{gathered}$ | ${ }_{20}^{60}$ | $\begin{aligned} & 47 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 44 \% \end{aligned}$ | $48 \%$ | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 75 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 40 \% \end{aligned}$ | 33 34 | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 52 \% \\ & \mathrm{~K} \end{aligned}$ | 55 ${ }^{\text {4 }}$ | 71 46 | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | 114 $44 \%$ | 56\% | 41 65 | 120 $48 \%$ |
| Definitely yes | 100 $24 \%$ | 58\% | 410\% | 159 | 23 | $\begin{gathered} 32 \\ 31 \% \\ \text { B1\% } \end{gathered}$ | $\begin{aligned} & 30 \\ & 30 \% \\ & \text { D } \end{aligned}$ | 38\% | 41 25 | 21 21 | 17 $13 \%$ | 14 $26 \%$ | $\begin{aligned} & \text { }{ }_{33}^{63} \\ & { }_{K}^{2} \end{aligned}$ | $\stackrel{27}{22 \%}$ | 45 | ${ }^{28} 9$ | 59\% | 417\% | 17\% | 71 29 |
| Somewhat yes | $\begin{aligned} & 73 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 26 \% \\ & C \end{aligned}$ | ${ }^{19} 9$ | $\begin{gathered} 32 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{gathered} 22 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 16 \\ & \begin{array}{l} 16 \% \\ \mathrm{~g} \end{array} \end{aligned}$ | $3{ }_{3}$ | 38 $24 \%$ | 24\% | ${ }_{12}^{12}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\stackrel{8}{14 \%}$ | ${ }^{40} 9$ | ${ }_{23}^{28}$ | 26\% | 19\% | $\stackrel{55}{21 \%}$ | 16\% | 23 ${ }_{38}$ | 49\% |
| Definitely/Somewhat No (Net) | ${ }_{20}^{84}$ | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 18\% } \end{aligned}$ | $\begin{gathered} 37 \\ 32 \% \\ \text { EFg } \end{gathered}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 28 \% \\ & i j \end{aligned}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | 26\% | ${ }_{22}^{12}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | 29\% | 35\% | 51\% | 30\% | ${ }^{18} 9$ | 23\% |
| Somewhat no | 54\% | 33 $16 \%$ | 21 $10 \%$ | $\begin{aligned} & \frac{25}{25} \\ & \begin{array}{c} 1 \% \end{array} \\ & \mathrm{Eg}^{2} \end{aligned}$ | $8 \%$ | $12 \%$ | 9\% | 30 $18 \%$ | ${ }_{1}^{22} \times$ | $3{ }_{3}$ | 10\% | 14\% | 36 $17 \%$ $k$ | $12 \%$ | $1{ }^{16} \%$ | 25\% | 32\% | 21 $14 \%$ | 130\% | 40\% |
| Definitely no | ${ }^{29} \%$ | ${ }^{13}$ | ${ }^{16} \%$ | $\begin{aligned} & 12 \\ & 10 \% \\ & \text { for } \end{aligned}$ | $9 \%$ | ${ }_{2 \%}$ | ${ }_{6}^{6}$ | ${ }^{15} 9$ | ${ }_{3}^{5}$ | 10\% | $\begin{aligned} & 16 \\ & \begin{array}{l} 12 \% \\ M \end{array}{ }^{2} \end{aligned}$ | 5\% | ${ }_{3}^{7}$ | ${ }_{5}^{6} \%$ | 12\% | ${ }^{11} \%$ | 19\% | $9{ }_{6}$ | 5\% | ${ }^{16}$ \% |
| I am not familiar with this company | ${ }^{164} 39$ | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 112 \\ 54 \% \\ B \end{gathered}$ | 28\% | 39\% | 40\% | $\begin{aligned} & 52 \\ & 52 \% \\ & \text { 52\% } \end{aligned}$ | ${ }^{41} 25 \%$ | $\begin{gathered} 71 \\ 44 \% \\ H \end{gathered}$ | $\begin{aligned} & 52 \\ & 53 \% \\ & { }_{H} \end{aligned}$ | $\begin{aligned} & 64 \\ & 499 \% \\ & M \end{aligned}$ | 21 $38 \%$ | 59\% | 479\% | 54\% | 62\% | ${ }^{93} 9$ | 64\% | $\stackrel{4}{6 \%}$ | 73 $29 \%$ |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 100\% | 210\% $100 \%$ | 121 $100 \%$ | 154 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 620\% | 240\% |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/IJJ-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 397 | 148 | 249 | 172 | 98 | 67 | 60 | 139 | 170 | 88 | 206 | 66 | 101 | 105 | 158 | 134 | 202 | 178 | 37 | 222 |
| Weighted Base | 393 | $187 *$ | 206 | 128 | 87* | $100^{*}$ | 78** | $128{ }^{*}$ | 181* | $84^{*}$ | 121 | 78* | 160* | 105* | $158{ }^{*}$ | $130^{*}$ | 216 | 157* | $42^{* *}$ | 242 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | ${ }_{39}^{152}$ | $\begin{gathered} 85 \\ 46 \% \\ c \end{gathered}$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | $47 \%$ | $\begin{aligned} & 42 \\ & 48 \% \end{aligned}$ | 32\% | $\begin{aligned} & 30 \% \\ & 39 \% \end{aligned}$ | $\begin{gathered} 59 \\ 46 \% \\ j \end{gathered}$ | 790\% | ${ }_{23}^{23} \%$ | $\begin{aligned} & 44 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 38 \% \end{aligned}$ | 70 $44 \%$ | 38\% | $\begin{gathered} 69 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 35 \% \end{aligned}$ | 98\% | 52\% | 19 $46 \%$ | 91\% |
| Definitely yes | ${ }^{69} 8$ | 19\% | 34 $16 \%$ | 21 16 | 20 23 | 17\% | 114\% | $\stackrel{22}{17 \%}$ | 34\% | 13 $16 \%$ | 17 $14 \%$ | 159\% | 35\% | ${ }_{16}^{15 \%}$ | 34\% | 19\% | 45\% | 24\% | ${ }_{12}^{5}$ | 55\% |
| Somewhat yes | ${ }_{21}^{83}$ | $\underset{\mathrm{C}}{50}{ }_{2}^{50}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | 26 | $\begin{aligned} & 262 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | 199\% | $\begin{aligned} & 37 \\ & 29 \% \end{aligned}$ | 20\% | $\begin{aligned} & 10 \% \\ & 12 \% \end{aligned}$ | ${ }_{22}^{27}$ | $\begin{aligned} & 14 \\ & { }^{19 \%} \end{aligned}$ | 22\% | 22 21 | 22\% | 26\% | 53\% | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | 14 ${ }_{3}^{14}$ | 45 $19 \%$ |
| Definitely/Somewhat No (Net) | 26\% | $\begin{aligned} & 55 \\ & 29 \% \\ & \hline \text { 29 } \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 32 \\ 25 \% \\ e \end{gathered}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 23 \% \end{aligned}$ | $\text { 20 } 26 \%$ | 28\% | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | 20\% | ${ }_{26}^{26 \%}$ | 12 $15 \%$ | ${ }_{21}^{46 \%}$ | 29 ${ }_{\text {27 }}$ | 23 $14 \%$ | $\begin{gathered} 35 \\ 27 \% \\ 0 \end{gathered}$ | 45\% | 34 $21 \%$ | 11 $26 \%$ | 61 $25 \%$ |
| Somewhat no | 19\% | $\begin{aligned} & 34 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | 15\% | 22 $\substack{17 \% \\ E}$ | 5\% | $14 \%$ | 11\% | 17\% | 24\% | 10\% | $\stackrel{13}{11 \%}$ | 5\% | ${ }^{28} 17 \%$ | $19 \%$ | ${ }_{10}^{16}$ | $14 \%$ | 30 $14 \%$ | ${ }^{13} 8$ | 17\% | 36\% |
| Definitely no | ${ }^{37} 9$ | 21\% | ${ }^{16}{ }_{8 \%}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | ${ }_{8 \%}^{7}$ | ${ }_{8 \%}^{8}$ | 11 $15 \%$ | ${ }^{11} 9$ | ${ }_{8 \%}^{14}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | ${ }_{9}^{7}$ | ${ }^{13} 8$ | $9{ }_{9}$ | ${ }_{4 \%}^{6}$ | $\begin{aligned} & 21 \\ & 16 \% \\ & 16 \end{aligned}$ | 14\% | 20 $13 \%$ | 10\% | 24\% |
| I am not familiar with this company | 155 $40 \%$ | ${ }^{47} 2$ | $\begin{gathered} 108 \\ 533 \\ B \end{gathered}$ | 49\% | 34 $39 \%$ | 45\% | 27 ${ }^{27}$ | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 49 \% \\ & h \end{aligned}$ | 51 $42 \%$ | $\begin{aligned} & 36 \\ & 47 \% \\ & \mathrm{~m} \end{aligned}$ | 49\% | 39 | ${ }^{66}$ 42\% | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | 73 $34 \%$ | $\begin{gathered} 71 \\ 45 \% \\ \mathrm{q} \end{gathered}$ | 128\% | 822 |
| Sigma | $\begin{aligned} & 393 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 1810\% | 844 | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 100\% | 100\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/IJ-K/LM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 161 | 247 | 157 | 122 | 63 | 66 | 141 | 172 | 95 | 214 | 54 | 113 | 133 | 148 | 127 | 220 | 175 | 43 | 228 |
| Weighted Base | 411 | 195* | 216 | 129* | 111* | 80* | 92* | 139* | 179* | 93* | 123 | 62* | 196* | $116{ }^{*}$ | $165 *$ | $130^{*}$ | 234 | 168* | $61 * *$ | 258 |
|  | ${ }_{69 \%}^{283}$ | ${ }^{143} \%$ | $\begin{aligned} & 140 \\ & 65 \% \end{aligned}$ | 822 | $\begin{gathered} 93 \\ \text { DFG }^{83} \% \end{gathered}$ | 50\% | $\begin{aligned} & 58 \\ & 64 \% \end{aligned}$ | ${ }^{107} 77$ | ${ }_{66 \%}^{118}$ | 58\% | ${ }_{62} 8$ | $\begin{gathered} 50 \\ 81 \% \\ k \end{gathered}$ | $\begin{aligned} & 139 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 65 \% \end{aligned}$ | ${ }^{118} 71 \%$ | 90\% | ${ }^{167}$ | $\begin{gathered} 113 \\ 67 \% \end{gathered}$ | 52 86 | $\begin{gathered} 178 \\ 69 \% \end{gathered}$ |
| Definitely yes | $\begin{gathered} 156 \\ 38 \% \end{gathered}$ | 77 ${ }^{79 \%}$ | 80\% | 44 34 | $\begin{gathered} 57 \\ 51 \% \\ \text { DG } \end{gathered}$ | 33 $41 \%$ | 23\% | 59 | ${ }_{39}^{69}$ | 29 $31 \%$ | 47\% | 21\% | 82\% | $47 \%$ | ${ }^{66}$ 40\% | 44\% | 90\% | 659\% | 35\% | 93 ${ }^{96 \%}$ |
| Somewhat yes | ${ }_{31 \%}^{127}$ | $\begin{aligned} & 666 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 28 \% \end{aligned}$ | 38\% | $\begin{aligned} & 36 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 39 \% \end{aligned}$ | ${ }_{34}^{48}$ | $\text { 49 } 27$ | $30 \%$ | ${ }_{29}^{36}$ | $\begin{gathered} 30 \\ \text { KM } \\ \hline \end{gathered}$ | ${ }_{27}^{59 \%}$ | ${ }_{24}^{28}$ | ${ }_{32}{ }^{2}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 73 \% \end{aligned}$ | ${ }_{28}^{48}$ | 17\% | ${ }_{33}{ }^{8}$ |
| Definitely/Somewhat No (Net) | ${ }_{25 \%}^{102}$ | ${ }_{23}^{45}$ | $\begin{aligned} & 567 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & e \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 28 \\ 28 \% \end{gathered}$ | $\begin{gathered} 31 \\ 34 \% \\ \text { E } \end{gathered}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | ${ }_{27}^{48}$ | ${ }_{\text {29 }}^{32} \mathrm{~h}$ | 34 $28 \%$ | 10\% | $\begin{aligned} & 47 \\ & 24 \% \end{aligned}$ | ${ }_{32}^{37}$ | 42\% | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | ${ }_{25}^{55}$ | ${ }_{26}^{46}$ | $\stackrel{9}{14 \%}$ | 66\% |
| Somewhat no | 59 $14 \%$ | 29 $15 \%$ | 30\% | 26\% | $12 \%$ | 114\% | 112\% | 15 | 19\% | 11. | 23 18 1 | 8\% | 30 | 22\% | 22\% | ${ }_{16}^{12}$ | 29 ${ }_{12}$ | ${ }^{28} 7$ | ${ }_{13}^{8} \%$ | 38\% |
| Definitely no | 42\% | 15 ${ }_{8}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | ${ }_{6}^{8}$ | ${ }_{3}^{4}$ | $\begin{gathered} 11 \\ 14 \% \\ \mathrm{e} \% \end{gathered}$ | $\begin{gathered} 20 \\ 22 \% \\ \text { DE } \end{gathered}$ | 10\% | $\stackrel{15}{8 \%}$ | $\begin{aligned} & \text { lig } \\ & \text { 199\% } \\ & \text { hi } \end{aligned}$ | ${ }^{11} 9$ | ${ }_{9}^{6}$ | ${ }^{17} 9$ | 15 $13 \%$ | 21 $12 \%$ | $\stackrel{7}{5 \%}$ | 27 $11 \%$ | ${ }^{16} 9$ | ${ }_{1}^{1 \%}$ | ${ }_{11 \%}$ |
| I am not familiar with this company | ${ }_{6}^{26}$ | 8 | ${ }^{18} 9$ | 13 $10 \%$ | $3 \%$ | ${ }^{8} 0 \%$ | 2\% | $8 \%$ | ${ }^{13} 7 \%$ | $5_{6}$ | $\stackrel{7}{7 \%}$ | ${ }_{2 \%}$ | 10 5 \% | $4{ }_{4}$ | 3\% | $\begin{aligned} & 17 \\ & 13 \% \\ & \text { nO } \end{aligned}$ | 12\% | 12\% | - | 14 5 |
| Sigma | $\begin{aligned} & 411 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \% \\ & 100 \% \end{aligned}$ | 61 100\% | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 158 | 254 | 167 | 112 | 73 | 60 | 144 | 177 | 91 | 226 | 55 | 102 | 114 | 151 | 147 | 209 | 190 | 46 | 208 |
| Weighted Base | 379 | $177^{*}$ | 201 | 116* | 92* | $93^{*}$ | 78** | $127 *$ | 176* | 76* | 131 | 66* | 159* | $116{ }^{*}$ | $148{ }^{*}$ | 114* | 216 | 156* | $53^{*}$ | 228 |
| Definitely/Somewhat Yes (Net) | 264 70 | $\begin{aligned} & 132 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 81 \% \end{aligned}$ | $74 \%$ | $\begin{aligned} & 115 \\ & 66 \% \end{aligned}$ | 55\% | ${ }_{66 \%}^{86}$ | $\begin{aligned} & 44 \% \\ & 67 \end{aligned}$ | $\underset{\mathrm{k}}{122}$ | $\begin{aligned} & 84 \% \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 73 \% \end{aligned}$ | 72 63 | $\begin{aligned} & 156 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 104 \\ 67 \% \end{gathered}$ | ${ }^{38} 1 \%$ | ${ }^{166}$ 73\% |
| Definitely yes | ${ }^{155} 41 \%$ | ${ }^{66} \%$ | 89 | $38{ }^{3} \%$ | 37 $41 \%$ | $35 \%$ | 45\% | 52 | 76 $43 \%$ | ${ }^{27} 9$ | 57 $44 \%$ | ${ }^{15} 23$ | 75 ${ }^{48} \mathrm{~L}$ | 482\% | 72 $49 \%$ | 35\% | 92\% | 62\% | 22 $42 \%$ | 105 $46 \%$ |
| Somewhat yes | $\begin{gathered} 109 \\ 29 \% \end{gathered}$ | $\begin{gathered} 66 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 28 \end{aligned}$ | $\begin{gathered} 29 \\ 31 \end{gathered}$ | $\begin{aligned} & 30 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 23 \% \end{aligned}$ | ${ }_{33}^{42}$ | 329\% | ${ }^{28}{ }^{3} \%$ | $29$ | $\begin{aligned} & 29 \\ & 44 \% \\ & { }_{k}^{29} \end{aligned}$ | $\begin{aligned} & 47 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 30 \% \end{aligned}$ | ${ }_{23}^{48}$ | 159\% | ${ }^{62}$ 27\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | $\begin{aligned} & 81 \% \\ & 21 \% \end{aligned}$ | 32\% | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | 25\% | 21 21 | $\stackrel{21}{22 \%}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | ${ }^{45} \%$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $27 \%$ | 199\% | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | 26\% | 29\% | 27\% | ${ }_{22}^{47}$ | $\begin{aligned} & 322 \\ & 21 \% \end{aligned}$ | ${ }_{23}^{12}$ | 27\% |
| Somewhat no | ${ }_{12}^{46}$ | 24\% | 22 $11 \%$ | 16 $14 \%$ | 18\% | ${ }^{8} \%$ | ${ }_{5}^{4}$ | 17 13 $j$ | $\begin{aligned} & 26 \\ & 15 \% \\ & \text { jo } \end{aligned}$ | $3{ }^{3}$ | ${ }^{12} 9$ | $12 \%$ | 20\% | ${ }_{16}^{18}$ | $\stackrel{16}{11 \%}$ | 12 $11 \%$ | 25 ${ }^{2}$ | 19\% | 17\% | 29\% |
| Definitely no | ${ }^{35} 9$ | 14 8 | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\stackrel{9}{8 \%}$ | $3{ }_{3}^{3}$ | $\begin{aligned} & 13 \\ & 14 \% \\ & \text { E } \end{aligned}$ | 11\% | $7 \%$ | 18 $10 \%$ | 11 $14 \%$ $h$ | $14 \%$ | $\stackrel{7}{7} \%$ | 9\% | $8 \%$ | ${ }^{13} 9$ | 14 | 22\% | ${ }^{13} 8$ | $\stackrel{3}{6 \%}$ | ${ }^{18} 8$ |
| I am not familiar with this company | ${ }^{33} 9$ | 7 | $\begin{aligned} & 26 \\ & 13 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \\ & \text { Ef } \end{aligned}$ | 5\% | $7{ }_{8 \%}$ | * | ${ }^{10} 80$ | ${ }^{16} 9$ | ${ }_{7}^{7}$ | $\begin{aligned} & 18 \\ & 14_{14 \%}^{19} \end{aligned}$ | 3\% | ${ }_{5}^{8}$ | 7\% | 11\% | 16 $14 \%$ | ${ }^{13} 6$ | $\begin{aligned} & 19 \\ & 12 \% \\ & \mathrm{q} \end{aligned}$ | 3\% | ${ }^{15} 7$ |
| Sigma | $\begin{aligned} & 379 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 766\% | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{2208}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Wave } 13 \\ & (501201 \\ & (5 / 22) \end{aligned}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathrm{k} \\ & \$ 75 \mathrm{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 157 | 246 | 167 | 104 | 70 | 62 | 144 | 172 | 87 | 200 | 57 | 125 | 124 | 122 | 157 | 222 | 171 | 33 | 217 |
| Weighted Base | 430 | 205* | 225 | 134* | 102* | 104* | 90* | 145* | $206 *$ | 79* | 122* | $68^{*}$ | 219* | $118{ }^{*}$ | 154* | 158* | 259 | 165* | 45** | 259 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 252 \\ 59 \% \end{gathered}$ | $\begin{gathered} 122 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 57 \% \\ & \hline \mathrm{G} \% \end{aligned}$ | $\begin{gathered} 78 \\ 76 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & \text { 699} \\ & 66 \mathrm{G} \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 344 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & \text { 39\% } \end{aligned}$ | $\begin{gathered} 138 \\ 63 \% \end{gathered}$ | $\begin{gathered} 69 \\ 59 \% \end{gathered}$ | $\begin{gathered} 110 \\ \substack{71 \%} \end{gathered}$ | $\begin{aligned} & 73 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 158 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 66 \% \end{aligned}$ | 171 68 |
| Definitely yes | ${ }^{133} 31 \%$ | 61 30 | 72\% | $\begin{gathered} 47 \\ 35 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 39 \\ & 399 \% \\ & \text { B } \end{aligned}$ | 30\% | ${ }_{16}^{18}$ | 43 30 | 67 $33 \%$ | 23 29 | 36\% | 19\% | 75 $34 \%$ | $3{ }^{36}$ | 52 34 | 44\% | 79 $31 \%$ | 532\% | 17 $38 \%$ | 93 ${ }^{36}$ |
| Somewhat yes | $\begin{gathered} 119 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | 59\% | $2{ }^{2} 2{ }^{2}$ | $\begin{gathered} 39 \\ 38 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 39 \\ & 38 \% \\ & d G \end{aligned}$ | 13 $14 \%$ | 40\% | 37 ${ }_{\text {3 }}$ | 12 | $\begin{aligned} & 384 \% \\ & 28 \end{aligned}$ | 21 $30 \%$ | 29\% | 33\% | 588\% | 29 $18 \%$ | ${ }^{78} 8$ | 41 ${ }^{25}$ | 13 $28 \%$ | 78 $30 \%$ |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | ${ }_{29 \%}^{126}$ | $\begin{aligned} & 76 \\ & 37 \% \\ & C \end{aligned}$ | ${ }^{52} 22 \%$ | $\begin{aligned} & 38 \\ & 29 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | 25\% | $\begin{gathered} 48 \\ 53 \% \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | 53\% | $\begin{aligned} & 27 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 33 \% \end{aligned}$ | 28\% | $\begin{aligned} & 35 \\ & \text { 29\% } \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 43 \% \\ & \hline 0 \end{aligned}$ | ${ }^{69} 9$ | 54\% | ${ }_{3}^{15}$ | 72\% |
| Somewhat no | ${ }^{69} 16 \%$ | 24 C | 25 $11 \%$ | 20\% | 11\% | 8\% | $\begin{aligned} & 23 \\ & \begin{array}{l} 26 \% \\ \text { eF } \end{array} . \end{aligned}$ | 29\% | ${ }^{28} 1{ }^{13}$ | $12 \%$ | ${ }^{15}$ | ${ }_{12}{ }^{2}$ | 19\% | $19 \%$ | ${ }^{14} 9$ | $\begin{aligned} & 36 \\ & 23 \% \\ & { }_{0} \end{aligned}$ | ${ }^{36}$ 14\% | 32\% | 127\% | ${ }^{46} 8$ |
| Definitely no | ${ }^{58}{ }^{13}$ | ${ }^{32} 16 \%$ | ${ }^{25} 11 \%$ | ${ }^{11} 9$ | $4{ }_{4}^{4}$ | $\begin{gathered} 17 \\ 17 \% \\ \text { e } \end{gathered}$ | $\begin{aligned} & 25 \\ & 27 \% \\ & \text { DE } \end{aligned}$ | 172\% | ${ }_{12 \%}{ }_{12}$ | ${ }^{15} 9$ | ${ }^{16} 13$ | $\begin{aligned} & 14 \\ & { }_{21} \% \\ & m \end{aligned}$ | ${ }^{20} 9$ | ${ }^{15} 13$ | 10\% | $\begin{aligned} & 32 \\ & 20 \% \\ & \hline \end{aligned}$ | 34 $13 \%$ | 22 $13 \%$ | $\stackrel{3}{6 \%}$ | 26 $10 \%$ |
| I am not familiar with this company | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | ${ }_{3 \%}^{7}$ | $\begin{gathered} 45 \\ 20 \% \\ \text { B } \end{gathered}$ | 19 $14 \%$ | 8\% | 10\% | 13 $15 \%$ | ${ }^{15} 11 \%$ | 19\% | $\begin{aligned} & 17 \\ & \begin{array}{l} 12 \\ 22 \% \end{array} \end{aligned}$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 18 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | ${ }_{9 \%}^{6}$ | ${ }^{19} 9$ | 14 | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | ${ }_{11}^{18}$ | * | ${ }^{16}$ 6\% |
| Sigma | $\begin{aligned} & 430 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | 219 $100 \%$ | 118 $100 \%$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{100 \%}^{259}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 145 | 262 | 173 | 101 | 57 | 76 | 140 | 178 | 89 | 226 | 61 | 95 | 129 | 140 | 138 | 186 | 204 | 34 | 232 |
| Weighted Base | 406 | 189* | 217 | 124* | $93^{*}$ | 77* | 112* | $127 *$ | 194* | $86^{*}$ | 128 | 70* | 179* | 149* | $138 *$ | 119* | 190* | 199* | $50^{* *}$ | 275 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\stackrel{228}{56 \%}$ | $\begin{gathered} 100 \\ 53 \% \end{gathered}$ | $\begin{gathered} 128 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 61 \% \\ & { }_{F} \end{aligned}$ | $\begin{aligned} & \text { 666 } \\ & 700 \% \\ & \mathrm{Fg} \end{aligned}$ | 299\% | $58$ | $\begin{aligned} & 77 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 107 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 52 \% \end{aligned}$ | 822 | $\begin{aligned} & 36 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 55 \% \end{aligned}$ | 83\% | $\begin{aligned} & 80 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 57 \% \\ & \hline \end{aligned}$ | $\stackrel{112}{59 \%}$ | $\begin{gathered} 106 \\ 53 \% \end{gathered}$ | 79\% | 162 $59 \%$ |
| Definitely yes | 100 | 22\% | 57 $26 \%$ | 39\% | $\begin{aligned} & 32 \\ & 35 \% \\ & \text { fg } \end{aligned}$ | 13 $16 \%$ | 19\% | 35\% | 22\% | 22 26 | 41 32 | ${ }^{16} 2{ }^{2}$ | 32\% | 37 $25 \%$ | 36\% | 26\% | 50\% | ${ }^{48}{ }^{24}$ | 17 $35 \%$ | 69\% |
| Somewhat yes | ${ }_{32}^{129}$ | $\begin{aligned} & 57 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 40 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $39 \%$ | $\begin{aligned} & 43 \% \\ & 33 \end{aligned}$ | ${ }_{33}^{65}$ | $\text { 22 } 26 \%$ | ${ }_{31}^{43 \%}$ | $\begin{aligned} & 21 \\ & 30 \% \end{aligned}$ | ${ }_{39}^{53}$ | 28\% | 34\% | $\begin{aligned} & 46 \% \end{aligned}$ | ${ }_{3}^{62}$ | ${ }^{59} 8$ | 22 $44 \%$ | 92\% |
| Definitely/Somewhat No (Net) | ${ }_{36 \%}^{146}$ | $\begin{aligned} & 78 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | 21 23 | $\begin{gathered} 37 \\ 48 \% \\ \hline \text { E } \end{gathered}$ | $\begin{gathered} 44 \\ 42 \% \\ e \end{gathered}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 36 \% \end{aligned}$ | 37 | $\begin{aligned} & 322 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \\ & 46 \% \\ & 46 \% \end{aligned}$ | ${ }_{37}^{66}$ | $\begin{aligned} & 61 \% \\ & 41 \% \end{aligned}$ | 47 $34 \%$ | 339 | 65 $34 \%$ | 758\% | 10\% | 94\% |
| Somewhat no | ${ }^{88}{ }^{2} \%$ | 45\% | 44\% | 23 $18 \%$ | 179\% | 21\% | 27 $24 \%$ | 20\% | 46\% | 226\% | ${ }_{13}^{16}$ | ${ }_{\text {22 }}^{31} \times$ | 40 23\% $k$ | ${ }^{43}{ }_{P}{ }^{\text {\% }}$ | 21\% | 17 $14 \%$ | 22\% | ${ }_{21} 1 \%$ | 16\% | 62\% |
| Definitely no | 58 $14 \%$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 18 \\ 14 \% \\ \mathrm{e} \end{gathered}$ | $4 \%$ | $\begin{aligned} & 16 \\ & 21 \% \\ & { }_{2} \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \\ & e \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 23 $12 \%$ | 15\% | ${ }^{16}$ 13\% | 11 $15 \%$ | 26 $14 \%$ | ${ }_{12}^{18}$ | ${ }_{13}^{18}$ | 22\% | 23 $12 \%$ | 34\% | $\stackrel{2}{4 \%}$ | 33 $12 \%$ |
| I am not familiar with this company | 32\% | ${ }^{17} 9$ | 15\% | $8 \%$ | ${ }_{6}^{6}$ | 10 $13 \%$ | 7 | 9\% | ${ }^{18} 9$ | $5{ }_{5}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }_{2 \%}$ | ${ }^{15} 8$ | 9\% | 11 8 \% | $12 \%$ | 13\% | ${ }^{18}{ }_{9}{ }^{\text {\% }}$ | * ${ }^{\text {\% }}$ | 19\% |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | 860\% | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | 500\% | 275 $100 \%$ |


Overlap formulae used. * small base; ** very small base (under 30 ) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 392 | 150 | 242 | 161 | 103 | 75 | 53 | 120 | 177 | 95 | 200 | 55 | 111 | 124 | 129 | 139 | 202 | 177 | 37 | 216 |
| Weighted Base | 394 | 181* | 213 | 119* | 101* | $100^{*}$ | 73** | 121* | 202* | 70* | 106 | 70* | 190* | 109* | $147^{*}$ | $137^{*}$ | 222 | 157* | 44** | 253 |
| Definitely/Somewhat Yes (Net) | ${ }_{66 \%}^{259}$ | $\begin{gathered} 133 \\ \underset{C}{73} \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 64 \% \end{aligned}$ | $70 \%$ | $\begin{aligned} & 65 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 78 \% \\ & \text { iif } \end{aligned}$ | $\begin{gathered} 133 \\ 66 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 32 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 61 \% \end{aligned}$ | ${ }^{134} 71 \%$ | $69$ | $\begin{gathered} 111 \\ \stackrel{75}{75} \end{gathered}$ | $\begin{aligned} & 80 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 62 \% \end{aligned}$ | 33 76 | 174 $69 \%$ |
| Definitely yes | $\begin{gathered} 134 \\ 34 \% \end{gathered}$ | $\begin{gathered} 73 \\ 40 \% \\ c \end{gathered}$ | 619\% | 359\% | $38 \%$ | 29\% | 32 44 | 36 38 | 388\% | 10 | ${ }_{31}^{32}$ | 22 $32 \%$ | 72\% | $38{ }^{3} \%$ | ${ }_{4}^{42}{ }_{P}$ | 33 $24 \%$ | 86\% | 44\% | 19 $44 \%$ | 89\% |
| Somewhat yes | ${ }_{32 \%}^{125}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $49 \%$ | $\text { 55 } 27 \%$ | 21 30 | $\begin{aligned} & 34 \% \\ & 32 \% \end{aligned}$ | 20\% | ${ }_{33}^{63}$ | 30\% | $\begin{aligned} & 43 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 53 \% \end{aligned}$ | 142\% | ${ }_{34}^{85}$ |
| Definitely/Somewhat No (Net) | $\begin{gathered} 113 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 78 \\ 37 \% \\ B \end{gathered}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 34 \end{aligned}$ | $\begin{aligned} & 18 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & \text { 160 } \\ & \text { 16 } \end{aligned}$ |  | $\begin{aligned} & 27 \\ & 38 \% \\ & H \end{aligned}$ | $\begin{aligned} & 31 \\ & 30 \% \end{aligned}$ | ${ }_{34}^{24}$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | 37 $34 \%$ 0 | 20\% | $\begin{gathered} 46 \\ 34 \% \\ 0 \end{gathered}$ | ${ }_{26}^{58}$ | $\begin{aligned} & 53 \\ & 34 \% \end{aligned}$ | 10\% | 67\% |
| Somewhat no | 50 $13 \%$ | 22\% | ${ }^{28} 13 \%$ | 22\% | 13 13 | $11 \%$ | $\stackrel{4}{5 \%}$ | $\xrightarrow{13} 11 \%$ | 25\% | $12 \%$ | $\stackrel{12}{11 \%}$ | 10\% | 27 $14 \%$ | 21 19\% | 10\% | 19 | ${ }^{29} 13 \%$ | 21 $13 \%$ | 17\% | 34 $13 \%$ |
| Definitely no | $\begin{aligned} & 63 \\ & 16 \% \end{aligned}$ | ${ }^{12}$ | $\begin{gathered} 50 \\ 24 \% \\ { }_{B}^{2} \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $23 \%$ | $\begin{aligned} & 14 \% \\ & 19 \% \end{aligned}$ | ${ }_{6 \%}^{7}$ | $\underset{\text { H }}{4}$ | ${ }_{\text {20\% }}^{\substack{14 \\ H}}$ | 19 $18 \%$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | 26 $14 \%$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | 19 | 28\% | ${ }^{29} 13 \%$ | 32\% | $\stackrel{3}{6 \%}$ | 33 $13 \%$ |
| I am not familiar with this company | 22 6 | ${ }^{13} 7 \%$ | 9 | ${ }_{5}^{6}$ | 7\% | ${ }_{1}^{1 \%}$ | ${ }^{8} 1{ }^{\text {\% }}$ | $7 \%$ | 3 | $\begin{aligned} & 12 \\ & 17 \% \\ & \text { hl } \end{aligned}$ | $\begin{gathered} 8 \\ \mathrm{M}^{8} \% \end{gathered}$ | $\stackrel{3}{5 \%}$ | ${ }^{3}$ | $3{ }_{3}$ | 7 5 | ${ }^{12} 8$ | 9\% | 7 | ${ }_{1}{ }^{1}$ | ${ }^{12} 5$ |
| Sigma | $\begin{aligned} & 394 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | 202\% | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | 147 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 100\% | 253 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
CMP01_28 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Retail
Walmart
Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 414 | 155 | 259 | 181 | 106 | 64 | 63 | 133 | 177 | 104 | 228 | 65 | 98 | 128 | 147 | 139 | 206 | 195 | 34 | 222 |
| Weighted Base | 394 | 186* | 208 | 140 | 89* | 82* | $83^{*}$ | $127 *$ | 184* | 83* | 129 | $67^{*}$ | 179* | 119* | 149* | $127 *$ | 211 | 175* | $47^{* *}$ | 247 |
| Definitely/Somewhat Yes (Net) | 283 $72 \%$ | 127 68 | 155 75 | 99\% | $\begin{aligned} & 74 \\ & 83 \% \\ & \text { dff } \end{aligned}$ | $54 \%$ | 57\% | 90\% | ${ }^{130} 71 \%$ | 63 76 | 954\% | $\begin{gathered} 55 \\ 82 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{118} 86$ | ${ }^{88}$ | 106 $71 \%$ | 88\% | ${ }^{158}$ | 119 $68 \%$ | 72\% | 171 $69 \%$ |
| Definitely yes | $\begin{gathered} 193 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 110 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & \text { 65\% } \\ & \text { DF } \end{aligned}$ | $32 \%$ | $\begin{aligned} & 42 \\ & 51 \% \end{aligned}$ | 59\% | 814 | 43 | 54 | $\begin{aligned} & 344 \\ & 50 \% \end{aligned}$ | 86 | 57\% | $\begin{aligned} & 68 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 45 \% \end{aligned}$ | ${ }^{115} 5$ | 76 $43 \%$ | 23 $48 \%$ | 118 $48 \%$ |
| Somewhat yes | 90\% | 44\% | ${ }_{22}^{46}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\text { 22 } 27 \%$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 479 \\ \text { 27\% } \end{gathered}$ | 20\% | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | ${ }_{32}^{21}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 21 $17 \%$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | 31 25 | 430\% | 44\% | 11 $24 \%$ | ${ }^{53}$ |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | 77 $19 \%$ | 39 ${ }^{31}$ | 37 $18 \%$ | 30 $21 \%$ e | ${ }^{8} \%$ | $\begin{gathered} 21 \\ 25 \% \\ e \end{gathered}$ | ${ }^{18} 2{ }^{2}$ | ${ }^{22} 17 \%$ | 412\% | 14\% | 21 $17 \%$ | 11 $16 \%$ | 45\% | ${ }_{21}^{25}$ | 26\% | 26\% | ${ }_{19}{ }^{19}$ | 34 $19 \%$ | $\stackrel{4}{8 \%}$ | ${ }^{53}$ |
| Somewhat no | 10\% | 21\% | ${ }^{18} 9$ |  | $4{ }_{4}^{4}$ | 11\% | ${ }_{6}^{5}$ | 8\% | 28 hJ h | $3{ }^{3}$ | 4\% | ${ }_{9}^{6} \%$ | $\begin{aligned} & \text { 28 } \\ & 168 \% \\ & K \end{aligned}$ | 14 | ${ }^{12} 8$ | 13 $10 \%$ | 19\% | 20 $11 \%$ | 2 | 32 $13 \%$ |
| Definitely no | 10\% | 18\% | ${ }^{19} 9$ | 118\% | ${ }_{5 \%}^{4}$ | 10\% | 13 $15 \%$ | $14 \%$ | 13\% | 11 $13 \%$ | $\stackrel{16}{12 \%}$ | 5\% | ${ }^{17} 9$ | ${ }^{11} 9$ | ${ }^{14} 9$ | 13 $10 \%$ | 22\% | 14\% | ${ }_{4 \%}^{2}$ | 21\% |
| I am not familiar with this company | ${ }^{35} 9$ | 20 $11 \%$ | 15\% | 1180 | 8\% | ${ }_{9}^{8}$ | ${ }_{10}{ }^{\circ}$ | ${ }_{16}^{12 \%}$ | 13\% | ${ }_{7}^{6} \%$ | $\begin{aligned} & 12 \\ & 9 \end{aligned}$ | ${ }_{2 \%}^{1}$ | ${ }^{17} 9$ | ${ }_{5}^{6} \%$ | $\stackrel{16}{11 \%}$ | 12\% | 12\% | 22 $12 \%$ 9 | 19\% | 24\% |
| Sigma | $\begin{aligned} & 394 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 470\% | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ |


Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 416 | 166 | 250 | 166 | 130 | 67 | 53 | 135 | 165 | 116 | 222 | 66 | 106 | 139 | 122 | 155 | 220 | 180 | 45 | 226 |
| Weighted Base | 394 | $184 *$ | 210 | $127 *$ | 111* | 83* | 73** | $135 *$ | $174 *$ | 85* | 132 | $67^{*}$ | $180^{*}$ | $143{ }^{*}$ | $130 *$ | $121 *$ | 223 | 153* | 51* | 244 |
| Definitely/Somewhat Yes (Net) | $294 \%$ | $\begin{aligned} & 134 \% \\ & 73 \% \end{aligned}$ | ${ }^{160}$ | 81\% | $\begin{aligned} & 94 \\ & 95 \% \\ & 85 \% \end{aligned}$ | $74 \%$ | 55 | $\begin{gathered} 113 \\ 84 \% \\ 1 \end{gathered}$ | $\begin{gathered} 118 \\ 68 \% \end{gathered}$ | 63\% | $\begin{gathered} 103 \\ 78 \% \end{gathered}$ | $799$ | $\begin{aligned} & 134 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 113 \\ 79 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 104 \\ 80 \% \\ 80 \end{gathered}$ | $\begin{aligned} & 77 \\ & 64 \% \end{aligned}$ | ${ }_{73 \%}^{163}$ | $\begin{gathered} 122 \\ 80 \% \end{gathered}$ | 45 89\% | 182 75 |
| Definitely yes | ${ }^{178} 45$ | 79 $43 \%$ | 98\% | 488\% | 52\% | 36\% | 42\% | 65\% | 75\% | 38\% | 649\% L | 20\% | 899\% | 71 $50 \%$ p | 494\% p | 43\% | ${ }^{98}{ }^{\text {4 }}$ | 77 | 22 44 | 110 $45 \%$ |
| Somewhat yes | ${ }_{30 \%}^{117}$ | ${ }_{30}^{54}$ | $\begin{aligned} & 62 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 364 \\ & 26 \end{aligned}$ | $\begin{aligned} & 42 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $39 \%$ | $\begin{aligned} & 30 \\ & { }^{34} \% \\ & \text { kM } \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | ${ }_{29 \%}^{42}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | 284\% | ${ }^{65}{ }^{69 \%}$ | ${ }_{30}^{46}$ | 23 ${ }^{23}$ | 729\% |
| Definitely/Somewhat No (Net) | ${ }^{82} \%$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 162 } \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 28 \% \\ & \text { 2Hj } \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 22\% | ${ }^{45} 25$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 25 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 18 \\ & { }_{2}^{2} \end{aligned}$ | $\stackrel{5}{11 \%}$ | 25 |
| Somewhat no | 38\% | ${ }^{17} 9$ | 20\% | $\begin{aligned} & 24 \\ & 199 \% \\ & \text { Ef } \end{aligned}$ | $5{ }_{5}$ | ${ }_{6}{ }^{\text {\% }}$ | 3 | 9\% | 26 ${ }^{15}$ | $3{ }^{3}$ | ${ }_{5}^{6}$ | 4\% | 288\% | ${ }^{13} 9$ | 11\% | $14 \%$ | 26\% | ${ }^{10} 6$ | 11\% | 30 |
| Definitely no | ${ }^{45} 11 \%$ | 27 $14 \%$ | ${ }^{18}{ }_{9}{ }^{\text {a }}$ | $14 \%$ | ${ }_{7 \%}$ | 10\% | 13 $18 \%$ | ${ }^{10} 8$ | 24\% | ${ }_{10}^{12 \%}$ | 15 $11 \%$ | 11 $16 \%$ | ${ }_{9 \%}^{16}$ | ${ }^{13} 9$ | $14 \%$ | 17 $14 \%$ | 30 14 r c | ${ }_{6}^{9}$ | - | 25 |
| I am not familiar with this company | ${ }^{18} 4{ }^{4}$ | $7{ }_{4}^{7}$ | 11 5 | ${ }^{8} \%$ | $3{ }_{3}$ | $4{ }_{4}$ | ${ }_{3}^{2}$ | ${ }^{3} \%$ | $7{ }_{7}^{7}$ | $\begin{aligned} & 9_{9}^{8} \% \\ & \mathbf{H}^{\prime} \end{aligned}$ | $\begin{aligned} & 8 \\ & { }_{6 \%}^{6} \\ & \mathrm{~m} \end{aligned}$ | $3{ }^{3}$ | ${ }_{1}^{2}$ | ${ }_{3}{ }^{4}$ | $1 \%$ | $\begin{gathered} 13 \\ 11 \% \\ \text { NO } \end{gathered}$ | 3 | $\begin{aligned} & 13 \\ & { }_{8}^{8} \% \end{aligned}$ | * ${ }^{\text {\% }}$ | ${ }_{3 \%}$ |
| Sigma | $\begin{aligned} & 394 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 174 $100 \%$ | 100\% | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 143 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 5100\% | 244\% |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 417 | 171 | 246 | 186 | 109 | 71 | 51 | 151 | 171 | 95 | 231 | 61 | 101 | 119 | 148 | 150 | 202 | 200 | 37 | 211 |
| Weighted Base | 403 | 203* | 200 | 133 | 104* | 95* | 71** | $130 *$ | $180^{*}$ | $93^{*}$ | 139 | 71* | 170* | $110^{*}$ | $158{ }^{*}$ | $134 *$ | 206 | 186* | $48^{* *}$ | 218 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 273 \\ 68 \% \end{gathered}$ | $\begin{gathered} 130 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 72 \% \end{aligned}$ | 899 | $77$ | $\begin{aligned} & 65 \\ & 69 \% \end{aligned}$ | 42 | $\frac{98}{76 \%}$ | $\begin{gathered} 118 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 118 \\ 69 \% \end{gathered}$ | 72 $65 \%$ | $\begin{gathered} 121 \\ \stackrel{76 \%}{8} \end{gathered}$ | $\begin{aligned} & 81 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 123 \\ 66 \% \end{gathered}$ | 89\% | ${ }^{160} 73 \%$ |
| Definitely yes | 133 ${ }_{3}$ | 69 ${ }^{69}$ | 34\% | 39\% | 36 | $34 \%$ | 25 ${ }^{5} \%$ | 42\% | 56 $31 \%$ | 35\% | 51\% | 20\% | 57 ${ }^{54}$ | 37 $34 \%$ |  | 35\% | 77 38 | 55 30 | 23 $48 \%$ | 80 36 |
| Somewhat yes | $\begin{gathered} 140 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 33 \% \end{aligned}$ | ${ }^{17} 9$ | $\begin{aligned} & 56 \\ & 43 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | 22 24 | $\begin{aligned} & 44 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 36 \% \end{aligned}$ | 34\% | $\begin{aligned} & 60 \\ & 38 \% \end{aligned}$ | ${ }_{34}^{46}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 36 \% \end{aligned}$ | ${ }_{33}^{16}$ | 80\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | $\begin{gathered} 103 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 28 \% \end{aligned}$ | ${ }_{23}^{45}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 22 \% \end{aligned}$ | 26\% | 23 32 | 26\% | ${ }_{26}^{47}$ | 330 | ${ }_{21}^{29}$ | 21 $29 \%$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | 34 $31 \%$ 0 | $\begin{aligned} & 25 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \\ & \hline \end{aligned}$ | ${ }_{25}^{57}$ | ${ }^{44}$ \% | $\underset{14 \%}{7}$ | 20\% |
| Somewhat no | 56\% | 28\% | 28 $14 \%$ | 20\% | 17\% | 15\% | 4\% | 20\% | ${ }^{28} 10$ | ${ }^{8} \%$ | 9\% | 11 $16 \%$ | $\begin{aligned} & 33 \\ & 20 \% \\ & \text { 20 } \end{aligned}$ | 17 | 13\% | $\begin{aligned} & 26 \\ & 20 \% \\ & 0 \end{aligned}$ | 34\% | 21\% | 10\% | 31 $14 \%$ |
| Definitely no | ${ }_{12}^{47}$ | 29 $14 \%$ | ${ }^{18} 9$ | 11 $8 \%$ | ${ }_{6}^{6}$ | $12 \%$ | 19 ${ }^{6} \%$ | ${ }_{5}^{6}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | 22 $24 \%$ $H i$ | 19 $14 \%$ | 10 $14 \%$ | ${ }^{13} 8$ | 18 | 12\% | 17 $13 \%$ | 21 $10 \%$ | 23 $13 \%$ | $\stackrel{2}{4 \%}$ | 13 6 |
| I am not familiar with this company | ${ }^{26} 7$ | 15\% | 11 6 \% | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $4 \%$ | $\stackrel{3}{4 \%}$ | ${ }_{8 \%}^{6}$ | 5 | 15\% | ${ }_{6}^{6}$ | $\begin{aligned} & \begin{array}{l} 15 \\ 11 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | ${ }_{8 \%}^{6}$ | ${ }_{3 \%}^{6}$ | $4 \%$ | 12\% | $\stackrel{10}{8 \%}$ | ${ }_{3 \%}^{7}$ | $\begin{aligned} & 19 \\ & 10 \% \\ & \text { q } \end{aligned}$ | $\stackrel{2}{4 \%}$ | 15\% |
| Sigma | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | 100\% | 170 $100 \%$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 100\% | 218 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_31 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Retail
The Home Depot
Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 412 \& 145 \& 267 \& 178 \& 98 \& 71 \& 65 \& 135 \& 183 \& 94 \& 226 \& 58 \& 100 \& 122 \& 145 \& 145 \& 211 \& 187 \& 41 \& 228 <br>
\hline Weighted Base \& 410 \& 182* \& 228 \& 131* \& 99* \& 91* \& 88* \& $128 *$ \& $208 *$ \& 74* \& 133 \& $64^{*}$ \& 186* \& $120 *$ \& 159* \& 131* \& 229 \& $166{ }^{*}$ \& $48^{* *}$ \& 268 <br>
\hline $$
\begin{aligned}
& \text { Definitely/Somewhat Yes } \\
& \text { (Net) }
\end{aligned}
$$ \& 267 ${ }^{65 \%}$ \& $\stackrel{113}{62 \%}$ \& 155 ${ }^{158}$ \& 71
$54 \%$ \& $$
\begin{gathered}
81 \\
81 \% \\
\mathrm{DG}
\end{gathered}
$$ \& ${ }_{68}^{62}$ \& 53 \& 88\% \& 139\% \& 41 56 \& 95\% \& 45\% \& ${ }_{6}^{115}$ \& 96

80

P \& $$
\begin{gathered}
108 \\
68 \% \\
68
\end{gathered}
$$ \& 638\% \& \[

\underset{\substack{164 <br> 7 <br> r}}{ }
\] \& ${ }^{98} 9$ \& 31

$65 \%$ \& ${ }^{168}$ 63\% <br>

\hline Definitely yes \& $$
{ }_{37 \%}^{152}
$$ \& \[

$$
\begin{aligned}
& 63 \\
& 35 \%
\end{aligned}
$$

\] \& \[

{ }_{38}^{88}

\] \& \[

$$
\begin{aligned}
& 33 \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 46 \\
& 46 \% \\
& 47 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
38 \\
41 \% \\
41 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 39 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 49 \% \\
& 39 \%
\end{aligned}
$$

\] \& 83\% \& \[

20 27

\] \& \[

$$
\begin{aligned}
& 52 \\
& 39 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 24 \\
& 37 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 68 \\
& 37 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 59 \\
& 499 \% \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 57 \\
& 36 \%
\end{aligned}
$$

\] \& 35\% \& \[

$$
\begin{aligned}
& 98 \% \\
& 43
\end{aligned}
$$
\] \& 53 32 \& 16

$34 \%$ \& 99\% <br>

\hline Somewhat yes \& ${ }^{115} 28 \%$ \& 49\% \& \[
{ }_{29}^{66 \%}

\] \& 38\% \& \[

$$
\begin{aligned}
& 35 \\
& 35 \%
\end{aligned}
$$

\] \& 24\% \& \[

{ }_{21}^{18}

\] \& \[

{ }^{38}{ }^{39}

\] \& \[

$$
\begin{aligned}
& 56 \\
& 27 \%
\end{aligned}
$$

\] \& ${ }^{22} 29$ \& \[

$$
\begin{aligned}
& 43 \\
& 32 \%
\end{aligned}
$$
\] \& 21 31 \& 47\% \& ${ }_{31}^{37}$ \& 51 32 \& $28 \%$ \& ${ }^{66}$ 29\% \& 45\% \& 15

$31 \%$ \& 69\% <br>

\hline $$
\begin{aligned}
& \text { Definitely/Somewhat No } \\
& \text { (Net) }
\end{aligned}
$$ \& ${ }^{115}$ \& 54\% \& 617\% \& \[

$$
\begin{aligned}
& 48 \\
& 36 \% \\
& \text { E }
\end{aligned}
$$
\] \& 16

$16 \%$ \& 23 \& $$
\begin{gathered}
\text { 32\% } \\
\text { en }
\end{gathered}
$$ \& 34\% \& 56\% \& 25

34 \& 29 ${ }^{2}$ \& ${ }^{15} 23$ \& \[
$$
\begin{gathered}
63 \\
34 \% \\
k
\end{gathered}
$$

\] \& 21\% \& 42\% \& \[

$$
\begin{aligned}
& 52 \\
& 40 \% \\
& \text { No }
\end{aligned}
$$
\] \& 59\% \& 54\% \& 15 ${ }_{3}$ \& 81

$30 \%$ <br>

\hline Somewhat no \& ${ }^{68}$ \& $\underset{\substack{32 \\ C \\ \text { c }}}{ }$ \& ${ }^{28} 12$ \& \[
$$
\begin{aligned}
& 35 \\
& \begin{array}{l}
\text { 26\% } \\
\mathrm{Ef}^{2}
\end{array}
\end{aligned}
$$

\] \& $7 \%$ \& $12 \%$ \& 14\% \& 23 $18 \%$ \& 36\% \& ${ }^{8} 1{ }^{1} \%$ \& ${ }_{16}^{12 \%}$ \& ${ }_{12 \%}$ \& 38\% \& $12 \%$ \& 27\% \& \[

\underset{\mathrm{n}}{22 \mathrm{n}}
\] \& 36\% \& 30\% \& 10\% \& 19\% <br>

\hline Definitely no \& ${ }_{12}^{47}$ \& 14 81 \& \[
$$
\begin{aligned}
& 33 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 10 \%
\end{aligned}
$$

\] \& $9{ }_{9}^{9}$ \& 112\% \& 15\% \& 1180 \& 20\% \& \[

$$
\begin{aligned}
& 17 \\
& 22 \% \\
& { }^{2} \%
\end{aligned}
$$

\] \& ${ }^{12} 9$ \& 11\% \& 25 ${ }^{13 \%}$ \& 9\% \& ${ }^{15} 9$ \& \[

$$
\begin{aligned}
& 24 \\
& 18 \% \\
& \mathrm{n} \%
\end{aligned}
$$
\] \& 23

$10 \%$ \& 23
$14 \%$ \& ${ }^{5} 0 \%$ \& 29
$11 \%$ <br>
\hline I am not familiar with this company \& ${ }^{28} 7$ \& 15 8 \& 13 6 \& 13
$10 \%$ \& $3{ }_{3}^{3}$ \& ${ }_{7}^{6} \%$ \& 7

$8 \%$ \& $\stackrel{7}{5 \%}$ \& ${ }^{13} 6$ \& 11\% \& 10\% \& $4{ }_{6}^{4}$ \& 8 \& $3{ }^{3}$ \& ${ }^{10} 6$ \& \[
$$
\begin{aligned}
& 15 \\
& { }^{12} \% \\
& { }^{2} \%
\end{aligned}
$$

\] \& ${ }_{3 \%}^{6}$ \& \[

$$
\begin{aligned}
& 15 \\
& { }_{9}^{15}
\end{aligned}
$$
\] \& $\stackrel{2}{4 \%}$ \& 20\% <br>

\hline Sigma \& $$
\begin{aligned}
& 410 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 228 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 131 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
99 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
91 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
88 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 128 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 208 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
74 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 133 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
64 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 186 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 120 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 159 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 131 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 229 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 166 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
48 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 268 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 148 | 255 | 159 | 116 | 74 | 54 | 144 | 155 | 104 | 215 | 56 | 110 | 129 | 126 | 148 | 223 | 172 | 43 | 218 |
| Weighted Base | 418 | 175* | 243 | 126* | $103 *$ | $113^{*}$ | 75* | $146{ }^{*}$ | 179* | $93^{*}$ | 121 | 72* | 187* | 145* | $137^{*}$ | 137* | 252 | $160 *$ | $56^{* *}$ | 263 |
| Definitely/Somewhat Yes (Net) | 291\% | $\begin{aligned} & 116 \\ & 66 \% \end{aligned}$ | ${ }^{175}$ | ${ }_{69 \%}$ | $74 \%$ | $\begin{aligned} & 84 \% \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 106 \\ 73 \% \end{gathered}$ | $\begin{gathered} 129 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 61 \% \end{aligned}$ | ${ }_{76}^{86}$ | 56\% | $\begin{gathered} 126 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 82 \% \\ & \mathrm{NP} \end{aligned}$ | 84\% | 177 70 | 112 $70 \%$ | 40 $71 \%$ | 187\% |
| Definitely yes | ${ }^{152}$ | 49\% | $\begin{gathered} 103 \\ 42 \% \\ \mathrm{~B} \end{gathered}$ | 44\% | 40\% | 47 | 219\% | 55 ${ }^{\text {\% }}$ | 55 $31 \%$ | $42 \%$ | 479\% | ${ }_{38}{ }^{28}$ | ${ }_{35}^{66}$ | 51 | 588\% nP | 33\% | 99\% | 53 33 | 23 $40 \%$ | 101 $38 \%$ |
| Somewhat yes | ${ }_{33}^{139}$ | $\begin{aligned} & 67 \% \end{aligned}$ | $72 \%$ | $\begin{aligned} & 42 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \\ & j \end{aligned}$ | $\begin{aligned} & 73 \\ & 41 \% \\ & j \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | 3929 | $\begin{aligned} & 28 \\ & 39 \% \end{aligned}$ | ${ }_{32}^{60}$ | ${ }_{31}^{45}$ | $\begin{aligned} & 42 \% \\ & 32 \end{aligned}$ | ${ }_{30}{ }_{3}$ | $\begin{aligned} & 78 \\ & 31 \% \end{aligned}$ | ${ }_{39} 9$ | 17 30 | ${ }_{33}^{86}$ |
| Definitely/Somewhat No (Net) | 20\% | $\begin{aligned} & 30 \% \\ & 20 \end{aligned}$ | ${ }_{20}^{48}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | 20\% | 21 23 | 22 $18 \%$ | 11\% | $\begin{aligned} & 39 \\ & 29 \end{aligned}$ | 33\% | 17 $12 \%$ | 33 $24 \%$ 0 | ${ }^{47} 9$ | 34 $21 \%$ | 11 $20 \%$ | 47 $18 \%$ |
| Somewhat no | 52\% | 27 $15 \%$ | 25 | $\begin{aligned} & 20 \\ & 15 \% \\ & \text { e } \end{aligned}$ | $7 \%$ | 12 | $13 \%$ | ${ }_{12 \%}{ }^{2}$ | 170\% | 17\% | ${ }^{11} 9$ | 4\% | 31 $16 \%$ | 21 | ${ }^{13} 9$ | ${ }_{13}^{18}$ | 34 $13 \%$ | 18\% | 15\% | 31 $12 \%$ |
| Definitely no | 30\% | ${ }_{4 \%}^{8}$ | $\stackrel{23}{9 \%}^{2}$ | $\stackrel{11}{9 \%}$ | 8\% | ${ }_{2 \%}$ | ${ }_{\text {11 }}^{8} \mathrm{f}$ | ${ }_{4}^{6}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $5{ }_{5}$ | ${ }^{11} 9$ | $\stackrel{4}{5 \%}$ | $8 \%$ | 11 8 | ${ }_{3}^{4}$ | $\begin{aligned} & 15 \\ & 11 \% \\ & 10 \end{aligned}$ | 13 5 | ${ }^{16} 10 \%$ | $\stackrel{2}{4 \%}$ | ${ }^{16} 6$ |
| I am not familiar with this company | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | 24\% | 208\% | 9\% | 14\% | 15 $14 \%$ | ${ }^{7} \%$ | ${ }_{11}^{16}$ | 14\% | 15 | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | 11\% | ${ }^{22} 12 \%$ | ${ }^{16} \%$ | $8 \%$ | $\begin{gathered} 20 \\ 15 \% \\ 0 \end{gathered}$ | 29 ${ }^{29}$ | ${ }^{14} 9$ | 10\% | 29 $11 \%$ |
| Sigma | ${ }^{418} 10 \%$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 75 \\ 100 \% \end{array}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 121 \% \\ & 100 \% \end{aligned}$ | 100\% | 187 $100 \%$ | 145 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | 2630 |




Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 151 | 255 | 162 | 125 | 68 | 51 | 145 | 158 | 103 | 214 | 56 | 105 | 126 | 137 | 143 | 212 | 179 | 34 | 220 |
| Weighted Base | 380 | 179* | 201 | $119^{*}$ | 110* | 96* | $54^{* *}$ | $132^{*}$ | 165* | 83* | 123 | $63^{*}$ | $166{ }^{*}$ | $117^{*}$ | 135* | 129* | 215 | 146* | $33^{* *}$ | 219 |
| Definitely/Somewhat Yes (Net) | ${ }_{63}^{239}$ | $\begin{gathered} 118 \\ 66 \% \end{gathered}$ | $\begin{gathered} 121 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 62 \% \end{aligned}$ | 73\% | $78$ | $\begin{aligned} & 27 \\ & 50 \% \end{aligned}$ | 980 | $\begin{aligned} & 109 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 112 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 66 \% \end{aligned}$ | 89\% | $\begin{aligned} & 74 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 145 \\ 67 \% \end{gathered}$ | ${ }_{61 \%} 69$ | 28\% | 144 $66 \%$ |
| Definitely yes | ${ }^{116}$ | $\begin{aligned} & 59 \\ & 33 \% \end{aligned}$ | 28\% | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 14 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 40 \% \\ & j \end{aligned}$ | $\begin{gathered} 40 \% \\ 30 \% \end{gathered}$ | $14 \%$ | 36\% | 188\% | 57 $34 \%$ | 32\% | 48\% | 36\% | $\begin{aligned} & 82 \\ & 38 \% \\ & R \end{aligned}$ | 31 $21 \%$ | 13 $41 \%$ | 74 $34 \%$ |
| Somewhat yes | 123 ${ }_{32}$ | 59\% | ${ }_{31}^{63}$ | 38\% | 33\% | 39 $41 \%$ | 13 $24 \%$ | 37\% | 60\% | ${ }_{32 \%}$ | 36\% | $\begin{gathered} 28 \\ 44 \% \\ k \end{gathered}$ | 54\% | 34\% | 410\% | 38\% | 29\% | 58\% | 159\% | 70 $32 \%$ |
| Definitely/Somewhat No (Net) | $\begin{gathered} 116 \\ 31 \% \end{gathered}$ | 29\% | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | $42 \%$ | 29\% | 24\% | $\begin{aligned} & 21 \\ & 39 \% \end{aligned}$ | 229 | $\begin{gathered} 55 \\ 33 \% \\ h \end{gathered}$ | 33 $40 \%$ $H$ | ${ }_{31}^{43 \%}$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | 29\% | 38 | 38\% | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | 618\% | 47\% | 13\% | 618\% |
| Somewhat no | 79 $21 \%$ | 39\% | 40\% | 25\% | 220\% | 21\% | ${ }_{21}^{12}$ | 17\% | $\begin{gathered} 39 \\ \text { 24\% } \\ h \end{gathered}$ |  | 21\% | $12 \%$ | 37\% | ${ }_{25}^{25}$ | ${ }^{25} 19 \%$ | 28\% | 20\% | 31\% | 12\% | 39\% |
| Definitely no | 37 $10 \%$ | 10\% | $\begin{aligned} & 27 \\ & { }^{13 \%} \% \\ & \mathrm{~b} \end{aligned}$ | 17 14 $f$ | $7 \%$ $6 \%$ | ${ }_{4 \%}^{4}$ | 17\% | ${ }^{12} 9$ | ${ }^{15} 9$ | $10 \%$ | 15 $12 \%$ | 5\% | ${ }^{12} 7 \%$ | 12 | ${ }^{13} 9$ | 12 ${ }^{\text {\% }}$ | 17\% | 17\% | * ${ }^{\text {\% }}$ | 210\% |
| I am not familiar with this company | 25\% | 11 6 \% | 14\% | ${ }_{3}^{4}$ | $\begin{aligned} & 12 \\ & 11 \% \\ & d \end{aligned}$ | $3{ }_{4}^{3}$ | ${ }_{11 \%}^{6}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & 10 \% \end{aligned}$ | ${ }_{1 \%}^{2}$ | 10 <br> 12 <br> 1 | 9\% | ${ }_{2 \%}$ | ${ }_{4}^{6}$ | $\stackrel{3}{2 \%}$ | $8{ }_{6}^{8}$ | $\begin{aligned} & 15 \\ & 1_{11}^{1} \% \\ & { }^{2} \end{aligned}$ | 10 4 \% | $9{ }_{6}$ | * | ${ }^{14} 6$ |
| Sigma | $\begin{aligned} & 380 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | - $300 \%$ | 219 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30 ) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_34 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Retail
Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& IndepeOdent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 404 \& 159 \& 245 \& 147 \& 138 \& 73 \& 46 \& 138 \& 182 \& 84 \& 219 \& 41 \& 121 \& 129 \& 128 \& 147 \& 218 \& 174 \& 40 \& 221 <br>
\hline Weighted Base \& 409 \& 181* \& 228 \& 108* \& 128* \& 109* \& $65^{* *}$ \& $127 *$ \& 201* \& $81^{*}$ \& 125 \& $58 * *$ \& 204* \& $133^{*}$ \& $136 *$ \& 141* \& 253 \& $148{ }^{*}$ \& $57^{* *}$ \& 271 <br>
\hline $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ \& 241 59 \& $$
\begin{gathered}
105 \\
58 \%
\end{gathered}
$$ \& $$
\begin{gathered}
136 \\
59 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 66 \\
& 61 \%
\end{aligned}
$$ \& 80\% \& $$
58
$$ \& $$
\begin{aligned}
& 37 \% \\
& 58 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 89 \\
& 70 \%
\end{aligned}
$$ \& $$
\begin{gathered}
125 \\
62 \%
\end{gathered}
$$ \& 27 3 \% \& $$
\begin{aligned}
& 74 \\
& 59 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 36 \\
& 63 \%
\end{aligned}
$$ \& $$
\begin{gathered}
117 \\
57 \%
\end{gathered}
$$ \& 71 53 \& 103

NP

P \& $$
\begin{aligned}
& 67 \\
& 48 \%
\end{aligned}
$$ \& \[

$$
\begin{gathered}
150 \\
59 \%
\end{gathered}
$$

\] \& \[

{ }_{59 \%}^{87}
\] \& 46\% \& 167

$62 \%$ <br>

\hline Definitely yes \& $$
{ }_{26 \%}^{108}
$$ \& 55 30 \& 53 23 \& 23\% \& 37 ${ }^{39 \%}$ \& 20\% \& 26 $41 \%$ \& 46

$36 \%$ \& 23\% \& 12\% \& 29\% \& 21
$36 \%$ \& 45\% \& 34\% \& ${ }_{33}^{45}$ \& 29 $21 \%$ \& ${ }^{67}$ 27\% \& 418\% \& 19 $33 \%$ \& 74 <br>

\hline Somewhat yes \& $$
{ }_{32 \%}^{133}
$$ \& 50\% \& \[

$$
\begin{aligned}
& 82 \\
& 36 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 42 \\
& 39 \%
\end{aligned}
$$

\] \& \[

{ }_{33}{ }_{33}

\] \& \[

$$
\begin{aligned}
& 37 \\
& 34 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 111 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 43 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 72 \\
& 36 \%
\end{aligned}
$$

\] \& 172\% \& 38\% \& ${ }^{15} 26$ \& 72 35 \& \[

$$
\begin{aligned}
& 37 \% \\
& 28 \%
\end{aligned}
$$
\] \& 58

$43 \%$
np \& 38\% \& 833\% \& ${ }_{31}^{46}$ \& 27\% \& 93\% <br>

\hline Definitely/Somewhat No (Net) \& $$
\begin{gathered}
141 \\
34 \%
\end{gathered}
$$ \& 78\% \& \[

$$
\begin{aligned}
& 71 \% \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 39 \\
& 31 \%
\end{aligned}
$$

\] \& \[

{ }_{40 \%}

\] \& \[

$$
\begin{aligned}
& 24 \\
& 38 \%
\end{aligned}
$$

\] \& 239 \& \[

$$
\begin{aligned}
& 67 \\
& 33 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 45 \\
& 55 \% \\
& \mathrm{H}^{2}
\end{aligned}
$$

\] \& \[

42 \%

\] \& \[

$$
\begin{aligned}
& 17 \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 77 \\
& 38 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 54 \\
& 41 \% \\
& 0
\end{aligned}
$$

\] \& 229 \& \[

$$
\begin{aligned}
& 58 \\
& 41 \% \\
& \hline 0
\end{aligned}
$$

\] \& 85\% \& \[

{ }_{36}^{53}
\] \& ${ }_{21}^{12}$ \& 919 <br>

\hline Somewhat no \& 810\% \& 43\% \& 17\% \& 20\% \& 22\% \& 24\% \& 15\% \& 22\% \& 19\% \& 21\% \& ${ }_{18}^{22}$ \& 16\% \& 47\% \& 30\% \& 22\% \& $\stackrel{29}{21 \%}$ \& 520\% \& ${ }^{28} 9$ \& 5\% \& ${ }^{56} \%$ <br>

\hline Definitely no \& $$
\begin{aligned}
& 60 \\
& 15 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 27 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 20 \\
& 18 \%
\end{aligned}
$$

\] \& \[

\underset{14 \%}{9}

\] \& \[

$$
\begin{aligned}
& 7 \\
& 5 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 30 \\
& 15 \% \\
& H^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 24 \\
& 29 \% \\
& \mathrm{H}^{2} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 20 \\
& 16 \%
\end{aligned}
$$

\] \& 14\% \& \[

$$
\begin{aligned}
& 30 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 24 \\
& 18 \% \\
& \text { O }
\end{aligned}
$$

\] \& $8{ }_{6}$ \& \[

$$
\begin{aligned}
& 28 \\
& 20 \mathrm{O} \\
& \hline
\end{aligned}
$$
\] \& 33

$13 \%$ \& 24\% \& ${ }_{11 \%}^{6}$ \& 35
$13 \%$ <br>

\hline I am not familiar with this company \& ${ }^{28} \%$ \& ${ }_{4}^{6}$ \& \[
$$
\begin{gathered}
\text { 21 } \\
\underset{\mathrm{b}}{2}
\end{gathered}
$$

\] \& 88 \& 9\% \& $7{ }_{6}$ \& ${ }_{5}^{3}$ \& 9\% \& 5\% \& 12\% \& 9\% \& 8\% \& 10 5 \% \& 9\% \& ${ }^{3}$ \& \[

$$
\begin{aligned}
& 16 \\
& 11 \% \\
& 1 / 2
\end{aligned}
$$
\] \& ${ }^{18} 7$ \& ${ }_{5}^{8}$ \& - \& ${ }^{13} 5$ <br>

\hline Sigma \& $$
\begin{aligned}
& 409 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 181 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 228 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 108 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 128 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 109 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
65 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$

\] \& 201\% \& 8100\% \& \[

$$
\begin{aligned}
& 125 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
58 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 204 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 133 \\
& 100 \%
\end{aligned}
$$
\] \& 136

$100 \%$ \& \[
$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 253 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 148 \% \\
& 100 \%
\end{aligned}
$$
\] \& 570\% \& 271 $100 \%$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 143 | 262 | 156 | 111 | 68 | 70 | 136 | 180 | 89 | 214 | 61 | 105 | 130 | 140 | 135 | 218 | 173 | 39 | 215 |
| Weighted Base | 435 | 204* | 230 | 120* | 113* | $96 *$ | 107* | $145 *$ | $198 *$ | $92^{*}$ | 139 | 75* | 192* | $146 *$ | $160^{*}$ | 129* | 262 | 159* | $64 * *$ | 278 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 259 \\ 60 \% \end{gathered}$ | $\begin{gathered} 122 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 54 \% \end{aligned}$ | $\text { 90 } 9$ | $\begin{aligned} & 45 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 60 \% \end{aligned}$ | ${ }^{89}{ }^{6} \%$ | $\begin{gathered} 107 \\ 67 \% \\ \mathrm{p} \end{gathered}$ | 51\% | 149 $57 \%$ | $\begin{gathered} 109 \\ \underset{\mathrm{q}}{\mathrm{q}} \mathrm{~F} \end{gathered}$ | 52\% | 167 $60 \%$ |
| Definitely yes | 132\% | 69 $34 \%$ | ${ }^{63} 27$ | 37 $31 \%$ | 39 35 | 25\% | 31 $29 \%$ | 51 35 | 59\% | ${ }_{24}^{22}$ | 49 ${ }^{45}$ | 21 | 61\% | 218\% | $\begin{aligned} & 71 \\ & 44 \% \\ & \mathrm{NP} \end{aligned}$ | 20\% | 78\% | 54\% | 199\% | 90 ${ }^{\text {32\% }}$ |
| Somewhat yes | ${ }_{29 \%}^{127}$ | ${ }_{26}^{53}$ | $\begin{aligned} & 75 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | ${ }_{32} 5$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | 26\% | $\text { 39 } 27 \%$ | $\begin{aligned} & 61 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 33 \% \end{aligned}$ | ${ }^{595}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | ${ }_{23}^{36}$ | $\begin{gathered} 46 \\ 36 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 70 \\ & 27 \% \end{aligned}$ | 56\% | ${ }^{14}$ 21\% | 77 |
| Definitely/Somewhat No (Net) | $\begin{gathered} 153 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 35 \% \end{aligned}$ | $32 \%$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | ${ }^{28} 7 \%$ | 738\% | ${ }_{40}^{58}$ | 50\% | 46\% | $\begin{gathered} 105 \\ 40 \% \\ r \end{gathered}$ | 45\% | 31 48 | 98\% |
| Somewhat no | ${ }^{89} \%$ | ${ }^{46}$ \% | ${ }_{19}^{43}$ | 24\% | ${ }_{23}^{26}$ | 19\% | 20\% | 31\% | 50\% | ${ }^{8} \%$ | $\stackrel{18}{13 \%}$ | ${ }^{16}{ }^{2} \%$ | $\begin{aligned} & 53 \\ & 28 \% \\ & K \end{aligned}$ | 30\% | 38\% | 21\% | ${ }^{61}$ 23\% | ${ }^{26} 16$ | 21 31 | ${ }_{21}^{62 \%}$ |
| Definitely no | $\begin{aligned} & 64 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | ${ }^{10} 9$ | $\begin{aligned} & 15 \\ & 16 \% \\ & \hline \end{aligned}$ | $22 \%$ | $\begin{aligned} & \text { 140 } \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | 24\% | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \\ & \hline 10 \% \end{aligned}$ | 12\% | $\begin{aligned} & 25 \\ & 19 \% \\ & 10 \% \end{aligned}$ | 17\% | 19 | 10\% | 37 $13 \%$ |
| I am not familiar with this company | 22 5 \% | 10 5 \% | 11 5 \% | ${ }^{10} 8$ | ${ }_{2 \%}$ | $3{ }_{3}$ | $7 \%$ | ${ }^{3} \%$ | 8 | $\begin{aligned} & 10 \\ & 11 \% \\ & \text { h } \end{aligned}$ | $7 \%$ | ${ }_{2}^{2 \%}$ | ${ }_{2}^{4}$ | ${ }_{1}^{2}$ | ${ }^{3}$ | $\begin{gathered} 17 \\ { }_{13}^{33} \% \end{gathered}$ | ${ }^{8} \%$ | ${ }_{3}{ }^{\text {\% }}$ | ${ }_{2 \%}^{1}$ | ${ }^{13} 5$ |
| Sigma | $\begin{aligned} & 435 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 64 $100 \%$ | 278 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E/F/G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 396 | 150 | 246 | 172 | 106 | 72 | 46 | 137 | 149 | 110 | 213 | 57 | 102 | 116 | 147 | 133 | 212 | 170 | 37 | 232 |
| Weighted Base | 384 | 173* | 211 | 120 | $103 *$ | $100^{*}$ | $60^{* *}$ | 131* | 161* | 91* | 127 | 70* | $160 *$ | 121* | 152* | 111* | 238 | 135* | 55** | 248 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | ${ }_{69 \%}^{263}$ | $\begin{gathered} 117 \\ 68 \% \end{gathered}$ | $\begin{gathered} 146 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 63 \% \end{aligned}$ | $74 \%$ | $70 \%$ | $43 \%$ | 68\% | ${ }^{115}$ | $\begin{aligned} & 61 \% \\ & 67 \% \end{aligned}$ | 844\% | $\begin{aligned} & 54 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 110 \\ 69 \% \end{gathered}$ | $\underset{\mathrm{p}}{74} \mathrm{P}$ | $\begin{aligned} & 107 \\ & 70 \% \end{aligned}$ | 66\% | $\underset{r}{1733_{r}}$ | ${ }^{83}$ 62\% | 42\% | $\begin{aligned} & 165 \\ & 66 \% \end{aligned}$ |
| Definitely yes | $\begin{gathered} 133 \\ 35 \% \end{gathered}$ | 57 ${ }^{5}$ | 76 $36 \%$ | $38{ }^{3}$ | 40\% | 30\% | 25 $41 \%$ | 45\% | ${ }_{38}{ }^{2} \%$ | 30 33 | 44\% | ${ }^{28} 9$ | 54\% | 419\% | 60\% | 32\% | 87\% | 34\% | 21 38 | 74 $30 \%$ |
| Somewhat yes | $\begin{gathered} 130 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 33 \% \end{aligned}$ | $40 \%$ | $\begin{aligned} & 19 \\ & 31 \% \end{aligned}$ | 43\% | $\begin{aligned} & 57 \\ & 35 \% \end{aligned}$ | 311 | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | 27 38 | 56\% | $49 \%$ | ${ }_{31}{ }^{4} \%$ | $\begin{aligned} & 34 \\ & 31 \% \end{aligned}$ | ${ }_{36}^{86}$ | 40\% | 219\% | ${ }^{90} 9$ |
| Definitely/Somewhat No (Net) | 98\% | $\begin{aligned} & 41 \\ & 24 \% \end{aligned}$ | ${ }_{27}^{57}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | 21 20\% | ${ }_{29}^{29}$ | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | ${ }_{22}^{16}$ | ${ }_{24}^{48 \%}$ | 299 | 34\% | 35 | 55\% | 40\% | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | 64\% |
| Somewhat no | 58\% | 21 $12 \%$ | 37\% | 21 $18 \%$ | 13\% | 17\% | ${ }_{10}^{6} \%$ | 22\% | 23 $14 \%$ | 13 | ${ }^{11} 9$ | 10\% | $\underset{\substack{34 \\ \text { K } \\ \text { K }}}{ }$ | $14 \%$ | 24 16 | 20\% | 31 $13 \%$ | 25 ${ }^{19}$ | ${ }_{11 \%}$ | 39\% |
| Definitely no | ${ }_{11} 1{ }^{1}$ | 20 $12 \%$ | 21 $10 \%$ | ${ }^{15}$ | 88 | $12 \%$ | ${ }_{10}^{6}$ | ${ }^{11} 9$ | ${ }^{15} 9$ | 15 | $\begin{aligned} & 19 \\ & \begin{array}{l} 15 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | $\stackrel{9}{12 \%}$ | 10\% | 15\% | 10\% | 15 $14 \%$ | 24\% | $14 \%$ | $\stackrel{4}{7 \%}$ | 25 |
| I am not familiar with this company | 22 6 | 1480 | 8\% | $8 \%$ | 88 | $1 \%$ | 5\% | 10 $8 \%$ | 9\% | $\stackrel{3}{3 \%}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & L_{0} \% \end{aligned}$ | - | ${ }_{3 \%}^{6}$ | ${ }_{2 \%}$ | 11\% | $\begin{aligned} & 9 \\ & { }_{\mathrm{n}} \% \end{aligned}$ | 10 4 \% | 12 ${ }^{\text {\% }}$ | 3\% | 208\% |
| Sigma | $\begin{aligned} & 384 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 211 $100 \%$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 161 $100 \%$ | 100\% | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 121 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{2400 \%}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ- K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base;*** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_37 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Retail Nordstrom
Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 412 \& 157 \& 255 \& 172 \& 112 \& 66 \& 62 \& 138 \& 177 \& 97 \& 231 \& 46 \& 110 \& 126 \& 145 \& 141 \& 211 \& 186 \& 39 \& 227 <br>
\hline Weighted Base \& 398 \& 185* \& 213 \& 132* \& 99* \& 86* \& 81* \& 149* \& 185* \& $64^{*}$ \& 130 \& $62^{*}$ \& 179* \& 126* \& 159* \& 113* \& 221 \& $162^{*}$ \& $48 * *$ \& 253 <br>
\hline $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ \& 2368\% \& $$
\begin{gathered}
119 \\
64 \%
\end{gathered}
$$ \& $$
\begin{gathered}
117 \\
55 \%
\end{gathered}
$$ \& 79\% \& $$
\begin{aligned}
& 65 \\
& 65 \% \\
& \hline 9
\end{aligned}
$$ \& $$
\begin{gathered}
56 \\
\hline 66 \% \\
\mathrm{~g}
\end{gathered}
$$ \& $$
\begin{aligned}
& 36 \\
& 44 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 99 \\
& 66 \%
\end{aligned}
$$ \& $$
\begin{gathered}
106 \\
57 \%
\end{gathered}
$$ \& 31 48 \& $$
\begin{aligned}
& 73 \\
& 56 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{gathered}
119 \\
66 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 66 \\
& 53 \%
\end{aligned}
$$ \& 116

NP \& $$
\begin{aligned}
& 54 \\
& 47 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 143 \\
& 65 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
88 \\
54 \%
\end{aligned}
$$
\] \& ${ }^{38} 9$ \& 154

$61 \%$ <br>
\hline Definitely yes \& 121 ${ }_{3}$ \& ${ }_{34}^{62}$ \& 59\% \& 39\% \& 34\% \& 20\% \& 29 35 \& 49\% \& ${ }^{58} \%$ \& 142\% \& 38 \& 11
$18 \%$ \& 36\% \& 38
30\%
P \& 427
P \& 16

$14 \%$ \& $$
\begin{gathered}
81 \\
37 \% \\
\mathrm{R}
\end{gathered}
$$ \& 39\% \& 23 $49 \%$ \& 91 36 <br>

\hline Somewhat yes \& $$
{ }_{29 \%}^{115}
$$ \& \[

$$
\begin{aligned}
& 57 \\
& 31 \%
\end{aligned}
$$

\] \& 58\% \& \[

$$
\begin{aligned}
& 41 \\
& 31 \% \\
& \mathrm{G}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \\
& 31 \% \\
& \mathrm{G}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \\
& 42 \% \\
& \hline \mathrm{G}
\end{aligned}
$$

\] \& \[

{ }_{9 \%}^{7}

\] \& \[

$$
\begin{aligned}
& 50 \\
& 33 \%
\end{aligned}
$$

\] \& \[

{ }_{26 \%}

\] \& 17 26 \& \[

$$
\begin{aligned}
& 36 \\
& 27 \%
\end{aligned}
$$

\] \& 21 31 \& 53 30 \& 22\% \& \[

$$
\begin{aligned}
& 49 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 33 \%
\end{aligned}
$$
\] \& 62\% \& 49\% \& 14

$31 \%$ \& ${ }^{63}$ <br>

\hline Definitely/Somewhat No (Net) \& $$
{ }_{29 \%}^{115}
$$ \& \[

{ }^{47} 2

\] \& \[

$$
\begin{aligned}
& 68 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 26 \%
\end{aligned}
$$

\] \& 26\% \& \[

23 27 \%

\] \& \[

$$
\begin{aligned}
& 31 \\
& 38 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 366 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 62 \%
\end{aligned}
$$

\] \& 18\% \& \[

$$
\begin{aligned}
& 40 \\
& 31 \%
\end{aligned}
$$

\] \& 19\% \& \[

{ }_{29}^{47 \%}

\] \& \[

$$
\begin{aligned}
& 48 \\
& 38 \% \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
36 \\
32 \% \\
0
\end{gathered}
$$
\] \& 55\% \& 559\% \& 17\% \& $73{ }^{73}$ <br>

\hline Somewhat no \& 69\% \& 27 \& 420\% \& 22 16 \& $16 \%$ \& 16\% \& 16\% \& ${ }_{12}^{12}$ \& $\underset{\substack{43 \\ \mathrm{~h}}}{ }$ \& ${ }_{13}^{8} \%$ \& 20\% \& ${ }^{13}$ 21\% \& 32
18 \& 33

0 \& ${ }_{19}^{12 \%}$ \& 18 \& 35\% \& 30\% \& 11\% \& ${ }_{18}^{44}$ <br>

\hline Definitely no \& $$
\begin{aligned}
& 46 \\
& 12 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 20 \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 26 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 11 \% \\
& 11 \%
\end{aligned}
$$

\] \& \[

{ }_{8 \%}^{7}
\] \& 15

$19 \%$ \& \[
$$
\begin{aligned}
& 17 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 19 \\
& 10 \%
\end{aligned}
$$

\] \& 15\% \& 20 \& ${ }_{9}^{6} \%$ \& ${ }^{17} 9$ \& \[

$$
\begin{aligned}
& 16 \\
& 13 \%
\end{aligned}
$$
\] \& 12\% \& ${ }_{16}^{16}$ \& ${ }^{20} 9$ \& ${ }^{26}$ 16\% \& 6\% \& ${ }^{28} 11 \%$ <br>

\hline I am not familiar with this company \& ${ }_{12}^{47}$ \& 19\% \& ${ }^{28} 13$ \& 19
$14 \%$ \& 88 \& ${ }_{7 \%}$ \& 14
$18 \%$ \& 15

$10 \%$ \& ${ }^{17} 9$ \& \[
$$
\begin{aligned}
& 15 \\
& 24 \% \\
& \mathrm{HI}^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& { }^{133 \%} \\
& \mathrm{~m}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 11 \\
& 18 \% \\
& \mathrm{M}
\end{aligned}
$$

\] \& 11 6 \& ${ }^{11} 9$ \& ${ }^{12} 8$ \& \[

$$
\begin{aligned}
& 24 \\
& 21 \% \\
& \text { nO }
\end{aligned}
$$
\] \& 23

$10 \%$ \& 19\% \& ${ }_{4 \%}^{2}$ \& 27 $11 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 398 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 185 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 213 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 132 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
99 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
86 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
81 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 149 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 185 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
64 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 130 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
62 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 179 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 159 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 113 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 221 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 162 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 253 $100 \%$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 172 | 229 | 168 | 119 | 72 | 42 | 140 | 159 | 102 | 227 | 51 | 98 | 114 | 142 | 145 | 209 | 183 | 38 | 220 |
| Weighted Base | 375 | 190* | 186 | $110^{*}$ | $100 *$ | $110^{*}$ | 55** | $127 *$ | $164 *$ | 85* | 134 | $64^{* *}$ | 149* | 105* | $148{ }^{*}$ | $122^{*}$ | 229 | $140 *$ | 45** | 223 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat Yes }}$ | ${ }_{69 \%}^{258}$ | ${ }^{138} 73 \%$ | $\begin{aligned} & 120 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 67 \% \end{aligned}$ | $72 \%$ | $\begin{aligned} & 73 \\ & 67 \% \end{aligned}$ | $799$ | ${ }_{66 \%}{ }_{6}$ | $\begin{gathered} 125 \\ 76 \% \end{gathered}$ | 499\% | ${ }_{61 \%} 61 \%$ | $\begin{aligned} & 54 \% \\ & 84 \% \end{aligned}$ | $\begin{gathered} 109 \\ 73 \% \\ k \end{gathered}$ | $\begin{aligned} & 67 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 114 \\ 77 \% \\ \mathrm{np} \end{gathered}$ | $\begin{aligned} & 77 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 156 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 72 \% \end{aligned}$ | 31 69 | 166 $74 \%$ |
| Definitely yes | ${ }_{38}^{142}$ | 64\% | 79 | 35\% | $40 \%$ | 36\% | 32 57 | 49\% | ${ }^{72} 4{ }^{\text {j }}$ | 226\% | 50\% | 31 48 | 55\% | 34\% | 612\% | 489\% | 93 $41 \%$ | ${ }_{34 \%}$ | 14 $32 \%$ | ${ }^{93}{ }^{\text {2 }}$ |
| Somewhat yes | ${ }_{31 \%}^{116}$ | $\begin{aligned} & 75 \\ & 39 \\ & \hline \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $39 \%$ | $32 \%$ | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 8 \\ 14 \% \end{gathered}$ | 38\% | $\begin{aligned} & 53 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 54 \\ 36 \% \\ \text { 36\% } \end{gathered}$ | $34{ }_{3}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 63 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | ${ }_{36}^{16}$ | 73 $33 \%$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | $\begin{aligned} & 86 \\ & 23 \% \end{aligned}$ | ${ }_{23}^{43}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | ${ }_{26 \%}^{14}$ | ${ }_{23}^{36}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | 259\% | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | $\stackrel{8}{8}$ | $\begin{aligned} & 344 \% \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 33 \\ & \hline \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | 27 $22 \%$ | 20\% | 22 $16 \%$ | ${ }_{2}^{12} \%$ | ${ }_{27}{ }^{1} \%$ |
| Somewhat no | ${ }_{13}^{48}$ | 32 $17 \%$ $c$ | ${ }^{16} 8$ | 16\% | $9 \%$ | ${ }_{16}^{16}$ | ${ }_{12}^{7} \%$ | ${ }_{13}^{16}$ | 20 $12 \%$ | 11 $14 \%$ | 22 17 | ${ }_{2 \%}$ | 22\% | 20 | 10\% | ${ }_{1}^{18} 18$ | 36 $16 \%$ r | $9 \%$ | 10\% | 22\% |
| Definitely no | 38 $10 \%$ | 12\% | $\begin{aligned} & 26 \\ & 14 \% \\ & b \end{aligned}$ | 11 $10 \%$ | $9{ }_{9}$ | ${ }^{10} 9 \%$ | $\stackrel{8}{14 \%}$ | $\begin{aligned} & 16 \\ & 13 \% \\ & 13 \% \end{aligned}$ | ${ }_{5}^{8}$ | 13\% | 14 $10 \%$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | ${ }^{13} 8$ | 15 | 14\% | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | ${ }^{13} 9$ | 17\% | ${ }_{11 \%}$ |
| I am not familiar with this company | 32\% | 7 | $\begin{aligned} & 24 \\ & { }_{1}^{2} \% \\ & \text { B } \end{aligned}$ | ${ }^{10} 9$ | 10\% | ${ }^{10} 9$ | $\stackrel{2}{4 \%}$ | 10\% | ${ }^{11} \%$ | 10\% | $\begin{aligned} & 17 \\ & 12 \% \\ & \mathrm{~m} \end{aligned}$ | 3\% | ${ }_{4 \%}^{6}$ | ${ }_{3}^{4}$ | 10\% | $\begin{aligned} & 18 \\ & { }^{15} \% \\ & N \end{aligned}$ | ${ }^{13} 6$ | $\begin{gathered} 17 \\ 12 \% \\ \mathrm{q} \end{gathered}$ | $\stackrel{2}{4 \%}$ | 10 4 \% |
| Sigma | $\begin{aligned} & 375 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 164 $100 \%$ | 100\% | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | 148 $100 \%$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 100\% | 223 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_42 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Airlines
United Airlines
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ T 0,{ }^{\text {Total }} \\ (5 / 222) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 158 | 249 | 158 | 122 | 62 | 65 | 136 | 180 | 91 | 225 | 57 | 91 | 121 | 142 | 144 | 211 | 186 | 28 | 211 |
| Weighted Base | 426 | $212 *$ | 215 | 122* | 97* | 99* | $108 *$ | $127 *$ | 204* | 96* | 154 | 77* | 158* | $146{ }^{*}$ | $146 *$ | $134 *$ | 226 | 190* | $36^{* *}$ | 246 |
| Definitely/Somewhat Yes (Net) | 294 $69 \%$ | $\begin{gathered} 160 \\ \underset{C}{76 \%} \end{gathered}$ | 134 $62 \%$ | 859\% | $65 \%$ | 77 | ${ }_{62 \%}{ }^{6}$ | 91\% | $\begin{gathered} 149 \\ 7 \\ j \end{gathered}$ | 55 | 102\% | 54\% | ${ }^{118} 75$ | 101 $69 \%$ | $\begin{gathered} 110 \\ \stackrel{1}{55 \%} \\ \mathrm{p} \end{gathered}$ | 83\% | ${ }^{167} 74 \%$ | ${ }^{125} 6$ | 259\% | 179 $73 \%$ |
| Definitely yes | $\begin{gathered} 170 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 40 \% \end{aligned}$ | ${ }_{39}^{89}$ | $38$ | $\begin{aligned} & 38 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 52 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 42 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 38 \% \end{aligned}$ | 38 ${ }^{2} \%$ | $\begin{aligned} & 65 \\ & 42 \% \end{aligned}$ | 32\% | $\begin{aligned} & 62 \\ & 40 \% \end{aligned}$ | 53 ${ }^{56}$ | 70 48 | 47\% | $\begin{aligned} & 93 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 41 \% \end{aligned}$ | 14 $38 \%$ | 103 $42 \%$ |
| Somewhat yes | $\begin{gathered} 124 \\ 29 \% \end{gathered}$ | $\begin{gathered} 75 \\ 35 \% \\ c \end{gathered}$ | $\begin{aligned} & 49 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \end{aligned}$ | 27\% | 25 | 25\% | $\begin{aligned} & 366 \\ & \end{aligned}$ | 71 ${ }^{75 \%}$ | $17 \%$ | $\begin{aligned} & 38 \\ & 25 \% \end{aligned}$ | 22\% | 56\% | ${ }^{48}{ }^{3} \%$ | 40\% | ${ }^{36}$ 26 | 74 $33 \%$ | ${ }^{48}{ }^{2} \%$ | 11 $30 \%$ | 76 $31 \%$ |
| Definitely/Somewhat No (Net) | 100 | 230\% | 57\% | 22\% | 22\% | 17\% | $34 \%$ | 23\% | 49\% | ${ }^{28} 9$ | 42\% | ${ }^{18} 8$ | 29\% | 40\% | - 29 | 31 $23 \%$ | ${ }^{48} 2$ | 50\% | 10\% | 51\% |
| Somewhat no | 55\% | 25 ${ }^{2}$ \% | 30 $14 \%$ | $19 \%$ | 11\% | ${ }_{6}^{6} \%$ | $19 \%$ | $1{ }^{13} 11 \%$ | 29\% | 13 $14 \%$ | 21 $13 \%$ | $14 \%$ | ${ }_{12}^{12}$ | 27 $19 \%$ 0 | ${ }^{13}{ }_{9}$ | 15\% | 26 $11 \%$ | 28\% | ${ }^{8} \%$ | 32\% |
| Definitely no | ${ }^{45}$ | ${ }^{18} 8$ | 27 $13 \%$ | $8 \%$ | 112\% | 11\% | 15 $14 \%$ | 10 8 \% | 20\% | ${ }_{15}^{15}$ | ${ }_{14 \%}^{21}$ | 6\% | 11\% | 139 | 11\% | ${ }_{16}^{16}$ | ${ }^{22} 10 \%$ | ${ }_{11}^{22}$ | 2\% | 19\% |
| I am not familiar with this company | 32\% | 9\% | $\begin{aligned} & 24 \\ & 11 \% \\ & b \end{aligned}$ | ${ }^{10} 8$ | 10\% | $5{ }_{5}$ | $7{ }_{6}^{7}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & 10 \end{aligned}$ | ${ }_{3 \%}^{6}$ | 13 14 1 | ${ }^{10} 6$ | 4\% | 10\% | ${ }_{3 \%}$ | ${ }_{5}^{7}$ | $\begin{gathered} 21 \\ \text { 15\% } \\ \text { NO } \end{gathered}$ | 11 5 | ${ }^{16} 8$ | ${ }_{3}^{1}$ | ${ }^{16} \%$ |
| Sigma | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | 212 $100 \%$ | 215 $100 \%$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & \text { 108 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 100\% | 246 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 155 | 257 | 165 | 116 | 65 | 66 | 142 | 162 | 108 | 229 | 44 | 117 | 130 | 138 | 144 | 214 | 186 | 42 | 210 |
| Weighted Base | 432 | $210 *$ | 222 | 124* | 117* | $90^{*}$ | $100^{*}$ | 150* | $184 *$ | 98* | 138 | $58 * *$ | 211* | $128 *$ | 158* | $146{ }^{*}$ | 233 | 185* | $66 * *$ | 248 |
|  | ${ }_{71 \%}^{306}$ | $\begin{aligned} & 133 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 173 \\ 78 \% \\ B \end{gathered}$ | $\begin{aligned} & 77 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 81 \% \\ & \text { Dg } \end{aligned}$ | $\begin{gathered} 71 \\ 78 \% \\ d \end{gathered}$ | $\begin{aligned} & 63 \\ & 63 \% \end{aligned}$ | $\text { 112 } 75$ | $\begin{gathered} 139 \\ \\ \hline 55 \% \end{gathered}$ | 56 | $\begin{aligned} & 94 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 78 \% \end{aligned}$ | $\text { 844 } 6$ | ${ }^{122} \%$ | $\begin{gathered} 100 \\ 68 \% \end{gathered}$ | ${ }^{176} 76$ | $\begin{gathered} 126 \\ 68 \% \end{gathered}$ | 57 | ${ }^{196}$ 79\% |
| Definitely yes | 190\% | 76 $36 \%$ | $\begin{gathered} 114 \\ 51 \% \\ B \end{gathered}$ | 37 $30 \%$ | $\begin{aligned} & 59 \\ & 51 \% \\ & 51 \% \end{aligned}$ | $\begin{gathered} 58 \\ 64 \% \\ \text { DG } \end{gathered}$ | 36 $36 \%$ | ${ }^{58} 9$ | 52\% | 40 | 46\% | 26 44 | $\begin{gathered} 113 \\ 53 \% \\ K \end{gathered}$ | 51 $40 \%$ | 71 | 68\% | 106 46 | 82\% | 37 $55 \%$ | 128 $51 \%$ |
| Somewhat yes | ${ }_{27 \%}^{116}$ | ${ }_{27}^{27 \%}$ | ${ }_{20}^{67 \%}$ | $\begin{gathered} 40 \\ 32 \% \\ f \end{gathered}$ | $\begin{aligned} & 35 \\ & 30 \% \\ & f \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 53 \\ & 36 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ | ${ }_{16}^{16}$ | ${ }_{34}^{48}$ | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | ${ }^{36}{ }_{26}$ | 51 32 | 32\% | $\begin{aligned} & 70 \\ & 30 \% \end{aligned}$ | 44\% | 20\% | ${ }_{28}^{68}$ |
| Definitely/Somewhat No (Net) | ${ }^{100} 23 \%$ | $\begin{aligned} & 65 \\ & 31 \% \\ & { }_{C}^{6} \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 30 \% \\ & \text { e } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | 29\% | $\begin{aligned} & 31 \% \\ & 22 \% \end{aligned}$ | 182\% | ${ }_{23}^{43}$ | 39 | 32\% | 20\% | 491\% | ${ }_{26 \%}^{48}$ | $\stackrel{9}{14 \%}$ | 42\% |
| Somewhat no | ${ }_{136} 1$ | $\begin{aligned} & 40 \\ & { }_{19 \%} \\ & C^{2} \end{aligned}$ | ${ }^{16} \%$ | 22\% | ${ }^{11} 9$ | 10\% | 14 | 13\% | 27 | ${ }_{16}^{16}$ | ${ }^{12} 9$ | 120\% | ${ }^{28} 13$ | 26\% | 17\% | ${ }^{13} 9$ | 33\% | 20 $11 \%$ | ${ }_{9}^{6} \%$ | 25\% |
| Definitely no | 44\% | 26\% | ${ }^{18} 8$ | ${ }_{15}^{12 \%}$ | 7 | ${ }_{7 \%}$ | 16 $16 \%$ | ${ }_{12}^{12}$ | 12\% | 13 $14 \%$ | ${ }^{19} 13 \%$ | $\stackrel{7}{7}$ | ${ }^{15}$ | 13 $10 \%$ | 15 |  | 16\% | 28 15 9 | $\stackrel{3}{4 \%}$ | 17\% |
| I am not familiar with this company | $\stackrel{26}{6 \%}$ | 12\% | 14\% | ${ }^{10} 8$ | 5\% | $\stackrel{4}{5 \%}$ | $7 \%$ | 7 5 | ${ }_{3}^{6}$ | $\begin{aligned} & 13 \\ & 13 \% \\ & \text { 131 } \end{aligned}$ | $\begin{aligned} & 13 \\ & { }^{10 \%} \\ & M \end{aligned}$ | $\stackrel{2}{4 \%}$ | ${ }_{2 \%}^{4}$ | 5 | ${ }_{3}^{4}$ | $\begin{aligned} & 17 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $8{ }_{4 \%}$ | 11 6 | * ${ }^{\text {\% }}$ | ${ }^{11} 4 \%$ |
| Sigma | $\begin{aligned} & 432 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | 211 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 666 | 248 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C - D/E/F/G - H/IJ- $\mathrm{K} / \mathrm{L} / \mathrm{M}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP01_44 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Airlines
JetBlue Airways
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 153 | 249 | 158 | 124 | 55 | 65 | 141 | 147 | 114 | 221 | 53 | 105 | 129 | 125 | 148 | 211 | 182 | 34 | 218 |
| Weighted Base | 391 | 203* | 188 | 111* | 111* | $76^{* *}$ | 93** | 141* | 153* | 97* | 113 | $68 * *$ | $188^{*}$ | $128{ }^{*}$ | $116{ }^{*}$ | $147^{*}$ | 228 | 155* | 40** | 223 |
| Definitely/Somewhat Yes (Net) | $\stackrel{208}{53 \%}$ | $\begin{aligned} & 109 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 60 \% \\ & j \end{aligned}$ | ${ }_{53}^{82}$ | $42 \%$ | ${ }_{47}{ }_{4}$ | $\begin{aligned} & 36 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 106 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 57 \% \% \\ & p \end{aligned}$ | 73 <br> 63 | $\begin{aligned} & 62 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 119 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 57 \% \end{aligned}$ | 27 6 | 139 ${ }^{6}$ |
| Definitely yes | ${ }^{110} 28$ | 56\% | 54\% | 39\% | 36 31 | 13 $17 \%$ | 22 $24 \%$ | 38\% | ${ }_{31}{ }^{3} \%$ | 24\% | ${ }_{24 \%}$ | ${ }^{16} 4 \%$ | 61 33 | $38 \%$ | $3{ }^{39}$ | 32\% | 67\% | $427 \%$ | 104\% | 81 36 |
| Somewhat yes | 98\% | $\begin{aligned} & 52 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | 23\% | ${ }_{26}^{26}$ | $\text { 22 } 29 \%$ | 264 | ${ }_{32}^{45}$ | ${ }^{33}{ }^{23}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | 25 ${ }^{2}$ | 198\% | 459\% | 25\% | 33\% | 20\% | 52\% | 46\% | 17 $42 \%$ | 58\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 111 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 35 \% \\ & C \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | 26\% | $\begin{aligned} & 35 \\ & 31 \% \end{aligned}$ | ${ }_{23}^{18}$ | $\begin{aligned} & 363 \\ & 36 \% \end{aligned}$ | 280 | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $32 \%$ | ${ }^{39} 39 \%$ | ${ }^{21} 1 \%$ | ${ }^{595}$ | ${ }_{25}^{35}$ | 27\% | 49\% | $\begin{gathered} 79 \\ 34 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | 13 $33 \%$ | 58\% |
| Somewhat no | 55\% | 32\% | 23 ${ }^{12 \%}$ | 15 $14 \%$ | 19\% | $3{ }_{4}$ | 18\% | ${ }_{12}^{12}$ | 23 $15 \%$ | 15\% | $\stackrel{15}{13 \%}$ | 10\% | 30\% | $12 \%$ | 110\% | 32 $21 \%$ no | + ${ }_{\text {17\% }}^{\text {r }}$ | 12\% | 17\% | 35 ${ }^{16 \%}$ |
| Definitely no | 56 $14 \%$ |  | ${ }^{17} 9$ | ${ }^{10} 9$ | 16\% | 159\% | 16\% | 22 16 | $17 \%$ | $17 \%$ | 18\% | 11 $16 \%$ | ${ }^{25} 13 \%$ | 22 $17 \%$ | ${ }_{14}^{16}$ | ${ }_{12}^{18}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | ${ }^{15} 10 \%$ | $\stackrel{7}{16 \%}$ | 23 $10 \%$ |
| I am not familiar with this company | $\begin{aligned} & 72 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 49 \\ 26 \% \\ B \end{gathered}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \\ & h \end{aligned}$ | $\begin{gathered} 27 \\ \substack{24 \% \\ \mathrm{~m}} \end{gathered}$ | 11 $16 \%$ | 27 $14 \%$ | 20\% | ${ }_{13}^{16}$ | 35\% | 31 $13 \%$ | $\begin{aligned} & 40 \\ & 26 \% \\ & Q \end{aligned}$ | * ${ }^{\text {\% }}$ | 26\% |
| Sigma | $\begin{aligned} & 391 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

## Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 k- \\ & \$ 75 k \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 149 | 259 | 159 | 106 | 75 | 68 | 144 | 155 | 109 | 242 | 47 | 94 | 143 | 123 | 142 | 217 | 177 | 34 | 222 |
| Weighted Base | 377 | 171* | 206 | 110* | 88* | 91* | 88* | $133 *$ | $165 *$ | $80^{*}$ | 149 | $56^{* *}$ | 147* | $145 *$ | 124* | $108 *$ | 228 | 135* | 39** | 223 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 231 \\ 61 \% \end{gathered}$ | $\underset{c}{117} \underset{c}{17 \%}$ | $\begin{gathered} 114 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & { }^{65 \%} \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 50 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 67 \% \\ & d \end{aligned}$ | $\begin{aligned} & 84 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 65 \% \\ & j \end{aligned}$ | $\begin{aligned} & 40 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 86 \% \\ 58 \end{gathered}$ | $\begin{aligned} & 36 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 101 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 82 \\ 66 \% \\ p \end{gathered}$ | $\begin{aligned} & 53 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 149 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 56 \% \end{aligned}$ | 29\% | 149 $67 \%$ |
| Definitely yes | 138 ${ }^{3} \%$ | $\begin{aligned} & 78 \\ & 46 \% \\ & C \end{aligned}$ | 29\% | 26\% | $\begin{aligned} & 35 \\ & 40 \% \\ & 40 \% \end{aligned}$ | 29 ${ }^{2}$ \% | $\begin{aligned} & 48 \\ & 55 \% \\ & \text { DF } \end{aligned}$ | 46\% | 69\% | 24\% | 57\% | 169\% | $59 \%$ | ${ }_{36}{ }^{5}$ | 51\% | 31 $29 \%$ | 899\% | 48\% | 13 $32 \%$ | $89 \%$ |
| Somewhat yes | 93\% | 239 | $\begin{aligned} & 54 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 29 \\ 27 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 31 \\ & 35 \% \\ & \text { G } \end{aligned}$ | ${ }_{24}^{22}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | ${ }^{38}{ }^{29}$ | 39 ${ }^{34}$ | 16\% | ${ }^{29} 19 \%$ | 19 35 | $42 \%$ | 40 | 30\% | ${ }_{21}^{22}$ | ${ }_{26 \%}^{60}$ | ${ }_{28}^{21 \%}$ | 17 43 | 27\% |
| Definitely/Somewhat No (Net) | ${ }_{26}^{70 \%}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | 24 26 | 23\% | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | 38\% | 20 ${ }_{\text {2 }}$ | 31\% | 169\% | 22 15 | $\begin{aligned} & 35 \\ & 24 \% \\ & 0 \end{aligned}$ | 14 | $\begin{aligned} & 27 \\ & 25 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | 21 15 | ${ }^{7} 7$ | ${ }^{40} 18$ |
| Somewhat no | 52 $14 \%$ | 24\% | 28 $14 \%$ | ${ }^{10} 9$ | 12 $14 \%$ | 20\% ${ }_{\text {d }}$ | 12 | 13 $10 \%$ | 27 16 | $12 \%$ | ${ }^{22} 15 \%$ | 15\% | ${ }_{11}^{16}$ | 30 20 | 7 5 | $\begin{gathered} 15 \\ \begin{array}{l} 14 \% \\ 0 \end{array} \end{gathered}$ | 31 $14 \%$ | $14 \%$ | ${ }_{9}^{3}$ | 31\% |
| Definitely no | 24\% | $7{ }_{4 \%}$ | 17\% | 6\% | $3{ }_{4}^{3}$ | ${ }_{7}^{6} \%$ | ${ }^{8} \%$ | 5 | ${ }^{11} 7 \%$ | ${ }^{8} 1{ }^{8}$ | $9{ }_{6}$ | - ${ }^{7} \%$ | ${ }_{4 \%}^{6}$ | ${ }_{3}^{5}$ | 5\% | $\begin{gathered} 12 \\ 11 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{17} \%$ | $\stackrel{7}{5 \%}$ | 8\% | $9 \%$ |
| I am not familiar with this company | $\begin{aligned} & 70 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 48 \\ 23 \% \\ b \end{gathered}$ | $\begin{gathered} 38 \\ 34 \% \\ \text { EfG } \end{gathered}$ | 7\% | 16\% | $\stackrel{9}{10 \%}$ | 31 $24 \%$ $i$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | 249\% | ${ }^{33} 2$ | 7\% | 25 | ${ }^{13} 9$ | $\begin{aligned} & 29 \\ & 24 \% \\ & N \end{aligned}$ | $\begin{aligned} & 27 \\ & 25 \% \\ & \mathrm{~N} \end{aligned}$ | 31 $14 \%$ | $\begin{aligned} & 38 \\ & 28 \% \\ & \hline \end{aligned}$ | $3 \%$ | 34\% |
| Sigma | $\begin{aligned} & 377 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 100\% | 147 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | -100\% | 223 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 165 | 241 | 178 | 114 | 58 | 56 | 139 | 177 | 90 | 216 | 62 | 105 | 130 | 123 | 153 | 214 | 183 | 29 | 226 |
| Weighted Base | 397 | 201* | 195 | 131 | 111* | 73* | 81** | 151* | $178{ }^{*}$ | $67^{*}$ | 128 | 79* | 170* | 131* | $136 *$ | $130^{*}$ | 218 | 171* | $34^{* *}$ | 249 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 230 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 67 \% \\ & \mathrm{D} \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 66 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 50 \\ & 62 \% \end{aligned}$ | ${ }_{58}^{88}$ | $\begin{aligned} & 98 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 64 \% \end{aligned}$ | 999 | $\begin{aligned} & 74 \\ & 56 \% \end{aligned}$ | ${ }_{65 \%}{ }^{85}$ | $\begin{aligned} & 71 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 131 \\ 60 \% \end{gathered}$ | 97\% | 226\% | 146 $58 \%$ |
| Definitely yes | ${ }_{27 \%}^{108}$ | ${ }^{62}$ 31\% | ${ }^{46} 24$ | 23 $18 \%$ | $\begin{aligned} & 35 \\ & 32 \% \\ & \text { 32\% } \end{aligned}$ | 23 $32 \%$ | 27 3 \% | $49 \%$ | 43\% | ${ }^{16} 23$ | 42\% | 19 $23 \%$ | 42\% | 37 $28 \%$ | 488\% P | 24\% | 35\% | 42\% | ${ }^{18} 4{ }^{2}$ | 77 $31 \%$ |
| Somewhat yes | ${ }_{31}^{121} \%$ | $\begin{aligned} & 63 \\ & 31 \% \end{aligned}$ | 59\% | $\begin{aligned} & 364 \\ & 26 \end{aligned}$ | $39 \%$ | $\begin{aligned} & 25 \\ & 34 \% \end{aligned}$ | 23\% | 39\% | $\begin{aligned} & 55 \\ & 31 \% \end{aligned}$ | ${ }^{28} 41 \%$ | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | $\begin{gathered} 32 \\ 41 \% \\ 41 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 28 \% \end{aligned}$ | 38\% | $\begin{aligned} & 47 \% \end{aligned}$ | ${ }_{30}^{65}$ | 552\% | 12\% | ${ }^{68}$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & { }_{2}^{2} \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \\ & h \end{aligned}$ | 12\% | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 160\% | 29\% | 26\% | 23\% | 24\% | 229 | 21 $12 \%$ | 11 $32 \%$ | 19\% |
| Somewhat no | ${ }_{12 \%}$ | 29 $14 \%$ | 20\% | $\begin{aligned} & \text { 26 } \\ & \text { 20\% } \\ & \hline \end{aligned}$ | 8\% | ${ }_{8}^{6}$ | ${ }_{9}^{7} \%$ | ${ }^{12} 8$ | $\begin{aligned} & 300 \\ & \text { 177\% } \\ & \text { h } \end{aligned}$ | 10\% | 14\% | $12 \%$ | 20\% | 17\% | 20\% | ${ }^{12} 9$ | 33 $15 \%$ | ${ }^{13} 8$ | ${ }_{18}^{6}$ | 34\% |
| Definitely no | 24 6 | 12\% | 12\% | ${ }^{12} 9$ | 5 | $4{ }_{6}$ | 3 | $7 \%$ | 13\% | 5\% | 9\% | ${ }_{5}^{4}$ | ${ }^{10} 6$ | $9 \%$ | ${ }_{2}^{3}$ | $\begin{aligned} & 12 \\ & 10 \% \\ & 0 \end{aligned}$ | ${ }^{15} 7$ | 7 | 14\% | ${ }^{13} 5$ |
| I am not familiar with this company | 94\% | $\begin{aligned} & 35 \\ & 18 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 59 \\ 30 \% \\ B \end{gathered}$ | $\begin{aligned} & 387 \\ & 28 \% \end{aligned}$ | 23 21 | 150\% | 20\% | ${ }_{30}^{45}$ | $\begin{aligned} & 37 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 12 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | 425\% | 31 $24 \%$ | $28{ }^{2}$ | 35\% | 39 18 | $\begin{aligned} & 53 \\ & 31 \% \\ & Q \end{aligned}$ | ${ }^{1} \%$ | 57\% |
| Sigma | $\begin{aligned} & 397 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | 8100\% | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 178\% | 67 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 100\% | 170 $100 \%$ | 131 $100 \%$ | 136 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 218 $100 \%$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 344 | 2409\% |




Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 146 | 260 | 172 | 122 | 64 | 48 | 136 | 172 | 98 | 222 | 51 | 102 | 126 | 137 | 143 | 214 | 178 | 40 | 240 |
| Weighted Base | 386 | 181* | 205 | 109* | 121* | 101* | 55** | 129* | $184 *$ | 73* | 120 | 57* | 177* | 136* | $130 *$ | 120* | 230 | 138* | 59** | 269 |
| Definitely/Somewhat Yes (Net) | ${ }_{65 \%}^{251}$ | $\begin{gathered} 116 \\ 64 \% \end{gathered}$ | ${ }_{66 \%}^{135}$ | $\begin{aligned} & 56 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 99 \\ 82 \% \\ \text { DF } \end{gathered}$ | $\begin{aligned} & 60 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 101 \\ 78 \% \end{gathered}$ | $\begin{gathered} 104 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 61 \% \end{aligned}$ | $41 \%$ | $\begin{aligned} & 124 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 100 \\ \substack{73 \% \\ \mathrm{P}} \end{gathered}$ | $\xrightarrow{74} \times$ | ${ }^{55}{ }_{46 \%}$ | $\begin{gathered} 170 \\ \underset{R}{74 \%} \end{gathered}$ | 72 52 | $47 \%$ | 179\% |
| Definitely yes | ${ }^{136}$ 35\% | 582\% | 788\% | 31 $29 \%$ | $\begin{aligned} & 55 \\ & 46 \% \\ & \text { DF } \end{aligned}$ | 25 | 24 44 | $\begin{aligned} & 59 \\ & 45 \% \\ & 1 \end{aligned}$ | ${ }^{47} 26$ | 30 $41 \%$ | 44\% | $\stackrel{23}{41 \%}$ | ${ }_{32}^{62}$ |  | 498\% | 31 26 | $\begin{aligned} & 95 \\ & 42 \% \\ & { }^{2} \% \end{aligned}$ | 37 $26 \%$ | 35\% | 97 ${ }^{96 \%}$ |
| Somewhat yes | $\begin{aligned} & 115 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | 28\% | ${ }_{23}^{25}$ | $\begin{aligned} & 44 \\ & 36 \% \\ & d \end{aligned}$ | $\begin{aligned} & 344 \% \\ & 34 \end{aligned}$ | ${ }_{21}^{12}$ | ${ }_{33} 2$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | 162\% | $29$ | $\begin{aligned} & 18 \\ & 31 \% \end{aligned}$ | ${ }^{62}$ 35\% | 34\% | $\begin{aligned} & 47 \\ & 36 \% \\ & P \end{aligned}$ | 24 20 | 75 ${ }^{3} \%$ | 35 ${ }^{36}$ | 120\% | ${ }_{31}^{82}$ |
| Definitely/Somewhat No (Net) | ${ }_{24}^{94}$ | $\begin{aligned} & 51 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \\ & \text { 35\% } \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 26 \\ 26 \% \\ \text { 26\% } \end{gathered}$ | ${ }^{14} 25 \%$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 34 \% \\ & \mathrm{HJ} \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | 26\% | $\begin{gathered} 42 \\ 35 \% \\ \mathrm{NO} \end{gathered}$ | 46\% | $\begin{gathered} 46 \\ { }_{3}^{43} \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 18 \% \end{aligned}$ | 64\% |
| Somewhat no | 59\% | ${ }_{\text {28 }}^{\text {2 }}$ C ${ }^{\text {\% }}$ | 21 $10 \%$ | ${ }_{\text {21 }}^{23}$ | 9\% | 17\% | 17\% | 12\% | $\begin{aligned} & 40 \\ & 22 \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }^{7} \%$ | 19\% | ${ }_{11 \%}^{6}$ | 32\% | 17\% | 21 16 | 21\% | 36\% | 22\% | ${ }_{13}^{8} \%$ | 42\% |
| Definitely no | ${ }_{95}^{9}$ | ${ }^{13}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | 15 <br> $14 \%$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | ${ }_{9 \%}^{9}$ | ${ }_{8 \%}^{4}$ | $\frac{7}{6 \%}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | 5\% | $\begin{aligned} & \begin{array}{l} 15 \\ 12 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | ${ }_{10}^{6}$ | $\stackrel{8}{5 \%}$ | 9\% | 5\% | $\begin{aligned} & 21 \\ & 18 \% \\ & \text { nO } \end{aligned}$ | ${ }^{10} 4 \%$ | $\begin{aligned} & 24 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $\stackrel{3}{5 \%}$ | 22\% |
| I am not familiar with this company | $\begin{aligned} & 41 \% \end{aligned}$ | 15 ${ }^{8} \%$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \\ & e \end{aligned}$ | 7\% | 15 $14 \%$ | 10\% | 9\% | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & { }_{21}^{21 \%} \\ & \text { Hi } \end{aligned}$ | 13 $11 \%$ | $4 \%$ | 12\% | 10\% | 9\% | $\begin{aligned} & 23 \\ & 19 \% \\ & \text { nO } \end{aligned}$ | ${ }^{13} 6$ | $\begin{aligned} & 20 \\ & 14 \% \\ & \mathrm{Q} \end{aligned}$ | ${ }^{1} \%$ | ${ }^{26} 10 \%$ |
| Sigma | $\begin{aligned} & 386 \\ & \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 73 $100 \%$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | 177 $100 \%$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | 130 $100 \%$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | -59 | 269\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 145 | 264 | 162 | 114 | 68 | 65 | 141 | 169 | 99 | 222 | 49 | 111 | 138 | 126 | 145 | 209 | 189 | 36 | 230 |
| Weighted Base | 417 | 189* | 228 | 120* | 101* | $103 *$ | 92* | 139* | 196* | 82* | 125 | $62^{* *}$ | 196* | 139* | $138{ }^{*}$ | 139* | 246 | 153 | $52^{* *}$ | 257 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\begin{gathered} 260 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 145 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 74 \% \\ & 74 \end{aligned}$ | $\begin{aligned} & 72 \\ & 69 \% \\ & { }_{\mathrm{D}} \end{aligned}$ | $\begin{gathered} 59 \\ 64 \% \\ d \end{gathered}$ | 719 | $\begin{gathered} 127 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 138 \\ \substack{130 \% \\ k} \end{gathered}$ | 87\% | $\begin{gathered} 103 \\ \substack{75 \% \\ \mathrm{P}} \end{gathered}$ | 70\% | $\stackrel{166}{ }{ }_{67 \%}$ | 91\% | 45\% | 180 70 |
| Definitely yes | ${ }_{3}^{153} \%$ | 72\% | 815\% | 32 27 | $\begin{aligned} & 43 \\ & 42 \% \\ & d \end{aligned}$ | $\begin{aligned} & 45 \\ & 44 \% \\ & d \end{aligned}$ | 32\% | $\begin{aligned} & 69 \\ & 499 \% \end{aligned}$ | 34\% | 21 25 | 38 | ${ }^{23} 9$ | 83 ${ }^{83}$ | 50\% | 63 $46 \%$ $P$ | 39\% | 101 $41 \%$ | 52 ${ }^{24}$ | 27 $53 \%$ | 109 $42 \%$ |
| Somewhat yes | ${ }_{26 \%}^{108}$ | ${ }_{23}^{43} \%$ | 64\% | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 32 \% \\ & d \end{aligned}$ | $\begin{aligned} & 26 \\ & 25 \% \end{aligned}$ | 26\% | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 63 \\ { }_{3}^{6} \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 37 \\ 27 \end{gathered}$ | $\begin{aligned} & 15 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | ${ }_{20}{ }^{29 \%}$ | $\begin{aligned} & 31 \% \\ & 22 \% \end{aligned}$ | 65\% | 40\% | 185\% | 71 27 |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 93 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | 23\% | 23 | $\begin{aligned} & \text { 140 } \\ & \hline 1 \end{aligned}$ | $\begin{gathered} 51 \\ 26 \% \\ \text { he } \end{gathered}$ | 23 ${ }^{28}$ | 239 | ${ }^{16} 5$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | 38 $27 \%$ 0 | 19 | $\begin{gathered} 36 \\ 26 \% \\ 0 \end{gathered}$ | 58\% | $\xrightarrow{32}$ | $\stackrel{4}{8 \%}$ | $\stackrel{43}{17 \%}$ |
| Somewhat no | 61 $15 \%$ | $\begin{aligned} & 39 \\ & 20 \% \\ & C \end{aligned}$ | 22 $10 \%$ | ${ }_{13}^{15}$ | 10\% | 21\% | 15\% | 15 $11 \%$ | 30\% | 159\% | $\stackrel{19}{15 \%}$ | 118\% | 29\% | 31 $22 \%$ 0 | 11\% | 19 | ${ }_{17}{ }^{2} \%$ | 16 | $\stackrel{4}{8 \%}$ | 30\% |
| Definitely no | 32\% | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | ${ }^{14} 6 \%$ | $\begin{aligned} & 18 \\ & \begin{array}{l} 15 \\ \text { EF } \end{array} \end{aligned}$ | $4 \%$ | $\stackrel{3}{3 \%}$ | 8\% | ${ }_{3}^{4}$ | $\begin{aligned} & 20 \\ & 10 \% \\ & \text { h } \end{aligned}$ | ${ }_{9}^{8}$ | ${ }^{10} 8$ | ${ }_{8}^{5}$ | 14\% | ${ }_{5 \%}^{7}$ | 6\% | 17 $12 \%$ | ${ }^{16} 6$ | ${ }_{16}^{10 \%}$ | - | 13 5 |
| I am not familiar with this company | $\begin{aligned} & 63 \\ & 15 \% \end{aligned}$ | ${ }^{16} 9$ | $\begin{gathered} 47 \\ 21 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 31 \\ \text { 26\% } \\ \text { eFg } \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $8{ }_{8 \%}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | 21 | ${ }^{18} 9$ | $\begin{aligned} & \text { 24 } 24 \\ & \text { 29\% } \end{aligned}$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 19 \% \\ M \end{array} \end{aligned}$ | $\stackrel{8}{13 \%}$ | ${ }^{17} 8$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | 16 | $\begin{aligned} & 33 \\ & 24 \% \\ & \text { No } \end{aligned}$ | ${ }^{23} 9$ | $\begin{aligned} & 31 \\ & 20 \% \\ & Q \end{aligned}$ | ${ }_{4}^{2}$ | 34 $13 \%$ |
| Sigma | $\begin{aligned} & 417 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 500\% | 257 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{T} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 392 | 154 | 238 | 154 | 116 | 61 | 61 | 125 | 167 | 100 | 212 | 51 | 104 | 129 | 120 | 143 | 208 | 170 | 30 | 210 |
| Weighted Base | 417 | 214* | 203 | 120* | 115* | 85* | 97* | 129* | 203* | 85* | 125 | 60* | 209* | $164 *$ | $130 *$ | $123 *$ | 232 | 177* | 42** | 262 |
| Definitely/Somewhat Yes (Net) | $3_{76 \%}$ | $\begin{aligned} & 151 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 166 \\ 88 \\ \text { 8\% } \end{gathered}$ | 83\% | ${ }_{77} 9$ | $\begin{gathered} 69 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 78 \% \end{aligned}$ | $75 \%$ | $\begin{aligned} & 157 \\ & 77 \% \end{aligned}$ | $65$ | $74 \%$ | $46$ | $\begin{gathered} 162 \\ 78 \% \end{gathered}$ | 129 $79 \%$ | $\begin{aligned} & 105 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 176 \\ 76 \% \end{gathered}$ | ${ }^{136} \%$ | 27 $64 \%$ | 196\% |
| Definitely yes | ${ }^{208} 50$ | 100 ${ }^{47 \%}$ | ${ }^{108} 5$ | $\begin{aligned} & 52 \\ & 43 \% \end{aligned}$ | 58 | $\begin{aligned} & 41 \\ & 48 \% \end{aligned}$ | 57 | 63 $49 \%$ | 101 $50 \%$ | 54\% | 619\% | 29 48 | 109 $52 \%$ | 88 <br> 8 <br> p | 72 $56 \%$ $p$ | 47\% | 116 $50 \%$ | 900 | 18 $44 \%$ | 127 $49 \%$ |
| Somewhat yes | ${ }^{109}$ 26\% | 51\% | 58\% | 32\% | 27\% | ${ }_{3}^{28}{ }^{2}$ | ${ }_{18}^{18}$ | 32\% | 27\% | 219 | 31 | 179\% | 53 | 40\% | 32\% | ${ }^{36} 9$ | $\begin{aligned} & 60 \\ & 26 \% \end{aligned}$ | 46\% | ${ }^{8} \mathrm{O} \%$ | 69\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 72 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & \text { 20 } \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 18 \% \end{aligned}$ | $13 \%$ | $\begin{aligned} & 17 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 30 \\ & \\ & \hline 18 \% \end{aligned}$ | ${ }^{18} 14$ | $24 \%$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | 32\% | 22\% | 17\% |
| Somewhat no | ${ }_{11}{ }^{1} \%$ | 26\% | 210\% | 13 $11 \%$ | 13 $11 \%$ | 10\% | 11\% | $14 \%$ | ${ }^{25}$ | ${ }^{8} \mathrm{O} \%$ | 8\% | ${ }^{7} 1 \%$ | ${ }^{28}{ }^{13} \%$ | 24\% | 118 | 119\% | ${ }_{11 \%}^{25}$ | 21 12 | 13\% | 32\% |
| Definitely no | 25 6 | 199\% | ${ }_{3}^{6}$ | ${ }^{10} 8$ | ${ }_{6}^{7} \%$ | ${ }_{2 \%}$ | ${ }_{7 \%}^{6}$ | 6\% | 12\% | 6\% | 9\% | 5\% | 11 5 | ${ }_{3}^{5}$ | $7 \%$ <br> 8 | 13 $10 \%$ | 13 ${ }^{6}$ | 11 6 | $\stackrel{4}{9} \%$ | 13 |
| I am not familiar with this company | ${ }^{28} \%$ | ${ }^{18} 9$ | 10 5 | ${ }_{12}^{14}$ | ${ }_{6}^{6} \%$ | 5\% | $\stackrel{4}{4 \%}$ | 13 $10 \%$ | 9 | ${ }_{8 \%}^{6}$ | $\begin{aligned} & \begin{array}{l} 15 \\ 12 \% \\ M \end{array} \end{aligned}$ | ${ }_{3}^{6}$ | 8\% | ${ }_{3 \%}^{6}$ | $8{ }_{6}^{8}$ | $\begin{aligned} & \begin{array}{l} 15 \\ 12 \% \\ { }^{2} \% \end{array} \end{aligned}$ | ${ }^{18} 8$ | 5\% | ${ }_{14 \%}^{6}$ | ${ }^{20} 8$ |
| Sigma | $\begin{aligned} & 417 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | 100\% | 209 $100 \%$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 100\% | 262 |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 398 | 151 | 247 | 169 | 107 | 64 | 58 | 138 | 168 | 92 | 218 | 46 | 105 | 123 | 137 | 138 | 201 | 184 | 33 | 218 |
| Weighted Base | 386 | $178 *$ | 209 | $130^{*}$ | 92* | 78* | 86* | $120 *$ | 174* | $93 *$ | 123 | $50^{* *}$ | 188* | 119* | $136 *$ | 131* | 219 | 157* | $43^{* *}$ | 236 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $297 \%$ | $\begin{gathered} 142 \\ 80 \% \end{gathered}$ | ${ }^{154} 74 \%$ | ${ }_{67}^{87}$ | $\begin{array}{ll} 65 \\ 71 \% \end{array}$ | $\begin{aligned} & 72 \\ & 91 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 73 \\ & 85 \% \\ & 85 \end{aligned}$ | 92\% | ${ }^{133}$ | $72 \%$ | $77 \%$ | $\begin{aligned} & 41 \% \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 80 \% \end{aligned}$ | 95 ${ }^{8}$ | $\begin{gathered} 109 \\ 80 \% \end{gathered}$ | 92\% | 172 78 | 119\% | 71\% | 180 76 |
| Definitely yes | 151 $39 \%$ | 59 3 \% | 92\% | 34\% | $\begin{aligned} & 36 \\ & 39 \% \\ & d \end{aligned}$ | $\begin{aligned} & 36 \\ & 46 \% \\ & 46 \end{aligned}$ | $\begin{aligned} & 46 \\ & 53 \% \\ & { }^{4} \% \end{aligned}$ | ${ }_{34}{ }^{4} \%$ | ${ }_{36}^{66}$ | $44 \%$ | 50 $41 \%$ | 20 $41 \%$ | 71 38 | 52 44 | 51\% | 49\% | 89 | 59\% | 17 39 | 90\% |
| Somewhat yes | $\begin{gathered} 146 \\ 38 \% \end{gathered}$ | $\begin{gathered} 84 \\ 47 \% \\ 47 \% \end{gathered}$ | $\begin{aligned} & 62 \% \\ & 30 \end{aligned}$ | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 39 \% \end{aligned}$ | ${ }_{30}^{28}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 42 \% \end{aligned}$ | ${ }_{34}^{47 \%}$ | 59\% | $\begin{aligned} & 43 \% \end{aligned}$ | 82\% | $\begin{aligned} & 60 \\ & 39 \% \end{aligned}$ | 142\% | 89\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 69 \\ & 18 \% \end{aligned}$ | 25 ${ }_{14}$ | 21\% | $\stackrel{27}{21} \mathrm{f}$ | $\stackrel{22}{24} \mathrm{f}$ | ${ }_{8}^{6}$ | 13 $15 \%$ | 19\% | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | ${ }^{18}{ }^{19}$ | ${ }^{27} 2{ }^{2} \%$ | -7\% | 29\% | 20\% | ${ }^{22} 16 \%$ | 27\% | 35\% | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\stackrel{7}{16 \%}$ | 45 $19 \%$ |
| Somewhat no | 41\% | 14\% | 27 $13 \%$ | 15 | 112\% | $3{ }_{4}$ | ${ }_{9 \%}$ | 15 12 $j$ | $\begin{aligned} & 23 \\ & 13 \% \\ & \text { j } \end{aligned}$ | $3{ }_{3}$ | 13 $10 \%$ | ${ }_{11 \%}^{6}$ | 21\% | ${ }_{13}^{16}$ | ${ }_{11}^{16}$ | ${ }^{10} 8$ | 25 | ${ }_{16}^{10 \%}$ | ${ }_{14 \%}$ | 32 $14 \%$ |
| Definitely no | ${ }^{28} \%$ | 11 6 \% | ${ }_{8 \%}^{17}$ | ${ }_{6}^{8}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | 3 | ${ }_{6}^{5}$ | $4 \%$ | ${ }_{5}^{8}$ | 15 $16 \%$ $H$ | $\begin{aligned} & 15 \\ & 12 \% \\ & \begin{array}{l} 12 \% \end{array} \end{aligned}$ | $\stackrel{2}{4 \%}$ | $\stackrel{9}{5 \%}$ | $\stackrel{4}{4 \%}$ | ${ }_{5}^{6}$ | $\begin{aligned} & 17 \\ & 13 \% \\ & \text { no } \end{aligned}$ | 9\% | ${ }^{15} 9$ | ${ }_{1}^{1 \%}$ | ${ }^{13} 5$ |
| I am not familiar with this company | 21 5 | 11 6 \% | 10 5 | $\begin{aligned} & 16 \\ & { }^{12} \% \\ & \text { FG } \end{aligned}$ | 5 | * | - | 9\% | $\stackrel{9}{5 \%}$ | ${ }_{3}^{3}$ | 8\% | $\stackrel{2}{4 \%}$ | 8 | $3{ }_{3}^{3}$ | 5\% | 13 $10 \%$ | 13 6 | 7 $5 \%$ | ${ }_{1}^{6} \%$ | 12\% |
| Sigma | $\begin{aligned} & 386 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 100\% | 236 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C - D/E/F/G - H/IJ- $\mathrm{K} / \mathrm{L} / \mathrm{M}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 167 | 237 | 170 | 108 | 72 | 54 | 127 | 169 | 108 | 212 | 56 | 110 | 141 | 118 | 145 | 216 | 173 | 37 | 219 |
| Weighted Base | 419 | $215 *$ | 204 | 135* | 110* | $112^{*}$ | $63^{* *}$ | $133^{*}$ | 179* | 108* | 130 | 73* | 197* | 151* | $137^{*}$ | 132* | 236 | 170* | $58 * *$ | 275 |
| Definitely/Somewhat Yes (Net) | ${ }_{67 \%}^{281}$ | $\begin{gathered} 147 \\ 68 \% \end{gathered}$ | $\begin{gathered} 134 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 66 \% \end{aligned}$ | ${ }_{76 \%}$ | $\begin{aligned} & 96 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 111 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 61 \% \end{aligned}$ | $48$ | ${ }^{141}$ | $\begin{gathered} 102 \\ 67 \% \end{gathered}$ | ${ }^{72}{ }^{8}$ | $\begin{aligned} & 81 \\ & 62 \% \end{aligned}$ | ${ }^{166}$ | $\begin{gathered} 111 \\ 65 \% \end{gathered}$ | 47\% | ${ }^{198}$ |
| Definitely yes | ${ }_{37}^{154}$ | 818\% | ${ }_{3}^{73} \%$ | 39\% | $38{ }^{38}$ | $48 \%$ | 29\% | 59 ${ }^{5}$ | 48\% | 47 | ${ }_{33}^{43}$ | ${ }_{36}^{26}$ | 79 $40 \%$ | 64\% | ${ }_{33}^{45}$ | 46\% | 100 $43 \%$ | 54\% | 23 | 108 $39 \%$ |
| Somewhat yes | ${ }_{30 \%}^{127}$ | $\begin{aligned} & 66 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 40 \% \\ & \text { eff } \end{aligned}$ | 25\% | $\begin{aligned} & 266 \\ & 23 \% \end{aligned}$ | ${ }^{18} 9$ | 28\% | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | 27\% | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 62 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 25 \% \end{aligned}$ | 54 $39 \%$ $n$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 65\% | $\begin{aligned} & 57 \\ & 33 \% \end{aligned}$ | 24\% | 90\% |
| Definitely/Somewhat No (Net) | ${ }^{80}$ | $\begin{gathered} 54 \\ 25 \% \\ c \end{gathered}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $27$ | 299\% | 14\% | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | ${ }_{24}^{45 \%}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | ${ }_{22}^{28}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | 31\% | 25 $18 \%$ | 22\% | 54\% | 25 ${ }^{5}$ | $\stackrel{8}{14 \%}$ | 53 $19 \%$ |
| Somewhat no | 51 $12 \%$ | 29 ${ }^{13}$ | 22 $11 \%$ | 118\% | $\begin{aligned} & 22 \\ & 20 \% \\ & \text { D } \end{aligned}$ | 13\% | $4{ }_{6}$ | ${ }^{13} 9$ | 33 $19 \%$ | $5{ }_{5}$ | ${ }_{12}^{10}$ | 5\% | 32 16 | 16 | 15 $11 \%$ | $1{ }_{1}^{19}$ | 129\% | $19 \%$ | 5\% | ${ }^{38} 14 \%$ |
| Definitely no | 35\% | $\begin{gathered} 25 \\ 12 \% \\ c \end{gathered}$ | 9 | ${ }^{10} \%$ | ${ }_{5}^{6}$ | 15 $13 \%$ | ${ }_{7 \%}$ | 9\% | 11 $6 \%$ | 14 13 | ${ }_{15}^{12 \%}$ | -7\% | 10 ${ }^{\text {\% }}$ | ${ }^{15} 10 \%$ | 9\% | ${ }^{10} 8$ | 24 $10 \%$ | 7 | $\stackrel{3}{6 \%}$ | ${ }^{15} 5$ |
| I am not familiar with this company | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | 14\% | $\begin{aligned} & 39 \\ & \text { 199\% } \\ & \text { B } \end{aligned}$ | 21 | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | 8\% | -7\% | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | 14 13 | $\begin{aligned} & 23 \\ & 18 \% \\ & M \end{aligned}$ | 12 | 14\% | ${ }_{12}^{18}$ | 14\% | 21 16 | 17\% | $\begin{aligned} & 34 \\ & 20 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{3}{5 \%}$ | ${ }_{9}^{24}$ |
| Sigma | $\begin{aligned} & 419 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 137 $100 \%$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 100\% | 275\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{T} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& IndepeOther \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 405 \& 158 \& 247 \& 173 \& 111 \& 66 \& 55 \& 127 \& 178 \& 100 \& 221 \& 60 \& 99 \& 121 \& 137 \& 147 \& 197 \& 193 \& 35 \& 223 <br>
\hline Weighted Base \& 407 \& 192* \& 215 \& 127* \& 103* \& 101* \& $76 * *$ \& $113^{*}$ \& $217^{*}$ \& 77* \& 135 \& $67^{*}$ \& 185* \& 109* \& 144* \& 155* \& 223 \& 172* \& $52^{* *}$ \& 248 <br>
\hline $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ \& $$
\stackrel{242}{59 \%}
$$ \& $$
\begin{aligned}
& 115 \\
& 60 \%
\end{aligned}
$$ \& 127 59 \& $$
\begin{aligned}
& 57 \\
& 44 \%
\end{aligned}
$$ \& 73

71\%

D \& $$
\begin{aligned}
& 70 \\
& \text { 69\% } \\
& \hline
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 42 \\
& 55 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 65 \\
& 57 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
133 \\
61 \%
\end{gathered}
$$

\] \& \[

44 \%

\] \& \[

$$
\begin{aligned}
& 73 \\
& 54 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 41 \% \\
& 61 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
122 \\
66 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 63 \\
& 58 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 94 \\
& 66 \%
\end{aligned}
$$

\] \& 85 \& \[

$$
\begin{gathered}
143 \\
64 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 96 \\
& 56 \%
\end{aligned}
$$
\] \& 34 65 \& ${ }^{138} 56$ <br>

\hline Definitely yes \& $$
{ }_{32 \%}^{128}
$$ \& 55 ${ }^{8} \%$ \& 74

34 \& 31

$24 \%$ \& \[
$$
\begin{gathered}
42 \\
41 \% \\
41 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 36 \%
\end{aligned}
$$
\] \& 19\% \& 40\% \& ${ }_{30}^{65}$ \& 24 $31 \%$ \& 38 \& 198\% \& 71 38 \& 35 ${ }^{3}$ \& 53 3 \& 419\% \& 837\% \& 44\% \& 19 ${ }_{36}$ \& 729\% <br>

\hline Somewhat yes \& $$
\begin{gathered}
113 \\
28 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 60 \\
& 31 \%
\end{aligned}
$$

\] \& \[

{ }^{55} 2

\] \& \[

26 \%

\] \& \[

$$
\begin{aligned}
& 31 \% \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 33 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 30 \%
\end{aligned}
$$

\] \& \[

{ }_{22}^{25 \%}

\] \& \[

$$
\begin{aligned}
& 68 \\
& 31 \%
\end{aligned}
$$

\] \& 20\% \& \[

{ }_{26}^{35}

\] \& \[

$$
\begin{aligned}
& 22 \\
& 33 \%
\end{aligned}
$$

\] \& 52\% \& \[

{ }^{28} 26

\] \& \[

{ }_{21}^{49 \%}

\] \& 28\% \& \[

{ }_{20}^{67 \%}

\] \& \[

$$
\begin{aligned}
& 51 \\
& 30 \%
\end{aligned}
$$
\] \& ${ }^{15} 9$ \& 26\% <br>

\hline Definitely/Somewhat No (Net) \& $$
\begin{aligned}
& 86 \\
& 21 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 59 \\
& 31 \% \\
& { }_{C}^{2} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 27 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& \text { 25\% } \\
& \text { E }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 12 \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 17 \%
\end{aligned}
$$

\] \& 26\% \& \[

{ }_{23}^{20 \%}

\] \& \[

{ }_{23}^{43}

\] \& 20\% \& \[

$$
\begin{aligned}
& 33 \\
& 24 \%
\end{aligned}
$$

\] \& 152\% \& \[

$$
\begin{aligned}
& 34 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 30 \% \\
& 0
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 24 \% \\
& 0
\end{aligned}
$$

\] \& \[

{ }_{22}^{48}
\] \& 20\% \& 14 27 \& 64

$26 \%$ <br>

\hline Somewhat no \& ${ }_{11}^{47}$ \& $$
\begin{aligned}
& 35 \\
& 18 \% \\
& 18 \%
\end{aligned}
$$ \& 11 5 \& ${ }_{\text {19\% }}^{\text {24 }}$ \& $7 \%$ \& $9{ }_{9}{ }^{\text {\% }}$ \& ${ }_{9}^{7} \%$ \& 12

$11 \%$ \& ${ }_{12 \%}$ \& 11\% \& $\stackrel{19}{14 \%}$ \& ${ }_{6}^{6}$ \& ${ }^{17} 9$ \& 159 \& ${ }^{13} 9$ \& 19 \& 27 ${ }^{2}$ \% \& ${ }^{16} 9$ \& 13\% \& 34
$14 \%$ <br>
\hline Definitely no \& 40\% \& 24 $12 \%$ \& ${ }^{16} \%$ \& ${ }_{6}^{8}$ \& $4 \%$ \& ${ }_{8 \%}^{8}$ \& 19\% \& 110\% \& 17 ${ }_{8}$ \& 12 \& 14

$10 \%$ \& $\stackrel{9}{13 \%}$ \& ${ }^{17} 9$ \& \[
$$
\begin{aligned}
& 18 \\
& 17 \% \\
& 0
\end{aligned}
$$

\] \& ${ }^{3}$ \& \[

$$
\begin{aligned}
& 18 \\
& 12 \% \\
& 12 \%
\end{aligned}
$$
\] \& 22\% \& ${ }_{18}^{18}$ \& $\stackrel{7}{7}$ \& 30 $12 \%$ <br>

\hline I am not familiar with this company \& $$
\begin{aligned}
& 79 \\
& 19 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 18 \% \\
& \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
61 \\
28 \% \\
{ }_{B}^{6}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 39 \\
& 31 \% \\
& \text { eF }
\end{aligned}
$$

\] \& $18 \%$ \& \[

$$
\begin{aligned}
& 14 \\
& 14 \%
\end{aligned}
$$

\] \& 11\% \& 25\% \& \[

$$
\begin{aligned}
& 41 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 17 \%
\end{aligned}
$$

\] \& $29{ }^{22 \%}$ \& 12\% \& 29 ${ }^{29}$ \& \[

$$
\begin{aligned}
& \stackrel{13}{12 \%} \\
& 12
\end{aligned}
$$
\] \& 33

$23 \%$ \& $$
\begin{aligned}
& 33 \\
& 21 \%
\end{aligned}
$$ \& 32

$14 \%$ \&  \& $\stackrel{4}{7 \%}$ \& 46\% <br>

\hline Sigma \& $$
\begin{aligned}
& 407 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 192 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 215 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 103 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 101 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
76 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 113 \\
& 100 \%
\end{aligned}
$$

\] \& 217 $100 \%$ \& 777 \& \[

$$
\begin{aligned}
& 135 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
67 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 185 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 109 \\
& 100 \%
\end{aligned}
$$
\] \& 144

$100 \%$ \& \[
$$
\begin{aligned}
& 155 \\
& 100 \%
\end{aligned}
$$

\] \& 223 $100 \%$ \& \[

$$
\begin{aligned}
& 172 \\
& 100 \%
\end{aligned}
$$
\] \& 500\% \& ${ }^{2400 \%}$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 403 \& 150 \& 253 \& 161 \& 124 \& 64 \& 54 \& 145 \& 151 \& 107 \& 214 \& 63 \& 106 \& 111 \& 140 \& 152 \& 205 \& 185 \& 29 \& 212 <br>
\hline Weighted Base \& 397 \& 187* \& 210 \& 117* \& 118* \& 79* \& 83* \& $150 *$ \& 153* \& 94* \& 129 \& 75* \& 174* \& $117^{*}$ \& $147^{*}$ \& 133* \& 223 \& 161* \& $36^{* *}$ \& 242 <br>
\hline Definitely/Somewhat Yes (Net) \& $$
{ }_{61 \%}^{242}
$$ \& $$
{ }_{63 \%}^{117}
$$ \& $$
\begin{aligned}
& 125 \\
& 60 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 56 \\
& 48 \%
\end{aligned}
$$ \& $$
\begin{gathered}
90 \\
\text { } 76 \%
\end{gathered}
$$ \& $$
\begin{gathered}
58 \\
{ }^{74 \%} \\
\mathrm{DG}^{2}
\end{gathered}
$$ \& $$
\begin{aligned}
& 37 \\
& 45 \%
\end{aligned}
$$ \& $$
\begin{gathered}
101 \\
67 \% \\
j
\end{gathered}
$$ \& 93\% \& 49\% \& $$
\begin{aligned}
& 74 \% \\
& 58 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 46 \\
& 62 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 113 \\
& 65 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 77 \\
& 65 \% \\
& p
\end{aligned}
$$ \& 98

P7\% \& 51\% \& $$
\begin{gathered}
136 \\
61 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
101 \\
63 \%
\end{gathered}
$$
\] \& 27 75 \& 151

$62 \%$ <br>

\hline Definitely yes \& $$
\begin{aligned}
& 134 \\
& 34 \%
\end{aligned}
$$ \& 39\% \& 75 36 \& 20\% \& \[

$$
\begin{gathered}
51 \\
44 \% \\
{ }^{5} \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 50 \% \\
& \mathrm{Dg}
\end{aligned}
$$
\] \& 23\% \& 51

$34 \%$ \& 51 33 \& 32 \& ${ }_{32}{ }^{2}$ \& $31 \%$ \& 59\% \& 39 34 \& ${ }_{4}^{42}{ }_{P}$ \& 33
$25 \%$ \& 73
33 \& 60\% \& ${ }^{16} 45 \%$ \& 83\% <br>

\hline Somewhat yes \& $$
{ }_{27}^{108}
$$ \& \[

{ }_{31}^{58}

\] \& \[

$$
\begin{aligned}
& 50 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 39 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 19 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 15 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 50 \\
& 34 \% \\
& j
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 42 \\
& 27 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 54 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \\
& 25 \%
\end{aligned}
$$

\] \& \[

{ }^{36} 5
\] \& 64\% \& 419\% \& 11

$30 \%$ \& 28\% <br>

\hline Definitely/Somewhat No (Net) \& 26\% \& $$
{ }_{20}^{57 \%}
$$ \& \[

$$
\begin{aligned}
& 37 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 28 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 35 \% \\
& \text { 35f }
\end{aligned}
$$

\] \& 20\% \& \[

$$
\begin{aligned}
& 42 \\
& 27 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 15 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 19 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 23 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 42 \\
& 24 \%
\end{aligned}
$$

\] \& 27\% \& ${ }_{18 \%}^{26}$ \& \[

$$
\begin{aligned}
& 33 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 57 \\
& 26 \% \\
& { }_{R}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 14 \%
\end{aligned}
$$
\] \& 22\% \& 61 25 <br>

\hline Somewhat no \& 53

$13 \%$ \& 29\% \& 24\% \& 20\% \& ${ }^{11} 9$ \& 7\% \& 15\% \& 25 \& 20 $13 \%$ \& $8{ }_{8}^{8 \%}$ \& ${ }^{11} 9$ \& ${ }^{7} \%$ \& $$
\begin{aligned}
& 34 \\
& 20 \% \\
& \text { K }
\end{aligned}
$$ \& ${ }_{18}^{15}$ \& ${ }^{13} 9$ \& 22 $17 \%$ \& 32

$14 \%$ \& 18
$11 \%$ \& 11\% \& 42\% <br>

\hline Definitely no \& $$
{ }^{33} 8 \%
$$ \& \[

$$
\begin{aligned}
& 21 \% \\
& 11 \%
\end{aligned}
$$

\] \& \[

{ }^{13}{ }_{6 \%}

\] \& \[

\frac{8}{7 \%}

\] \& ${ }_{5}^{6}$ \& \[

{ }_{8}^{6}

\] \& \[

$$
\begin{aligned}
& 13 \\
& 16 \% \\
& \text { eq }
\end{aligned}
$$

\] \& ${ }_{3}^{5}$ \& \[

$$
\begin{aligned}
& 21 \\
& { }^{14 \%} \\
& \mathrm{H}
\end{aligned}
$$

\] \& $7{ }_{8 \%}$ \& \[

$$
\begin{aligned}
& { }_{11}^{14} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \begin{array}{l}
11 \\
14 \% \\
\mathrm{~m}
\end{array}
\end{aligned}
$$

\] \& ${ }_{5}^{8}$ \& 8\% \& ${ }^{14} 9$ \& ${ }^{10} 8$ \& \[

$$
\begin{aligned}
& 25 \\
& \begin{array}{l}
11 \% \\
\text { R }
\end{array}
\end{aligned}
$$
\] \& ${ }_{3}^{5}$ \& ${ }_{1}^{4} \%$ \& ${ }^{19} 8$ <br>

\hline I am not familiar with this company \& $$
\begin{aligned}
& 69 \\
& 17 \%
\end{aligned}
$$ \& 20 $11 \%$ \& \[

$$
\begin{gathered}
49 \\
{ }_{23}^{43 \%}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 28 \% \\
& \mathrm{EFF}^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 11 \% \\
& 10 \%
\end{aligned}
$$

\] \& ${ }^{8}{ }^{8} \%$ \& \[

$$
\begin{aligned}
& 16 \\
& 20 \%
\end{aligned}
$$
\] \& 19\% \& 19

$13 \%$ \& \[
$$
\begin{aligned}
& 30 \\
& 32 \% \\
& \mathrm{HI}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \begin{array}{l}
30 \\
\\
\mathrm{M} \%
\end{array}
\end{aligned}
$$
\] \& $12 \%$ \& 18 \& 13

$11 \%$ \& 22 $15 \%$ \& \[
$$
\begin{aligned}
& 33 \\
& { }_{25}^{5} \% \\
& \hline
\end{aligned}
$$

\] \& 30\% \& \[

$$
\begin{aligned}
& 37 \\
& { }_{23}{ }^{2} \%
\end{aligned}
$$
\] \& ${ }^{1} \%$ \& 30 <br>

\hline Sigma \& $$
\begin{aligned}
& 397 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 187 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 210 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 117 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 118 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
79 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
83 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 153 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 129 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 174

$100 \%$ \& 117
$100 \%$ \& 147

$100 \%$ \& \[
$$
\begin{aligned}
& 133 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 223 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 161 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 242\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G-H/IJJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 391 | 158 | 233 | 160 | 109 | 60 | 62 | 135 | 158 | 98 | 208 | 51 | 111 | 130 | 137 | 124 | 203 | 181 | 38 | 190 |
| Weighted Base | 416 | $208 *$ | 208 | $130 *$ | $113 *$ | $80^{*}$ | $92^{*}$ | 134* | 187* | 95* | 125 | $61^{*}$ | 208* | $136 *$ | 142* | 139* | 247 | $163^{*}$ | $48^{* *}$ | 244 |
| Definitely/Somewhat Yes (Net) | 284\% | ${ }^{147} 71 \%$ | 137 $66 \%$ | 53\% | $\begin{aligned} & 84 \\ & 74 \% \\ & { }^{8} \% \end{aligned}$ | $\frac{62}{77 \%}$ | $\begin{aligned} & \text { 759\% } \\ & \hline \mathrm{D} \end{aligned}$ | 87\% | ${ }^{135}$ | 63\% | 87\% | 40\% | 146 ${ }^{1}$ | 106\% | 100\% | 78\% | 177 $72 \%$ | ${ }^{103}$ | ${ }^{38} 9$ | 172 70 |
| Definitely yes | ${ }_{38}^{159}$ | $\begin{aligned} & 76 \\ & 36 \% \end{aligned}$ | ${ }_{40}^{80}$ | 26\% | $\begin{aligned} & 54 \\ & 48 \% \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 48 \% \\ & \text { 48\% } \end{aligned}$ | $\begin{aligned} & 40 \\ & 43 \% \\ & 43 \% \end{aligned}$ | 49\% | $\begin{aligned} & 73 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 43 \% \end{aligned}$ | 19 $31 \%$ | ${ }_{39}^{82}$ | ${ }^{55}$ \% | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | ${ }_{32}{ }^{45}$ | 98\% | 61\% | 17 $35 \%$ | 88\% |
| Somewhat yes | ${ }_{30 \%}^{125}$ | $\begin{aligned} & 71 \% \\ & 34 \% \end{aligned}$ | ${ }_{26}^{56}$ | $\begin{aligned} & 43 \% \end{aligned}$ | 30\% | $\begin{aligned} & 23 \\ & 29 \% \end{aligned}$ | 29 $32 \%$ | ${ }^{38} 8$ | 62\% | 26\% | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | 214\% | 64\% | 51 38 | 419\% | 33\% | $79 \%$ | 426\% | 21 44 | 84\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | ${ }^{68}{ }^{16 \%}$ | 35\% | 33 $16 \%$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \hline \end{aligned}$ | 17 $15 \%$ | 10 $12 \%$ | ${ }_{9 \%}$ | 24 18 | 30\% | 13 $14 \%$ | 19 $15 \%$ | $\stackrel{8}{14 \%}$ | ${ }^{40} 9$ | 21 $15 \%$ | 22\% | 25\% | ${ }_{17} 17$ | 25 ${ }^{15}$ | 17\% | 43 $18 \%$ |
| Somewhat no | 39\% | 20\% | 19\% | 20 $15 \%$ 9 | 110\% | 5\% | $\stackrel{3}{3} \%$ | $15 \%$ | 20 $11 \%$ | $4{ }_{4}$ | 9\% | $3{ }_{3}^{3}$ | 27 ${ }^{27}$ \% | $14 \%$ | $1{ }^{16} \%$ | $9{ }_{7}$ | 27 $11 \%$ | 12\% | $\stackrel{7}{7} \%$ | 27\% |
| Definitely no | 29\% | 15\% | 14\% | 13 $10 \%$ | ${ }_{5}^{6} \%$ | ${ }_{6}^{5}$ | 6\% | $9 \%$ | 10 6 | 10\% | 1098 | ${ }_{9}^{6}$ | 12\% | 7 5 | ${ }_{4}^{6}$ | 16 $11 \%$ | 16 6 | 1380 | $\stackrel{2}{4 \%}$ | 17\% |
| I am not familiar with this company | ${ }^{64}{ }^{15}$ | 27 $13 \%$ | 38\% | 22\% | 13 $11 \%$ | 11\% | 15 $16 \%$ | 23 $17 \%$ | ${ }_{12}^{22}$ | 19\% | 19 | ${ }^{13}$ 21\% | 23 $11 \%$ | 9 | 20 $14 \%$ | $\begin{aligned} & 35 \\ & { }^{36} \% \\ & \mathrm{~N} \end{aligned}$ | ${ }^{27} 11 \%$ | $\begin{aligned} & 35 \\ & 22 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{2}{4 \%}$ | 29 ${ }_{12 \%}$ |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\stackrel{92}{100 \%}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | 6100\% | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 100\% | 244\% |

Proporions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) -B/C-D/E/F/G-H//J-K/L/M-N/O/P-Q/R-S/I


Fielding Period: May 20-22, 2020

## Financial

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 161 | 248 | 174 | 110 | 72 | 53 | 132 | 175 | 102 | 223 | 57 | 108 | 130 | 125 | 154 | 216 | 182 | 36 | 221 |
| Weighted Base | 400 | 195* | 205 | 114 | 107* | 109* | 70** | 136* | 171* | $93 *$ | 124 | 58* | 193* | $142^{*}$ | 115* | $143^{*}$ | 229 | 162* | $43^{* *}$ | 235 |
| Definitely/Somewhat Yes (Net) | 267\% | 133 ${ }^{68 \%}$ | 134 65 | 72 63 | 73 $68 \%$ | 76\% | 46\% | 92\% | 121 $70 \%$ | $55 \%$ | 82\% | 66\% | 136 70 | $\begin{gathered} 108 \\ \substack{66 \%} \end{gathered}$ | 77\% | 82\% | 159\% | 105 65 | 33 76 | 164 70 |
| Definitely yes | ${ }_{37 \%}^{150}$ | $\begin{aligned} & 73 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 77 \% \\ & 37 \end{aligned}$ | $\begin{aligned} & 42 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 65 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 38 \% \end{aligned}$ | ${ }_{39}^{48}$ | $\begin{aligned} & 27 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 38 \% \end{aligned}$ | ${ }_{38}^{43}$ | ${ }_{3}^{57 \%}$ | ${ }_{39}^{88}$ | $\begin{aligned} & 61 \% \\ & 37 \% \end{aligned}$ | 18\% | ${ }^{95}$ |
| Somewhat yes | $\begin{gathered} 117 \\ 29 \% \end{gathered}$ | 59\% | $\begin{aligned} & 58 \% \\ & 28 \% \end{aligned}$ | 30\% | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 381 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 32 \% \end{aligned}$ | 19\% | 23 | $\begin{aligned} & 11 \% \\ & 19 \% \end{aligned}$ | ${ }_{35}^{67}$ | $\begin{aligned} & 54 \\ & 38 \% \\ & \hline \text { P } \end{aligned}$ | 34\% | 20\% | 71 $31 \%$ | 45\% | 159\% | 29\% |
| $\underset{(N e t)}{\text { Definitely/Somewhat No }}$ (Net) | 99\% | 51 26 | ${ }^{48} 2{ }^{2}$ | 30\% | 25\% | 219\% | 23\% | 33 $24 \%$ | 39\% | 27\% | 34\% | ${ }^{18} 1 \%$ | ${ }^{47} 24$ | 25\% | 24\% | ${ }_{3}^{46} \mathrm{n}$ | 56\% | 415\% | 20\% | 57\% |
| Somewhat no | ${ }_{12 \%}$ | 25 $13 \%$ | 23 $11 \%$ | 14 | 8\% | 12 $11 \%$ | 13 19 | 15 | 22 $13 \%$ | 11\% | $\stackrel{13}{11 \%}$ | ${ }^{7} 1 \%$ | 24\% | ${ }^{13} 9$ | 13 $11 \%$ | 215\% | ${ }_{11 \%}{ }^{26}$ | 21 $13 \%$ | ${ }_{3 \%}$ | 11\% |
| Definitely no | 51 $13 \%$ | ${ }^{26} 13 \%$ | ${ }_{12}^{25}$ | 17\% | ${ }_{16}^{15}$ | $9{ }_{8}^{9}$ | 10 $14 \%$ | ${ }_{18}^{18}$ | 17 $10 \%$ | ${ }_{16}^{18}$ | ${ }_{13}^{16}$ | 119\% | 23 $12 \%$ | 11 8 \% | 15 $13 \%$ | 25\% | 30 $13 \%$ | 20 $12 \%$ | 17\% | 32 $14 \%$ |
| I am not familiar with this company | 34 ${ }^{3}$ | 11 $6 \%$ | 23\% | 110\% | 9\% | 12 | 2\% | 118\% | 12\% | 12\% | 12 $10 \%$ | ${ }_{3}^{2} \%$ | 109\% | 9\% | ${ }^{10} 9$ | 15 $11 \%$ | 14\% | 16 10 | ${ }_{4 \%}$ | 14\% |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{l} \text { Total } \\ (5 / 20- \\ 5 / 22) \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Indepe ndent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 405 | 154 | 251 | 169 | 113 | 72 | 51 | 139 | 167 | 99 | 223 | 51 | 108 | 132 | 128 | 145 | 211 | 180 | 37 | 234 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 401 | 181* | 220 | 126* | $97^{*}$ | 104* | 74** | 136* | 176* | 89* | 137 | 59** | 187* | 127* | 139* | 136* | 238 | 148* | 49** | 263 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 237 \\ 59 \% \end{gathered}$ | 97\% | $\begin{gathered} 140 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & \text { 699\% } \end{aligned}$ | $\begin{gathered} 70 \\ 72 \% \\ \hline \end{gathered}$ | $49$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 71 \% \\ & \text { ij } \end{aligned}$ | $\begin{aligned} & 101 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 60 \% \end{aligned}$ | 72 $57 \%$ | 91 66 | 74 $54 \%$ | ${ }_{5}^{128} 5$ | $\begin{aligned} & 98 \\ & 96 \% \\ & \hline 9 \end{aligned}$ | 44\% | 162 $62 \%$ |
| Definitely yes | ${ }_{29 \%}^{115}$ | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 33 \% \end{aligned}$ | $28 \text { 27\% }$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 36 \% \\ & \hline \end{aligned}$ | ${ }^{54} 10$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | 39\% | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | 29 23 | $\begin{aligned} & 54 \\ & 399 \% \\ & \mathrm{np} \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 23 \% \end{aligned}$ | 28\% | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | 23 46 | 77 ${ }^{79 \%}$ |
| Somewhat yes | ${ }_{30 \%}^{122}$ | 55\% | $\begin{aligned} & 67 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 37 \% \\ & f \end{aligned}$ | $\begin{aligned} & 38 \\ & 39 \% \\ & \hline \end{aligned}$ | 21 20\% | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | ${ }_{27}^{47}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | ${ }_{27}^{37}$ | $\begin{aligned} & 24 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 30 \% \end{aligned}$ | 42\% | 27\% | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | 60\% | 52\% | 19\% | 85\% |
| $\underset{(\mathrm{Net})}{\text { Definitely/Somewhat No }}$ (Net) | 141 35 | $\begin{gathered} 77 \\ 42 \% \\ c \end{gathered}$ | ${ }^{65} 29$ | 25\% | 25\% | $\begin{aligned} & 49 \\ & 47 \% \\ & \mathrm{DE} \end{aligned}$ | 42\% | 33 $24 \%$ | $\begin{aligned} & 67 \\ & 38 \% \\ & h \end{aligned}$ | 41 $46 \%$ | 47 34 | 21 36 | ${ }_{39}^{69}$ | ${ }_{38}{ }^{38}$ | 41 30 | 52\% | $\begin{gathered} 99 \\ 42 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{38}{ }^{6} \%$ | $\stackrel{7}{14 \%}$ | 84\% |
| Somewhat no | ${ }^{75}{ }^{19}$ | ${ }^{38} \%$ | 37\% | 12\% | 20\% ${ }_{\text {d }}$ | $\begin{aligned} & 23 \\ & 22 \% \\ & 2 \\ & d \end{aligned}$ | 229\% | 219\% | 239\% | 7\% | 21 | 15\% | 45\% | ${ }_{26}^{26}$ | 19 $14 \%$ | 31 22 | 51\% | 24\% | $1 \%$ | 54\% |
| Definitely no | ${ }_{16 \%}^{66}$ | ${ }^{38} \%$ | 27 $12 \%$ | 14\% | ${ }_{6 \%}$ | $\begin{gathered} 26 \\ \text { 25\% } \\ \text { DE } \end{gathered}$ | 20\% | ${ }_{3}^{5} \%$ | $\begin{aligned} & 28 \\ & 16 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 33 \\ & 37 \% \\ & \text { HI } \end{aligned}$ | ${ }^{26} 19 \%$ | 13 $21 \%$ | 23 $12 \%$ | 22\% | 22 $16 \%$ | 21 $16 \%$ | $\begin{aligned} & 40 \\ & 20 \% \\ & \mathrm{R} \end{aligned}$ | 14\% | ${ }_{12}^{6} \%$ | 34 $13 \%$ |
| I am not familiar with this company | 24\% | 8 | ${ }^{16} \%$ | $\begin{aligned} & 13 \\ & 10 \% \\ & \mathrm{e} \% \end{aligned}$ | $\stackrel{3}{3 \%}$ | ${ }_{5}^{6}$ | ${ }_{2}^{2}$ | $\stackrel{7}{5 \%}$ | $\stackrel{8}{5 \%}$ | ${ }^{9} \%$ | $\begin{aligned} & 15 \\ & \begin{array}{l} 11 \% \\ M \end{array} \end{aligned}$ | 2\% | ${ }_{3}^{6} \%$ | $\stackrel{7}{5 \%}$ | ${ }_{4 \%}^{6}$ | 1180 | 11 5 | 12\% | 2\% | 13 |
| Sigma | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IIJ- K/L/M-N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 413 | 164 | 249 | 171 | 118 | 62 | 62 | 140 | 177 | 96 | 223 | 60 | 109 | 119 | 135 | 159 | 203 | 198 | 29 | 208 |
| Weighted Base | 410 | 199* | 211 | 132* | 102* | $90^{*}$ | 86** | $130 *$ | 196* | 84* | 128 | $76 *$ | 182* | $128^{*}$ | $140^{*}$ | 142* | 223 | 178* | $38 * *$ | 224 |
| Definitely/Somewhat Yes (Net) | ${ }^{269} 69$ | 130 ${ }^{65 \%}$ | 139 $66 \%$ | 897\% | 73 | 64\% | 43 50 | $\begin{gathered} 101 \\ \substack{88 \% \\ \text { IJ }} \end{gathered}$ | 123 $63 \%$ | 44\% | 81 $63 \%$ | 54\% | 124 | 59\% | $\begin{gathered} 105 \\ \underset{N}{75 \%} \end{gathered}$ | 95\% | ${ }^{146} 68$ | ${ }^{117}$ 66\% | 24\% | ${ }^{155} 69$ |
| Definitely yes | ${ }_{33}^{137}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 754 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 387 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{gathered} 41 \\ 45 \% \\ d \end{gathered}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 45 \% \\ & 45 \end{aligned}$ | 57\% | 21 25 | $38 \%$ | $\begin{aligned} & 25 \\ & 33 \% \end{aligned}$ | $\begin{array}{ll} 79 \% \end{array}$ | 22\% | $\begin{aligned} & 59 \\ & { }_{4}^{42 \%} \\ & \hline \end{aligned}$ | $\begin{gathered} 51 \\ \begin{array}{c} 36 \% \\ \mathrm{n} \end{array} \end{gathered}$ | $\begin{aligned} & 79 \\ & 36 \% \end{aligned}$ | ${ }_{33}{ }_{3}^{2}$ | 20\% | 85 ${ }^{88}$ |
| Somewhat yes | 131 $32 \%$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | 30\% | $\begin{aligned} & 23 \\ & 25 \% \end{aligned}$ | 26 $31 \%$ | 42\% | ${ }_{34 \%}^{66}$ | 23 28 | ${ }_{33}^{43}$ | 29\% | 53\% | 41 32 | 47\% | 34\% | 67 $30 \%$ | 59\% | $\stackrel{4}{9 \%}$ | 70 $31 \%$ |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | ${ }^{106} 26$ | 56\% | 200 | 31 23 | 20\% | 22 25 | 33 38 | 19\% | $\begin{aligned} & 57 \\ & { }_{29} 9 \% \\ & \hline \end{aligned}$ | ${ }_{\text {25 }}^{3} \mathrm{H}$ | 30 ${ }^{3} \mathrm{~F}$ | 19 25 | 50\% | $\begin{aligned} & 48 \\ & 37 \% \\ & \text { OP } \end{aligned}$ | 20\% | $3{ }^{31 \%}$ | 60\% | 45\% | 10\% | 24\% |
| Somewhat no | ${ }^{68} \%$ | 40\% | ${ }^{28} 13 \%$ | 20\% | ${ }^{10} 9$ | 17\% | $\stackrel{22}{25 \%}$ | 119\% | $\begin{aligned} & 43 \\ & 22 \% \\ & H^{2} \end{aligned}$ | $14 \%$ | 17\% | 159\% | 33 $18 \%$ | $\begin{aligned} & 33 \\ & 26 \% \\ & 26 \end{aligned}$ | 1180 | 24\% | 36\% | 31\% | 22\% | 31\% |
| Definitely no | ${ }^{38} 9$ | ${ }^{16} 8$ | 22\% | 11 $8 \%$ | 10 $10 \%$ | ${ }_{6}^{6}$ | 11 $13 \%$ | 8\% | 14\% | $\begin{aligned} & 15 \\ & 18 \% \\ & \text { in } \end{aligned}$ | 13 $10 \%$ | ${ }_{6}^{5}$ | ${ }^{17} 9$ | 15 $11 \%$ | 17 $12 \%$ $p$ | ${ }_{6}^{6}$ | 24\% | 14 ${ }_{8}$ | 5\% | 22 10 |
| I am not familiar with this company | 359\% | ${ }^{13} 7$ | 22\% | 13 $10 \%$ | 8\% | $\stackrel{4}{5 \%}$ | 10 $11 \%$ | 10\% | 15\% | $10 \%$ | $\begin{aligned} & \begin{array}{l} 17 \\ 13 \% \\ M \end{array} \end{aligned}$ | $\stackrel{3}{5 \%}$ | 8 | ${ }^{12} 9$ | ${ }_{5}^{6} \%$ | $\begin{gathered} 17 \\ 12 \% \\ 0 \end{gathered}$ | 17\% | ${ }^{16} 9$ | ${ }_{9 \%}$ | 14 6 |
| Sigma | $\begin{aligned} & 410 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOdent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 152 | 250 | 163 | 120 | 51 | 68 | 159 | 154 | 89 | 212 | 54 | 114 | 131 | 128 | 143 | 208 | 185 | 31 | 221 |
| Weighted Base | 418 | 187* | 231 | 122* | 124* | 75** | 98* | 155* | $188 *$ | 75* | 127 | $62^{*}$ | 202* | 139* | $140^{*}$ | $140 *$ | 223 | 185* | 39** | 261 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | ${ }_{63}^{262}$ | $\begin{gathered} 118 \\ 63 \% \end{gathered}$ | $\begin{gathered} 145 \\ 63 \% \end{gathered}$ | $\begin{gathered} 69 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & \substack{87 \% \\ d G} \end{aligned}$ | 57\% | $\begin{aligned} & 49 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 100 \\ 65 \% \\ j \end{gathered}$ | $\stackrel{126}{67 \%}$ | $\begin{aligned} & 36 \\ & 48 \% \end{aligned}$ | ${ }_{66}^{84}$ | $74 \%$ | $\begin{gathered} 125 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 56 \% \end{aligned}$ | $\underset{\text { 71\% }}{\text { n }}$ ( | $\begin{aligned} & 86 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 138 \\ 62 \% \end{gathered}$ | $\stackrel{124}{67 \%}$ | 81 80 | 161 $62 \%$ |
| Definitely yes | ${ }_{29 \%}^{123}$ | 64 $34 \%$ | $59$ | 33 $27 \%$ | $\begin{aligned} & 46 \\ & 38 \% \\ & \hline \mathbf{G} \end{aligned}$ | 26 35 | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | 56 $36 \%$ | 51\% | 162\% | $\begin{aligned} & 49 \\ & 38 \% \\ & M \end{aligned}$ | 22 36 | 50\% | 36\% | ( ${ }^{55}{ }^{39 \%}$ | 33\% | $72 \%$ | 51\% | 17 $43 \%$ | 73 |
| Somewhat yes | $\begin{aligned} & 139 \\ & 33 \% \end{aligned}$ | ${ }_{24}{ }_{29}$ | ${ }_{37}^{87}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | ${ }^{45}{ }_{29}$ | $\begin{aligned} & 75 \\ & 40 \% \end{aligned}$ | 20\% | ${ }_{25}^{35 \%}$ | $\begin{aligned} & 22 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 30 \end{aligned}$ | ${ }_{32}{ }^{4} \%$ | $\begin{aligned} & 53 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | 72 39 | 14\% | 88\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 107 \\ & 26 \% \end{aligned}$ | ${ }_{26 \%}^{48}$ | 599\% | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | 23\% | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 33 \% \end{aligned}$ | ${ }_{22} 2$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | 242\% | $\begin{gathered} 37 \% \\ 27 \end{gathered}$ | 14 $23 \%$ | 51 | $\begin{gathered} 47 \\ 34 \% \\ \mathrm{p} \end{gathered}$ | 31 $22 \%$ | 29\% | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | 40\% | 17\% | ${ }_{26 \%}^{66}$ |
| Somewhat no | 64 $15 \%$ | 24\% | 40\% | 218\% | 22\% | ${ }_{9}^{7}$ | 14\% | 23\% | 29\% | $12 \%$ | $\stackrel{14}{11 \%}$ | 10\% | 34 $17 \%$ | 323\% | 20\% | ${ }^{12} 9$ | 418\% | 23\% | ${ }_{15}^{6}$ | 40 $15 \%$ |
| Definitely no | 43 $10 \%$ | 24 $13 \%$ | 19 ${ }_{8}$ | ${ }^{11} 9$ | 7 | ${ }^{7} \%$ | $\begin{aligned} & \text { l8 } \\ & \text { 19\%\% } \\ & \text { an } \end{aligned}$ | 19 | 11 $6 \%$ | 12\% | 20\% | ${ }_{8}^{5}$ | ${ }_{8}^{17}$ | $1{ }^{16}$ \% | 10\% | 17\% | 25 $11 \%$ | ${ }^{17} 9$ | ${ }_{3}^{1}$ | 26 $10 \%$ |
| I am not familiar with this company | 42\% | 21\% | ${ }^{28}{ }^{2} \%$ | $\begin{aligned} & 20 \\ & 16 \% \\ & \text { 16\% } \end{aligned}$ | $8 \%$ | 4\% | $\begin{gathered} 17 \\ 17 \% \\ \text { e } \end{gathered}$ | 12\% | 21 $11 \%$ | $\begin{aligned} & 15 \\ & { }^{100} \% \\ & H \end{aligned}$ | 9\% | 4\% | ${ }_{13}^{26}$ | 14 $10 \%$ | 10\% | $\begin{aligned} & 25 \\ & 18 \% \\ & 0 \end{aligned}$ | ${ }^{19} 9$ | 22\% | ${ }_{3}^{1}$ | 34 $13 \%$ |
| Sigma | $\begin{aligned} & 418 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 100\% | 261 $100 \%$ |

Proportions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/F/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used.
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 166 | 240 | 171 | 102 | 64 | 69 | 146 | 174 | 86 | 214 | 57 | 111 | 124 | 150 | 132 | 222 | 178 | 41 | 215 |
| Weighted Base | 409 | 205* | 204 | 123 | 103* | 79* | 103* | 139* | 201* | $68^{*}$ | 131* | 79* | 172* | $132^{*}$ | 161* | 115* | 249 | 155* | 45** | 226 |
| Definitely/Somewhat Yes (Net) | 239\% | 119 $58 \%$ | 120 $59 \%$ | 71 | $\begin{gathered} 78 \\ 75 \% \\ \text { DFG } \end{gathered}$ | 40 $51 \%$ | 50 $48 \%$ | 93 $67 \%$ $i$ | 107 53 | 40\% | 75\% | 37\% | ${ }_{1}^{113} 6$ | 72 $54 \%$ | $\begin{gathered} 108 \\ 67 \% \\ \mathrm{P} \end{gathered}$ | 59 | 146 $59 \%$ | 90\% | 35 76 | 142 63 |
| Definitely yes | $\begin{gathered} 111 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | 599\% | ${ }_{23}^{28}{ }^{2}$ | $\begin{aligned} & 42 \\ & 41 \% \\ & \mathrm{DF}^{2} \end{aligned}$ | $\begin{aligned} & 111 \\ & 14 \% \end{aligned}$ | 29\% | 34\% | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | ${ }^{18} 8{ }^{2} \%$ | 454\% | 172\% | ${ }^{43} 2$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 38 \% \\ & \mathrm{~Np} \end{aligned}$ | 27\% | 75\% | ${ }^{35}$ 23\% | 22 49 | 28\% |
| Somewhat yes | ${ }^{128} 31 \%$ | ${ }_{33}^{68}$ | 29\% | 43\% | 35 34 | 29 ${ }^{17} \%$ | $\stackrel{21}{21 \%}$ | 39\% | ${ }_{34 \%}^{68}$ | 22\% | 30 ${ }^{3} \mathrm{~F}$ | 20\% | $\begin{aligned} & 70 \\ & 40 \% \\ & \mathrm{~K} \end{aligned}$ | 499\% | ${ }_{27}^{47 \%}$ | 32\% | 718\% | 55 \% | 13 $28 \%$ | 78 $34 \%$ |
| Definitely/Somewhat No (Net) | ${ }^{125} 30$ | ${ }_{32}^{65}$ | 29\% | 32\% | 17 $16 \%$ | $\begin{aligned} & 32 \\ & 40 \% \\ & { }_{E} \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 43 \% \\ & d E \end{aligned}$ | 35\% | $\begin{aligned} & 78 \\ & 39 \% \% \\ & h \mathrm{hJ} \end{aligned}$ | ${ }_{12}^{18}$ | 35\% | 33 $42 \%$ | 50\% | ${ }_{36}{ }^{2}$ | 39 $24 \%$ | 38\% | 79\% | 459\% | 19\% | 28\% |
| Somewhat no | 75\% | 239 c | ${ }_{14}^{29}$ | ${ }^{14} 1{ }^{1}$ | $14 \%$ | 172\% | $\begin{aligned} & 30 \\ & \begin{array}{l} 39 \% \\ \text { De } \end{array} \end{aligned}$ | 17\% | $\begin{aligned} & 52 \\ & 56 \% \\ & \mathrm{CJJ} \end{aligned}$ | ${ }_{9}^{6} \%$ | 22\% | $\begin{gathered} 27 \\ \text { KM } \\ \text { KM } \end{gathered}$ | 26\% | ${ }_{22} 29$ | 23 $14 \%$ | 24\% | ${ }^{46} 8$ | ${ }^{29} 9$ | 2\% | ${ }_{19}{ }^{2} \%$ |
| Definitely no | ${ }_{12}{ }^{2} \%$ | ${ }^{19} 9$ | 31 $15 \%$ | $\begin{aligned} & 18 \\ & 15 \% \\ & \text { 15\% } \end{aligned}$ | ${ }_{2 \%}$ | $\begin{aligned} & 15 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \\ & { }^{14 \%} \end{aligned}$ | ${ }_{13}^{18}$ | 25 ${ }_{13 \%}$ | ${ }_{9}^{6}$ | 13 $10 \%$ | ${ }_{8 \%}^{6}$ | 24 $14 \%$ | 19 | 16 | 159 | 33 $13 \%$ | 16\% | ${ }_{17}{ }^{8}$ | 22\% |
| I am not familiar with this company | 45 $11 \%$ | 20 | 25 12 | 21\% | 9 | ${ }_{9}^{7} \%$ | $9{ }_{8 \%}$ | ${ }^{12} 8$ | ${ }^{17} 9$ | $\begin{aligned} & 16 \\ & \begin{array}{l} 14 \% \\ \mathrm{HI} \end{array} \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \\ & M \end{aligned}$ | 11\% | $\stackrel{9}{5 \%}$ | 13 $10 \%$ | ${ }^{14} 9$ | 18\% | 24\% | 20 $13 \%$ | $\stackrel{2}{5 \%}$ | ${ }^{20} 9$ |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | ${ }^{150} \%$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 415 | 161 | 254 | 186 | 110 | 65 | 54 | 140 | 169 | 106 | 228 | 54 | 107 | 130 | 141 | 144 | 200 | 205 | 42 | 242 |
| Weighted Base | 398 | $184 *$ | 214 | $130 *$ | 102* | 88* | 78** | $130 *$ | 172* | 96* | 127 | 68* | 177* | $116{ }^{*}$ | 153* | $130 *$ | 210 | 182* | $56 * *$ | 263 |
| Definitely/Somewhat Yes (Net) | $\stackrel{212}{53 \%}$ | $\begin{aligned} & 107 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 68 \% \\ & 6 \mathrm{f}^{2} \end{aligned}$ | $\begin{aligned} & 45 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 65 \% \\ & \text { is } \end{aligned}$ | ${ }_{51 \%}^{87}$ | $\begin{aligned} & 40 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 51 \% \end{aligned}$ | 30\% | $\begin{gathered} 102 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 66 \% \\ & \text { nP } \end{aligned}$ | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 122 \\ 58 \% \end{gathered}$ | ${ }_{49}^{89}$ | 36 $64 \%$ | 149 $56 \%$ |
| Definitely yes | ${ }^{95}$ | 52\% | 22\% | 22 $17 \%$ | $\begin{aligned} & 35 \\ & 34 \% \\ & \text { D } \end{aligned}$ | ${ }^{18} \%$ | 20\% | $\begin{aligned} & 44 \\ & 34 \% \\ & \text { is } \end{aligned}$ | ${ }^{38}{ }^{2} \%$ | 12 13\% | 37 | 16 $24 \%$ | 41\% | 338 | 51 $33 \%$ P | 12\% | $\stackrel{\text { 20 }}{\text { 29\% }}$ | 34 $19 \%$ | 19 $34 \%$ | 25\% |
| Somewhat yes | ${ }_{29 \%}^{117}$ | ${ }_{30}^{55}$ | ${ }_{29}^{69}$ | 27\% | $\begin{aligned} & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 31 \% \end{aligned}$ | 49\% | $28 \%$ | $27 \%$ | 20\% | $\begin{gathered} 60 \\ 34 \% \\ k \end{gathered}$ | ${ }_{28}^{28}$ | $\begin{aligned} & 50 \\ & 33 \% \end{aligned}$ | $39 \%$ | ${ }_{29}^{62 \%}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 30 \% \end{aligned}$ | 83 ${ }^{8} \%$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | $\begin{gathered} 104 \\ 26 \% \end{gathered}$ | $\begin{gathered} 50 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 23 \% \end{aligned}$ | 24\% | $\begin{aligned} & 28 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & \text { 500 } \\ & \text { 29\% } \end{aligned}$ | $\begin{aligned} & 33 \\ & 34 \% \\ & H \end{aligned}$ | 285 | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | ${ }_{26}^{46}$ | $\begin{aligned} & 35 \\ & 30 \end{aligned}$ | ${ }_{23}^{31 \%}$ | $\begin{aligned} & 36 \% \\ & 28 \% \end{aligned}$ | ${ }_{26}^{56}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | 11 $19 \%$ | ${ }^{66}$ 25\% |
| Somewhat no | 55\% | 30\% | ${ }^{25} 2$ | 19\% | 12 | 17\% | 10\% | $14 \%$ | ${ }^{28} 16$ | 13 $14 \%$ | 17\% | ${ }_{12}^{18}$ | 21 $12 \%$ | 20\% | 21 $14 \%$ | $\stackrel{10}{8 \%}$ | 34 16 | 20 $11 \%$ | 12\% | 37 |
| Definitely no | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | 12\% | ${ }_{8 \%}^{7}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\frac{7}{6 \%}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \\ & H \end{aligned}$ | ${ }_{18}^{18}$ | 5\% | 25 ${ }^{25}$ | $12 \%$ | 12\% | $\begin{aligned} & 26 \\ & 20 \% \\ & \hline \end{aligned}$ | 21 $10 \%$ | ${ }^{26} 14 \%$ | $\stackrel{4}{7 \%}$ | ${ }^{28} 11 \%$ |
| I am not familiar with this company | $\begin{aligned} & 82 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & \text { 26\% } \\ & b \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | ${ }^{10} 9$ | $\underset{\mathrm{e}}{12}{ }_{2}^{19}$ | ${ }_{20}^{16}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | 20\% | 23 24 | ${ }^{27}$ 27\% | $\begin{aligned} & \begin{array}{l} 21 \% \\ 31 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 29 ${ }^{16 \%}$ | 20\% | ${ }_{13}^{19}$ | $\begin{gathered} 43 \\ 33 \% \\ \mathrm{NO} \end{gathered}$ | 32 $15 \%$ | $\begin{aligned} & 47 \\ & 26 \% \\ & \mathrm{q} \end{aligned}$ | 17\% | 49\% |
| Sigma | $\begin{aligned} & 398 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 1720\% | ${ }_{100 \%}^{96}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | 177 100 | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | 100\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/O/P - Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 155 | 246 | 164 | 112 | 67 | 58 | 139 | 154 | 108 | 221 | 57 | 98 | 119 | 137 | 145 | 205 | 186 | 30 | 219 |
| Weighted Base | 392 | 191* | 202 | 122* | $92^{*}$ | 109* | 70** | 133* | $167^{*}$ | 92* | 129 | 71* | $167^{*}$ | $123 *$ | $148 *$ | 122* | $212^{*}$ | 172* | $35^{* *}$ | 239 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | 257 66 | 134 $70 \%$ | ${ }^{124} 61 \%$ | 82\% | 65\% | 59\% | 52\% | 973\% | 103 $62 \%$ | 57\% | 80\% | 46\% | 114 68 | 89 ${ }_{\text {P }}^{\text {p }}$ \% | 100 $68 \%$ | ${ }_{56}^{69}$ | 150 $71 \%$ | 104 $61 \%$ | 281\% | ${ }^{159} 67 \%$ |
| Definitely yes | ${ }_{39 \%}^{152}$ | $\begin{aligned} & 80 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 35 \% \end{aligned}$ | ${ }_{35}^{45}$ | $\begin{aligned} & 31 \\ & 33 \% \end{aligned}$ | $35 \%$ | $\begin{aligned} & 43 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 63 \\ 47 \% \\ i \end{gathered}$ | 57\% | 32 | $\begin{aligned} & 48 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 38 \% \end{aligned}$ | 63 $43 \%$ | 42\% | $\begin{aligned} & 91 \\ & 43 \% \end{aligned}$ | 59 ${ }^{5}$ | 17 49 | 89\% |
| Somewhat yes | ${ }_{27 \%}^{106}$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | ${ }_{26}^{56}$ | $39 \%$ | $\begin{aligned} & 34 \% \\ & 37 \end{aligned}$ | 24\% | 13\% | ${ }^{36}{ }^{26}$ | $\begin{aligned} & 487 \\ & 28 \% \end{aligned}$ | 25\% | 322 | 15 $21 \%$ | 53 | ${ }_{34}{ }^{4} \%$ | 37 $25 \%$ | $\stackrel{27}{22 \%}$ | 60\% | ${ }^{45} 26$ | 11\% | 709\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | 923\% | 49\% | ${ }^{43}$ 21\% | 32\% | 178\% | $\underset{\substack{37 \\ \mathrm{e} \\ \mathrm{e}}}{ }$ | ${ }_{8 \%}^{6}$ | 23 $17 \%$ | 47\% | 22 24 | 24 $18 \%$ | 19\% | 45\% | 25 ${ }^{20}$ | 33 22 | 34\% | 47\% | 40 23 | $\stackrel{7}{19 \%}$ | 61 ${ }^{65}$ |
| Somewhat no | ${ }_{12}{ }^{2} \%$ | ${ }^{26} 13 \%$ | ${ }_{11 \%}$ | ${ }^{16} 13$ | 112\% | ${ }^{16} 5$ | $3{ }^{3}$ | $14 \%$ | 25\% | ${ }^{8} \%$ | 11\% | 13\% | 24\% | 13\% | 12\% | 15\% | 22\% | 22 $13 \%$ | 13\% | 34\% |
| Definitely no | 45\% | 24\% | 21\% | ${ }_{16}^{16}$ | ${ }_{7 \%}$ | $\begin{aligned} & 21 \\ & 19 \% \\ & \text { en } \end{aligned}$ | ${ }_{3 \%}$ | $8{ }_{6}^{8}$ | 23 $14 \%$ | 14 $15 \%$ | 13 10 | 10 $13 \%$ | ${ }^{22} 13 \%$ | ${ }^{11} 9$ | 15\% | $19 \%$ | 25\% | ${ }^{18} 10$ | 2\% | 27 $11 \%$ |
| I am not familiar with this company | 43 $11 \%$ | 8 | $\begin{gathered} 35 \\ 18 \% \\ 18 \% \end{gathered}$ | $8{ }_{6}$ | 11\% | 13 $12 \%$ | 12 $18 \%$ | 13 $10 \%$ | 17\% | 14\% | $\begin{aligned} & 25 \\ & { }^{29} \% \\ & { }^{2} \end{aligned}$ | ${ }_{9}^{6}$ | $\stackrel{8}{5 \%}$ | 9\% | 150\% | 19 | 14\% | $\begin{aligned} & 28 \\ & { }^{26} \% \\ & \text { Q } \end{aligned}$ | - | 19 ${ }_{8}$ |
| Sigma | $\begin{aligned} & 392 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 212 $100 \%$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | 100\% | 239 $100 \%$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/I


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 153 | 251 | 186 | 101 | 62 | 55 | 151 | 160 | 93 | 215 | 55 | 111 | 114 | 155 | 135 | 203 | 189 | 38 | 234 |
| Weighted Base | 395 | $180 *$ | 214 | $143 *$ | 81* | 86* | 85* | 141* | 171* | 83* | 115 | $52^{*}$ | $210 *$ | 115* | $160 *$ | 121* | 219 | $164 *$ | $41^{* *}$ | 260 |
| Definitely/Somewhat Yes (Net) | 272 69 | $\stackrel{116}{64 \%}$ | ${ }^{156}$ 73\% | 80\% | $\begin{aligned} & \text { 63\% } \\ & 78 \% \end{aligned}$ | 61\% | 62\% | 103 $73 \%$ | 114\% | 55 | 75 ${ }^{\text {65 }}$ | 43 $83 \%$ $K$ | 147 $70 \%$ | 83\% | 116 $72 \%$ | 73 $60 \%$ | 150\% | ${ }^{113} 6$ | 31 $74 \%$ | 178 $68 \%$ |
| Definitely yes | $\begin{gathered} 132 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 68 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 30 \% \end{aligned}$ | ${ }_{21}^{49 \%}$ | $\begin{gathered} 39 \\ 49 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 29 \\ & 33 \% \end{aligned}$ | 23 | $\begin{aligned} & 56 \\ & 40 \% \\ & j \end{aligned}$ | ${ }_{36}^{53 \%}$ | $\text { 20 } 24 \%$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 35 \% \end{aligned}$ | 73 $35 \%$ | 37 $32 \%$ | $\begin{aligned} & 57 \\ & 36 \% \end{aligned}$ | $39 \%$ | $\begin{aligned} & 78 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 31 \end{aligned}$ | 188\% | 83\% |
| Somewhat yes | $\begin{gathered} 140 \\ 35 \% \end{gathered}$ | ${ }_{27}^{47}$ | $\begin{aligned} & 91 \\ & 43 \% \\ & 43 \% \end{aligned}$ | ${ }_{31}^{45}$ | 23\% | $\begin{aligned} & 33 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 46 \% \end{aligned}$ | 47\% | 57 $34 \%$ | 35 ${ }^{3} \%$ | 39 $34 \%$ | 25 48 | 75 ${ }^{76}$ | $4{ }^{46}$ | 59\% | 34\% | 72 3 \% | ${ }_{38}^{62}$ | 120\% | 95\% |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | 100 25 | $\begin{gathered} 58 \\ { }_{3}^{5} \% \\ \hline \end{gathered}$ | 43 20 | $\begin{aligned} & 46 \\ & 32 \% \\ & \hline \end{aligned}$ | 12 $15 \%$ | 193\% | $\stackrel{23}{27 \%}$ | 33 $24 \%$ | ${ }^{45}$ \% | 226\% | 31\% | ${ }_{12}^{6} \%$ | 54\% | 23\% | 34\% | 39\% | 60\% | ${ }^{38}{ }^{3} \%$ | 20\% | ${ }^{68}{ }^{6} \%$ |
| Somewhat no | ${ }^{68} \%$ | 36\% | 32\% | $\begin{gathered} 300 \\ \text { 21\% } \end{gathered}$ | ${ }_{9}^{7} \%$ | 10\% | $\begin{aligned} & 21 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | 22\% | 34\% | $12 \%$ | 16\% | 4 | 410\% | ${ }_{16}^{14 \%}$ | 26\% | ${ }^{26} 2 \%$ | 419\% | ${ }^{26}$ | ${ }_{9 \%}$ | 519\% |
| Definitely no | 32\% | $\begin{aligned} & 21 \\ & 12 \% \\ & \text { c } \end{aligned}$ | 11 5 | $\begin{aligned} & 16 \\ & 11 \% \\ & \mathrm{~g} \end{aligned}$ | 5\% | 11\% | ${ }_{2 \%}$ | 11 $8 \%$ | ${ }^{11} \%$ | 10\% | $\begin{aligned} & 15 \\ & 13 \% \\ & \mathrm{~m} \% \end{aligned}$ | ${ }_{4 \%}$ | 12\% | 6\% | ${ }^{12} 8$ | 13 $11 \%$ | ${ }^{19} 8$ | 12\% | 12\% | 17\% |
| I am not familiar with this company | ${ }^{23} 6$ | 7 | ${ }^{16} 8$ | $\begin{gathered} \begin{array}{c} 12 \\ 8 \% \\ \mathrm{~g} \end{array} \end{gathered}$ | $\begin{aligned} & \frac{6}{7 \%} \\ & \mathrm{~g} \end{aligned}$ | ${ }_{7}^{6} \%$ | - | 5\% | 12\% | ${ }_{8}^{6}$ | 9\% | $\stackrel{2}{5 \%}$ | 8 | 8\% | 4\% | ${ }_{7 \%}$ | 9 | ${ }^{13} 8$ | $\stackrel{2}{5 \%}$ | 14 6 |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 81 \\ 100 \% \end{array}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 41 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risklevel) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
COVID 19

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdher Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 405 | 151 | 254 | 168 | 113 | 64 | 60 | 135 | 167 | 103 | 231 | 49 | 104 | 125 | 143 | 137 | 220 | 175 | 37 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | 209* | 199 | 120* | 115* | 94* | 79* | 147* | $177^{*}$ | 83* | 145 | $57^{*}$ | 187* | 129* | 170* | 110* | 241 | 158* | 50** | 260 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 311 \\ 76 \% \end{gathered}$ | ${ }_{73}^{153}$ | ${ }^{158} \%$ | $\begin{aligned} & 79 \\ & 66 \% \end{aligned}$ | 854\% | $\begin{gathered} 87 \\ \text { DEg } \\ \hline \end{gathered}$ | 59\% | ${ }_{71 \%}^{104}$ | $\begin{gathered} 141 \\ 80 \% \end{gathered}$ | 65 ${ }^{6}$ | $\quad{ }^{111} \%$ | $44 \%$ | $\begin{aligned} & 143 \\ & 76 \% \end{aligned}$ | 102 $79 \%$ | $\begin{gathered} 135 \\ 80 \% \\ \mathrm{p} \end{gathered}$ | 74 $67 \%$ | 189\% | ${ }^{115} 73$ | 40 $81 \%$ | ${ }^{206}$ |
| Definitely yes | 186 45 | 830\% | $\begin{gathered} 103 \\ 52 \% \\ b \end{gathered}$ | 41\% | 50\% | $\begin{aligned} & 56 \\ & 599 \% \\ & \text { in } \end{aligned}$ | 39\% | ${ }_{46 \%}$ | $85 \%$ | 33\% | 45\% | 26 45 | 85\% | 54\% | 89\% | ${ }^{42}$ \% | $\stackrel{114}{47 \%}$ | 71 45 | 22 $43 \%$ | 116 $45 \%$ |
| Somewhat yes | ${ }_{31 \%}^{125}$ | $\begin{aligned} & 73 \% \end{aligned}$ | ${ }^{58} 2$ | 38\% | $\begin{aligned} & 35 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 32 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | 193\% | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | ${ }_{27}^{47}$ | 281 | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | ${ }_{28}^{48 \%}$ | 19\% | 89\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | 420\% | ${ }^{28} 4$ | ${ }_{2}^{23}{ }_{2}^{28}$ | $\stackrel{23}{20 \%}$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 14 \\ & 18 \% \\ & f \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \\ & \text { j } \end{aligned}$ | 29 $16 \%$ | 10\% | 23 ${ }^{16 \%}$ | $\stackrel{7}{7} \%$ | 37 | 23 $18 \%$ | 20 $12 \%$ | $\begin{aligned} & 27 \\ & 24 \% \\ & 0 \end{aligned}$ | 417\% | ${ }^{25} 9$ | 17\% | 39 ${ }^{15}$ |
| Somewhat no | ${ }_{12}{ }^{2} \%$ | 30\% | 19\% | $\stackrel{23}{19}{ }_{\text {F }}$ | $\stackrel{18}{16}{ }_{F}$ | ${ }_{2 \%}$ | ${ }_{7 \%}$ | 22 ${ }^{15}$ | 24 14 | ${ }_{3}^{2} \%$ | 14 | $\stackrel{4}{6 \%}$ | 30\% | ${ }_{15}^{15}$ | 18\% | 16\% | 30 $13 \%$ | ${ }^{16} 10 \%$ | 15\% | ${ }_{11}^{29}$ |
| Definitely no | 21 5 \% | 12\% | 8 | 5 | ${ }_{4}^{5}$ | 3\% | ${ }_{10}{ }^{\circ}$ | 10\% | ${ }_{3}^{5}$ | ${ }_{7 \%}$ | 9\% | 4\% | 8 | ${ }_{6}^{8}$ | ${ }_{1}^{2}$ | $\begin{aligned} & 11 \\ & 10 \% \\ & \hline 0 \end{aligned}$ | 11 5 | 6\% | ${ }_{2 \%}$ | 10 ${ }^{4}$ \% |
| I am not familiar with this company | ${ }^{28} \%$ | 15\% | 14\% | 13 $10 \%$ | ${ }_{6}^{6} \%$ | 3\% | ${ }_{8}^{6} \%$ | 11\% | 7 | $\begin{aligned} & 10 \\ & 12 \% \\ & i \end{aligned}$ | 11\% | ${ }_{9}^{5}$ | 7 | $\stackrel{4}{3 \%}$ | ${ }^{15} 9$ | 9\% | 10 4 \% | $\begin{gathered} 17 \\ 11 \% \\ q \end{gathered}$ | 2\% | ${ }^{15} 6$ |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | 199 | $120 \%$ | 115\% | 100\% | 190\% | 147 $100 \%$ | 177\% | 100\% | 145 $100 \%$ | 557 | 187 $100 \%$ | $129 \%$ | 170 $100 \%$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 500\% | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_64 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Food
Cargill
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 159 | 251 | 169 | 109 | 79 | 53 | 138 | 180 | 92 | 212 | 52 | 120 | 135 | 138 | 137 | 206 | 189 | 37 | 222 |
| Weighted Base | 448 | 202* | 247 | 129* | 108* | $137^{*}$ | 74** | 149* | $210 *$ | 89* | 129 | 58* | $238{ }^{*}$ | $142^{*}$ | $157 *$ | $148^{*}$ | 251 | 184* | 51** | 275 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 172 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 48 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 75 \\ & 30 \% \end{aligned}$ | ${ }_{34}^{44}$ | $\begin{aligned} & 57 \\ & 53 \% \\ & \mathrm{D} \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 70 \\ 47 \% \\ \text { j } \end{gathered}$ | $\begin{aligned} & 75 \\ & 36 \% \end{aligned}$ | 27 30 | $\begin{aligned} & 45 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 31 \% \end{aligned}$ | 102 | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | 72 | 50 34 | ${ }_{\text {1 }}^{113}$ | ${ }_{31}^{57}$ | 32 63 | 126 $46 \%$ |
| Definitely yes | 82\% | $\begin{aligned} & 52 \\ & 26 \% \\ & { }_{C}^{2} \end{aligned}$ | 30 $12 \%$ | 22 $17 \%$ | 220\% | 30\% | $\stackrel{9}{12 \%}$ | 36 $24 \%$ | 31 $15 \%$ | 15\% | 25\% | 16\% | 47 ${ }^{2} \%$ | 21 15 | ${ }^{32}$ 2\% | 26\% | ${ }_{19 \%}$ | 34 $19 \%$ | 150\% | 27\% |
| Somewhat yes | 89\% | ${ }_{22}^{42}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 32 \% \\ & \text { 32\% } \end{aligned}$ | $27 \%$ | ${ }_{6 \%}^{4}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\stackrel{9}{15 \%}$ | ${ }^{535}$ | 299\% | $\begin{aligned} & 337 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & \text { 24 } \\ & 16 \% \end{aligned}$ | $\begin{gathered} \text { }{ }^{265 \%} \\ \mathrm{R} \end{gathered}$ | 23 $13 \%$ | 17 3 \% | 68\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 85 \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 25 \% \\ & \hline \text { 25 } \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 29\%\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 23 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | 20\% | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | ${ }_{26}^{23}$ | $\begin{aligned} & \text { 25 } \\ & 19 \% \end{aligned}$ | 14\% | 29\% | 31 22 | ${ }_{16 \%}$ | ${ }_{19}^{28}$ | $\begin{aligned} & 59 \\ & { }_{2}^{24 \%} \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | 17 3 \% | 61 $22 \%$ |
| Somewhat no | 51 $11 \%$ | 30\% | 218\% | 24 19\% eF | 9\% | ${ }_{7}^{7}$ | ${ }^{8} 1{ }^{8}$ | 21 $14 \%$ | 15\% | 14\% | 9\% | ${ }_{5}{ }^{\text {\% }}$ | 35 $15 \%$ | 17\% | ${ }_{19}^{12 \%}$ | 15 | 41 R | $8 \%$ | 10\% | 40\% |
| Definitely no | $34 \%$ | 20\% | 14 5 | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \\ & f \end{aligned}$ | ${ }_{4}^{5}$ | ${ }_{2 \%}$ | 6\% | $\stackrel{16}{8 \%}$ | 10\% | ${ }_{15}^{12 \%}$ | $\stackrel{3}{5 \%}$ | ${ }^{13} 6$ | ${ }^{13} 9$ | $7 \%$ | ${ }^{13} 9$ | ${ }^{18} \%$ | 14\% | $\stackrel{7}{13 \%}$ | 22\% |
| I am not familiar with this company | ${ }^{192}$ | 25\% | $\begin{gathered} 137 \\ 56 \% \\ B \end{gathered}$ | 48\% | ${ }^{28} 8$ | $\begin{gathered} 65 \\ 48 \% \\ \text { 48\% } \end{gathered}$ | 519\% | 49\% | $\begin{gathered} 104 \\ 49 \% \\ H \end{gathered}$ | 39 44 | 59 | $\begin{aligned} & 32 \\ & 56 \% \\ & \mathrm{~m} \end{aligned}$ | 87\% | $\begin{aligned} & 62 \\ & 44 \% \end{aligned}$ | 60 $38 \%$ | 70\% | 79 $31 \%$ | $\begin{aligned} & 105 \\ & 57 \% \\ & Q \end{aligned}$ | $\stackrel{2}{4 \%}$ | 87\% |
| Sigma | $\begin{aligned} & 448 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | 100\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 5100\% | 275 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Wave } 13 \\
& \text { Total } \\
& (5 / 20- \\
& 5 / 22)
\end{aligned}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$\underset{\text { Travelers }}{\text { Business }}$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 411 \& 160 \& 251 \& 171 \& 124 \& 60 \& 56 \& 123 \& 185 \& 103 \& 218 \& 69 \& 98 \& 126 \& 142 \& 143 \& 213 \& 190 \& 41 \& 227 <br>
\hline Weighted Base \& 406 \& 194* \& 212 \& 126 \& 120* \& 89* \& 71* \& 116* \& 190* \& $100 *$ \& 130 \& 88* \& $164 *$ \& 124* \& 144* \& 137* \& 229 \& 171 \& $56^{* *}$ \& 241 <br>
\hline Definitely/Somewhat Yes (Net) \& 233\% \& ${ }^{118} 61 \%$ \& ${ }^{115} 5$ \& 56\% \& $$
\begin{aligned}
& 74 \\
& 62 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{aligned}
& 64 \\
& 72 \% \\
& 7
\end{aligned}
$$ \& 39 5 \& 72 62 \& $\stackrel{106}{56 \%}$ \& 55 \& ${ }^{68}{ }^{2}$ \& 51\% \& 107
$65 \%$
$k$ \& ${ }^{65} 2$ \& 94\% \& 74
54 \& $$
\begin{gathered}
149 \\
65 \% \\
\mathrm{R}
\end{gathered}
$$ \& 82\% \& 414\% \& 151
$63 \%$ <br>
\hline Definitely yes \& $$
{ }_{30 \%}^{123}
$$ \& $$
\begin{aligned}
& 666 \\
& 34 \%
\end{aligned}
$$ \& $$
{ }_{27}^{27}
$$ \& $$
27 \%
$$ \& $$
\begin{gathered}
41 \\
34 \% \\
d
\end{gathered}
$$ \& $$
\begin{aligned}
& 34 \\
& 39 \% \\
& \text { 39\% }
\end{aligned}
$$ \& 21\% \& $$
\begin{aligned}
& 339
\end{aligned}
$$ \& $$
\begin{aligned}
& 58 \\
& 31 \%
\end{aligned}
$$ \& 26\% \& 38\% \& 29\% \& 49\% \& 25 $20 \%$ \& $$
\begin{aligned}
& 56 \\
& 39 \% \\
& { }^{5} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 42 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 69 \\
& 30 \%
\end{aligned}
$$ \& 34 ${ }^{4}$ \% \& 23
$41 \%$ \& 82\% <br>
\hline Somewhat yes \& 110 $27 \%$ \& 522 \& 28\% \& 23\% \& $$
\begin{aligned}
& 33 \\
& 28 \%
\end{aligned}
$$ \& 29 ${ }^{29}$ \& 199\% \& $$
\begin{aligned}
& 33 \\
& 28 \%
\end{aligned}
$$ \& $$
{ }_{26 \%}^{48}
$$ \& 29\% \& 33\% \& 24\% \& $$
\begin{aligned}
& 58 \\
& 35 \% \\
& k
\end{aligned}
$$ \& 40\% \& 36\% \& $$
\begin{aligned}
& 322 \\
& 24 \%
\end{aligned}
$$ \& 80

R
R \& 28\% \& ${ }_{33}^{18}$ \& 29\% <br>
\hline Definitely/Somewhat No (Net) \& 91 $23 \%$ \& ${ }_{21} 1 \%$ \& 51\% \& 39\% \& 299\% \& 14
$16 \%$ \& 12 \& 23

$20 \%$ \& $$
\begin{aligned}
& 54 \\
& \text { 28\% } \\
& \hline
\end{aligned}
$$ \& 15\% \& 23

$18 \%$ \& 24\% \& 40 24 \& 36\% \& 27
$18 \%$ \& 219 \& 54\% \& 31\% \& 13 \& ${ }^{58} 24$ <br>
\hline Somewhat no \& 52\% \& 19\% \& 33

$16 \%$ \& $$
\begin{aligned}
& 23 \\
& 18 \% \\
& \text { 18\% }
\end{aligned}
$$ \& ${ }_{18}^{15}$ \& ${ }_{9}^{8} \%$ \& $\stackrel{3}{5 \%}$ \& 13

$11 \%$ \& 34\% \& ${ }_{6}^{6}$ \& 11\% \& 10\% \& \[
$$
\begin{aligned}
& 30 \\
& \text { 18\% } \\
& \text { k }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
25 \\
20 \% \\
\mathrm{p}
\end{gathered}
$$
\] \& $1{ }^{16} \%$ \& ${ }^{12} 8$ \& 30

$13 \%$ \& 22 $13 \%$ \& $\stackrel{7}{13 \%}$ \& 37
$15 \%$ <br>
\hline Definitely no \& 39
$10 \%$ \& 21\% \& ${ }^{18} 9$ \& 13

$10 \%$ \& ${ }^{11} 9$ \& ${ }_{7}^{6} \%$ \& 12\% \& 10 ${ }_{8 \%}$ \& 20 $11 \%$ \& $9{ }_{9}^{9}$ \& ${ }^{12} 9$ \& $$
\begin{aligned}
& 16 \\
& \mathbf{1 8}^{8} \%
\end{aligned}
$$ \& 10 6 \& ${ }^{11} 9$ \& ${ }^{11} \%$ \& 17

$13 \%$ \& 24\% \& ${ }^{13} 8$ \& 10\% \& ${ }^{21} 9$ <br>

\hline I am not familiar with this company \& 810\% \& 35 18 \& 45 $21 \%$ \& $$
\begin{aligned}
& 33 \\
& 26 \% \\
& \text { eff }
\end{aligned}
$$ \& 17

$14 \%$ \& 112\% \& \[
$$
\begin{aligned}
& \text { 280 } \\
& \text { 28\% }
\end{aligned}
$$

\] \& ${ }^{22} 19 \%$ \& 29 $15 \%$ \& 30 30 \& \[

$$
\begin{aligned}
& 39 \\
& 30 \% \\
& \text { IM }
\end{aligned}
$$

\] \& 14 $15 \%$ \& ${ }^{18} 11 \%$ \& ${ }^{23} 19 \%$ \& 24 16 \& 34\% \& 11\% \& \[

$$
\begin{gathered}
54 \\
31 \% \\
\mathrm{~S}
\end{gathered}
$$
\] \& $\stackrel{2}{4 \%}$ \& 13\% <br>

\hline Sigma \& $$
\begin{aligned}
& 406 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 194 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 212 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 120 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
89 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
71 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 116 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 190 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 100 } \\
& \text { 100\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 130 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 164 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 124 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 144 \% \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 137 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 229 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 171 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 241 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdher Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 408 | 149 | 259 | 170 | 106 | 78 | 54 | 129 | 180 | 99 | 217 | 55 | 113 | 118 | 149 | 141 | 206 | 190 | 34 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 404 | $180^{*}$ | 225 | 126* | $113^{*}$ | 101* | 65* | $130^{*}$ | 165 | 109* | 123 | 70* | 187* | 117* | 145* | $143^{*}$ | 220 | 172* | $51^{* *}$ | 234 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 246 \\ 61 \% \end{gathered}$ | ${ }^{116} 65 \%$ | $\begin{aligned} & 130 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 58 \% \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 67 \% \\ & \mathrm{D} \% \end{aligned}$ | $\begin{gathered} 70 \\ 70 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 42 \\ & 66 \% \\ & d \end{aligned}$ | $\begin{aligned} & 78 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 112 \\ 68 \% \\ j \end{gathered}$ | $\begin{aligned} & 56 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 61 \% \end{aligned}$ | 76\% | $\begin{aligned} & 91 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 144 \\ 65 \% \end{gathered}$ | $\begin{gathered} 100 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 34 \% \\ & 68 \% \end{aligned}$ | $\begin{gathered} 144 \\ 62 \% \end{gathered}$ |
| Definitely yes | ${ }_{34 \%}^{138}$ | $\begin{gathered} 74 \\ 41 \% \\ { }_{c}^{7} \% \end{gathered}$ | ${ }_{29}^{64}$ | $\begin{aligned} & 36 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 40 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 44 \\ & 43 \% \\ & d \end{aligned}$ | $\begin{aligned} & 21 \\ & 33 \% \end{aligned}$ | ${ }_{33}^{42}$ | $\begin{aligned} & 62 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | 20\% | $\begin{aligned} & 60 \\ & 32 \% \end{aligned}$ | 38\% | $\begin{aligned} & 57 \\ & 39 \% \end{aligned}$ | 430\% | 79\% | 59\% | ${ }^{21} 1 \%$ | 82\% |
| Somewhat yes | ${ }^{108} 2$ | ${ }^{42} 24$ | 659\% | 25\% | 35 $31 \%$ | 27\% | 21 31 | 36 ${ }^{27 \%}$ | ${ }_{30}^{49}$ | ${ }_{21}^{23}$ | 25\% | 23\% | 54\% | ${ }^{38}$ 3\% | 34\% | 36\% | 65\% | 424\% | 14\% | 63\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | $\begin{aligned} & 70 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 17 \% \end{aligned}$ | ${ }_{22}^{49}$ | $\begin{aligned} & 29 \\ & 23 \% \\ & { }^{23 \%} \end{aligned}$ | ${ }_{\text {23 }}^{\text {25 }}$ \% | $\begin{aligned} & 10 \% \\ & 10 \% \end{aligned}$ | ${ }_{23}^{15}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 34\% | 22\% | 25 ${ }^{20}$ | ${ }^{8} 1{ }^{\circ}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | 26\% | 19\% | 27 $19 \%$ | 430\% | 32\% | $\begin{aligned} & 10 \% \\ & 19 \% \end{aligned}$ | 51\% |
| Somewhat no | 410\% | 159\% | ${ }_{12}^{26}$ | 19 ${ }^{15}$ | 15 $14 \%$ $f$ | 3\% | $4{ }_{6}$ | 12\% | $\begin{aligned} & 25 \\ & 15 \% \\ & j \end{aligned}$ | $4{ }_{4}^{4}$ | $9 \%$ | 5\% | $\begin{aligned} & 28 \\ & 15 \% \\ & k \end{aligned}$ | 13 $11 \%$ | 20 $14 \%$ | ${ }_{6}^{8}$ | ${ }^{28} 13 \%$ | 13\% | 5\% | 30 $13 \%$ |
| Definitely no | ${ }^{38} \%$ | 159\% | 23 $10 \%$ | 10 $8 \%$ | $\stackrel{10}{9 \%}$ | $7 \%$ | 117\% | ${ }^{12} 9$ | 5\% | 176\% | 16 $13 \%$ | ${ }_{5}^{4}$ | ${ }^{16} 9$ | 12 | ${ }_{5}^{7}$ | $\begin{gathered} 19 \\ 13 \% \\ 0 \end{gathered}$ | ${ }^{15} 7$ | 19\% | ${ }^{5} \mathrm{O}$ \% | ${ }^{22} 9$ |
| I am not familiar with this company | 79 | 33 $18 \%$ | ${ }^{46}$ \% | $\begin{aligned} & 39 \\ & 39 \% \\ & \mathrm{EG} \end{aligned}$ | 12\% | 21\% | $\stackrel{7}{7} \%$ | ${ }_{21}^{28}$ | 20 $12 \%$ | 31 $29 \%$ | ${ }^{26}$ 21\% | 19\% | ${ }^{28}{ }^{15}$ | 15 $13 \%$ | 27 $19 \%$ | $\begin{gathered} 37 \\ 26 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 23 \% \end{aligned}$ | ${ }^{7}{ }^{7} \%$ | 38\% |
| Sigma | 404 $100 \%$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 109 $100 \%$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 117 $100 \%$ | 145 $100 \%$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 220 $100 \%$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | 51 $100 \%$ | $\begin{aligned} & 234 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID
CMP01_67 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
CPG
Procter \& Gamble
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOdent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 169 | 235 | 168 | 118 | 67 | 51 | 135 | 180 | 89 | 218 | 64 | 103 | 105 | 138 | 161 | 197 | 197 | 40 | 227 |
| Weighted Base | 409 | $221 *$ | 188 | 115 | 118* | $92^{*}$ | $83^{* *}$ | 124* | 200* | 85* | 127 | $73^{*}$ | 187* | 108* | 152* | 149* | 200* | 198* | $54 * *$ | 271 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 247 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 59 \% \end{aligned}$ | ${ }_{62 \%}^{117}$ | $\begin{aligned} & 42 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 70 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { 61 } \\ & 67 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 61 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 124 \\ 62 \% \end{gathered}$ | 54\% | $\begin{aligned} & 72 \\ & 57 \% \end{aligned}$ | $48$ | $\begin{gathered} 119 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 64 \% \end{aligned}$ | 85 | $\begin{aligned} & 123 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 61 \% \end{aligned}$ | ${ }_{67} 6$ | 153 $57 \%$ |
| Definitely yes | ${ }_{31}^{127}$ | 74 $33 \%$ | 53\% | 20\% | $\begin{aligned} & 51 \\ & 43 \% \\ & \text { i3\% } \end{aligned}$ | $27 \%$ | 29 ${ }_{3}$ | 39 $31 \%$ | 53\% | 35 42 | ${ }_{36}^{45}$ | 23 $32 \%$ | 36\% | 439\% | 438\% | 428\% | 66\% | 60\% | 17 $31 \%$ | 82\% |
| Somewhat yes | ${ }_{29 \%}^{120}$ | $\begin{aligned} & 56 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 644 \% \end{aligned}$ | $\begin{aligned} & \text { 192 } \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{gathered} 34 \\ 37 \% \\ \text { D } \end{gathered}$ | $32 \%$ | 30\% | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | 19 $23 \%$ | ${ }_{21}^{27}$ | $\begin{gathered} 25 \\ 34 \% \\ \text { 34\% } \end{gathered}$ | $\begin{gathered} 63 \\ 34 \% \\ k \end{gathered}$ | ${ }_{21}^{21}$ | $\begin{gathered} 54 \\ \begin{array}{c} 56 \% \\ \mathrm{n} \end{array} \end{gathered}$ | ${ }_{24}^{49 \%}$ | 57\% | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | ${ }_{36}^{19}$ | 71 |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 91 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & { }_{29}^{29 \%} \\ & \mathrm{C} \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | 282\% | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & \end{aligned}$ | ${ }_{26}^{36 \%}$ | 39\% | $\begin{aligned} & \text { 196\% } \end{aligned}$ | 23\% | 20\% | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | 31 $29 \%$ | 34\% | 24\% | 28\% | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | 14 26 | 72 27 |
| Somewhat no | ${ }_{12 \%}$ | 34\% | 15 8 \% | 19\% | ${ }^{10} 9$ | 17\% | 3 | 17 $13 \%$ | 25 ${ }_{13}$ | ${ }_{7}^{7}$ | ${ }^{10} 8$ | 12\% | 30\% | 220\% | ${ }_{10}^{16}$ | 118\% | 18\% | 21\% | 10\% | 39\% |
| Definitely no | 42\% | 29 ${ }^{13 \%}$ | ${ }^{12} \%$ | 12\% | 11 $10 \%$ | ${ }_{5}^{4}$ | 12 $15 \%$ | $\begin{aligned} & 19 \\ & 15 \% \\ & i \end{aligned}$ | 14\% | 11\% | 18 $14 \%$ | ${ }_{6}^{6}$ | ${ }^{17} 9$ | 8\% | 20\% | ${ }^{13} 9$ | 28 $14 \%$ $r$ | ${ }^{13}{ }_{6}$ | 17\% | 33\% |
| I am not familiar with this company | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 43 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 35 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | 10\% | 7 | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | 14 | $\underset{\mathrm{2} \%}{\stackrel{21}{26}}$ | 10 $14 \%$ | 21\% | ${ }_{12}^{11 \%}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 39 \\ \text { 26\% } \\ \text { NO } \end{gathered}$ | 11\% | $\begin{aligned} & 43 \\ & 22 \% \\ & Q \end{aligned}$ | $\stackrel{4}{7 \%}$ | 45\% |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 200\% | 100\% | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \% \\ & 100 \% \end{aligned}$ | 540\% | 271 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 143 | 267 | 178 | 108 | 70 | 54 | 141 | 171 | 98 | 218 | 72 | 99 | 115 | 152 | 143 | 206 | 196 | 35 | 216 |
| Weighted Base | 414 | $184 *$ | 230 | 131 | $108 *$ | 98* | 77** | 145* | 182* | 87* | 124 | $80^{*}$ | 190* | $120 *$ | 165* | $130 *$ | 224 | 184* | $48 * *$ | 243 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 308 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 74 \% \end{aligned}$ | 88\% | $\begin{aligned} & 92 \\ & 95 \% \\ & 85 \end{aligned}$ | $77 \%$ | $\begin{aligned} & 51 \% \\ & 67 \% \end{aligned}$ | $\begin{gathered} 116 \\ 80 \% \end{gathered}$ | 132 | 70\% | $\text { 81 } 65 \%$ | 60 | $\begin{gathered} 154 \\ \stackrel{1}{81 \%} \\ K \end{gathered}$ | 88\% | $\begin{gathered} 132 \\ 80 \% \\ \mathrm{p} \end{gathered}$ | 88\% | $\begin{aligned} & 178 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 92 \% \end{aligned}$ | ${ }^{186}$ 76\% |
| Definitely yes | ${ }^{155} 37$ | ${ }^{68} \%$ | 878\% | 459\% | 474 | 331 | 30\% | 65 \% | ${ }_{34}^{64}$ | 26 30 | ${ }_{38}{ }^{3} \%$ | ${ }_{36}{ }^{26}$ | 72 | ${ }_{38}^{45}$ | $\begin{gathered} 71 \\ 43 \% \\ \mathrm{p} \end{gathered}$ | $39 \%$ | 89\% | ${ }_{35}^{65}$ | 30 62 | 88\% |
| Somewhat yes | ${ }_{37 \%}^{153}$ | $\begin{aligned} & 70 \% \end{aligned}$ | ${ }_{36}^{83}$ | ${ }_{33}$ | $\begin{aligned} & 45 \\ & 41 \% \end{aligned}$ | $44 \%$ | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 40 \% \end{aligned}$ | 32\% | $\begin{aligned} & 33 \\ & 41 \% \\ & k \end{aligned}$ | $\begin{gathered} 81 \\ 43 \% \\ \text { K } \end{gathered}$ | ${ }_{36}^{43}$ | $\begin{aligned} & 61 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 38 \% \end{aligned}$ | 90\% | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | 15 $31 \%$ | 98\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 87 \\ & 27 \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | ${ }_{21}^{48}$ | $\begin{gathered} 33 \\ 25 \% \\ \text { E } \end{gathered}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | 20\% | 25 ${ }^{2} \%$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | ${ }_{24}^{45}$ | $\begin{aligned} & 236 \% \end{aligned}$ | $\begin{gathered} \text { 36 } \\ \text { 29\% } \\ \mathrm{m} \end{gathered}$ | 160\% | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $2{ }^{26}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | ${ }_{26 \%}$ | 3\% | 20\% |
| Somewhat no | 50\% | 20\% | 30 $13 \%$ | 19\% | $7{ }^{7}$ | 14\% | 10\% | ${ }_{5}^{8}$ | ${ }_{32}^{37}{ }_{\text {H }}$ | 10\% | $14 \%$ | 12\% | 24\% | 15 | ${ }^{13} 8$ | 18\% | ${ }^{14} 6$ | $\begin{aligned} & 34 \\ & 19 \% \\ & \text { 19\% } \end{aligned}$ | $\stackrel{*}{1 \%}$ | ${ }^{28} 11 \%$ |
| Definitely no | ${ }_{98}^{98}$ | 20 $11 \%$ | ${ }^{18} 8$ | 13 $10 \%$ | ${ }_{3}^{4}$ | ${ }_{6}^{6}$ | 159\% | ${ }^{12} 9$ | $13 \%$ | $12 \%$ | $\begin{aligned} & 22 \\ & 18 \% \\ & M \end{aligned}$ | $7{ }_{9}{ }^{\text {\% }}$ | $7 \%$ | ${ }^{8} \%$ | 16 | 13 $10 \%$ | 23 $10 \%$ | 14\% | $\stackrel{3}{6 \%}$ | ${ }^{21} 9$ |
| I am not familiar with this company | ${ }^{18} 4{ }^{4}$ | ${ }_{3 \%}^{6}$ | ${ }^{13} 5$ | 11 $8 \%$ | 5 | $1 \%$ | ${ }_{1}^{1 \%}$ | 9\% | ${ }_{3}^{6}$ | $4 \%$ | 7\% | 5\% | 5\% | 5\% | ${ }_{2 \%}$ | $\begin{gathered} 10 \\ 8 \% \\ 0 \end{gathered}$ | 9 | 8 | * ${ }_{\text {\% }}$ | ${ }^{8} \%$ |
| Sigma | 100\% | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 887 | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 100\% | 243\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 165 | 242 | 167 | 116 | 68 | 56 | 150 | 159 | 98 | 220 | 57 | 103 | 123 | 139 | 145 | 199 | 193 | 35 | 217 |
| Weighted Base | 409 | 194* | 215 | 115 | 103* | 96* | 94* | 145* | 179* | 86* | 137 | 73* | 175* | $140^{*}$ | $144 *$ | 125* | 224 | $167 *$ | $45^{* *}$ | 244 |
| Definitely/Somewhat Yes (Net) | 264 65 | $\underset{c}{137}{ }_{c}^{137}$ | 127 $59 \%$ | ${ }^{69} 9$ | $\begin{aligned} & 79 \\ & 79 \% \\ & \text { Df } \end{aligned}$ | $55 \%$ | 63 68 | $\begin{gathered} 108 \\ \quad 75 \% \end{gathered}$ | 113 63 | 43 50 | 91 66 | 44\% | 120 69 | 87\% | 108 ${ }^{\text {P }}$ | 69\% | 143 $64 \%$ | ${ }^{116} 69$ | 33 75 | 164 $67 \%$ |
| Definitely yes | ${ }_{32}^{132}$ | $\begin{aligned} & 64 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 32 \% \end{aligned}$ | ${ }_{22}^{25}$ | $\begin{aligned} & 42 \\ & 40 \% \\ & 40 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 35 \\ & 37 \% \\ & d \end{aligned}$ | ${ }_{39} 9$ | 28\% | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 36 \% \\ & 1 \end{aligned}$ | 150\% | $\begin{aligned} & 66 \\ & 37 \% \\ & \hline \end{aligned}$ | ${ }_{31}^{43}$ | $\begin{aligned} & 56 \\ & 39 \% \end{aligned}$ | 33\% | ${ }_{3}^{87}$ | 499\% | 15 ${ }^{15}$ | 75 $31 \%$ |
| Somewhat yes | ${ }_{32}^{132}$ | 73 $38 \%$ | 58\% | $\begin{aligned} & 43 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | 25 26 | 27\% | 52\% | ${ }_{35}^{63}$ | 17 ${ }^{20 \%}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | ${ }_{31}^{55}$ | 44\% | 52\% | 38\% | ${ }^{61}{ }^{27} \%$ | 67 $40 \%$ 9 | 180\% | 89\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }^{105}$ | 23\% | 629\% | 34 $30 \%$ | 20\% | 31 $32 \%$ | 19 $21 \%$ | 30 $21 \%$ | 48\% | 27 ${ }_{3}$ | ${ }^{28}{ }^{2} \%$ | ${ }_{32}^{23}$ | ${ }^{48} 7$ | 42 $30 \%$ 0 | 24\% | 39 $31 \%$ 0 | ${ }^{66} 9$ | ${ }^{35}$ 21\% | $\stackrel{7}{15 \%}$ | 57 ${ }_{24}$ |
| Somewhat no | 13\% | 25 $13 \%$ | 29\% | 17\% | 13 | 13 $14 \%$ | $9 \%$ | 17\% | 24\% | 13 $15 \%$ | ${ }^{12} 9$ | 13\% | ${ }^{28}{ }^{16 \%}$ | 215\% | ${ }^{13} 9$ | 20\% | 37 16 | 17\% | 15\% | 16\% |
| Definitely no | 51 $13 \%$ | 19\% | 33 | 15 $13 \%$ | ${ }_{8}^{8} \%$ | ${ }^{18} 9$ | 10\% | ${ }^{14} 9$ | 23 $13 \%$ | 14\% | $\begin{aligned} & { }_{126}^{16} \end{aligned}$ | 14 $19 \%$ | 20 $11 \%$ | 21 15 | 118 | 20\% | ${ }^{29} 13 \%$ | ${ }^{18} 18$ | - | 19\% |
| I am not familiar with this company | 40\% | 13 | 27 $12 \%$ | $\begin{gathered} 13 \\ 12 \% \\ e \end{gathered}$ | $\stackrel{4}{4 \%}$ | 10\% | 13 $13 \%$ | ${ }_{4}^{6}$ | ${ }^{18} 10 \%$ | ${ }_{18}^{16}{ }^{18}$ | $\begin{aligned} & 19 \\ & 13 \% \\ & M \end{aligned}$ | ${ }_{7}^{5}$ | $7{ }_{4}^{7}$ | 11 8 \% | ${ }^{12} 8$ | 17 $14 \%$ | 15\% | 170\% | 11\% | ${ }^{22} 9$ |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 149 | 253 | 159 | 123 | 60 | 60 | 144 | 163 | 95 | 218 | 59 | 104 | 117 | 147 | 138 | 201 | 190 | 44 | 213 |
| Weighted Base | 400 | 196* | 204 | 126* | $108{ }^{*}$ | 83* | 82* | $145 *$ | $164 *$ | 91* | 128 | 70* | $180 *$ | 109* | $167^{*}$ | $123 *$ | 211 | 181* | 62** | 226 |
| Definitely/Somewhat Yes (Net) | $2822$ | $\begin{aligned} & 137 \\ & 70 \% \end{aligned}$ | ${ }_{71 \%}^{145}$ | $\begin{aligned} & 79 \\ & 62 \% \end{aligned}$ | ${ }_{74 \%}$ | $\begin{aligned} & 65 \\ & 78 \% \end{aligned}$ | 58\% | $\begin{aligned} & 106 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 114 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 69 \% \end{aligned}$ | ${ }_{66 \%}^{84}$ | $56 \%$ | $\begin{aligned} & 128 \\ & 71 \% \end{aligned}$ | 69 | $\begin{gathered} 126 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 87 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 72 \% \end{aligned}$ | $41$ | 152 $67 \%$ |
| Definitely yes | 140 | ${ }_{31}^{61}$ | 799\% | 41 31 | 40\% | 36\% | 249\% | ${ }^{45} 1 \%$ | 650\% | 30 34 | 498\% | ${ }_{36 \%}$ | 60\% | 39 ${ }^{35}$ | 61 $36 \%$ | 41\% | ${ }^{69} 3$ | 719\% | 29 ${ }^{47}$ \% | 76 $33 \%$ |
| Somewhat yes | $\begin{gathered} 142 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 42 \% \end{aligned}$ | ${ }_{30 \%}^{49}$ | $\begin{aligned} & 32 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 28 \% \end{aligned}$ | 314\% | ${ }_{38}^{68 \%}$ | 30\% | $\begin{aligned} & 65 \\ & 39 \% \end{aligned}$ | 46\% | 79\% | 58\% | 12 $19 \%$ | 76 $34 \%$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 78 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ | 182\% | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | 37 | 23\% | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | $\stackrel{8}{8}$ | 20\% | $\begin{aligned} & \text { 29\% } \\ & \hline 12 \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | 24\% | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | ${ }^{36}$ | 10 $16 \%$ | 45\% |
| Somewhat no | ${ }_{11 \%}^{45}$ | ${ }^{17} 9$ | 27 $13 \%$ | 17 $14 \%$ | 12 | 78 | 11\% | ${ }^{10} \%$ | 25 $15 \%$ $h$ | 110 | 13 $10 \%$ | 5\% | ${ }^{26} 15$ | - 21 | 13\% | ${ }^{11} 9$ | 24\% | 19\% | 14\% | 27 $12 \%$ |
| Definitely no | 34\% | ${ }^{17} 9$ | 178\% | 7\% | ${ }_{4}^{4} \%$ | 11 $14 \%$ $e$ | 10 $12 \%$ | 9\% | 12\% | 13 $14 \%$ | $\begin{gathered} 17 \\ 13 \% \\ \mathrm{~m} \end{gathered}$ | ${ }_{7}{ }^{\text {\% }}$ | $\stackrel{9}{5 \%}$ | 11 $10 \%$ | 6\% | 13 $11 \%$ | ${ }^{16} \%$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }_{2 \%}^{1}$ | ${ }^{18} 8$ |
| I am not familiar with this company | 40\% | 24\% | ${ }^{15} 7$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 17 \% \\ \mathrm{~F} \end{array} \end{aligned}$ | $\begin{gathered} 12 \\ 11 \% \\ { }^{11 \%} \end{gathered}$ | * ${ }^{\text {\% }}$ | 5\% | 21 $14 \%$ | 14 ${ }_{8}$ | $5 \%$ | ${ }_{11}^{14}$ | ${ }_{6}^{6}$ | ${ }^{17} 9$ | ${ }_{8 \%}^{8}$ | 19 | 12\% | 23 $11 \%$ | 15 ${ }_{8}$ | 11 $18 \%$ | 30 $13 \%$ |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 991 | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | 167 $100 \%$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 211 $100 \%$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | 226 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{\[
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
\]} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{\[
\begin{aligned}
\& \text { Leisure } \\
\& \text { Travelers }
\end{aligned}
\]} \\
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& \[
\begin{aligned}
\& \text { Less } \\
\& \text { than } \\
\& \$ 50 \mathrm{k}
\end{aligned}
\] \& \[
\begin{aligned}
\& \$ 50 \mathbf{k}-2-10 \\
\& \$ 75 \mathbf{-}
\end{aligned}
\] \& \$75k+ \& \[
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
\] \& Democrat \& Independent/ Othe \& Yes \& No \& \& \\
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) \\
\hline Unweighted Base \& 408 \& 161 \& 247 \& 168 \& 116 \& 64 \& 60 \& 138 \& 177 \& 93 \& 221 \& 59 \& 109 \& 132 \& 143 \& 133 \& 210 \& 186 \& 38 \& 213 \\
\hline Weighted Base \& 405 \& 192* \& 213 \& 123 \& 104* \& 95* \& \(83^{*}\) \& \(146 *\) \& \(180 *\) \& 80* \& 132 \& 67* \& 181* \& 152* \& \(146 *\) \& 107* \& 254 \& 144 \& 53** \& 251 \\
\hline Definitely/Somewhat Yes (Net) \& 306 \(75 \%\) \& \({ }^{133} 6\) \& \[
\begin{gathered}
173 \\
81 \% \\
B
\end{gathered}
\] \& 85\% \& 76 \& \[
\begin{gathered}
{ }^{806} \\
\text { DEG }
\end{gathered}
\] \& 59\% \& 104 \(72 \%\) \& \[
\begin{gathered}
148 \\
82 \% \\
\text { hJ }
\end{gathered}
\] \& 53\% \& \[
\begin{aligned}
\& 111 \\
\& { }_{8}{ }^{M 4 \%}
\end{aligned}
\] \& 41\% \& 130 \(72 \%\) \& 113
\(74 \%\) \& \[
\begin{gathered}
122 \\
83 \%
\end{gathered}
\] \& 71\% \& 1917 \& 1117\% \& \({ }^{36} \%\) \& 177\% \\
\hline Definitely yes \& \[
\begin{gathered}
211 \\
52 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 86 \\
\& 45 \%
\end{aligned}
\] \& \[
\begin{gathered}
126 \\
59 \% \\
\text { B }
\end{gathered}
\] \& \[
\begin{aligned}
\& 50 \\
\& 41 \%
\end{aligned}
\] \& 40\% \& \[
\begin{aligned}
\& 72 \\
\& 75 \% \\
\& \text { DE }
\end{aligned}
\] \& \[
\begin{aligned}
\& 50 \\
\& 60 \% \\
\& d E
\end{aligned}
\] \& \[
\begin{aligned}
\& 72 \\
\& 49 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 99 \\
\& 55 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 40 \\
\& 50 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 86 \\
\& 65 \% \\
\& M
\end{aligned}
\] \& 51\% \& \[
\begin{aligned}
\& 77 \\
\& 42 \%
\end{aligned}
\] \& 73 \& 88\% \& 50\% \& 132 52 \& 78
\(54 \%\) \& \({ }^{16} 9\) \& 118
\(47 \%\) \\
\hline Somewhat yes \& \({ }^{95}{ }^{3} \%\) \& \[
\begin{aligned}
\& 47 \% \\
\& 24 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 48 \% \\
\& 22 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 35 \\
\& { }_{29} 9 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 36 \\
\& 34 \% \\
\& \text { FG }
\end{aligned}
\] \& \[
\begin{aligned}
\& 14 \\
\& 15 \%
\end{aligned}
\] \& \(\stackrel{9}{11 \%}\) \& 32\% \& 49\% \& \[
\begin{aligned}
\& 13 \\
\& 16 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& \text { 25 } \\
\& \hline 19
\end{aligned}
\] \& \[
{ }_{20}^{14}
\] \& \[
{ }_{23}^{53}
\] \& 40\% \& 34\% \& 20\% \& 599\% \& 33\% \& 20\% \& 60 24 \\
\hline Definitely/Somewhat No (Net) \& \({ }^{66}\) 16\% \& \(\underset{\substack{41 \\ \text { c }}}{ }\) \& 25 \(12 \%\) \& 24
19
\(f\) \& 17
\(16 \%\) \& 7 \& \(\underset{\text { 22\% }}{19}\) \& \({ }^{23} 16 \%\) \& 23
\(13 \%\) \& 25\% \& 13
\(10 \%\) \& \(12 \%\) \& 40
\(22 \%\) \& 26\% \& 14 \& \[
\begin{aligned}
\& 26 \\
\& 24 \% \\
\& \hline
\end{aligned}
\] \& 17\% \& 20\% \& 14
\(26 \%\) \& \({ }_{19}^{48}\) \\
\hline Somewhat no \& 359\% \& 20\% \& 15\% \& 13
\(11 \%\) \& 110\% \& \({ }_{6}^{6} \%\) \& \({ }_{6}^{5}\) \& \(15 \%\) \& 10 5 \& 12\% \& \({ }_{4}^{5}\) \& 4\% \&  \& \begin{tabular}{l}
19 \\
13 \\
\hline
\end{tabular} \& 5\% \& \[
\begin{aligned}
\& 11 \\
\& 10 \% \\
\& 0
\end{aligned}
\] \& 21\% \& 13 \& 13\% \& \({ }^{28} 11 \%\) \\
\hline Definitely no \& 32\% \& 22
\(\substack{11 \% \\ c}\)

c \& 10
5 \& ${ }^{10} 8$ \& ${ }_{6}^{6}$ \& ${ }_{2 \%}$ \& 13
16
$F$ \& $\stackrel{8}{5 \%}$ \& 13\% \& 11

$13 \%$ \& ${ }_{6}^{8}$ \& $\stackrel{9}{13 \%}$ \& 14 8 \& $7 \%$ \& 6\% \& $$
\begin{aligned}
& 15 \\
& 1^{4} \% \\
& \mathrm{~N}
\end{aligned}
$$ \& ${ }^{23} 9$ \& ${ }_{5}^{7}$ \& $\stackrel{7}{13 \%}$ \& ${ }^{20} 8$ <br>

\hline I am not familiar with this company \& 33 8 \& ${ }_{18}^{18}$ \& 15\% \& \[
$$
\begin{aligned}
& 14 \\
& 11 \% \\
& f
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 12 \\
& 12 \% \\
& f
\end{aligned}
$$

\] \& $3{ }_{3 \%}$ \& ${ }_{6}^{5}$ \& \[

$$
\begin{aligned}
& 18 \\
& 13 \% \\
& i
\end{aligned}
$$
\] \& ${ }_{5}^{8}$ \& 78 \& ${ }_{6}^{7}$ \& $\stackrel{7}{10 \%}$ \& ${ }^{12} 7$ \& ${ }^{13} 8$ \& 10\% \& 10

$10 \%$ \& 19\% \& ${ }^{13} 9$ \& $\stackrel{4}{7 \%}$ \& 25 $10 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 405 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 192 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 213 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 123 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 104 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
95 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
83 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 180 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
80 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 132 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
67 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 181 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 152 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 107 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 254 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 144 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
53 \\
100 \%
\end{gathered}
$$
\] \& 251

$100 \%$ <br>
\hline
\end{tabular}

Proporions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) -B/C-D/E/F/G-H//J-K/L/M-N/O/P-Q/R-S/I


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 158 | 245 | 173 | 111 | 60 | 59 | 146 | 156 | 101 | 206 | 60 | 113 | 127 | 150 | 126 | 209 | 180 | 40 | 225 |
| Weighted Base | 405 | 192* | 213 | 128 | 105* | 94* | 78* | $144 *$ | 173* | 88* | 128 | $61^{*}$ | 192* | 142* | 159* | 104* | 224 | 170* | 41** | 236 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat Yes }}$ | $\begin{aligned} & 194 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 60 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 46 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 599 \% \\ & \mathrm{nP} \end{aligned}$ | $399$ | $\begin{gathered} 123 \\ 55 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 68 \% \\ & 40 \% \end{aligned}$ | 24 $57 \%$ | 117 $50 \%$ |
| Definitely yes | ${ }^{86}$ 21\% | 39 ${ }^{31}$ | 26\% | ${ }^{18} 14 \%$ | $\begin{aligned} & 31 \\ & 30 \% \\ & \text { D } \end{aligned}$ | 179\% | 19 24 | $\underset{i}{39}$ | 27 $16 \%$ | 20\% | 32\% | 10\% | 23\% | ${ }_{18}^{26}$ | 39\% | 20\% | $\begin{gathered} \text { 282 } \\ \text { 28\% } \end{gathered}$ | 22 $13 \%$ | 21\% | 49\% |
| Somewhat yes | ${ }_{27}^{108}$ | $\begin{aligned} & 58 \\ & 30 \% \end{aligned}$ | 200 | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | $32 \%$ | $\begin{gathered} 29 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 28 \% \end{aligned}$ | 52\% | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | ${ }_{27}^{17}$ | $\begin{aligned} & 61 \\ & 32 \% \end{aligned}$ | ${ }_{26}^{36}$ | $\begin{aligned} & 54 \\ & 34 \% \\ & P \end{aligned}$ | $\begin{aligned} & 188 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 61 \\ & 27 \% \end{aligned}$ | ${ }^{46}$ \% | ${ }_{36}^{15}$ | ${ }_{29 \%}$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }_{30 \%}^{120}$ | $\begin{aligned} & 63 \\ & 33 \% \end{aligned}$ | ${ }_{26}^{56 \%}$ | $\begin{aligned} & 37 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 38 \% \\ & \text { é } \end{aligned}$ | $\begin{aligned} & 27 \\ & 35 \% \end{aligned}$ | 32\% | $\begin{aligned} & 63 \\ & \frac{67 \%}{37 \%} \\ & \hline \end{aligned}$ | 24\% | $\begin{aligned} & 322 \\ & \\ & \hline \end{aligned}$ | 200 | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 37 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 34 \% \\ & \hline \end{aligned}$ | 58\% | 57 | 129\% | 70\% |
| Somewhat no | 74 $18 \%$ | 38\% | 36\% | 23\% | ${ }_{16}^{16}$ | 21 21 | $13 \%$ | 23 ${ }^{16 \%}$ | 25\% | 7\% | ${ }_{15}^{15}$ | 118\% | ${ }_{21} 1 \%$ | 33\% | 23 $14 \%$ | $18 \%$ | 36\% | ${ }^{36} \%$ | 23\% | 51 $22 \%$ |
| Definitely no | ${ }_{11}^{46}$ | ${ }^{25} 13 \%$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | ${ }^{11} 9$ | ${ }_{6}^{6}$ | 15 | $\begin{aligned} & 14 \\ & 18 \% \\ & e \end{aligned}$ | $9{ }_{6}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \\ & H \end{aligned}$ | $\begin{aligned} & 177 \\ & 13 \% \end{aligned}$ | -9\% | ${ }^{18} 9$ | $\begin{gathered} 20 \\ 14 \% \\ 0 \end{gathered}$ | 9\% | $\begin{aligned} & 17 \\ & 16 \% \\ & 0 \end{aligned}$ | 22 10 | 21 $12 \%$ | $\stackrel{3}{6 \%}$ | 19\% |
| I am not familiar with this company | 91 $23 \%$ | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | $\begin{gathered} 60 \\ 28 \% \\ { }_{B}^{6} \end{gathered}$ | $\begin{gathered} \begin{array}{c} 44 \\ 35 \% \\ \mathrm{EFg} \end{array} \end{gathered}$ | 20\% | $12 \%$ | 159\% | ${ }_{23}^{33}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | 31\% ${ }^{27}$ | $\begin{aligned} & 37 \\ & { }_{29}^{39} \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 22 \% \end{aligned}$ | ${ }^{28} 15$ | 19\% | 32\% | 30\% | ${ }_{19}^{43}$ | ${ }^{45}$ | ${ }_{14 \%}$ | 20\% |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | ${ }^{173} 0$ | ${ }^{100 \%}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 101\% | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 1590\% | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | 224 $100 \%$ | ${ }^{170} 100$ | 4100\% | 236\% |




Fielding Period: May 20-22, 2020
23 May 2020
CMP01_73 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
CPG
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 152 | 255 | 169 | 116 | 66 | 56 | 129 | 162 | 116 | 219 | 53 | 107 | 135 | 133 | 139 | 206 | 188 | 37 | 212 |
| Weighted Base | 443 | $219 *$ | 224 | 137* | 121* | 95* | 91** | 139* | 196* | 108* | 126 | 65* | $220 *$ | $150 *$ | $145^{*}$ | $148^{*}$ | 252 | 176* | $57^{* *}$ | 258 |
| Definitely/Somewhat Yes (Net) | ${ }_{61 \%}^{271}$ | $\begin{aligned} & 127 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 65 \% \\ & d \end{aligned}$ | $\begin{aligned} & 75 \\ & 79 \% \\ & \text { 79\% } \end{aligned}$ | $\begin{aligned} & 47 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 130 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 146 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 168 \\ 67 \% \end{gathered}$ | 599\% | 42\% | $\begin{gathered} 164 \\ 64 \% \end{gathered}$ |
| Definitely yes | ${ }_{27 \%}^{121}$ | 53 24 | ${ }_{30}^{68}$ | $2{ }_{21}{ }^{2}$ | $\begin{aligned} & 43 \\ & 36 \% \\ & d \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | 15\% | 32\% | $\begin{gathered} \text { 67\% } \\ 34 \% \\ h \end{gathered}$ | $\stackrel{23}{21 \%}$ | 30 | ${ }_{34}^{22}$ | 64\% | 40\% | 43 $30 \%$ | 37 $25 \%$ | 78\% | 41\% | ${ }^{16} 9$ | 728\% |
| Somewhat yes | $\begin{gathered} 150 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 74 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 34 \% \end{aligned}$ | $42 \%$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 43 \% \end{aligned}$ | $32 \%$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 43 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 30 \% \end{aligned}$ | 82\% | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 36 \% \end{aligned}$ | ${ }_{33}{ }_{3}^{2} \%$ | 25 44 | 92\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 105 \\ 24 \% \end{gathered}$ | $\underset{c}{65}$ | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 27 \end{aligned}$ | $24 \%$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 21 \% \end{aligned}$ | ${ }_{28}^{48}$ | ${ }_{26}^{28}$ | $\begin{aligned} & 39 \% \\ & \hline 29 \end{aligned}$ | 299\% | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | ${ }_{21}^{47 \%}$ | $28{ }^{2}$ | $\begin{aligned} & \text { 345 } \\ & \hline 2 \end{aligned}$ | ${ }^{58}{ }^{23}$ | 32\% | 11 $20 \%$ | 61 $24 \%$ |
| Somewhat no | 65\% | $\stackrel{42}{19 \%}$ | 24\% | 31 $22 \%$ | ${ }_{1}^{15}$ | ${ }_{7}^{6}$ | 13 $14 \%$ | 21 | 34 $18 \%$ | 109\% | $\stackrel{18}{14 \%}$ | ${ }_{6}^{6}$ \% | 38\% | ${ }^{26} 8$ | 17 | 22\% | 38\% | 23 $13 \%$ | 16\% | ${ }_{19}{ }^{9}$ |
| Definitely no | ${ }^{40} 9$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | 17\% | ${ }_{5}^{6}$ | 9\% | $7{ }_{8 \%}$ | 17\% | $7 \%$ 5 | 14\% | ${ }_{18}^{18} \mathrm{Hi}^{\text {\% }}$ | $\begin{aligned} & 19 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \\ & \mathrm{M}^{2} \end{aligned}$ | 8 | 15 | ${ }^{12} 8$ | ${ }^{13} 9$ | ${ }_{8}^{20}$ | ${ }^{16} 9$ | $\stackrel{2}{4 \%}$ | 12\% |
| I am not familiar with this company | $\begin{aligned} & 67 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \\ & { }_{5}^{2} \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $7{ }_{7}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \\ & \hline 1 \end{aligned}$ | ${ }^{18} 9$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | ${ }_{8 \%}^{5}$ | 13\% | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | 23 $16 \%$ | $\begin{gathered} 30 \\ \text { 20\% } \\ n \end{gathered}$ | 26 $10 \%$ | $\begin{aligned} & 38 \\ & 21 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{4}{7 \%}$ | 32\% |
| Sigma | $\begin{aligned} & 443 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 145 $100 \%$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 570\% | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 397 | 168 | 229 | 169 | 115 | 63 | 50 | 132 | 163 | 102 | 212 | 54 | 113 | 127 | 146 | 124 | 205 | 180 | 36 | 225 |
| Weighted Base | 379 | 201* | 178 | 123 | 97* | 94* | $65^{* *}$ | $118{ }^{*}$ | $165{ }^{*}$ | 95* | 118 | 55* | 186* | 126* | $155 *$ | 99* | 229 | 141* | 44** | 235 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 259 \\ 68 \% \end{gathered}$ | ${ }^{146} \%$ | $\begin{gathered} 114 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 64 \% \end{aligned}$ | 80\% | $\begin{aligned} & 115 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 61 \% \end{aligned}$ | ${ }^{134}$ | 89 $71 \%$ | $\begin{aligned} & 111 \\ & 72 \% \end{aligned}$ | $59 \%$ | $\begin{aligned} & 163 \\ & 71 \% \end{aligned}$ | $94 \%$ | 34\% | 170 $72 \%$ |
| Definitely yes | 112\% | ${ }_{31}^{62}$ | 50\% | 435\% | 32 ${ }_{\text {3 }}$ | -9\% | ${ }_{43}^{28}$ | 388 | ${ }^{48}{ }^{29} \%$ | 27\% | 39\% | 122\% | ${ }_{31}^{57}$ | 43 34 | 459\% | 25\% | 67\% | 45 ${ }^{2}$ | 23 $53 \%$ | 78\% |
| Somewhat yes | ${ }_{39 \%}^{147}$ | $\begin{aligned} & 83 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 62 \% \\ & \text { DE } \end{aligned}$ | 14\% | $\begin{aligned} & 42 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | 22 $39 \%$ | $\begin{aligned} & 76 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 43 \% \end{aligned}$ | 34 $34 \%$ | $\begin{aligned} & 96 \\ & 42 \% \end{aligned}$ | 49\% | 11 25 | 929\% |
| Definitely/Somewhat No (Net) | 26\% | ${ }_{23}^{43}$ | $\begin{aligned} & 51 \\ & 29 \% \end{aligned}$ | 28\% | $22$ | $\begin{aligned} & 25 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \end{aligned}$ | ${ }_{27}^{45}$ | 27\% | ${ }_{29}^{39 \%}$ | $\begin{aligned} & 17 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 31 \% \end{aligned}$ | ${ }_{23}^{53}$ | $\begin{aligned} & 37 \\ & 27 \end{aligned}$ | 10\% | 54\% |
| Somewhat no | 61 $16 \%$ | 33 $16 \%$ | ${ }^{28}{ }^{15}$ | 18 | 17\% | 15\% | 117\% | 21 18 | 23\% | 17\% | 21 18 | 17\% | 26\% | 21 16 | 20 | 20\% | 32 $14 \%$ | 26\% | $\stackrel{7}{15 \%}$ | 27 ${ }_{12}$ |
| Definitely no | $\begin{aligned} & 37 \\ & 10 \% \end{aligned}$ | 14\% | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | ${ }^{10} 8 \%$ | ${ }_{6}^{6}$ | 10\% | 12 18 | ${ }_{5}^{6}$ | 22 13 h | 10\% | ${ }_{11}^{13}$ | 15\% | 15\% | 9\% | 11\% | $11 \%$ | ${ }^{21} 9$ | ${ }^{12} 9$ | $\stackrel{3}{7 \%}$ | ${ }_{11 \%}^{26}$ |
| I am not familiar with this company | 22\% | 8 | 13\% | ${ }^{11} 9$ | $8{ }_{9}^{8}$ | ${ }_{2 \%}{ }_{2}$ | * ${ }^{\text {\% }}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $5{ }_{3}$ | $4{ }_{4}$ | ${ }_{5}^{6} \%$ | 8\% | 11 $6 \%$ | ${ }_{5}^{7} \%$ | ${ }_{6}^{6}$ | ${ }_{9}^{9}$ | 12\% | 9\% | - | 11 5 \% |
| Sigma | $\begin{aligned} & 379 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 55 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 155 $100 \%$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 100\% | 235 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 405 \& 151 \& 254 \& 162 \& 123 \& 71 \& 49 \& 135 \& 168 \& 102 \& 205 \& 58 \& 117 \& 130 \& 147 \& 128 \& 214 \& 176 \& 37 \& 225 <br>
\hline Weighted Base \& 421 \& 194* \& 227 \& 120* \& 117* \& $108 *$ \& $76 * *$ \& $146{ }^{*}$ \& $188{ }^{*}$ \& 87* \& 116 \& 58* \& $227 *$ \& $146{ }^{*}$ \& $160^{*}$ \& 115* \& 240 \& 170* \& 60** \& 269 <br>
\hline Definitely/Somewhat Yes (Net) \& $$
\begin{gathered}
177 \\
42 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 96 \\
& 50 \% \\
& { }_{C}^{2}
\end{aligned}
$$ \& $$
\begin{aligned}
& 81 \% \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 49 \\
& 41 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 65 \\
& 56 \% \\
& d
\end{aligned}
$$ \& $$
\begin{aligned}
& 43 \\
& 40 \%
\end{aligned}
$$ \& 20\% \& 73
$50 \%$ \& $$
\begin{aligned}
& 81 \\
& 43 \% \\
& j
\end{aligned}
$$ \& 24\% \& $$
\begin{aligned}
& 43 \\
& 37 \%
\end{aligned}
$$ \& 20 35 \& 110 ${ }^{48 \%}$ \& 64\% \& 78
$49 \%$ \& 34 30 \& ${ }^{108}{ }^{45 \%}$ \& 67
$39 \%$ \& 418\% \& 124
$46 \%$ <br>
\hline Definitely yes \& 77
$18 \%$ \& $$
\begin{aligned}
& 49 \\
& 25 \% \\
& C
\end{aligned}
$$ \& ${ }_{12 \%}{ }^{28}$ \& ${ }^{23} 19 \%$ \& 29\% \& 20 $18 \%$ \& ${ }_{7}^{6} \%$ \& 27
$18 \%$ \& 36
$19 \%$ \& 14
$16 \%$ \& 23 \& 16\% \& 418\% \& 24 16 \& 37\% \& 16
$14 \%$ \& ${ }^{43}$ \% \& 34\% \& ${ }_{30}^{18}$ \& 519\% <br>
\hline Somewhat yes \& $$
{ }_{24 \%}^{100}
$$ \& $$
{ }_{24}^{47}
$$ \& $$
{ }_{23}^{53}
$$ \& $$
{ }_{22}^{26}
$$ \& $$
\begin{aligned}
& 36 \\
& 31 \%
\end{aligned}
$$ \& $$
24 \%
$$ \& $$
\begin{aligned}
& 14 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 46 \\
& 31 \% \\
& j
\end{aligned}
$$ \& $$
{ }_{24 \%}^{44 \%}
$$ \& $$
\begin{aligned}
& 10 \\
& 11 \%
\end{aligned}
$$ \& $$
{ }_{17}^{19} \%
$$ \& $$
\begin{aligned}
& 11 \% \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 68\% } \\
& 30 \% \\
& K
\end{aligned}
$$ \& $$
\begin{aligned}
& 48 \% \\
& 28 \%
\end{aligned}
$$ \& $$
{ }_{21}^{46 \%}
$$ \& $$
\begin{aligned}
& 18 \\
& 16 \%
\end{aligned}
$$ \& $$
{ }_{27}^{65}
$$ \& $$
\begin{aligned}
& 33 \\
& 19 \%
\end{aligned}
$$ \& 23 38 \& 73 27 <br>
\hline Definitely/Somewhat No (Net) \& $$
{ }_{30 \%}^{127}
$$ \& 284 \& $$
\begin{aligned}
& 72 \\
& 32 \%
\end{aligned}
$$ \& 23\% \& 27\% \& $$
\begin{aligned}
& 43 \\
& 40 \% \\
& \mathrm{Ce}
\end{aligned}
$$ \& 29\% \& 29\% \& $$
\begin{aligned}
& \text { 369\% } \\
& \mathrm{B6}
\end{aligned}
$$ \& 29
$34 \%$
$h$ \& ${ }_{24}^{24}$ \& $$
\begin{gathered}
21 \\
36 \% \\
k
\end{gathered}
$$ \& $$
\begin{array}{ll}
71 \% \\
31 \%
\end{array}
$$ \& $$
\begin{aligned}
& 53 \\
& 36 \%
\end{aligned}
$$ \& 34\% \& $$
35
$$ \& $$
{ }_{27}^{64}
$$ \& 58
$34 \%$ \& 14 23 \& 75\% <br>
\hline Somewhat no \& 80\% \& 35\% \& 45\% \& 14 \& 20\% \& ${ }_{\text {28 }}^{28} \mathrm{~d}$ \& ${ }^{18}{ }^{24 \%}$ \& $11 \%$ \& $$
\begin{aligned}
& 52 \\
& 58 \% \\
& \hline H_{j}
\end{aligned}
$$ \& 11
$13 \%$ \& $8 \%$ \& $$
\begin{aligned}
& 16 \\
& 27 \% \\
& K
\end{aligned}
$$ \& $$
\begin{aligned}
& 50 \\
& 202 \% \\
& { }^{22 \%}
\end{aligned}
$$ \& 36

0 \& 21
$13 \%$ \& 22\% \& 37
$16 \%$ \& 38\% \& ${ }_{21}^{12}$ \& 52\% <br>
\hline Definitely no \& ${ }_{11}^{47}$ \& 19\% \& ${ }_{12 \%}{ }^{28}$ \& 13
$11 \%$ \& 7 \& 16\% \& 114\% \& 12\% \& ${ }^{17} 9$ \& 218
hi
hi \& 16
$14 \%$ \& ${ }_{5}^{5}$ \& ${ }^{21} 9$ \& 17 \& $18 \%$ \& 13
$11 \%$ \& 27 $11 \%$ \& 20 $12 \%$ \& ${ }_{2 \%}$ \& ${ }^{23} 8$ <br>

\hline I am not familiar with this company \& $$
\begin{gathered}
117 \\
28 \%
\end{gathered}
$$ \& \[

{ }_{22}^{43}

\] \& \[

$$
\begin{aligned}
& 74 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 44 \\
& \begin{array}{l}
37 \% \\
\text { Eff }
\end{array}
\end{aligned}
$$
\] \& 25 21 \& 220\% \& 27

$35 \%$ \& \[
{ }_{35}^{45}

\] \& \[

$$
\begin{aligned}
& 39 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 38 \% \\
& 1
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 49 \\
& 42 \% \\
& { }^{4} \%
\end{aligned}
$$

\] \& 179\% \& \[

{ }_{20}^{46}

\] \& 28\% \& 43\% \& \[

$$
\begin{aligned}
& 46 \\
& 40 \% \\
& \mathrm{~N}
\end{aligned}
$$
\] \& 68\% \& 45\% \& ${ }_{9}^{6} \%$ \& 70 ${ }^{26 \%}$ <br>

\hline Sigma \& 421

$100 \%$ \& \[
$$
\begin{aligned}
& 194 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 227 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 120 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 117 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 108 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
76 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 188 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
87 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 116 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
58 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 227 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$
\] \& 160

$100 \%$ \& \[
$$
\begin{aligned}
& 115 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 240 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 170 \\
& 100 \%
\end{aligned}
$$
\] \& 600\% \& 269\% <br>

\hline
\end{tabular}


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 156 | 251 | 165 | 133 | 67 | 42 | 130 | 171 | 106 | 210 | 67 | 107 | 131 | 122 | 154 | 219 | 178 | 40 | 230 |
| Weighted Base | 424 | $207 *$ | 216 | 131* | 116* | 94* | 82** | $144 *$ | 197* | 82* | 132 | 89* | 177* | 134* | 149* | 141* | 233 | 182* | $51^{* *}$ | 275 |
| Definitely/Somewhat Yes (Net) | ${ }^{302} 71 \%$ | $152$ | $\begin{gathered} 150 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 84 \% \\ & { }^{8 F} \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 64 \% \end{aligned}$ | 58\% | $\begin{aligned} & 101 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 143 \% \end{aligned}$ | 58\% | 90\% | 63\% | $\begin{aligned} & 135 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 105 \\ \underset{\mathrm{P}}{105} \end{gathered}$ | $\begin{gathered} 114 \\ { }_{P}^{77 \%} \end{gathered}$ | $\begin{aligned} & 82 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 180 \\ \substack{88 \% \\ \mathrm{R}} \end{gathered}$ | 117 $64 \%$ | 419\% | 203 $74 \%$ |
| Definitely yes | ${ }_{31}^{132}$ | 73 $35 \%$ | 59\% | 38\% | $\begin{gathered} 49 \\ 42 \% \\ d \end{gathered}$ | 33 35 | 12 $14 \%$ | 419\% | -61\% | $30 \%$ | 46\% | $\stackrel{26}{29 \%}$ | 55 ${ }^{5}$ | ${ }_{31} 1 \%$ | ${ }^{58} 8$ | 32\% | 888\% | 43\% | 21 $42 \%$ | ${ }^{85} 1{ }^{\text {\% }}$ |
| Somewhat yes | $\begin{gathered} 170 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 42 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 46 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 82 \% \\ & 42 \% \end{aligned}$ | ${ }^{28}{ }^{2} \%$ | 44\% | $\begin{aligned} & 37 \\ & 41 \% \end{aligned}$ | 80 | $\begin{aligned} & 64 \% \\ & 48 \% \end{aligned}$ | 56\% | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 39 \% \end{aligned}$ | 73 $40 \%$ | 19 $38 \%$ | ${ }^{118} 43 \%$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 92 \% \\ & 22 \end{aligned}$ | ${ }_{22}^{46}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 27 \\ 20 \% \\ e \end{gathered}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { 33\% } \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 26 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | ${ }_{24}^{48}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | 23 ${ }^{25}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $31 \%$ | 27\% | 19\% | 45\% | $\begin{aligned} & 10 \% \\ & \end{aligned}$ | 20\% |
| Somewhat no | ${ }_{12}{ }^{2} \%$ | 11\% | ${ }_{12}^{26}$ | 21 16 | 9\% | $11 \%$ | 10\% | 214\% | 22 $11 \%$ | ${ }_{8}^{6} \%$ | ${ }_{13}^{17}$ | 11 $13 \%$ | 17\% | 10\% | ${ }^{23} 16$ | ${ }_{16}^{16}$ | 23 $10 \%$ | 24\% | ${ }_{8}^{4} \%$ | ${ }^{35} 13 \%$ |
| Definitely no | 43 $10 \%$ | 23 $11 \%$ | ${ }^{20} 9$ | 5\% | $3 \%$ | $\begin{gathered} 20 \\ 22 \% \\ \text { DE } \end{gathered}$ | 14 $16 \%$ | 10\% | 25 ${ }_{13}$ | ${ }^{8} \%$ | 14 $11 \%$ | 11 $12 \%$ | 17 $10 \%$ | 14 $10 \%$ | 7\% | $\begin{aligned} & 21 \\ & 15 \% \\ & \text { O } \end{aligned}$ | ${ }^{21} 9$ | 21 $12 \%$ | ${ }_{12 \%}$ | 21 8 \% |
| I am not familiar with this company | 30\% | 5\% | 21 $10 \%$ | $\begin{aligned} & 19 \\ & { }_{14 \%}{ }^{14 \%} \end{aligned}$ | ${ }_{5}^{6}$ | $3{ }_{3}$ | $3{ }_{3}$ | ${ }^{13} 9$ | $7{ }_{3}$ | 10 $13 \%$ | 11 8 \% | $4{ }_{4}^{4}$ | ${ }_{5}^{8}$ | 5 | ${ }_{3}^{4}$ | $\begin{aligned} & 21 \\ & \text { 25\% } \\ & \text { NO } \end{aligned}$ | 9\% | $\begin{aligned} & 20 \\ & 11 \% \\ & \text { Q } \end{aligned}$ | ${ }_{1}{ }^{1}$ | ${ }^{16} 6$ |
| Sigma | 100\% | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 5100\% | 275\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 416 | 157 | 259 | 176 | 111 | 70 | 59 | 141 | 179 | 96 | 215 | 64 | 108 | 110 | 147 | 159 | 221 | 184 | 38 | 220 |
| Weighted Base | 427 | 207* | 220 | 126* | $100 *$ | 107* | 95* | 133* | 205* | 89* | 131 | 86* | 187* | $123 *$ | $163 *$ | $141^{*}$ | 253 | $167 *$ | 45** | 260 |
| $\begin{aligned} & \text { Definitely/Somewhat Yes } \\ & \text { (Net) } \end{aligned}$ | 2898\% | 144\% | 145 $66 \%$ | 760\% | ${ }_{67}^{67}$ | 76 | 70\% | ${ }^{98}{ }^{\text {J \% }}$ | ${ }^{143}$ 69\% | 49\% | 87\% | 485\% | 140 ${ }_{\text {L }}$ | 731 | $\begin{gathered} 123 \\ \underset{\mathrm{P}}{76 \%} \end{gathered}$ | 76 $53 \%$ | ${ }^{182}$ | ${ }^{105}$ | 33 $73 \%$ | 195\% |
| Definitely yes | ${ }_{36 \%}^{152}$ | $\begin{aligned} & 74 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 37 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 48 \% \\ & 48 \end{aligned}$ | $\begin{aligned} & \text { 60\% } \\ & 50 \% \\ & 1 J \end{aligned}$ | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | 19 $21 \%$ | ${ }_{39} 9$ | ${ }_{26}^{26}$ | $\begin{aligned} & 74 \\ & 40 \% \end{aligned}$ | 41 3 \% | 73 <br> 45 | 38\% | $\begin{gathered} 104 \\ 41 \% \\ r \end{gathered}$ | ${ }^{48}{ }^{29 \%}$ | 23 $50 \%$ | 110 $42 \%$ |
| Somewhat yes | 137 ${ }^{3}$ | 70 $34 \%$ | $\begin{aligned} & 67 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 39 \\ & 36 \% \end{aligned}$ | 25 ${ }^{26 \%}$ | 31 $24 \%$ | $\begin{gathered} 75 \\ 37 \% \\ h \end{gathered}$ | 30 $34 \%$ | $\begin{aligned} & 38 \% \\ & \end{aligned}$ | 25\% | ${ }_{35}^{66}$ | $49 \%$ | 50 $31 \%$ | 37\% | 77 $31 \%$ | 57 $34 \%$ | 11 $23 \%$ | ${ }^{83}$ 3\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }^{118} 8$ | 58\% | 618\% | 40\% | 25 26 | $\stackrel{29}{27 \%}$ | 24\% | 32\% | 57\% | 31 $35 \%$ | 35\% | $\begin{aligned} & 36 \\ & 42 \% \\ & \mathrm{~m} \end{aligned}$ | 23\% | 32\% | 33 | $\begin{aligned} & 54 \\ & 38 \% \\ & \hline \end{aligned}$ | 63\% | 54\% | 126\% | 59\% |
| Somewhat no | 14\% | ${ }_{12}{ }^{12}$ | 16\% | 21\% | $14 \%$ | 14\% | ${ }_{12}^{13}$ | ${ }_{12}^{12}$ | 32\% | 13 $15 \%$ | 22\% | $14 \%$ | 23 $13 \%$ | 21\% | 16 | 17\% | ${ }_{14 \%}$ | 24\% | 8\% | 14\% |
| Definitely no | ${ }_{13}^{58}$ | 32\% | 25 ${ }^{2}$ | 19\% | $12 \%$ | 15 $14 \%$ | $12 \%$ | 13 $10 \%$ | ${ }_{13 \%}^{26}$ | ${ }^{18} 1 \%$ | 13 $10 \%$ | $\begin{gathered} 21 \\ 25 \% \\ \mathrm{Km} \end{gathered}$ | 20 $11 \%$ | ${ }^{11} 9$ | 17 $10 \%$ | $\begin{aligned} & 29 \\ & 21 \% \\ & \text { no } \end{aligned}$ | 27 ${ }^{11 \%}$ | 30\% | ${ }^{8} 8$ | ${ }^{23} 9$ |
| I am not familiar with this company | 20 5 | ${ }_{3}^{5}$ | 15\% | $\begin{aligned} & 10 \\ & \text { 10\% } \\ & \text { f } \end{aligned}$ | $7 \%$ | ${ }_{1}^{1 \%}$ | ${ }_{1}^{1 \%}$ | 5 | 3\% | ${ }^{9} 0$ | 9\% | $3{ }_{3}^{3}$ | $\stackrel{4}{2 \%}$ | $1 \%$ | $7 \%$ | $\begin{aligned} & 12 \\ & { }_{\mathrm{n}}^{\mathrm{n}} \end{aligned}$ | ${ }_{3 \%}^{8}$ | $\stackrel{9}{5 \%}$ | * ${ }^{\text {\% }}$ | ${ }_{2 \%}^{6}$ |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 151 | 255 | 173 | 120 | 68 | 45 | 131 | 174 | 101 | 225 | 48 | 105 | 112 | 145 | 149 | 207 | 189 | 39 | 233 |
| Weighted Base | 395 | $184 *$ | 212 | 118* | 108* | 88* | 82** | 137* | 176* | 82* | 130 | 49* | 190* | 105* | $150 *$ | $140 *$ | 230 | 158* | $50^{* *}$ | 256 |
| Definitely/Somewhat Yes (Net) | ${ }^{286}$ | $\begin{gathered} 127 \\ 69 \% \end{gathered}$ | $159$ | $\begin{aligned} & 63 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 83 \\ 77 \% \\ { }^{8} \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 85 \% \\ & 85 \end{aligned}$ | $755$ | $97 \%$ | $\begin{aligned} & 123 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 80 \% \end{aligned}$ | 89\% | $34 \%$ | $\begin{aligned} & 143 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 82 \\ 78 \% \\ \hline \text { P } \end{gathered}$ | $\begin{gathered} 120 \\ 80 \% \\ P \end{gathered}$ | $\begin{aligned} & 84 \\ & 60 \% \end{aligned}$ | ${ }^{176} \%$ | $\begin{aligned} & 107 \\ & 68 \% \end{aligned}$ | 43 8 | 185 $72 \%$ |
| Definitely yes | ${ }^{164} 41 \%$ | 72 39 | 92\% | 32 27 | $\begin{aligned} & 51 \\ & 47 \% \\ & \frac{1}{D} \end{aligned}$ | $\begin{aligned} & 38 \\ & 43 \% \\ & 4 \end{aligned}$ | 43 5 | 51\% | 70\% | 43 53 | 57 ${ }^{54}$ | 20 $41 \%$ | 76\% | $39 \%$ | $72 \%$ | 53\% | 101 $44 \%$ | 629\% | 32 64 | 999\% |
| Somewhat yes | ${ }_{31}^{122}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $32 \%$ | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ | 22 27 | 46 34 | $\begin{aligned} & 53 \\ & 30 \% \end{aligned}$ | 22\% | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | 14 $29 \%$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | 442\% | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 22 \% \end{aligned}$ | ${ }_{33}^{75}$ | 45\% | 11\% | ${ }_{34 \%}$ |
| Definitely/Somewhat No (Net) | 80\% | $\begin{aligned} & 50 \\ & 27 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | 177 | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | 20\% | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | ${ }_{22}^{29}$ | 28\% | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \\ & 0 \end{aligned}$ | ${ }_{20}^{46}$ | 20\% | ${ }_{12 \%}$ | 24\% |
| Somewhat no | 45 $11 \%$ | $\begin{aligned} & 28 \\ & 15 \% \\ & c \end{aligned}$ | ${ }^{16} 8$ | ${ }_{16}^{16}$ | 14 | $12 \%$ | * | 12\% | 23 $13 \%$ | ${ }_{6}{ }^{\text {\% }}$ | ${ }^{11} 8$ | 13\% | 26 ${ }_{14 \%}$ | $9 \%$ | 15\% | 20\% | 27 ${ }_{12 \%}$ | ${ }_{16}^{16}$ | 8\% | 33 $13 \%$ |
| Definitely no | ${ }_{96} 9$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | 15\% | 14 12 F | 5 | ${ }^{1} \%$ | 160\% | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | 12\% | $7{ }_{8 \%}$ | $\begin{aligned} & 18 \\ & 14 \% \\ & M \end{aligned}$ | $\begin{gathered} 7 \\ 14 \% \\ \mathrm{~m} \end{gathered}$ | 10 ${ }^{\text {\% }}$ | $9{ }_{9}$ | 5\% | $\begin{aligned} & 21 \\ & 15 \% \\ & \hline 0 \end{aligned}$ | 19\% | 16\% | $\stackrel{2}{5 \%}$ | 21\% |
| I am not familiar with this company | ${ }^{29} \%$ | 7 | $\begin{aligned} & 22 \\ & 10 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \\ & \text { EF } \end{aligned}$ | ${ }_{6}^{6}$ | * ${ }^{\text {\% }}$ | * | $7 \%$ | ${ }^{18} 10 \%$ | 5\% | ${ }^{12} 9$ | ${ }_{2 \%}^{1}$ | 11 6 | $4{ }_{4}$ | 10\% | 14\% | 8\% | $\begin{aligned} & 19 \\ & 12 \% \\ & \begin{array}{l} 12 \% \end{array} \end{aligned}$ | ${ }^{1} \%$ | ${ }^{17} 7$ |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{100 \%}$ |

Proporions/Means: Columns Tested (5\%, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E/F/F} \mathrm{G}-\mathrm{H} / \mathrm{IIJ-K}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 418 | 156 | 262 | 166 | 127 | 61 | 64 | 126 | 184 | 108 | 230 | 58 | 103 | 120 | 141 | 157 | 214 | 189 | 30 | 214 |
| Weighted Base | 392 | 185* | 207 | $118 *$ | 112* | 93* | 69* | 122* | 181* | $90^{*}$ | 129 | 65* | 167* | $107 *$ | $144 *$ | 141* | 231 | $148 *$ | 39** | 233 |
| Definitely/Somewhat Yes (Net) | 264\% | ${ }^{126} 68$ | $\begin{gathered} 138 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 83 \\ & \text { DF } \end{aligned}$ | 52. | $\begin{gathered} 51 \\ 74 \% \\ d \end{gathered}$ | 915 | 118\% | 55\% | 90\% | 45\% | 114 $68 \%$ | ${ }_{62}^{66}$ | 106 74 | 91\% | 164\% | 98\% | 35 ${ }^{\text {90 }}$ | ${ }^{168}{ }^{72 \%}$ |
| Definitely yes | $\begin{aligned} & 134 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 42 \% \end{aligned}$ | 24\% | $\begin{aligned} & 28 \\ & 41 \% \end{aligned}$ | ${ }_{35}^{47 \%}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | 26\% | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | 27 $42 \%$ | ${ }_{29}^{49}$ | $\begin{aligned} & 366 \\ & 33 \% \end{aligned}$ | 58\% | $\begin{aligned} & 41 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 35 \% \end{aligned}$ | ${ }_{36}^{53}$ | 159\% | 83 36 |
| Somewhat yes | 130 | ${ }_{36}^{66}$ | 64 $31 \%$ | 38\% | 46 4 $d$ | ${ }^{28} 80$ | 23 31 | 46\% | 54 $30 \%$ | 29\% | 40 $31 \%$ | 18\% | ${ }^{65} 9$ | 31 $29 \%$ | 499\% | 51 $36 \%$ | ${ }_{36}^{83}$ | 45\% | 20 | 84 $36 \%$ |
| Definitely/Somewhat No (Net) | 109 $28 \%$ | 51\% | 58\% | $\begin{aligned} & 39 \\ & 33 \% \\ & \text { 33\% } \end{aligned}$ | ${ }_{16}^{16}$ | $\begin{gathered} 37 \\ 40 \% \\ \text { 40 } \end{gathered}$ | 15\% | 27\% | 51 28 | 31 $34 \%$ | ${ }_{21 \%}^{27}$ | 199\% | 51\% | $38{ }^{36}$ | 35 ${ }^{3}$ | 36\% | 57 | 44\% | $\stackrel{2}{5 \%}$ | 56\% |
| Somewhat no | - 150 | 19\% | 25 ${ }_{12 \%}$ | $\begin{aligned} & 23 \\ & 19 \% \\ & { }^{96} \% \end{aligned}$ | 110\% | $\begin{gathered} 24 \\ 26 \% \\ \text { EG } \end{gathered}$ | 3\% | 18 | 29\% | 13 $15 \%$ | 10\% | ${ }_{12 \%}$ | $\begin{aligned} & 35 \\ & { }^{31} \% \\ & K \end{aligned}$ | 17 | 23 $16 \%$ | 20 | 34\% | 25\% | $1 \%$ | 37 $16 \%$ |
| Definitely no | 439 | ${ }_{9}^{16}$ | 33\% | ${ }_{14}^{16}$ | $7 \%$ | 13 $14 \%$ | 13 19 E | $\stackrel{9}{8 \%}$ | ${ }_{12}^{22}$ | ${ }_{\text {20, }}^{\text {20\% }}$ | 17 $13 \%$ | 117\% | ${ }^{16} 9$ | 21 $20 \%$ | 12\% | $1{ }^{16} \%$ | 23 $10 \%$ | $19 \%$ | ${ }_{4 \%}^{2}$ | ${ }^{19} 8$ |
| I am not familiar with this company | 19\% | 8 | 11 ${ }^{1} \%$ | $\begin{aligned} & \begin{array}{l} 11 \\ 10 \% \\ \text { E } \end{array} \end{aligned}$ | $2 \%$ | ${ }_{4 \%}^{4}$ | ${ }_{3}{ }^{2}$ | $3 \%$ | 11 $6 \%$ | 5\% | $\begin{aligned} & \begin{array}{l} 12 \\ \mathrm{IM}^{2} \end{array} \end{aligned}$ | 2\% | ${ }_{1}^{2}$ | $\stackrel{3}{2 \%}$ | $\stackrel{3}{2 \%}$ | $\begin{aligned} & 14 \\ & \text { 10\% } \\ & \text { nO } \end{aligned}$ | 10 4 \% | 4\% | $\stackrel{2}{4 \%}$ | 9\% |
| Sigma | $\begin{aligned} & 392 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 65 \\ 100 \% \end{array}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | 144 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 100\% | 233 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 155 | 253 | 163 | 117 | 74 | 54 | 141 | 166 | 101 | 218 | 60 | 100 | 126 | 144 | 138 | 219 | 178 | 42 | 227 |
| Weighted Base | 383 | $174 *$ | 208 | 108* | 107* | $108 *$ | 60** | 126* | 181* | 75* | 115 | 72* | 171* | 124* | 156* | 104* | 213 | 161* | 47** | 231 |
|  | ${ }_{69 \%}^{265}$ | ${ }^{125}$ | $\begin{gathered} 141 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 84 \\ 78 \% \\ 7 \end{gathered}$ | $\begin{aligned} & 63 \\ & 59 \% \\ & \hline \end{aligned}$ | $74 \%$ | $\begin{aligned} & 94 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 133 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 67 \% \end{aligned}$ | $\text { 51 } 70 \%$ | $\begin{gathered} 123 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 119 \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 70 \\ & 68 \% \end{aligned}$ | ${ }^{152} 71 \%$ | $\begin{gathered} 108 \\ 67 \% \end{gathered}$ | 31 $65 \%$ | 165 $71 \%$ |
| Definitely yes | ${ }^{136} 3$ | 57 33 | 79 $38 \%$ | 36 3 \% | 488\% | 30\% | 23 38 | 50\% | ${ }_{36}^{65}$ | 21\% | $\begin{gathered} 46 \\ 40 \% \\ \hline \mathrm{~L} \end{gathered}$ | 12 | 71 ${ }_{\text {42\% }}$ | 38 | 59\% | 40\% | 79\% | 57 $35 \%$ | 17\% | 81 35 |
| Somewhat yes | $\begin{gathered} 129 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 62 \% \\ & 30 \end{aligned}$ | $38 \%$ | $\begin{aligned} & 36 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \end{aligned}$ | ${ }_{37}^{68}$ | 17 $23 \%$ | 32\% | $\begin{gathered} 38 \\ { }^{38} \% \\ \text { KM } \end{gathered}$ | $\begin{aligned} & 52 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 39 \% \end{aligned}$ | 30\% | $\begin{aligned} & 73 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 52 \% \end{aligned}$ | 13 $28 \%$ | 846\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 924 \% \end{aligned}$ | ${ }_{24}^{42}$ | $\begin{aligned} & 50 \\ & 24 \% \end{aligned}$ | $\underset{\substack{24 \\ \mathrm{e}}}{26}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 39 \\ 36 \% \\ E \end{gathered}$ | $\begin{aligned} & 13 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | ${ }_{24}^{44}$ | ${ }_{\substack{27 \\ 36 \%}}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 24 \% \end{aligned}$ | 40\% | 40 $33 \%$ 0 | ${ }_{19}^{29}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | 45\% | ${ }_{24}^{48}$ | 10 $21 \%$ | ${ }^{52} 2$ |
| Somewhat no | ${ }_{12 \%}$ | $18 \%$ | ${ }^{28} 13 \%$ | $\stackrel{18}{16 \%}$ | ${ }_{7 \%}$ | ${ }_{16}^{16}$ | ${ }_{9}^{5}$ | ${ }_{15}^{15}$ | 21 $12 \%$ | 10\% | 8\% | 116\% | 23 ${ }^{13}$ | 22\% | ${ }^{13} 8$ | $11 \%$ | ${ }^{18} 9$ | $\begin{aligned} & 28 \\ & 17 \% \\ & \underset{q}{2} \end{aligned}$ | 18\% | 32 $14 \%$ |
| Definitely no | ${ }_{12}^{45}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | ${ }_{8 \%}^{8}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 23 \\ & { }_{21}^{21} \% \\ & \text { DE } \end{aligned}$ | ${ }_{13 \%}$ | 5\% | ${ }_{\text {23 }}^{23} \mathrm{H}$ | ${ }_{\text {22 }}^{17}$ | ${ }^{18} 16$ | ${ }_{9}^{6}$ | ${ }_{18}^{18}$ | ${ }^{18} 18$ | $1{ }^{16}$ | 11 $10 \%$ | 27 $12 \%$ | ${ }_{10}^{16}$ | $\stackrel{2}{4 \%}$ | ${ }^{19} 8$ |
| I am not familiar with this company | ${ }^{26} \%$ | 8 | $\stackrel{18}{9 \%}$ | ${ }^{8} \%$ | ${ }^{10} 9$ | ${ }_{5}^{6}$ | 3 | $\begin{aligned} & 12 \\ & 10 \% \\ & 1 \end{aligned}$ | ${ }_{2 \%}^{4}$ | 10 $13 \%$ | ${ }^{10} 9$ | 4\% | ${ }_{5}^{8}$ | $7 \%$ | 7 5 | $\frac{12}{11 \%}$ | ${ }^{16} \%$ | ${ }_{5}^{8}$ | $\stackrel{7}{7}$ | 14\% |
| Sigma | $\begin{aligned} & 383 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 181 $100 \%$ | 100\% | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | 700\% | 171 $100 \%$ | 124 $100 \%$ | 156 $100 \%$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | 100\% | 231 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C - D/E/F/G-H/IJ-K/LM- N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 401 \& 159 \& 242 \& 186 \& 103 \& 68 \& 44 \& 135 \& 171 \& 95 \& 210 \& 55 \& 109 \& 132 \& 122 \& 147 \& 195 \& 189 \& 43 \& 237 <br>
\hline Weighted Base \& 399 \& $200 *$ \& 199 \& $137 *$ \& 81* \& $108 *$ \& 73** \& 122* \& 191* \& 85* \& 106 \& $68^{*}$ \& 203* \& $130 *$ \& 122* \& 147* \& 212* \& 176* \& $47^{* *}$ \& 265 <br>
\hline Definitely/Somewhat Yes (Net) \& 242
$61 \%$ \& ${ }^{122} 61 \%$ \& 119
$60 \%$ \& 86\% \& 49\% \& ${ }_{64}^{69}$ \& ${ }^{38}{ }^{2} \%$ \& 83\% \& 114\% \& 44\% \& 63
$59 \%$ \& 41\% \& 127 ${ }_{6}$ \& 73
$56 \%$ \& 86

$n 1 \%$ \& 83\% \& $$
\underset{r}{143} \underset{\substack{18 \%}}{ }
$$ \& 93

$53 \%$ \& 31
$67 \%$ \& 169
$64 \%$ <br>

\hline Definitely yes \& $$
\begin{gathered}
118 \\
30 \%
\end{gathered}
$$ \& 57\% \& \[

$$
\begin{aligned}
& 62 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 41 \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 41 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 34 \\
& 34
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 11 \\
& 15 \%
\end{aligned}
$$

\] \& \[

{ }_{36}^{44}

\] \& 53\% \& 214\% \& 299\% \& 20\% \& \[

$$
\begin{aligned}
& 622 \\
& 31 \%
\end{aligned}
$$

\] \& 24 $18 \%$ \& \[

$$
\begin{aligned}
& 47 \\
& 39 \% \\
& N
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
47 \\
32 \% \\
\mathrm{n}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 66 \\
& 31 \%
\end{aligned}
$$
\] \& 50\% \& 17

$36 \%$ \& 87\% <br>

\hline Somewhat yes \& $$
\begin{gathered}
123 \\
31 \%
\end{gathered}
$$ \& ${ }_{36}^{66}$ \& \[

{ }_{29}^{59}

\] \& \[

$$
\begin{gathered}
46 \\
33 \% \\
e
\end{gathered}
$$

\] \& 16\% \& \[

$$
\begin{aligned}
& 35 \\
& 32 \%
\end{aligned}
$$
\] \& 27 ${ }^{27}$ \& 39 32\% \& 61

$32 \%$ \& 24\% \& 34 32 \& ${ }^{21} \%$ \& ${ }_{32}^{65}$ \& 49\% \& $39 \%$ \& 34\% \& 77
$36 \%$
$r$ \& 43\% \& 14
$31 \%$ \& ${ }_{31}^{82}$ <br>
\hline $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ \& ${ }^{116}$ 29\% \& 65 ${ }^{65}$ \& 51 26 \& 41
$30 \%$ \& 26 32 \& 31 29 \& ${ }^{18}{ }^{2} \%$ \& ${ }_{23}^{28}$ \& ${ }_{33}^{63}$ \& 26\% \& ${ }_{21}^{22}$ \& ${ }_{34}^{23}$ \& 642\% \& 46
$35 \%$
0 \& 26\% \& 45\% \& 54\% \& 58\% \& 13
$29 \%$ \& 75\% <br>

\hline Somewhat no \& ${ }_{162}{ }^{6}$ \& ${ }_{\text {21 }}^{42} \mathrm{C}$ \& $19 \%$ \& 19 \& 13 \& ${ }_{23}^{23}$ \& ${ }_{9}^{6} \%$ \& ${ }^{11} 9$ \& $$
\begin{aligned}
& 38 \\
& \text { 20\% } \\
& h
\end{aligned}
$$ \& 13

$15 \%$ \& 12
$11 \%$ \& 10 \& 37 $18 \%$ \& 24\% \& $19 \%$ \& 19\% \& 35 ${ }^{3}$ \& 24\% \& 10\% \& 42\% <br>
\hline Definitely no \& 54

$14 \%$ \& 23 $11 \%$ \& $$
\begin{aligned}
& 32 \\
& 16 \%
\end{aligned}
$$ \& 22 16 \& 12

15 \& 9\% \& 12
$16 \%$ \& 17
$14 \%$ \& 25 ${ }_{13}$ \& 13

$15 \%$ \& \[
$$
\begin{aligned}
& 10 \% \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 19 \%
\end{aligned}
$$

\] \& 27 ${ }^{13}$ \& \[

$$
\begin{aligned}
& 22 \\
& 17 \% \\
& 0
\end{aligned}
$$

\] \& 6\% \& \[

$$
\begin{aligned}
& 26 \\
& 17 \% \\
& 0
\end{aligned}
$$

\] \& ${ }^{20} 9$ \& \[

$$
\begin{aligned}
& 34 \\
& \begin{array}{l}
19 \% \\
\mathrm{q}
\end{array}
\end{aligned}
$$
\] \& 18\% \& 33\% <br>

\hline I am not familiar with this company \& 41

$10 \%$ \& 12\% \& \[
$$
\begin{gathered}
29 \\
14 \% \\
\text { b }
\end{gathered}
$$

\] \& 10\% \& 8\% \& 8\% \& 17 ${ }^{17}$ \& ${ }^{11} 9$ \& 15\% \& 15 \& \[

$$
\begin{aligned}
& 21 \\
& 20 \% \\
& \text { LM }
\end{aligned}
$$
\] \& $4{ }_{6}^{4}$ \& 11 6 \% \& ${ }^{12} 9$ \& 8\% \& 20\% \& 15\% \& 24\% \& $\stackrel{2}{5 \%}$ \& 21\% <br>

\hline Sigma \& $$
\begin{aligned}
& 399 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 200 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 137 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{array}{r}
81 \\
100 \%
\end{array}
$$

\] \& \[

$$
\begin{aligned}
& 108 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
73 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 122 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 191 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
85 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 106 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
68 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 203 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 130 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 122 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 147 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 212 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 176 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
47 \\
100 \%
\end{gathered}
$$
\] \& 265 100 <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_82 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

## Other

Purell
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 159 | 245 | 173 | 113 | 65 | 53 | 155 | 158 | 91 | 219 | 62 | 107 | 107 | 145 | 152 | 217 | 173 | 46 | 226 |
| Weighted Base | 380 | 187* | 193 | 126 | 101* | 74* | 78** | 149* | 157* | $74^{*}$ | 125 | $72^{*}$ | $167 *$ | 95* | $140^{*}$ | 145* | 222 | 146* | $54^{* *}$ | 242 |
| Definitely/Somewhat Yes (Net) | 277 $73 \%$ | 134 $72 \%$ | 143 | 85\% | $\begin{gathered} 80 \\ 79 \% \\ d \end{gathered}$ | $\begin{aligned} & { }^{81 \%} \\ & 81 \% \end{aligned}$ | 52\% | 1114\% | 112\% | 54\% | 82\% | 57 | ${ }^{122} 73 \%$ | 65 68 | 103 73 | 109 ${ }^{75 \%}$ | ${ }^{167}$ | 106 $73 \%$ | 416\% | 173 |
| Definitely yes | $\begin{gathered} 158 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 51 \% \\ & \frac{9}{B} \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 48 \\ & 48 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 42 \\ & 56 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 34 \\ & 43 \% \end{aligned}$ | $59$ | $\begin{aligned} & 65 \\ & 42 \% \end{aligned}$ | 33 $45 \%$ | $\begin{aligned} & 62 \\ & 50 \% \\ & M \end{aligned}$ | $\begin{aligned} & 31 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 41 \% \end{aligned}$ | 59 | $\begin{aligned} & 60 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 59 \\ 39 \% \end{gathered}$ | 14 26 | 83\% |
| Somewhat yes | $\begin{gathered} 119 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 40 \% \\ & C \end{aligned}$ | ${ }_{24}^{43}$ | $\begin{aligned} & 51 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 32 \% \end{aligned}$ | 19\%\% | 18\% | $\begin{aligned} & 51 \\ & 34 \% \end{aligned}$ | ${ }_{30}^{47}$ | 21\% | 20\% | $\begin{aligned} & 26 \\ & 37 \% \\ & k \end{aligned}$ | $\begin{aligned} & 71 \\ & 43 \% \\ & \text { K } \end{aligned}$ | 26\% | 44 $31 \%$ | 499\% | 70 $31 \%$ | 49\% | 27 $50 \%$ | 90\% |
| Definitely/Somewhat No (Net) | 17\% | 31 $16 \%$ | 34\% | 24\% | ${ }_{16}^{16}$ | 10 $13 \%$ | 14\% | 25\% | 28\% | 115\% | 24\% | ${ }_{11 \%}$ | 19\% | 16\% | 31\% | ${ }_{13}^{19}$ | 18\% | ${ }^{16}$ | 13 $24 \%$ | 17\% |
| Somewhat no | 318 | 13 | ${ }^{18} 9$ | 13 10 f | 10 $10 \%$ $f$ | $1 \%$ | ${ }_{8 \%}^{6}$ | $16 \%$ | ${ }^{12} 8$ | 3 | 9\% | 5\% | 17\% | $9 \%$ | 15 | ${ }_{4}^{6}$ | 23 $10 \%$ | ${ }_{4 \%}$ | ${ }_{16 \%}$ | ${ }^{23} 9$ |
| Definitely no |  | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | 16 $8 \%$ | ${ }^{11} 9$ | ${ }_{6}^{6}$ | 12\% | ${ }^{7} \mathbf{7} \%$ | 10\% | 15 | 12\% | ${ }_{12}^{12}$ | 3\% | ${ }^{15} 9$ | $7 \%$ | 14 | ${ }^{13} 9$ | 17\% | 10\% | $\stackrel{4}{8 \%}$ | 19\% |
| I am not familiar with this company | 39 $10 \%$ | 23 $12 \%$ | 1680 | $\begin{aligned} & 17 \\ & 14 \% \\ & E \end{aligned}$ | 5\% | $\stackrel{4}{5 \%}$ | 13 $16 \%$ | 13 | $17 \%$ | -9\% | 19 $15 \%$ | -7\% | 13 ${ }_{8 \%}$ | $\begin{aligned} & 14 \\ & 15 \% \\ & 0 \end{aligned}$ | $\stackrel{8}{5 \%}$ | 17 $12 \%$ | 15\% | $\begin{aligned} & 24 \\ & 16 \% \\ & 16 \% \end{aligned}$ | * | 27 $11 \%$ |
| Sigma | $\begin{aligned} & 380 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 540 | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020
COVID-19

Other
Instacart
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 156 | 253 | 179 | 119 | 63 | 48 | 140 | 176 | 93 | 222 | 69 | 92 | 122 | 139 | 148 | 222 | 178 | 43 | 237 |
| Weighted Base | 377 | 179* | 198 | 141 | 103* | 85* | 47** | 126* | 173* | $78 *$ | 121 | $78 *$ | $150 *$ | 111* | $127^{*}$ | 139* | 214 | 155* | $42^{* *}$ | 241 |
| Definitely/Somewhat Yes (Net) | 194\% | 101 56 | 93 47 | 77 $54 \%$ | 50\% | 40\% | 17 36 | $\begin{aligned} & 86 \\ & 699 \% \\ & 1 J \end{aligned}$ | 838\% | 24 $31 \%$ | 56\% | $\begin{aligned} & 49 \\ & 63 \% \\ & K \end{aligned}$ | 79 ${ }^{7}$ | 51 46 | 73 | 70 50 | ${ }^{118} 58$ | 71 $46 \%$ | 32 $76 \%$ | 137 $57 \%$ |
| Definitely yes | 98\% | 49\% | 49\% | 27\% | $\begin{aligned} & 36 \\ & 35 \% \\ & f \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | 19\% | $\begin{aligned} & 48 \\ & 38 \% \\ & 13 \end{aligned}$ | $\begin{aligned} & 36 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 18 \% \end{aligned}$ | ${ }_{23}^{28}{ }^{2}$ | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | 45\% | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 367 \\ & \hline 2 \end{aligned}$ | 54\% | 39 ${ }^{5}$ | 17 $40 \%$ | 26\% |
| Somewhat yes | ${ }^{96}{ }^{6}$ | 52\% | ${ }_{22}^{42}$ | 39\% | 23\% | 25\% | 17\% | 31\% ${ }^{38}$ | ${ }^{48}$ | 10\% | 23\% | $\begin{gathered} 28 \\ 36 \% \\ k \end{gathered}$ | 34\% | 33 3 | 23\% | 33 $24 \%$ | 63 $30 \%$ | 32 ${ }^{2} \%$ | ${ }_{36 \%}^{15}$ | 74 $31 \%$ |
| Definitely/Somewhat No (Net) | 81\% | 20\% | ${ }_{21} 1 \%$ | 22\% | 20\% | 26 $30 \%$ $d$ | 14 $29 \%$ | $1{ }^{16}$ | 40 $23 \%$ $h$ | ${ }_{\text {25 }}^{3} \mathrm{H}$ | ${ }_{2}^{32}{ }_{\text {2 }}$ | 10 $13 \%$ | 34\% | 28\% | 23 $18 \%$ | 31 21 | 50 23 | 30\% | $\stackrel{7}{16 \%}$ | 20\% |
| Somewhat no | 11\% | ${ }_{12}^{22}$ | ${ }^{18} 9$ | 11\% | 10\% | 10\% | 11\% | 9\% | 170\% | 14\% ${ }_{\text {18\% }}$ | $\xrightarrow{19} 1$ | 5\% | 14\% | 16\% | 9\% | 14\% | 27 ${ }^{2}$ \% | 12\% | $\stackrel{3}{8 \%}$ | 23 $10 \%$ |
| Definitely no | ${ }_{11} 11 \%$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | ${ }^{12} 8$ | $9 \%$ | $\begin{aligned} & 17 \\ & 20 \% \\ & d \end{aligned}$ | 6\% | $7 \%$ 5 | $\begin{aligned} & 23 \\ & 13 \% \\ & \text { h } \end{aligned}$ | 114\% | 13 $11 \%$ | ${ }_{8 \%}^{6}$ | 21 $14 \%$ | 11 $10 \%$ | 13 $11 \%$ | 16\% | 22\% | 19\% | $\stackrel{3}{7 \%}$ | ${ }^{26} 11 \%$ |
| I am not familiar with this company | 102\% | ${ }^{38}{ }^{1} \%$ | $\begin{aligned} & 64 \\ & 32 \% \\ & { }_{6}^{2} \end{aligned}$ | 420\% | 23\% | 20\% | 16 $35 \%$ | ${ }_{19}^{23}$ | 50\% | 29 $37 \%$ $H$ | 33\% | ${ }_{24 \%}^{19}$ | 38\% | 33\% | 31 $24 \%$ | 39\% | 42\% | $\begin{aligned} & 54 \\ & 35 \% \\ & { }_{Q} \end{aligned}$ | $\stackrel{4}{9 \%}$ | 24\% |
| Sigma | $\begin{aligned} & 377 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ |



Fielding Period: May 20-22, 2020

## Other

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 144 | 259 | 177 | 106 | 71 | 49 | 142 | 165 | 96 | 213 | 64 | 99 | 126 | 130 | 147 | 212 | 178 | 30 | 225 |
| Weighted Base | 395 | 182* | 213 | $130^{*}$ | 104* | 95* | $67 * *$ | 149* | 174* | $72^{*}$ | 131 | $80^{*}$ | $163^{*}$ | $128^{*}$ | 132* | 135* | 233 | 152* | $33^{* *}$ | 254 |
| Definitely/Somewhat Yes (Net) | $\begin{aligned} & 180 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 52 \% \\ & c \end{aligned}$ | $\begin{aligned} & 84 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 49 \% \end{aligned}$ | $59$ | $\begin{aligned} & 41 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 53 \% \\ & j \end{aligned}$ | $\begin{aligned} & 74 \\ & 43 \% \end{aligned}$ | ${ }_{36}^{26}$ | $\begin{gathered} 62 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 35 \% \end{aligned}$ | ${ }^{83}$ \% | 499\% | 70 53 P | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | 110 47 | $\begin{aligned} & 67 \\ & 44 \% \end{aligned}$ | 24 $73 \%$ | 126 $49 \%$ |
| Definitely yes | 77 | 44\% | 33 $16 \%$ | 21 16 | ${ }^{28} 27$ | 22 $23 \%$ | -7\% | 34 23 | 35\% | 11\% | ${ }^{32}$ | 10 $13 \%$ | 32\% | $\stackrel{2}{21}$ | 26\% | 15 $11 \%$ | ${ }^{45} 9$ | 30\% | 10\% | 179\% |
| Somewhat yes | ${ }_{26 \%}^{102}$ | 52\% | $\begin{aligned} & 51 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | 329\% | 185\% | 230 | ${ }_{218}^{18}$ | $\begin{aligned} & 51 \% \\ & 31 \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 28 \% \end{aligned}$ | 37\% | 32 24 | 65\% | 37 $24 \%$ | 14 $44 \%$ | 78\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 105 \\ 27 \% \end{gathered}$ | $\begin{gathered} \text { 61 } \\ { }_{3}^{63 \%} \end{gathered}$ | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | 299 | $\begin{aligned} & 20 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \\ & \text { dE } \end{aligned}$ | $\begin{aligned} & 19 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 52 \\ 30 \% \\ \mathrm{~h} \end{gathered}$ | ${ }_{\text {26 }}^{3} \mathrm{H}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 23\% | $\begin{aligned} & 58 \\ & 35 \% \\ & K \end{aligned}$ | ${ }_{29}^{37}$ | 22\% | 399\% | ${ }_{29}^{68}$ | $\begin{aligned} & 323 \\ & 22 \% \end{aligned}$ | 20\% | ${ }_{29}^{67}$ |
| Somewhat no | 56\% | 30 $16 \%$ | ${ }_{12 \%}$ | 18 $14 \%$ | $12 \%$ | 20 21 | ${ }_{9}^{6}$ | 17 ${ }^{12}$ | 20 ${ }^{35}$ | $\stackrel{3}{5 \%}$ | $\stackrel{7}{5 \%}$ | ${ }_{9}^{7} \%$ | $\begin{aligned} & 42 \\ & { }^{255} \% \\ & \text { KL } \end{aligned}$ | 23 ${ }^{23} \mathrm{p}$ | 21 $16 \%$ | ${ }^{11} 8$ | 39\% | $17 \%$ | 15\% | 46\% |
| Definitely no | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{gathered} 31 \\ 17 \% \\ c \end{gathered}$ | ${ }^{19} 9$ | ${ }^{12} 9$ | ${ }_{8 \%}^{8}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | ${ }^{10} 6 \%$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 32 \% \\ & 3 H^{2} \end{aligned}$ | $\begin{aligned} & 177 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $8{ }_{6}$ | $\begin{aligned} & 28 \\ & 21 \% \\ & \text { nO } \end{aligned}$ | ${ }^{29} 13 \%$ | $17 \%$ | $\stackrel{2}{5 \%}$ | ${ }^{22} 9$ |
| I am not familiar with this company | $\begin{gathered} 110 \\ 28 \% \end{gathered}$ | 26 $14 \%$ | $\begin{aligned} & 84 \\ & 39 \% \\ & 3 \end{aligned}$ | $\begin{aligned} & 397 \\ & 29 \end{aligned}$ | 25 ${ }^{24}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 47 \% \end{aligned}$ | ${ }_{23}^{43}$ | ${ }_{27}^{48}$ | 20\% | $\begin{aligned} & 46 \\ & 35 \% \\ & { }^{4} \% \end{aligned}$ | $\begin{aligned} & 29 \\ & \begin{array}{l} 36 \% \\ M \end{array} \end{aligned}$ | 22\% | 28\% | 33 $25 \%$ | $\begin{gathered} 49 \\ 36 \% \\ n \end{gathered}$ | 54\% | 51 $34 \%$ | ${ }_{7}^{2}$ | 60\% |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 100\% | 254\% |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/T/J-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

## Other

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 413 | 165 | 248 | 184 | 118 | 58 | 53 | 157 | 169 | 87 | 208 | 63 | 126 | 125 | 152 | 136 | 231 | 174 | 39 | 237 |
| Weighted Base | 425 | 195* | 229 | 132 | 125* | $103 *$ | $65^{* *}$ | $165 *$ | 179* | $81^{*}$ | 108 | $61^{*}$ | 239* | $127^{*}$ | 172* | 126* | 271 | 150* | 49** | 263 |
| Definitely/Somewhat Yes (Net) | ${ }_{37 \%}^{157}$ | $\begin{aligned} & 104 \\ & 530 \% \\ & C_{C} \end{aligned}$ | ${ }_{23}^{53}$ | $\begin{aligned} & 56 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 56 \% \\ & { }^{6} \mathrm{~F} \% \end{aligned}$ | $28 \text { 27\% }$ | ${ }_{6 \%}^{4}$ | $\begin{aligned} & 88 \\ & 54 \% \\ & 15 \end{aligned}$ | 51\% | ${ }^{18} 2{ }^{2}$ | $\begin{aligned} & 40 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 37 \% \end{aligned}$ | 939\% | 38\% | 77 $45 \%$ $n$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | 110 $41 \%$ | ${ }_{30}^{45}$ | 34 $69 \%$ | 116 $44 \%$ |
| Definitely yes | 830\% | $\begin{aligned} & 53 \\ & 27 \% \\ & C \end{aligned}$ | 30 $13 \%$ | ${ }_{21}^{27}$ | 37 $30 \%$ | 15\% | $\stackrel{4}{6 \%}$ | 298\% | 23 $13 \%$ | 13 $15 \%$ | 22\% | 11 $18 \%$ | 50 | 17 $13 \%$ | 414\% | 25\% | 25\% | ${ }_{19 \%}$ | 19 $40 \%$ | 61 ${ }^{63}$ |
| Somewhat yes | $\begin{aligned} & 74 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 26 \% \\ & \text { Co } \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $1 \%$ | $\begin{aligned} & 41 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 168 } \end{aligned}$ | 5\% | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | 120\% | $\begin{aligned} & 44 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 355 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & 14 \% \end{aligned}$ | 20\% | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | 14 $29 \%$ | 55 ${ }^{51 \%}$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 924 \\ & 22 \end{aligned}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | ${ }_{20}^{40 \%}$ | $\begin{aligned} & 35 \\ & 26 \% \\ & { }_{E} \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 30 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | ${ }_{24}^{44}$ | 22\% | ${ }_{20}^{22}$ | $\stackrel{13}{22 \%}$ | 59\% | 35\% | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | 21\% | ${ }^{66}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | 11 $22 \%$ | 60 ${ }^{63 \%}$ |
| Somewhat no | 54\% | 30\% | 24\% | 23 $18 \%$ e er | ${ }^{10} 8$ | 15\% | ${ }_{9}^{6}$ | 19 | 23 $13 \%$ | 12\% | ${ }^{10} 9$ | ${ }_{11}^{7} \%$ | 38\% | 23\% | 17\% | $14 \%$ | 38 $14 \%$ | ${ }_{16}^{10 \%}$ | 16\% | 39\% |
| Definitely no | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | ${ }^{21} 9 \%$ | ${ }^{12} 9$ | ${ }_{4}^{6}$ | $\begin{aligned} & 16 \\ & 16 \% \\ & \text { eq } \end{aligned}$ | ${ }_{11 \%}^{7}$ | 11 6 | 21\% | 11\% | ${ }_{12}^{12}$ | ${ }_{1}^{7} \%$ | ${ }^{21} 9$ | 12\% | ${ }^{16} 9$ | 13 $10 \%$ | 29 $11 \%$ | 12\% | $\stackrel{3}{6 \%}$ | 21 8 \% |
| I am not familiar with this company | $\begin{gathered} 173 \\ 41 \% \end{gathered}$ | ${ }_{22}^{42}$ | $\begin{gathered} 131 \\ 57 \% \\ B \end{gathered}$ | 42\% | 40\% | $44{ }_{4}$ | ${ }^{48}{ }^{\text {\% }}$ | ${ }_{29}^{49}$ | $\begin{aligned} & 84 \\ & 4_{4}^{47 \%} \\ & \mathbf{H}^{2} \end{aligned}$ | ${ }_{\text {51\% }}^{41} \mathrm{H}$ | ${ }_{43}^{46}$ | 25 ${ }^{40}$ \% | 876\% | 55\% | ${ }_{36}^{62}$ | 56\% | 94 35 | $\begin{aligned} & 77 \\ & 52 \% \\ & Q \end{aligned}$ | 10\% | 88\% |
| Sigma | $\begin{aligned} & 425 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 8100\% | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | 6100\% | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | 127 $100 \%$ | 1720\% | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 271 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 100\% | 100\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C-D/E/F/G - H/IJ-K/LM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 399 | 154 | 245 | 171 | 112 | 59 | 57 | 142 | 167 | 90 | 216 | 53 | 101 | 119 | 135 | 145 | 208 | 177 | 47 | 222 |
| Weighted Base | 392 | 189* | 203 | 134* | 100* | 77* | 81** | $142^{*}$ | $165 *$ | 85* | 122 | 65* | $187^{*}$ | 124* | $143 *$ | 126* | 224 | 157* | 57** | 256 |
| Definitely/Somewhat Yes (Net) | ${ }_{67 \%}^{263}$ | ${ }_{67 \%}^{127}$ | $\begin{gathered} 136 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 111 \\ 67 \% \end{gathered}$ | 58\% | $81 \%$ | 44\% | $\begin{aligned} & 130 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 76 \% \\ & \text { nP } \end{aligned}$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 149 \\ 66 \% \end{gathered}$ | ${ }_{69 \%}^{109}$ | 36 $64 \%$ | $\begin{gathered} 170 \\ 67 \% \end{gathered}$ |
| Definitely yes | $\begin{aligned} & 138 \\ & 35 \% \end{aligned}$ | 61 $32 \%$ | 788\% | ${ }_{31} 21 \%$ | 27\% | 31 $39 \%$ | 49\% | 419\% | 60\% | 37\% | 413\% | 22 33 | ${ }^{68} \%$ | 45\% | 55\% | 38 | 76 $34 \%$ | 61 $39 \%$ | 15\% | 98\% |
| Somewhat yes | ${ }_{32 \%}^{125}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | 59\% | ${ }_{33}^{44}$ | $\begin{aligned} & 41 \% \\ & 41 \% \end{aligned}$ | 222\% | $\begin{aligned} & 18 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 31 \% \end{aligned}$ | 21 | ${ }_{33}^{40}$ | $\begin{aligned} & 23 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 38 \% \end{aligned}$ | 38\% | 73\% | ${ }_{31}^{48}$ | 21 31 | 73 $28 \%$ |
| $\underset{\text { Definitely/Somewhat No }}{\substack{\text { Det } \\ \text { (Net) }}}$ | $\begin{aligned} & 96 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 27 \% \end{aligned}$ | ${ }_{22}^{44}$ | $\begin{aligned} & 29 \\ & 21 \% \end{aligned}$ | ${ }_{26 \%}^{25}$ | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | 21\% | $\begin{aligned} & 30 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 29 \% \end{aligned}$ | 26\% | $\begin{aligned} & 35 \\ & 28 \% \end{aligned}$ | 54\% | $\begin{aligned} & 37 \% \\ & \\ & \hline \end{aligned}$ | ${ }^{18} \%$ | 26\% |
| Somewhat no | 53\% | 29\% | 23 $12 \%$ | ${ }_{12}^{12}$ | $12 \%$ | ${ }^{16}$ 21\% | 10\% | 17\% | 14\% | 12\% | $12 \%$ | ${ }_{12 \%}$ | 28\% | $19 \%$ | 17 | 16\% | 139 | 21 $13 \%$ | 16\% | 40\% |
| Definitely no | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | ${ }^{12} 9$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | ${ }_{6}^{5}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \hline \end{aligned}$ | 10\% | 18 $15 \%$ | 14\% | 14 8 | ${ }_{13 \%}^{16}$ | $8{ }_{6}$ | $\begin{aligned} & 19 \\ & 15 \% \\ & 0 \end{aligned}$ | 25 $11 \%$ | ${ }^{16} 10$ | $\stackrel{9}{15 \%}$ | 26\% |
| I am not familiar with this company | 33\% | 11\% | 22 $11 \%$ | $19 \%$ | ${ }_{7 \%}^{6}$ | $3{ }_{4}^{3}$ | ${ }_{5}^{4} \%$ | ${ }^{12} 9$ | 14\% | ${ }_{8 \%}^{6}$ | ${ }^{11} 9$ | ${ }_{5}^{4} \%$ | 14\% | 10\% | 88 | $14 \%$ | 219 | 12\% | ${ }_{5}^{3} \%$ | 20\% |
| Sigma | $\begin{aligned} & 392 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 570\% | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ |




Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Ran }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 395 | 149 | 246 | 174 | 110 | 53 | 58 | 150 | 157 | 88 | 215 | 52 | 103 | 113 | 152 | 130 | 216 | 170 | 38 | 218 |
| Weighted Base | 379 | 162* | 218 | 128* | 102* | 78* | $72^{*}$ | 152* | 149* | 79* | 120 | $58^{*}$ | 176* | $113 *$ | $162^{*}$ | 105* | 227 | 147* | $42^{* *}$ | 242 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat Yes }}$ | 212 56 | 96\% | ${ }^{116} 5$ | $\begin{aligned} & 71 \\ & 56 \% \\ & G \end{aligned}$ | $\begin{aligned} & \text { 64\% } \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 67 \% \\ & G \end{aligned}$ | 23 3 \% | 87\% | 83 $56 \%$ | 43 $54 \%$ | ${ }_{52}^{62}$ | 31 $54 \%$ | 109 ${ }_{6}$ | 56\% | 999 | 58\% | 131 $58 \%$ | 79 $54 \%$ | 27 63 | 143 $59 \%$ |
| Definitely yes | $\begin{gathered} 128 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 73 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 39 \% \\ & \hline 29 \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 39 \\ 50 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 16 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 40 \% \end{aligned}$ | $38$ | $\begin{aligned} & 13 \\ & 23 \% \end{aligned}$ | 71 $40 \%$ | 28\% | $\begin{aligned} & 67 \\ & 42 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 72 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | 10 $23 \%$ | 85\% |
| Somewhat yes | ${ }_{22}^{82 \%}$ | $\text { 40 } 25$ | ${ }_{20}$ | $\begin{gathered} 37 \% \\ 27 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 28 \% \\ & \hline \mathbf{K} \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | ${ }_{21}^{47 \%}$ | ${ }^{32}$ 21\% | 11\% | 24\% | ${ }^{18} \%$ | 32\% | 28\% | 32\% | 24\% | $\stackrel{59}{26 \%}$ | ${ }^{23} 16 \%$ | 17 $41 \%$ | 58\% |
| Definitely/Somewhat No (Net) | 112\% | 45\% | 67 $31 \%$ | 40\% | $24 \%$ | ${ }^{18} 2$ | $\begin{gathered} 30 \\ 42 \% \\ e \end{gathered}$ | 427\% | ${ }_{32}{ }^{2}$ | 24 30 | 31 | 21 $36 \%$ | 48\% | 39 ${ }^{3}$ | 479\% | 26\% | $72 \%$ | 40 ${ }^{27}$ | 117\% | 74 $31 \%$ |
| Somewhat no | 57 | ${ }^{26} 16$ | 31 $14 \%$ | $\stackrel{27}{21}{ }^{2}$ | $7 \%$ | 11\% | $\begin{gathered} 15 \\ 21 \% \\ e \end{gathered}$ | 22 $14 \%$ | ${ }^{28} 9$ | ${ }_{9}^{7}$ | ${ }_{10}^{12}$ | 15\% | 30\% | 219\% | 26\% | ${ }^{10} 9$ | $\stackrel{43}{19} \%$ | ${ }^{14} 9$ | 10\% | 42\% |
| Definitely no | 55\% | 19\% | 36\% | $14 \%$ | 17\% | 10 $12 \%$ | 15\% | ${ }_{13}^{20}$ | 19\% | 16 $21 \%$ | ${ }_{16}^{19}$ | 12 $21 \%$ | ${ }^{18} 10$ | ${ }_{18}^{18}$ | 21 $13 \%$ | 176\% | 13\% | ${ }^{26} 8$ | ${ }_{4 \%}^{2}$ | 13\% |
| I am not familiar with this company | 55 $14 \%$ | 20 $13 \%$ | 34 $16 \%$ | 16\% | $12 \%$ | 10\% | $\begin{aligned} & 19 \\ & 26 \% \\ & d \end{aligned}$ | 24\% | 19 $13 \%$ | 12 | $\begin{aligned} & 27 \\ & \begin{array}{l} 22 \% \\ \mathrm{IM}^{2} \end{array} \end{aligned}$ | ${ }_{10}^{6}$ | 19 | ${ }_{18}^{16 \%}$ | 16 | $\begin{aligned} & 21 \\ & 20 \% \\ & 0 \end{aligned}$ | 24\% | ${ }^{28}{ }^{19}$ | $\stackrel{4}{10 \%}$ | 25 |
| Sigma | $\begin{aligned} & 379 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 42 \\ 100 \% \end{gathered}$ | 242\% |




Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 400 | 149 | 251 | 157 | 117 | 67 | 59 | 127 | 166 | 107 | 209 | 56 | 110 | 108 | 157 | 135 | 193 | 196 | 33 | 202 |
| Weighted Base | 403 | $188{ }^{*}$ | 215 | 121* | 113* | 97* | 72* | 121* | $182^{*}$ | 101* | 110 | $60^{*}$ | 203* | 114* | 154* | 135* | 213 | 181* | 44** | 229 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 258 \\ 64 \% \end{gathered}$ | $\begin{gathered} 109 \\ 58 \% \end{gathered}$ | $\begin{gathered} 149 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 89 \\ \text { } 79 \% \\ \text { DFg } \end{gathered}$ | $\begin{aligned} & 55 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 58 \% \end{aligned}$ | ${ }_{73}^{88}$ | $\begin{gathered} 111 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 140 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 108 \\ \substack{70 \%} \end{gathered}$ | $\begin{aligned} & 74 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 140 \\ 66 \% \end{gathered}$ | $\begin{gathered} 116 \\ 64 \% \end{gathered}$ | 32\% | $\stackrel{155}{67 \%}$ |
| Definitely yes | 143\% | 67 ${ }_{36}$ | 76\% | 40\% | 51\% | 28\% | 24\% | 51\% | 58\% | 35\% | $3{ }^{39}$ | 15 $24 \%$ | $\begin{aligned} & 85 \\ & 42 \% \end{aligned}$ | 438\% | 56\% | 43\% | 839\% | 59\% | 22 $49 \%$ | 89\% |
| Somewhat yes | ${ }_{29 \%}^{115}$ | ${ }_{22}^{42}$ | $\begin{gathered} 73 \\ 34 \% \\ b \end{gathered}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 34 \% \end{aligned}$ | 277 | 18 | $\begin{aligned} & 32 \% \\ & 32 \% \end{aligned}$ | ${ }_{23}^{53 \%}$ | 24 | ${ }_{32}^{35}$ | 189\% | $\begin{aligned} & 55 \\ & 27 \% \end{aligned}$ | ${ }_{23}^{33}$ | $\begin{aligned} & 51 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 57 \\ 27 \% \end{gathered}$ | 57 $31 \%$ | 10 $23 \%$ | ${ }^{66}$ 29\% |
| Definitely/Somewhat No (Net) | ${ }_{29 \%}^{115}$ | $\begin{gathered} \text { 66\% } \\ { }_{c}^{66} \end{gathered}$ | ${ }_{23}^{49}$ | $\begin{gathered} 39 \\ 32 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 39 \% \\ & \text { 39\% } \end{aligned}$ | $\begin{aligned} & 21 \\ & 29 \% \end{aligned}$ | 28\% | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | 25\% | ${ }_{20}^{22}$ | $\begin{aligned} & 24 \\ & 40 \% \\ & { }^{24} \% \end{aligned}$ | 299\% | $\begin{aligned} & 31 \% \\ & 27 \% \end{aligned}$ | 32\% | $\begin{aligned} & 50 \\ & 37 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 64 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | ${ }_{27}^{12} \%$ | 39\% |
| Somewhat no | 72 $18 \%$ | 37 | 35 ${ }^{16 \%}$ | ${ }_{15}^{15}$ | 15 $14 \%$ | 23 23 | 163\% | 13 $11 \%$ | $\begin{aligned} & 47 \\ & 26 \% \\ & \mathrm{Hj} \end{aligned}$ | 12\% | 11 $10 \%$ | $12 \%$ | $\begin{aligned} & \frac{4}{22} \% \\ & { }_{K}^{2} \end{aligned}$ | 20\% | 23 15 | 22\% | ${ }_{24}{ }^{2} \%$ | 23 $13 \%$ | 11\% | 46\% |
| Definitely no | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \\ & { }_{C}^{2} \end{aligned}$ | ${ }_{6 \%}^{14}$ | $\begin{aligned} & 22 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | ${ }_{2 \%}$ | 15 15 15 | $4{ }_{6}$ | 15 ${ }_{12}$ | ${ }^{16} 9$ | 13 $12 \%$ | ${ }^{10} 9$ | $\begin{gathered} 12 \\ { }_{\text {kM }}^{20} \end{gathered}$ | ${ }^{15}$ | 11 $10 \%$ | 11\% | 21 16 | ${ }^{20} 9$ | 23 ${ }^{12 \%}$ | $\stackrel{7}{16 \%}$ | 23 $10 \%$ |
| I am not familiar with this company | 30\% | 12\% | 17\% | ${ }^{10} 8$ | ${ }_{6}^{6}$ | $4{ }_{4}^{4}$ | $\xrightarrow{9} 9$ | 5\% | ${ }_{5}^{8}$ | $\begin{aligned} & 16 \\ & 16 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 13 \% \\ M \end{array} \end{aligned}$ | 4\% | ${ }_{2}^{4}$ | 7\% | ${ }^{12} 8$ | 118\% | 9\% | $\begin{aligned} & 20 \\ & 11 \% \\ & \mathrm{q} \end{aligned}$ | * ${ }^{\text {\% }}$ | ${ }_{3 \%}^{6}$ |
| Sigma | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | 100\% | 229\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 411 | 167 | 244 | 183 | 113 | 67 | 48 | 147 | 184 | 80 | 200 | 65 | 123 | 143 | 142 | 126 | 218 | 179 | 37 | 240 |
| Weighted Base | 406 | 199* | 207 | 139 | 104* | 94* | 69** | 147* | $180 *$ | 79* | 104 | $73^{*}$ | 208* | 153* | $147^{*}$ | 106* | 242 | 154* | $45^{* *}$ | 267 |
| Definitely/Somewhat Yes (Net) | 232\% | ${ }^{115} 5$ | ${ }^{117} 56$ | 79\% | 69\% | $\begin{aligned} & 54 \\ & 57 \% \end{aligned}$ | 31 45 | 89\% | ${ }^{105} 5$ | 59\% | 50\% | 45 $61 \%$ | 121 $58 \%$ | 83\% | 92\% | 57 | ${ }^{145} 60$ | 81\% | 88\% | ${ }^{155} 58$ |
| Definitely yes | $\begin{gathered} 115 \\ 28 \% \end{gathered}$ | ${ }^{49} 2$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | ${ }_{26}^{36}$ | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 29 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | ${ }_{30}$ | 52\% | 194\% | 24\% | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | ${ }_{33}^{69}$ | 32\% | 53\% | 28\% | 75 $31 \%$ | 39\% | 17 39 | 75\% |
| Somewhat yes | ${ }_{29 \%}^{117}$ | $\begin{aligned} & 66 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \% \end{aligned}$ | 24 | $\begin{aligned} & 18 \\ & 25 \% \end{aligned}$ | ${ }_{23}^{49 \%}$ | ${ }_{30} 30 \%$ | 20\% | 34 3 | 27\% | 52\% | 50\% | 36\% | 27\% | ${ }_{20}^{79 \%}$ | 427\% | 20 46 | 79\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | ${ }^{122} 30$ | ${ }_{36}^{66}$ | 56\% | 35\% | 210\% | $\begin{gathered} 35 \\ 37 \% \\ e \end{gathered}$ | 32\% | 418\% | ${ }^{56} \%$ | 25 ${ }^{2}$ \% | ${ }_{24}^{25}$ | ${ }^{18}{ }^{2} \%$ | ${ }_{33}^{68}$ | 55 ${ }^{5}$ | ${ }^{35}$ | 32\% | 69\% | 53 34 | ${ }_{13}^{6}$ | ${ }^{83}$ 31\% |
| Somewhat no | ${ }^{67} \%$ | 34\% | 33 $16 \%$ | 19 | $9 \%$ | $\underset{\mathrm{e}}{22}$ | 18\% | 18 | 36\% | 13 | ${ }^{16} 9$ | 116\% | 18\% | 30\% | ${ }_{19}^{13 \%}$ | 19\% | 39\% | ${ }^{28} 8$ | $\stackrel{3}{6 \%}$ | ${ }_{19} 9$ |
| Definitely no | 55 $13 \%$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | 15\% | 12 | 13 $14 \%$ | 14\% | 22 15 | 20 $11 \%$ | 12 $16 \%$ | ${ }^{10} 9$ | ${ }_{9}^{7} \%$ | 30 $14 \%$ | 24\% | 11\% | 14 | 29\% | ${ }^{25} 9$ | $3 \%$ | 34 $13 \%$ |
| I am not familiar with this company | 52 $13 \%$ | ${ }^{18} 9$ | 34 16 | 25 18 $\dagger$ | 15 $14 \%$ | ${ }_{6}^{6}$ | ${ }_{9}^{6}$ | ${ }_{19}^{13}$ | 19 $10 \%$ | 14\% | $\begin{aligned} & 19 \\ & 18 \% \\ & \mathrm{~m} \end{aligned}$ | 10\% | ${ }^{19} 9$ | ${ }^{15} 10 \%$ | 20\% | 17 16 | ${ }^{28}{ }^{2} \%$ | 20 $13 \%$ | ${ }_{2}^{1}$ | $\stackrel{29}{11 \%}$ |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 106 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 267 \\ & 100 \% \end{aligned}$ |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 170 | 240 | 156 | 124 | 73 | 57 | 149 | 164 | 97 | 224 | 54 | 107 | 122 | 155 | 133 | 237 | 153 | 39 | 228 |
| Weighted Base | 412 | 209* | 204 | 116* | 113* | 99* | 84** | 152* | $165{ }^{*}$ | 95* | 145 | 60* | 185* | 115* | 166* | 131* | 260 | 132* | 45** | 249 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\begin{gathered} 233 \\ 57 \% \end{gathered}$ | $\begin{gathered} 119 \\ 57 \% \end{gathered}$ | $\begin{gathered} 114 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 69 . \\ & d \end{aligned}$ | $59 \%$ | $\begin{aligned} & 32 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 88 \\ 53 \% \end{gathered}$ | $50$ | $\begin{aligned} & 75 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 51 \% \end{aligned}$ | $\begin{gathered} 120 \\ 65 \% \\ k \end{gathered}$ | $\begin{aligned} & \text { 699 } \\ & \text { 60\% } \end{aligned}$ | $\begin{gathered} 104 \\ 63 \% \\ p \end{gathered}$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | 153 59 | $\begin{aligned} & 75 \\ & 56 \% \end{aligned}$ | 35\% | ${ }^{157}$ 63\% |
| Definitely yes | ${ }_{28 \%}^{117}$ | 55 26 | ${ }_{31}^{62}$ | 28\% | 39\% | 34\% | 16\% | $\begin{aligned} & 59 \\ & 39 \% \\ & i j \end{aligned}$ | 36\% | ${ }_{22}^{23}$ | 39\% | -9 | 35 ${ }^{65}$ | 32\% | 34\% | 31 $24 \%$ | 74 $28 \%$ | $41 \%$ | 22 50 | 77 $31 \%$ |
| Somewhat yes | ${ }_{28 \%}^{116}$ | ${ }_{31}^{64}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | $39 \%$ | ${ }_{26}^{25}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | $28 \%$ | ${ }^{36} 26$ | $\begin{aligned} & 22 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | 50\% | 229\% | $\begin{aligned} & 70 \% \end{aligned}$ | 33\% | ${ }^{12} 27$ | 79\% |
| Definitely/Somewhat No (Net) | ${ }_{30 \%}^{122}$ | $\begin{aligned} & 64 \% \\ & 31 \end{aligned}$ | 28\% | 350 | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 38 \% \end{aligned}$ | ${ }_{23}^{36}$ | $\begin{aligned} & 58 \\ & 35 \% \\ & \text { 35 } \end{aligned}$ | ${ }_{28}^{28}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | 22 37 | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | 39\% | $\begin{aligned} & 47 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | 40\% | ${ }_{13}^{6} \%$ | 26\% |
| Somewhat no | 717\% | 18\% | 33\% | 20\% | 18\% | 222\% | $114 \%$ | 214\% | 38\% | 112\% | 22\% | 14\% | 32\% | ${ }^{22} 9$ | 22\% | ${ }_{2}^{27}$ | 15\% | 25\% | ${ }_{8}^{4} \%$ | 37\% |
| Definitely no | 51 $12 \%$ | ${ }_{13}^{26}$ | ${ }_{12}^{25}$ | ${ }^{10} 8$ | ${ }^{10} 9$ | $11 \%$ | 21 25 | 15 $10 \%$ | 20 $12 \%$ | 17\% | ${ }^{15}$ | 14\% | ${ }^{26} 14 \%$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | 17 10 | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | 33 $13 \%$ | ${ }_{11}^{15}$ | $\stackrel{2}{4 \%}$ | ${ }_{11 \%}^{28}$ |
| I am not familiar with this company | $\begin{aligned} & 57 \\ & 14 \% \end{aligned}$ | ${ }^{25}{ }^{12 \%}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 20 \% \\ & \text { Ef } \end{aligned}$ | 7\% | $7{ }_{7}$ | 20\% | 21 $14 \%$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | ${ }^{18}{ }^{19}$ | $\begin{aligned} & 33 \\ & { }_{23}^{33} \% \\ & \hline \end{aligned}$ | $\begin{gathered} 7 \\ 12 \% \\ \mathrm{~m} \end{gathered}$ | 7 | 8\% | 14\% | $\begin{gathered} 24 \\ 18 \% \\ \mathrm{n} \end{gathered}$ | 30 $11 \%$ | ${ }_{18}^{18}$ | 10\% | 26 $11 \%$ |
| Sigma | 100\% | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | 100\% | 249\% |




Fielding Period: May 20-22, 2020
23 May 2020
CMP01_94 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Energy
ExxonMobil
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 160 | 246 | 163 | 122 | 68 | 53 | 145 | 165 | 96 | 220 | 49 | 110 | 122 | 138 | 146 | 220 | 168 | 44 | 218 |
| Weighted Base | 379 | 176* | 204 | $128 *$ | $113 *$ | 79* | 59* | 139* | $164^{*}$ | $76 *$ | 128 | $50^{*}$ | $180 *$ | $118 *$ | 135* | 127* | 238 | 127* | $56^{*}$ | 226 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat Yes }}$ | 242 $64 \%$ | 121 69 | 121 | 77 $60 \%$ | 73 $64 \%$ | 56\% | 35\% | $\stackrel{102}{73 \%}$ | 101 $61 \%$ | 40\% | 84\% | 32 65 | 115 $64 \%$ | 59\% | 91\% | 83\% | 157 $66 \%$ | 77 $61 \%$ | 40\% | ${ }^{158} 70$ |
| Definitely yes | ${ }_{33}^{127}$ | ${ }_{39}^{68 \%}$ | 59\% | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | $\begin{aligned} & 43 \\ & 38 \% \\ & d \end{aligned}$ | $\begin{aligned} & 27 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 59 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | 399\% | $\begin{aligned} & 18 \\ & 36 \% \end{aligned}$ | ${ }_{36 \%}^{65}$ | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 34 \% \end{aligned}$ | 41 32 | 900\% | $34 \%$ | 22 $39 \%$ | 837\% |
| Somewhat yes | $\begin{aligned} & 115 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 52 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 31 \% \end{aligned}$ | ${ }_{35}^{45}$ | 260 | 29\% | 20\% | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | 42\% | 23\% | 45\% | 148\% | 50\% | 29\% | 43\% | 42\% | 67\% 28 | 43\% | ${ }_{33}^{18}$ | 75\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | $\xrightarrow{103} \mathbf{2 7 \%}$ | ${ }^{46}$ \% | 57\% | 34\% | 31\% | 21\% | 180\% | 23 $16 \%$ | $\begin{aligned} & 54 \\ & 33 \% \\ & { }^{5} \% \end{aligned}$ | 26 $34 \%$ | ${ }_{22 \%}$ | ${ }^{13} 26$ | 57 ${ }_{3}$ | 40\% | 34\% | 239\% | ${ }^{68} 9$ | 30\% | 15\% | ${ }_{23}^{53}$ |
| Somewhat no | 61 $16 \%$ | 24\% | 37 $18 \%$ | 22 $17 \%$ | 218\% | 12\% | 12\% | ${ }^{13} 9$ | $\begin{aligned} & 35 \\ & 225 \% \\ & { }^{2} \% \end{aligned}$ | 13 $18 \%$ | 13 $10 \%$ | $\stackrel{7}{7} \%$ | 31 28 $k$ | 24\% | 19 | 19\% | 18\% | $17 \%$ | 17\% | 31 14 |
| Definitely no | ${ }_{11} 1{ }^{1}$ | ${ }_{12}^{22}$ | 20 $10 \%$ | ${ }^{12} 9$ | ${ }^{10} 9$ | 11\% | 11 $18 \%$ | 10\% | 19 $11 \%$ | 13 $16 \%$ $h$ | ${ }^{15}$ | ${ }_{12}^{6}$ | 19 | 16 $14 \%$ | 15 $11 \%$ | ${ }^{10} 8$ | ${ }^{25} 11 \%$ | 12\% | ${ }_{10}^{6} \%$ | 22\% |
| I am not familiar with this company | 359\% | $\stackrel{9}{5 \%}$ | $\begin{aligned} & 25 \\ & 12 \% \\ & 12 \% \\ & b \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \\ & f \end{aligned}$ | 9\% | ${ }_{3}^{2}$ | ${ }_{10}^{6}$ | 15 $11 \%$ | $9{ }_{6}$ | 10\% | $\begin{aligned} & \begin{array}{l} 16 \\ { }^{3} 3 \% \\ M \end{array} \end{aligned}$ | 10\% | $\stackrel{8}{5 \%}$ | $\stackrel{9}{8 \%}$ | 11 81 | 15 | 13 5 | $\begin{aligned} & 20 \\ & 16 \% \\ & \text { Q } \end{aligned}$ | ${ }_{2 \%}$ | 15\% |
| Sigma | $\begin{aligned} & 379 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) $-\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{L} / \mathrm{M}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used.
Proportions/Means: Columns T Tested
Overlap formulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  |  |  |


| Unweighted Base | 401 | 161 | 240 | 165 | 115 | 64 | 57 | 134 | 165 | 102 | 224 | 57 | 94 | 129 | 147 | 125 | 205 | 187 | 35 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | 215* | 193 | $123 *$ | 102* | $92^{*}$ | $92^{*}$ | $133^{*}$ | 185* | 90* | 134 | $68 *$ | $178 *$ | 141* | 145* | 123* | 214 | 188* | $48^{* *}$ | 248 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 167 \\ 41 \% \end{gathered}$ | $\begin{gathered} 103 \\ 48 \% \\ C \end{gathered}$ | $\begin{aligned} & 63 \\ & 33 \% \end{aligned}$ | ${ }_{30}^{43 \%}$ | $\begin{aligned} & 51 \\ & 50 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 33 \\ & 36 \% \end{aligned}$ | $42$ | $\begin{aligned} & 62 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 33 \% \end{aligned}$ | 29 $42 \%$ | $\begin{aligned} & 89 \\ & 50 \% \\ & \text { K0\% } \end{aligned}$ | $\begin{aligned} & 64 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 33 \% \end{aligned}$ | ${ }^{55}$ | $\begin{aligned} & 94 \% \end{aligned}$ | 728\% | $\begin{aligned} & 30 \\ & 61 \% \end{aligned}$ | 111 $45 \%$ |
| Definitely yes | ${ }^{76} 19$ | $\begin{gathered} 50 \\ { }_{2}^{23 \%} \\ \hline \end{gathered}$ | 27 $14 \%$ | ${ }^{15}$ | $\begin{aligned} & 30 \\ & 29 \% \\ & \text { nf } \end{aligned}$ | 12 13\% | 20\% | ${ }_{28}^{21 \%}$ | 27 $15 \%$ | 224\% | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | ${ }_{12}^{18}$ | $\begin{aligned} & { }_{24}^{24 \%} \\ & k \end{aligned}$ | 31 $22 \%$ | 23 | 22\% | ${ }^{48}{ }^{2} \%$ | 29 ${ }^{15 \%}$ | 15 $31 \%$ | 57 ${ }^{23 \%}$ |
| Somewhat yes | 92\% | 54\% | 37 $19 \%$ | 20\% | 21\% | 22\% | 22 24 | 34\% | 37 20 | 22\% | 27\% | 16 $24 \%$ | 45\% | 33\% | 24\% | 33\% | ${ }^{46} 1 \%$ | 43\% | 15\% | 55\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }_{26 \%}^{106}$ | $\begin{aligned} & 73 \\ & 34 \% \\ & C \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $38$ | 26\% | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 57 \% \end{aligned}$ | ${ }_{20}^{18}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | ${ }_{31}^{54}$ | ${ }_{28}^{37}$ | 34 $24 \%$ | 34\% | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | 39 ${ }^{31}$ | 13 ${ }^{17}$ | ${ }^{63}{ }^{2} \%$ |
| Somewhat no | 57 14 | $\begin{aligned} & 43 \\ & 20 \% \\ & C \end{aligned}$ | 14\% | 22\% | $19 \%$ | 10\% | $7 \%$ | 14\% | $\begin{aligned} & 39 \\ & 29 \% \\ & \mathrm{hJ} \end{aligned}$ | $5 \%$ | 118\% | ${ }_{9}^{6} \%$ | $\begin{aligned} & 40 \\ & 202 \% \\ & { }^{42 \%} \end{aligned}$ | 20\% | 24\% | $1 \begin{aligned} & 13 \\ & 10 \%\end{aligned}$ | 37\% | 20 $11 \%$ | 15\% | 44 $18 \%$ |
| Definitely no | ${ }_{12}{ }^{2} \%$ | 30 $14 \%$ | 19\% | 13\% | $8 \%$ | 12 13\% | 13 $14 \%$ | 17 $13 \%$ | ${ }^{18} 10 \%$ | 13 $14 \%$ | 21 15 | 10\% | 15 8 | ${ }_{12 \%}^{18}$ | 10\% | $\begin{gathered} 21 \\ 17 \% \\ 0 \end{gathered}$ | ${ }^{26} 12$ | 19 $10 \%$ | ${ }_{13}^{6}$ | 19\% |
| I am not familiar with this company | $\begin{gathered} 136 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 50 \% \\ & B \end{aligned}$ | 44 36 | ${ }_{24}^{25}$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | 30 3 \% | 41\% | 64\% | 31 $35 \%$ | $\begin{aligned} & 59 \\ & 44 \% \\ & M \end{aligned}$ | 23 33 | 35 $19 \%$ | 39\% | $\begin{aligned} & 63 \\ & 44 \% \\ & \mathrm{NP} \end{aligned}$ | 34 $28 \%$ | 57\% | $\begin{aligned} & 77 \\ & 41 \% \\ & { }^{71 \%} \end{aligned}$ | ${ }^{5} 1 \%$ | 74 $30 \%$ |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | 215 $100 \%$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\stackrel{92}{100 \%}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 180 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-\mathbf{-}$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 158 | 251 | 165 | 110 | 66 | 68 | 140 | 179 | 90 | 235 | 50 | 101 | 133 | 144 | 132 | 217 | 182 | 40 | 218 |
| Weighted Base | 418 | 204* | 214 | 113* | 125* | $90^{*}$ | $90^{*}$ | $145 *$ | 196* | 77* | 138 | $60^{* *}$ | 192* | 154* | 159* | 105* | 247 | 165* | 72** | 254 |
| Definitely/Somewhat Yes (Net) | $\stackrel{236}{56 \%}$ | $\begin{aligned} & 132 \\ & \\ & 65 \% \end{aligned}$ | $\begin{gathered} 104 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 70 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 41 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 114 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 38 \% \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 49 \% \end{aligned}$ | 299\% | $\begin{gathered} 129 \\ 67 \% \\ K \end{gathered}$ | 87\% | $\begin{gathered} 100 \\ 63 \% \\ \mathrm{p} \% \end{gathered}$ | $49 \%$ | $\begin{gathered} 152 \\ 61 \% \end{gathered}$ | $\stackrel{84}{51 \%}$ | 55 ${ }^{\text {\% }}$ | ${ }^{156} 61 \%$ |
| Definitely yes | 121 ${ }^{29 \%}$ | 72 $35 \%$ c | 50 23 | 29\% | $\begin{gathered} 56 \\ \text { 45 } \\ \text { DFG } \end{gathered}$ | 16\% | 20 $22 \%$ | 472\% | 51 $26 \%$ | 23 30 | 37\% | 10\% | ${ }_{36}^{68}$ | ${ }_{\text {35 }}^{5} \mathrm{p}$ | 44\% | $\stackrel{22}{21 \%}$ | 81 31 | 40\% | 34\% | ${ }^{89} 9$ |
| Somewhat yes | ${ }_{27 \%}^{115}$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | ${ }_{32}^{63}$ | 159\% | 31 22 | 19\% | ${ }_{31}^{62}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 56 \\ 35 \% \\ \mathrm{n} \end{gathered}$ | 27\% | 71 29 | ${ }_{26 \%}$ | 20\% | ${ }^{66}$ 26\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }_{25 \%}^{106}$ | 52\% | $\begin{aligned} & 54 \% \\ & 25 \% \end{aligned}$ | ${ }^{27} 24 \%$ | 28\% | 29 3 \% | 21\% | 38\% | $\text { 53 } 27 \%$ | $\begin{aligned} & 15 \\ & 20 \% \end{aligned}$ | 29\% | ${ }_{30}^{18}$ | ${ }_{23}^{43}$ | 417\% | 36\% | 30\% | 69\% | 33\% | 12 17\% | 63\% |
| Somewhat no | 70\% | 18\% | 33\% | ${ }^{18} \%$ | 22\% | 14\% | 179\% | ${ }^{28} 9$ | 34\% | 10\% | ${ }^{23} 9$ | 119\% | 33\% | 28\% | 27\% | ${ }_{16}^{16}$ | 49\% | ${ }^{18} \%$ | ${ }^{8} 1{ }^{1}$ | 47\% |
| Definitely no | ${ }^{36} 9$ | 14\% | 22 10 | ${ }^{10} 8$ | ${ }_{5}^{6}$ | $\begin{aligned} & 16 \\ & 18 \% \\ & \text { eg } \end{aligned}$ | $5{ }_{5}$ | ${ }^{10} 7$ | 19\% | ${ }_{9}^{7}$ | 17 $12 \%$ | ${ }_{11 \%}^{6}$ | 11 6 | ${ }^{13} 8$ | $9{ }_{6}$ | 14 $13 \%$ | 20\% | ${ }^{14} 9$ | $\stackrel{4}{5 \%}$ | ${ }^{16} 6$ |
| I am not familiar with this company | $\begin{aligned} & 76 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{gathered} \text { 56 } \\ 26 \% \\ B \end{gathered}$ | $\begin{aligned} & \text { 26 } \\ & \text { 23\% } \\ & \hline \end{aligned}$ | $9 \%$ | $\begin{gathered} 19 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 21 \\ & 23 \% \\ & \text { 23\% } \end{aligned}$ | 23 $16 \%$ | 30 $15 \%$ | $\begin{aligned} & 24 \\ & 31 \% \\ & \text { hl } \end{aligned}$ | $\begin{aligned} & 31 \\ & { }_{23} 3 \% \\ & M \end{aligned}$ | 13 $22 \%$ | 19 $10 \%$ | 26\% | 24\% | $\stackrel{26}{25 \%}$ | ${ }^{26} 11 \%$ | $\begin{aligned} & { }_{29}^{29} \% \\ & \hline \end{aligned}$ | $5 \%$ | 35 $14 \%$ |
| Sigma | $\begin{aligned} & 418 \\ & 100 \% \end{aligned}$ | 204\% | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | 145\% | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 154 $100 \%$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | 247 $100 \%$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 700\% | 254 100 |



Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 156 | 253 | 165 | 129 | 65 | 50 | 150 | 176 | 83 | 232 | 44 | 109 | 120 | 144 | 145 | 225 | 169 | 42 | 223 |
| Weighted Base | 407 | 199* | 208 | $128 *$ | $134 *$ | 76* | 68** | 154* | 197* | $56^{*}$ | 140 | 45** | 199* | $130 *$ | $162^{*}$ | 114* | 253 | 141* | $53^{* *}$ | 256 |
| Definitely/Somewhat Yes (Net) | 274 67 | ${ }^{137}$ 69\% | ${ }^{136} 66$ | 80 63 | 99\% | 57\% | ${ }^{38} \%$ | ${ }^{111} 72 \%$ | 123 $62 \%$ | 40 $71 \%$ | ${ }^{105}$ | 27 60 | ${ }_{64 \%}^{128}$ | 94\% | ${ }_{108}^{67 \%}$ | 72 63 | 171 68 | 94\% | 416\% | 172 $67 \%$ |
| Definitely yes | $\begin{gathered} 159 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 74 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | 44\% | 58\% | ${ }^{28} 7 \%$ | $\begin{aligned} & 28 \\ & 41 \% \end{aligned}$ | 65 42 | 65\% | 280\% | $\begin{aligned} & 67 \\ & 48 \% \\ & M \end{aligned}$ | 22 49 | $\begin{aligned} & 60 \\ & 30 \% \end{aligned}$ | 58\% | 34\% | 46 | ${ }^{108} 43$ | 47\% | 20\% | 100 $39 \%$ |
| Somewhat yes | $\begin{gathered} 115 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 64 \% \\ & 32 \end{aligned}$ | 52\% | $\begin{aligned} & 366 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 29 38 | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | ${ }_{30}^{46}$ | ${ }^{58} \%$ | 1212 | $\begin{aligned} & 389 \\ & 28 \% \end{aligned}$ | ${ }_{11}{ }^{5}$ | $\begin{aligned} & 68 \\ & 34 \% \end{aligned}$ | ${ }_{26}^{36}$ | 54\% | ${ }_{22}^{26}$ | 63\% | 47\% | 21 39 | 71 28 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | ${ }^{112} 28$ | 50\% | 62\% | 35\% | ${ }_{21}^{28}$ | 19 25 | 30 44 | 33 | ${ }_{3}^{65}$ | 14 25 | 32\% | 14 $32 \%$ | ${ }_{31}^{61 \%}$ | 35\% | 48\% | 31\% | 74 $29 \%$ | 37\% | ${ }_{2}^{12}$ \% | 73 $29 \%$ |
| Somewhat no | 61 $15 \%$ | 30\% | 31 $15 \%$ | 19\% | 19 | 12\% | 14 20 | ${ }_{12}^{12}$ | ${ }^{38}{ }^{19}$ | ${ }_{9}^{5}$ | 15 | 10 23 | 17\% | 20\% | 25 ${ }^{16 \%}$ | 15\% | ${ }_{17}^{43}$ | ${ }_{13}^{18}$ | 12\% | 510\% |
| Definitely no | 51 $13 \%$ | 20\% | 31 $15 \%$ | 16\% | $8 \%$ | 10\% | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | 15 $10 \%$ | 27 $14 \%$ | ${ }_{16 \%}$ | 15 $11 \%$ | ${ }_{9}^{4}$ | 14\% | 13 $10 \%$ | 23 $14 \%$ | 15 $14 \%$ | 31 $12 \%$ | 13\% | ${ }_{11 \%}^{6}$ | ${ }^{22} 8$ |
| I am not familiar with this company | 21 5 | 11 6 \% | 10 5 | $\begin{aligned} & 13 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $8{ }_{6}^{8}$ | - | - | 9\% | $\stackrel{9}{5 \%}$ | ${ }_{4}^{3}$ | ${ }_{3}^{4}$ | $\stackrel{3}{8 \%}$ | 10 5 | ${ }_{3 \%}$ | ${ }_{4}^{6}$ | $\begin{aligned} & 11 \\ & \text { 10\% } \\ & \text { n } \end{aligned}$ | ${ }_{3 \%}^{8}$ | 118\% | * | 11 4 \% |
| Sigma | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 45 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 400 | 158 | 242 | 163 | 123 | 62 | 52 | 131 | 165 | 104 | 216 | 47 | 114 | 141 | 128 | 131 | 216 | 171 | 34 | 212 |
| Weighted Base | 405 | 206* | 199 | 114* | 127* | 80* | 84** | 139* | $177^{*}$ | 89* | 112 | 55** | $217^{*}$ | 141* | $141^{*}$ | $123 *$ | 238 | 148* | $58 * *$ | 248 |
|  | $\begin{gathered} 259 \\ 64 \% \end{gathered}$ | $\begin{gathered} 123 \\ 60 \% \end{gathered}$ | $\begin{gathered} 136 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 100 \\ \substack{79 \% \\ \mathrm{Df}} \end{gathered}$ | $49 \%$ | 47\% | $729$ | $\begin{gathered} 115 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 140 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 76 \% \\ & N P \end{aligned}$ | $\begin{aligned} & 70 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 174 \\ \underset{R}{33 \%} \end{gathered}$ | $\begin{aligned} & 78 \\ & 53 \% \end{aligned}$ | 36 ${ }^{3}$ | 173 70 |
| Definitely yes | 139 ${ }^{13}$ | ${ }_{34}^{69}$ | 70 35 | 39 $34 \%$ | 54\% | 26 33 | 20\% | 53 38 | 65\% | 21\% | 31 | 17 $30 \%$ | 859\% | 51 36 | 57 $41 \%$ p | 31 $25 \%$ | $\begin{aligned} & 108 \\ & \stackrel{45 \%}{\mathrm{R}} \end{aligned}$ | 27\% | 23 $40 \%$ | 938\% |
| Somewhat yes | ${ }_{30 \%}^{120}$ | 54\% | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 33 \% \\ & \end{aligned}$ | ${ }_{36 \%}^{45}$ | $\begin{aligned} & 23 \\ & 28 \% \end{aligned}$ | 23\% | ${ }_{36}^{46}$ | 28\% | 24 26 | $\begin{aligned} & 46 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 20 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $38$ | ${ }_{28}^{66}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | ${ }_{21}^{12}$ | $79 \%$ |
| Definitely/Somewhat No (Net) | ${ }_{32}^{129}$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | ${ }_{28}^{57}$ | $\begin{gathered} 36 \\ 32 \% \\ e \end{gathered}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 39 \% \\ & \text { E9\% } \end{aligned}$ | $\begin{aligned} & 39 \\ & 46 \% \end{aligned}$ | ${ }_{27}^{37}$ | ${ }_{38}^{58}$ | $\begin{aligned} & 34 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 39 \% \% \\ & \hline \end{aligned}$ | ${ }^{26} 18 \%$ | $\begin{aligned} & 49 \\ & 40 \% \\ & 0 \end{aligned}$ | 61 $26 \%$ | $\begin{gathered} 58 \\ { }_{3}^{4} \% \\ \hline \end{gathered}$ | 22 38 | 75 ${ }^{3}$ |
| Somewhat no | 61 $15 \%$ | 32 16 | 29 $14 \%$ | ${ }_{16}^{16}$ | ${ }_{15}^{15}$ | $12 \%$ | 16\% | 14\% | 19\% | 13 $15 \%$ | ${ }_{13}^{15}$ | -7\% | 38\% | 219\% | ${ }^{12} 9$ | 20\% | 33 $14 \%$ | 22\% | 13 $23 \%$ | 36\% |
| Definitely no | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 19 \\ & 24 \% \\ & { }_{2} \end{aligned}$ | $\text { 23 } 27 \%$ | $\begin{aligned} & 24 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 14\% } \end{aligned}$ | 21 23 | 19\% | $\begin{aligned} & 12 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \\ & 24 \end{aligned}$ | $\stackrel{9}{16 \%}$ | 39\% |
| I am not familiar with this company | ${ }^{16} 4{ }_{4}$ | 10 5 \% | ${ }_{3 \%}^{6}$ | ${ }_{5}^{6}$ | ${ }_{3}{ }^{\text {\% }}$ | * | ${ }_{7}^{6}$ | ${ }_{1}^{1 \%}$ | $\stackrel{4}{2 \%}$ | $\begin{aligned} & 10 \\ & 11 \% \\ & \text { HI } \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \\ & \mathrm{~m} \end{aligned}$ | - | ${ }^{3}$ | ${ }_{3}^{4}$ | ${ }_{5}^{8}$ | ${ }^{4} \%$ | 1\% | $\begin{gathered} 12 \\ { }_{\mathrm{Q}} \% \end{gathered}$ | - | $\stackrel{1}{*}$ |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 899\% | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | 100\% | 217 $100 \%$ | 141 $100 \%$ | 141 $100 \%$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 100\% | 248 $100 \%$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 161 | 243 | 177 | 100 | 80 | 47 | 148 | 168 | 88 | 226 | 36 | 116 | 120 | 135 | 149 | 222 | 168 | 44 | 221 |
| Weighted Base | 414 | 208* | 206 | 136 | 95* | 131* | $53^{* *}$ | $161 *$ | 176* | 77* | 126 | 45** | $216 *$ | 121* | 151* | $142^{*}$ | 263 | $143 *$ | $56 * *$ | 268 |
| Definitely/Somewhat Yes (Net) | $\stackrel{237}{57 \%}$ | $\begin{gathered} 113 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 89 \\ 66 \% \\ \hline \end{gathered}$ | $\underset{7}{69}$ | $\begin{aligned} & 56 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 115 \\ 71 \% \\ 1 . j \end{gathered}$ | $\begin{aligned} & 93 \% \\ & 53 \end{aligned}$ | $30 \%$ | $\begin{aligned} & 73 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 79 \% \\ & N P^{2} \end{aligned}$ | $\begin{aligned} & 63 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 54 \% \end{aligned}$ | 43\% | 155 $58 \%$ |
| Definitely yes | ${ }^{116}$ 28\% | 52\% | ${ }_{34}^{64}$ | 28\% | $300$ | 31 23 | $\begin{aligned} & 17 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 35 \% \\ & \hline \end{aligned}$ | 28\% ${ }^{49}$ | 10 $13 \%$ | 37 $30 \%$ | 14 $30 \%$ | 618\% | 22\% | $\begin{aligned} & 68 \\ & 45 \% \\ & { }^{45} \% \end{aligned}$ | 26\% | 71 27 | $34 \%$ | 17 $31 \%$ | 789\% |
| Somewhat yes | 121 ${ }^{29 \%}$ | 619\% | 60\% | 31 ${ }^{51}$ | 39 $41 \%$ | 26\% | 10\% | 58\% | 25\% | 25\% | 36 $29 \%$ | 189\% | 57 26 | 32\% | 51\% | 38\% | 84\% | 34\% | 25\% | 77\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 130 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 35 \% \end{aligned}$ | 28\% | $\begin{aligned} & 322 \\ & 24 \% \end{aligned}$ | 21\% | $\begin{aligned} & 58 \\ & 45 \% \\ & \text { DE } \end{aligned}$ | 19 $36 \%$ | 32\% | $\begin{aligned} & \text { 688\% } \\ & { }^{69} \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 38 \% \\ & { }_{3} \end{aligned}$ | 31 $25 \%$ | 127\% | $\begin{gathered} 79 \\ 37 \% \\ k \end{gathered}$ | $\begin{aligned} & 56 \\ & 46 \% \\ & { }_{0}^{26} \end{aligned}$ | 24\% | $\begin{aligned} & 50 \\ & 35 \% \\ & \hline \end{aligned}$ | 82\% | 47\% | 110\% | 87\% |
| Somewhat no | 91\% | 53\% | ${ }^{38} 8$ | ${ }^{25} 9$ | 14\% | $\begin{aligned} & 46 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | ${ }_{1}^{6} \%$ | 24\% | $\begin{aligned} & 47 \\ & 26 \% \\ & h \end{aligned}$ | 21\% | 21\% | ${ }_{14 \%}$ | $\begin{gathered} \text { 2929\% } \\ \end{gathered}$ | 24\% | 16 | $\begin{aligned} & 41 \\ & 29 \% \\ & \hline \end{aligned}$ | 21\% | 35\% | ${ }_{10}^{6} \%$ | 61\% |
| Definitely no | ${ }^{39} 9$ | 19\% | 20\% | $7 \%$ $5 \%$ | $7 \%$ | ${ }^{12} 9$ | 13 $24 \%$ | $\stackrel{8}{5 \%}$ | $\begin{aligned} & 22 \\ & 12 \% \\ & \text { h } \end{aligned}$ | 12\% | 118\% | ${ }_{12}^{6} \%$ | 17\% | 21 $18 \%$ 18 | $9{ }_{6}$ | $9{ }_{6}$ | 27\% | ${ }^{12} 9$ | ${ }_{10}^{6} \%$ | 27 $10 \%$ |
| I am not familiar with this company | $\begin{aligned} & 47 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & \text { 124 } \end{aligned}$ | 14\% | 6\% | ${ }_{16}^{16}$ | 112\% | ${ }^{14} 9$ | ${ }^{15} 9$ | $\begin{aligned} & 18 \\ & { }_{23}^{18} \% \\ & H 1 \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \\ & \mathrm{~m} \% \end{aligned}$ | $\stackrel{2}{5 \%}$ | ${ }^{19} 9$ | ${ }^{11} 9$ | 5\% | $\begin{aligned} & 29 \\ & 20 \% \\ & \mathrm{nO} \end{aligned}$ | ${ }^{26} 10 \%$ | ${ }_{13}^{18}$ | $\stackrel{3}{5 \%}$ | ${ }^{26} 10 \%$ |
| Sigma | $\begin{aligned} & 414 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{2608}$ |




Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 399 | 150 | 249 | 164 | 107 | 72 | 56 | 135 | 163 | 101 | 204 | 58 | 112 | 111 | 139 | 149 | 221 | 166 | 27 | 212 |
| Weighted Base | 462 | 209* | 254 | $138 *$ | 101* | $118 *$ | 105* | 142* | $215 *$ | 106* | 130 | 78* | 222* | 113* | 182* | 167* | 262 | 187* | 40 ** | 276 |
| Definitely/Somewhat Yes (Net) | ${ }_{65 \%}^{302}$ | $\begin{gathered} 143 \\ 68 \% \end{gathered}$ | ${ }_{63 \%}^{160}$ | $77$ | $74 \%$ | $\begin{aligned} & 68 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 141 \\ 66 \% \\ j \end{gathered}$ | 53 | $\begin{aligned} & 83 \\ & 64 \% \end{aligned}$ | 74\% | $\begin{aligned} & 144 \\ & 65 \% \end{aligned}$ | 79 $70 \%$ $p$ | $\begin{gathered} 135 \\ \substack{74 \% \\ P} \end{gathered}$ | 83\% | $\underset{\substack{189 \\ \mathrm{r}}}{\substack{\text { an }}}$ | $\begin{aligned} & 112 \\ & 60 \% \end{aligned}$ | 30\% | 190 $69 \%$ |
| Definitely yes | ${ }^{149} 3$ | 67 ${ }_{3}^{67}$ | 82\% | 46\% | 31 $31 \%$ | 40\% | 31 $30 \%$ | 53 $37 \%$ $j$ | 72 $34 \%$ | 24 $23 \%$ | 40 ${ }^{41 \%}$ | ${ }^{27}$ 35\% | 75 $34 \%$ | 34 30 | 70 $39 \%$ | 27\% | ${ }^{83}{ }^{3} \%$ | ${ }_{3}^{62}$ \% | 119\% | 104 $38 \%$ |
| Somewhat yes | ${ }_{33}^{154}$ | $\begin{aligned} & 76 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 51 \% \end{aligned}$ | $\begin{gathered} 42 \\ 42 \% \\ f \end{gathered}$ | $28 \%$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 32 \% \end{aligned}$ | 29\% | ${ }_{33}{ }_{33}$ | $31 \%$ | $\begin{aligned} & 69 \\ & 31 \% \end{aligned}$ | ${ }_{39}^{45}$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | ${ }_{26}{ }^{2}$ | $\underset{r}{102} \underset{\substack{99 \%}}{ }$ | 50\% | 19\% | ${ }_{31}^{86}$ |
| Definitely/Somewhat No (Net) | ${ }_{24 \%}^{112}$ | 420\% | 70\% | $29$ | 23\% | $\begin{aligned} & 394 \\ & 29 \% \end{aligned}$ | ${ }^{26} 5$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | ${ }_{26}^{56}$ | 29\% | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 63 \% \\ & 28 \% \end{aligned}$ | 29\% | $\begin{aligned} & 31 \% \\ & 17 \% \end{aligned}$ | $\begin{gathered} 52 \\ 31 \% \\ 0 \end{gathered}$ | 58\% | 50\% | 22\% | ${ }_{23}^{63}$ |
| Somewhat no | ${ }_{13}^{62}$ | ${ }^{28} 10$ | 34 $13 \%$ | 22 16 | $11 \%$ | 17\% | 12 | 16 | 32\% | 13 $13 \%$ | $\stackrel{17}{13 \%}$ | 5\% | 38\% | $\begin{aligned} & 21 \\ & 19 \% \\ & 0 \end{aligned}$ | 13\% | $\begin{gathered} 28 \\ 17 \% \\ 0 \end{gathered}$ | 33 $13 \%$ | 26 ${ }_{14}$ | 22\% | ${ }^{38} 14 \%$ |
| Definitely no | 50 $11 \%$ | 14\% | $\begin{aligned} & 37 \\ & 14 \% \\ & b \end{aligned}$ | ${ }_{5}^{7}$ | $12 \%$ | 17 $14 \%$ $d$ | 14\% | 118\% | 24\% | 16\% | $14 \%$ | 10 $13 \%$ | 25 $11 \%$ | ${ }_{7 \%}$ | 18 $10 \%$ | 24 $14 \%$ | 25\% | 24 $13 \%$ | - | ${ }_{9 \%}{ }^{6}$ |
| I am not familiar with this company | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | 24 $12 \%$ | ${ }^{23} 9$ | ${ }^{12} 9$ | $4 \%$ | $\begin{gathered} 17 \\ 14 \% \\ \mathrm{e} \% \end{gathered}$ | 15 $14 \%$ | ${ }_{4 \%}^{6}$ | 18\% | $\begin{aligned} & 24 \\ & 23 \% \\ & { }^{3} \mathrm{HI} \end{aligned}$ | ${ }_{13}^{16}$ | ${ }_{8 \%}^{6}$ | 15\% | 5 | ${ }^{15} 8$ | $\begin{aligned} & 27 \\ & \begin{array}{l} 16 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | ${ }^{16} 6$ | $\begin{aligned} & 25 \\ & { }^{23 \%} \\ & \mathrm{q} \end{aligned}$ | $\stackrel{2}{5 \%}$ | 22\% |
| Sigma | $\begin{aligned} & 462 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | 254 100 | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 215\% | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 100\% | 276\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/O/P - Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 158 | 251 | 171 | 112 | 59 | 67 | 151 | 158 | 100 | 214 | 58 | 109 | 121 | 133 | 155 | 201 | 184 | 44 | 209 |
| Weighted Base | 395 | 182* | 213 | 111* | 104* | 93* | 87* | $143 *$ | 158* | $94 *$ | 115 | 68* | 187* | $140^{*}$ | $130 *$ | 124* | 202 | 176* | 49** | 230 |
|  | $303$ | $\begin{gathered} 152 \\ 84 \% \\ C \end{gathered}$ | $\quad{ }^{151}$ | $72 \%$ | 82\% | $\begin{gathered} 82 \\ 89 \% \\ \text { DG } \end{gathered}$ | 58\% | $\begin{gathered} 119 \\ 83 \% \end{gathered}$ | ${ }^{117} 74 \%$ | $\frac{68}{68}$ | 92\% | $47 \%$ | $\begin{gathered} 149 \\ 80 \% \end{gathered}$ | $\begin{gathered} 113 \\ 81 \% \end{gathered}$ | ${ }^{100}$ | $\frac{90}{72 \%}$ | $\begin{gathered} 169 \\ \stackrel{84 \%}{R} \end{gathered}$ | $\begin{gathered} 121 \\ 69 \% \end{gathered}$ | 42 86 | 183 $80 \%$ |
| Definitely yes | 157 $40 \%$ | 77 $42 \%$ | 80\% | 42\% | 4314 | 35 | 37 ${ }^{37}$ | $\begin{aligned} & 71 \\ & 50 \% \\ & \hline \end{aligned}$ | 61 39 | 25 26 | $\begin{aligned} & 58 \\ & 50 \% \\ & \text { Lm } \end{aligned}$ | 198\% | 69\% | 54\% | $54 \%$ | 499\% | 80\% | 71 $40 \%$ | 20 $40 \%$ | 79 34 |
| Somewhat yes | ${ }_{37 \%}^{146}$ | $\begin{aligned} & 76 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 33 \% \end{aligned}$ | $38$ | 39\% | $\begin{aligned} & 48 \\ & 51 \% \\ & \text { dG } \end{aligned}$ | 22\% | ${ }_{37}{ }_{33}$ | $\begin{aligned} & 56 \\ & 36 \% \end{aligned}$ | 43 | $34 \%$ | ${ }^{28} \%$ | $\begin{gathered} 80 \\ 43 \% \\ { }^{2} \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 89 \\ { }^{44 \%} \\ \mathrm{R} \end{gathered}$ | 50\% | 23 $46 \%$ | 104 45 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | ${ }_{23}^{43 \%}$ | $\underset{F}{26}{ }_{2}^{236}$ | $\begin{aligned} & 19 \\ & 19 \% \\ & \text { 19\% } \end{aligned}$ | ${ }_{5 \%}^{4}$ | $\begin{aligned} & 26 \\ & 30 \% \\ & { }_{F} \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | 23 25 | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | ${ }^{16} 24 \%$ | 37\% | 25\% | 24\% | 27\% | 29 $14 \%$ | $\begin{aligned} & 45 \\ & { }^{45 \%} \end{aligned}$ | ${ }_{13}^{6}$ | ${ }_{19}^{43}$ |
| Somewhat no | ${ }_{11}^{44}$ | $13 \%$ | $\begin{gathered} 31 \\ 15 \% \\ \text { b } \end{gathered}$ | 16 $14 \%$ | 8\% | $1 \%$ | $\begin{aligned} & 19 \\ & { }_{\text {ef }}^{2} \% \end{aligned}$ | $8 \%$ | ${ }_{\text {26 }}^{\text {26\% }}$ H | 10\% | ${ }^{8} \%$ | 14\% | 24\% | 20\% | 10\% | $14 \%$ | $19 \%$ | 22\% | $\stackrel{4}{8 \%}$ | 26 |
| Definitely no | 31 $8 \%$ | 13\% | ${ }^{18}$ | ${ }^{10} 9$ | $\begin{aligned} & 11 \% \\ & 10 \% \end{aligned}$ | ${ }_{3 \%}^{3}$ | ${ }_{8 \%}^{7}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | 13 14 $i$ | ${ }^{10} 9 \%$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | ${ }^{13} \%$ | ${ }_{3}^{4}$ | $\begin{gathered} { }^{14} \\ 11 \% \\ n \end{gathered}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & \text { n } \end{aligned}$ | $\stackrel{9}{5 \%}$ | $\begin{aligned} & 22 \\ & 12 \% \\ & { }_{Q} \% \end{aligned}$ | $\stackrel{3}{5 \%}$ | ${ }^{17} 8$ |
| I am not familiar with this company | 16 ${ }_{4}$ | ${ }^{3} \mathrm{\%}$ | ${ }^{13} 6$ | 5\% | ${ }^{3} \mathrm{\%}$ | ${ }_{7}^{6}$ | 2\% | ${ }_{3}^{5}$ | ${ }_{5}^{7}$ | $3{ }_{3}$ | $\begin{aligned} & \frac{6}{5 \%} \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 5_{8}^{8} \% \\ & M \end{aligned}$ | ${ }_{1}^{2}$ | ${ }_{2 \%}$ | ${ }_{5}^{6}$ | $7 \%$ | ${ }_{2}^{4}$ | ${ }^{10} 6$ | * ${ }^{\text {\% }}$ | 3\% |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 202\% | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 100\% | 230 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G-H/IJ-K/LM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 413 | 162 | 251 | 182 | 107 | 65 | 59 | 135 | 174 | 104 | 224 | 61 | 106 | 128 | 153 | 132 | 211 | 187 | 33 | 229 |
| Weighted Base | 391 | $187 *$ | 203 | 144 | 91* | $93^{*}$ | $63^{*}$ | 119* | 193* | 79* | 121 | 69* | 182* | $121 *$ | 152* | 118* | 211 | 168* | $37^{* *}$ | 236 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 250 \\ 64 \% \end{gathered}$ | $\begin{gathered} 123 \\ 66 \% \end{gathered}$ | ${ }^{127} 63 \%$ | $\begin{aligned} & 79 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & \text { 666 } \\ & 72 \% \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 66 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 62 \% \end{aligned}$ | 83\% | $\begin{aligned} & 112 \\ & 58 \% \end{aligned}$ | 55\% | $\begin{aligned} & 78 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 64 \% \end{aligned}$ | 84\% | $95 \%$ | $\begin{aligned} & 71 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 140 \\ 67 \% \end{gathered}$ | ${ }_{64 \%}^{107}$ | 269\% | 152 $64 \%$ |
| Definitely yes | ${ }^{133} \times 18$ | 25 ${ }^{59}$ | 788\% | 430\% | $\begin{aligned} & 41 \\ & 45 \% \\ & d \end{aligned}$ | 29\% | 20\% | 45\% | 61 ${ }_{3}^{61}$ | 27 ${ }_{35}$ | 46\% | ${ }_{33}^{23}$ | ${ }_{32}{ }^{2}$ | 41\% | 599\% | 33\% | 78\% | 54\% | 14\% | 71 $30 \%$ |
| Somewhat yes | ${ }_{30 \%}^{118}$ | $\begin{gathered} \text { } \\ 36 \% \\ c \end{gathered}$ | $\begin{aligned} & 50 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \hline 27 \end{aligned}$ | $\begin{aligned} & 25 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 30 \% \end{aligned}$ | $39$ | $\begin{aligned} & 51 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 35 \% \end{aligned}$ | ${ }_{23}^{37 \%}$ | $\begin{aligned} & 24 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 46 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 366 \\ & 24 \% \end{aligned}$ | 38\% | ${ }_{29}^{62 \%}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | 12\% | 81 $34 \%$ |
| Definitely/Somewhat No (Net) | $\begin{gathered} 118 \\ 30 \% \end{gathered}$ | ${ }_{25}^{59 \%}$ | $\begin{aligned} & 64 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 52 \\ 37 \% \\ e \end{gathered}$ | 21 23 | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 36 \% \end{aligned}$ | ${ }_{21}^{25}$ | $\begin{gathered} 72 \\ 37 \% \\ H \end{gathered}$ | 21\% | 34 $28 \%$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | 24\% | $\begin{aligned} & 42 \\ & 36 \% \end{aligned}$ | 280 | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | 21\% | ${ }^{68}$ 29\% |
| Somewhat no | 67\% | 32\% | 35\% | 32\% | 15\% | ${ }_{12}{ }^{2} \%$ | ${ }_{13}^{8}$ | 16 $14 \%$ | ${ }_{\text {23 }}{ }^{45}$ | ${ }_{6}^{6} \%$ | $\stackrel{16}{13 \%}$ | 116\% | 37\% | $19 \%$ | 29\% | 20\% | 39\% | 26\% | 20\% | ${ }_{19}^{44}$ |
| Definitely no | 51 $13 \%$ | 23 $12 \%$ | ${ }^{28}{ }^{14 \%}$ | 21 | ${ }_{6}^{6}$ | 10\% | $\begin{aligned} & 15 \\ & 23 \% \\ & 23 \% \end{aligned}$ | 9\% | 27 $14 \%$ | ${ }_{\text {20, }}^{\substack{20 \\ H}}$ | ${ }^{18} 15$ | -7\% | 21 $12 \%$ | 13 $11 \%$ | 15 | 22 ${ }^{19}$ | 20\% | 25 ${ }^{15}$ | ${ }_{2}^{1}$ | 24\% |
| I am not familiar with this company | 22\% | ${ }_{5}^{9} \%$ | 12\% | 12\% | 4\% | ${ }_{5}^{4} \%$ | 2\% | ${ }^{11} 9$ | 9 | ${ }_{3 \%}$ | 9\% | 4\% | 74 | 5 | 12\% | 5 | 10 5 \% | 11 $6 \%$ | ${ }_{9}^{3}$ | 16\% |
| Sigma | $\begin{aligned} & 391 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | 790\% | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | 69\% | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 121 $100 \%$ | 152 $100 \%$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 37 $100 \%$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/F/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used.
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 150 | 255 | 181 | 114 | 57 | 53 | 142 | 181 | 82 | 216 | 56 | 107 | 114 | 159 | 132 | 212 | 179 | 44 | 217 |
| Weighted Base | 384 | 159* | 225 | 133 | $100 *$ | 81* | 71** | 137* | 176* | $71^{*}$ | 124 | $61^{*}$ | $180 *$ | 104* | 166* | 114* | 217 | 158* | $58 * *$ | 238 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 261 \\ 68 \% \end{gathered}$ | ${ }^{106} \%$ | ${ }_{69 \%}^{155}$ | $\begin{aligned} & 86 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 73 \% \end{aligned}$ | 59\% | $\begin{aligned} & 43 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 122 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 64 \% \end{aligned}$ | 86\% | $\begin{aligned} & 38 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 123 \\ 69 \% \end{gathered}$ | 78\% | $\begin{gathered} 118 \\ \underset{p}{11 \%} \end{gathered}$ | $\begin{aligned} & 65 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 150 \\ \\ 69 \% \end{gathered}$ | ${ }_{66 \%}^{105}$ | $\begin{aligned} & 33 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & \quad 69 \% \end{aligned}$ |
| Definitely yes | 139 $36 \%$ | 54\% | 85\% | 459\% | 35\% | 34\% | 24\% | ${ }_{36}^{46}$ | 70\% | 23 32 | ${ }_{3}^{45}$ | 117\% | $\begin{aligned} & 76 \\ & 42 \% \\ & 4 \mathrm{~L} \end{aligned}$ | 38\% | 41\% | 32\% | 82\% | 55 ${ }^{5} \%$ | 20 35 | 95\% |
| Somewhat yes | ${ }_{32}^{122}$ | $\begin{aligned} & 52 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | ${ }_{31}^{41 \%}$ | $37 \%$ | $\begin{aligned} & 25 \\ & 31 \% \end{aligned}$ | ${ }_{27}^{19}$ | $\begin{aligned} & 47 \% \end{aligned}$ | 52\% | $\begin{aligned} & 23 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 45 \% \\ & M \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | 39\% | 50\% | 33\% | $\begin{aligned} & 68 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 32 \% \end{aligned}$ | ${ }_{22}^{12}$ | 70\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 103 \\ 27 \% \end{gathered}$ | ${ }_{21}^{46 \%}$ | ${ }_{21}^{61 \%}$ | 398 | $\begin{aligned} & 199 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 19 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | 499\% | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | 180\% | ${ }_{29}^{47 \%}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 45 \\ 39 \% \\ \text { No } \end{array} \end{aligned}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | ${ }_{30}^{48}$ | ${ }^{16} 8$ | 57\% |
| Somewhat no | -18\% | ${ }^{25}$ 16\% | 19\% | 22\% | $11 \%$ | 13\% | 23\% | 24\% | 22\% | 10\% | ${ }_{18}^{15}$ | 118\% | 20\% | 14. | ${ }_{16}^{26}$ | 29\% | 43\% | ${ }_{16}^{26}$ | ${ }^{15} 5$ | 18\% |
| Definitely no | ${ }^{34} 9$ | $\begin{aligned} & 16 \\ & \\ & 10 \% \end{aligned}$ | ${ }^{18}{ }_{8 \%}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | ${ }_{8 \%}^{8}$ | ${ }_{8}^{6}$ | ${ }_{6 \%}^{4}$ | ${ }_{6 \%}^{8}$ | ${ }^{11} 6 \%$ | $\begin{aligned} & 14 \\ & { }_{200 \%}^{2} \\ & \mathrm{H}^{2} \end{aligned}$ | 12 ${ }^{\text {\% }}$ | ${ }_{11 \%}^{7}$ | 14\% | 5 | 13 ${ }_{8}$ | $\begin{aligned} & 16 \\ & 14 \% \\ & \mathrm{n} \% \end{aligned}$ | 9 | $\begin{aligned} & 22 \\ & 14 \% \\ & { }_{Q} \end{aligned}$ | 3\% | ${ }^{15} 7$ |
| I am not familiar with this company | 21 5 \% | 12\% | 9\% | 9\% | $9 \%$ | ${ }_{3}^{2}$ | $\stackrel{*}{1 \%}$ | ${ }_{1}^{12}{ }_{i}$ | ${ }_{3}{ }^{\text {\% }}$ | 4\% | ${ }^{8} \%$ | 5\% | $7 \%$ | ${ }_{8 \%}^{8}$ | ${ }_{5}^{8}$ | 5 | ${ }^{15} \%$ | 3\% | $\stackrel{9}{15 \%}$ | ${ }^{16} 7$ |
| Sigma | $\begin{aligned} & 384 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 176 $100 \%$ | 71 $100 \%$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | 166 $100 \%$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 100\% | 238 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 162 | 250 | 163 | 116 | 69 | 64 | 142 | 164 | 106 | 214 | 74 | 108 | 129 | 145 | 138 | 220 | 181 | 41 | 236 |
| Weighted Base | 430 | $208 *$ | 221 | 127* | 103* | 97* | $103 *$ | 145* | $183 *$ | 101* | 129 | 92* | 193* | 132* | 159* | $138{ }^{*}$ | 239 | 179* | $48 * *$ | 259 |
|  | $\begin{gathered} 289 \\ 67 \% \end{gathered}$ | $\begin{gathered} 137 \\ 66 \% \end{gathered}$ | ${ }_{69 \%}^{152}$ | 83 | $\begin{aligned} & 81 \\ & 79 \% \\ & \hline 9{ }^{2} \% \end{aligned}$ | $55$ | $\begin{aligned} & 71 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 125 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 55 \% \end{aligned}$ | ${ }_{68}^{87}$ | $\begin{aligned} & 61 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 133 \\ 69 \% \end{gathered}$ | 93 $71 \%$ | 113 $71 \%$ | 83\% | $\begin{gathered} 165 \\ 69 \% \end{gathered}$ | $\begin{gathered} 118 \\ 66 \% \end{gathered}$ | 40\% | 177 $68 \%$ |
| Definitely yes | ${ }^{151} 35$ | ${ }_{30}^{62}$ | $89 \%$ | 35\% | $\begin{aligned} & 46 \\ & 44 \% \\ & { }^{4} \% \end{aligned}$ | 33\% | 38 | 60 $41 \%$ | -61 $33 \%$ | 31\% | 51 $39 \%$ | 33 35 | 65 ${ }^{65}$ | 51 $39 \%$ $p$ | ${ }_{\text {439 }}^{43}$ | 31 23 | 95\% | 36 ${ }^{51 \%}$ | 22 $46 \%$ | 988 |
| Somewhat yes | $\begin{gathered} 138 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 63 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \\ & f \end{aligned}$ | $\begin{aligned} & 35 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | 25\% | ${ }_{29}^{37}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 32 \end{aligned}$ | 24\% | $\begin{aligned} & 52 \\ & 38 \% \end{aligned}$ | ${ }_{20}^{79 \%}$ | $\begin{aligned} & 62 \\ & 35 \% \end{aligned}$ | 188\% | 79\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 111 \\ 26 \% \end{gathered}$ | 28\% | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & \hline 25 \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 33 \% \end{aligned}$ | ${ }_{2}^{27}$ | 29\% | ${ }^{46} 25 \%$ | 36 ${ }_{\text {35\% }}^{\text {h }}$ | 23\% | ${ }_{26}^{24}$ | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \end{aligned}$ | 34\% | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | ${ }_{26 \%}^{62}$ | 45\% | ${ }_{13}^{6} \%$ | 67\% |
| Somewhat no | 67 $16 \%$ | 35\% | 32 $14 \%$ | 15 | $12 \%$ | ${ }^{18} 9$ | 18\% | ${ }_{12}^{12}$ | 32\% | 17\% | $\stackrel{17}{13 \%}$ | $12 \%$ | 37 $19 \%$ | 16\% | ${ }^{15} 9$ | $\begin{gathered} 36 \\ \text { NO } \\ \text { NO } \end{gathered}$ | 36\% | 28\% | 10\% | ${ }_{18}^{46}$ |
| Definitely no | 44\% | 23 $11 \%$ | 219\% | 13 $10 \%$ | $7 \%$ | 13 $14 \%$ | 11 $10 \%$ | 118\% | ${ }_{8 \%}^{14}$ | $\begin{aligned} & \begin{array}{l} 19 \\ 19 \% \\ \text { hi } \end{array} \end{aligned}$ | ${ }^{12} 9$ | ${ }_{12}^{13}$ | ${ }_{8}^{16}$ | 17\% | 19 | ${ }_{5 \%}^{7}$ | 26 $11 \%$ | 17 10 | ${ }_{3}^{1}$ | 21 8 |
| I am not familiar with this company | 30\% | ${ }^{13} 6$ | ${ }^{17} 8$ | ${ }^{12} 9$ | $3{ }^{3}$ | 10 $11 \%$ | ${ }_{4}^{4} \%$ | 8\% | ${ }^{13} 7$ | $9{ }_{9}$ | 12 10 | ${ }_{8 \%}^{7}$ | 8 | ${ }_{4}^{6}$ | 13\% | ${ }^{12} 8$ | 12\% | 15\% | ${ }_{3 \%}^{1}$ | 14\% |
| Sigma | $\begin{aligned} & 430 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\stackrel{92}{92}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 100\% | 259 $100 \%$ |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 154 | 254 | 177 | 105 | 68 | 58 | 148 | 168 | 92 | 218 | 55 | 107 | 126 | 148 | 134 | 198 | 198 | 43 | 230 |
| Weighted Base | 412 | 185* | 227 | 126 | 99* | $106 *$ | 81* | $140^{*}$ | $176{ }^{*}$ | 96* | 138 | 68* | $183 *$ | $138{ }^{*}$ | 156* | $118{ }^{*}$ | 217 | 182* | $63^{* *}$ | 241 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 261 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 151 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 65 \% \end{aligned}$ | 69\% | $\begin{aligned} & 64 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 103 \\ 73 \% \end{gathered}$ | $\begin{gathered} 101 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 62 \% \end{aligned}$ | 599\% | ${ }_{69 \%}^{126}$ | 78 | $\begin{gathered} 104 \\ 67 \% \end{gathered}$ | $\text { 79 } 67 \%$ | $\begin{gathered} 149 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 63 \% \end{aligned}$ | ${ }^{158} 68$ |
| Definitely yes | ${ }^{118} 29 \%$ | 49\% | 69\% | $\begin{aligned} & { }_{36}^{36} \\ & { }_{\mathrm{G}} \end{aligned}$ | 24\% | ${ }_{33}^{35}$ | 13 $16 \%$ | 420\% | ${ }^{48} \%$ | 27 29 | 38\% | 14\% | 61 ${ }_{3}^{61}$ | ${ }_{31}^{42}$ | 35\% | $3{ }^{36}$ \% | ${ }^{65}$ 30\% | ${ }^{48} 7$ | ${ }^{16} 26$ | 76 32 |
| Somewhat yes | $\begin{gathered} 144 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | ${ }_{36}^{83}$ | $\begin{aligned} & 39 \% \\ & 29 \end{aligned}$ | $\begin{aligned} & 45 \\ & 46 \% \\ & 46 \% \\ & \text { ff } \end{aligned}$ | 30\% | $32 \%$ | $\begin{aligned} & 61 \\ & 43 \% \\ & i \end{aligned}$ | $\begin{aligned} & 53 \\ & 30 \% \end{aligned}$ | $307$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 65 \\ 41 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 43 \% \\ & 36 \% \end{aligned}$ | ${ }_{39}^{89}$ | $\begin{aligned} & 57 \% \end{aligned}$ | ${ }^{23} 7$ | ${ }_{34}^{82}$ |
| Definitely/Somewhat No (Net) | $\begin{gathered} 112 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 27 \% \end{aligned}$ | ${ }_{21}^{61 \%}$ | 28\% | 22\% | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\begin{gathered} 55 \\ 31 \% \\ H \end{gathered}$ | $\begin{aligned} & 33 \\ & 34 \% \\ & H \end{aligned}$ | $\begin{aligned} & 344 \\ & 25 \% \end{aligned}$ | ${ }_{36}^{26}$ | 423\% | ${ }_{32}^{44}$ | ${ }_{21}^{46 \%}$ | 27 $22 \%$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | ${ }^{53}{ }^{59}$ | 17\% | 61 25 |
| Somewhat no | ${ }_{16 \%}^{66}$ | 27\% | 17\% | ${ }^{18} 8$ | ${ }_{16}^{16}$ | 20\% | $12 \%$ | ${ }_{13}^{18} \%$ | 31\% | 18\% | 23 $16 \%$ | ${ }^{14} \%$ | 25 $14 \%$ | 20\% | 24\% | 15\% | 30 $14 \%$ | 34\% | 22\% | 16\% |
| Definitely no | ${ }_{11 \%}$ | 24\% | 22\% | 10 $8 \%$ | $6_{6 \%}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | ${ }_{5}^{6}$ | $\begin{aligned} & 24 \\ & { }^{14 \%}{ }^{\circ} \end{aligned}$ | ${ }_{15}^{15}{ }^{16}$ | ${ }^{11} 8$ | ${ }^{12} 17 \%$ | ${ }^{17} 9$ | ${ }_{17}^{12 \%}$ | 17 $11 \%$ | 12\% | 23 $10 \%$ | $19 \%$ | $\stackrel{3}{5 \%}$ | 23 $10 \%$ |
| I am not familiar with this company | ${ }^{39} 9$ | 24\% | 15\% | ${ }_{1}^{15}$ | 88 | $\stackrel{4}{4 \%}$ | 114\% | ${ }^{13} 9$ | 20 $11 \%$ | ${ }_{6}^{6} \%$ | $\begin{aligned} & 18 \% \\ & { }_{2} 8 \end{aligned}$ | $\stackrel{3}{5 \%}$ | 15 8 | ${ }_{11}^{15}$ | ${ }^{11} \%$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | 15\% | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | 10\% | ${ }^{22} 9$ |
| Sigma | 100\% | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 176 $100 \%$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 156 $100 \%$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | 217 $100 \%$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 633\% | 241 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 401 \& 157 \& 244 \& 155 \& 120 \& 70 \& 56 \& 128 \& 173 \& 100 \& 216 \& 55 \& 104 \& 115 \& 128 \& 158 \& 211 \& 181 \& 38 \& 220 <br>
\hline Weighted Base \& 408 \& 182* \& 226 \& 119* \& 110* \& $108 *$ \& 71* \& $136{ }^{*}$ \& $175 *$ \& 97* \& 131 \& $63^{*}$ \& 189* \& 119* \& $141^{*}$ \& $147^{*}$ \& 230 \& 172* \& $48^{* *}$ \& 252 <br>
\hline $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ \& $$
{ }^{193}
$$ \& 899\% \& $$
\begin{aligned}
& 104 \\
& 46 \%
\end{aligned}
$$ \& $$
59 \%
$$ \& $$
57 \%
$$ \& $$
\begin{aligned}
& 51 \\
& 47 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 85 \\
& 63 \% \\
& 15
\end{aligned}
$$ \& $$
\begin{aligned}
& 80 \\
& 46 \% \\
& \hline
\end{aligned}
$$ \& ${ }^{28}{ }^{29}$ \& $$
\begin{aligned}
& 60 \% \\
& 46 \%
\end{aligned}
$$ \& 33
$53 \%$ \& $$
\begin{aligned}
& 94 \\
& 49 \%
\end{aligned}
$$ \& 51 43 \& $$
\begin{aligned}
& 82 \\
& 58 \% \\
& n P
\end{aligned}
$$ \& 61\% \& 115
$50 \%$ \& 77 \& 34\% \& 136
$54 \%$ <br>
\hline Definitely yes \& 96\% \& ${ }^{38}{ }^{1} \%$ \& 57\% \& 33

f \& 30
27
f \& 15
$14 \%$ \& 18\% \& ${ }_{31} 1 \%$ \& 35\% \& 20\% \& 31\% \& 154\% \& 45\% \& 25 ${ }^{21}$ \& 20\% \& 31
$21 \%$ \& 56\% \& 24\% \& ${ }^{18} 9$ \& 64\% <br>

\hline Somewhat yes \& 98\% \& $$
\begin{aligned}
& 51 \% \\
& 28 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 47 \% \\
& 21 \%
\end{aligned}
$$

\] \& \[

26

\] \& 27\% \& \[

$$
\begin{gathered}
36 \\
34 \% \\
G
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
8 \\
11 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 42 \% \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 4_{2}^{26} \\
& 26
\end{aligned}
$$

\] \& $9{ }_{9}{ }^{\text {\% }}$ \& \[

{ }_{22}^{29}

\] \& \[

{ }^{18} 9

\] \& \[

{ }_{26}^{49}

\] \& ${ }^{26} 2{ }^{2}$ \& \[

$$
\begin{aligned}
& 42 \%
\end{aligned}
$$

\] \& 20\% \& \[

{ }^{569}

\] \& \[

$$
\begin{aligned}
& 36 \\
& 21 \%
\end{aligned}
$$
\] \& 16 33 \& 718\% <br>

\hline Definitely/Somewhat No (Net) \& $$
{ }_{32 \%}^{130}
$$ \& 69\% \& \[

{ }_{27}^{61}

\] \& 295\% \& 29\% \& \[

$$
\begin{aligned}
& 38 \\
& 35 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 41 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 56 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 45 \\
& 46 \% \\
& 4 \mathrm{Hi}^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 25 \%
\end{aligned}
$$

\] \& ${ }^{18}{ }^{18}$ \& \[

$$
\begin{gathered}
69 \\
37 \% \\
k
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
46 \\
39 \% \\
0
\end{gathered}
$$

\] \& 35\% \& 48\% \& \[

$$
\begin{aligned}
& 77 \\
& 33 \%
\end{aligned}
$$
\] \& 519\% \& ${ }_{14 \%}^{6}$ \& 82\% <br>

\hline Somewhat no \& 58\% \& 28\% \& 30\% \& 218\% \& 13
$12 \%$ \&  \& 11
$15 \%$ \& 12\% \& 33
$19 \%$
h \& 13
$14 \%$ \& 10\% \& 10\% \& 36
$19 \%$
$K$ \& 20\% \& 16 \& 22\% \& 37
$16 \%$ \& 21 ${ }_{12}$ \& ${ }_{9}^{4}$ \& 40\% <br>

\hline Definitely no \& $$
\begin{aligned}
& 72 \\
& 18 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 41 \\
& 22 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 311 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \% \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& 14 \%
\end{aligned}
$$

\] \& \[

24 \%

\] \& \[

$$
\begin{aligned}
& 18 \\
& 25 \% \\
& d
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 33 \% \\
& \mathrm{HI}^{2}
\end{aligned}
$$
\] \& 22 $17 \%$ \& $\stackrel{8}{13 \%}$ \& 33

$17 \%$ \& 27\% \& 19 \& 26\% \& 40\% \& 30\% \& $\stackrel{2}{4 \%}$ \& 42\% <br>

\hline I am not familiar with this company \& $$
{ }_{21 \%}^{84}
$$ \& 24 $13 \%$ \& \[

$$
\begin{gathered}
60 \\
{ }_{27}^{67 \%}
\end{gathered}
$$

\] \& 25\% \& 24\% \& 19\% \& 17\% \& 22 $16 \%$ \& 22\% \& 24 \& \[

$$
\begin{gathered}
38 \\
{ }_{2}^{39}
\end{gathered}
$$
\] \& 11

$18 \%$ \& 26 $14 \%$ \& 22\% \& 24\% \& 36\% \& 38\% \& 44\% \& $\xrightarrow{7}$ 15\% \& 35
$14 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 408 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 226 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 119 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 110 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 108 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
71 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 175 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 131 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
63 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 189 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 119 \\
& 100 \%
\end{aligned}
$$
\] \& 141

$100 \%$ \& \[
$$
\begin{aligned}
& 147 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 230 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 172 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 252 100 <br>

\hline
\end{tabular}


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 398 | 158 | 240 | 152 | 128 | 72 | 46 | 133 | 162 | 103 | 220 | 56 | 99 | 127 | 125 | 146 | 216 | 165 | 33 | 217 |
| Weighted Base | 394 | 191* | 203 | 107* | 109* | 109* | $68^{* *}$ | $123 *$ | $180^{*}$ | $90^{*}$ | 126 | 66* | 176* | $142^{*}$ | 124* | $128{ }^{*}$ | 226 | 148* | $42^{* *}$ | 241 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\begin{gathered} 270 \\ 69 \% \end{gathered}$ | ${ }_{67 \%}^{128}$ | 142 | $\begin{aligned} & 76 \\ & 71 \% \end{aligned}$ | $77 \%$ | $\begin{aligned} & 75 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 76 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 125 \\ 69 \% \end{gathered}$ | 52\% | $\begin{aligned} & 72 \\ & 57 \% \end{aligned}$ | 49 c k | $\begin{gathered} 131 \\ \underset{K}{74 \%} \\ \hline \end{gathered}$ | 98\% | $78$ | 844 | ${ }_{73 \%}^{164}$ | $\text { 95 } 9$ | 31 74 | 163 $68 \%$ |
| Definitely yes | ${ }^{143} 36$ | ${ }_{33}^{63}$ | 80\% | 37 $34 \%$ | 46 | 45 | 15 $21 \%$ | 55 ${ }^{5}$ | ${ }_{34}^{62}$ | 25\% | 41 ${ }^{42}$ | 199\% | 77 44 | 50 35 | 489\% | 45\% | $\begin{aligned} & 98 \\ & 43 \% \\ & \hline R \end{aligned}$ | 418\% | 22 53 | 86\% |
| Somewhat yes | ${ }_{32 \%}^{127}$ | $\begin{aligned} & 666 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | $39 \%$ | $\begin{aligned} & 31 \% \\ & 29 \% \end{aligned}$ | 30\% | $\begin{gathered} 27 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 46 \% \\ & { }^{36 \%} \end{aligned}$ | $\begin{aligned} & 54 \% \end{aligned}$ | ${ }_{34}^{48}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | ${ }_{29}^{67}$ | ${ }_{36}^{56}$ | 21\% | 77 ${ }^{72 \%}$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 72 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | 20\% | ${ }_{23}^{23}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 8 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\underset{13 \%}{8}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | 22\% | 23 $18 \%$ | ${ }_{21}{ }^{27}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | 11\% | 20\% |
| Somewhat no | 410\% | 25 $13 \%$ | 16\% | 16\% | $12 \%$ | $9{ }_{8}{ }^{\text {\% }}$ | 5\% | ${ }^{11} 9$ | 24\% | 6\% | ${ }^{14} 11 \%$ | $\stackrel{4}{6 \%}$ | 22 $12 \%$ | 15\% | $12 \%$ | $14 \%$ | ${ }^{20} 9$ | 15\% | 3\% | ${ }^{32} 13$ |
| Definitely no | 31 $8 \%$ | ${ }^{14} \%$ | 17 8 \% | ${ }_{5}^{6}$ | 11 $10 \%$ | 110\% | 3 | 7\% | 14\% | 10\% | $\begin{aligned} & 15 \\ & { }^{12} \% \\ & \mathrm{~m} \end{aligned}$ | 5\% | 5\% | $7 \%$ 5 | ${ }^{11} 9$ | 13 $10 \%$ | ${ }^{16} 7$ | ${ }^{13} 9$ | ${ }_{4 \%}$ | ${ }^{16} \%$ |
| I am not familiar with this company | $\begin{aligned} & 52 \\ & 13 \% \end{aligned}$ | 24 $12 \%$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | ${ }^{10} 9$ | 9\% | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | 198\% | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & { }^{10} \end{aligned}$ | $\begin{aligned} & 22 \\ & 25 \% \\ & { }_{2}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 25 \\ & \begin{array}{c} 29 \% \\ M \end{array} \end{aligned}$ | 13\% | 14 8 \% | 23 ${ }^{16 \%}$ | 13 $10 \%$ | 13\% | 26 $11 \%$ | 25 ${ }_{17}$ | ${ }_{14 \%}$ | ${ }_{12 \%}$ |
| Sigma | $\begin{aligned} & 394 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | ${ }_{100 \%}^{66}$ | 176 $100 \%$ | 142 $100 \%$ | 124 $100 \%$ | 128 $100 \%$ | 226 $100 \%$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 100\% | 241\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 149 | 253 | 176 | 102 | 63 | 61 | 140 | 164 | 98 | 216 | 62 | 94 | 135 | 121 | 146 | 216 | 173 | 37 | 228 |
| Weighted Base | 397 | 186* | 211 | 129 | 99* | $92^{*}$ | 76* | 131* | 183* | 82* | 125 | 68* | 178* | $147^{*}$ | 114* | 135* | 238 | 151* | $50^{* *}$ | 259 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat Yes }}$ | ${ }_{61 \%}^{240}$ | $\begin{gathered} 114 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 64 \% \\ & G \end{aligned}$ | $\begin{aligned} & \text { 699\% } \\ & \hline \mathrm{G} \end{aligned}$ | $\begin{aligned} & 60 \\ & 65 \% \\ & \end{aligned}$ | 29\% | $\begin{aligned} & 94 \\ & 72 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 102 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 444 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 66 \% \end{aligned}$ | $\stackrel{105}{59 \%}$ | 92\% | ${ }_{\text {P1 }}^{71 \%}$ | $\begin{aligned} & 67 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 148 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 58 \% \end{aligned}$ | 30\% | ${ }^{162}$ 63\% |
| Definitely yes | 129 ${ }_{3}$ | ${ }_{33}^{62}$ | ${ }_{32}^{68}$ | 46\% | $\begin{gathered} 42 \\ 42 \% \\ \mathrm{~g} \end{gathered}$ | 25\% | 17 22 | $\begin{aligned} & 58 \\ & 44 \% \\ & i j \end{aligned}$ | 50\% |  | ${ }_{34}^{43}$ | 24\% | 54\% | 418\% | 50 $44 \%$ np | 29\% | 77 $32 \%$ | 50 33 | 16 3 \% | 81\% |
| Somewhat yes | $\begin{gathered} 111 \\ 28 \% \end{gathered}$ | 52\% | 289\% | $\begin{aligned} & 366 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \\ & \text { 38\% } \end{aligned}$ | 12\% | $\begin{aligned} & 36 \% \\ & 28 \% \end{aligned}$ | 52\% | 23\% | 38\% | 21 30 | 50\% | $\begin{aligned} & 52 \\ & 35 \% \\ & \text { 35\% } \end{aligned}$ | 31\% | 28\% | 720\% | 37 $24 \%$ | 14 $28 \%$ | 82\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 97 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 56 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | 22\% | $21$ | $\begin{aligned} & 23 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 28 \% \\ & H \end{aligned}$ | 27 $33 \%$ $H$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | ${ }^{18}$ | $\begin{gathered} 54 \\ 30 \% \\ k \end{gathered}$ | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ | 22\% | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & \text { 19\% } \end{aligned}$ | 15 $30 \%$ | ${ }^{61}$ |
| Somewhat no | 55 ${ }^{14 \%}$ | 34 18\% c | 21 $10 \%$ | 24 $19 \%$ | 10\% | 15\% | 5\% | 13 $10 \%$ | 28\% | $14 \%$ | $7 \%$ | $\begin{aligned} & 15 \\ & { }_{2}^{12} \% \end{aligned}$ | 32 $18 \%$ $K$ | ${ }_{11}^{16}$ | 14 | 25\% | 12\% ${ }_{\text {R }}$ | 11\% | 12\% | 40\% |
| Definitely no | ${ }_{11}{ }^{2} \%$ | 11\% | 21 $10 \%$ | 5\% | $12 \%$ | ${ }_{6}^{6} \%$ | $\begin{aligned} & 18 \\ & { }_{23}^{13 \%} \\ & \mathrm{Df}^{2} \end{aligned}$ | 5 | ${ }_{\text {23 }}^{\text {13\% }}$ | 13 $16 \%$ $H$ | ${ }^{15}$ | 3\% | 22\% | $17 \%$ | ${ }_{7}^{8} \%$ | 17\% | 24\% | ${ }_{12}^{12}$ | 5\% | 21 8 |
| I am not familiar with this company | $\begin{aligned} & 59 \\ & 15 \% \end{aligned}$ | ${ }^{17} 9$ | $\begin{aligned} & 43 \\ & 20 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | 88 | 112\% | $\begin{gathered} 25 \\ 33 \% \\ \text { DEF } \end{gathered}$ | 19\% | ${ }_{16}^{29}$ | 111 | $\begin{aligned} & 25 \\ & 20 \% \\ & { }_{2} \mathrm{~m} \end{aligned}$ | ${ }_{9}^{6} \%$ | 19 | 22\% | 11 10 | ${ }_{19}^{26}$ | 23 $10 \%$ | $\begin{aligned} & 34 \\ & 23 \% \\ & { }^{3} \% \end{aligned}$ | 10\% | 14\% |
| Sigma | $\begin{aligned} & 397 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | ${ }^{680} \%$ | 178 $100 \%$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | 114 $100 \%$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{100 \%}^{259}$ |




Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 149 | 261 | 166 | 108 | 70 | 66 | 122 | 180 | 108 | 227 | 52 | 108 | 117 | 138 | 155 | 220 | 175 | 34 | 223 |
| Weighted Base | 444 | 201* | 243 | 127* | 109* | 124* | 84* | 129* | 197* | $118{ }^{*}$ | 141 | $61^{*}$ | 214* | 131* | $161 *$ | 152* | 267 | $160 *$ | $38 * *$ | 280 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\begin{gathered} 143 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 70 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 49 \\ & \begin{array}{l} \text { SGO\% } \end{array} \end{aligned}$ | $\begin{aligned} & 53 \\ & 499 \% \\ & \text { FG } \end{aligned}$ | 29\% | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 499 \% \\ & \hline 15 \end{aligned}$ | ${ }_{20}^{50}$ | $\begin{aligned} & 350 \\ & 25 \% \end{aligned}$ | ${ }_{32}^{45}$ | $\begin{aligned} & 17 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 36 \% \end{aligned}$ | 36\% | 60\% | $\begin{aligned} & 48 \\ & 32 \% \end{aligned}$ | 91 $34 \%$ | 50 $31 \%$ | 29 75 | 111 $40 \%$ |
| Definitely yes | ${ }^{67}$ 15\% | 23 | 43 $18 \%$ | 18 | $\begin{gathered} 33 \\ 30 \% \\ \text { DFG } \end{gathered}$ | $\stackrel{9}{7 \%}$ | ${ }_{9}^{7} \%$ | 22\% | 25 ${ }^{13 \%}$ | 14 | ${ }_{19}^{19}$ | 5\% | 419\% | 19 | 37 $23 \%$ P | ${ }^{11} 7 \%$ | ${ }_{17}{ }^{6} \%$ | 20 $13 \%$ | 11 $28 \%$ | 50 |
| Somewhat yes | $\begin{aligned} & 77 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & { }_{24}^{4} \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | ${ }_{6}^{5}$ | $\begin{aligned} & 35 \\ & 27 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | 16 $14 \%$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \% \end{aligned}$ | $\begin{aligned} & \text { 143 } \end{aligned}$ | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | ${ }^{18}{ }^{16 \%}$ | ${ }_{21}^{62 \%}$ |
| Definitely/Somewhat No (Net) | ${ }_{27 \%}^{118}$ | $\begin{aligned} & 65 \\ & 32 \% \end{aligned}$ | ${ }_{22}^{52 \%}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ | 20 23 | $25{ }^{20}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & \text { 383 } \end{aligned}$ | 32\% | $\begin{aligned} & 19 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | 22\% | 49\% | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | ${ }_{27}^{79 \%}$ | 35\% | ${ }^{8} 1 \%$ | 75 |
| Somewhat no | $72 \%$ | 43 $\substack{14 \\ \mathrm{c}}$ | 29 ${ }^{2} 2$ | 19\% e | ${ }^{10} 9$ | $\underset{\mathrm{e}}{\substack{29 \\ 23 \%}}$ | 10\% | ${ }_{15}^{15}$ | 46 $23 \%$ | 119\% | ${ }_{11}^{16}$ | ${ }^{12} 19$ | ${ }^{44}$ \% | 21 16 | 236\% | ${ }^{14} 9$ | 53\% | 18 | ${ }_{8}^{8}$ | 19\% |
| Definitely no | 46\% | ${ }^{22} 11 \%$ | 25 $10 \%$ | ${ }_{15}^{12 \%}$ | 11 $10 \%$ | $\stackrel{9}{7 \%}$ | 11 $13 \%$ | ${ }^{10} 8$ | $14 \%$ | 22 18 $i$ | ${ }^{15}$ | ${ }_{1}^{7} \%$ | 23 $11 \%$ | 7\% | ${ }^{13} 8$ | $\begin{aligned} & 26 \\ & 17 \% \\ & \text { No } \end{aligned}$ | ${ }^{23} 9$ | 17 $10 \%$ | ${ }^{5} 3 \%$ | 21\% |
| I am not familiar with this company | $\begin{gathered} 183 \\ 41 \% \end{gathered}$ | 36\% | $\begin{gathered} 117 \\ 48 \% \\ B \end{gathered}$ | $38 \%$ | $\begin{aligned} & 35 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 46 \% \\ & d \end{aligned}$ | $\begin{aligned} & 52 \\ & 62 \% \\ & \text { DE } \end{aligned}$ | ${ }_{31}^{41 \%}$ | 86\% | 56 | $\begin{gathered} \begin{array}{c} 65 \\ 46 \% \\ \mathrm{~m} \end{array} \end{gathered}$ | ${ }^{25} 4 \%$ | 71 3 \% | $\begin{aligned} & 67 \\ & 51 \% \\ & 0 \end{aligned}$ | ${ }_{32}{ }^{2} \%$ | 64\% | 99\% | 76 | $\stackrel{2}{5 \%}$ | 94\% |
| Sigma | 4400\% | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 118 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 610\% | 214 $100 \%$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 161 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 100\% | 280\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 149 | 261 | 174 | 121 | 68 | 47 | 150 | 167 | 93 | 235 | 50 | 101 | 106 | 167 | 137 | 223 | 179 | 38 | 237 |
| Weighted Base | 375 | $162^{*}$ | 213 | 118* | 111* | 86* | 59** | 123* | 182* | 70* | 125 | $56^{* *}$ | 172* | 104* | $160 *$ | 112* | 216 | 153* | $45^{* *}$ | 247 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat Yes }}$ | 255\% | 109\% | 146 $69 \%$ | 79\% | 78 | 59\% | 39\% | 89\% | 119\% | 47\% | 80\% | 39\% | 122 $71 \%$ | ${ }_{62}^{64}$ | $\begin{aligned} & 123 \\ & 77 \% \\ & \mathrm{nP} \end{aligned}$ | ${ }^{68} \%$ | 156\% | 97\% | 32 $71 \%$ | 172\% |
| Definitely yes | ${ }_{33}^{126}$ | $\begin{aligned} & 45 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 339 \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 35 \% \end{aligned}$ | ${ }_{36}$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | 24 35 | $\begin{aligned} & 43 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 36 \% \end{aligned}$ | ${ }_{32}^{52 \%}$ | ${ }_{21}^{21}$ | $\begin{aligned} & 68 \\ & \frac{62}{4} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | ${ }_{30}^{87 \%}$ | 29\% | 16 35 | $79 \%$ |
| Somewhat yes | ${ }^{129} 34$ | $\begin{aligned} & 64 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 180 \% \end{aligned}$ | ${ }_{36 \%}^{45}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | 22\% | $399$ | ${ }_{34 \%}^{19}$ | 67 $39 \%$ | $42 \%$ | $\begin{aligned} & 55 \% \end{aligned}$ | 32\% | 76\% | 53 ${ }^{35}$ | ${ }_{36}^{16}$ | 938 |
| Definitely/Somewhat No (Net) | 760\% | 40\% | 37\% | 24\% | 22\% | 180\% | 119\% | 21\% | 45\% | 116\% | 24\% | 14\% | 35\% | 23\% | 32\% | 21 $19 \%$ | 18\% | 32\% | 12 $25 \%$ | $49 \%$ |
| Somewhat no | 40 $11 \%$ | 21 $13 \%$ | 19\% | $12 \%$ | ${ }^{16}$ | ${ }_{8 \%}^{7}$ | $4 \%$ | 13 $10 \%$ | 25 $13 \%$ | $3{ }^{3} \%$ | 9\% | ${ }_{11 \%}^{6}$ | 24\% | $14 \%$ | 16 | $\stackrel{10}{9 \%}$ | 25 12 | 15\% | 10\% | 27\% |
| Definitely no | $\begin{aligned} & 36 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | ${ }^{18} 8$ | ${ }^{11} 9$ | ${ }_{7 \%}$ | 10 $12 \%$ | $\stackrel{7}{72 \%}$ | ${ }_{7}{ }^{\text {\% }}$ | 20 $11 \%$ | 11\% | ${ }_{15}^{12 \%}$ | $\stackrel{8}{13 \%}$ | 11 6 | 9\% | ${ }^{16} 10$ | 12 $11 \%$ | 14\% | 19\% | ${ }_{3}^{2} \%$ | ${ }^{22} 9$ |
| I am not familiar with this company | ${ }_{12}^{44}$ | 14 81 | 30\% | 15 $13 \%$ | ${ }^{10} 9$ | 10 $11 \%$ | -9 ${ }^{9} \%$ | 13 $11 \%$ | ${ }^{18} 10 \%$ | ${ }_{12}^{12}$ | 21 $17 \%$ | 6\% | ${ }^{16} 9$ | $\begin{aligned} & 17 \\ & 16 \% \\ & 0 \end{aligned}$ | ${ }_{3 \%}$ | $\begin{aligned} & 22 \\ & 20 \% \\ & \hline \end{aligned}$ | ${ }^{20} 9$ | 23 ${ }^{15 \%}$ | $\stackrel{2}{4 \%}$ | 25 |
| Sigma | $\begin{aligned} & 375 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 418 | 154 | 264 | 178 | 114 | 78 | 48 | 141 | 163 | 114 | 227 | 48 | 121 | 122 | 144 | 152 | 213 | 196 | 43 | 217 |
| Weighted Base | 429 | 203* | 225 | 139* | $100^{*}$ | $123 *$ | $67 * *$ | 145* | 177* | 107* | 123 | 51** | 224* | 126* | 153* | 150* | 231 | 189* | 59** | 244 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 250 \\ 58 \% \end{gathered}$ | $\begin{gathered} 119 \\ 59 \% \end{gathered}$ | $\begin{gathered} 131 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 688 \\ & 68 \% \\ & \text { 6 } \end{aligned}$ | $\begin{aligned} & 63 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 60 \% \end{aligned}$ | ${ }^{88}$ | $\begin{aligned} & 104 \\ & 59 \% \end{aligned}$ | $58$ | $\begin{aligned} & 61 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 139 \\ 62 \% \\ k \end{gathered}$ | $\begin{aligned} & 75 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 60 \% \end{aligned}$ | 83\% | 149 $64 \%$ | $\begin{gathered} 100 \\ 53 \% \end{gathered}$ | 47\% | $\begin{gathered} 149 \\ 61 \% \end{gathered}$ |
| Definitely yes | ${ }_{27 \%}^{115}$ | 45\% | ${ }_{31}^{69}$ | 33 23 | 35\% | $2{ }_{2}^{29}$ | 18\% | ${ }_{31}^{45}$ | 49\% | 20\% | ${ }^{38}$ | ${ }_{30}^{15}$ | 59\% | 35\% | 24\% | 37 24 | 73 $31 \%$ | 42\% | 24 $40 \%$ | 75 $31 \%$ |
| Somewhat yes | ${ }_{32 \%}^{135}$ | $\begin{aligned} & 74 \\ & 36 \% \end{aligned}$ | $\begin{aligned} 61 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 22 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | ${ }_{31}^{55}$ | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 17 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 36 \% \\ & K \end{aligned}$ | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 736 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | 239\% | 75 $31 \%$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 90 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 53 \\ 26 \% \\ c \end{gathered}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | $\begin{aligned} & 23 \\ & 21 \% \end{aligned}$ | ${ }_{23}^{28}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \\ & \hline \end{aligned}$ | ${ }_{23}^{36}$ | $\begin{aligned} & 25 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | ${ }_{20}^{47}$ | 30\% | 16\% | 58\% |
| Somewhat no | 51 $12 \%$ | $\begin{aligned} & 35 \\ & \frac{17 \%}{17 \%} \\ & \hline \end{aligned}$ | 16\% | $\underset{\mathrm{e}}{18}{ }_{\text {13 }}^{18}$ | 5 | $\begin{aligned} & 21 \\ & 17 \% \\ & e \end{aligned}$ | ${ }_{1}{ }^{7} \%$ | 14\% | 27 | 110\% | $\stackrel{13}{11 \%}$ | ${ }_{4 \%}$ | 35\% | 20\% | ${ }_{10}^{16}$ | 15 | 30 $13 \%$ | ${ }^{18}{ }_{9}{ }^{\text {a }}$ | ${ }_{10}^{6} \%$ | 34 $14 \%$ |
| Definitely no | ${ }^{39} 9$ | ${ }^{18} 9$ | 219\% | $9{ }_{6}$ | $9 \%$ | ${ }^{11} 9$ | 10 $15 \%$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | 11 6 \% | ${ }_{12}^{12}$ | ${ }_{15}^{12 \%}$ | ${ }_{1}{ }^{1}$ | ${ }^{21} 9$ | 13 $10 \%$ | 6\% | $\begin{aligned} & 177 \\ & 11 \% \end{aligned}$ | 17\% | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\stackrel{3}{5 \%}$ | 24\% |
| I am not familiar with this company | $\begin{aligned} & 88 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 57 \\ \text { 25\% } \\ b \end{gathered}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | 18\% | 27 22 | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | 20\% | 26\% | $\begin{aligned} & 34 \\ & { }_{28}^{38} \% \\ & \hline \end{aligned}$ | 16 $31 \%$ | 29\% | 18 $14 \%$ | 37 $24 \%$ | 34\% | 36 $16 \%$ | $\begin{aligned} & 51 \\ & 27 \% \\ & \stackrel{51}{2} \end{aligned}$ | ${ }_{5}^{3}$ | 36\% |
| Sigma | ${ }^{429} 0$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | 224\% | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 153 $100 \%$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 100\% | 244 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 149 | 257 | 164 | 120 | 71 | 51 | 145 | 163 | 98 | 217 | 52 | 114 | 123 | 134 | 149 | 219 | 179 | 35 | 232 |
| Weighted Base | 399 | 186* | 214 | 119* | 109* | 102* | 69* | $140^{*}$ | 175* | $84^{*}$ | 127 | 57* | 190* | 115* | 142* | $142^{*}$ | 229 | $164 *$ | $50^{* *}$ | 241 |
|  | $\begin{gathered} 272 \\ 68 \% \end{gathered}$ | $\begin{gathered} 139 \\ \\ \\ \hline \end{gathered}$ | $\begin{gathered} 133 \\ 62 \% \end{gathered}$ | 59\% | $\begin{aligned} & 87 \\ & 80 \% \\ & \text { Df } \end{aligned}$ | $\begin{aligned} & 64 \\ & 63 \% \end{aligned}$ | 51\% | $\begin{gathered} \text { 110 } \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 109 \\ 62 \% \end{gathered}$ | 52\% | $90 \%$ | $\begin{aligned} & 35 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & \\ & 72 \% \end{aligned}$ | 77\% | 98\% | $\begin{aligned} & 96 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 173 \\ 75 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 97 \\ & 59 \% \end{aligned}$ | 44\% | 172 $71 \%$ |
| Definitely yes | ${ }_{37 \%}^{148}$ | 78 | 70 33 | 36\% | $\begin{aligned} & 54 \\ & 50 \% \\ & \text { DF } \end{aligned}$ | 28\% | 29 $42 \%$ | 62 $44 \%$ $i$ | 54\% | $32 \%$ | $\begin{gathered} 59 \\ 46 \% \\ \hline \end{gathered}$ | 14 25 | ${ }_{36}^{68}$ | 34\% | 63 $44 \%$ $n$ | 51 36 | 888\% | 60\% | ${ }^{28} 5$ | 949\% |
| Somewhat yes | ${ }_{31}^{124}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 31 \% \end{aligned}$ | 21\% | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 36 \% \end{aligned}$ | ${ }_{38}^{43}$ | $\begin{aligned} & 35 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 85 \\ 37 \% \\ R \end{gathered}$ | ${ }^{33}{ }^{23}$ | 17 3 \% | 78\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | $\begin{aligned} & 65 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & { }_{233}^{23} \\ & \mathrm{Eg} \end{aligned}$ | 8\% | $\begin{aligned} & 24 \\ & 24 \% \\ & { }_{5}^{2} \% \end{aligned}$ | ${ }_{9}^{6}$ | 12\% | $\begin{aligned} & 37 \\ & 21 \% \\ & \mathrm{H}^{3} \end{aligned}$ | ${ }_{\text {21 }}^{17}{ }^{\text {H }}$ | $\stackrel{19}{15 \%}$ | 14 25 | 29\% | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 24\% | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | 32\% | ${ }_{3}^{2}$ | 33 $14 \%$ |
| Somewhat no | 39 $10 \%$ | 14\% | 25 ${ }^{2}$ \% | ${ }^{18}{ }^{15}$ | ${ }_{5}^{6}$ | 10\% | $4{ }_{6}$ | 5\% | $\begin{gathered} 25 \\ 14 \% \\ \text { h } \end{gathered}$ | ${ }_{7}^{6} \%$ | 9\% | -72\% | 20\% | 12\% | 11\% | ${ }^{13} 9$ | ${ }^{18} 8$ | 20\% | 3\% | ${ }^{26} 11 \%$ |
| Definitely no | 27\% | 14\% | ${ }^{13} 6$ | $8 \%$ | ${ }_{2 \%}$ | $\begin{aligned} & 15 \\ & 14 \% \\ & \text { Eg } \end{aligned}$ | ${ }_{2 \%}$ | ${ }_{3}^{4}$ | 11\% | ${ }_{1}^{11}{ }^{14} \%$ | ${ }^{10} 8$ | $\begin{gathered} 7 \\ 13 \% \\ \mathrm{~m} \% \end{gathered}$ | $\stackrel{9}{5 \%}$ | 5 | ${ }^{12} 9$ | 10\% | 14 ${ }^{6}$ | 12\% | - | 3\% |
| I am not familiar with this company | $\begin{aligned} & 62 \\ & 16 \% \end{aligned}$ | 20 $11 \%$ | $\begin{aligned} & 43 \\ & 20 \% \\ & b \end{aligned}$ | 23 $19 \%$ | $1 \begin{aligned} & 13 \\ & 12 \%\end{aligned}$ | 14\% | 12 $18 \%$ | $\begin{aligned} & 18 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $14 \%$ | 17 $14 \%$ | 14\% | ${ }^{25} 13 \%$ | 19\% | 20 $14 \%$ | 23 $16 \%$ | ${ }^{25} 11 \%$ | $\begin{aligned} & 34 \\ & 21 \% \\ & { }^{31 \%} \end{aligned}$ | $\stackrel{4}{9 \%}$ | 15\% |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 175\% | 844 | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 115 $100 \%$ | 142 $100 \%$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 229\% | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 100\% | 241 100 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E/F/G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19
CMP01_113 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Grocery
Whole Foods
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 411 | 158 | 253 | 177 | 115 | 69 | 50 | 138 | 169 | 104 | 204 | 64 | 114 | 132 | 148 | 131 | 196 | 204 | 32 | 222 |
| Weighted Base | 420 | $210 *$ | 210 | 124 | 113* | 115* | $67 * *$ | 124* | 205* | 92* | 113 | $81^{*}$ | 200* | 152* | $147^{*}$ | 122* | 208 | 205* | $43^{* *}$ | 258 |
|  | ${ }^{2988}$ | ${ }^{159} \%$ | $\begin{gathered} 138 \\ 66 \% \end{gathered}$ | 82\% | $\begin{aligned} & 89 \\ & \hline \mathrm{~d} \% \\ & \hline \end{aligned}$ | 89\% | $\begin{aligned} & 38 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 80 \% \\ & i \mathrm{ij} \end{aligned}$ | $\begin{gathered} 139 \\ 68 \% \end{gathered}$ | $\begin{gathered} 60 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 74 \% \end{aligned}$ | 59\% | $\begin{gathered} 143 \\ 72 \% \end{gathered}$ | 699\% | $\begin{gathered} 115 \\ 79 \% \end{gathered}$ | 83\% | 156 | $\begin{gathered} 138 \\ 68 \% \end{gathered}$ | 32 74 | 193\% |
| Definitely yes | ${ }^{162} 3$ | $87 \%$ | 75 36 | 45 ${ }^{46}$ | 53\% | 38\% | 25 38 | 47\% | $\begin{aligned} & 91 \\ & 45 \% \end{aligned}$ | 24 26 | 52\% | 29 ${ }^{\text {37\% }}$ | 71 $36 \%$ | ${ }_{38}{ }^{2} \%$ | $\begin{aligned} & 73 \\ & 50 \% \\ & \mathrm{~Np} \end{aligned}$ | 414\% | 85 | 76\% | 22 $51 \%$ | 112 $43 \%$ |
| Somewhat yes | $\begin{gathered} 136 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | 29\% | $\begin{aligned} & 36 \% \\ & 32 \% \end{aligned}$ | ${ }_{\text {4 }}^{54}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% \\ & \hline 1 \end{aligned}$ | ${ }_{23}^{43}$ | $3{ }^{36}{ }^{\text {\% }}$ | 32\% | ${ }_{36}^{29}$ | 72 36 | 51 $34 \%$ | 429\% | $\begin{aligned} & 42 \\ & 34 \% \end{aligned}$ | $\begin{array}{ll} 71 \% \end{array}$ | $\begin{aligned} & 62 \\ & 30 \% \end{aligned}$ | 10 $23 \%$ | ${ }_{31}^{81}$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 75 \\ & \\ & \hline 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 50 \\ 24 \% \\ { }_{B}^{2} \end{gathered}$ | 27\% | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & { }_{13}^{16} \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | ${ }^{18} 2{ }^{2} \%$ | 34 $17 \%$ | 34 23\% p | 27 ${ }_{19}$ | $1{ }^{14}$ | 30 $15 \%$ | 45\% | $\stackrel{7}{16 \%}$ | 47\% |
| Somewhat no | 46\% | ${ }^{13} 6$ | $\begin{aligned} & 32 \\ & 15 \% \\ & 15 \% \end{aligned}$ | 17 $14 \%$ | ${ }^{11} 9$ | $\stackrel{9}{8 \%}$ | 13\% | ${ }_{5}^{6}$ |  | 112\% | 5 | 10\% | 29 $14 \%$ $K$ | 22\% | ${ }_{9}^{14}$ | ${ }^{10} 8$ | ${ }^{19} 9$ | 27 $13 \%$ | ${ }_{9}^{4}$ | 30 $12 \%$ |
| Definitely no | 30\% | 12\% | ${ }^{18} 9$ | $\stackrel{9}{8 \%}$ | 8\% | $5{ }_{5}$ | ${ }_{9}^{6}$ | ${ }^{10} 8$ | $\stackrel{16}{8 \%}$ | 5\% | $\begin{aligned} & \text { 10 } \\ & \mathrm{m} \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \\ \mathrm{~m} \end{gathered}$ | ${ }^{5} \%$ | 12\% | ${ }^{14} 9$ | ${ }_{3}^{4}$ | 12\% | ${ }^{18} 9$ | $\stackrel{3}{7 \%}$ | 17\% |
| I am not familiar with this company | ${ }_{11 \%}$ | ${ }_{12 \%}$ | 21 $10 \%$ | $\begin{aligned} & 16 \\ & 13 \% \\ & \text { en } \end{aligned}$ | $5 \%$ | 12\% | 152\% | ${ }_{7}^{8}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \\ & \text { he } \end{aligned}$ | $14{ }^{13}$ | 5\% | 23 $11 \%$ | $\begin{aligned} & 18 \\ & 12 \% \\ & 0 \end{aligned}$ | $4 \%$ | $\begin{gathered} 25 \\ 21 \% \\ { }_{0}^{25} \end{gathered}$ | 21 $10 \%$ | 21 $10 \%$ | 10\% | ${ }^{18} 7$ |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 205\% | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | 100\% | 258\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 153 | 248 | 168 | 101 | 75 | 57 | 147 | 160 | 94 | 224 | 54 | 100 | 120 | 153 | 128 | 226 | 165 | 37 | 219 |
| Weighted Base | 400 | 186* | 214 | $130 *$ | 86* | 106* | 77* | 137* | 179* | 83* | 144 | $63^{*}$ | 172* | 115* | 166* | 119* | 239 | 152* | $40 * *$ | 228 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 257 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 149 \\ \substack{70 \% \\ b} \end{gathered}$ | ${ }_{63 \%}$ | $57$ | $68 \%$ | $\begin{aligned} & 50 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 71 \% \end{aligned}$ | $\stackrel{118}{66 \%}$ | $\begin{aligned} & 42 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 66 \% \end{aligned}$ | $74 \%$ | $\begin{gathered} 108 \\ 63 \% \end{gathered}$ | ${ }^{82}{ }^{82}$ | $\begin{gathered} 112 \\ 67 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 163 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 61 \% \end{aligned}$ | 25 63 | 144 $63 \%$ |
| Definitely yes | 131 $33 \%$ | ${ }^{46}$ \% | $\begin{aligned} & 85 \\ & 40 \% \\ & 40 \end{aligned}$ | 498\% | 27 $31 \%$ | $32 \%$ | 23 $30 \%$ | 46\% |  | 226\% | 49 $34 \%$ | 20\% | ${ }_{31}^{53}$ | 37 3 | 62\% | 32\% | 84\% | 46\% | 14 ${ }^{14}$ | 77 $34 \%$ |
| Somewhat yes | ${ }_{32}^{126}$ | $\begin{aligned} & 62 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 51 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 31 \% \end{aligned}$ | $\text { 20 } 24 \%$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 38 \% \end{aligned}$ | ${ }_{32}^{52 \%}$ | ${ }_{39}^{45}$ | $\begin{aligned} & 49 \% \end{aligned}$ | 32\% | ${ }_{30}^{80}$ | ${ }_{30}^{46}$ | 118\% | ${ }_{30}^{68}$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }_{22}^{87}$ | $\begin{aligned} & 53 \\ & 28 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & \end{aligned}$ | ${ }_{21}^{29}$ | 20\% | 23\% | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \% \\ & 18 \% \end{aligned}$ | ${ }_{27}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | 29\% | 56\% | ${ }^{28} 9$ | 14 $34 \%$ | 58\% |
| Somewhat no | ${ }_{12}{ }^{2}$ | 27 | 22\% | $\begin{aligned} & { }^{27} \% \\ & \text { EG } \end{aligned}$ | 8\% | 10\% | 4\% | 21 15 | 23 $13 \%$ | $6 \%$ | 118\% | ${ }_{9}^{6} \%$ | $\underset{\substack{29 \\ 17 \\ k}}{ }$ | ${ }_{10}^{12}$ | 23 $14 \%$ | $12 \%$ | 29 ${ }^{2}$ | 19\% | 11\% | 15\% |
| Definitely no | 38 $10 \%$ | $\begin{gathered} 26 \\ 14 \% \\ c \end{gathered}$ | ${ }^{13} 6$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \\ & { }_{\mathrm{D}} \end{aligned}$ | 11\% | $\begin{aligned} & 10 \\ & 13 \% \\ & \text { d } \end{aligned}$ | ${ }_{6 \%}$ | 13\% | $\begin{aligned} & 17 \\ & 21 \% \\ & \mathrm{HI}^{2} \end{aligned}$ | $\begin{aligned} & 144 \\ & 10 \% \end{aligned}$ | ${ }_{9}^{6}$ | 18 | 7 | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 15\% | 27 $11 \%$ | ${ }_{6}^{9}$ | ${ }_{6}^{2}$ | 23 $10 \%$ |
| I am not familiar with this company | 55 $14 \%$ | 25 $14 \%$ | 30 $14 \%$ | 17 $13 \%$ | 11\% | 15\% | $12 \%$ | 118\% | ${ }^{26} 14 \%$ | $\begin{aligned} & 18 \\ & { }_{22}^{18} \% \end{aligned}$ | 24 16 | -72\% | 17 $10 \%$ | 14 | ${ }^{14} 9$ | $\begin{aligned} & 27 \\ & { }_{23}^{23 \%} \\ & \hline \end{aligned}$ | ${ }^{20} 80$ | $\begin{gathered} 31 \\ 21 \% \\ \text { Q1\% } \end{gathered}$ | ${ }_{3}^{1}$ | 25 ${ }_{11 \%}$ |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 214 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 179\% | 830\% | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | 172 $100 \%$ | 115 $100 \%$ | 166 $100 \%$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 100\% | 228 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 148 | 254 | 166 | 113 | 68 | 55 | 150 | 155 | 97 | 215 | 56 | 103 | 117 | 140 | 145 | 211 | 177 | 41 | 214 |
| Weighted Base | 404 | $170 *$ | 235 | 130* | 92* | 101* | 81** | $140^{*}$ | $175 *$ | 89* | 135* | 71* | $163 *$ | 121* | 154* | $130^{*}$ | 228 | 169* | $54^{* *}$ | 244 |
|  | $\begin{gathered} 177 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 53 \% \\ & f \end{aligned}$ | $\begin{aligned} & 355 \\ & 35 \% \end{aligned}$ | 30\% | $\begin{aligned} & 81 \\ & 58 \% \\ & \text { ij } \end{aligned}$ | $\begin{aligned} & 59 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 42 \% \end{aligned}$ | 79 48 | $\begin{aligned} & 56 \\ & 46 \% \end{aligned}$ | 499\% | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | 105 $46 \%$ | $\begin{aligned} & 69 \\ & 41 \% \end{aligned}$ | 39 $71 \%$ | 116 $47 \%$ |
| Definitely yes | ${ }^{93} 2$ | 44\% | 491\% | 27 20 | 28\% | 14\% | 26\% | 32\% | $\begin{aligned} & 32 \% \\ & 18 \% \end{aligned}$ | 20\% | 32\% | 19\% | 22\% | 33 ${ }^{37 \%}$ | 22\% | 26\% | 27\% | 30\% | ${ }_{33}^{18}$ | 57 ${ }^{23}$ |
| Somewhat yes | 84\% | 228 | 46\% | 28\% | 23 | 21\% | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 39 \\ & 28 \% \\ & \hline \end{aligned}$ | 27 $15 \%$ | 170\% | $\begin{aligned} & 24 \% \\ & 18 \% \end{aligned}$ | 11 $15 \%$ | 43 ${ }^{6} \%$ | 23 ${ }^{19 \%}$ | ${ }^{33}$ 23\% | 26\% | ${ }_{19}^{43}$ | 339 | 21 39 | 59\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 96 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 55 \\ 32 \% \\ C \end{gathered}$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 20\% | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | 192\% | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 34 \% \\ & \mathrm{HJ} \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | 32\% | $\stackrel{9}{13 \%}$ | 29\% | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | ${ }_{27}^{62}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\stackrel{8}{14 \%}$ | 57\% |
| Somewhat no | 61 $15 \%$ | $\begin{gathered} 35 \\ 21 \% \\ c \end{gathered}$ | 26 $11 \%$ | 24\% | 112\% | ${ }_{18}^{18}$ | 10\% | 15 $11 \%$ | 37 h h | 10\% | $\xrightarrow{16}$ | ${ }_{9}^{7} \%$ | 32 $19 \%$ | 17 $14 \%$ | 29\% | $14 \%$ | 418\% | ${ }^{18}{ }^{10}$ | ${ }_{14 \%}$ | 37 $15 \%$ |
| Definitely no | ${ }^{35} 9$ | 20 $12 \%$ | 16\% | ${ }^{12} 9$ | $\stackrel{9}{10 \%}$ | $\stackrel{4}{4 \%}$ | 114\% | 9 | 22 $13 \%$ | ${ }_{5}^{4}$ | $\stackrel{15}{11 \%}$ | 3\% | ${ }^{15} 9$ | ${ }_{5}^{6}$ | ${ }^{13} 9$ | ${ }_{12}^{12}$ | ${ }^{21} 9$ | ${ }^{13} 8$ | - | 20 8 \% |
| I am not familiar with this company | 131 ${ }^{13 \%}$ | 233\% | $\begin{aligned} & 98 \\ & 42 \% \\ & \hline \text { a } \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | 23\% | $\begin{aligned} & 45 \\ & 44 \% \\ & \text { DE } \end{aligned}$ | $32 \%$ | ${ }_{26}^{36}$ | $\begin{aligned} & 57 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 44 \% \\ & H^{3} \end{aligned}$ | $\begin{aligned} & 50 \\ & 37 \% \\ & M \end{aligned}$ | $\begin{aligned} & 32 \\ & 35 \% \\ & 45 \% \end{aligned}$ | 37\% | 41 $34 \%$ | 23\% | 47\% | 617\% | $\begin{aligned} & 69 \\ & 41 \% \\ & 41 \% \end{aligned}$ | $\stackrel{8}{14 \%}$ | 719\% |
| Sigma | $\begin{aligned} & 404 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 175\% | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 121 $100 \%$ | 154 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | 540\% | 244\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 166 | 240 | 166 | 112 | 76 | 52 | 148 | 163 | 95 | 212 | 47 | 123 | 109 | 150 | 147 | 206 | 188 | 31 | 208 |
| Weighted Base | 417 | 203* | 214 | 143* | 101* | 105* | 69* | $147^{*}$ | 186* | 85* | 134 | 56* | 201* | 107* | 171* | 139* | 219 | $188 *$ | 49** | 235 |
| Definitely/Somewhat Yes (Net) | ${ }_{64 \%}^{267}$ | $\begin{aligned} & 134 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 73 \\ 72 \% \\ f \end{gathered}$ | $\begin{aligned} & 57 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 102 \\ 69 \% \end{gathered}$ | $\begin{gathered} 119 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 55 \% \end{aligned}$ | 85\% | $\begin{aligned} & 37 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 65 \% \end{aligned}$ | 56\% | $\begin{aligned} & 127 \\ & 74 \% \\ & \mathrm{~Np} \end{aligned}$ | $\begin{aligned} & 85 \\ & 61 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 147 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 61 \% \end{aligned}$ | 34\% | 155 6 |
| Definitely yes | ${ }^{137} 3$ | $\begin{aligned} & 83 \\ & 41 \% \\ & 41 \% \end{aligned}$ | 54\% | 484\% | $38{ }^{38}$ | 29\% | 21 $30 \%$ | 60 $41 \%$ | 50\% | ${ }_{32}^{27}$ | 52\% | 19 $34 \%$ | 61 $30 \%$ | 26\% | $\begin{aligned} & 74 \\ & 43 \% \\ & N P \end{aligned}$ | 37 ${ }^{37}$ | 76 $34 \%$ | ${ }_{30}^{60}$ | 24 $49 \%$ | 78\% |
| Somewhat yes | $\begin{gathered} 130 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | 79 $37 \%$ $b$ | $\begin{aligned} & 48 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 34 \% \end{aligned}$ | ${ }_{26}^{28}$ | 20\% | ${ }_{29}^{49 \%}$ | ${ }_{3}^{69} \%$ | 192\% | 35\% | ${ }_{32 \%}{ }^{1}$ | $\begin{aligned} & 75 \% \\ & 35 \end{aligned}$ | 30\% | ${ }_{31} 3$ | 488\% | $\begin{aligned} & 711 \\ & 33 \% \end{aligned}$ | 54\% | 112\% | 77 ${ }^{73 \%}$ |
| Definitely/Somewhat No (Net) | $\stackrel{120}{29 \%}$ | 58\% | ${ }_{29}^{62}$ | 36\% | 21\% | $\begin{aligned} & 40 \\ & 38 \% \\ & \text { 38\% } \end{aligned}$ | 22\% | 38\% | 55 29\% | ${ }_{3}^{28}{ }_{3}$ | 36\% | 13 $23 \%$ | $\begin{aligned} & 63 \\ & 31 \% \end{aligned}$ | 37 $34 \%$ | 43\% | ${ }_{21}^{49 \%}$ | 59\% | 59 $31 \%$ | 125\% | 29\% |
| Somewhat no | 62 $15 \%$ | 33 $16 \%$ | 29 $13 \%$ | 24\% | 12\% | 16\% | 13\% | ${ }_{19}^{13}$ | 31\% | 114\% | 11\% | 16\% | 37 19\% K | 20\% | 23 $13 \%$ | ${ }_{13}^{18}$ | 129\% | 30\% | 11\% | 499\% |
| Definitely no | 59 $14 \%$ | ${ }^{25} 12$ | 33 $16 \%$ | ${ }^{13} 9$ | $9 \%$ | $\begin{aligned} & 24 \\ & 23 \% \\ & \text { DE } \end{aligned}$ | 13 $19 \%$ | 19 | 23 $12 \%$ | 170\% | 24\% | $\stackrel{4}{7 \%}$ | ${ }^{26} 13 \%$ | ${ }_{15}^{15}$ | 20 | 23 $16 \%$ | 30 $14 \%$ | 28\% | $\stackrel{2}{4 \%}$ | ${ }_{9 \%}$ |
| I am not familiar with this company | 30\% | 11 6 \% | 19\% | 6\% | $7 \%$ | ${ }_{7 \%}$ | ${ }_{9}^{6}$ | $7 \%$ | 12\% | 11 $12 \%$ | $\begin{aligned} & 14 \\ & \begin{array}{l} 10 \% \\ M \end{array}, ~ \end{aligned}$ | $\begin{gathered} { }^{6} 1{ }^{11 \%} \\ \mathrm{~m} \end{gathered}$ | 7\% | $\begin{aligned} & 15 \\ & 14 \% \\ & 0 \end{aligned}$ | ${ }_{1}^{2} \%$ | $\begin{aligned} & 14 \\ & 10 \% \\ & 0 \end{aligned}$ | ${ }^{13} 6 \%$ | ${ }^{16} 8$ | ${ }_{4 \%}^{2}$ | 11 5 |
| Sigma | 100\% | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | 186 $100 \%$ | 100\% | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | 201 | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | 171 $100 \%$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 100\% | 235\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
CMP01_117 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Sports
MLB
Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}-2-10 \\ & \$ 75 \mathbf{-} \end{aligned}$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 167 | 234 | 160 | 110 | 75 | 56 | 142 | 163 | 96 | 208 | 54 | 110 | 118 | 143 | 140 | 195 | 183 | 34 | 223 |
| Weighted Base | 429 | 219* | 210 | $124 *$ | 114* | 104* | 87* | $143 *$ | 185* | 102* | 127 | $56^{*}$ | 207* | 131* | 159* | 139* | 232 | 176* | 55** | 267 |
| Definitely/Somewhat Yes (Net) | 224 $52 \%$ | ${ }^{122} 56$ | 102 ${ }^{49 \%}$ | 58\% | $\begin{gathered} 76 \\ 67 \% \\ \mathrm{DG}^{2} \end{gathered}$ | $\begin{aligned} & 58 \\ & 56 \% \\ & 9 \end{aligned}$ | 31 $36 \%$ | 84\% | 93\% | 47 | ${ }^{67}$ \% | 31 $56 \%$ | 111 $54 \%$ | 71 $54 \%$ | 949\% | 59 | 137 59 r | 82 | 41\% | 146 $55 \%$ |
| Definitely yes | $\begin{aligned} & 129 \\ & 30 \% \end{aligned}$ | ${ }_{29}^{65 \%}$ | ${ }_{31}^{64}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 449 \end{aligned}$ | ${ }_{20}^{27 \%}$ | 30\% | $38$ | 16\% | $\begin{aligned} & 71 \% \end{aligned}$ | 459 | 50 $31 \%$ | 35\% | 815\% | ${ }^{46} 26$ | ${ }^{28} 5$ | 810\% |
| Somewhat yes | 95\% | 57\% | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | 35\% | 42\% | $\begin{aligned} & 177 \\ & 17 \% \end{aligned}$ | 239\% | 15\% | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | 20\% | ${ }_{24}^{48 \%}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | 56\% | ${ }^{37}$ 21\% | 14 25 | ${ }_{24}^{65}$ |
| Definitely/Somewhat No (Net) | ${ }^{127} 30$ | 76\% | 514\% | 37 $30 \%$ | 25\% |  | 32 $37 \%$ | 429\% | 54\% | 31 $30 \%$ | 34\% | ${ }_{32}^{18}$ | ${ }^{64} 1 \%$ | 39\% | 25\% | 48\% | 616\% | 57 3 \% | 14 25 | 74 |
| Somewhat no | 717\% | 40\% | 32\% | $19 \%$ | 15\% | 210\% | ${ }_{16}^{18}$ | 23 $16 \%$ | 36\% | $12 \%$ | 13 $10 \%$ | 5\% | $\begin{aligned} & \begin{array}{l} 45 \\ 222 \% \\ \mathrm{KI} \end{array} \end{aligned}$ | 18 | ${ }^{28} 7$ | 26 $18 \%$ | 35\% | 33 $19 \%$ | 10\% | 42\% |
| Definitely no | ${ }_{13}^{55}$ | 36 $16 \%$ | ${ }^{19} 9$ | 18 15 | ${ }^{10} 9$ | 11\% | ${ }^{16} 9$ | 199\% | ${ }^{18} 8$ | ${ }_{18}^{18}$ | 21 $16 \%$ | $\begin{aligned} & 14 \\ & 24 \% \\ & { }^{4} \% \end{aligned}$ | 199\% | 21 16 | 12\% | 22 $16 \%$ | ${ }_{11 \%}{ }^{26}$ | 25 $14 \%$ | $\stackrel{4}{7 \%}$ | ${ }^{32} 12$ |
| I am not familiar with this company | 78 18 | ${ }^{22} 10 \%$ | $\begin{gathered} 57 \\ 27 \% \\ \hline \end{gathered}$ | $\underset{e}{23}{ }_{2}^{23 \%}$ | 13 $11 \%$ | 14 $13 \%$ | $\underset{e}{23} \underset{e}{27 \%}$ | 172\% | ${ }^{38}{ }^{2} \%$ | 23\% | 26\% | $\stackrel{7}{12 \%}$ | 32\% | 21 16 | 25 ${ }^{2}$ \% | 32\% | 33 $14 \%$ | 37 $21 \%$ | ${ }_{1}^{1 \%}$ | 47\% |
| Sigma | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 100\% | 267 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 413 | 147 | 266 | 161 | 120 | 71 | 61 | 129 | 178 | 106 | 216 | 72 | 99 | 118 | 143 | 152 | 223 | 177 | 31 | 236 |
| Weighted Base | 412 | 176* | 237 | 111* | 108* | $100 *$ | $92^{*}$ | 126* | 190* | 97* | 122 | $84^{*}$ | 177* | 102* | 166* | 144* | 247 | 158* | $36 * *$ | 251 |
| Definitely/Somewhat Yes (Net) | 215 $52 \%$ | $\begin{aligned} & 88 \\ & 50 \% \end{aligned}$ | 127 $54 \%$ | $\begin{aligned} & 54 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 57 \% \end{aligned}$ | $56$ | $\begin{aligned} & 44 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 59 \% \\ & j \end{aligned}$ | $\begin{aligned} & 103 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 55 \% \end{aligned}$ | $42 \%$ | $\begin{aligned} & \text { 119 } 72 \% \\ & \text { NP } \end{aligned}$ | $\begin{aligned} & 54 \\ & 38 \% \end{aligned}$ | 134 $54 \%$ | $\begin{aligned} & 79 \\ & 50 \% \end{aligned}$ | 24\% | 126 $50 \%$ |
| Definitely yes | 103\% | 47\% | 55\% | $19 \%$ | 34 $31 \%$ $d$ | 27\% | 24\% | 239 | 49\% | 25\% | 37\% | ${ }^{18} \%$ | 43 | 23\% | 54 ${ }^{53} \mathrm{P}$ | 25\% | 729\% | 30 $19 \%$ | 12\% | ${ }_{23}^{58}$ |
| Somewhat yes | ${ }_{27 \%}^{113}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | ${ }_{31} 5$ | ${ }_{26}^{28}$ | 29\% | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 54 \\ & 28 \% \\ & j \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | ${ }_{29}^{35}$ | ${ }_{218}^{18}$ | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 65 \\ 39 \% \\ \text { NP } \end{gathered}$ | 20\% | 62\% | ${ }_{31}{ }^{4} \%$ | 12\% | ${ }_{28}^{68}$ |
| Definitely/Somewhat No (Net) | ${ }^{144} 3$ | $\begin{aligned} & 70 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 36 \% \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 36 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \end{aligned}$ | ${ }_{38}^{58}$ | 42 43\% | 28\% | $\begin{gathered} 39 \\ 46 \% \\ 46 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 37 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 50 \% \\ & 0 \end{aligned}$ | 86\% | 57 | ${ }_{24 \%}$ | 97 $38 \%$ |
| Somewhat no | 84\% | 40\% | 44\% | 23\% | ${ }^{25} 3$ | ${ }_{16}^{16}$ | 18\% | 33\% | 34\% | 18\% | 20\% | 14\% | 45\% | $19 \%$ | ${ }^{22} 13 \%$ | $\begin{aligned} & 44 \\ & 30 \% \\ & \hline \end{aligned}$ | 60\% | 24\% | 19\% | ${ }^{66}$ 26\% |
| Definitely no | $\begin{aligned} & 60 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | ${ }_{9 \%}^{9}$ | 190\% | ${ }_{9}^{12}$ | $\begin{aligned} & 24 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 25 \% \\ & \mathrm{Hi}^{2} \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 25 \\ \text { KM } \\ \text { KM } \end{gathered}$ | ${ }^{15}$ | $\begin{aligned} & 19 \\ & 18 \% \\ & 0 \end{aligned}$ | ${ }^{13} 8$ | $\begin{aligned} & 28 \\ & 20 \% \\ & \hline \end{aligned}$ | 26\% | $\begin{aligned} & 33 \\ & 21 \% \\ & \end{aligned}$ | $\stackrel{2}{5 \%}$ | 31 $12 \%$ |
| I am not familiar with this company | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $7 \%$ | $\begin{gathered} 19 \\ 19 \% \\ e \end{gathered}$ | 12 $13 \%$ | 6\% | $\begin{aligned} & 29 \\ & 15 \% \\ & \text { 15\% } \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \\ & \text { h } \end{aligned}$ | 20 16 | $\stackrel{9}{11 \%}$ | 20 $11 \%$ | $\begin{aligned} & 22 \\ & 22 \% \\ & 0 \end{aligned}$ | ${ }^{13} 8$ | ${ }_{13}^{18}$ | ${ }^{28} 11 \%$ | 214\% | $\stackrel{3}{9 \%}$ | ${ }_{11 \%}$ |
| Sigma | ${ }^{412}{ }^{10} \%$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | -970 | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 840\% | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | 166 $100 \%$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | 247 $100 \%$ | $\begin{aligned} & 158 \% \\ & 100 \% \end{aligned}$ | 100\% | 251 $100 \%$ |




Fielding Period: May 20-22, 2020
23 May 2020
CMP01_119 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Sports
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 156 | 249 | 162 | 118 | 60 | 65 | 135 | 174 | 96 | 220 | 54 | 103 | 133 | 150 | 122 | 205 | 187 | 36 | 217 |
| Weighted Base | 409 | 202* | 207 | 114* | 114* | 87* | $93 *$ | 134* | 182* | $93 *$ | 129 | $61^{*}$ | 185* | $138 *$ | 154* | 117* | 209 | 184* | $48^{* *}$ | 244 |
| Definitely/Somewhat Yes (Net) | ${ }^{258} 6$ | ${ }^{132} 65$ | 126 ${ }^{61 \%}$ | 72 63 | $\begin{gathered} 87 \\ \\ { }^{87 G} \% \end{gathered}$ | $52 \%$ | 47\% | $\begin{aligned} & 90 \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 124 \\ 68 \% \\ \hline \end{gathered}$ | $44 \%$ | 77 $60 \%$ | 29\% | $\begin{gathered} 135 \\ 73 \% \\ \mathrm{~kL} \end{gathered}$ | 89 ${ }^{85}$ | $\begin{gathered} 119 \\ { }^{77} \% \end{gathered}$ | 50 | ${ }^{147}$ | $\stackrel{107}{59 \%}$ | ${ }_{94 \%}$ | ${ }^{169} 6$ |
| Definitely yes | $\begin{aligned} & 131 \\ & 32 \% \end{aligned}$ | ${ }_{32}^{65}$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | 24\% | $\begin{aligned} & 29 \\ & 31 \% \end{aligned}$ | 299\% | ${ }_{37}^{68}$ | ${ }_{26}^{24}$ | ${ }_{34}^{44}$ | 15 $24 \%$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 38 \% \\ & \text { 38\% } \end{aligned}$ | 599\% | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 36 \% \end{aligned}$ | 54\% | ${ }^{28} \%$ | 822 |
| Somewhat yes | ${ }_{31 \%}^{127}$ | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 40 \% \\ & G \end{aligned}$ | 282\% | 20\% | $\begin{aligned} & 51 \\ & 38 \% \\ & j \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | 22\% | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | 14\% | ${ }^{68} \%$ | 36\% | 60\% | 31\% | 72 $34 \%$ | ${ }^{53}{ }^{29 \%}$ | ${ }_{3}^{18} \%$ | 87\% |
| Definitely/Somewhat No (Net) | ${ }^{119} 29$ | 60\% | 59\% | 32\% | 20\% | 29\% | ${ }_{\text {41 }}^{\text {E }}$ \% | 34\% | 529\% | 33 | 39\% | $\begin{aligned} & 27 \\ & 45 \% \\ & M \end{aligned}$ | ${ }_{24}^{45}$ | 41 $30 \%$ 0 | 27 $18 \%$ | $\begin{aligned} & 51 \\ & 44 \% \\ & 0 \end{aligned}$ | 56\% | 57\% | $\stackrel{2}{5 \%}$ | 58\% |
| Somewhat no | 55\% | 25\% | 31 $15 \%$ | 15\% | 13 | 16\% | 112\% | 17\% | 20 $11 \%$ | 20\% | 22 17 | 12\% | 22\% | $19 \%$ | 11\% | 20\% | 27\% | 24\% | $\stackrel{2}{5 \%}$ | 35\% |
| Definitely no | 64\% | 36\% | 29 $14 \%$ | $\begin{aligned} & 17 \\ & 15 \% \\ & e \end{aligned}$ | $7 \%$ | $12 \%$ | $\begin{aligned} & 28 \\ & \begin{array}{l} 30 \\ \mathrm{dE} \end{array} \mathrm{l} \end{aligned}$ | 17 13 | 32\% | ${ }^{15}$ | ${ }_{13}^{16}$ | $\begin{gathered} 20 \\ \text { KM } \\ \text { KM } \end{gathered}$ | ${ }_{13}^{23}$ | 22 $16 \%$ 0 | ${ }^{11} 7 \%$ | $\begin{aligned} & 31 \\ & 27 \% \\ & 07 \end{aligned}$ | 29 $14 \%$ | 33 $18 \%$ | - | ${ }^{23} 9$ |
| I am not familiar with this company | 32 81 | 10 5 \% | 21 $10 \%$ | ${ }^{11} 9$ | ${ }_{6}^{6} \%$ | $7{ }_{8}^{7}$ | 7 $8 \%$ | 1180 | ${ }_{3}^{6}$ | $\begin{aligned} & 15 \\ & 16 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & M \end{aligned}$ | 5\% | $\stackrel{4}{2 \%}$ | ${ }_{6}^{8}$ | $\stackrel{8}{5 \%}$ | $\begin{gathered} 16 \\ 14 \% \\ 0 \end{gathered}$ | 5\% | $\begin{aligned} & 19 \\ & 10 \% \\ & Q \end{aligned}$ | * | ${ }^{18} \%$ |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | 202 | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 93 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | 209 $100 \%$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 100\% | 244\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 142 | 261 | 156 | 121 | 60 | 66 | 130 | 166 | 107 | 219 | 53 | 106 | 117 | 144 | 142 | 214 | 179 | 38 | 222 |
| Weighted Base | 391 | $186 *$ | 206 | 101* | $107 *$ | $90^{*}$ | $93^{*}$ | 122* | $170^{*}$ | 99* | 122 | 70* | 182* | $113^{*}$ | $160^{*}$ | 118* | 235 | 148* | $56^{* *}$ | 234 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 229 \\ 58 \% \end{gathered}$ | $\begin{gathered} 115 \\ 62 \% \end{gathered}$ | $\begin{gathered} 114 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 57 \% \end{aligned}$ | $\text { 81 } 66 \%$ | $\begin{aligned} & 94 \\ & 55 \% \end{aligned}$ | $54 \%$ | $\begin{aligned} & 75 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 111 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 101 \\ 63 \% \end{gathered}$ | $59$ | $\begin{aligned} & 144 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 83 \% \end{aligned}$ | 149 $64 \%$ |
| Definitely yes | ${ }^{126} 3$ | 63 $34 \%$ | ${ }_{31}^{63}$ | 28\% | 43 | ${ }^{26} 9$ | 29 $31 \%$ | 39 32 | 57 | 30\% | 46 38 1 | ${ }^{16} 23$ | ${ }_{34}^{62}$ | $28 \%$ | 63 $39 \%$ $n$ | 36 | 74 $32 \%$ | 51 34 | 23 $41 \%$ | 89\% |
| Somewhat yes | ${ }_{26 \%}^{103}$ | 52\% | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | $29 \%$ | 299\% | $\text { 20 } 23 \%$ | 24\% | $\begin{gathered} 42 \\ 34 \% \\ i \end{gathered}$ | $\begin{aligned} & 32 \% \\ & 27 \end{aligned}$ | 24\% | $29$ | $\begin{aligned} & 25 \\ & 36 \% \end{aligned}$ | ${ }_{29}^{49}$ | 40 $36 \%$ $P$ | $\begin{aligned} & 39 \% \\ & 24 \% \end{aligned}$ | 23 20 | $\begin{aligned} & 70 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 323 \\ & 22 \% \end{aligned}$ | 23 $42 \%$ | ${ }_{26}^{66}$ |
| Definitely/Somewhat No (Net) | ${ }_{29 \%}^{114}$ | ${ }^{53} 9$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 31 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 29 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | 20\% | 52\% | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | 38\% | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | ${ }_{29}^{69 \%}$ | ${ }_{20}^{47 \%}$ | 14\% | 57\% |
| Somewhat no | 52\% | 21 $12 \%$ | 31 15 | ${ }^{18} \%$ | 110\% | 11\% | 14\% | ${ }_{16}^{13} \%$ | ${ }^{26}$ 16\% | 10\% | 11\% | 5\% | 25\% | 23\% | ${ }^{18} \%$ | 12\% | 29\% | 20\% | $\stackrel{4}{8 \%}$ | 418\% |
| Definitely no | 61 $16 \%$ | 32 17 | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | 13 $13 \%$ | 11\% | $\underset{\substack{24 \\ \mathrm{e}}}{21}$ | 15\% | 14 $12 \%$ | ${ }^{26}$ | 21\% | 17 $14 \%$ | ${ }^{15}$ | 27 | 17 $15 \%$ | 20 $13 \%$ | 24\% | 40\% | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\stackrel{3}{6 \%}$ | 16\% |
| I am not familiar with this company | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | ${ }_{18}^{18}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | 12\% | 13 $12 \%$ | 12 $14 \%$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | ${ }^{11} 9$ | 24\% | 14 | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\stackrel{9}{13 \%}$ | 19 | 5 | 20 $13 \%$ | $\begin{aligned} & 23 \\ & { }_{19}^{9} \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | 25 $17 \%$ | $\stackrel{2}{4 \%}$ | ${ }_{12 \%}$ |
| Sigma | $\begin{aligned} & 391 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 170 $100 \%$ | 100\% | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 560\% | 234\% |



Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{\[
\begin{aligned}
\& \text { Leisure } \\
\& \text { Travelers }
\end{aligned}
\]} \\
\hline \& \[
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
\] \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& \[
\begin{aligned}
\& \text { Less } \\
\& \text { than } \\
\& \$ 50 \mathrm{k}
\end{aligned}
\] \& \[
\$ 50 \mathrm{k}-
\] \& \$75k+ \& \[
\underset{\text { Republi- }}{\text { Repun }}
\] \& Democrat \& Independent Othe \& Yes \& No \& \& \\
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) \\
\hline Unweighted Base \& 402 \& 159 \& 243 \& 165 \& 110 \& 73 \& 54 \& 134 \& 180 \& 88 \& 205 \& 64 \& 105 \& 116 \& 151 \& 135 \& 209 \& 176 \& 34 \& 223 \\
\hline Weighted Base \& 437 \& 192* \& 246 \& 127* \& 118* \& 126* \& \(67 * *\) \& 137* \& \(213 *\) \& 87* \& 128 \& \(72^{*}\) \& 205* \& \(147^{*}\) \& 155* \& 135* \& 251 \& 171* \& \(50^{* *}\) \& 276 \\
\hline Definitely/Somewhat Yes (Net) \& \[
\begin{array}{r}
324 \\
74 \%
\end{array}
\] \& \[
\begin{aligned}
\& 134 \\
\& 70 \%
\end{aligned}
\] \& \[
{ }^{190} 77 \%
\] \& \[
\begin{aligned}
\& 82 \\
\& 65 \%
\end{aligned}
\] \& \[
{ }_{75 \%}
\] \& \[
\begin{gathered}
101 \\
80 \% \\
\mathrm{~d}
\end{gathered}
\] \& 52\% \& \[
\begin{gathered}
115 \\
84 \% \\
1
\end{gathered}
\] \& \[
\begin{gathered}
145 \\
68 \%
\end{gathered}
\] \& \[
74 \%
\] \& \[
\frac{92}{72 \%}
\] \& 52\% \& \[
\quad{ }_{7}^{157}
\] \& 104\% \& 119\% \& \[
\begin{aligned}
\& 100 \\
\& \\
\& 74 \%
\end{aligned}
\] \& \[
195 \%
\] \& 121\% \& 42 84 \& 206 \({ }^{75}\) \\
\hline Definitely yes \& \[
\begin{gathered}
170 \\
39 \%
\end{gathered}
\] \& \({ }_{39}^{69}\) \& 101
\(41 \%\) \& 33\% \& \[
\begin{aligned}
\& 59 \\
\& 50 \% \\
\& \text { D }
\end{aligned}
\] \& \[
\begin{aligned}
\& 56 \\
\& 45 \% \\
\& 45 \%
\end{aligned}
\] \& 22 34 \& \begin{tabular}{l}
70 \\
\(51 \%\) \\
\hline
\end{tabular} \& \({ }_{32}^{69}\) \& 31
\(35 \%\) \& 54\% \& 21 \(29 \%\) \& 83 \& 52\% \& 59\% \& 59\% \& 109
\(43 \%\) \& 59\% \& 23
\(46 \%\) \& 101 31 \\
\hline Somewhat yes \& \[
{ }_{35 \%}^{153}
\] \& \[
\begin{aligned}
\& 64 \% \\
\& 34 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 89 \\
\& 36 \%
\end{aligned}
\] \& \[
\underset{e}{49}
\] \& 30 \& \[
\begin{aligned}
\& 45 \\
\& 36 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 30 \\
\& 45 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 42 \% \\
\& 32
\end{aligned}
\] \& \[
\begin{aligned}
\& 76 \\
\& 36 \%
\end{aligned}
\] \& \[
33 \%
\] \& \[
{ }_{29}^{39}
\] \& \[
\begin{aligned}
\& 31 \\
\& 43 \%
\end{aligned}
\] \& \[
{ }_{36}^{75}
\] \& \[
\begin{aligned}
\& 53 \\
\& 36 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 60 \\
\& 39 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 41 \\
\& 30 \%
\end{aligned}
\] \& \[
{ }_{34}^{86}
\] \& \[
\begin{aligned}
\& 61 \\
\& 36 \%
\end{aligned}
\] \& 19 38 \& 105
\(38 \%\) \\
\hline Definitely/Somewhat No (Net) \& \[
{ }_{21}^{91 \%}
\] \& \[
\begin{gathered}
51 \\
27 \% \\
\mathrm{c}
\end{gathered}
\] \& \[
\begin{aligned}
\& 40 \\
\& 16 \%
\end{aligned}
\] \& 32\% \& \[
\begin{aligned}
\& 19 \\
\& 16 \%
\end{aligned}
\] \& 25 20\% \& \[
\begin{aligned}
\& 15 \\
\& 22 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 17 \\
\& 12 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 56 \\
\& 27 \% \\
\& \mathrm{H}^{2}
\end{aligned}
\] \& 18\% \& 299\% \& 185\% \& \[
\begin{aligned}
\& 37 \\
\& 18 \%
\end{aligned}
\] \& \[
{ }_{26}^{36}
\] \& \[
\begin{aligned}
\& 31 \% \\
\& 20 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 24 \\
\& 18 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 46 \\
\& 18 \%
\end{aligned}
\] \& 42\% \& \(\stackrel{7}{73}\) \& 29\% \\
\hline Somewhat no \& 51 \(12 \%\) \& 30 \(16 \%\) \& \({ }^{21} 9\) \& 15\% \& \({ }^{11} 9\) \& \(14 \%\) \& 116\% \& \(8 \%\) \& 33

h \& 10\% \& ${ }_{12 \%}^{16}$ \& 10\% \& ${ }_{13}^{26}$ \& ${ }^{28}{ }^{19} \%$ \& 17\% \& ${ }_{6}^{6}$ \& 29 $11 \%$ \& 21 $12 \%$ \& ${ }_{12 \%}$ \& 41
$15 \%$ <br>
\hline Definitely no \& ${ }^{40} 9$ \& 21\% \& 19 ${ }_{8}$ \& 17
$13 \%$ \& 9\% \& ${ }^{11} 9$ \& $4{ }_{6}$ \& $8{ }_{6}$ \& 23

$11 \%$ \& ${ }_{9}^{8}$ \& ${ }_{11}^{14}$ \& $$
\begin{aligned}
& \begin{array}{l}
11 \\
16 \% \\
\mathrm{~m}
\end{array}
\end{aligned}
$$ \& 11 5 \& ${ }_{6 \%}$ \& ${ }^{14} 9$ \& ${ }_{13}^{18}$ \& 17\% \& ${ }^{21} 12 \%$ \& ${ }_{1}{ }^{\text {\% }}$ \& ${ }^{18} 7$ <br>

\hline I am not familiar with this company \& ${ }_{23}^{5}$ \& $7{ }_{4}^{7}$ \& ${ }^{16} 6$ \& \[
$$
\begin{aligned}
& 12 \\
& 10 \% \\
& \text { F }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 10 \\
& { }^{9} \% \\
& F
\end{aligned}
$$
\] \& - \& - \& 5\% \& 11 5 \% \& ${ }_{6}^{6}$ \& 7

5 \& 3\% \& 11 5 \& $7 \%$
5 \& ${ }_{3}^{4}$ \& 118 \& ${ }^{11} 4 \%$ \& 7 \& ${ }_{3}^{2}$ \& 114\% <br>

\hline Sigma \& 100\% \& $$
\begin{aligned}
& 192 \\
& 100 \%
\end{aligned}
$$ \& 2460 \& \[

$$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 118 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
67 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 137 \\
& 100 \%
\end{aligned}
$$

\] \& 213\% \& 870\% \& \[

$$
\begin{aligned}
& 128 \\
& 100 \%
\end{aligned}
$$

\] \& 700\% \& \[

$$
\begin{aligned}
& 205 \\
& 100 \%
\end{aligned}
$$
\] \& 147

$100 \%$ \& 155

$100 \%$ \& \[
$$
\begin{aligned}
& 135 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 251 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 171 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 276\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 147 | 256 | 192 | 110 | 60 | 41 | 148 | 166 | 89 | 220 | 45 | 112 | 124 | 137 | 142 | 209 | 180 | 42 | 241 |
| Weighted Base | 374 | $162^{*}$ | 212 | 146 | 90* | 80* | $58^{* *}$ | $132^{*}$ | $172^{*}$ | 70* | 126 | 44* | 172* | $119 *$ | $138{ }^{*}$ | 117* | 209 | 150* | 49** | 249 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | ${ }_{74 \%}^{277}$ | ${ }^{118}{ }_{73 \%}$ | 159 | $\begin{aligned} & 105 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 76 \% \end{aligned}$ | 58\% | $\text { 45 } 79 \%$ | $\begin{gathered} 104 \\ 9.9 \end{gathered}$ | $\stackrel{132}{137 \%}$ | $\begin{aligned} & 41 \\ & 59 \% \end{aligned}$ | $92 \%$ | $\begin{aligned} & 37 \\ & 83 \% \end{aligned}$ | 129 75 | 80\% | $\begin{gathered} 112 \\ 81 \% \\ n \end{gathered}$ | 85\% | $162$ | $\begin{aligned} & 105 \\ & 70 \% \end{aligned}$ | 37 76 | 190\% |
| Definitely yes | 172 ${ }_{46}$ | 73 $45 \%$ | 99\% | 59\% | 43 | 40\% | 30 | 659\% | 80\% | ${ }^{27}$ 39\% | 59\% | 22 $49 \%$ | 83\% | 48 | 788 5P\% | 459\% | $\begin{gathered} 109 \\ 52 \% \\ \mathrm{r} \end{gathered}$ | 589\% | 21 44 | 109 $44 \%$ |
| Somewhat yes | $\begin{gathered} 105 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $25{ }^{25}$ | $\begin{aligned} & 19 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 26 \% \end{aligned}$ | 39\% | 52\% | 20\% | ${ }_{26}^{36}$ | $\begin{aligned} & 15 \\ & 34 \% \end{aligned}$ | ${ }_{26}^{45}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | 35\% | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | ${ }^{53} 2$ | $\begin{aligned} & 47 \% \end{aligned}$ | 16\% | 81 3 3\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 73 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | 29\% | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | ${ }_{22}^{18}$ | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 31 \% \\ & \text { hi } \end{aligned}$ | ${ }_{20}^{25}$ | $11 \%$ | 20\% | $\begin{aligned} & 32 \\ & 27 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 323 \\ & 22 \% \end{aligned}$ | 124\% | 46\% |
| Somewhat no | ${ }_{12}^{45}$ | 17\% | ${ }^{28} 13 \%$ | 20\% | ${ }_{9 \%}$ | 13 $16 \%$ | 5\% | 13 $10 \%$ | $19 \%$ | $12 \%$ | ${ }_{11}^{14}$ | ${ }_{4 \%}$ | 25 ${ }_{14}$ | $\begin{aligned} & 24 \\ & 20 \% \\ & \text { op } \end{aligned}$ | 13 $10 \%$ | 8\% | 26\% | $19 \%$ | 18\% | 30\% |
| Definitely no | ${ }^{28} 8$ | 11\% | ${ }_{17}^{17}$ | 6\% | ${ }_{7 \%}$ | ${ }_{7}{ }^{\text {\% }}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | ${ }_{6}^{8}$ | 11 6 \% | $\stackrel{9}{13 \%}$ | ${ }^{11} 9$ | 6\% | ${ }^{10} 6$ | ${ }_{7 \%}$ | ${ }_{4 \%}^{6}$ | $\begin{aligned} & 15 \\ & 12 \% \\ & 1 \end{aligned}$ | ${ }^{13} 6$ | ${ }^{14} 9$ | $\stackrel{3}{6 \%}$ | 17\% |
| I am not familiar with this company | ${ }^{23} 6$ | $\begin{aligned} & 16 \\ & 10 \% \\ & c \end{aligned}$ | 8 | ${ }^{12} 8$ | ${ }^{8} \%$ | ${ }_{5}^{4} \%$ | * | $7 \%$ 5 | ${ }_{5}{ }^{\text {\% }}$ | 70\% | ${ }^{7} \%$ | 3\% | 5\% | ${ }_{5}^{6}$ | $8{ }_{6}$ | 8\% | 9\% | 12\% | - | 12\% |
| Sigma | $\begin{aligned} & 374 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 100\% | 240\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 405 | 143 | 262 | 177 | 101 | 72 | 55 | 158 | 153 | 94 | 199 | 64 | 113 | 113 | 142 | 150 | 219 | 178 | 44 | 236 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 190* | 223 | 134* | 99* | 104* | 75** | $163^{*}$ | 158* | 92* | 110 | 69* | 211* | 109* | 158* | $146 *$ | 256 | 149* | $61^{* *}$ | 269 |
| Definitely/Somewhat Yes (Net) | 283 | $\begin{gathered} 119 \\ 62 \% \end{gathered}$ | $\begin{gathered} 164 \\ \underset{b}{74 \%} \end{gathered}$ | 85\% | $71 \%$ | $\begin{aligned} & 75 \\ & 72 \% \end{aligned}$ | $53$ | ${ }_{66 \%}^{108}$ | $\begin{aligned} & 112 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 138 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 126 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 56 \% \end{aligned}$ | ${ }^{182}$ | $\begin{aligned} & 96 \\ & 64 \% \end{aligned}$ | $48 \%$ | 176 65 |
| Definitely yes | $\begin{aligned} & 165 \\ & 40 \% \end{aligned}$ | ${ }_{33}^{64}$ | $\begin{gathered} 101 \\ 46 \% \\ b \end{gathered}$ | $\begin{aligned} & 48 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 46 \% \end{aligned}$ | 23 30 | ${ }_{39}^{64}$ | 72 | 29 ${ }^{2}$ \% | $44 \%$ | 26\% | 839\% | 42\% | 758\% | ${ }_{3}^{48}$ | $\begin{gathered} 115 \\ 45 \% \\ r \end{gathered}$ | 47 32 | 26 $43 \%$ | 103 $38 \%$ |
| Somewhat yes | ${ }_{29 \%}^{118}$ | 55\% | $\begin{aligned} & 63 \\ & 28 \% \end{aligned}$ | 37\% | 24\% | 26\% | 30\% | 44\% | 40\% | 33\% | 33\% | 23\% | 55\% | 33\% | 51\% | 33\% | 67 $26 \%$ | 49\% | 22\% | 73 27 |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }_{27 \%}^{112}$ | $\begin{aligned} & 61 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 23\% | 30\% | $\begin{aligned} & 22 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ | ${ }_{25}^{25}$ | 27 | 164\% | ${ }_{31}^{65}$ | $29$ | 27\% | $\begin{aligned} & 56 \\ & 38 \% \\ & \end{aligned}$ | ${ }_{26}^{66 \%}$ | ${ }_{29}$ | 12\% | 799\% |
| Somewhat no | 83\% | $\begin{aligned} & 48 \\ & { }_{2}^{45 \%} \end{aligned}$ | 34\% | ${ }_{21}^{29}$ | ${ }_{16}^{16}$ | 20\% | 19\% | 26\% | 31 20 | 11\% | $19 \%$ | 119\% | 493\% | 22\% | 19 | $\begin{aligned} & 42 \\ & 28 \% \\ & \hline \end{aligned}$ | 51 20 | 32\% | 17\% | 22\% |
| Definitely no | 29\% | 13\% | ${ }^{16} \%$ | ${ }_{6 \%}$ | ${ }_{8 \%}^{8}$ | 10\% | 5\% | $\stackrel{4}{3 \%}$ | 10 $6 \%$ | $\begin{aligned} & \frac{15}{15} \% \\ & 17 i^{2} \end{aligned}$ | ${ }_{7}^{8}$ | 5\% | 16\% | ${ }_{7}^{8}$ | $\stackrel{7}{5 \%}$ | 14\% | ${ }^{16} 6$ | 12 81 | $3 \%$ | 20\% |
| I am not familiar with this company | 19 ${ }_{4}$ | 11 6 \% | 8 | $\begin{aligned} & 13 \\ & 10 \% \\ & F \end{aligned}$ | $5{ }_{5}$ | - | - | $9{ }_{6}$ | ${ }_{3}^{5}$ | 5\% | 5\% | $\stackrel{3}{5 \%}$ | 9 | 5 | ${ }_{3}^{5}$ | $8{ }_{6}^{8}$ | 7\% | ${ }^{10} 6$ | ${ }_{3 \%}$ | 14\% |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 75 \\ 100 \% \end{array}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | ${ }^{158} 0$ | 92 $100 \%$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | 211 $100 \%$ | 109 $100 \%$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | -61 | $\begin{aligned} & 269 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 156 | 250 | 170 | 111 | 67 | 58 | 147 | 163 | 96 | 215 | 54 | 112 | 110 | 147 | 149 | 213 | 175 | 36 | 225 |
| Weighted Base | 414 | $187 *$ | 227 | 127* | 109* | 106* | 73* | 141* | 189* | 84* | 125 | 65* | 199* | 115* | $162^{*}$ | $138{ }^{*}$ | 242 | 158* | 45** | 255 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | ${ }_{68 \%}^{283}$ | $\begin{aligned} & 121 \\ & 65 \% \end{aligned}$ | ${ }^{162}$ | 83 | $\begin{aligned} & 68 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 79 \% \\ & \text { de } \end{aligned}$ | $48$ | $\begin{aligned} & 104 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 128 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 84 \% \\ & 68 \% \end{aligned}$ | 52\% | $\begin{gathered} 133 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 79 \% \\ & \text { NP } \end{aligned}$ | 83\% | $\begin{aligned} & 165 \\ & 68 \% \end{aligned}$ | ${ }^{113}$ | 38 ${ }^{8} \%$ | $\begin{gathered} 176 \\ 69 \% \end{gathered}$ |
| Definitely yes | ${ }_{38 \%}^{157}$ | ${ }^{65}{ }^{5} \%$ | $92 \%$ | 46\% | 38\% | 52\% | 21 30 | 53 $37 \%$ | 77 | 27 32 | 45 ${ }^{46 \%}$ | 30\% | 74 37 | 449\% | 76\% ${ }_{\text {47 }}$ | 26\% | 100 $41 \%$ | 55 ${ }^{5}$ | 17\% | 105 $41 \%$ |
| Somewhat yes | ${ }_{30 \%}^{126}$ | $\begin{aligned} & 56 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 31 \% \end{aligned}$ | 29\% | $\text { 30 } 27 \%$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 27 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 27 \% \end{aligned}$ | 23\% | $\begin{aligned} & 40 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 34 \% \end{aligned}$ | 59\% | ${ }_{23}^{27}$ | $\begin{aligned} & 53 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | ${ }_{27}^{65 \%}$ | ${ }_{38}^{57}$ | 20 45 | 718\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 113 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | ${ }_{25}^{55}$ | $\begin{aligned} & 38 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 37 \\ 34 \% \\ f \end{gathered}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 30 \% \end{aligned}$ | 259\% | $\begin{aligned} & 38 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | ${ }_{29}^{59}$ | $\begin{aligned} & 43 \\ & 37 \% \\ & 0 \end{aligned}$ | 29 $18 \%$ | ${ }_{21}^{49 \%}$ | ${ }_{28 \%}^{68}$ | $\begin{aligned} & 388 \\ & 24 \% \end{aligned}$ | 11\% | 67 $26 \%$ |
| Somewhat no | 717\% | 41 21 | 30\% | ${ }_{\text {21 }}^{26}$ | $\stackrel{24}{22} \times$ | $7{ }_{7}$ | 13 $18 \%$ | 22\% | $\begin{gathered} 42 \\ \text { 22\% } \end{gathered}$ | ${ }_{9}^{7}$ | 21 $17 \%$ 1 | $\stackrel{3}{5 \%}$ | 20\% | 27 23\% 0 | 19 | 26\% | 28\% | ${ }_{12 \%}{ }^{2}$ | 6\% | ${ }_{18}{ }^{\text {\% }}$ |
| Definitely no | 42\% | ${ }^{17} 9$ | 25 $11 \%$ | 9\% | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\xrightarrow{9} 9$ | 6\% | 15 ${ }_{8}$ | 17 $21 \%$ HI | $\stackrel{14}{11 \%}$ | 14\% | ${ }_{8}^{17}$ | 16 $14 \%$ | 11\% | 15 | 19\% | 20 $13 \%$ | $\stackrel{3}{6 \%}$ | ${ }^{22} 9$ |
| I am not familiar with this company | 19 ${ }^{5}$ | 5\% | 10 4 \% | 9\% | $4 \%$ | $4{ }_{4}^{4}$ | $2{ }_{2 \%}$ | 5\% | ${ }_{2 \%}^{4}$ | 19\% | ${ }_{5}^{6}$ | $1 \%$ | 9\% | * | ${ }_{2}^{4}$ | $\begin{gathered} 14 \\ \text { 10\% } \\ \text { NO } \end{gathered}$ | $9{ }_{4}$ | $7{ }_{4}^{7}$ | ${ }_{5 \%}^{2}$ | 12\% |
| Sigma | 414 $100 \%$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ |




Fielding Period: May 20-22, 2020
CMP01_125 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 163 | 249 | 165 | 122 | 68 | 57 | 157 | 169 | 86 | 215 | 62 | 113 | 128 | 130 | 154 | 215 | 190 | 44 | 240 |
| Weighted Base | 421 | $215 *$ | 206 | $123 *$ | 119* | $90^{*}$ | 88** | 156* | 192* | $73^{*}$ | 123 | 79* | 198* | $148^{*}$ | $138 *$ | $136 *$ | 238 | 173* | $54^{*}$ | 277 |
| Definitely/Somewhat Yes (Net) | 290\% | ${ }^{142} 68$ | ${ }^{148} 8$ | 80\% | ${ }^{88}{ }^{8} \%$ | 71\% | 57 6 | 114 $73 \%$ | 129\% | 47\% | 86\% | 61\% | 136 $69 \%$ | 97 $65 \%$ | $\begin{gathered} 107 \\ \underset{p}{78 \%} \end{gathered}$ | 86\% | 174 $73 \%$ | 114\% | 39\% | ${ }^{197}$ |
| Definitely yes | $\begin{gathered} 160 \\ 38 \% \end{gathered}$ | 79\% | ${ }_{31}^{89 \%}$ | 44\% | $\begin{aligned} & 53 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | 25 ${ }^{25}$ | 51\% | $\begin{aligned} & 33 \\ & 41 \% \end{aligned}$ | 74 $37 \%$ | 51 | 52\% | 51 38 | $\begin{gathered} 101 \\ 42 \% \end{gathered}$ | 59 ${ }^{59}$ | 21\% | ${ }^{108} 39$ |
| Somewhat yes | $\begin{gathered} 130 \\ 31 \% \end{gathered}$ | 629\% | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | $39 \%$ | $35$ | $\begin{aligned} & 34 \\ & 38 \% \end{aligned}$ | 21\% | 24\% | 64\% | 219\% | 36\% | 28\% | ${ }_{32}^{62}$ | ${ }_{31}^{46}$ | 49\% | 36\% | 73 $31 \%$ | 55 ${ }^{51 \%}$ | 19 $34 \%$ | 89\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | 96\% | 493\% | 46\% | 31 $26 \%$ | 23 $19 \%$ | 26 28 | ${ }_{16}^{18}$ | 36\% | 48\% | 11 15 | 21\% | 19 24 | 45\% | 27\% | 25 $18 \%$ | 22\% | 47 ${ }^{20}$ | ${ }^{48}{ }^{2} \%$ | 14\% | 57 |
| Somewhat no | 58\% | 29 $14 \%$ | 29 $14 \%$ | 20\% | $12 \%$ | 18 | 10\% | 25 ${ }^{16}$ | 28\% | 5\% | 13 $11 \%$ | ${ }^{8} 1{ }^{8}$ | 33 $16 \%$ | ${ }^{28} 19$ | ${ }_{16}^{12}$ | 14\% | 30 $13 \%$ | ${ }^{28}{ }^{16 \%}$ | 122\% | 39 ${ }^{3}$ |
| Definitely no | ${ }^{38} 9$ | ${ }^{20} 9$ | ${ }^{18} 9$ | ${ }^{12} 9$ | $\stackrel{11}{9 \%}$ | 10\% | ${ }_{6}^{6}$ | 12\% | 20\% | ${ }_{6}^{6}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | 10 $13 \%$ | 12\% | 12\% | 7\% | ${ }_{12 \%}^{16}$ | ${ }^{17} \%$ | 21 $12 \%$ | 5\% | 17 6 |
| I am not familiar with this company | ${ }^{36}$ 8\% | 24\% | 11 6 \% | $\stackrel{11}{9 \%}$ | $9 \%$ | $1 \%$ | 15\% | ${ }_{4}^{6}$ | 15\% | 15 $21 \%$ HI | $\begin{gathered} \text { 11 } \\ { }_{\mathrm{L}}^{2} \end{gathered}$ | - | $\begin{aligned} & 16 \\ & { }_{8}^{18} \end{aligned}$ | 11\% | ${ }_{4}^{6}$ | $\begin{aligned} & 19 \\ & 14 \% \\ & 0 \end{aligned}$ | 17\% | 11 6 \% | * $\%$ | $\begin{gathered} 23 \\ 8 \% \\ \mathrm{~s} \end{gathered}$ |
| Sigma | $\begin{aligned} & 421 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 733\% | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 540\% | $\begin{aligned} & 277 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. *small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 144 | 262 | 179 | 103 | 67 | 57 | 146 | 161 | 99 | 234 | 45 | 105 | 132 | 140 | 134 | 204 | 186 | 34 | 213 |
| Weighted Base | 382 | $177^{*}$ | 204 | 134* | 85* | 104* | 59** | $133^{*}$ | $167^{*}$ | 82* | 130 | 51** | 185* | $113^{*}$ | 151* | 117* | 209 | 155* | $33^{* *}$ | 228 |
|  | $\stackrel{209}{55 \%}$ | $\text { 91 } 52 \%$ | $\begin{gathered} 118 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 66 \% \\ & \text { DF } \end{aligned}$ | $49 \%$ | $\begin{aligned} & 27 \\ & 45 \% \end{aligned}$ | ${ }_{62}^{83}$ | $\begin{aligned} & 84 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 110 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 63 \% \end{aligned}$ | 78 $52 \%$ | $59$ | 121 $58 \%$ | $\begin{aligned} & 83 \\ & 54 \% \end{aligned}$ | 25 74 | 142 $62 \%$ |
| Definitely yes | $\begin{gathered} 106 \\ 28 \% \end{gathered}$ | 51 29 | 56\% | 35\% | 25\% | 29\% | 181\% | ${ }_{31} 1 \%$ | 32\% | ${ }_{34} 8$ | ${ }^{30} 2$ | $\stackrel{7}{7} \%$ | $\begin{gathered} \text { C66 } \\ 36 \% \\ \text { k } \end{gathered}$ | $38{ }^{38}$ | 34\% | 32 $27 \%$ | 56\% | 50\% | 13 $40 \%$ | 78\% |
| Somewhat yes | $\begin{gathered} 103 \\ 27 \% \end{gathered}$ | ${ }_{20}^{43 \%}$ | $\begin{aligned} & 62 \% \\ & 30 \end{aligned}$ | 35\% | $\begin{aligned} & 40 \\ & 47 \% \\ & \mathrm{DF} \end{aligned}$ | 20\% | 15\% | ${ }_{31} 1 \%$ | ${ }_{28 \%}^{47}$ | 14\% | 41 32 | $\begin{aligned} & 17 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | 33 ${ }^{39 \%}$ | 42\% | 27\% | ${ }_{31}^{65}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | 11 $34 \%$ | 28\% |
| Definitely/Somewhat No (Net) | ${ }_{32}^{122}$ | $\begin{aligned} & 71 \\ & 40 \% \\ & C^{7} \end{aligned}$ | 50 | $\begin{aligned} & 41 \\ & 31 \% \\ & E \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 36 \% \end{aligned}$ | 29 ${ }^{29}$ | $\begin{aligned} & 38 \% \\ & \end{aligned}$ | 162\% | 61 $33 \%$ | 28\% | 54\% | 400\% | 72 $35 \%$ | ${ }_{21}^{46 \%}$ | ${ }_{18 \%}$ | 61 27 |
| Somewhat no | 780\% | 44\% | 33 $16 \%$ | 32\% | 11 $13 \%$ | 22\% | 14\% | 23 $18 \%$ | 42\% | 13 $15 \%$ | 20\% | 18\% | ${ }^{43} 3$ | 14\% | 238\% | 25 ${ }^{2}$ | ${ }_{26}^{46}$ | ${ }_{17}^{26}$ | ${ }^{1} \%$ | 39\% |
| Definitely no | 14\% | 27 | 17\% | ${ }^{11} 9$ | 3 4 | $\begin{aligned} & 21 \\ & 20 \% \\ & \text { dE } \end{aligned}$ | 15\% | ${ }^{10} 8$ | 17 | 20\% ${ }_{\text {20 }}$ | ${ }^{17} 13 \%$ | $\stackrel{7}{7}$ | ${ }_{18}^{18}$ | 13 $12 \%$ | 15 | ${ }_{13}^{15}$ | 27 $13 \%$ | ${ }^{14} 9$ | 14\% | 22\% |
| I am not familiar with this company | $\begin{aligned} & 51 \\ & 13 \% \end{aligned}$ | 15 ${ }^{8} \%$ | $\begin{aligned} & 36 \\ & 18 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 24 \\ 18 \% \\ \mathrm{e} \end{array} \end{aligned}$ | 7\% | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | 15\% | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | 11 $13 \%$ | $\begin{aligned} & 21 \\ & 16 \% \\ & \mathrm{~m} \end{aligned}$ | 10 $21 \%$ | 14 8 | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | 20 $13 \%$ | 18 | ${ }^{16} 8$ | $\begin{aligned} & 31 \\ & 20 \% \\ & \text { Q } \end{aligned}$ | 8\% | ${ }_{11 \%}^{25}$ |
| Sigma | $\begin{aligned} & 382 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 100\% | 228 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G - H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 155 | 250 | 177 | 123 | 55 | 50 | 163 | 157 | 85 | 226 | 56 | 94 | 103 | 156 | 146 | 215 | 174 | 39 | 216 |
| Weighted Base | 399 | $187 *$ | 212 | 134* | 110* | 90** | $65^{* *}$ | $147^{*}$ | $168{ }^{*}$ | $84^{*}$ | 115 | $67^{*}$ | 186* | 114* | 152* | $134 *$ | 235 | 150* | $51^{* *}$ | 240 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | ${ }_{64 \%}^{254}$ | $\begin{gathered} 133 \\ 711 \% \\ C \end{gathered}$ | 120 $57 \%$ | $74 \%$ | $\begin{array}{ll} 71 \\ 64 \% \end{array}$ | $59$ | 30\% | 96\% | $\begin{gathered} 114 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 102 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 163 \\ \substack{70 \% \\ r} \end{gathered}$ | $\begin{aligned} & 86 \\ & 58 \% \end{aligned}$ | 39\% | 173 |
| Definitely yes | ${ }_{31}^{122}$ | 62 ${ }^{63}$ | 60\% | 43\% | 43 | 26\% | 14\% | 389\% | ${ }^{48}{ }^{2} \%$ | 15 | 35 | ${ }^{15} 2{ }^{2}$ | ${ }_{37}^{69}$ | 46 $41 \%$ $P$ | 39 ${ }^{4} \%$ | 27 | 80 ${ }^{84}$ | 417\% | 24\% | 90\% |
| Somewhat yes | ${ }_{33}^{132}$ | $\begin{array}{ll} 71 \% \end{array}$ | ${ }_{21}^{69 \%}$ | $\begin{gathered} 50 \\ 37 \% \\ e \end{gathered}$ | $27$ | $\begin{aligned} & 33 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 33 \% \end{aligned}$ | ${ }^{36}{ }^{26}$ | $\begin{aligned} & 65 \\ & 39 \% \\ & \text { he } \end{aligned}$ | $\begin{aligned} & 28 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 35 \% \end{aligned}$ | 49\% | ${ }_{3}^{83} \%$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | 150\% | 83 $35 \%$ |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | ${ }_{26 \%}^{104}$ | ${ }^{45} 2$ | ${ }_{27}^{27}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 35 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | 22 35 | ${ }^{36}{ }^{36}$ | $\begin{aligned} & 33 \% \\ & 23 \% \end{aligned}$ | ${ }_{32}^{27}$ | 30\% | $\begin{aligned} & 20 \\ & 31 \% \end{aligned}$ | ${ }_{23}^{43}$ | ${ }^{26}$ 23\% | 37 $24 \%$ | $\begin{aligned} & 41 \% \end{aligned}$ | ${ }^{55}{ }_{24}$ | 45\% | ${ }_{11 \%}^{6}$ | ${ }_{19}^{45}$ |
| Somewhat no | ${ }^{62} 16 \%$ | 33 $18 \%$ | 29 $14 \%$ | 19 | 17 | 14\% | 130\% | 25\% | 23 $13 \%$ | 15 | ${ }_{12}^{12}$ | 130\% | 26\% | 17\% | 21 14 | 24\% | 170\% | 21 14 | ${ }_{5}^{5}$ | ${ }^{22} 9$ |
| Definitely no | ${ }_{12}^{42}$ | 14\% | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | 9\% | $\begin{aligned} & 18 \\ & 17 \% \\ & \text { d } \end{aligned}$ | $5{ }_{5}$ | 10 $15 \%$ | ${ }^{13} 9$ | 170\% | 12 $15 \%$ | 16 $14 \%$ | $\stackrel{7}{7} \%$ | ${ }^{17} 9$ | 9\% | 16 $10 \%$ | 18\% | ${ }^{15} 6$ | $\begin{aligned} & 25 \\ & 16 \% \\ & \text { Q } \end{aligned}$ | ${ }_{2 \%}^{1}$ | ${ }^{23} 9$ |
| I am not familiar with this company | 410\% | 7 | $\begin{gathered} 34 \\ 16 \% \\ 16 \% \end{gathered}$ | ${ }^{12} 9$ | $4 \%$ | 13 $14 \%$ | 12\% | ${ }^{13} 9$ | ${ }^{15} 9$ | 13 $16 \%$ | $\begin{aligned} & 14 \% \\ & { }_{2}^{12 \%} \end{aligned}$ | $\stackrel{9}{13 \%}$ | ${ }^{13} 7$ | 12\% | ${ }^{13} 9$ | 17 $12 \%$ | ${ }^{16} 7$ | 18\% | ${ }_{13}^{6} \%$ | ${ }^{22} 9$ |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 844 | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | 1520 | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 51 | 240 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 148 | 264 | 167 | 114 | 65 | 66 | 132 | 174 | 106 | 232 | 64 | 92 | 134 | 134 | 144 | 212 | 189 | 27 | 204 |
| Weighted Base | 410 | 193* | 217 | 126* | 106* | 86* | $92^{*}$ | 124* | 189* | 97* | 141 | 75* | 177* | $137^{*}$ | $146 *$ | $127 *$ | 224 | 177* | 40 ** | 230 |
|  | $\begin{gathered} 270 \\ 66 \% \end{gathered}$ | $\begin{gathered} 134 \\ 69 \% \end{gathered}$ | $\begin{gathered} 136 \\ 63 \% \end{gathered}$ | 81\% | $\begin{aligned} & 73 \\ & 69 \% \end{aligned}$ | 52\% | ${ }_{70}^{64}$ | 799\% | $\begin{gathered} 116 \\ 61 \% \end{gathered}$ | 65\% | 88\% | $49 \%$ | $\begin{gathered} 126 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 69 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 106 \\ \substack{72 \% \\ p} \end{gathered}$ | $\begin{aligned} & 70 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 147 \\ 66 \% \end{gathered}$ | $\begin{gathered} 118 \\ 66 \% \end{gathered}$ | 35 ${ }^{8}$ | 162 $71 \%$ |
| Definitely yes | 139 $34 \%$ | ${ }_{33}^{63}$ | 75 ${ }^{\text {35\% }}$ | 39\% | $\begin{aligned} & 47 \\ & 44 \% \\ & 4 F \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 39 \\ 42 \% \\ 4 \end{gathered}$ | $\begin{aligned} & 59 \\ & 48 \% \\ & 13 \end{aligned}$ | 55\% | 25\% | 50 $36 \%$ L | 12 $16 \%$ | 73 $41 \%$ L | 39\% | $\begin{gathered} 62 \\ 42 \% \\ 42 \% \end{gathered}$ | 38\% | 869\% | 50\% | 21 52 | ${ }^{93} 41 \%$ |
| Somewhat yes | ${ }_{32 \%}^{131}$ | $\begin{aligned} & 71 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \end{aligned}$ | $26 \%$ | $\begin{aligned} & 35 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 32 \% \end{aligned}$ | 40 $41 \%$ $h$ | $\begin{aligned} & 36 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 37 \\ 50 \% \\ \text { KM } \end{gathered}$ | $\begin{aligned} & 53 \\ & 30 \% \end{aligned}$ | 56 $41 \%$ $p$ | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | ${ }_{27}^{61 \%}$ | $\begin{aligned} & 67 \\ & 38 \% \end{aligned}$ | 14 $36 \%$ | 39\% |
| Definitely/Somewhat No (Net) | ${ }_{22}^{89}$ | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | ${ }_{23}^{40 \%}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | ${ }_{26 \%}$ | 19\% | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | ${ }^{36} \%$ | 31 $23 \%$ | 23 | $\begin{aligned} & 35 \\ & 28 \% \\ & 0 \end{aligned}$ | 56\% | $\begin{aligned} & 32 \\ & \text { 18\% } \end{aligned}$ | $\stackrel{3}{7 \%}$ | ${ }^{45}$ |
| Somewhat no | 59 $14 \%$ | 33\% | ${ }_{12}^{26}$ | 17 $14 \%$ | 14\% | 22\% | 10\% | ${ }_{16}^{13}$ | 172\% | 11\% | 177 | 14\% | 31 17 | ${ }_{18}^{18} \%$ | 177 | 19\% | 17\% | 11\% | $3 \%$ | 31 $14 \%$ |
| Definitely no | ${ }^{30} 7$ | ${ }^{13} 7 \%$ | 17\% | $7 \%$ | 12 | $7{ }_{8}^{7}$ | $4{ }_{4}^{4}$ | 5\% | ${ }^{16} 9$ | $9{ }_{9}$ | 15 11 $M$ | ${ }_{9}^{7} \%$ | ${ }_{3 \%}^{6}$ | 13 $10 \%$ | ${ }_{4 \%}$ | ${ }^{11} 9$ | 17\% | 12\% | - | 14 6 |
| I am not familiar with this company | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | ${ }^{13} 7 \%$ | $\begin{gathered} 38 \\ 17 \% \\ \text { B } \end{gathered}$ | $\begin{aligned} & 21 \\ & 17 \% \\ & \mathrm{e} \% \end{aligned}$ | $7 \%$ | 10\% | 14 $15 \%$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | 13 $14 \%$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | 12\% | 15 8 \% | 1188 | ${ }_{18}^{18}$ | 22 $17 \%$ | ${ }^{21} 9$ | 27 ${ }^{27}$ | ${ }_{5 \%}^{2}$ | ${ }^{22} 9$ |
| Sigma | $\begin{aligned} & 410 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 189 $100 \%$ | 100\% | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 100\% | 177 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 146 $100 \%$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 224\% | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G-H/IJ-K/LM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 132 | 272 | 184 | 109 | 62 | 49 | 138 | 170 | 96 | 222 | 48 | 104 | 119 | 141 | 144 | 209 | 180 | 33 | 228 |
| Weighted Base | 390 | 145* | 245 | 118 | 102* | $110^{*}$ | 60** | $114 *$ | $188{ }^{*}$ | 88* | 125 | 59* | 174* | 125* | $144 *$ | 121* | 220 | 157* | 39** | 232 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 222 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 125 \\ & 51 \% \end{aligned}$ | $58 \%$ | $\begin{aligned} & 69 \\ & 67 \% \\ & { }_{\mathrm{D}} \end{aligned}$ | $\begin{aligned} & 63 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 56 \% \end{aligned}$ | $\frac{42}{71 \%}$ | $\begin{aligned} & 96 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 85 \% \\ & \text { 65\% } \end{aligned}$ | $\begin{gathered} 80 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 611 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & \quad 61 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 55 \% \end{aligned}$ | 82\% | 132 $57 \%$ |
| Definitely yes | ${ }_{27 \%}^{107}$ | 429\% | ${ }_{27}^{65 \%}$ | 23 | 30\% | 35 | 19\% | 29\% | 50\% | 29\% | 239 | 24 $40 \%$ | 54\% | 419 | 36\% | 28\% | 64\% | 42 27 | 15 $39 \%$ | 60\% |
| Somewhat yes | ${ }_{30}^{115}$ | $\begin{aligned} & 56 \\ & 38 \% \\ & C \end{aligned}$ | 60\% | 35\% | 39\% | ${ }^{28}{ }^{6} \%$ | 13 $22 \%$ | 419\% | 53\% | 24\% | ${ }_{31}^{43}$ | ${ }^{18} 1 \%$ | $\stackrel{42}{24 \%}$ | ${ }_{32}{ }^{4}$ | 429\% | 33\% | 71 32 | 43\% | 17 $45 \%$ | 72 ${ }_{31}$ |
| Definitely/Somewhat No (Net) | $\text { 91 } 23 \%$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & \text { 28\% } \\ & b \end{aligned}$ | $24$ | $\begin{aligned} & 20 \\ & 19 \% \end{aligned}$ | 299\% | 199 | $\text { 23 } 20 \%$ | 52\% | $1{ }^{16}$ | 238 | 119\% | 28\% | 23 | 429\% | 26\% | 56\% | 31 20 | ${ }_{11}{ }^{4}$ | 53\% |
| Somewhat no | 64\% | 14\% | 50 21 $B$ | 18 | 159\% | $\xrightarrow{23}$ | 14\% | 15\% | $\begin{aligned} & 44 \\ & 23 \% \\ & \mathrm{hJ} \end{aligned}$ | ${ }_{6}^{6}$ | ${ }_{12}^{12}$ | ${ }_{1}{ }^{7} \%$ | 339\% | 19 | ${ }^{28} 19$ | 17\% | ${ }_{19}^{42}$ | 21 $13 \%$ | 10\% | 17\% |
| Definitely no | ${ }^{27} 7$ | 10\% | 18\% | ${ }_{5}^{6} \%$ | 5\% | ${ }_{5}^{6}$ | 10\% | 8\% | 5\% | $10 \%$ | ${ }_{11}^{13}$ | $\stackrel{4}{8 \%}$ | 5\% | ${ }_{3 \%}^{4}$ | 14\% | $9 \%$ | 15\% | 10\% | * | ${ }^{14} \%$ |
| I am not familiar with this company | $\begin{aligned} & 76 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | 52 21 | $\begin{aligned} & 36 \\ & \begin{array}{l} 31 \% \\ \text { Ff } \end{array} \end{aligned}$ | 14\% | ${ }_{18}^{16}$ | 15\% | 22 19 | 32 17 | $22 \%$ | ${ }^{26}$ 21\% | ${ }_{10}^{6} \%$ | 29\% | 20 | 23 $16 \%$ | $\begin{gathered} 33 \\ 28 \% \\ 0 \end{gathered}$ | ${ }^{29} 13 \%$ | $\begin{aligned} & 40 \\ & { }^{45 \%} \\ & \hline \end{aligned}$ | ${ }_{6}{ }^{2}$ | 27\% |
| Sigma | $\begin{aligned} & 390 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 125 $100 \%$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 100\% | 232\% |




Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 146 | 264 | 166 | 117 | 58 | 69 | 140 | 163 | 107 | 220 | 50 | 110 | 117 | 151 | 142 | 214 | 184 | 30 | 211 |
| Weighted Base | 403 | 182* | 220 | 122* | $110^{*}$ | 73* | 97* | 126* | $184 *$ | 92* | 115 | $53^{*}$ | 206* | 121* | 152* | 130* | 232 | 158* | $45^{* *}$ | 239 |
| Definitely/Somewhat Yes (Net) | 217 54 | $\begin{aligned} & 89 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 128 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 73 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 64 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 55 \% \end{aligned}$ | 51 | $\begin{gathered} 62 \\ 54 \% \end{gathered}$ | 29\% | 116 $56 \%$ | $\begin{aligned} & 66 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 55 \% \end{aligned}$ | 57\% | $\begin{aligned} & 123 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 59 \% \end{aligned}$ | 28\% | 134 $56 \%$ |
| Definitely yes | ${ }^{112} 28$ | 46\% | 36\% | ${ }^{18} 14 \%$ | 25 23 | 26 $36 \%$ D | $\begin{aligned} & 43 \\ & 45 \% \\ & \mathrm{DE} \end{aligned}$ | ${ }_{21}^{27}$ | 57\% | ${ }^{28} 80$ | ${ }^{28}{ }^{2} \%$ | 16 $31 \%$ | ${ }_{31}^{64}$ | ${ }^{35}$ | 25\% | 33\% | 55 ${ }^{4} \%$ | $\begin{gathered} 57 \\ 36 \% \\ 9 \end{gathered}$ | 159 | 61 26 |
| Somewhat yes | ${ }_{26 \%}^{104}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 384 \\ & 28 \end{aligned}$ | 27 $24 \%$ | ${ }^{16} 2 \%$ | $28 \%$ | ${ }_{29}^{37}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | 23 25 | $\begin{aligned} & 344 \% \end{aligned}$ | 13 $24 \%$ | 52\% | 31 | 35\% | 34\% | ${ }^{68}{ }^{29 \%}$ | 36 ${ }^{33}$ | 13 $30 \%$ | 73 $31 \%$ |
| Definitely/Somewhat No (Net) | ${ }_{22 \%}^{88}$ | $\begin{aligned} & 54 \\ & 30 \% \\ & C \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 30 \\ 25 \% \\ 9 \end{gathered}$ | 26\% | $\begin{gathered} 22 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | ${ }_{20}^{57 \%}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\text { 12 }{ }^{13}$ | $\begin{aligned} & \text { 52 } \\ & 26 \% \end{aligned}$ | ${ }_{27}^{37}$ | $\begin{aligned} & 31 \% \\ & 20 \% \end{aligned}$ | 25 $19 \%$ | 56\% | 29\% | 11 $25 \%$ | 54\% |
| Somewhat no | 55 ${ }^{14}$ | $\begin{gathered} 34 \\ 19 \% \\ c \end{gathered}$ | 21 $10 \%$ | 12\% | 17 $15 \%$ | 15\% | 10\% | $14 \%$ | 33 $18 \%$ | ${ }^{8} \%$ | 8\% | $\frac{4}{7 \%}$ | $\begin{aligned} & 42 \\ & 20 \% \\ & \mathrm{KI} \end{aligned}$ | 217\% | ${ }_{19}^{13 \%}$ | 15\% | 39\% | 159\% | ${ }_{14 \%}^{6}$ | 32\% |
| Definitely no | ${ }^{33} 8$ | 20 $11 \%$ | ${ }^{13} 6$ | $\begin{aligned} & 16 \\ & 13 \% \\ & { }_{\mathrm{G}} \% \end{aligned}$ | 8\% | $\stackrel{7}{10 \%}$ | ${ }_{1}^{1 \%}$ | ${ }_{6 \%}$ | ${ }^{18}{ }^{10 \%}$ | 7 | 12 $10 \%$ | $\stackrel{8}{15 \%}$ | 11 5 | 12\% | 12\% | 10\% | ${ }^{16} \%$ | ${ }^{15} 9$ | ${ }^{5} 1{ }^{\text {\% }}$ | ${ }^{22} 9$ |
| I am not familiar with this company | ${ }_{28}^{98}$ | 39\% | ${ }_{27}^{58}$ | $\begin{aligned} & 40 \\ & 333 \% \\ & \mathrm{Fg} \end{aligned}$ | $\begin{gathered} 32 \% \\ \hline \text { 29\% } \end{gathered}$ | $\stackrel{9}{13 \%}$ | ${ }_{16}^{16}$ | $\begin{aligned} & 40 \\ & 32 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | 26\% | $\begin{aligned} & 34 \\ & \text { 29\% } \\ & \mathrm{m} \end{aligned}$ | ${ }_{22}^{12}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | 39\% | ${ }_{23}^{53}$ | ${ }^{36}$ 23\% | 12\% | 50\% |
| Sigma | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | 121 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 459\% | 239 |


Overlap formulae used. *small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP01_131 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 143 | 266 | 182 | 106 | 66 | 55 | 140 | 177 | 92 | 231 | 53 | 108 | 129 | 126 | 154 | 220 | 174 | 40 | 226 |
| Weighted Base | 402 | $183 *$ | 218 | $136 *$ | $94 *$ | $92^{*}$ | 80** | $128 *$ | 191* | $82^{*}$ | 132 | $64^{*}$ | 191* | 121* | $133^{*}$ | $148{ }^{*}$ | 228 | $160 *$ | $55^{* *}$ | 252 |
| Definitely/Somewhat Yes (Net) | 159 $40 \%$ | 75 $41 \%$ | 849\% | 47 34 | $\begin{aligned} & 54 \\ & 58 \% \\ & \text { DF } \end{aligned}$ | 281\% | 30 38 | 61 $47 \%$ | ${ }^{78}{ }^{1} \%$ | 20\% | 48\% | 17\% | 87 4 | ${ }^{48} 9$ | 56\% | 55\% | 86\% | 69 ${ }^{69}$ | 25 45 | 112 $45 \%$ |
| Definitely yes | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \end{aligned}$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 25 \% \\ & d \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | ${ }_{24}^{45}$ | ${ }_{9}^{7}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | 14\% | 39\% | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | 23 $18 \%$ | 22\% | 418\% | ${ }^{34}$ 21\% | ${ }_{10}^{6} \%$ | 24\% |
| Somewhat yes | ${ }_{21}^{83}$ | 37\% | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | ${ }_{21}^{28}$ | $\begin{aligned} & 31 \\ & 33 \% \\ & \text { dF } \end{aligned}$ | $12 \%$ | 12 $15 \%$ | 37 $29 \%$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | 13 $16 \%$ | ${ }^{26} 19 \%$ | ${ }_{13}^{8}$ | 48\% | 17 $14 \%$ | 35\% | 34\% | 20\% | 34\% | 19 $35 \%$ | ${ }_{28}{ }^{3} \%$ |
| Definitely/Somewhat No (Net) | 72 $18 \%$ | $\begin{aligned} & 43 \\ & 24 \% \\ & c \end{aligned}$ | 29 $13 \%$ | $\begin{aligned} & 37 \\ & 27 \% \\ & { }^{27} \% \end{aligned}$ | $9 \%$ | 12\% | 15 $19 \%$ | 229 | 29\% | 15 18 | ${ }^{25}$ 19\% | $\begin{aligned} & \text { 299\% } \\ & \mathrm{m} \end{aligned}$ | 26 $14 \%$ | $\begin{aligned} & 32 \\ & 27 \% \\ & \text { op } \end{aligned}$ | 19 $14 \%$ | 214\% | 20\% | 22 $14 \%$ | 15\% | ${ }_{18}^{46}$ |
| Somewhat no | 410\% | 24\% | 17\% | 19 | $7 \%$ | 5\% | 10 $13 \%$ | 15\% | $18 \%$ | $7{ }_{7}^{7}$ | $\stackrel{15}{11 \%}$ | 12 18 m | ${ }^{13} 7$ | $\begin{aligned} & 23 \\ & 19 \% \\ & \text { 19P } \end{aligned}$ | 10\% | $\stackrel{7}{5 \%}$ | 29\% 13 | $\stackrel{8}{5 \%}$ | $\stackrel{7}{13 \%}$ | 32 $13 \%$ |
| Definitely no | 32 $8 \%$ | 20 $11 \%$ | 12\% | $\begin{aligned} & 18 \\ & \text { 133\% } \\ & \text { E } \end{aligned}$ | $2{ }_{2}$ | $7{ }_{8}^{7}$ | $5{ }_{6}$ | 13 $10 \%$ | 10 $5 \%$ | 10\% | 7\% | ${ }_{11 \%}^{7}$ | 13 | 9\% | 9\% | ${ }^{14} 9$ | 17\% | 13 80 | ${ }_{14 \%}$ | 14 5 |
| I am not familiar with this company | ${ }^{170} 42 \%$ | ${ }_{36}^{65}$ | $\begin{gathered} 105 \\ 48 \% \\ b \end{gathered}$ | 52\% | 31 $33 \%$ | $\begin{aligned} & 52 \\ & 57 \% \\ & \text { dE } \end{aligned}$ | 35\% | $39 \%$ | $\begin{gathered} 85 \\ 44 \% \\ h \end{gathered}$ | $\stackrel{47}{57 \%}$ | 60 | ${ }^{28}{ }^{2} \%$ | 78 $41 \%$ | 41 34 | ${ }^{58} 8$ | $\begin{gathered} 71 \\ 48 \% \\ \mathrm{n} \end{gathered}$ | 97 ${ }^{42}$ | 70 44 | 158\% | 94\% |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 157 | 255 | 176 | 110 | 67 | 59 | 148 | 160 | 104 | 236 | 51 | 105 | 144 | 131 | 137 | 228 | 175 | 40 | 225 |
| Weighted Base | 396 | 196* | 200 | $128 *$ | 91* | 96* | 81* | $134 *$ | 181* | 81* | 134 | $63^{*}$ | 181* | 156* | 153* | 88* | 250 | 141* | $50^{* *}$ | 264 |
| $\begin{aligned} & \text { Definitely/Somewhat Yes } \\ & \text { (Net) } \end{aligned}$ | 274 $69 \%$ | ${ }^{128} 8{ }^{6}$ | 147 73 | 84\% | ${ }^{65} 71 \%$ | $72 \%$ | 53 6 | 100 75 | 117 $64 \%$ | 57\% | 100 | 40 $63 \%$ | ${ }^{123} 68$ | ${ }^{96}$ 61\% | $\begin{gathered} 117 \\ 77 \% \\ \mathrm{n} \end{gathered}$ | 62\% | $\begin{gathered} 190 \\ { }_{\mathrm{R}} \mathrm{~K} \% \end{gathered}$ | 80\% | 40\% | 175 66 |
| Definitely yes | $\begin{gathered} 133 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 88 \\ 44 \% \\ { }^{8} \% \end{gathered}$ | $\begin{aligned} & 45 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 38 \% \end{aligned}$ | $22$ | ${ }_{30} 5$ | ${ }_{30}{ }^{2}$ | 284\% | $\begin{aligned} & 54 \\ & 40 \% \end{aligned}$ | 21 34 | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | 35 ${ }^{32}$ | $\begin{aligned} & 70 \\ & 46 \% \\ & \mathrm{~Np} \end{aligned}$ | ${ }_{32}{ }^{2}$ | $\begin{aligned} & 91 \\ & 36 \% \end{aligned}$ | 40\% | ${ }^{18}{ }^{2} \%$ | 79\% |
| Somewhat yes | $\begin{gathered} 142 \\ 36 \% \end{gathered}$ | $\begin{gathered} 83 \\ 42 \% \\ c \end{gathered}$ | 59\% | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $34 \%$ | $\begin{aligned} & 36 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 38 \% \end{aligned}$ | ${ }_{34 \%}^{62}$ | 29 ${ }^{2} \%$ | 46 $34 \%$ | 19\% | ${ }_{38}^{68}$ | 619\% | ${ }_{31}^{47}$ | 33\% | 90\% | 39 ${ }^{38}$ | 23 $45 \%$ | ${ }_{36} 9$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | 101 | 51 26 | 49\% | $38{ }^{38}$ | 24\% | ${ }_{23}^{23}$ | ${ }^{16} 20$ | 32\% | 51 28 | 20\% | 23 $17 \%$ | $\begin{aligned} & 23 \\ & 37 \% \\ & K \end{aligned}$ | 49\% | ${ }_{31}^{48}$ | ${ }^{32}$ 21\% | 21 $23 \%$ | 56\% | ${ }_{31}^{43}$ | 10\% | 769\% |
| Somewhat no | ${ }_{162}{ }^{2}$ | 34\% | 28\% | 24\% | ${ }_{15}^{16}$ | 16\% | ${ }_{9}^{8} \%$ | 17\% | ${ }^{37}$ 21\% | 10\% | $9 \%$ | $\begin{aligned} & { }^{235} \\ & { }^{33} \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \\ & \text { K } \end{aligned}$ | $\begin{aligned} & 35 \\ & 235 \% \\ & \text { op } \end{aligned}$ | ${ }^{12}{ }^{2} \%$ | 10\% | 37 $15 \%$ | 24\% | $\stackrel{2}{4 \%}$ | 519\% |
| Definitely no | 10\% | ${ }^{17} 9$ | ${ }_{11 \%}$ | $14 \%$ | 10\% | $7 \%$ | 11\% | 13 $10 \%$ | $13 \%$ | $12 \%$ | 13 $10 \%$ | ${ }_{13}^{8} \%$ | $12 \%$ | ${ }^{13} 8$ | ${ }^{13} 9$ | 12 $14 \%$ | 19\% | 19 | 15\% | ${ }^{24} 9$ |
| I am not familiar with this company | 21 5 | $\begin{aligned} & 17 \\ & 9 \\ & \hline \mathrm{C} \end{aligned}$ | $\stackrel{4}{2 \%}$ | 5 | $3{ }_{3}^{3}$ | ${ }_{2 \%}^{2}$ | ( ${ }^{12} \begin{gathered}14 \% \\ \text { deF }\end{gathered}$ | $\stackrel{3}{2 \%}$ | $\stackrel{14}{8 \%}$ | 5\% | 1180 | - | ${ }^{10} 5$ | 12\% | ${ }_{3}^{4}$ | ${ }_{6 \%}$ | ${ }_{1 \%}^{3}$ | 18 13 Q | * ${ }^{\text {\% }}$ | 14 5 |
| Sigma | $\begin{aligned} & 396 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 264 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 149 | 259 | 172 | 107 | 65 | 64 | 142 | 165 | 101 | 216 | 57 | 102 | 118 | 140 | 150 | 226 | 171 | 42 | 211 |
| Weighted Base | 408 | $200 *$ | 208 | 126* | 104* | 95* | 82* | $144 *$ | 179* | 85* | 118 | 65* | 189* | $135^{*}$ | $145 *$ | $127 *$ | 255 | 143* | $53^{* *}$ | 250 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 200 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 46 \% \end{aligned}$ | $59$ | $\begin{aligned} & 43 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 35 \% \end{aligned}$ | $52$ | 38\% | $\begin{aligned} & 96 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 866 \\ & 59 \mathrm{p} \end{aligned}$ | $\begin{aligned} & 52 \\ & 41 \% \end{aligned}$ | 136 $54 \%$ | $\begin{aligned} & 62 \\ & 44 \% \end{aligned}$ | ${ }^{35} \%$ | 138 $55 \%$ |
| Definitely yes | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | 410\% | 35\% | 22\% | 20 $19 \%$ | 15\% | 19 24 | 39 ${ }^{37} \%$ | 30 $17 \%$ | 78 | 22 $19 \%$ | 14 $22 \%$ | 37\% | 21 | 270 ${ }_{\text {P }}$ | 15 $12 \%$ | ${ }_{17}{ }^{2} \%$ | ${ }^{33}$ 23\% | 158\% | 24\% |
| Somewhat yes | ${ }_{31}^{124}$ | $\begin{aligned} & 64 \\ & 32 \% \end{aligned}$ | ${ }_{21}^{69 \%}$ | 28\% | $\begin{aligned} & 40 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 58 \% \\ & 32 \% \end{aligned}$ | $\text { 23 } 27 \%$ | $\begin{aligned} & 30 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 24 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | 40\% | 46\% | 38\% | $\begin{gathered} 94 \\ 37 \% \\ R \end{gathered}$ | 29 $20 \%$ | 20\% | 79 $31 \%$ |
| Definitely/Somewhat No (Net) | $\begin{gathered} 131 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 40 \% \\ & C \end{aligned}$ | $\begin{aligned} & 52 \\ & \\ & \hline 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 36 \% \end{aligned}$ | 38\% | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | 36\% ${ }^{36}$ | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 40 \% \\ & k \end{aligned}$ | $\begin{aligned} & 55 \\ & { }^{51 \%} \% \\ & \end{aligned}$ | 31\% | ${ }_{36 \%}^{46}$ | 84\% | ${ }_{30}^{43}$ | $\stackrel{14}{27 \%}$ | ${ }^{83}{ }^{3} \%$ |
| Somewhat no | ${ }^{87} \%$ | $\begin{aligned} & 57 \\ & 28 \% \\ & \hline \end{aligned}$ | 30 $14 \%$ | 22\% | ${ }_{16}^{16}$ | 29\% | 19 ${ }^{4} \%$ | 214\% | ${ }_{\text {25 }}^{4} \mathrm{~h}$ | 21 25 | ${ }_{13}^{15}$ | 10\% | $\begin{aligned} & 61 \\ & 32 \% \\ & \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \\ & \hline \end{aligned}$ | 19\% | 25\% | 614\% | 22 16 | ${ }^{11} \%$ | 25\% |
| Definitely no | ${ }_{11}{ }^{1} \%$ | 23 $11 \%$ | 22 $10 \%$ | ${ }_{18}^{15}$ | $9{ }_{9} 9$ | $7 \%$ | 10 $12 \%$ | 17 $12 \%$ | 13\% | 15\% ${ }^{17}$ | 16 $14 \%$ | -7\% | ${ }^{15}$ | ${ }^{12} 9$ | 11 8 \% | 21\% | ${ }^{23} 9$ | 20 $14 \%$ | $\stackrel{3}{7 \%}$ | 20\% |
| I am not familiar with this company | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | ${ }^{16} 8$ | $\begin{gathered} \text { 290\% } \\ \text { 29\% } \end{gathered}$ | 28\% | 20\% | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | 20\% | $\begin{aligned} & 34 \\ & { }_{29}^{39} \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | ${ }^{17} 9$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | 20\% | 29\% | 34\% | $\begin{aligned} & 38 \\ & 26 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{3}{5 \%}$ | 30\% |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 1400\% | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 100\% | 250 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - D/E/F/G-H//J-K/L/M-N/O/P-Q/R-S/I


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 163 | 245 | 168 | 122 | 58 | 60 | 151 | 170 | 87 | 224 | 53 | 111 | 116 | 153 | 139 | 221 | 180 | 37 | 241 |
| Weighted Base | 399 | 192* | 207 | 126* | 111* | 84* | 78* | $137^{*}$ | 174* | 88* | 123 | 70* | $178{ }^{*}$ | $119^{*}$ | $157 *$ | $123 *$ | 245 | 147* | $46^{* *}$ | 249 |
| Definitely/Somewhat Yes (Net) | $\begin{aligned} & 198 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 116 \\ 60 \% \\ C \end{gathered}$ | $\begin{aligned} & 82 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 48 \% \end{aligned}$ | $58$ | $\begin{aligned} & 34 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 100 \\ 56 \% \\ k \end{gathered}$ | 54\% | $\begin{aligned} & 744 \% \\ & 47 \end{aligned}$ | 59\% | $\stackrel{124}{51 \%}$ | 71 | 30\% | 132 |
| Definitely yes | 94\% | $\begin{aligned} & 49 \\ & 26 \% \end{aligned}$ | 42\% | 27\% | 27\% | 170\% | 23\% | 33\% | ${ }^{36}$ | 25\% | ${ }_{26}^{26}$ | 140\% | 46\% | 312\% | 35\% | $24 \%$ | 64\% | 29\% | ${ }_{39 \%}$ | 67\% |
| Somewhat yes | ${ }_{26 \%}^{103}$ | $\begin{aligned} & 67 \\ & 35 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 28 \% \end{aligned}$ | ${ }_{21}^{18}$ | $\begin{gathered} 21 \\ 27 \% \end{gathered}$ | ${ }_{26 \%}^{35}$ | 50\% | 180\% | $\begin{aligned} & 27 \\ & 22 \% \end{aligned}$ | ${ }^{18} 8$ | ${ }_{31}^{54}$ | 34 $28 \%$ | 225 | 38\% | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | 42\% | $\stackrel{12}{25 \%}$ | 26\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 97 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | ${ }_{26}^{56 \%}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | 22\% | $\begin{aligned} & 32 \\ & 38 \% \\ & \text { D } \end{aligned}$ | 20\% | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 52 \\ 30 \% \\ \mathrm{~h} \end{gathered}$ | 20\% | ${ }_{18}^{15}$ | $\begin{aligned} & { }^{25} \\ & 36 \% \\ & k \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 24 \% \end{aligned}$ | 26 21 | ${ }_{27}^{66}$ | ${ }^{28}{ }^{19 \%}$ | ${ }_{2}^{13} \%$ | 54\% |
| Somewhat no | 56\% | 31 $16 \%$ | 25 ${ }_{12}$ | 13 $10 \%$ | ${ }_{18}^{18}$ | 17\% | 10\% | 21 $16 \%$ | $\begin{aligned} & 30 \\ & 17 \% \\ & \text { j } \end{aligned}$ | 5\% | ${ }^{11}{ }_{9}$ | 11 $16 \%$ | 30\% | 19\% | 19 | 17\% | 34\% | 19\% | ${ }_{13}^{6} \%$ | 30 $12 \%$ |
| Definitely no | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | ${ }^{11} 6 \%$ | $\begin{aligned} & 29 \\ & 14 \% \\ & b \end{aligned}$ | ${ }_{6 \%}^{8}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 15 \\ & 17 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | ${ }_{3}^{4}$ | $\begin{aligned} & 21 \\ & 12 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 16 18 $H$ | $\stackrel{7}{5 \%}$ | $\begin{gathered} 14 \\ { }_{20}{ }^{2} \% \end{gathered}$ | 12\% | 14 | ${ }_{12}^{12}$ | ${ }_{7 \%}$ | 32 $13 \%$ | ${ }_{6}^{9}$ | $\stackrel{7}{7}$ | 24\% |
| I am not familiar with this company | ${ }^{105} 26$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 71 \\ 34 \% \\ B \end{gathered}$ | $\begin{gathered} 44 \\ 35 \% \\ 9 \end{gathered}$ | 29\% | 18\% | 14\% | ${ }_{32}^{43}$ | $\begin{aligned} & 36 \\ & 21 \% \end{aligned}$ | 25\% | $\begin{aligned} & 51 \\ & 42 \% \\ & \text { LM } \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | 459\% | $\begin{gathered} 38 \\ 31 \% \\ \text { n } \end{gathered}$ | 25 ${ }^{5}$ | ${ }_{33}{ }^{2}$ | $\stackrel{4}{9 \%}$ | ${ }^{63} 2$ |
| Sigma | $\begin{aligned} & 399 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | 8440\% | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 174 $100 \%$ | ${ }^{100 \%}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 100\% | 178 $100 \%$ | 119 $100 \%$ | 157 $100 \%$ | 123 $100 \%$ | 100\% | 147 $100 \%$ | 100\% | 240\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_135 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom John Deere
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 162 | 248 | 182 | 112 | 61 | 55 | 137 | 159 | 114 | 213 | 54 | 121 | 126 | 142 | 142 | 212 | 188 | 46 | 229 |
| Weighted Base | 425 | 202* | 223 | 144 | 98* | 94* | 89* | 144* | $184 *$ | 98* | 122 | 59* | 227* | 151* | 154* | 121* | 255 | $163^{*}$ | 59** | 289 |
| Definitely/Somewhat Yes (Net) | 242 $57 \%$ | 124 | ${ }^{118} 5$ | 80\% | ${ }_{66}^{65}$ | 52 | 45 51 | 91 $63 \%$ | 99\% | 53 | 53\% | 288\% | ${ }^{142} 63$ |  | $\begin{aligned} & 98 \\ & { }^{64 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 75 \\ & 62 \% \\ & n \end{aligned}$ | 150 59 | 89\% | $\stackrel{47}{80 \%}$ | 170 $59 \%$ |
| Definitely yes | $\begin{gathered} 100 \\ 24 \% \end{gathered}$ | $\begin{gathered} 59 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 22 \% \end{aligned}$ | 277\% | 190\% | 24\% | ${ }^{35}{ }^{35 \%}$ | ${ }^{36}$ | 299\% | 30 | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | ${ }^{54} 24 \%$ | 25 ${ }^{2}$ | 35\% | $\begin{gathered} 37 \\ 31 \% \\ \text { n } \end{gathered}$ | ${ }^{65} 26$ | ${ }^{35}$ 21\% | ${ }_{30}^{18}$ | 236 |
| Somewhat yes | 142 ${ }_{3}$ | ${ }_{32}^{65}$ | $\begin{aligned} & 77 \\ & 35 \% \end{aligned}$ | 499\% | 389 | $\begin{aligned} & 33 \\ & 35 \% \end{aligned}$ | 22\% | ${ }^{58} \%$ | 63 $34 \%$ | 24\% | 33 ${ }^{37}$ | ${ }^{16} \%$ | $\begin{gathered} 87 \\ 38 \% \\ k \end{gathered}$ | 45 | 39\% | 31\% | 84\% | 54\% | 50\% | ${ }^{104} 36$ |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | 127 ${ }^{12}$ | 57\% | ${ }_{31}^{69}$ | 38\% | 30\% | 30\% | 29 ${ }_{3}$ | 359 | 64\% | 28\% | 36\% | 178\% | 71\% | $\begin{aligned} & 63 \\ & \text { OP } \end{aligned}$ | 34\% | 30\% | 77 $30 \%$ | ${ }_{30}^{49}$ | 10 | 87\% |
| Somewhat no | 79\% | 48 2 c | 31 $14 \%$ | ${ }^{23} 16 \%$ | 20 $21 \%$ | 21\% | 15\% | 19\% | 44 24 $h$ | 16 | ${ }_{18}^{15}$ | 10\% | 50\% | $\begin{aligned} & \text { 44 } \\ & \text { OP } \end{aligned}$ | 22 $14 \%$ | 13 $11 \%$ | 510\% | 27 $16 \%$ | 15\% | 58\% |
| Definitely no | ${ }_{11 \%}$ | 5\% | $\begin{gathered} 39 \\ 17 \% \\ \text { B } \end{gathered}$ | 15\% | $9{ }_{9}^{9}$ | 10\% | 14 $15 \%$ | 16 $11 \%$ | 20 $11 \%$ | 12 12\% | ${ }^{18}{ }^{15}$ | ${ }_{11 \%}^{7}$ | $\stackrel{21}{9 \%}$ | 20 $13 \%$ | ${ }^{12} 8$ | 17 $14 \%$ | 26\% | 22 $13 \%$ | $1 \%$ | ${ }^{29} 10 \%$ |
| I am not familiar with this company | 136 | 20 $10 \%$ | 36\% | $\begin{aligned} & 26 \\ & \text { 18\% } \\ & \text { E } \end{aligned}$ | $\stackrel{4}{4 \%}$ | 11 $12 \%$ | $\begin{aligned} & 15 \\ & 16 \% \\ & e \end{aligned}$ | ${ }_{18}^{18}$ | ${ }_{11 \%}$ | 17\% | $\begin{aligned} & 24 \\ & 20 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{aligned} & 14 \\ & { }_{24}{ }^{2} \% \end{aligned}$ | 14 6 | ${ }_{12}^{18}$ | 22\% | 16 $13 \%$ | ${ }_{11 \%} 8$ | ${ }^{26} 16$ | ${ }_{3 \%}$ | 32 $11 \%$ |
| Sigma | $\begin{aligned} & 425 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 590\% | $\begin{aligned} & 289 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 396 | 164 | 232 | 162 | 115 | 67 | 52 | 130 | 154 | 112 | 204 | 62 | 108 | 125 | 125 | 146 | 208 | 174 | 34 | 216 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 406 | 207* | 198 | 112* | 97* | 117* | 79** | 124* | 171* | 111* | 112 | $68^{*}$ | 201* | 117* | 157* | 132* | 233 | $163^{*}$ | $32^{* *}$ | 245 |
| Definitely/Somewhat Yes (Net) | $\stackrel{207}{51 \%}$ | $\begin{gathered} 122 \\ 5 \text { C9\% } \end{gathered}$ | 84\% | 53\% | 55\% | 55\% | 34\% | $\begin{aligned} & 80 \\ & 65 \% \\ & 65 \% \end{aligned}$ | $78 \%$ | $49 \%$ | ${ }^{62} 5$ | 33\% | ${ }^{103} 51 \%$ | 54\% | 96 $61 \%$ nP | 56\% | $\begin{gathered} 132 \\ 57 \% \\ r \end{gathered}$ | 72 $44 \%$ | 27 85 | ${ }^{126} 51 \%$ |
| Definitely yes | $\begin{gathered} 121 \\ 30 \% \end{gathered}$ | $\begin{gathered} 74 \\ 36 \% \\ c \end{gathered}$ | ${ }_{24 \%}^{48}$ | 29\% | $\begin{aligned} & 33 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 38 \% \end{aligned}$ | ${ }^{48 \%}$ | $\xrightarrow[27]{27}$ | $\begin{aligned} & 33 \\ & 33 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 73 \\ 36 \% \\ \text { B/ } \end{gathered}$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 59 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 33 \% \end{aligned}$ | ${ }_{24}$ | 188\% | 77 32 |
| Somewhat yes | $\begin{aligned} & 85 \\ & 21 \% \end{aligned}$ | 239 | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 24 \% \end{aligned}$ | ${ }_{21}{ }^{24}$ | $\begin{aligned} & 15 \\ & \\ & \hline 19 \% \end{aligned}$ | 33\% | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | 22\% | 25 22 | $\begin{aligned} & 22 \\ & 33 \% \\ & M \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | 24\% | $\begin{aligned} & 37 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | 55\% | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | 28\% | 29\% |
| $\underset{(N e t)}{\text { Definitely/Somewhat No }}$ (Net) | 14\% | 33 $16 \%$ | 23 $12 \%$ | $\begin{gathered} 25 \\ 22 \% \\ e \end{gathered}$ | 10\% | 15 $12 \%$ | ${ }_{9}^{7} \%$ | 17 $14 \%$ | ${ }^{28} 16$ | 110\% | ${ }_{12}^{14}$ | ${ }_{12 \%}$ | 31 $16 \%$ | $\begin{gathered} 23 \\ 20 \% \\ 0 \end{gathered}$ | $\stackrel{14}{9 \%}$ | 19 $14 \%$ | ${ }_{12}^{29}$ | 23 $14 \%$ | ${ }_{7}^{2} \%$ | 36 $15 \%$ |
| Somewhat no | 39 $10 \%$ | ${ }^{22} 11 \%$ | ${ }^{17} 9$ | 16\% | ${ }_{6}^{6} \%$ | 12\% | ${ }_{7 \%}^{6}$ | 13 $11 \%$ | 19 | $7 \%$ | ${ }_{5}^{6}$ | ${ }_{9}^{6} \%$ | $\begin{aligned} & 27 \\ & 13 \% \\ & \mathrm{k} \end{aligned}$ | 17 | 11\% | 118\% | ${ }^{20} 9$ | 17\% | - | 27\% |
| Definitely no | ${ }^{17} 4$ | 11 5 | ${ }_{3 \%}^{6}$ | 8\% | $4{ }_{4}^{4}$ | ${ }_{3}^{3}$ | ${ }_{2 \%}$ | ${ }_{3}^{4}$ | $\stackrel{9}{5 \%}$ | $4{ }_{4}$ | $\begin{aligned} & \frac{8}{7 \%} \\ & \mathrm{~m} \end{aligned}$ | ${ }_{4}^{2}$ | ${ }_{2}^{5}$ | ${ }_{6}^{6}$ | 2\% | ${ }_{6}^{8} \%$ | $9 \%$ | ${ }_{4}^{6}$ | 7\% | ${ }_{4 \%}^{9}$ |
| I am not familiar with this company | 143 $35 \%$ | 52\% | $\begin{gathered} 91 \\ 46 \% \\ 46 \% \end{gathered}$ | 35 $31 \%$ | 32 33 | 37 | ${ }^{38}{ }^{\text {\% }}$ | ${ }_{21}^{26}$ | $\begin{aligned} & \text { 486\% } \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 46 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 36\% | 27 $39 \%$ | -66 ${ }_{3}$ | 39 $34 \%$ | 47 30 | 56\% | 72 $31 \%$ | 682\% | ${ }_{7}^{2} \%$ | 83\% |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 32 $100 \%$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 403 \& 153 \& 250 \& 152 \& 107 \& 85 \& 59 \& 124 \& 182 \& 97 \& 227 \& 49 \& 109 \& 124 \& 136 \& 143 \& 210 \& 187 \& 28 \& 207 <br>
\hline Weighted Base \& 415 \& 185* \& 230 \& 103* \& 99* \& 135* \& 78* \& 107* \& 221* \& 86* \& 129 \& $66^{*}$ \& 206* \& 125* \& $150 *$ \& $140 *$ \& 218 \& 193* \& $34^{* *}$ \& 240 <br>
\hline Definitely/Somewhat Yes (Net) \& 260 63 \& ${ }^{126} 68$ \& 134
$58 \%$ \& ${ }^{62}$ \% \& 58\% \& ${ }^{96}$ \& 44\% \& 750\% \& 140
$63 \%$ \& 44\% \& 73
$56 \%$ \& 58\% \& $$
\begin{gathered}
146 \\
{ }_{7}^{11 \%} \\
K
\end{gathered}
$$ \& ${ }_{54}^{67}$ \& $$
\begin{aligned}
& 106 \\
& \stackrel{71}{7} \% \\
& N
\end{aligned}
$$ \& 87 \& 136 \& 120 \& 22 65 \& ${ }^{152} 63$ <br>
\hline Definitely yes \& $$
\begin{gathered}
154 \\
37 \%
\end{gathered}
$$ \& $$
\begin{gathered}
83 \\
45 \% \\
4
\end{gathered}
$$ \& $$
\begin{aligned}
& 711 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 36 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 31 \% \\
& 32 \%
\end{aligned}
$$ \& 65
eg
eg \& 21\% \& $$
\begin{gathered}
45 \\
42 \% \\
42
\end{gathered}
$$ \& $$
{ }_{36}^{86}
$$ \& 23 26 \& 33\% \& $$
\begin{aligned}
& 111 \% \\
& 17
\end{aligned}
$$ \& $$
\begin{aligned}
& 98 \\
& 48 \%
\end{aligned}
$$ \& 42\% \& ${ }^{65}$ \& 46\% \& $$
\begin{aligned}
& 77 \\
& 35 \%
\end{aligned}
$$ \& 76\% \& 13
$39 \%$ \& 101
$42 \%$ <br>
\hline Somewhat yes \& ${ }^{106} 25$ \& $$
{ }_{23}^{43}
$$ \& $$
{ }_{27}^{63}
$$ \& 26\% \& 27\% \& $$
\begin{aligned}
& 31 \\
& 23 \%
\end{aligned}
$$ \& $\stackrel{23}{29 \%}$ \& 280 \& 54\% \& 25\% \& 30 ${ }^{3} \mathrm{~F}$ \& $$
\begin{aligned}
& 27 \\
& { }^{41 \%} \\
& \mathrm{Km}
\end{aligned}
$$ \& $$
{ }_{23}^{47}
$$ \& 24\% \& 27\% \& 40\% \& 59\% \& 23\% \& 26\% \& 51\% <br>
\hline $$
\begin{aligned}
& \text { Definitely/Somewhat No } \\
& \text { (Net) }
\end{aligned}
$$ \& ${ }_{16 \%}$ \& ${ }^{36} 19 \%$ \& 33
$14 \%$ \& 17\% \& ${ }_{21}^{21}$ \& 15
$11 \%$ \& 159\% \& 110\% \& $$
\begin{aligned}
& 43 \\
& 20 \% \\
& h
\end{aligned}
$$ \& 15\% \& 17\% \& 116\% \& 39
$19 \%$ \& $$
\begin{aligned}
& 33 \\
& \begin{array}{l}
36 \% \\
\text { Op }
\end{array} .
\end{aligned}
$$ \& ${ }_{12}^{12}$ \& 18\% \& ${ }^{38} 8$ \& 30 $16 \%$ \& 12
$35 \%$ \& 23\% <br>
\hline Somewhat no \& 40\% \& 19\% \& ${ }^{20} 9$ \& $9{ }_{9}$ \& 16
16

1 \& ${ }_{4 \%}^{6}$ \& 12\% \& ${ }_{3}^{4}$ \& \[
$$
\begin{aligned}
& 34 \\
& 34 \% \\
& \text { HJ }
\end{aligned}
$$

\] \& 3\% \& 5\% \& $\stackrel{4}{7 \%}$ \& \[

$$
\begin{aligned}
& 30 \\
& \text { 14\% } \\
& \text { K }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 18 \% \\
& 18 \mathrm{P}
\end{aligned}
$$
\] \& ${ }^{12} 8$ \& $\stackrel{4}{3 \%}$ \& 24\% \& ${ }^{16} 8$ \& $\stackrel{3}{9 \%}$ \& 37 16 <br>

\hline Definitely no \& 29\% \& ${ }^{17} 9$ \& 12 5 \& 9 \& 5 \& $9 \%$ \& ${ }_{7 \%}^{6}$ \& ${ }_{6}^{7}$ \& 9 \& 12 \& 12\% \& ${ }_{10}^{6}$ \& 9 \& ${ }^{10} 8$ \& 4\% \& 13
$10 \%$ \& 14\% \& 14\% \& 25\% \& ${ }^{16} 6$ <br>

\hline I am not familiar with this company \& 87\% \& 24\% \& $$
\begin{aligned}
& { }_{28}^{28 \%} \\
& { }_{B}
\end{aligned}
$$ \& 24\% \& 20\% \& 24\% \& 19 25 \& ${ }^{22} 20$ \& 38\% \& 272\% \& \[

$$
\begin{aligned}
& 39 \\
& 30 \% \\
& \mathrm{M}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& \begin{array}{l}
25 \% \\
\mathrm{~m}
\end{array}
\end{aligned}
$$
\] \& ${ }_{11}^{22}$ \& 25\% \& 26\% \& 36\% \& 43 ${ }^{20 \%}$ \& 43\% \& - \& 35 ${ }^{35}$ <br>

\hline Sigma \& $$
\begin{aligned}
& 415 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 185 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 230 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 103 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
99 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 135 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
78 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 107 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 221 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
86 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 129 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
66 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 206 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 125 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 140 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 218 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 193 \\
& 100 \%
\end{aligned}
$$

\] \& 344 \& \[

$$
\begin{aligned}
& 240 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
COVID-19
23 May 2020
CMP01_138 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Prudential
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 162 | 245 | 185 | 112 | 64 | 46 | 141 | 166 | 100 | 196 | 60 | 119 | 114 | 146 | 147 | 200 | 189 | 47 | 236 |
| Weighted Base | 402 | 197* | 205 | 135 | 102* | 91* | $74^{* *}$ | 151* | $168{ }^{*}$ | 83* | 104 | $76 *$ | $180 *$ | 111* | 154* | $138 *$ | 211 | 177* | $56 * *$ | 244 |
| Definitely/Somewhat Yes (Net) | 236 $59 \%$ | $\underset{c}{128}{ }_{c}^{128}$ | 108 53 | 71 | $\begin{aligned} & 74 \\ & 73 \% \\ & \mathrm{D} \end{aligned}$ | 59 64 | 32 44 | 99\% | ${ }^{93} 5$ | 44\% | 51 $49 \%$ | 47\% | $\begin{gathered} 128 \\ 71 \% \\ K \end{gathered}$ | 70 $63 \%$ $p$ | $\begin{gathered} 101 \\ \underset{\mathrm{P}}{66 \%} \end{gathered}$ | 65\% | 135 $64 \%$ | 99\% | 42\% | 151 $62 \%$ |
| Definitely yes | ${ }^{108} \%$ | $\begin{aligned} & 68 \\ & 35 \% \\ & \hline \end{aligned}$ | ${ }_{19 \%}^{40}$ | $\begin{aligned} & 311 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 38 \\ 37 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | 21 $27 \%$ | $\begin{gathered} 58 \\ 32 \% \\ k \end{gathered}$ | $\begin{gathered} 32 \\ 29 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 53 \\ & 35 \% \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | 44\% | 22 38 | 888\% |
| Somewhat yes | 129 ${ }_{32}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | ${ }_{33}^{68}$ | $\begin{aligned} & 40 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | 20\% | $\begin{aligned} & 57 \\ & 38 \% \\ & j \end{aligned}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | 192\% | 29 28 | 26\% | $\begin{aligned} & 70 \% \\ & 39 \% \end{aligned}$ | 38 | ${ }_{31}^{48}$ | ${ }_{31}{ }^{2} \%$ | 71 $34 \%$ | 55\% | 21\% | ${ }_{26}^{63}$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | 82\% | ${ }^{45} 3$ | 24\% | 31 23 | 13 $13 \%$ | 16 18 | 28\% | 32\% | 44\% | 13 | 24\% | 20\% | 33\% | 30\% | 27\% | 32\% | 47\% | 34\% | 10\% | 55\% |
| Somewhat no | 12\% | 22 $11 \%$ | 25\% | 17\% | $9 \%$ | 112\% | 10\% | 19\% | 22 $13 \%$ | $7 \%$ | 110\% | 14\% | $19 \%$ | 17\% | ${ }^{14} 9$ | 140\% | ${ }^{28} 18$ | ${ }^{16} 9$ | ${ }^{7}{ }^{7} \%$ | 29\% |
| Definitely no | 42\% | 24 $12 \%$ | ${ }^{18} 9$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $4{ }_{4}$ | ${ }_{6}^{6}$ | 185\% | ${ }^{13} 9$ | ${ }_{13}^{22}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | ${ }^{14} 8$ | 11 $10 \%$ | 13\% | $\begin{aligned} & 18 \\ & { }_{2}^{2} \end{aligned}$ | ${ }^{20} 9$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | 3\% | 26\% |
| I am not familiar with this company | 77 $19 \%$ | 23 $12 \%$ | $\begin{gathered} 53 \\ 26 \% \\ \text { 26\% } \end{gathered}$ | $\begin{gathered} 34 \\ 25 \% \\ e \end{gathered}$ | 144\% | 16\% | 13 $18 \%$ | ${ }^{20} 13 \%$ | 31 $18 \%$ | 26 $31 \%$ Hi | $\begin{gathered} \text { 29 28 } \\ \text { LM } \end{gathered}$ | $\stackrel{9}{12 \%}$ | 20 $11 \%$ | 110\% | 25 ${ }^{2}$ | $\begin{gathered} 41 \\ 30 \% \\ \mathrm{NO} \end{gathered}$ | 30\% |  | $4{ }_{6}$ | 38\% |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 56\% | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP01_139 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
NY Life
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 414 | 165 | 249 | 164 | 122 | 70 | 58 | 148 | 155 | 111 | 225 | 54 | 111 | 127 | 152 | 135 | 217 | 182 | 33 | 229 |
| Weighted Base | 415 | 194* | 221 | 132* | 101* | 92* | 89* | 160 * | $170 *$ | 85* | 132 | 71* | 186* | 122* | 160 * | $133^{*}$ | 245 | 153* | $43^{* *}$ | 256 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 200 \\ 48 \% \end{gathered}$ | $\begin{gathered} 112 \\ 57 \% \\ \mathrm{C} \end{gathered}$ | $\begin{aligned} & 89 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 54 \% \\ & G \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & 599 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 266 \% \\ & 29 \end{aligned}$ | $\begin{aligned} & 88 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 54 \% \\ & k \end{aligned}$ | $\begin{gathered} 106 \\ 5 \% \\ K \end{gathered}$ | 61 $50 \%$ | 960 | 499\% | 129 | $\begin{aligned} & 66 \\ & 43 \% \end{aligned}$ | 33 77 | 137 $54 \%$ |
| Definitely yes | 104\% | $\begin{aligned} & 64 \\ & 33 \% \\ & { }_{C}^{2} \% \end{aligned}$ | 39 180 | 32\% | $\begin{gathered} 38 \\ 38 \% \\ \text { DG } \end{gathered}$ | 24\% | 12 | 419\% | 39\% | 24\% | 229 | ${ }^{15}$ 21\% | 36\% | 39 $32 \%$ $p$ | 415\% | ${ }^{25} 9$ | 68\% | 32\% | 21 $48 \%$ | 76\% |
| Somewhat yes | $\begin{aligned} & 96 \\ & 23 \% \end{aligned}$ | ${ }_{24}^{47}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 42 \% \\ \mathrm{y2} \end{gathered}$ | $21 \%$ | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | ${ }_{29}^{46}$ | 34\% | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 32 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \\ & { }_{k} \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 50 $31 \%$ np | $\begin{aligned} & \text { 195 } \end{aligned}$ | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | 32\% | 128\% | ${ }^{62}$ 24\% |
| Definitely/Somewhat No (Net) | ${ }_{27 \%}^{113}$ | 58\% | ${ }^{55}{ }^{55 \%}$ | 32\% | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | 244\% | $\begin{gathered} 42 \\ 48 \% \\ \mathrm{DEf} \end{gathered}$ | $\begin{aligned} & 31 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 34 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 25\% | $\begin{aligned} & 38 \% \\ & \hline \end{aligned}$ | 24\% | 45\% | 36\% | $\begin{aligned} & 39 \% \\ & 24 \% \end{aligned}$ | 38\% | $\begin{aligned} & 73 \\ & 30 \% \end{aligned}$ | 36\% | 10 $23 \%$ | 67\% |
| Somewhat no | 57 $14 \%$ | 33 $17 \%$ | 24\% | ${ }_{13}^{18}$ | $7 \%$ | 15\% | $\begin{gathered} 17 \\ 19 \% \\ e \end{gathered}$ | 17 $11 \%$ | 27\% | 13 $15 \%$ | 13 $10 \%$ | 10\% | 32 $17 \%$ | 24\% | ${ }_{19}^{12 \%}$ | $14 \%$ | 34 $14 \%$ | 21 $14 \%$ | - ${ }_{\text {7 }}$ \% | 38\% |
| Definitely no | $\begin{aligned} & 56 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | ${ }^{12} 9$ | ${ }^{10} 9$ | 10\% | $\begin{gathered} 25 \\ \text { DEF } \end{gathered}$ | ${ }^{14} 9$ | $\begin{aligned} & 30 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | 12 $14 \%$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 18 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 14 \\ & 20 \% \\ & M \end{aligned}$ | 12\% | $12 \%$ | 20 $13 \%$ | 24\% | 39\% | ${ }^{15} 10 \%$ | $\stackrel{3}{8 \%}$ | 28\% |
| I am not familiar with this company | 101 $24 \%$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 77 \\ 35 \% \\ \text { B } \end{gathered}$ | 31 $24 \%$ | 25\% | 25\% | 21 23 | 41 26 | 40 $23 \%$ | 219\% | $\begin{aligned} & 46 \\ & 35 \% \\ & \text { LM } \end{aligned}$ | $\stackrel{9}{13 \%}$ | 36 $19 \%$ | 25 | 31 $20 \%$ | $\begin{aligned} & 45 \\ & 34 \% \\ & \text { nO } \end{aligned}$ | 44\% | $\begin{aligned} & 51 \\ & 34 \% \\ & { }_{Q} \end{aligned}$ | - | 20\% |
| Sigma | $\begin{aligned} & 415 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 122 $100 \%$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 100\% | 256\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& IndepeOdent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 409 \& 147 \& 262 \& 173 \& 111 \& 74 \& 51 \& 128 \& 170 \& 111 \& 219 \& 58 \& 107 \& 132 \& 149 \& 128 \& 209 \& 189 \& 42 \& 232 <br>
\hline Weighted Base \& 425 \& 204* \& 221 \& 124* \& 108* \& 112* \& 81** \& $133^{*}$ \& 170* \& 122* \& 123 \& 70* \& 203* \& $140 *$ \& 171* \& 114* \& 237 \& 173* \& $58 * *$ \& 263 <br>
\hline $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ \& 214 50 \& $$
\begin{gathered}
127 \\
\underset{C}{62 \%}
\end{gathered}
$$ \& $$
{ }_{40}^{88}
$$ \& 52\% \& $$
\begin{aligned}
& 67 \\
& 67 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \\
& 46 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 34 \\
& 43 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 78 \\
& 59 \\
& j
\end{aligned}
$$ \& 85\% \& 51, \& $$
\begin{aligned}
& 59 \\
& 48 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 34 \\
& 49 \%
\end{aligned}
$$ \& 112
$55 \%$ \& 70\% \& $$
\begin{aligned}
& 100 \\
& 59 \% \\
& \mathrm{P}
\end{aligned}
$$ \& $$
{ }_{34}
$$ \& 130
$55 \%$ \& $$
\begin{aligned}
& 83 \\
& 48 \%
\end{aligned}
$$ \& 49 84 \& 135
$51 \%$ <br>
\hline Definitely yes \& ${ }^{105}$ \& $$
\begin{aligned}
& 68 \\
& 33 \\
& 3{ }_{C}^{2} \%
\end{aligned}
$$ \& 37
$17 \%$ \& 31
$25 \%$ \& 32\% ${ }_{\text {¢ }}$ \& ${ }^{18} 8$ \& 20 25 \& 43 3 \% \& 32\% \& 25 $21 \%$ \& $32 \%$ \& 10 $15 \%$ \& 60\% \& ${ }^{26} 9$ \& $$
\begin{aligned}
& 58 \\
& 34 \% \\
& \mathrm{~Np}
\end{aligned}
$$ \& 21 $19 \%$ \& 27\% \& 40 23 \& 27\% \& 67\% <br>
\hline Somewhat yes \& $$
\begin{gathered}
109 \\
26 \%
\end{gathered}
$$ \& 58\% \& $$
\begin{aligned}
& 51 \\
& 23 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 31 \\
& 25 \%
\end{aligned}
$$ \& 32\% \& 33\% \& $$
\begin{aligned}
& 14 \% \\
& 17 \%
\end{aligned}
$$ \& $$
{ }_{26 \%}^{35}
$$ \& $$
{ }^{48} \%
$$ \& $$
\begin{aligned}
& 26 \\
& 21 \%
\end{aligned}
$$ \& $$
{ }_{21}^{26}
$$ \& $$
\begin{aligned}
& 24 \\
& 34 \%
\end{aligned}
$$ \& 52\% \& $$
{ }_{31}^{41 \%}
$$ \& $$
\begin{aligned}
& 42 \\
& 25 \%
\end{aligned}
$$ \& 23\% \& $$
{ }_{27}^{65}
$$ \& 43 \& 22 37 \& ${ }^{68}{ }^{6} \%$ <br>
\hline Definitely/Somewhat No (Net) \& $$
\begin{aligned}
& 80 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 17 \%
\end{aligned}
$$ \& $$
{ }_{24}^{40 \%}
$$ \& $$
\begin{aligned}
& 24 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 20 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 24 \\
& 21 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 11 \\
& 14 \%
\end{aligned}
$$ \& $$
{ }_{21}^{28}
$$ \& $$
\begin{aligned}
& 31 \% \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 21 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 22 \\
& 18 \%
\end{aligned}
$$ \& 20\% \& 21 20\% \& $$
\begin{aligned}
& 37 \\
& 27 \% \\
& 0
\end{aligned}
$$ \& ${ }^{22} 13 \%$ \& $$
\begin{aligned}
& 20 \\
& 18 \%
\end{aligned}
$$ \& $$
{ }_{20}^{47}
$$ \& $$
\begin{aligned}
& 26 \\
& 15 \%
\end{aligned}
$$ \& 15\% \& ${ }_{18}^{48}$ <br>
\hline Somewhat no \& 51
$12 \%$ \& ${ }_{13}^{26}$ \& 24\% \& ${ }^{12} 9$ \& $14 \%$ \& 20\% \& ${ }_{6}^{6}$ \& 21 16 \& ${ }_{10}^{16}$ \& $14 \%$ \& ${ }^{11} 9$ \& ${ }_{6}^{6}$ \& 33
$16 \%$ \& 26

$19 \%$ \& 17
$10 \%$ \& ${ }_{7}^{8}$ \& 31
$13 \%$ \& ${ }^{15} 9$ \& $\stackrel{3}{5 \%}$ \& 35\% <br>

\hline Definitely no \& 29\% \& 9 \& ${ }^{20} 9$ \& \[
$$
\begin{aligned}
& 13 \\
& 10 \%
\end{aligned}
$$

\] \& ${ }_{6}^{6}$ \& $4{ }_{4}^{4}$ \& ${ }_{8 \%}^{6}$ \& | $7 \%$ |
| :--- | \& 14\% \& $7{ }_{6}$ \& ${ }^{11} 9$ \& 11\% \& 8\% \& 11

$8 \%$ \& ${ }_{3 \%}^{6}$ \& $$
\begin{gathered}
12 \\
11 \% \\
0
\end{gathered}
$$ \& ${ }^{16} \%$ \& ${ }^{11} \%$ \& ${ }_{9}^{5}$ \& 13 5 <br>

\hline I am not familiar with this company \& $$
\begin{gathered}
131 \\
31 \%
\end{gathered}
$$ \& \[

{ }_{21}^{42}

\] \& \[

$$
\begin{gathered}
89 \\
40 \% \\
{ }^{2} \%
\end{gathered}
$$

\] \& \[

38

\] \& \[

$$
\begin{aligned}
& 21 \\
& 20 \%
\end{aligned}
$$

\] \& ${ }_{36}^{36}$ \& \[

$$
\begin{aligned}
& 35 \\
& 44 \%
\end{aligned}
$$

\] \& \[

27 \%

\] \& \[

$$
\begin{aligned}
& 54 \\
& 32 \%
\end{aligned}
$$
\] \& 50

$41 \%$
$H$ \& 42

$35 \%$ \& \[
$$
\begin{aligned}
& 22 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 50 \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 23 \%
\end{aligned}
$$

\] \& 28\% \& \[

$$
\begin{aligned}
& 50 \\
& \begin{array}{l}
44 \% \\
\text { No }
\end{array}
\end{aligned}
$$

\] \& 60\% \& \[

$$
\begin{gathered}
63 \\
37 \% \\
q
\end{gathered}
$$
\] \& ${ }_{1}{ }^{\text {\% }}$ \& 79\% <br>

\hline Sigma \& $$
\begin{aligned}
& 425 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 204 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 221 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 124 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 108 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 112 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
81 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 133 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 170 \\
& 100 \%
\end{aligned}
$$
\] \& 122

$100 \%$ \& \[
$$
\begin{aligned}
& 123 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 203 \\
& 100 \%
\end{aligned}
$$
\] \& 140

$100 \%$ \& 171

$100 \%$ \& \[
$$
\begin{aligned}
& 114 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 237 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 173 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& ${ }_{100 \%}^{263}$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
COVID-19
Weighted To The U.S. General Adult Population - Propensity
CMP01_141 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
23 May 2020
Telecom
Morgan Stanley
Base: All Respondents


Fielding Period: May 20-22, 2020
COVID-19
23 May 2020
CMP01_142 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Berkshire Hathaway
Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & (5 / 20- \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 161 | 248 | 170 | 119 | 68 | 52 | 147 | 171 | 91 | 212 | 57 | 111 | 122 | 122 | 165 | 224 | 172 | 39 | 238 |
| Weighted Base | 426 | 206* | 220 | 124* | 121* | 104* | 77** | 153* | $200 *$ | $72^{*}$ | 136 | $64^{*}$ | 204* | 152* | $120 *$ | 154* | 233 | $178 *$ | 49** | 275 |
| Definitely/Somewhat Yes (Net) | 179 $42 \%$ | $\begin{gathered} 100 \\ 49 \% \\ c \end{gathered}$ | 79 36 | 42 34 | $\begin{aligned} & \text { 65 } \\ & 55 \% \\ & \hline \end{aligned}$ | 51 $49 \%$ | 19 ${ }^{25}$ | 76\% | 75\% | ${ }^{28} 9 \%$ | 44 32 | ${ }^{28}{ }^{2} \%$ | 988\% | 70 $46 \%$ | 489\% | 50 3 \% | 109 ${ }^{47 \%}$ | 67 $38 \%$ | ${ }^{38} 9$ | ${ }^{128} 46 \%$ |
| Definitely yes | $\begin{aligned} & 81 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 26 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \\ & \text { Bf } \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & \text { 14\% } \end{aligned}$ | ${ }^{16} 26$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 16 \% \end{aligned}$ | 40\% | 35\% | 27\% | 19\% | 51 22 | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | 22 45 | ${ }^{62}$ 23\% |
| Somewhat yes | 98\% | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | 26\% | 24\% | 36 $35 \%$ | ${ }_{9}^{7}$ | ${ }_{20}^{40}$ | ${ }_{23}^{46}$ | 12 | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 18 \\ { }_{28}^{18} \end{gathered}$ | $\begin{aligned} & 57 \\ & 28 \% \\ & K \end{aligned}$ | 35\% | 31 $26 \%$ | 31 | 59\% | 37 $21 \%$ | 17 $34 \%$ | ${ }_{24 \%}^{66}$ |
| Definitely/Somewhat No (Net) | 117\% | $\begin{aligned} & 73 \\ & 36 \% \\ & { }_{C}^{2} \end{aligned}$ | 43 20 | $\begin{gathered} 37 \\ 30 \% \\ e \end{gathered}$ | 21 $17 \%$ | ${ }_{21}^{22}$ | 37\% | ${ }^{28} 9$ | $\begin{aligned} & 73 \\ & 36 \% \\ & H \end{aligned}$ | ${ }^{15} 21 \%$ | 38\% | ${ }^{15} 23$ | 60\% | $\begin{aligned} & 49 \\ & 32 \% \\ & 0 \end{aligned}$ | 20 16 | $\begin{aligned} & 47 \\ & 31 \% \\ & 0 \end{aligned}$ | 58\% | 529\% | ${ }_{15}{ }^{\text {\% }}$ | ${ }_{31}^{86}$ |
| Somewhat no | ${ }^{66}$ 15\% | 37\% | 29 ${ }_{13}$ | $\underset{\substack{25 \\ e \\ \text { 20\% }}}{ }$ | ${ }^{11} 9$ | 110\% | 19 24 | ${ }^{14} 9$ | ${ }_{\text {21 }}^{4}$ H ${ }^{\text {H }}$ | 10\% | ${ }_{\text {18 }}^{25}$ | $\stackrel{2}{4 \%}$ | $\begin{aligned} & 37 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & \text { 335 } \\ & \text { 23\% } \end{aligned}$ | ${ }^{11} 9$ | 20\% | 16\% | 24\% | $\stackrel{4}{7 \%}$ | 51 $18 \%$ |
| Definitely no | 51 $12 \%$ | $\begin{aligned} & 37 \\ & 18 \% \\ & \text { C } \end{aligned}$ | 14\% | 12 10\% | 8\% | 11\% | ${ }^{18} 3$ | 149\% | 32\% | 5\% | 14 | 12\% | 24\% | 14\% | 9\% | $\begin{aligned} & 28 \\ & 18 \% \\ & 0 \end{aligned}$ | ${ }^{20} 9$ | 27 $15 \%$ | $\stackrel{4}{8 \%}$ | 35 $13 \%$ |
| I am not familiar with this company | ${ }^{131} 31 \%$ | 33 16 | $\begin{aligned} & 98 \\ & 45 \% \\ & 45 \end{aligned}$ | 44\% | 34\% | 31 30 | 21\% | 49\% | 53\% | 29 $40 \%$ | $\begin{aligned} & 54 \\ & \text { 40\% } \\ & M \end{aligned}$ | 22 33 | ${ }^{46} 23$ | 32 $21 \%$ | $\begin{gathered} 42 \\ 35 \% \\ n \end{gathered}$ | $\begin{aligned} & 56 \\ & 37 \% \\ & \mathrm{~N} \end{aligned}$ | 65\% | 59\% | 3\% | ${ }^{62}$ 22\% |
| Sigma | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
COVID-19

Telecom
Goldman Sachs
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 165 | 238 | 159 | 134 | 55 | 55 | 143 | 167 | 93 | 213 | 56 | 108 | 138 | 132 | 133 | 235 | 164 | 41 | 221 |
| Weighted Base | 416 | $212^{*}$ | 204 | $116{ }^{*}$ | 135* | 74* | 91** | 137* | 200* | 79* | 124 | $72^{*}$ | 186* | 156* | $143^{*}$ | 117* | 258 | 155* | $57^{* *}$ | 249 |
| Definitely/Somewhat Yes (Net) | 217 $52 \%$ | $\begin{gathered} 127 \\ 60 \% \\ C \end{gathered}$ | 90 44 | 52\% | ${ }^{89} 6$ | 51\% | 39 ${ }^{3} \mathbf{4}$ | 62\% | 101\% | 31 $40 \%$ | 53 | 24 31 | $\begin{aligned} & 129 \\ & 70 \% \\ & \text { KL } \end{aligned}$ | 81\% | 599\% | 52\% | $\underset{\substack{147 \\ 5 \\ \mathrm{r}}}{ }$ | 69\% | $\stackrel{46}{81 \%}$ | 142 $57 \%$ |
| Definitely yes | $\begin{gathered} 101 \\ 24 \% \end{gathered}$ | 55\% | ${ }_{23}^{46}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 35 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 24 \\ & 33 \% \\ & d \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | ${ }^{36}{ }^{26 \%}$ | ${ }^{49} 2$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 35 \% \\ & \hline \end{aligned}$ | 42\% | 38\% | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | ${ }_{27}^{69}$ | ${ }_{21}^{32}$ | 18 $31 \%$ | 73 $29 \%$ |
| Somewhat yes | ${ }^{116}$ 28\% | 72 $34 \%$ $c$ | 24\% | $\begin{aligned} & \text { 283 } \end{aligned}$ | ${ }_{31} 2$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | ${ }^{28} \%$ | $\begin{gathered} 46 \\ 36 \% \\ j \end{gathered}$ | 52 26 | 15\% | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | 64 $34 \%$ | 38\% | 47\% | 31 26 | 79 $31 \%$ | ${ }^{36}{ }^{3} \%$ | 289\% | 28\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }^{122} 29$ | 67 ${ }^{6}$ \% | 55\% | 32\% | 31 $23 \%$ | 20\% | 39 ${ }^{3} \mathrm{l}$ | 32\% | $\begin{aligned} & 73 \\ & 37 \% \\ & H^{2} \end{aligned}$ | 192\% | 33 26 | $\begin{gathered} 38 \\ 52 \% \\ \text { KM } \end{gathered}$ | 39 $21 \%$ | 54\% | 32\% | 35 | 738\% | ${ }_{31}^{48}$ | ${ }_{16 \%}$ | 73 $29 \%$ |
| Somewhat no | ${ }^{67}$ 16\% | 32 $15 \%$ | ${ }^{35}$ | 22\% | 24\% | - ${ }^{7} \%$ | 14\% | ${ }_{13}^{18}$ | ${ }^{38} 9$ | 114 | $\stackrel{13}{11 \%}$ |  | ${ }^{26} 14 \%$ | $\begin{aligned} & 38 \\ & \begin{array}{l} 38 \\ \text { Op } \end{array} \mathrm{l} \end{aligned}$ | $1{ }^{16}$ | 13 $11 \%$ | ${ }_{17}^{43}$ | 23 | ${ }_{1}^{7} \%$ | 20\% |
| Definitely no | 55 ${ }^{5}$ | ${ }^{35}{ }^{16 \%}$ | 21 $10 \%$ | ${ }^{11} 9$ | 7 $5 \%$ | $\begin{aligned} & 12 \\ & 17 \% \\ & \mathrm{e} \% \end{aligned}$ | 25\% | ${ }^{12} 9$ | 35\% | 11\% | $\begin{aligned} & 20 \\ & \begin{array}{l} 16 \% \\ \mathrm{~m} \end{array} \mathrm{l} \end{aligned}$ | $\begin{aligned} & 15 \\ & { }_{21}^{1} \% \\ & M \end{aligned}$ | 14\% | ${ }_{11}^{16}$ | 11\% | 23 $19 \%$ | 30 $11 \%$ | 26 $17 \%$ | 3\% | ${ }^{22} 9$ |
| I am not familiar with this company | 77 18 | ${ }^{18} 9$ | $\begin{gathered} 59 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 31 \\ 27 \% \\ 27 \% \end{gathered}$ | ${ }_{16}^{12}$ | 17\% | 13 $14 \%$ | 23 | 25 ${ }_{13 \%}$ | 28 $36 \%$ $H 1$ | $\begin{aligned} & 39 \\ & 31 \% \\ & \text { IM } \end{aligned}$ | 119\% | ${ }^{17} 9$ | 22 $14 \%$ | ${ }^{26} 18 \%$ | 29\% | 37 $15 \%$ | ${ }_{\text {24 }}^{\substack{38 \\ 9}}$ | $3 \%$ | 33 $13 \%$ |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 570\% | 2400\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 70 \mathbf{k}^{-}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOdent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 405 \& 149 \& 256 \& 165 \& 103 \& 74 \& 63 \& 129 \& 167 \& 109 \& 206 \& 74 \& 98 \& 120 \& 145 \& 140 \& 219 \& 175 \& 33 \& 201 <br>
\hline Weighted Base \& 406 \& 196* \& 209 \& 121* \& $90^{*}$ \& 107* \& 87* \& 133* \& 187* \& 85* \& 125* \& 92* \& 161* \& 115* \& $160 *$ \& $130^{*}$ \& 236 \& 158* \& $43^{* *}$ \& 230 <br>
\hline Definitely/Somewhat Yes (Net) \& 259\% \& 120
$61 \%$ \& 139
$66 \%$ \& 72
59 \& $$
\begin{gathered}
69 \\
77 \% \\
\hline 1
\end{gathered}
$$ \& ${ }_{66}^{66}$ \& 52\% \& $$
\begin{aligned}
& 98 \\
& 74 \% \\
& i j
\end{aligned}
$$ \& 113
$60 \%$ \& 49\% \& 84\% \& 55 \& 106
$66 \%$ \& $$
\begin{aligned}
& 79 \\
& 69 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{gathered}
110 \\
69 \% \\
\mathrm{p}
\end{gathered}
$$ \& 70
$54 \%$ \& $$
\begin{gathered}
164 \\
69 \%
\end{gathered}
$$ \& 91\% \& 36
$84 \%$ \& 147
$64 \%$ <br>
\hline Definitely yes \& $$
\begin{gathered}
131 \\
32 \%
\end{gathered}
$$ \& 52\% \& $$
\begin{gathered}
79 \\
38 \% \\
\mathrm{~b}
\end{gathered}
$$ \& $$
27 \%
$$ \& $$
\begin{aligned}
& 36 \\
& 40 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{aligned}
& 38 \% \\
& 36
\end{aligned}
$$ \& $$
\begin{aligned}
& 29 \\
& 34 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 45 \\
& 34 \%
\end{aligned}
$$ \& $$
{ }_{35 \%}^{66}
$$ \& 192\% \& $$
\begin{aligned}
& 49 \%
\end{aligned}
$$ \& 24 \& $$
\begin{aligned}
& 51 \\
& 32 \%
\end{aligned}
$$ \& 43

3

$p$ \& \[
\underset{\mathrm{B}}{59} 9

\] \& 229 \& \[

$$
\begin{aligned}
& 95 \\
& 40 \% \\
& \mathrm{R}
\end{aligned}
$$
\] \& 33

$21 \%$ \& 16
38 \& 76
$33 \%$ <br>

\hline Somewhat yes \& 129 ${ }_{3}{ }^{2}$ \& ${ }^{68}{ }^{2} \%$ \& 29\% \& 44\% \& \[
$$
\begin{aligned}
& 33 \\
& 37 \%
\end{aligned}
$$

\] \& ${ }_{28}^{28}$ \& \[

{ }_{26}^{26}

\] \& \[

$$
\begin{aligned}
& 53 \\
& 40 \%
\end{aligned}
$$
\] \& 46\% \& 30 \& 35\% \& 31

$33 \%$ \& ${ }_{34}^{55}$ \& ${ }_{32 \%}$ \& 51 $32 \%$ \& 41 32 \& 29\% \& 58\% \& $19 \%$ \& 70 $31 \%$ <br>

\hline Definitely/Somewhat No (Net) \& ${ }^{93}$ \& 54\% \& 19\% \& 26\% \& 12 \& \[
$$
\begin{gathered}
\begin{array}{l}
33 \\
31 \% \\
E
\end{array}
\end{gathered}
$$

\] \& 22 25 \& 18 \& \[

$$
\begin{aligned}
& 52 \\
& 28 \% \\
& H
\end{aligned}
$$
\] \& 22 ${ }_{\text {26\% }}$ \& ${ }^{28}{ }^{2} \%$ \& $\stackrel{24}{26 \%}$ \& 40\% \& 218\% \& 33

$21 \%$ \& 39\% \& 53\% \& 38\% \& $3 \%$ \& 27\% <br>
\hline Somewhat no \& 14\% \& 27\% \& 17\% \& $18 \%$ \& 8\% \& 14\% \& $5{ }_{5}$ \& 9\% \& ${ }^{28} \%$ \& 7\% \& 13\% \& 11\% \& 12\% \& ${ }_{13}^{11 \%}$ \& 14\% \& 17\% \& 11\% \& $17 \%$ \& $3 \%$ \& 24\% <br>

\hline Definitely no \& 49\% \& 27 $14 \%$ \& 22\% \& 9\% \& 5 \& \[
$$
\begin{aligned}
& 19 \\
& { }_{1}^{18 \%} \\
& \text { de }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& \begin{array}{l}
19 \% \\
\text { de }
\end{array}
\end{aligned}
$$
\] \& 10\% \& 24\% \& 16\% ${ }^{16}$ \& 15

$12 \%$ \& 14\% \& 20 $13 \%$ \& ${ }^{8} \%$ \& 19\% \& $$
\begin{aligned}
& 22 \\
& 17 \% \\
& \mathrm{n} \%
\end{aligned}
$$ \& 27 ${ }^{27}$ \& 21 14 \& - \& 23

$10 \%$ <br>
\hline I am not familiar with this company \& 53
$13 \%$ \& ${ }_{11}^{22}$ \& 31 15 \& 24
$19 \%$ \& $\stackrel{9}{10 \%}$ \& 8\% \& 13
$15 \%$ \& ${ }_{12}^{12}$ \& ${ }_{12}^{22}$ \& 14\% \& 13
$10 \%$ \& 13
$15 \%$ \& ${ }^{15} 9$ \& ${ }^{15} 13$ \& $17 \%$ \& 21 16 \& 20\% \& 28
18
\% \& ${ }_{9 \%}$ \& 36\% <br>

\hline Sigma \& $$
\begin{aligned}
& 406 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 196 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 209 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 121 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
90 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 107 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
87 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 133 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 187 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
85 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 125 \\
& 100 \%
\end{aligned}
$$

\] \& \[

\stackrel{92}{100 \%}

\] \& \[

$$
\begin{aligned}
& 161 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 115 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 160 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 130 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 236 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 158 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 230 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_145 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Unilever
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 145 | 258 | 174 | 108 | 55 | 66 | 136 | 175 | 92 | 237 | 43 | 92 | 110 | 147 | 146 | 201 | 190 | 38 | 216 |
| Weighted Base | 379 | 177* | 202 | 125* | $83^{*}$ | 76* | 94* | 125* | 177* | 77* | 141 | $51^{* *}$ | $148 *$ | 102* | 155* | 122* | 192 | 177* | $45^{* *}$ | 214 |
| Definitely/Somewhat Yes (Net) | ${ }_{172}{ }_{45 \%}$ | $\begin{aligned} & 96 \\ & { }_{54} \% \end{aligned}$ | 76\% | 53 42 | 41 5 | 36\% | $42 \%$ | 70 $56 \%$ | 76\% | 26 34 | 67\% | 21 $40 \%$ | 76 | 51 | 69\% | 52\% | 917\% | 80\% | 33 73 | 100 47 |
| Definitely yes | $\begin{aligned} & 91 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 24 \% \end{aligned}$ | 25 | 20\% | $\text { 20 } 27$ | $\begin{aligned} & 28 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | 20\% | 162\% | $\text { 39 } 27 \%$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | ${ }_{30}$ | 25\% | 35\% | 28\% | 45\% | 46\% | 142\% | 53\% |
| Somewhat yes | $\begin{aligned} & 81 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 30 \% \\ & C \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | 27\% | $\begin{aligned} & 24 \\ & 29 \% \end{aligned}$ | 160\% | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 300 \\ & 24 \% \end{aligned}$ | 41 23 | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | 28\% | ${ }^{13} 26$ | 32\% | 26\% | 31 | 24\% | 459\% | 34\% | 19 | 27\% |
| Definitely/Somewhat No (Net) | 18\% | $\stackrel{42}{23 \%}$ | ${ }^{26} 13 \%$ | 23\% | 14 16 | 5\% | 19\% | 20\% | 32\% | 150\% | 20\% | 112\% | 22 $15 \%$ | 210\% | 27\% | $19 \%$ | 21\% | 23 $13 \%$ | 21\% | ${ }_{19}^{41}$ |
| Somewhat no | ${ }_{11}^{43}$ | $\begin{aligned} & 29 \\ & 16 \% \\ & 16 \% \end{aligned}$ | 14\% | 17 $14 \%$ | 114\% | 3 | 10\% | $12 \%$ | 20 $11 \%$ | 114\% | ${ }^{13} 9$ | -7\% | 17\% | 17\% | 17 | 9\% | 24\% | ${ }^{15} 9$ | 19\% | ${ }^{28} 13$ |
| Definitely no | 24 6 | 12\% | 12\% | ${ }^{12} 9$ | ${ }_{3}^{2}$ | ${ }_{2}^{2}$ | ${ }_{9}^{8}$ | ${ }_{7}{ }^{\text {\% }}$ | 12\% | $4{ }_{6}$ | $\begin{aligned} & \begin{array}{l} 16 \\ 11 \% \\ \mathrm{~m} \end{array} \\ & \hline \end{aligned}$ | 8\% | ${ }^{5} \%$ | $4{ }_{4}$ | 10 6 | ${ }^{10} 9$ | 15 8 \% | ${ }^{8} \%$ | ${ }_{1}^{1 \%}$ | 13\% |
| I am not familiar with this company | 140 ${ }^{37 \%}$ | 40 ${ }^{23}$ | $\begin{gathered} 100 \\ 500 \% \\ B \end{gathered}$ | 43 35 | ${ }^{28} 8$ | 35 ${ }^{3} \%$ | 33 ${ }^{35 \%}$ | 35\% | ${ }^{69} 9$ | 35 $46 \%$ $h$ | ${ }_{32}^{46}$ | 19 $38 \%$ | 50 34 | 39\% | 59\% | 51 42 | 62\% | 73 $41 \%$ | 6\% | 74 $34 \%$ |
| Sigma | $\begin{aligned} & 379 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 100\% | 214 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_146 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 395 | 145 | 250 | 178 | 106 | 57 | 54 | 129 | 182 | 84 | 218 | 50 | 109 | 112 | 146 | 137 | 209 | 173 | 27 | 206 |
| Weighted Base | 388 | $164 *$ | 224 | 129* | 101* | 84* | 74** | $130 *$ | $183 *$ | $74^{*}$ | 128 | 52* | $188^{*}$ | $127^{*}$ | $146 *$ | 115* | 208 | 168* | $35^{* *}$ | 224 |
| Definitely/Somewhat Yes (Net) | ${ }_{29 \%}^{112}$ | $\begin{aligned} & 63 \\ & 38 \% \\ & \\ & \hline \end{aligned}$ | ${ }_{22}^{42}$ | ${ }_{34}^{44}$ | $\begin{aligned} & 35 \\ & 34 \% \end{aligned}$ | $\text { 23 } 27 \%$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 42 \% \\ & 42 \end{aligned}$ | ${ }^{36}$ | 219\% | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 62 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \end{aligned}$ | ${ }_{33}^{48}$ | 26 22\% | $\begin{aligned} & 72 \\ & 35 \% \\ & \text { 35\% } \end{aligned}$ | 20\% | 29 ${ }_{8}$ | 879\% |
| Definitely yes | 50 $13 \%$ | 35 21\% | 15\% | 20\% | 13 13 | 12 $14 \%$ | ${ }_{8 \%}^{6}$ | 21 16 | ${ }^{18} 10$ | 12 | ${ }^{16} 13 \%$ | $\stackrel{3}{5 \%}$ | 29 ${ }^{2}$ | 17 | 22\% | ${ }^{11} 9$ | 33 $16 \%$ | ${ }^{16} 9$ | 15 | 18\% |
| Somewhat yes | $\begin{aligned} & 62 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 15 \% \end{aligned}$ | 24 $19 \%$ | 22\% | 11 $13 \%$ | ${ }_{6}^{5}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & \text { 26 } \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\stackrel{9}{13 \%}$ | ${ }^{15}$ | 11\% | 33 $18 \%$ | 21 16 | 26\% | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | 39 $19 \%$ | 19 | 14\% | 27\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 76 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 27 \% \\ & C \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & \stackrel{3}{5} \end{aligned}$ | $\begin{aligned} & 31 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | ${ }_{7 \%}$ | ${ }_{8 \%}^{6}$ | ${ }^{30}{ }^{23}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | 12 $16 \%$ | 20\% | 10\% | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | 23 $18 \%$ | 23 $16 \%$ | 36\% | 17\% | 22\% | ${ }_{16 \%}$ | ${ }_{19}^{43}$ |
| Somewhat no | 34\% | $\begin{aligned} & 22 \\ & 13 \% \\ & \text { Co } \end{aligned}$ | 12\% | 15\% | 13\% ${ }_{\text {f }}$ | 3\% | 4\% | $\begin{aligned} & 15 \\ & \begin{array}{l} 11 \% \\ j \end{array} \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \\ & j \end{aligned}$ | $1 \%$ | 9\% | ${ }_{12 \%}$ | ${ }^{18}{ }^{10}$ | $1{ }^{16}$ | ${ }^{12} 8$ | ${ }_{5}^{6}$ | ${ }^{19} 9$ | ${ }^{15} 9$ | ${ }_{5}^{2}$ | 22\% |
| Definitely no | ${ }^{42} 1 \%$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 18 \\ & 14 \% \\ & f \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \\ & f \end{aligned}$ | ${ }_{4}^{3}$ | $\stackrel{3}{5 \%}$ | 15 $12 \%$ | ${ }^{16} 9$ | 11 $15 \%$ | 17 $13 \%$ | $\stackrel{4}{7 \%}$ | ${ }_{11 \%}$ | 7\% | ${ }^{11} \%$ | $\begin{gathered} 24 \\ { }_{2}^{21} \% \\ \mathrm{NO} \end{gathered}$ | 17 ${ }_{8 \%}$ | 23 $14 \%$ | 10\% | ${ }^{21} 9$ |
| I am not familiar with this company | 200 $52 \%$ | $\begin{aligned} & 58 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 142 \\ 64 \% \\ B \end{gathered}$ | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 66 \% \\ & \text { DE } \end{aligned}$ | 57\% | 46\% | $\begin{gathered} 113 \\ 61 \% \\ \mathrm{H} \end{gathered}$ | $\begin{aligned} & 42 \\ & 56 \% \\ & H \end{aligned}$ | 72 | ${ }^{28}{ }^{2} \%$ | $8{ }^{86}$ | 56\% | 75 $51 \%$ | 59 | 100 $48 \%$ | 56\% | ${ }_{1}^{1 \%}$ | 95 |
| Sigma | $\begin{aligned} & 388 \\ & \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 744 | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 146 $100 \%$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \% \\ & 100 \% \end{aligned}$ | 100\% | 224 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_147 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Fox Corporation
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 156 | 247 | 172 | 112 | 60 | 59 | 143 | 158 | 102 | 202 | 66 | 105 | 112 | 140 | 151 | 199 | 187 | 40 | 219 |
| Weighted Base | 419 | 206* | 214 | $127 *$ | 101* | 101* | 90* | $142^{*}$ | 200* | 77* | $120 *$ | 79* | 187* | $127^{*}$ | $147^{*}$ | $144 *$ | 215 | 192* | $46^{* *}$ | 243 |
| Definitely/Somewhat Yes (Net) | 2388\% | ${ }^{105} 51 \%$ | $\begin{gathered} 134 \\ 63 \% \\ b \end{gathered}$ | 57\% | $58 \%$ | $56 \%$ | 57 64 | $\begin{aligned} & 92 \\ & 65 \% \\ & i \end{aligned}$ | ${ }^{102} 51 \%$ | 44\% | 72 $60 \%$ | 51 65 | ${ }^{98}{ }^{2}$ | 82 65\% p | 89\% | 70 $48 \%$ | ${ }^{128} 80 \%$ | ${ }^{102} 53$ | 30\% | 144 $59 \%$ |
| Definitely yes | $\begin{gathered} 117 \\ 28 \% \end{gathered}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 72 \\ & 34 \% \\ & b \end{aligned}$ | ${ }_{25}^{35 \%}$ | $\begin{aligned} & 32 \% \\ & 32 \end{aligned}$ | 29\% | $\begin{aligned} & 21 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 38 \% \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | 26 $34 \%$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | 23\% | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | 35\% | 499\% | 33\% | $\begin{aligned} & 639 \% \end{aligned}$ | 52\% | ${ }_{38}^{18}$ | 76 $31 \%$ |
| Somewhat yes | $\stackrel{121}{29 \%}$ | ${ }_{20}^{69 \%}$ | ${ }_{21}^{69 \%}$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | 25\% | $28 \text { 27\% }$ | $\begin{aligned} & 36 \\ & 41 \% \end{aligned}$ | ${ }^{38}$ | ${ }_{33}^{65}$ | 183\% | 32\% | $\begin{aligned} & 28 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 27 \% \end{aligned}$ | $47 \%$ | 37 $25 \%$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | ${ }_{30}^{65}$ | 51 26 | 13 $27 \%$ | 28\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | 141 $34 \%$ | $\begin{gathered} 86 \\ 42 \% \\ \hline \mathrm{C} \end{gathered}$ | 55\% | 46\% | 36\% | 36 | $\stackrel{23}{26 \%}$ | 36\% | 82 $41 \%$ $H$ | 24 30 | 27 ${ }^{2}$ | ${ }_{34}^{24}$ | $\begin{gathered} 81 \\ 43 \% \\ \text { K } \end{gathered}$ | 34\% | 50 34 | ${ }^{56} \%$ | 74 $34 \%$ | ${ }_{34}^{65}$ | 14 $30 \%$ | 85\% |
| Somewhat no | ${ }^{81} 19$ | $\begin{aligned} & 52 \\ & 25 \% \\ & \hline \end{aligned}$ | 30 $14 \%$ | $\begin{aligned} & 32 \\ & 35 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 28 \\ & 28 \% \\ & \hline \end{aligned}$ | $2{ }_{2}$ | 16 | $\begin{aligned} & 57 \\ & 29 \% \\ & \mathrm{HJ}^{2} \end{aligned}$ | 10\% | ${ }^{10} 8$ | 11 $13 \%$ | $\begin{aligned} & 57 \\ & 30 \% \\ & \mathrm{Kl} \end{aligned}$ | ${ }_{21}^{27}$ | 34\% | 19 $13 \%$ | 493\% | 32\% | ${ }_{19}{ }^{9}$ | 58\% |
| Definitely no | 60 $14 \%$ | 35\% | 25 ${ }^{2}$ | $14 \%$ | $17 \%$ | 8\% | 21 ${ }_{\text {23\% }}$ | 20 $14 \%$ | 25 $12 \%$ | 160\% | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | 14 $18 \%$ | 24\% | $8 \%$ | 15\% | $\begin{gathered} 37 \\ \text { NO } \\ \text { NO } \end{gathered}$ | ${ }^{25}{ }^{2} \%$ | 33 $17 \%$ | ${ }^{5} \mathrm{O}$ \% | 27 $11 \%$ |
| I am not familiar with this company | ${ }^{40} 9$ | 15\% | 25\% | 15 $12 \%$ | $7 \%$ | $8{ }_{8}^{8}$ | 10\% | 140\% | $\stackrel{16}{8 \%}$ | 10\% | $\begin{aligned} & 22 \\ & 18 \% \\ & \text { LM } \end{aligned}$ | $3{ }_{4}^{3}$ | 8 | 11\% | ${ }^{11} \%$ | 18\% | ${ }^{13} 6$ | 25 ${ }_{13}$ | 6\% | 14\% |
| Sigma | $\begin{aligned} & 419 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 163 | 238 | 181 | 100 | 71 | 49 | 129 | 168 | 104 | 207 | 59 | 116 | 127 | 139 | 135 | 209 | 172 | 35 | 206 |
| Weighted Base | 409 | 207* | 202 | 136* | 92* | 110* | 71** | 133* | 175* | 101* | 120 | 55* | 206* | $128 *$ | $166 *$ | 115* | 234 | 151* | $45^{* *}$ | 238 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\begin{gathered} 180 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & \text { 162 } \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 46 \% \end{aligned}$ | 83\% | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 112 \\ 55 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | 915 | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | 110 $47 \%$ | $\begin{aligned} & 67 \\ & 44 \% \end{aligned}$ | 66\% | 120 $50 \%$ |
| Definitely yes | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | 35\% | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | 19 | 22 24 | 220\% | ${ }_{9}^{6} \%$ | $22_{2}{ }^{2}$ | ${ }^{26}$ 15\% | 14\% | ${ }^{16} 13 \%$ | $\stackrel{7}{12 \%}$ | 47\% | 21 $\substack{17 \% \\ p}$ | 40 P | $8 \%$ | ${ }^{43} 8$ | 25\% | 15 33 | 50 |
| Somewhat yes | ${ }_{27 \%}^{111}$ | ${ }_{21}^{69 \%}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | 289 | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | ${ }_{37}^{57}$ | $\text { 22 } 22 \%$ | ${ }_{21}^{25}$ | 27\% | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 31 \end{aligned}$ | 25\% | ${ }_{29}^{68}{ }_{2}$ | 417\% | 15 3 \% | 70 |
| Definitely/Somewhat No (Net) | 944 | $\begin{aligned} & 50 \\ & 24 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | ${ }_{21}^{19}$ | 22\% | 20\% | $\begin{gathered} 38 \\ 28 \% \\ j \end{gathered}$ | ${ }_{24}^{42}$ | $\begin{aligned} & 15 \\ & \\ & \hline 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \\ & 0 \end{aligned}$ | ${ }^{25} 5$ | 25\% | $\begin{gathered} \text { 286\% } \\ \text { R8\% } \end{gathered}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | ${ }^{13} 8$ | ${ }_{28 \%}^{66}$ |
| Somewhat no | 50 $12 \%$ | 32 | 19\% | 20 $14 \%$ $f$ | 14\% | 5 | 12\% | $\begin{aligned} & 25 \\ & 18 \% \\ & 18 \end{aligned}$ | ${ }^{21} 12 \%$ | $5{ }_{5}$ | ${ }^{11} 9$ | ${ }^{7} 7$ | 31 $15 \%$ | 23 $18 \%$ 0 | ${ }^{12} \%$ | 15\% | $\begin{gathered} 39 \\ \frac{317 \%}{17 \%} \\ \hline \end{gathered}$ | ${ }_{5}^{7}$ | 10\% | 37 |
| Definitely no | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | ${ }^{18}{ }_{9}{ }^{\text {\% }}$ | ${ }^{25} 12 \%$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }_{6}^{6}$ | 16\% | ${ }_{11 \%}$ | 129 | 21 $12 \%$ | 10\% | ${ }^{11} 9$ | $\stackrel{7}{12 \%}$ | ${ }^{25} 12 \%$ | $\begin{aligned} & 17 \% \end{aligned}$ | ${ }^{13} 8$ | 14 | ${ }^{27}$ 11\% | ${ }_{11}^{16}$ | 6\% | ${ }_{12}^{29}$ |
| I am not familiar with this company | ${ }^{135}$ | $\begin{aligned} & 620 \end{aligned}$ | $\begin{aligned} & 72 \\ & 36 \% \end{aligned}$ | ${ }_{33}^{45}$ | 29 ${ }^{29}$ | 25 ${ }^{23}$ | $\begin{aligned} & 35 \\ & 49 \% \end{aligned}$ | ${ }_{26}^{35}$ | 50\% | $\begin{aligned} & 50 \\ & 50 \% \\ & \text { Hi } \end{aligned}$ | $\begin{aligned} & 58 \\ & 48 \% \\ & M \end{aligned}$ | $\begin{aligned} & 19 \\ & 35 \% \\ & M \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | 285\% | 50\% | $\begin{gathered} 49 \\ 43 \% \\ \mathrm{n} \end{gathered}$ | 58\% | $\begin{aligned} & 61 \\ & 40 \% \\ & \mathrm{Q} \end{aligned}$ | 3\% | 52\% |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 101 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 55 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 100\% | 2388\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 393 | 142 | 251 | 171 | 100 | 65 | 57 | 138 | 156 | 99 | 206 | 55 | 100 | 116 | 139 | 138 | 195 | 185 | 33 | 204 |
| Weighted Base | 394 | $168{ }^{*}$ | 226 | 137* | 82* | $112^{*}$ | 62** | $137^{*}$ | $174 *$ | 83* | 108 | 53* | 205* | $106 *$ | $158{ }^{*}$ | $130^{*}$ | 216 | 168* | 39** | 239 |
|  | $\begin{gathered} 264 \\ 67 \% \end{gathered}$ | $\begin{gathered} 121 \\ 72 \% \end{gathered}$ | $\begin{gathered} 143 \\ 63 \% \end{gathered}$ | ${ }_{61 \%}{ }^{83}$ | $\begin{aligned} & 56 \\ & 68 \% \end{aligned}$ | $799$ | $45$ | 97\% | $\begin{gathered} 108 \\ 62 \% \end{gathered}$ | 58\% | $\begin{aligned} & 71 \\ & 65 \% \end{aligned}$ | 399\% | $\begin{gathered} 142 \\ 69 \% \end{gathered}$ | $74 \%$ | $\begin{gathered} 115 \\ { }_{7}^{73 \%} \\ \mathrm{p} \end{gathered}$ | 74 57 | $\underset{\mathrm{R}}{167}$ | $\begin{aligned} & 94 \\ & 56 \% \end{aligned}$ | 36 $94 \%$ | ${ }^{171}$ |
| Definitely yes | ${ }_{32 \%}^{124}$ | 54 32 | 70 $31 \%$ | 29\% | 29 ${ }^{29}$ | 37\% | 189\% | 48\% | 56\% | 21 25 | 34 | 17\% | 69 34 | 35 $33 \%$ $p$ | ${ }_{4}^{46}{ }^{66}$ | 23 $18 \%$ | 78 $36 \%$ | 46\% | 20\% | 86\% |
| Somewhat yes | ${ }_{359}^{139}$ | $\begin{aligned} & 67 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 38 \% \end{aligned}$ | 26 $42 \%$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | 52\% | 46\% | 37 $34 \%$ | ${ }_{22}{ }^{2} \%$ | 73 ${ }^{36}$ | 39\% | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | 89 ${ }_{\text {r }}$ | ${ }_{29}^{48}{ }_{6}$ | 16 ${ }^{16}$ | 85\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | $\begin{aligned} & 82 \\ & 21 \% \end{aligned}$ | 34\% | ${ }_{21 \%}^{48}$ | $\begin{aligned} & 366 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \\ & H \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $24 \%$ | 17\% | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | 28 0 0 | 22 $14 \%$ | 32\% | 35\% | $\begin{gathered} 45 \\ 27 \% \\ q \end{gathered}$ | $\stackrel{3}{6 \%}$ | 21\% |
| Somewhat no | ${ }_{12 \%}$ | 19\% | 27 ${ }_{12 \%}$ | 25\% | ${ }^{8} 8{ }^{\circ}$ | 110\% | ${ }_{3}{ }^{2}$ | ${ }_{5}^{6}$ | 33 $19 \%$ $H$ | $7{ }_{8 \%}$ | 11 $10 \%$ | ${ }_{4 \%}^{2}$ | 30 $15 \%$ | $14 \%$ | ${ }_{10}^{16}$ | ${ }_{13}^{16}$ | ${ }^{20} 9$ | 24\% | ${ }_{3}^{1}$ | 29\% |
| Definitely no | ${ }_{96}{ }^{\text {\% }}$ | 159\% | ${ }^{21} 9$ | ${ }^{11} 8$ | ${ }_{9 \%}$ | $7{ }_{6}$ | 117\% | ${ }^{12} 9$ | ${ }_{8 \%}^{14}$ | 10\% | $\begin{gathered} 13 \\ 12 \% \\ \mathrm{~m} \% \end{gathered}$ | - ${ }^{7} \%$ | 11 5 | $\begin{gathered} 14 \\ 13 \% \\ 0 \end{gathered}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 16 \\ & 12 \% \\ & 0 \end{aligned}$ | ${ }^{15}$ | 21 $12 \%$ | ${ }_{3}^{1}$ | 20\% |
| I am not familiar with this company | ${ }_{12 \%}$ | 12\% | $\begin{aligned} & 36 \\ & \text { 16\% } \\ & \text { b } \end{aligned}$ | ${ }_{13}^{18}$ | 10\% | 15 $13 \%$ | 5\% | 21 $15 \%$ | $\stackrel{19}{11 \%}$ | 10\% | 14 $13 \%$ | 10\% | ${ }^{22} 11 \%$ | $4{ }_{4}$ | $\begin{gathered} 21 \\ 13 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 23 \\ & 18 \% \\ & \mathrm{~N} \end{aligned}$ | 14\% | $\begin{aligned} & 29 \\ & 17 \% \\ & Q \end{aligned}$ | - | ${ }^{19} 8$ |
| Sigma | $\begin{aligned} & 394 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \% \\ & 100 \% \end{aligned}$ | 100\% | 239 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Oth | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 403 | 150 | 253 | 160 | 118 | 63 | 62 | 135 | 170 | 98 | 216 | 55 | 101 | 108 | 149 | 146 | 199 | 189 | 41 | 216 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | 190* | 218 | 122* | 108* | $81^{*}$ | $96 *$ | 136* | 181* | 92* | 135 | 64* | 178* | 119* | 161* | 128* | 214 | 176* | $51^{*}$ | 247 |
| Definitely/Somewhat Yes (Net) | $\stackrel{233}{57 \%}$ | $\begin{gathered} 111 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 67 \% \\ & \mathrm{D} \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 53 \% \end{aligned}$ | ${ }_{63}^{86}$ | $99$ | $\begin{aligned} & 48 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 342 \% \\ & 52 \end{aligned}$ | $\begin{gathered} 120 \\ 68 \% \\ k \end{gathered}$ | $\begin{aligned} & 67 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 102 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 51 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 134 \\ & 62 \% \end{aligned}$ | 98\% | $\begin{aligned} & 34 \\ & 66 \% \end{aligned}$ | 147 $60 \%$ |
| Definitely yes | ${ }^{118} 8$ | 47\% | 71 $32 \%$ | 25\% | $\begin{aligned} & 47 \\ & 44 \% \\ & \mathrm{LF} \end{aligned}$ | 17 $21 \%$ | ${ }^{28} 80$ | 49\% | 46\% | 22 24 | 43 3 | ${ }^{16} 5$ | 55 $31 \%$ | 30\% | 52\% | 36\% | ${ }^{66}$ 31\% | 529\% | 21 ${ }_{\text {d }}$ | 70\% |
| Somewhat yes | ${ }_{28 \%}^{116}$ | $\begin{aligned} & 64 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 27 \end{aligned}$ | ${ }_{23}^{53 \%}$ | 26\% | $29$ | $\begin{aligned} & 17 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 37 \% \\ & K \end{aligned}$ | $\begin{aligned} & 37 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 31 \% \end{aligned}$ | 299\% | $\begin{aligned} & 68 \% \\ & 32 \% \end{aligned}$ | ${ }_{26 \%}^{46}$ | $\begin{aligned} & 13 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 31 \% \end{aligned}$ |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | 85 ${ }^{1}$ \% | $\begin{aligned} & 51 \\ & 27 \% \\ & C \end{aligned}$ | 34\% | $\stackrel{27}{22 \%}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | 15 | 24\% | 27\% | 423\% | 15 | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 366 \\ & 30 \% \\ & 0 \end{aligned}$ | 26\% | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{46}$ | 32\% | 14 28 | 58\% |
| Somewhat no | 13\% | 34 18\% c | 210\% | 17 $14 \%$ | 112\% | 11\% | 15 | ${ }^{22} 6$ | 23 $13 \%$ | 11\% | 17\% | 5\% | 27 15 | $\begin{gathered} 26 \\ 226 \\ \hline \end{gathered}$ | 20\% | 9\% | 29\% | 20 $12 \%$ | 10\% | ${ }_{17}^{43}$ |
| Definitely no | 30\% | ${ }^{18} 9$ | ${ }^{13} 6$ | ${ }^{11} 9$ | $7{ }_{6}$ | $\stackrel{4}{5 \%}$ | $9{ }_{9}{ }^{\text {\% }}$ | ${ }_{4}^{6}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 14 \% \\ & 10 \% \end{aligned}$ | -7\% | $\stackrel{9}{5 \%}$ | ${ }^{10} 9$ | ${ }_{4}^{6}$ | $\begin{aligned} & 14 \\ & 11 \% \\ & 0 \end{aligned}$ | 17\% | 12\% | $\stackrel{4}{8 \%}$ | 15 6 |
| I am not familiar with this company | 82\% | 27 $14 \%$ | $\begin{gathered} \text { 282 } \\ 28 \% \end{gathered}$ | $\begin{gathered} 34 \\ 27 \% \\ e \end{gathered}$ | ${ }^{16} 15$ | 193\% | 21 | ${ }^{22} 16 \%$ | 29\% | $\underset{h}{28}$ | $\begin{aligned} & 32 \\ & 24 \% \\ & M \end{aligned}$ | $\begin{aligned} & 19 \\ & 30 \% \\ & M \end{aligned}$ | 21 $12 \%$ | 16 $13 \%$ | ${ }^{31}$ 21\% | $\begin{aligned} & 40 \\ & 31 \% \\ & \mathrm{~N} \% \end{aligned}$ | 34 16 | 47 $27 \%$ 9 | 3\% | 42 <br> $17 \%$ |
| Sigma | ${ }^{408}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 218 $100 \%$ | 120\% | ${ }^{108}{ }^{100 \%}$ | 81 $100 \%$ | ${ }^{1006 \%}$ | 136 $100 \%$ | 181 $100 \%$ | 100\% | 135 <br> $100 \%$ | 64 $100 \%$ | ${ }^{178} 0$ | 119 $100 \%$ | 161 $100 \%$ | 128 $100 \%$ | 214 | 176\% | 51 $100 \%$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R-S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020
COVID-19
CMP01_151 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
H-E-B Grocery
Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 408 \& 149 \& 259 \& 180 \& 119 \& 60 \& 49 \& 147 \& 166 \& 95 \& 218 \& 56 \& 112 \& 117 \& 152 \& 139 \& 212 \& 184 \& 42 \& 232 <br>
\hline Weighted Base \& 413 \& 183* \& 230 \& 137 \& $110^{*}$ \& $92^{*}$ \& $74^{* *}$ \& $138 *$ \& 197* \& 78* \& 117 \& $65^{*}$ \& 207* \& $120^{*}$ \& 156* \& 137* \& 223 \& $180 *$ \& $60^{* *}$ \& 278 <br>
\hline Definitely/Somewhat Yes (Net) \& 184 ${ }^{18}$ \& 92\% \& 93 $40 \%$ \& 62\% \& 46 \& 40\% \& 36\% \& 50\% \& 78
$40 \%$ \& 38\% \& 53 45 \& 30\% \& 92\% \& 42 35 \& 80
$51 \%$
$n$ \& 62\% \& 106 ${ }^{17}$ \& 75
$41 \%$ \& 33
$54 \%$ \& 139
$50 \%$ <br>
\hline Definitely yes \& 820\% \& 44\% \& $$
\begin{aligned}
& 38 \\
& 16 \%
\end{aligned}
$$ \& $$
{ }_{21}^{28}
$$ \& $$
\begin{aligned}
& 19 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 15 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 19 \\
& 26 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 320 \\
& 22 \%
\end{aligned}
$$ \& 39\% \& $$
\begin{aligned}
& 13 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 16 \\
& 24 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 39 \\
& \text { 19\% }
\end{aligned}
$$ \& 10 ${ }_{8}$ \& $$
\begin{aligned}
& \stackrel{4}{29}^{29} \% \\
& \hline
\end{aligned}
$$ \& $$
{ }_{20}^{20 \%}
$$ \& $$
\begin{aligned}
& 42 \\
& 19 \%
\end{aligned}
$$ \& ${ }^{39} 21 \%$ \& ${ }^{15} 26$ \& ${ }_{68}^{65 \%}$ <br>
\hline Somewhat yes \& ${ }^{103} 25$ \& ${ }^{48}{ }^{6} \%$ \& $$
\begin{aligned}
& 55 \\
& 24 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 34 \% \\
& 24 \%
\end{aligned}
$$ \& $$
\text { 27 } 24 \%
$$ \& 25\% \& $$
\begin{aligned}
& 17 \\
& 23 \%
\end{aligned}
$$ \& 39\% \& 39\% \& 25 $31 \%$ \& $$
\begin{aligned}
& 30 \% \\
& 20
\end{aligned}
$$ \& ${ }_{22 \%}^{15}$ \& 52 25 \& 33 ${ }^{37}$ \& 36\% \& 34\% \& 649\% \& 36 ${ }^{30}$ \& 179\% \& 71 25 <br>
\hline $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ \& 95\% \& 49\% \& 46\% \& 20\% \& $$
\begin{aligned}
& 38 \\
& 35 \% \\
& \text { B }
\end{aligned}
$$ \& 20\% \& 11\% \& 38\% \& 40 $21 \%$ \& 16\% \& 21 $18 \%$ \& ${ }^{12} 19 \%$ \& 290\%
$k$ \& 38\% \& 27\% \& 34\% \& 54\% \& ${ }^{38}{ }^{1} \%$ \& ${ }^{23} 9$ \& ${ }_{24 \%}^{67}$ <br>
\hline Somewhat no \& ${ }^{62}$ 15\% \& 37

20\% \& 25 $11 \%$ \& 21 15 \& 22\% \& 18 \& ${ }^{1} \%$ \& $\stackrel{28}{21} \%$ \& 30 \& 5\% \& 7\% \& 13\% \& $$
\begin{aligned}
& 4_{22}^{22} \\
& { }_{K}
\end{aligned}
$$ \& ${ }_{21}^{25}$ \& $18 \%$ \& 19\% \& $\xrightarrow{44} \times$ \& ${ }^{16} 9$ \& 19\% \& ${ }_{18}^{49}$ <br>

\hline Definitely no \& 33 8 \% \& 12\% \& $\stackrel{20}{9 \%}$ \& 5\% \& 149\% \& $\stackrel{4}{5 \%}$ \& 10\% \& 10 8 \% \& 11 6 \% \& 11
$14 \%$ \& ${ }_{12}^{14}$ \& $4{ }_{6}$ \& 15\% \& ${ }^{8} \%$ \& 6\% \& 15\% \& 9\% \& ${ }_{\text {22 }}^{22} \times$ \& $\stackrel{4}{7 \%}$ \& 18\% <br>

\hline I am not familiar with this company \& 133 \& ${ }^{42} 3$ \& $$
\begin{aligned}
& 91 \\
& 40 \% \\
& 40 \%
\end{aligned}
$$ \& 48\% \& 26 23 \& 31

$34 \%$ \& 29 $40 \%$ \& 32\% \& $$
\begin{aligned}
& 78 \\
& 40 \% \\
& H
\end{aligned}
$$ \& 25 ${ }^{2}$ \% \& 43 37 \& ${ }^{22} \times$ \& 55\% \& 34\% \& ${ }_{31}^{48}$ \& 410\% \& 64\% \& ${ }_{37}^{67}$ \& $\stackrel{4}{7 \%}$ \& 72 26 <br>

\hline Sigma \& $$
\begin{aligned}
& 413 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 183 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 230 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 137 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 110 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
92 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
74 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 138 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 197 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
78 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 117 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
65 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 207 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 120 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 156 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 137 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 223 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 180 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
60 \\
100 \%
\end{gathered}
$$
\] \& 278

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP01_152 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
T-Mobile
Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 151 | 255 | 158 | 120 | 71 | 57 | 148 | 163 | 95 | 228 | 45 | 111 | 108 | 159 | 139 | 222 | 170 | 44 | 227 |
| Weighted Base | 399 | $198 *$ | 201 | $124 *$ | 107* | 97* | 71** | 153* | 161* | 85* | 133 | $60^{* *}$ | 185* | 106* | 170* | 123* | 243 | 145* | 51** | 242 |
| Definitely/Somewhat Yes (Net) | 251 $63 \%$ | 129 65 | 122 | ${ }^{69}$ \% | $\begin{aligned} & 88 \\ & 88 \% \\ & \text { DF } \end{aligned}$ | 56 | ${ }^{38}{ }^{2} \%$ | $\begin{gathered} 104 \\ 68 \% \\ \hline \end{gathered}$ | 110 $68 \%$ | 37 $44 \%$ | ${ }^{88} 6$ | 40\% | ${ }^{108} 5$ | $58 \%$ | 129 78 NP | 53\% | 154 63 | 90\% | 285\% | 159 $66 \%$ |
| Definitely yes | $\begin{gathered} 136 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 68 \% \end{aligned}$ | 28\% | $42 \%$ | $\begin{aligned} & 34 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 57 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 35 \% \end{aligned}$ | $\text { 22 } 26 \%$ | ${ }_{36 \%}^{48}$ | $\begin{aligned} & 25 \\ & 42 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | 23\% | $\begin{aligned} & 79 \\ & 46 \% \\ & \mathrm{NP} \end{aligned}$ | 33\% | 899 | ${ }^{45}$ 31\% | 15\% | 876\% |
| Somewhat yes | ${ }^{115} 29 \%$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 43 \% \\ & \text { DF } \end{aligned}$ | $\text { 22 } 22 \%$ | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | ${ }_{30}^{47}$ | 52\% | 16\% | $\begin{aligned} & 40 \\ & 30 \% \end{aligned}$ | 14 24 | 51\% | 34\% | 50\% | 31\% | ${ }_{27}^{65}$ | ${ }_{31}^{45}$ | ${ }^{13} 26$ | 72\% |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | ${ }_{122}^{122}$ | ${ }_{31}^{61}$ | 61 $30 \%$ | $\begin{aligned} & { }^{46} \\ & \text { 36\% } \end{aligned}$ | ${ }^{16} 15$ | $\begin{aligned} & 31 \\ & 32 \% \\ & \text { E2\% } \end{aligned}$ | 31\% | 42\% | 426\% | 38\% ${ }^{3}$ | ${ }^{36}$ 27\% | ${ }_{30}^{18}$ | ${ }_{34}^{62}$ | 36 $34 \%$ 0 | 34\% | $\begin{aligned} & 52 \\ & 42 \% \\ & 42 \% \end{aligned}$ | 782\% | 418\% | 20\% | 67\% |
| Somewhat no | ${ }^{63} 16$ | ${ }^{36}$ 18\% | 27 $13 \%$ | $\begin{aligned} & 35 \\ & { }_{2}^{29 \% \%} \\ & \text { Eff } \end{aligned}$ | $9{ }_{9}{ }^{\text {\% }}$ | 14\% | $4{ }_{6}$ | 26\% | 23 $14 \%$ | $14 \%$ | ${ }_{16}^{12 \%}$ | $4{ }_{6}$ | 41 22\% | 17\% | 20\% | 25\% | 35\% | 24\% | 11\% | 38\% |
| Definitely no | 60 $15 \%$ | ${ }^{26} 13 \%$ | 34 $17 \%$ | 9\% | ${ }_{6}^{6}$ | $\begin{aligned} & 17 \\ & 18 \% \\ & \text { de } \end{aligned}$ | 27 38 | $\begin{aligned} & 16 \\ & \\ & \hline \end{aligned}$ | 19 | 25 29 HH | 20 | 14\% | 22 ${ }^{2}$ | 19\% | ${ }^{15} 9$ | 26 ${ }^{26}$ | ${ }^{43}{ }^{18}$ | 17 $12 \%$ | 10\% | 29\% |
| I am not familiar with this company | ${ }^{26} 7$ | ${ }_{4 \%}^{8}$ | ${ }^{18} 9$ | ${ }^{11} 9$ | $3{ }_{3}$ | 10 | ${ }_{3 \%}^{2}$ | ${ }_{5 \%}^{7}$ | ${ }_{6}^{10}$ | 11\% | 9\% | ${ }_{4 \%}^{2}$ | 15\% | 11\% | 4\% | 8\% | 11 5 | 14\% | ${ }_{5 \%}^{2}$ | ${ }^{16} 7$ |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 5100\% | 100\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_153 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 157 | 252 | 172 | 119 | 58 | 60 | 137 | 180 | 92 | 224 | 57 | 107 | 122 | 156 | 131 | 226 | 173 | 33 | 213 |
| Weighted Base | 426 | 204* | 222 | 131 | 106* | 85* | 103* | $138 *$ | 206* | 82* | 133 | 67* | 206* | 115* | $177^{*}$ | $134 *$ | 245 | $174 *$ | 41** | 248 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | ${ }_{62 \%}^{266}$ | $\stackrel{136}{ }{ }_{67 \%}$ | $\begin{gathered} 130 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 68 \% \\ & \text { f } \end{aligned}$ | 68\% | $\begin{aligned} & 44 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 62 \% \\ & 62 \end{aligned}$ | 76\% | $\begin{gathered} 124 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | 444\% | $\begin{gathered} 142 \\ 69 \% \\ k \end{gathered}$ | $59$ | $\begin{aligned} & 132 \\ & { }^{74 \%} \\ & N^{2} \end{aligned}$ | $\begin{aligned} & 75 \\ & 56 \% \end{aligned}$ | ${ }^{154} 63$ | $\begin{gathered} 109 \\ 63 \% \end{gathered}$ | 31 75 | $\begin{aligned} & 180 \\ & 72 \% \end{aligned}$ |
| Definitely yes | $\begin{gathered} 143 \\ 34 \% \end{gathered}$ | 788\% | ${ }^{65} 29$ | 50\% | 36 3 \% | 23\% | 34 31 | 50\% | 67 $33 \%$ | 26 $31 \%$ | 410\% | 176\% | $84 \%$ | 29\% | $\begin{aligned} & 74 \\ & 42 \% \\ & 42 \% \end{aligned}$ | 410\% | 84\% | 57 ${ }^{\text {33\% }}$ | 15\% | 106 $43 \%$ |
| Somewhat yes | ${ }_{29 \%}^{122}$ | 58\% | ${ }_{29}^{69 \%}$ | 399\% | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $20 \%$ | 30\% | ${ }_{36}^{46}$ | 57\% | 20\% | ${ }_{26}^{35}$ | $\begin{aligned} & 27 \\ & 40 \% \end{aligned}$ | 28\% | 29\% | $\begin{aligned} & 58 \% \\ & 33 \% \end{aligned}$ | ${ }^{36} 5$ | ${ }_{20}^{79 \%}$ | $\begin{aligned} & 52 \% \end{aligned}$ | 16 $38 \%$ | 73 $30 \%$ |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 87 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 19 \% \end{aligned}$ | 27\% | 20\% | ${ }^{26} 1 \%$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{43}$ | 19 23 | ${ }_{21}^{28}$ | $\begin{aligned} & 111 \% \\ & 17 \% \end{aligned}$ | 24\% | $\begin{aligned} & 34 \\ & 29 \% \\ & 0 \end{aligned}$ | 14\% | 32\% | 240\% | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | 11\% | 48\% |
| Somewhat no | 46\% | 25 ${ }_{12}$ | 219\% | 17 $13 \%$ 9 | $11 \%$ | 14 $16 \%$ 9 | ${ }_{3}^{4} \%$ | ${ }_{13}^{18}$ | 20\% | ${ }_{9}^{7}$ | ${ }_{11}^{14}$ | 5\% | 27 ${ }^{27}$ \% | $\begin{aligned} & 21 \\ & 18 \% \\ & 0 \end{aligned}$ | 5\% | 16 | 30 $12 \%$ | ${ }^{15} 9$ | ${ }_{3}^{1}$ | 28 $11 \%$ |
| Definitely no | 410\% | 20\% | ${ }^{21} 9$ | 10\% | 88 | 12 | 11 $10 \%$ | $7 \%$ 5 | 22 $11 \%$ | 12 $14 \%$ h | $14 \%$ | ${ }_{10}^{6}$ | ${ }_{8}^{17}$ | 13 $11 \%$ | 14\% | 140\% | 30 $12 \%$ | 5\% | $\stackrel{3}{8 \%}$ | ${ }^{16} \%$ |
| I am not familiar with this company | $\begin{aligned} & 73 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{gathered} { }_{20}^{23 \%} \\ \text { 23\% } \end{gathered}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $18 \%$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | 17\% | $\underset{{ }_{2}^{22} \%}{29}$ | 12\% | 20\% | 23\% | 21 $12 \%$ | 22\% | 32\% | $\begin{aligned} & 40 \\ & { }_{23 \%} \% \\ & \hline \end{aligned}$ | ${ }_{14 \%}^{6}$ | 25 |
| Sigma | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 206\% | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | 67 $100 \%$ | 206 $100 \%$ | 115 $100 \%$ | 177 $100 \%$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 410\% | 248\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
COVID-19
23 May 2020
CMP01_154 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom Sam's Club
Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 411 | 175 | 236 | 187 | 103 | 64 | 57 | 131 | 192 | 88 | 229 | 55 | 100 | 127 | 150 | 134 | 202 | 195 | 43 | 230 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 400 | 210* | 190 | 129 | $97^{*}$ | 99* | 75** | 119* | 218* | $63^{*}$ | 128 | $73^{*}$ | 179* | 123* | 163* | 114* | 216 | 174* | 54** | 252 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 274 \\ 68 \% \end{gathered}$ | 134 $64 \%$ | ${ }^{139} 73 \%$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 75 \\ 78 \% \\ \mathrm{D} \% \end{gathered}$ | $\begin{gathered} 76 \\ 77 \% \\ \hline \end{gathered}$ | $48$ | ${ }_{73}^{88}$ | $\begin{gathered} 149 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 59 \% \end{aligned}$ | 83\% | $\begin{gathered} 60 \\ 81 \% \\ k \end{gathered}$ | ${ }_{68 \%}^{122}$ | $\begin{aligned} & 89 \\ & 72 \% \\ & \hline \end{aligned}$ | $\stackrel{126}{7 \%}$ | 59\% | 160 ${ }^{16 \%}$ | ${ }_{63 \%}^{110}$ | 415\% | 177 70 |
| Definitely yes | 160 $40 \%$ | 850\% | 759\% | 40 $31 \%$ | $\begin{aligned} & 49 \\ & 50 \% \\ & \mathrm{D} \end{aligned}$ | 42\% | 29 ${ }^{29}$ | 51\% | $\begin{aligned} & 87 \\ & 40 \% \\ & j \end{aligned}$ | ${ }^{12} 19 \%$ | ${ }_{34}^{43}$ | $\begin{aligned} & 36 \\ & 499 \% \\ & k \end{aligned}$ | 74\% | $\begin{aligned} & 50 \\ & { }^{511 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 85 \\ & 52 \% \\ & \hline \end{aligned}$ | 25\% | 870\% | $71 \%$ | 29\% | 114 $45 \%$ |
| Somewhat yes | $\begin{gathered} 114 \\ 28 \% \end{gathered}$ | ${ }_{24}^{49}$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | $27$ | $\begin{aligned} & 34 \\ & 35 \% \end{aligned}$ | ${ }_{28}^{18}$ | 26\% | $\begin{aligned} & 62 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 40 \% \\ & { }^{26} \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 32 \% \end{aligned}$ | ${ }_{28}^{48}$ | $39 \%$ | $\begin{aligned} & 41 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | 74 $34 \%$ r | 32\% | 11 20 | 63\% |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | 98\% | ${ }_{20}^{60 \%}$ | 38\% | $\begin{aligned} & 41 \\ & 32 \% \\ & \hline \end{aligned}$ | 15\% | $\stackrel{21}{21 \%}$ | $\begin{aligned} & 22 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 56\% | 19\% | ${ }_{21}^{27}$ | $\begin{aligned} & 14 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 29 \% \end{aligned}$ | 25 $20 \%$ | 30 $18 \%$ | $\begin{gathered} 44 \\ 38 \% \\ \mathrm{NO} \end{gathered}$ | ${ }^{48}{ }^{2} \%$ | ${ }^{45}$ \% | 13 $24 \%$ | 64\% |
| Somewhat no | 51 $13 \%$ | 30\% | ${ }_{11 \%}^{11 \%}$ | 24\% | 99 | 10\% | 11\% | 12\% | 32\% | ${ }^{7} 1 \%$ | 15\% | ${ }_{11 \%}^{8}$ | ${ }^{26}$ | 17\% | 11\% | 15\% | ${ }_{13}^{28}$ | 11\% | 5\% | ${ }_{16}^{40}$ |
| Definitely no | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | ${ }^{18} 9$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | ${ }_{6}^{6}$ | 11\% | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | ${ }^{11} 9$ | 24\% | $12 \%$ | 12\% | ${ }_{8 \%}^{6}$ | 25 $14 \%$ | $7{ }_{6}^{7}$ | 12\% | $\begin{gathered} 28 \\ { }_{25}^{25} \% \end{gathered}$ | 19 ${ }_{9}$ | 25 ${ }^{15}$ | ${ }_{15}{ }^{8}$ | ${ }^{25} 10 \%$ |
| I am not familiar with this company | ${ }^{28} \%$ | ${ }^{16} \%$ | ${ }^{13} 7$ | 14\% | $7 \%$ | ${ }_{2 \%}$ | 5\% | 9 | 12 6 | ${ }^{7} \mathrm{O} \%$ | $\begin{aligned} & 17 \\ & { }^{14 \%} \\ & \text { LM } \end{aligned}$ | - | ${ }_{3 \%}^{6}$ | 10 $8 \%$ | 7 | 120 | 8 | $\begin{aligned} & 18 \\ & { }_{1}^{11 \%} \\ & q \end{aligned}$ | ${ }_{2}^{1}$ | 11 5 |
| Sigma | 400 $100 \%$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | 190 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | ${ }^{97} 0{ }^{\text {a }}$ | 100\% | 155\% | 119 $100 \%$ | 2180\% | 63 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 733\% | 1790\% | 123 | 163 | 114 $100 \%$ | 216 $100 \%$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 54 $100 \%$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\% , 10\% risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 146 | 263 | 177 | 114 | 58 | 60 | 142 | 169 | 98 | 226 | 59 | 100 | 108 | 164 | 137 | 205 | 190 | 41 | 225 |
| Weighted Base | 405 | $188{ }^{*}$ | 216 | 130* | 102* | 87* | 86* | $131 *$ | 193* | 80* | 119 | 77* | $187^{*}$ | 106* | 197* | 101* | 220 | 172* | $51^{* *}$ | 253 |
| Definitely/Somewhat Yes (Net) | $\stackrel{277}{68 \%}$ | $\begin{aligned} & 131 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 146 \\ 67 \% \end{gathered}$ | 82\% | $\begin{aligned} & 81 \\ & 79 \% \\ & \hline \text { 8 } \end{aligned}$ | $59$ | $\begin{aligned} & 55 \\ & 65 \% \\ & 68 \end{aligned}$ | $\begin{aligned} & 95 \\ & 73 \\ & \hline \end{aligned}$ | $\begin{gathered} 142 \\ 74 \% \end{gathered}$ | 39\% | ${ }_{60}^{80}$ | 58\% | $\begin{gathered} 128 \\ 69 \% \end{gathered}$ | ${ }_{65}^{69}$ | 152 ${ }_{\text {P7 }}$ | $56$ | 164 74 | $\begin{gathered} 110 \\ 64 \% \end{gathered}$ | 43 $84 \%$ | 185 $73 \%$ |
| Definitely yes | 137 $34 \%$ | 56\% | 817\% | ${ }_{21}^{28}$ | $\begin{aligned} & 43 \\ & 43 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 36 \\ & 36 \\ & 41 \% \\ & \text { D } \end{aligned}$ | $3{ }^{30}$ 35\% | 42\% | 759\% | 20\% | 47 | ${ }^{24} 1 \%$ | 62\% | 27 $26 \%$ | $\begin{aligned} & 88 \\ & 44 \% \\ & N P \end{aligned}$ | 21\% | 817\% | 56\% | 13 $25 \%$ | 82\% |
| Somewhat yes | ${ }_{35 \%}^{140}$ | $\begin{aligned} & 75 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 41 \% \end{aligned}$ | $37$ | 23 | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 41 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 24 \% \end{aligned}$ | ${ }_{23}^{38}$ | $\begin{gathered} 34 \\ 45 \% \\ k \end{gathered}$ | $\begin{aligned} & 67 \\ & 36 \% \end{aligned}$ | $42 \%$ | $\begin{aligned} & 64 \% \\ & 33 \% \end{aligned}$ | 34 $34 \%$ | ${ }_{38}^{83}$ | ${ }_{31}{ }^{4}$ | 30\% | 103 $41 \%$ |
| Definitely/Somewhat No (Net) | ${ }_{23}^{93 \%}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 28 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | 24\% | 20 $23 \%$ | $\stackrel{27}{21 \%}$ | ${ }_{21}^{41 \%}$ | 26 ${ }^{2}$ \% | ${ }^{26}$ | ${ }^{18} 23$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | 31 $29 \%$ | 17\% | $\underset{0}{29}{ }_{0}^{29}$ | 41 $19 \%$ | ${ }_{27}^{47}$ | ${ }_{16 \%}$ | 20\% |
| Somewhat no | 51 $13 \%$ | 23 $12 \%$ | ${ }^{28} 13 \%$ | $\begin{aligned} & 22 \\ & 17 \% \\ & \text { Eg } \end{aligned}$ | ${ }^{6} \%$ | 18 $21 \%$ Eg | $5{ }_{5}$ | 14\% | 31 $16 \%$ | ${ }_{6}^{6} \%$ | ${ }^{10} 8$ | 5\% | $\begin{aligned} & 36 \\ & 199 \% \\ & \text { KI } \end{aligned}$ | 19\% | 19\% | 13 $12 \%$ | 27 ${ }_{12 \%}$ | 21 $12 \%$ | ${ }^{3} \%$ | 33 $13 \%$ |
| Definitely no | 43 $11 \%$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | ${ }_{12 \%}$ | 14\% | 88 | ${ }_{7 \%}$ | 15\% | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | 10 $5 \%$ | $\begin{aligned} & 20 \\ & 25 \% \\ & \mathrm{HI}^{2} \end{aligned}$ | $\begin{aligned} & 16 \\ & 14 \% \\ & \mathrm{~m} \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 18 \% \\ M \end{array} \end{aligned}$ | 11 6 | 12 | ${ }^{15}$ | $\begin{gathered} 17 \\ 16 \% \\ 0 \end{gathered}$ | 15\% | 26 15 9 | ${ }_{5}^{5}$ | ${ }^{18} 7$ |
| I am not familiar with this company | $34 \%$ | $\stackrel{16}{9 \%}$ | 17\% | 13 $10 \%$ | $7 \%$ | $\stackrel{4}{5 \%}$ | 10 $12 \%$ | 9\% | 10 $5 \%$ | $\begin{aligned} & 15 \\ & 19 \% \\ & \text { 191 } \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \\ & 1 \% \end{aligned}$ | ${ }_{1}^{1 \%}$ | 11 6 | ${ }_{6}^{6} \%$ | 11 5 | $\begin{aligned} & 16 \\ & \text { no } \\ & \text { nO } \end{aligned}$ | 15\% | ${ }^{16} 9$ | * ${ }^{\text {\% }}$ | ${ }^{16}$ 6\% |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | 197 $100 \%$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | 5100\% | 253\% |



Fielding Period: May 20-22, 2020
CMP01_156 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 152 | 256 | 160 | 128 | 57 | 63 | 136 | 168 | 104 | 234 | 58 | 94 | 134 | 140 | 134 | 219 | 181 | 42 | 222 |
| Weighted Base | 416 | 176* | 240 | $118 *$ | 114* | $94 *$ | 91* | 137* | 200* | 79* | 134 | 70* | 193* | $142^{*}$ | 155* | 120* | 247 | $160 *$ | $51^{* *}$ | 247 |
| Definitely/Somewhat Yes (Net) | ${ }^{208} 5$ | $\begin{gathered} 107 \\ 61 \% \\ 6 \end{gathered}$ | 10142\% | 57\% | 54\% | 45\% | 45\% | 80 58 | 96\% | 33 $42 \%$ | 57\% | 37\% | 51\% | ${ }^{82}$ P\% | 528 | 44\% | $\begin{gathered} 150 \\ 61 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{34}^{55}$ | 419\% | $\stackrel{143}{58 \%}$ |
| Definitely yes | $\begin{aligned} & 79 \\ & 19 \% \end{aligned}$ | 20\% | $\begin{aligned} & 44 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | 21\% | $\begin{aligned} & 15 \\ & 17 \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | 23\% | 11\% | ${ }_{20}^{27}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | 39\% | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 26 \% \\ & N \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 61 \\ 25 \% \\ 2 . \end{gathered}$ | $17 \%$ | 13 $26 \%$ | ${ }_{19}^{46}$ |
| Somewhat yes | 130 | $\begin{gathered} 72 \\ 41 \% \\ 41 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 399 \\ & 34 \% \end{aligned}$ | 25\% | 30 3 \% | $\begin{aligned} & 53 \\ & 39 \% \end{aligned}$ | 52\% | ${ }_{31}^{24}$ | $\begin{aligned} & 40 \\ & 30 \% \end{aligned}$ | 26\% | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & \text { 46\% } \end{aligned}$ | 42 27 | 23 ${ }^{19}$ | 89 ${ }_{\text {3 }}^{\text {r }}$ | 37\% | 27 $54 \%$ | 979\% |
| Definitely/Somewhat No (Net) | ${ }^{104} 25$ | 49\% | 56\% | 18 | 30 $27 \%$ $d$ | 21 23 | $\begin{aligned} & 35 \\ & 38 \% \\ & \text { in } \end{aligned}$ | ${ }_{21}^{29}$ | 29\% | 17\% | 24\% | $14 \%$ | 60 $31 \%$ $k$ | 36\% | 33\% | 327\% | ${ }_{17}{ }^{1}$ | $\begin{aligned} & 60 \\ & 38 \% \\ & { }_{Q} \end{aligned}$ | ${ }_{11}^{6} \%$ | ${ }_{28}^{68}$ |
| Somewhat no | 14\% | 24\% | 34\% | 13 | 20\% | 10\% | 15\% | $19 \%$ | 29\% | 10\% | 13 | 10\% | 30\% | ${ }^{23} 9$ | 22\% | 13 $11 \%$ | ${ }^{28} 11 \%$ | 27\% | 3\% | ${ }^{36}$ 14\% |
| Definitely no | ${ }_{11 \%}$ | 25 ${ }^{2}$ | $\stackrel{21}{9 \%}$ | 5\% | ${ }^{10} 9$ | $12 \%$ | $\begin{aligned} & 20 \\ & \begin{array}{c} 22 \% \\ \text { De } \end{array} \end{aligned}$ | 10\% | 30 | 78 | ${ }^{12} 9$ | ${ }_{6}^{4}$ | 30 $15 \%$ | ${ }^{13} 9$ | ${ }^{14} 9$ | $19 \%$ | 13 ${ }^{\text {\% }}$ | 34 21 Q | $\stackrel{3}{5 \%}$ | 32 $13 \%$ |
| I am not familiar with this company | ${ }^{104} 25 \%$ | 20 $12 \%$ | $\begin{gathered} 83 \\ 35 \% \\ 3 \end{gathered}$ | $\begin{aligned} & 43 \\ & 36 \% \\ & E G \end{aligned}$ | 220\% | $\begin{gathered} 28 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | 112\% | ${ }_{21}^{29}$ | 236 | $\begin{aligned} & \text { 29\% } \\ & \text { 37\% } \\ & \text { hi } \end{aligned}$ | $\begin{aligned} & 42 \\ & 31 \% \\ & M \end{aligned}$ | ${ }^{18} 8$ | 35 ${ }^{3} \mathrm{\%}$ | ${ }^{23} 16 \%$ | 37 $24 \%$ | $\begin{aligned} & 43 \\ & 36 \% \\ & \mathrm{~N} \end{aligned}$ | 56\% | 45\% | ${ }_{9}^{5}$ | 37 $15 \%$ |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 510\% | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ |



Fielding Period: May 20-22, 2020
23 May 2020
CMP01_157 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Kaiser Permanente
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 145 | 262 | 160 | 112 | 64 | 71 | 137 | 165 | 105 | 207 | 64 | 112 | 122 | 143 | 142 | 222 | 175 | 38 | 224 |
| Weighted Base | 437 | 192* | 245 | 132* | 103* | $100^{*}$ | 102* | $146{ }^{*}$ | 195* | 96* | 122 | 72* | $211^{*}$ | 155* | $146 *$ | 135* | 254 | 171* | $56^{* *}$ | 285 |
| $\underset{(N e t)}{\text { Definitely/Somewhat Yes }}$ | $\begin{gathered} 226 \\ 52 \% \end{gathered}$ | $\begin{gathered} 108 \\ 56 \% \end{gathered}$ | $\begin{gathered} 117 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 54 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 61 \\ & \text { 599\% } \end{aligned}$ | $\begin{aligned} & 56 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 103 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 122 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 46 \% \end{aligned}$ | $\begin{array}{r}95 \\ \\ \hline 5 \mathrm{SP}\end{array}$ | 599 | 130 $51 \%$ | $\begin{aligned} & 93 \\ & 55 \% \end{aligned}$ | 43 $76 \%$ | 1588\% |
| Definitely yes | ${ }_{27 \%}^{118}$ | ${ }_{38}{ }^{2} \%$ | 60 ${ }^{64 \%}$ | $\begin{aligned} & 34 \\ & 26 \% \end{aligned}$ | 34\% | 31 $31 \%$ | 19 $19 \%$ | ${ }_{31}^{45}$ | 50\% | ${ }_{22}^{23}$ | 35 28 1 | 10\% | $\begin{gathered} 68 \\ \text { 32\% } \\ \hline \end{gathered}$ | 37 $24 \%$ | $\begin{aligned} & 55 \\ & 388 \% \\ & { }_{n} \end{aligned}$ | ${ }^{25} 9$ | 62\% | 55\% | 30 53 | 78\% |
| Somewhat yes | ${ }_{25 \%}^{108}$ | 50\% | 28\% | 38\% | ${ }_{26}^{27}$ | $24 \%$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | ${ }^{36}{ }^{36}$ | $\text { 52 } 27 \%$ | $\begin{aligned} & 18 \% \\ & 18 \% \end{aligned}$ | $27$ | $\begin{aligned} & 22 \\ & 30 \% \end{aligned}$ | ${ }_{24}^{56 \%}$ | ${ }_{22}^{32 \%}$ | 399 | $\begin{aligned} & 344 \\ & 25 \% \end{aligned}$ | ${ }_{27}^{67}$ | ${ }_{22}^{38}$ | 13 $23 \%$ | 80\% |
| $\underset{(\mathrm{Net})}{\text { Definitely/Somewhat No }}$ | $\begin{aligned} & 76 \\ & \\ & \hline 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | 20\% | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | 20\% | 32\% | $19 \%$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | 19\% | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | 17\% | 55 $19 \%$ |
| Somewhat no | 51 $12 \%$ | 30\% | 218\% | 19 | $8 \%$ | 14\% | 10\% | 23 | 21\% | ${ }_{6}^{6}$ | ${ }_{5}^{6}$ | 10 $13 \%$ $k$ | 35 $17 \%$ $K$ | $\begin{aligned} & 31 \\ & 20 \% \\ & 0 \end{aligned}$ | ${ }_{4 \%}$ | 14\% | 34 $13 \%$ | 16\% | ${ }_{11 \%}$ | 38\% |
| Definitely no | ${ }_{6}^{26}$ | $\stackrel{10}{5 \%}$ | ${ }^{16}$ | ${ }_{6}^{8}$ | $9 \%$ | ${ }_{6}^{6}$ | ${ }_{2 \%}$ | ${ }^{11} \%$ | 11 6 \% | $4{ }_{4}$ | $\begin{aligned} & 14 \\ & \begin{array}{l} 12 \% \\ M \end{array} \end{aligned}$ | ${ }_{5}^{4}$ | $7 \%$ | ${ }_{2 \%}$ | 13 $\mathrm{n}^{\text {\% }}$ | ${ }^{10} 8$ | ${ }^{15}{ }_{6}$ | ${ }^{10} 6$ | $\stackrel{3}{6 \%}$ | ${ }^{18}{ }_{6}{ }^{\text {a }}$ |
| I am not familiar with this company | ${ }_{31 \%}^{135}$ | ${ }_{23}^{43}$ | $\begin{gathered} 91 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 33 \\ & \\ & \hline 15 \end{aligned}$ | 25 ${ }^{24}$ | 25\% | $\begin{gathered} 52 \\ \text { 5EF } \\ \hline \text { DEF } \end{gathered}$ | 29\% | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 48 \% \\ & 4 \mathrm{Hi}^{2} \end{aligned}$ | $\begin{gathered} 41 \\ 33 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 27 \\ 37 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 47 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 32 \% \end{aligned}$ | 33 $23 \%$ | $\begin{aligned} & 58 \\ & 38 \% \\ & \hline \end{aligned}$ | ${ }_{25}^{75 \%}$ | 51 $30 \%$ | $4 \%$ | 72 $25 \%$ |
| Sigma | 437 $100 \%$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 560\% | 285 |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/IJ-K/LM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020
23 May 2020
CMP01_158 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 163 | 238 | 170 | 108 | 69 | 54 | 142 | 156 | 103 | 224 | 54 | 97 | 136 | 130 | 135 | 197 | 186 | 35 | 206 |
| Weighted Base | 396 | $213 *$ | 183 | 121* | 106* | 97* | 72** | 139* | $164 *$ | $93^{*}$ | 137 | $61^{*}$ | 165* | $143 *$ | 142* | 112* | 229 | 154* | $56^{* *}$ | 229 |
| Definitely/Somewhat Yes (Net) | ${ }_{51 \%}^{202}$ | $\begin{gathered} 125 \\ { }_{\mathrm{C}}^{\mathrm{C}} \mathrm{C} \end{gathered}$ | $\begin{aligned} & 77 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | $56$ | $\begin{aligned} & 57 \\ & 59 \% \\ & d \end{aligned}$ | $\begin{aligned} & 37 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 56 \% \end{aligned}$ | 81 <br> P <br> 8 | 511\% | $\begin{aligned} & 40 \% \\ & 36 \end{aligned}$ | 121 $53 \%$ | $\begin{aligned} & 78 \\ & 50 \% \end{aligned}$ | ${ }^{38} 7 \%$ | 130 $57 \%$ |
| Definitely yes | 98\% | 619\% | 37 ${ }^{3}$ | 218\% | $\begin{aligned} & 35 \\ & 34 \% \\ & \text { 34\% } \end{aligned}$ | 25\% | 162\% | 35\% | 22\% | 26\% | 27 | 10\% | ${ }^{48}{ }^{9} \%$ | 38\% | 32 ${ }_{\text {30 }}^{\text {p }}$ | ${ }_{16}^{16}$ | 29\% | 30\% | 20 36 | 70\% |
| Somewhat yes | ${ }_{26 \%}^{104}$ | ${ }_{30}^{65}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $21$ | $\begin{aligned} & 32 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 30 \% \end{aligned}$ | 39\% | ${ }_{29}^{48}{ }^{2}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 36 \% \end{aligned}$ | ${ }_{24}^{47 \%}$ | ${ }_{31}^{41 \%}$ | $\begin{aligned} & 39 \\ & 27 \% \end{aligned}$ | 22\% | $\begin{aligned} & 56 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | ${ }_{31}^{18}$ | 26\% |
| Definitely/Somewhat No (Net) | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 25 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | 28\% | $21 \%$ | $\begin{aligned} & 18 \% \end{aligned}$ | 12\% | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | ${ }_{6}^{6}$ | 26\% | ${ }^{27}$ 19\% | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 27 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 55 \\ & { }_{2}^{24 \%} \end{aligned}$ | 149\% | 17\% | 45\% |
| Somewhat no | ${ }_{11 \%}^{45}$ | $\begin{aligned} & 35 \\ & 16 \% \\ & 16 \% \end{aligned}$ | 10\% | ${ }_{15}^{15}$ | $12 \%$ | 10\% | 4\% | 20\% | ${ }^{13} 8$ | 112\% | 10\% | $\stackrel{4}{7 \%}$ | 27 $17 \%$ $k$ | 16 | 5\% | $\begin{aligned} & 23 \\ & 22^{21 \%} \\ & 0 \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \\ & 15 \% \end{aligned}$ | ${ }_{3}^{4}$ | 11 $19 \%$ | ${ }_{11 \%}$ |
| Definitely no | 32\% | 199\% | ${ }^{12} 7 \%$ | ${ }^{10} 8$ | 9\% | ${ }_{8 \%}^{8}$ | $\stackrel{4}{6 \%}$ | 11 8 \% | ${ }^{15} 9$ | ${ }_{6}^{6}$ | 14 | ${ }_{2}^{1}$ | ${ }^{16} 9$ | 1180 | 13 $10 \%$ | ${ }_{6 \%}^{7}$ | ${ }^{20} 9$ | 10 6 | ${ }_{11 \%}^{6}$ | 19 ${ }_{8}$ |
| I am not familiar with this company | ${ }^{118} 80$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 84 \\ 46 \% \\ 4 \end{gathered}$ | 42\% | 28\% | 212\% | 27 ${ }^{27}$ | $\begin{aligned} & 34 \% \\ & 24 \end{aligned}$ | 52\% | 32 | $\begin{aligned} & 53 \\ & 399 \% \\ & M \end{aligned}$ | $\begin{aligned} & 24 \\ & 39 \% \\ & M \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | 35 $24 \%$ | 429\% | $\begin{aligned} & 41 \\ & 37 \% \end{aligned}$ | 52\% | $\begin{aligned} & 62 \\ & 41 \% \\ & 41 \% \end{aligned}$ | ${ }_{2 \%}$ | 54\% |
| Sigma | $\begin{aligned} & 396 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 566\% | 229\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 153 | 251 | 171 | 117 | 68 | 48 | 141 | 164 | 99 | 222 | 62 | 99 | 113 | 141 | 150 | 208 | 183 | 42 | 211 |
| Weighted Base | 401 | $190 *$ | 211 | 122* | 110* | 98* | 71** | 136* | 185* | 80* | 123 | 75* | 183* | 109* | $162^{*}$ | $130 *$ | 236 | 157* | $54^{* *}$ | 245 |
| $\begin{aligned} & \text { Definitely/Somewhat Yes } \\ & \text { (Net) } \end{aligned}$ | 221 $55 \%$ | ${ }^{108}$ | 113 $54 \%$ | ${ }^{62}$ \% | 75 $68 \%$ D | ${ }_{61}^{61} 6$ | ${ }_{32}^{23}$ | 82 $61 \%$ | 101 55 | 37\% | ${ }_{53}^{66}$ | 51\% | ${ }^{111} 61 \%$ | 54 | $\begin{aligned} & 114 \\ & \text { 70\% } \\ & \mathrm{NP} \end{aligned}$ | 531\% | 141 $60 \%$ | 77 | 52\% | 145 $59 \%$ |
| Definitely yes | $\begin{gathered} 111 \\ 28 \% \end{gathered}$ | ${ }_{23}^{23 \%}$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \\ & \text { B3\% } \end{aligned}$ | $\begin{gathered} 37 \\ 37 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | ${ }_{28}^{46}$ | 194\% | $\begin{aligned} & 384 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 24 \% \end{aligned}$ | ${ }_{29}^{59 \%}$ | $22_{2}$ | 38\% | ${ }^{28} 2$ | ${ }_{29}^{69 \%}$ | 40\% | 13 $24 \%$ | ${ }_{26}^{67 \%}$ |
| Somewhat yes | 110 $27 \%$ | $\begin{gathered} 64 \\ { }_{3}^{6} \% \\ \hline \end{gathered}$ | 26\% | 39\% | $38{ }^{3} \%$ | 25\% | 11\% | 39\% | 53\% | 182\% | 31 $25 \%$ | 21 28 | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | 37\% | 55 $34 \%$ | 25\% | 71 $30 \%$ | ${ }^{38} 2$ | 19 ${ }^{6} \%$ | 80 33 |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | 114 28 | 59 $31 \%$ | 55\% | 33 27 | ${ }^{26} 3$ | $\xrightarrow[23]{23 \%}$ | 32 | 36\% | 45\% | 41\% | 31 ${ }^{35 \%}$ | 27 $36 \%$ | 49\% | $\begin{aligned} & 336 \\ & \text { 33\% } \end{aligned}$ | ${ }^{26} 16$ | $\begin{aligned} & 52 \\ & 40 \% \\ & 0 \end{aligned}$ | 69\% | 419\% | 20\% | 26\% |
| Somewhat no | 70\% | 39\% | 31 15 | 22\% | 219\% | ${ }_{12}{ }^{2}$ | ${ }^{15}$ | 25 ${ }^{18}$ | 29 $16 \%$ | 16\% | ${ }^{16} 13$ | 150\% | 19\% | $\begin{aligned} & 28 \\ & 25 \% \\ & \\ & \hline \end{aligned}$ | $1{ }^{16} 10$ | $\begin{gathered} 20 \\ 20 \% \\ 0 \end{gathered}$ | 480\% | 20 $13 \%$ | 17 3 \% | 39\% |
| Definitely no | ${ }_{11 \%}$ | ${ }_{11 \%}$ | 11\% | ${ }^{11} 9$ | $5{ }_{5}$ | 11\% | 17 $24 \%$ | 1180 | ${ }^{16} 9$ | $\begin{aligned} & 17 \\ & 21 \% \\ & { }^{1} \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 12 \% \end{array}, ~ \end{aligned}$ | 12\% | 14 81 | 8\% | ${ }^{10} 6$ | $\begin{aligned} & 26 \\ & 20 \% \\ & \text { no } \end{aligned}$ | ${ }^{22} 9$ | 21 $13 \%$ | ${ }_{4}^{2}$ | 23 $10 \%$ |
| I am not familiar with this company | ${ }^{66}$ 16\% | 23 $12 \%$ | 23\% | $\begin{aligned} & 27 \\ & 22 \% \\ & E \end{aligned}$ | $9{ }_{9}$ | 14\% | ${ }^{16} 2 \%$ | ${ }_{18}^{18}$ | ${ }^{38}{ }^{1} \%$ | 10 | 26 $21 \%$ | 10 $13 \%$ | 23 $13 \%$ | 17\% | 22 $14 \%$ | 25\% | 25 $11 \%$ | $\begin{aligned} & 39 \\ & 25 \% \\ & { }^{3} \% \end{aligned}$ | ${ }_{4 \%}$ | 37 $15 \%$ |
| Sigma | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 540\% | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means Columns Tested $5 \%$, $10 \%$ risk level - B/C-D/E/F/G-H/TJ-K/LM-N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 414 | 156 | 258 | 170 | 119 | 68 | 57 | 161 | 158 | 95 | 216 | 57 | 108 | 122 | 151 | 141 | 205 | 196 | 37 | 215 |
| Weighted Base | 434 | 219* | 215 | $128 *$ | 115* | $93^{*}$ | 98** | 177* | 181* | 75* | 119* | 78* | 198* | $147^{*}$ | 159* | 127* | 236 | 182* | $47^{* *}$ | 248 |
| Definitely/Somewhat Yes (Net) | 271 $63 \%$ | $\begin{gathered} 130 \\ 59 \% \end{gathered}$ | $\begin{gathered} 141 \\ 66 \% \end{gathered}$ | ${ }^{83}{ }_{6}^{6}$ | 80\% | $\begin{aligned} & 54 \\ & 58 \% \end{aligned}$ | $54 \%$ | $\begin{gathered} 125 \\ \\ 70 \% \end{gathered}$ | ${ }_{61 \%}^{111 \%}$ | $\begin{aligned} & 36 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 59 \% \end{aligned}$ | 423\% | ${ }^{138}{ }_{1}^{69 \%}$ | $\begin{gathered} 101 \\ 69 \% \\ \hline \mathrm{P} \end{gathered}$ | $\stackrel{114}{12 \%}$ | $\begin{aligned} & 56 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 149 \\ 63 \% \end{gathered}$ | $\begin{gathered} 114 \\ 63 \% \end{gathered}$ | 32 69 | $\begin{aligned} & 165 \\ & 66 \% \end{aligned}$ |
| Definitely yes | ${ }^{136}$ | ${ }_{31}^{68}$ | ${ }^{68}{ }^{2} \%$ | 47\% | 45 40 f | 21 21 | 23 $24 \%$ | $\begin{aligned} & 74 \\ & 42 \% \\ & 42 \% \end{aligned}$ | 39 ${ }^{31 \%}$ | ${ }^{23}$ 31\% | 35\% | ${ }_{9}^{7}$ | $\begin{aligned} & 84 \\ & 842 \% \\ & \text { kL } \end{aligned}$ | 480\% | 48\% | 29\% | 72 $31 \%$ | 61 $33 \%$ | 16 33 | 81 31 |
| Somewhat yes | $\begin{gathered} 136 \\ 31 \% \end{gathered}$ | $\begin{aligned} & \text { 629\% } \end{aligned}$ | 73 $34 \%$ | $\begin{aligned} & 38 \% \end{aligned}$ | 35 | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | $301 \%$ | $\begin{aligned} & 51 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 40 \% \\ & j \end{aligned}$ | 13 | ${ }_{25}{ }^{29}$ | $\begin{aligned} & 34 \\ & 43 \% \\ & \mathrm{~m} \end{aligned}$ | 27\% | 439\% | $\begin{gathered} \text { 66 } \\ 426 \\ \hline \end{gathered}$ | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 33 \% \end{aligned}$ | 539\% | 17 $36 \%$ | 84 $34 \%$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | ${ }_{30 \%}^{129}$ | $\begin{aligned} & 75 \\ & 34 \% \end{aligned}$ | 54\% | $\begin{aligned} & 39 \% \end{aligned}$ | $\text { 23 } 20 \%$ | $\begin{aligned} & 30 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 34 \% \end{aligned}$ | 242\% | $3{ }^{39}$ | $\begin{aligned} & 33 \\ & 42 \% \\ & \text { m } \end{aligned}$ | 51 | $\begin{aligned} & 40 \\ & 27 \% \end{aligned}$ | 33\% | $\begin{aligned} & 52 \\ & 41 \% \\ & 41 \% \end{aligned}$ | 77 3 \% | $\begin{aligned} & 50 \\ & 27 \% \end{aligned}$ | 12 25 | 67\% |
| Somewhat no | ${ }^{78} 8$ | $\begin{aligned} & 56 \\ & 266 \% \\ & C \end{aligned}$ | 22 $10 \%$ | 24\% | ${ }_{13}^{15}$ | 21 23 | ${ }_{18}^{18}$ | 25 $14 \%$ | 22\% | 13 $18 \%$ | 23 $19 \%$ | 17\% | 34 $17 \%$ | 25\% | ${ }^{15} 9$ | $\begin{aligned} & 38 \\ & 30 \% \\ & 0 \end{aligned}$ | ${ }^{48}{ }^{2} \%$ | 28\% | $\xrightarrow{7} \%$ | ${ }_{19}^{48}$ |
| Definitely no | 50 $12 \%$ | 19\% | 31 $15 \%$ | $14 \%$ | $8 \%$ | $9 \%$ | 20\% | 18 | ${ }_{12}^{22}$ | 114\% | ${ }_{15}^{15}$ | $\begin{aligned} & 16 \\ & 20 \% \\ & \mathrm{~m} \end{aligned}$ | ${ }^{17} 9$ | ${ }^{15} 10 \%$ | 21 $13 \%$ | 14\% | ${ }_{12}^{29}$ | ${ }_{12}^{22}$ | ${ }^{5} 0 \%$ | ${ }^{19} 8$ |
| I am not familiar with this company | 34\% | ${ }^{14} 6$ | ${ }^{20} 9$ | $8{ }^{8}$ | 11 $10 \%$ | ${ }_{9}^{9}$ | ${ }_{6}^{6}$ | 5\% | 10 $5 \%$ | $\begin{aligned} & 15 \\ & { }_{20}^{20} \% \\ & \mathrm{H} \end{aligned}$ | ${ }^{10} 9$ | 5\% | ${ }^{10} 5$ | 5 | ${ }^{8} \%$ | $\begin{gathered} 20 \\ \text { NO } \\ \text { NO } \end{gathered}$ | 10 4 \% | ${ }^{18} 10 \%$ | 3\% | ${ }^{16} 7$ |
| Sigma | $\begin{aligned} & 434 \\ & 100 \% \end{aligned}$ | 219\% | 215 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | 177\% | 181 $100 \%$ | 100\% | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | 147 $100 \%$ | 159 $100 \%$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 236 $100 \%$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{2400 \%}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G-H/IJ-K/LM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020
CMP01_161 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Hallmark
Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 174 | 230 | 164 | 112 | 68 | 60 | 138 | 173 | 93 | 211 | 61 | 107 | 124 | 148 | 132 | 216 | 176 | 38 | 218 |
| Weighted Base | 411 | $220 *$ | 191 | $117 *$ | 98* | 98* | 98* | 131* | 190* | $90^{*}$ | 118 | 75* | 190* | 126* | $167^{*}$ | $118{ }^{*}$ | 219 | $178 *$ | $42^{* *}$ | 246 |
| Definitely/Somewhat Yes (Net) | 226 55 | 124 $56 \%$ | 102 | ${ }^{67} 7$ | 60 $61 \%$ | 56 | $43 \%$ | 82 ${ }^{8} \%$ | 103 $54 \%$ | 419\% | 65\% | 36\% | 110 $58 \%$ | 72 57 P | $\begin{aligned} & 109 \\ & \begin{array}{c} 65 \% \\ \mathrm{P} \end{array} \end{aligned}$ | 45\% | 121 $55 \%$ | 99\% | ${ }^{28} 7 \%$ | 146 $59 \%$ |
| Definitely yes | $\begin{gathered} 109 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | 27\% | $\begin{gathered} 35 \\ 36 \% \\ f \end{gathered}$ | $\begin{aligned} & 19 \% \\ & 19 \% \end{aligned}$ | 23\% | $\begin{aligned} & 45 \\ & 34 \% \end{aligned}$ | ${ }_{23}^{43 \%}$ | $\text { 20 } 22 \%$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | ${ }^{595}$ | 31 $25 \%$ | 58 $35 \%$ P | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\text { 59 } 27 \%$ | 28\% | 159\% | 72 29 |
| Somewhat yes | ${ }^{117}$ 28\% | 57 | $\begin{aligned} & 60 \\ & 32 \% \end{aligned}$ | 35 | $\begin{aligned} & 25 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 38 \end{aligned}$ | 20\% | ${ }^{38}{ }^{39}$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | 212\% | 29\% | 19\%\% | 559\% | ${ }_{32}{ }^{4}$ | 51\% | 25 | ${ }^{62} 9$ | 50\% | 13 $32 \%$ | 74 $30 \%$ |
| $\underset{(N e t)}{\text { Definitely/Somewhat No }}$ (Net) | ${ }^{148} 36$ | 79 ${ }^{\text {36\% }}$ | 68\% | 37 $31 \%$ | 29 ${ }^{29}$ | 39\% | $43 \%$ | 36\% | 72 38 | ${ }^{40}{ }^{44} \mathrm{~h}$ | 37\% | 35\% | 738\% | 44\% | 29\% | $\begin{aligned} & 55 \\ & 47 \% \\ & 0 \end{aligned}$ | 84\% | ${ }_{32}^{62}$ | 13 $30 \%$ | 78\% |
| Somewhat no | ${ }^{67}$ 16\% | 35 $16 \%$ | 31\% | 23 | 15\% | ${ }_{18}^{18} \%$ | 10\% | $14 \%$ | $\begin{aligned} & \begin{array}{l} 45 \\ 24 \% \\ \mathrm{HJ} \end{array} \end{aligned}$ | 78 | 17 $14 \%$ | ${ }^{10} 14 \%$ | 39\% | 25\% | 24\% | 17 $15 \%$ | 34\% | 31 $18 \%$ | 17\% | ${ }^{45} 8$ |
| Definitely no | 81 $20 \%$ | 440\% | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | 14\% | 20 $21 \%$ | $\begin{aligned} & 32 \\ & 332 \\ & \text { Be } \end{aligned}$ | 22 $17 \%$ | ${ }_{14 \%}$ | $\begin{aligned} & 33 \\ & 37 \% \\ & 371 \end{aligned}$ | 20\% | $\begin{aligned} & 25 \\ & { }_{3} 3 \% \\ & \mathrm{~km} \end{aligned}$ | 34\% | $\stackrel{19}{15 \%}$ | 24\% | $\begin{gathered} 38 \\ 32 \% \\ \text { NO } \end{gathered}$ | 50\% | 30\% | 13\% | 34\% |
| I am not familiar with this company | ${ }^{38} 9$ | ${ }^{17} 8$ | ${ }_{11 \%}$ | 13 $11 \%$ | $9{ }_{9}^{9}$ | $3{ }_{3 \%}$ | ${ }_{12}^{12}$ | 13 $10 \%$ | 15\% | 10\% | $\begin{aligned} & 16 \\ & 14 \% \\ & M \end{aligned}$ | ${ }_{6}^{5}$ | $7{ }_{4}^{7}$ | 11 8 \% | 5\% | $\begin{aligned} & 18 \\ & 15 \% \\ & 0 \end{aligned}$ | 14 6 | 17\% | $\stackrel{2}{4 \%}$ | ${ }^{22} 9$ |
| Sigma | $\begin{aligned} & 411 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 42 \\ 100 \% \end{gathered}$ | 246\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Telecom
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ T 0,{ }^{\text {Total }} \\ (5 / 222) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 158 | 250 | 153 | 125 | 72 | 58 | 141 | 166 | 101 | 213 | 71 | 101 | 129 | 141 | 138 | 215 | 186 | 38 | 216 |
| Weighted Base | 395 | 193* | 203 | 106* | 106* | 110* | 74** | 132* | 183* | 80* | 121 | 79* | 163* | 126* | 145* | 125* | 222 | 169* | 47** | 227 |
| Definitely/Somewhat Yes (Net) | 186\% | 93 48 | 93 46 | 61 58 F\% | $5{ }^{56}$ ¢ | 42\% | 24 31 | 75\%\% | 72 39 | 39 $49 \%$ | 56\% | 31 $40 \%$ | 90 ${ }^{\text {55\% }}$ | 52\% | $\begin{aligned} & 82 \\ & 57 \% \\ & \text { np } \end{aligned}$ | 52\% | +119 | 670\% | ${ }^{38} 9$ | 117 $52 \%$ |
| Definitely yes | $\begin{aligned} & 94 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 25 \% \end{aligned}$ | ${ }_{23}^{46}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 32 \\ & 30 \% \\ & f \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 25 \% \end{aligned}$ | ${ }_{25}^{35}$ | $\begin{aligned} & 39 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & \text { 28\% } \\ & \hline \end{aligned}$ | 11\% | $\begin{aligned} & 47 \\ & { }_{29} 9 \% \end{aligned}$ | 23 $18 \%$ | $\begin{aligned} & 42 \\ & 29 \% \end{aligned}$ | 28\% | 55\% | 39 ${ }^{3} \mathrm{~F}$ | 20 $42 \%$ | 55\% |
| Somewhat yes | ${ }_{23}^{93}$ | 45\% | 47\% | 36 $34 \%$ | 27\% | 25\% | ${ }_{6 \%}$ | 31\% | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 228\% | $\begin{aligned} & 43 \\ & 26 \% \end{aligned}$ | 23\% | 40\% | 24\% | $\begin{aligned} & 64 \\ & { }^{29 \%} \\ & \hline \end{aligned}$ | ${ }^{28} \%$ | ${ }_{3}^{18} \%$ | 62\% |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | 133 $34 \%$ | 57 ${ }^{29 \%}$ | 77 $38 \%$ | 31 $29 \%$ | 26\% | ${ }_{48}^{48}{ }_{\text {e }}$ | 27 $36 \%$ | 229 | $\begin{aligned} & 80 \\ & 44 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 24 30 | 35\% | 34\% | 554\% | 52\% | 429\% | $3{ }^{39}$ | 36\% | 64\% | $\stackrel{3}{6 \%}$ | 79 35 |
| Somewhat no | 77 ${ }^{79}$ | 21\% | 37 $18 \%$ | 219\% | 18\% | 236 | $12 \%$ | 22 $17 \%$ | 27\% ${ }^{4}$ | 10\% | 22 $18 \%$ | 20\% | 32\% | 31 25 | 21 15 | 25\% | 35 ${ }^{3} 6$ | 40 $23 \%$ | $\stackrel{2}{4 \%}$ | 51\% |
| Definitely no | 14\% | ${ }^{17} 9$ | $\begin{aligned} & 39 \\ & \text { 19\% } \\ & \hline \text { a } \end{aligned}$ | 10\% | $9 \%$ | 22\% | 14\% | $\stackrel{7}{5 \%}$ | $\begin{aligned} & 33 \\ & 18 \% \\ & \mathbf{H}^{2} \end{aligned}$ | ${ }_{\text {20, }}^{16}$ | 14 | 15\% | 22 $14 \%$ | 21\% | 20\% | 14 $11 \%$ | 31 $14 \%$ | 24\% | ${ }_{3}^{1}$ | ${ }^{28} 12$ |
| I am not familiar with this company | 76 $19 \%$ | 23\% | 16\% | 14\% | 19 $18 \%$ | 20\% | 23 $31 \%$ | ${ }_{21}^{28}$ | 31 $17 \%$ | 17\% | $\begin{aligned} & 30 \\ & 35 \% \\ & 25 \% \end{aligned}$ | 13 $16 \%$ | ${ }^{18} 11 \%$ | 21\% | 21 15 | $\begin{gathered} 34 \\ 27 \% \\ \hline \end{gathered}$ | 17\% | ${ }^{38} 2$ | $\stackrel{7}{7}$ | 31 $13 \%$ |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G - H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP01_163 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 151 | 259 | 167 | 114 | 69 | 60 | 137 | 162 | 111 | 221 | 53 | 109 | 148 | 137 | 125 | 215 | 185 | 36 | 232 |
| Weighted Base | 425 | 197* | 229 | 125* | $108 *$ | $106 *$ | 87* | $136 *$ | 194* | 95* | 133 | 72* | 193* | 159* | $145 *$ | $121 *$ | 254 | 161* | $50^{* *}$ | 265 |
| Definitely/Somewhat Yes (Net) | 221 $52 \%$ | $\begin{aligned} & 100 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 122 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 58 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & \text { 644 } \\ & 599 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 56 \\ & 53 \% \end{aligned}$ | $30$ | $\begin{aligned} & 88 \\ & 65 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 94 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 42 \% \end{aligned}$ | $\begin{gathered} 119 \\ 62 \% \\ \mathrm{kl} \end{gathered}$ | ${ }_{53}^{85}$ | 89 61\% | $\begin{aligned} & 47 \% \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 82 \% \end{aligned}$ | ${ }^{166}$ |
| Definitely yes | ${ }_{118}^{28 \%}$ | 50\% | ${ }^{68} 9$ | 36\% | 27 $25 \%$ | 39\% | 17 ${ }^{17}$ | 39\% | 60 $31 \%$ | 20\% | 31 $24 \%$ | 17 24 | ${ }_{33}^{63}$ | ${ }^{45}$ | 46\% | 27 22 | $\begin{aligned} & 85 \\ & 33 \% \\ & { }_{R} \end{aligned}$ | 33 ${ }^{30}$ | ${ }_{32 \%}^{16}$ | 87\% |
| Somewhat yes | $\begin{gathered} 103 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | ${ }_{23}^{53 \%}$ | $\begin{gathered} 36 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 37 \\ & 34 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 36 \% \\ & 1 j \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 149 \% \\ & 19 \end{aligned}$ | ${ }_{26}^{59 \%}$ | 40\% | 29\% ${ }_{\text {p }}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 23 \% \end{aligned}$ | 41 25 | 25 50 | 79\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | ${ }_{3}^{159} \%$ | $\begin{aligned} & 811 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | ${ }_{28}^{28}$ | $\begin{gathered} 47 \\ \\ \text { deF } \end{gathered}$ | ${ }^{38} 8$ | 77 $39 \%$ | $\begin{aligned} & 44 \\ & 47 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 50 \% \end{aligned}$ | ${ }_{34 \%}^{65}$ | 61 ${ }_{38}$ | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 45 \% \\ & 0 \end{aligned}$ | 87\% | ${ }^{65}$ 41\% | 17\% | 78 $30 \%$ |
| Somewhat no | 81\% | 50\% | 17\% | 24\% | 17\% | 19\% | 25\% | 215\% | 45\% | 223\% | $\stackrel{26}{19 \%}$ | 23\% | 33\% | 32\% | ${ }^{26} 18 \%$ | 28\% | 17\% | 37\% | ${ }_{11}^{6} \%$ | 17\% |
| Definitely no | $\begin{aligned} & 71 \% \\ & 17 \% \end{aligned}$ | 31 $16 \%$ | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | 22\% | $18 \%$ | 8\% | $\begin{aligned} & 26 \% \\ & 26 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 177 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | 22 24 | 21 16 | 14 $19 \%$ | 32 | 27 17 | 18\% | 26\% | 416\% | ${ }^{28} 8$ | 3\% | 34 $13 \%$ |
| I am not familiar with this company | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | 178\% | 29\% | $7{ }_{6}$ | $7 \%$ | $\begin{aligned} & 21 \\ & 20 \% \\ & \text { 20\% } \end{aligned}$ | 10 $11 \%$ | ${ }^{10} \%$ | 24 $12 \%$ | 11 $12 \%$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 17 \% \\ M \end{array} \end{aligned}$ | 5\% | $\stackrel{9}{5 \%}$ | ${ }^{13} 8$ | ${ }^{13} 9$ | 19 $16 \%$ | ${ }^{22} 9$ | ${ }_{13}^{22}$ | ${ }^{*} \%$ | 20\% |
| Sigma | ${ }^{425} 0 \%$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 1400\% | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | 100\% | 265 100 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
COVID-19

Telecom
Ace Hardware
Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 416 | 157 | 259 | 180 | 104 | 82 | 50 | 139 | 169 | 108 | 222 | 60 | 105 | 106 | 151 | 159 | 199 | 204 | 34 | 230 |
| Weighted Base | 409 | 196* | 214 | 125* | 97* | 102* | 85** | 126* | $184 *$ | 99* | 136 | $74^{*}$ | 173* | 106* | 150* | 153* | 201 | 192* | $37^{* *}$ | 231 |
| Definitely/Somewhat Yes (Net) | 273 $67 \%$ | ${ }^{132} 68$ | 140 $66 \%$ | 71 $56 \%$ | 679\% | 719\% | 65 76 | 54\% | $\begin{gathered} 134 \\ \substack{73 \% \\ \mathrm{H}} \end{gathered}$ | ${ }_{71}^{71 \%}$ | ${ }^{88}{ }^{\text {\% }}$ | 53\% | ${ }^{124} 72 \%$ | 750\% | $\begin{gathered} 106 \\ \substack{10 \% \\ \mathrm{p}} \end{gathered}$ | 87\% | 139 $69 \%$ | ${ }^{128} 6$ | 25 $69 \%$ | 145 63 |
| Definitely yes | $\begin{gathered} 113 \\ 28 \% \end{gathered}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 69 \\ & 32 \% \end{aligned}$ | 25 | 24\% | $\begin{aligned} & 31 \% \\ & 31 \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 311 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 58 \% \\ & 32 \% \end{aligned}$ | 24\% | 37\% | $\begin{gathered} 27 \\ 37 \% \end{gathered}$ | ${ }_{26}^{45}$ | 34 32 | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ |  | 60\% | 53 28 | 15\% | 58\% |
| Somewhat yes | 160\% | 85\% | 72 $34 \%$ | 45 ${ }^{4} \%$ | $\begin{aligned} & 42 \\ & 44 \% \end{aligned}$ | $39 \%$ | $\begin{aligned} & 33 \\ & 38 \% \end{aligned}$ | 37 ${ }^{39}$ | 76 $41 \%$ | 477\% | 52\% | ${ }_{34}^{26}$ | 79 | 45 | $\begin{aligned} & 59 \\ & 40 \% \end{aligned}$ | ${ }_{36 \%}^{55}$ | 799\% | 759\% | 20 $54 \%$ | 888\% |
| $\underset{\text { (Net) }}{\substack{\text { Definitely/Somewhat No }}}$ | 96\% | 46\% | 50 23 | $381 \%$ | ${ }_{22}^{22}$ | ${ }_{21}^{21}$ | 15 18 | 31 ${ }^{4}$ \% | 20\% | 16 | ${ }^{36}$ 27\% | 17 $23 \%$ | 35\% | 19 | 31 $21 \%$ | 46\% | ${ }^{46} 23$ | ${ }^{48}{ }^{2} \%$ | 21\% | 616\% |
| Somewhat no | 53 $13 \%$ | 24\% | ${ }_{14}^{29}$ | 19\% | 15\% | 13 $13 \%$ | 7 | $\begin{aligned} & 21 \\ & 17 \% \\ & \text { j1 } \end{aligned}$ | 27 15 | ${ }_{6}^{6}$ | ${ }_{13}^{18}$ | 10\% | 21 $12 \%$ | 14\% | $19 \%$ | 20 $13 \%$ | 23 $11 \%$ | 30 $15 \%$ | 13\% | 17\% |
| Definitely no | 43 $10 \%$ | ${ }_{11}^{22}$ | 20\% | 20 16 | $7 \%$ | 88 | ${ }_{9}^{8}$ | $\begin{aligned} & 20 \\ & 16 \% \\ & i \end{aligned}$ | 13\% | 10\% | 19 | ${ }_{9}^{7}$ | 15 8 \% | 5 | ${ }^{13} 8$ | $\begin{aligned} & \begin{array}{l} 25 \\ 17 \% \\ N^{2} \end{array} \end{aligned}$ | 23 $11 \%$ | 19\% | $\stackrel{3}{9 \%}$ | ${ }^{22} 9$ |
| I am not familiar with this company | ${ }^{40} 10$ | ${ }^{17} 9$ | ${ }_{11 \%}^{23}$ | ${ }^{16} 13 \%$ | 9 | 100 | ${ }_{6}^{5}$ | $\begin{aligned} & 17 \\ & 13 \% \\ & i \end{aligned}$ | $\stackrel{10}{6 \%}$ | 13 $13 \%$ | ${ }^{12} 8$ | $4{ }_{6}^{4}$ | 14 81 | $7 \%$ | ${ }^{13} 9$ | 20 $13 \%$ | ${ }^{16} 8$ | $\stackrel{16}{8 \%}$ | 3\% | ${ }^{25} 11 \%$ |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 37 $100 \%$ | 231 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 <br> (5/20- <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { thok } \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 411 | 143 | 268 | 179 | 119 | 53 | 60 | 123 | 184 | 104 | 210 | 56 | 109 | 131 | 152 | 128 | 209 | 186 | 36 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 401 | 174* | 227 | 129* | 104* | 79** | 88* | 111* | 200* | 90* | 112 | 66* | 186* | 128* | 159* | 114* | 225 | 162* | 41** | 257 |
| Definitely/Somewhat Yes (Net) | $284 \%$ | $\begin{aligned} & 127 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 157 \\ 69 \% \end{gathered}$ | $\begin{gathered} 94 \\ 73 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 81 \\ & 78 \% \\ & \hline \mathrm{G} \end{aligned}$ | $\begin{aligned} & 60 \\ & 75 \% \end{aligned}$ | $50$ | $74 \%$ | $\stackrel{141}{71 \%}$ | $\begin{aligned} & 61 \% \\ & 68 \% \end{aligned}$ | $78 \%$ | $799$ | $\begin{aligned} & 141 \\ & 76 \% \end{aligned}$ | 79\% | $\begin{gathered} 122 \\ { }_{N}^{77} \% \end{gathered}$ | ${ }_{72}^{83}$ | ${ }_{72 \%}^{162}$ | $\begin{gathered} 118 \\ \\ 73 \% \end{gathered}$ | 32\% | $193$ |
| Definitely yes | 170 | $\begin{aligned} & 88 \\ & 51 \% \\ & C \end{aligned}$ | 81 36 | 54\% | $49 \%$ | 37 $46 \%$ | 30 34 | 42\% | 90\% | 38\% | 47 | 35 ${ }^{3} \%$ | 79 | ${ }_{35}{ }^{5}$ | $\begin{aligned} & 81 \\ & 51 \% \\ & n \end{aligned}$ | 44\% | 93 $41 \%$ | 75 | 188\% | 117 $45 \%$ |
| Somewhat yes | $\begin{gathered} 114 \\ 29 \% \end{gathered}$ | 39\% | $\begin{gathered} 75 \\ 33 \% \\ b \end{gathered}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | ${ }_{23}^{23}$ | 22\% | 40\% | 52\% | 23 25 | 31\% | ${ }_{22}^{14}$ | ${ }_{3}^{62}$ | 34\% | 419\% | 39 34 | ${ }_{31}^{69}$ | ${ }_{26 \%}$ | 15 $35 \%$ | 77 $30 \%$ |
| Definitely/Somewhat No (Net) | 999 | ${ }^{43}$ | 56 | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 43 \% \\ & \mathrm{DE} \end{aligned}$ | ${ }_{21}^{24}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | 24\% | $28$ | $\begin{aligned} & 14 \\ & 21 \% \end{aligned}$ | ${ }_{23}^{42}$ | ${ }_{33}$ | ${ }^{33}$ 21\% | ${ }_{21}^{24}$ | 54\% | $\begin{aligned} & 337 \\ & 23 \% \end{aligned}$ | 22\% | 58\% |
| Somewhat no | 55 $14 \%$ | 25 ${ }_{14}$ | 31 $14 \%$ | 23 $18 \%$ e | 8\% | $6 \%$ | 18\% | 19\% | 27 ${ }^{14 \%}$ | 10\% | 14\% | 5\% | 30 $16 \%$ | $\begin{aligned} & 27 \\ & 21 \% \\ & \text { op } \end{aligned}$ | $17 \%$ | 110\% | 33 $15 \%$ | 18 | ${ }^{8} 9$ | 33 $13 \%$ |
| Definitely no | ${ }_{11 \%}$ | 19 $11 \%$ | 25 $11 \%$ | $8 \%$ | 88 | ${ }^{7} \%$ | $\begin{aligned} & 20 \\ & 23 \% \\ & \text { DE } \end{aligned}$ | 5 | 24 $12 \%$ | ${ }_{\substack{16 \\ 17 \\ H}}$ | 14 $13 \%$ | 10 $15 \%$ | 12\% | ${ }_{12}^{15}$ | ${ }^{16} 10 \%$ | 13 $11 \%$ | $\stackrel{21}{9 \%}$ | ${ }_{12}^{19}$ | ${ }_{4 \%}$ | 25 |
| I am not familiar with this company | ${ }^{17} 4{ }^{\text {\% }}$ | $\stackrel{3}{2 \%}$ | 14 6 | 5\% | ${ }_{6}^{6}$ | $7 \%$ $8 \%$ | - | 5 | 8 | 5 | ${ }_{5}^{6}$ | 3 | $\stackrel{3}{2 \%}$ | ${ }_{5}^{6}$ | $\stackrel{3}{2 \%}$ | ${ }_{7 \%}$ | 8 | 7 | - | ${ }_{2 \%}^{6}$ |
| Sigma | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | 111 $100 \%$ | 200 $100 \%$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 128 $100 \%$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 41 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
COVID-19

Telecom
Charles Schwab
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 414 | 149 | 265 | 181 | 107 | 68 | 58 | 138 | 170 | 106 | 224 | 58 | 107 | 133 | 145 | 136 | 226 | 178 | 29 | 210 |
| Weighted Base | 397 | 173* | 224 | 129 | 98* | 89* | $81^{*}$ | 129* | 173* | 95* | 127 | 70* | 174* | 121* | $142^{*}$ | $134 *$ | 242 | 145* | $36^{* *}$ | 229 |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat Yes }}$ | 200 50 | 90\% | ${ }^{110} 49 \%$ | 542\% | $\begin{gathered} 65 \\ 66 \% \\ \text { DG } \end{gathered}$ | 50\% | 31 $38 \%$ | 74 $57 \%$ | 80\% | 46 | 50\% | 34\% | 94\% | 54\% | - ${ }_{\text {893\% }}^{\text {n }}$ | 63\% | 126 | 70\% | 23 $64 \%$ | 111 $49 \%$ |
| Definitely yes | $\begin{gathered} 104 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | 25 | $\begin{aligned} & 35 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | $\begin{aligned} & 28 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | ${ }_{20}^{43 \%}$ | 25 | $\begin{aligned} & 38 \% \\ & 28 \end{aligned}$ | ${ }_{21}^{14}$ | ${ }_{27}^{47 \%}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 47 3 n | 35\% | ${ }_{28 \%}^{67}$ | 37 $25 \%$ | 13 $38 \%$ | 52\% |
| Somewhat yes | $\begin{aligned} & 96 \\ & 24 \% \end{aligned}$ | 39\% | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | 22\% | $30 \%$ | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{36}$ | $\begin{aligned} & 41 \% \\ & 24 \% \end{aligned}$ | 21 $23 \%$ | ${ }_{22}^{28}$ | 20\% | ${ }_{27}^{47 \%}$ | 31 $25 \%$ | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | 21\% | 59\% | 33 ${ }^{33}$ | 26\% | 59\% |
| $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ | ${ }^{130} 3$ | ${ }_{36}^{62}$ | ${ }_{30}^{68}$ | 28\% | 25\% | 33\% | $\begin{aligned} & 37 \\ & 45 \% \\ & \text { de } \end{aligned}$ | 35\% | 60 35 | 35\% | ${ }^{38}$ | ${ }_{36}^{25}$ | 60\% | 44 36 | 37\% | 49\% | 87 36 | 41\% | 12 33 | 84\% |
| Somewhat no | 72 $18 \%$ | ${ }^{38} 2$ | 34\% | 22 $17 \%$ | 13 $13 \%$ | 180\% | 19\% | 20\% | $\begin{aligned} & 45 \\ & 26 \% \\ & \text { hJ } \end{aligned}$ | $7 \%$ | 21 16 | 119\% | 39\% | 21\% | 25\% | 27\% | ${ }^{52}$ 21\% | ${ }_{13}^{18}$ | $\stackrel{3}{9 \%}$ | 54\% |
| Definitely no | 58\% | 24\% | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $14 \%$ | $12 \%$ | 15\% | 17\% | 15\% | 15\% | 28 $30 \%$ HI | $14 \%$ | ${ }^{14}$ 21\% | ${ }^{21} 12$ | $\begin{aligned} & 23 \\ & 19 \% \\ & 0 \end{aligned}$ | ${ }^{13} 9$ | 22\% | 35 $14 \%$ | 22 15 | 25\% | 31 $13 \%$ |
| I am not familiar with this company | 68\% | 20 $12 \%$ | $\begin{aligned} & 47 \\ & 21 \% \\ & b \end{aligned}$ | $\begin{aligned} & 39 \\ & 30 \% \\ & \text { EF } \end{aligned}$ | ${ }_{10}{ }^{\text {\% }}$ | ${ }_{6}^{6} \%$ | 14\% | 21 16 | 33 19 | 14\% | $\begin{gathered} 28 \\ { }_{\mathrm{m}}^{28} \end{gathered}$ | 11 $15 \%$ | 20 $11 \%$ | 24 20 | 21 15 | 23 $17 \%$ | ${ }_{12}^{29}$ | $\begin{aligned} & 34 \\ & 24 \% \\ & { }^{34} \end{aligned}$ | 3\% | 33 $15 \%$ |
| Sigma | $\begin{aligned} & 397 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 36 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 k- \\ & \$ 75 k \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 153 | 256 | 166 | 111 | 68 | 64 | 140 | 164 | 105 | 211 | 47 | 122 | 140 | 135 | 134 | 217 | 180 | 43 | 226 |
| Weighted Base | 438 | 204* | 234 | 132* | 121* | 101* | $84^{* *}$ | $147^{*}$ | 192* | 98* | 124 | $65^{* *}$ | $220 *$ | $166{ }^{*}$ | 145* | 126* | 263 | 166* | $61 * *$ | 275 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 216 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 55 \% \end{aligned}$ | $\stackrel{105}{45 \%}$ | $\begin{aligned} & 63 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & \frac{68}{57 \%} \\ & \hline F \end{aligned}$ | $\begin{aligned} & 35 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 49 \% \end{aligned}$ | $44 \%$ | $\begin{aligned} & 61 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 103 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 56 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{aligned} & 74 \\ & 51 \% \end{aligned}$ | 499\% | $\begin{aligned} & 134 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 47 \% \end{aligned}$ | 429\% | 145 53 |
| Definitely yes | ${ }^{108}{ }_{2}{ }^{\text {\% }}$ | 59\% | 491\% | 27\% | $\begin{aligned} & 40 \\ & 33 \% \\ & \text { dF } \end{aligned}$ | ${ }_{12}^{12}$ | 299\% | 36 $24 \%$ | 54\% | $18 \%$ | ${ }_{24}^{29}$ | 21 32 | 53 24 | 50\% | 34\% | 23 $19 \%$ | 738\% | 35 ${ }^{31}$ | 24 40 | 73 |
| Somewhat yes | $\begin{gathered} 108 \\ 25 \% \end{gathered}$ | ${ }_{23}^{53}$ | $\begin{aligned} & 56 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 28 \% \end{aligned}$ | $28 \%$ | 23\% | 20\% | $\begin{aligned} & 42 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | 26\% | 32 | 19\% | 50\% | $44 \%$ | 37\% | 25\% | 61 $23 \%$ | ${ }_{26 \%}^{43}$ | 189\% | 72 |
| Definitely/Somewhat No (Net) | ${ }_{28}^{123}$ | 31 30 | ${ }_{27}^{67}$ | ${ }_{31}^{41 \%}$ | 25 ${ }^{20}$ | $37 \%$ | $\xrightarrow{21}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | 55\% | $24 \%$ | 34\% | 6\% | 78\% | ${ }_{27}{ }^{27}$ | 36\% | 41 ${ }^{1}$ | 79\% | ${ }_{26}^{46}$ | $10 \%$ | 71 |
| Somewhat no | 77 $18 \%$ | 36\% | 417\% | 22 $17 \%$ | 16 | ${ }_{23}^{23}$ | 16\% | 25\% | $\begin{gathered} 43 \\ 22 \% \\ j \end{gathered}$ | 10\% | $12 \%$ | $2 \%$ | $\begin{aligned} & \text { 6181 } \\ & \text { 28\% } \end{aligned}$ | 30 $18 \%$ | 21 $14 \%$ | ${ }_{21}^{26}$ | 25\% | 21 $13 \%$ | 6\% | 519\% |
| Definitely no | ${ }_{11 \%}$ | 24\% | ${ }^{22} 9$ | 19 $14 \%$ | ${ }_{7}^{8}$ | 15 $14 \%$ | $5{ }_{5}$ | $\begin{gathered} 20 \% \\ 14 \% \end{gathered}$ | 12\% | 15\% | $\begin{aligned} & 22 \\ & 18 \% \\ & M \end{aligned}$ | 4\% | 17 ${ }^{17}$ | ${ }^{15} 9$ | ${ }_{12}^{12}$ | $14 \%$ | 24 9 | 22 $13 \%$ | ${ }_{10}^{6} \%$ | 20\% |
| I am not familiar with this company | ${ }_{22}^{98}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 67 \\ 28 \% \\ \hline \end{gathered}$ | $\xrightarrow{27}$ 21\% | ${ }^{28}{ }^{23} \%$ | 299\% | 14 | 25\% | ${ }_{23}{ }_{23}$ | $\begin{gathered} 30 \\ 31 \% \\ \text { 31\% } \end{gathered}$ | 28\% | 21 3 3\% | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | 33\% | $\begin{gathered} 39 \\ \text { 29\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | ${ }_{25}{ }^{27}$ | $\stackrel{9}{15 \%}$ | ${ }^{51}$ |
| Sigma | $\begin{aligned} & 438 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 1005 ${ }^{65}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | -6100\% | 275\% |

Proporions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) -B/C-D/E/F/G-H//J-K/L/M-N/O/P-Q/R-S/I


Fielding Period: May 20-22, 2020
COVID-19
CMP01_168 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom King Arthur
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 414 | 136 | 278 | 183 | 113 | 65 | 53 | 139 | 176 | 99 | 223 | 65 | 103 | 125 | 137 | 152 | 232 | 170 | 40 | 230 |
| Weighted Base | 388 | $160 *$ | 228 | 136 | 105* | 84* | $63^{* *}$ | 132* | 179* | 76* | 117 | $78 *$ | 169* | 115* | $137 *$ | 135* | 227 | 153* | $47^{* *}$ | 245 |
| Definitely/Somewhat Yes (Net) | ${ }^{159} 41 \%$ | $76 \%$ | 84\% | 53\% | $\begin{aligned} & 58 \\ & 55 \\ & 5 \\ & \hline \end{aligned}$ | 27 32 | 165\% | $\begin{aligned} & 73 \\ & 55 \% \\ & 15 \% \end{aligned}$ | 66\% | 20\% | ${ }^{38}{ }^{2}$ | 29 ${ }^{29} \%$ | 年 ${ }^{85}$ | 426\% | 64\% | 54\% | $\begin{gathered} 107 \\ \substack{47 \% \\ \mathrm{R}} \end{gathered}$ | ${ }^{48} 1 \%$ | 379\% | ${ }^{118} 48 \%$ |
| Definitely yes | $\begin{aligned} & 73 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | ${ }_{19 \%}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 32 \\ 31 \% \\ \text { ff } \end{array} \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 9 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & j \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | ${ }^{18}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \% \\ & \mathrm{~Np} \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & { }_{24}^{24} \% \\ & \hline \end{aligned}$ | ${ }_{11}^{16}$ | 114\% | ${ }_{22}{ }^{21 \%}$ |
| Somewhat yes | 86\% | $\begin{gathered} 46 \\ { }_{29} \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | 28\% | 25\% | 14\% | ${ }_{11}{ }^{\text {\% }}$ | 39\% | 31\% | 10 $13 \%$ | 20\% | 159\% | ${ }^{48} \mathrm{k}$ | 27 $23 \%$ | ${ }^{26} 19 \%$ | 34\% | 51 23 | 31 $21 \%$ | 26 ${ }^{5} \%$ | ${ }_{26}^{67 \%}$ |
| Definitely/Somewhat No (Net) | 72 $19 \%$ | 31 $20 \%$ | 418\% | $\begin{aligned} & 33 \\ & 24 \% \\ & { }_{E} \end{aligned}$ | 12\% | 13 $15 \%$ | 13 $21 \%$ | 13 $10 \%$ | 43 $2^{4} \%$ | 16 $21 \%$ $h$ | ${ }_{12}^{14}$ | $\begin{aligned} & 20 \\ & 25 \% \\ & 25 \% \end{aligned}$ | 36 ${ }^{31 \%}$ | ${ }_{18}^{15}$ | 24\% | 32\% | 33 $15 \%$ | 36 $24 \%$ 9 | $\stackrel{4}{8 \%}$ | ${ }_{19}^{46}$ |
| Somewhat no | 39\% | ${ }^{18} \%$ | 219\% |  | $5 \%$ | ${ }^{8} 0 \%$ | ${ }_{5}^{5}$ | 5\% | 27 ${ }_{\text {15\% }}$ | ${ }_{9}^{7}$ | 7 $6 \%$ | 10\% | 22 $13 \%$ | 13 $11 \%$ | ${ }^{12} 9$ | 14\% | ${ }^{21} 9$ | 16\% | $\stackrel{2}{4 \%}$ | 27\% |
| Definitely no | $\stackrel{33}{9 \%}$ | 13 $8 \%$ | $\stackrel{20}{9 \%}$ | 14 | $7 \%$ | $\stackrel{4}{5 \%}$ | ${ }_{13}{ }^{\text {\% }}$ | 5\% | ${ }^{17} 9$ | $\stackrel{9}{12 \%}$ | 7\% | $\stackrel{9}{12 \%}$ | 14 8 | 5 | ${ }^{12} 9$ | 16\% | 12\% | 20 13 Q | $\stackrel{2}{5 \%}$ | ${ }^{19} 8$ |
| I am not familiar with this company | 157 40 | 53 33 | $\begin{gathered} 104 \\ 45 \% \\ b \end{gathered}$ | 43\% | 35 3 \% | $\begin{aligned} & 44 \\ & 52 \% \\ & \text { De } \end{aligned}$ | 34\% | 46\% | 69\% | $\begin{aligned} & 41 \\ & 54 \% \\ & \mathrm{Hi}^{2} \end{aligned}$ | $\begin{aligned} & 65 \\ & \text { LM } \\ & \text { LM } \end{aligned}$ | ${ }_{38}^{29}$ | 488\% | 56\% | $49 \%$ | 51 38 | 878\% | 68\% | ${ }_{1}^{6} \%$ | 81 33 |
| Sigma | $\begin{aligned} & 388 \\ & \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 396 | 142 | 254 | 145 | 112 | 68 | 71 | 138 | 164 | 94 | 207 | 51 | 117 | 114 | 152 | 130 | 205 | 179 | 34 | 217 |
| Weighted Base | 422 | 202* | 221 | $108 *$ | $110^{*}$ | 95* | 109* | $144 *$ | 196* | 83* | 117 | 55* | 227* | 123* | 172* | 128* | 235 | 180* | 51** | 261 |
| Definitely/Somewhat Yes (Net) | $\begin{gathered} 170 \\ 40 \% \end{gathered}$ | $\begin{gathered} 104 \\ 52 \% \\ \mathrm{C} \end{gathered}$ | ${ }_{30}^{66}$ | $\begin{aligned} & 53 \\ & { }^{549} \% \\ & F G \end{aligned}$ | $\begin{aligned} & 65 \\ & 595 \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 266 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 58 \% \\ & 1 / 5 \end{aligned}$ | ${ }_{33}^{65}$ | $\text { 22 } 26 \%$ | $\begin{aligned} & 42 \\ & 35 \% \end{aligned}$ | 20\% | $\begin{gathered} 104 \\ 46 \% \end{gathered}$ | 50 $41 \%$ | $\begin{aligned} & 77 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 50 \% \\ & \mathrm{R} \end{aligned}$ | 279 | 39\% | ${ }^{118} 45 \%$ |
| Definitely yes | ${ }^{105}$ | $\begin{aligned} & 65 \\ & 32 \% \\ & C \end{aligned}$ | 10\% | $\begin{aligned} & 31 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 36 \% \\ & \mathrm{Fg} \end{aligned}$ | 15 $16 \%$ | 20 $18 \%$ | $\begin{aligned} & 56 \\ & 39 \% \% \\ & 1 J \end{aligned}$ | 35 ${ }^{18 \%}$ | 15\% | 22\% | 16\% | $\begin{aligned} & { }_{32}^{73} \\ & \mathrm{KI} \end{aligned}$ | 36\% | 49\% | 24\% | $\begin{aligned} & 79 \\ & 34 \% \\ & \mathrm{R} \end{aligned}$ | ${ }^{26} 14 \%$ | 25 $49 \%$ | 72 |
| Somewhat yes | $\begin{aligned} & 65 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{aligned} & 25 \\ & 23 \% \\ & { }_{\mathrm{G}}^{2} \end{aligned}$ | 11 $12 \%$ | ${ }_{6}^{6} \%$ | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | ${ }_{9}^{7}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | 11\% | 31 14 | 18 $14 \%$ | 28\% | 19 $15 \%$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | 24 $13 \%$ | 14 28 | 45\% |
| Definitely/Somewhat No (Net) | $\begin{gathered} 111 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | ${ }_{22}^{49}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 21 \% \end{aligned}$ | 280\% | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \end{aligned}$ | 58\% | 21 26 | 30\% | 25\% | $\begin{aligned} & 62 \\ & 27 \% \end{aligned}$ | - ${ }_{\text {430 }}^{\substack{0 \\ 0}}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 40 \\ 31 \% \\ 0 \end{gathered}$ | 57 $24 \%$ | 51 | -7\% | 73\% |
| Somewhat no | 52\% | 27 $13 \%$ | 25 $11 \%$ | $14 \%$ | $12 \%$ | 11\% | 16 $14 \%$ | 22\% | 25 $13 \%$ | 5\% | ${ }_{14}^{16}$ | 10\% | 27\% | 177 | 159\% | 20\% | 37 16 | 15\% | 10\% | 37 $14 \%$ |
| Definitely no | $\begin{aligned} & 59 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | ${ }_{7}^{8} \%$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & { }^{19 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \\ & d \end{aligned}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 33 \\ & 17 \% \% \\ & \mathrm{~h} \end{aligned}$ | $\begin{aligned} & { }^{10}{ }^{20 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & { }_{12}^{14} \end{aligned}$ | 15\% | 35\% | 23 ${ }^{19 \%}$ | ${ }^{15} 9$ | 20\% | ${ }^{20} 9$ | $\begin{aligned} & 36 \\ & 20 \% \\ & \text { Q } \end{aligned}$ | ${ }_{5}^{2}$ | ${ }_{14 \%}$ |
| I am not familiar with this company | $\begin{gathered} 141 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 105 \\ 48 \% \\ B \end{gathered}$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | 23 ${ }^{20 \%}$ | $\begin{aligned} & 40 \\ & 433 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 46 \\ & 42 \% \\ & \hline \end{aligned}$ | $28 \%$ | $\begin{aligned} & 73 \\ & 37 \% \\ & H \end{aligned}$ | $\begin{aligned} & 40 \\ & 48 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{gathered} 45 \\ { }_{3}^{49 \%} \end{gathered}$ | 218\% | ${ }_{21}^{67 \%}$ | ${ }_{23}^{37}$ | $\begin{aligned} & 63 \\ & 37 \% \end{aligned}$ | 45\% | 60\% | $\begin{aligned} & 80 \\ & 45 \% \\ & 4{ }^{2} \end{aligned}$ | 8\% | 71 27 |
| Sigma | $\begin{aligned} & 422 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 830\% | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | 100\% | 227 $100 \%$ | 123 $100 \%$ | 172 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 51 | 261 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C - D/E/F/G - H/IJ- $\mathrm{K} / \mathrm{L} / \mathrm{M}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
COVID-19
CMP01_170 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 150 | 257 | 158 | 129 | 66 | 54 | 157 | 155 | 95 | 218 | 57 | 110 | 125 | 143 | 139 | 212 | 181 | 41 | 222 |
| Weighted Base | 394 | 176* | 219 | $110^{*}$ | 114* | $110^{*}$ | $61^{* *}$ | 149* | 174* | 72* | 125 | $56^{*}$ | $198{ }^{*}$ | $124 *$ | $157 *$ | $113^{*}$ | 212 | 168* | $53^{* *}$ | 250 |
| Definitely/Somewhat Yes (Net) | 221 56 | $\begin{gathered} 118 \\ 67 \% \\ C \end{gathered}$ | $\begin{gathered} 102 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 66 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 51 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 39 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 118 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 74 \% \\ & 59 \% \end{aligned}$ | $50$ | 67\% | $\begin{gathered} 135 \\ 64 \% \\ R \end{gathered}$ | $\begin{aligned} & 80 \\ & 48 \% \end{aligned}$ | 43 82 | 144 $58 \%$ |
| Definitely yes | ${ }^{95}$ | $\begin{gathered} 53 \\ 30 \% \\ c \end{gathered}$ | ${ }_{19}{ }^{2} \%$ | 220\% | 35 $31 \%$ | 26\% | ${ }^{12} 20$ | 429\% | 34 $19 \%$ | 19\% | 35\% | 110\% | 47\% | 27\% | 37\% | 31 $28 \%$ | 63 30\% r | 30 $18 \%$ | ${ }^{22} 41 \%$ | 59\% |
| Somewhat yes | ${ }_{32 \%}^{126}$ | ${ }_{37}^{65}$ | $\begin{aligned} & 61 \% \\ & 28 \% \end{aligned}$ | 32\% | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | 25\% | $\begin{aligned} & 27 \\ & 45 \% \end{aligned}$ | ${ }_{39}^{49}$ | 52\% | 24\% | 33\% | $\begin{aligned} & 19 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 75 \% \\ & 35 \end{aligned}$ | 46\% | ${ }_{23}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | 72 $34 \%$ | 50\% | 22 $41 \%$ | ${ }_{34}^{85}$ |
| $\begin{aligned} & \text { Definitely/Somewhat No } \\ & \text { (Net) } \end{aligned}$ | $\begin{aligned} & 100 \\ & 25 \% \end{aligned}$ | ${ }_{24}^{42}$ | ${ }_{26 \%}^{57}$ | $\begin{aligned} & 24 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 37 \% \\ & d E \end{aligned}$ | ${ }^{15} 5 \%$ | 22\% | 51\% | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & \\ & \hline \end{aligned}$ | ${ }^{12} 2 \%$ | $\begin{aligned} & 53 \\ & 27 \% \end{aligned}$ | 22\% | ${ }_{26}^{46}$ | 26 23 | ${ }^{48}{ }^{2} \%$ | 47\% | $\stackrel{8}{14 \%}$ | ${ }^{68} 2$ |
| Somewhat no | 59\% | 23 ${ }^{13}$ | 36\% | $\underset{\text { 15 }}{\substack{16 \\ e}}$ | $7{ }^{7}$ | 28 ${ }_{\text {2 }}$ | 14\% | ${ }^{13} 9$ | $\begin{aligned} & 40 \\ & \begin{array}{l} 43 \% \\ \mathrm{HJ} \end{array} \end{aligned}$ | 5\% | ${ }_{15}^{15}$ | 3\% | $\stackrel{41}{21 \%}$ | ${ }_{16}^{16}$ | 年 ${ }^{33}$ | ${ }^{10} 9$ | 33 $16 \%$ | 25\% | $\stackrel{4}{8 \%}$ | 43\% |
| Definitely no | 410\% | $19 \%$ | 22 10 | ${ }_{7}^{8}$ | 14\% | 12 | ${ }_{7}^{7} \%$ | 19\% | 10 $6 \%$ | 11 $16 \%$ | $\begin{aligned} & 17 \\ & \begin{array}{l} 13 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 11 $19 \%$ $M$ | 12\% | ${ }^{12} 9$ | ${ }^{13} 8$ | 16 $14 \%$ | 15\% | 22 $13 \%$ | $\stackrel{4}{7 \%}$ | 24\% |
| I am not familiar with this company | 74 $19 \%$ | ${ }^{15} 9$ | $\begin{gathered} 59 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 33 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | 16\% | 19\% | ${ }_{11 \%}$ | 25 ${ }_{17}$ | 37 $21 \%$ | $12 \%$ | 26 ${ }^{2} \%$ | 14\% | ${ }^{28} 14 \%$ | 23 $19 \%$ | 31 $20 \%$ | 19\% | 29 $14 \%$ | $\begin{aligned} & 40 \\ & 24 \% \\ & \mathrm{q} \% \end{aligned}$ | $\stackrel{2}{4 \%}$ | 38\% |
| Sigma | 394 $100 \%$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 174 $100 \%$ | 720\% | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | 124 $100 \%$ | 157 $100 \%$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | 212 | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 100\% | 250\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
CMP01_171 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Telecom
SC Johnson
Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}-2-10 \\
& \$ 75 \mathbf{-}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 408 \& 150 \& 258 \& 184 \& 106 \& 66 \& 52 \& 135 \& 178 \& 95 \& 209 \& 59 \& 110 \& 119 \& 136 \& 153 \& 209 \& 184 \& 42 \& 213 <br>
\hline Weighted Base \& 391 \& $183 *$ \& 207 \& 136 \& $100 *$ \& 88* \& $67 * *$ \& $140^{*}$ \& 177* \& 73* \& 114 \& $55^{*}$ \& 199* \& 122* \& 141* \& 128* \& 236 \& 145* \& 59** \& 239 <br>
\hline Definitely/Somewhat Yes (Net) \& 249 $64 \%$ \& 113 \& 136
$66 \%$ \& 50\% \& 75
$76 \%$ \& $$
\begin{aligned}
& 70 \\
& 79 \% \\
& \hline
\end{aligned}
$$ \& 37
$55 \%$ \& 95\% \& 108
$61 \%$ \& 46 63 \& 56\% \& 34 62 \& $$
\begin{gathered}
141 \\
{ }_{7}^{11 \%}
\end{gathered}
$$ \& ${ }^{71}{ }^{87}$ \& 94\% \& ${ }^{69} \%$ \& 170

$72 \%$
R \& 76
$52 \%$ \& 43 $72 \%$ \& 167 70 <br>

\hline Definitely yes \& $$
\begin{gathered}
133 \\
34 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 64 \\
& 35 \%
\end{aligned}
$$

\] \& \[

{ }_{33}^{69}

\] \& \[

$$
\begin{aligned}
& 344 \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
42 \\
42 \% \\
42 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 38 \\
& 43 \% \\
& 48
\end{aligned}
$$

\] \& 20\% \& \[

$$
\begin{aligned}
& 53 \%
\end{aligned}
$$

\] \& 36\% \& 24 3 \% \& \[

29 \%

\] \& \[

$$
\begin{aligned}
& 16 \\
& 30 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 84 \\
& \hline 82 \% \\
& 42 \%
\end{aligned}
$$

\] \& 45\% \& 34\% \& 34\% \& \[

$$
\begin{aligned}
& 96 \\
& 40 \% \\
& \mathbf{n}^{2}
\end{aligned}
$$
\] \& 37

$25 \%$ \& 20\% \& 949\% <br>

\hline Somewhat yes \& ${ }^{116} 30$ \& 49\% \& \[
$$
\begin{aligned}
& 67 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 344 \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 33 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 36 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 42 \%
\end{aligned}
$$

\] \& 52\% \& \[

$$
\begin{aligned}
& 22 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 31 \%
\end{aligned}
$$

\] \& 183\% \& \[

{ }_{29}^{59}
\] \& 42 \& 39\% \& 35\% \& 74

$31 \%$ \& 39\% \& 22 37 \& 73
$31 \%$ <br>
\hline $\underset{\text { (Net) }}{\text { Definitely/Somewhat No }}$ \& 72
$18 \%$ \& 20\% \& 32

$15 \%$ \& \[
$$
\begin{aligned}
& 35 \\
& 26 \% \\
& { }^{6} \mathrm{~F} \%
\end{aligned}
$$

\] \& $12 \%$ \& 10\% \& ${ }^{16} 2{ }^{2} \%$ \& 21 15 \& \[

$$
\begin{aligned}
& 45 \\
& \begin{array}{l}
45 \% \\
25 \%
\end{array}
\end{aligned}
$$
\] \& ${ }_{9}^{6} \%$ \& 19\% \& 122\% \& 17\% \& 21\% \& 31\% \& 21

$16 \%$ \& 31

$13 \%$ \& $$
\begin{aligned}
& 38 \\
& 26 \% \\
& \text { Q }
\end{aligned}
$$ \& $\stackrel{8}{14 \%}$ \& 417\% <br>

\hline Somewhat no \& ${ }_{96}^{96}$ \& ${ }_{12}^{22}$ \& 15\% \& ${ }_{\text {17 }}^{23} \mathrm{~F}$ \& 88 \& $\stackrel{3}{3 \%}$ \& 3\% \& 13 ${ }_{9}$ \& 21\% \& 3 \& ${ }^{7} \%$ \& 5\% \& 23 ${ }_{12 \%}$ \& $14 \%$ \& $$
\begin{aligned}
& 18 \\
& { }_{13}^{13 \%} \\
& p
\end{aligned}
$$ \& 5\% \& ${ }^{18} 8$ \& $11 \%$ \& 10\% \& ${ }^{26} 11 \%$ <br>

\hline Definitely no \& $\stackrel{36}{9 \%}$ \& ${ }^{18} 10 \%$ \& 17\% \& ${ }^{12} 9$ \& $4 \%$ \& ${ }_{7}^{6} \%$ \& 13

$19 \%$ \& $\stackrel{7}{5 \%}$ \& $$
\begin{aligned}
& 24 \\
& 14 \% \\
& \mathrm{~h}
\end{aligned}
$$ \& ${ }_{5}^{4}$ \& $\stackrel{12}{11 \%}$ \& ${ }_{14 \%}$ \& 11 6 \& ${ }_{6}^{8}$ \& ${ }^{12} 8$ \& 16

$13 \%$ \& 13 5 \& $$
\begin{aligned}
& 22 \\
& 15 \% \\
& \text { Q }
\end{aligned}
$$ \& $\stackrel{3}{5 \%}$ \& ${ }^{15}{ }_{6}$ <br>

\hline I am not familiar with this company \& 69
$18 \%$ \& 30

$16 \%$ \& 19\% \& \[
$$
\begin{aligned}
& 33 \\
& 24 \% \\
& \text { ef }
\end{aligned}
$$

\] \& $12 \%$ \& $\stackrel{9}{11 \%}$ \& ${ }^{15} 2{ }^{2}$ \& 25 18 \& 24\% \& 218\% \& \[

$$
\begin{aligned}
& 31 \\
& 27 \% \\
& { }^{27 \%}
\end{aligned}
$$

\] \& ${ }^{8} 5 \%$ \& 23 $12 \%$ \& $14 \%$ \& ${ }_{18}^{12}$ \& \[

$$
\begin{gathered}
38 \\
30 \% \\
\mathrm{NO}
\end{gathered}
$$
\] \& 36\% \& $31 \%$ \& ${ }_{14 \%}$ \& 31

$13 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 391 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 183 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 207 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 100 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
88 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
67 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 140 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 177 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
73 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 114 \% \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
55 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 122 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 128 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 236 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 145 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 239

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Clorox | $\begin{gathered} 343 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 203 \\ 89 \\ \text { B } \end{gathered}$ | $\begin{aligned} & 93 \\ & 78 \% \end{aligned}$ | 91\% | 75\% | $84 \%$ | $\begin{aligned} & 101 \\ & 78 \% \end{aligned}$ | ${ }^{159} 8$ | 83 | 97 $85 \%$ | ${ }^{68} \%$ | 159 $81 \%$ | $\begin{gathered} 134 \\ \substack{87 \% \\ p} \end{gathered}$ | $\begin{gathered} 120 \\ 88 \% \\ \hline \mathrm{P} \end{gathered}$ | 88\% | 183 $81 \%$ | 151 $86 \%$ | 40\% | 214 82 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| UPS | $\begin{gathered} 334 \\ 83 \% \end{gathered}$ | $\begin{gathered} 178 \\ 81 \% \end{gathered}$ | $\begin{gathered} 156 \\ 85 \% \end{gathered}$ | ${ }_{78 \%}^{103}$ | $\begin{aligned} & 94 \\ & 86 \% \end{aligned}$ | 61 $85 \%$ | $\begin{aligned} & 76 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 129 \\ 83 \% \end{gathered}$ | $\begin{gathered} 147 \\ 84 \% \end{gathered}$ | $78 \%$ | ${ }^{104} 77 \%$ | $\begin{aligned} & 666 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 150 \\ 8 \% \\ k \end{gathered}$ | $\begin{gathered} 111 \\ 80 \% \end{gathered}$ | ${ }_{83}^{135}$ | ${ }^{88} \%$ | 193 $82 \%$ | $\begin{gathered} 130 \\ 84 \% \end{gathered}$ | 52 ${ }^{24}$ | 212 84 |
| Target | $\begin{gathered} 324 \\ 83 \% \end{gathered}$ | $\begin{gathered} 167 \\ 84 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 111 \\ 80 \% \end{gathered}$ | ${ }_{89}^{89 \%}$ | $\begin{aligned} & 63 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 85 \% \end{aligned}$ | 127 $85 \%$ | 134 $83 \%$ | $\begin{aligned} & 63 \\ & 78 \% \end{aligned}$ | ${ }_{78 \%}^{89}$ | 379\% | $\begin{aligned} & 172 \\ & \underset{91 \%}{\mathrm{KL}} \end{aligned}$ | 109 $87 \%$ | ${ }^{118} 84$ | $\frac{97}{76 \%}$ | ${ }_{84}^{197}$ | $\begin{gathered} 117 \\ 81 \% \end{gathered}$ | $\stackrel{49}{81 \%}$ | 201 $85 \%$ |
| United States Postal Service | 325 | 143\% | $\begin{gathered} 182 \\ 87 \% \\ b \end{gathered}$ | 79\% | $\begin{aligned} & 99 \\ & 86 \% \\ & d \end{aligned}$ | 63\% | $\begin{aligned} & 85 \\ & \begin{array}{l} 83 \% \\ \text { DF } \end{array} \end{aligned}$ | 101 $81 \%$ | 154 $82 \%$ | 70 $84 \%$ | 104 $86 \%$ | 52\% | ${ }^{147} 79$ | $\begin{gathered} 97 \\ \substack{87 \% \\ p} \end{gathered}$ | ${ }^{128} 8$ | 100 $74 \%$ | 180 $84 \%$ | 140 85 | 30\% | 191\% |
| FedEx | 379 82 | ${ }_{81 \%}^{191}$ | 188\% | ${ }^{108} 81 \%$ | 85\% | ${ }_{83}^{96}$ | $\begin{aligned} & 89 \\ & 899 \\ & 91 \% \\ & \hline \end{aligned}$ | ${ }^{118} 8$ | 1888 | 73 $81 \%$ | 99\% | 55\% | 202 | 98\% | 147\% | 136\% | 222 83 | 154 $82 \%$ | 49\% | 223 |
| Microsoft | $\begin{gathered} 319 \\ 82 \% \end{gathered}$ | $\begin{gathered} 164 \\ 84 \% \end{gathered}$ | ${ }^{155} \%$ | $\begin{aligned} & 94 \\ & 79 \% \end{aligned}$ | 81\% | ${ }_{88}^{88}$ | $\begin{aligned} & 56 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 107 \\ 87 \% \\ j \end{gathered}$ | $\begin{gathered} 145 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 101 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 87 \% \\ & k \end{aligned}$ | $\begin{gathered} 138 \\ { }_{8}^{29 \%} \end{gathered}$ | $\begin{gathered} 97 \\ 86 \% \\ p \end{gathered}$ | $\begin{gathered} 131 \\ \stackrel{86 \%}{\mathrm{P}} \end{gathered}$ | $\begin{aligned} & 91 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 187 \\ 87 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 129 \\ & 76 \% \end{aligned}$ | 449\% | 231\% |
| Walmart | 328 ${ }^{81 \%}$ | ${ }^{148} 8$ | 180 $80 \%$ | 84\% | ${ }^{95}{ }^{\text {83\% }}$ | 81\% | ${ }_{89}^{66}$ | 119 $80 \%$ | 151 $81 \%$ | 882\% | $\stackrel{101}{82 \%}$ | 41 85 | ${ }^{164} 79$ | $\begin{aligned} & 120 \\ & 96 \% \\ & \text { OP } \end{aligned}$ | ${ }^{116} 78$ | 92\% | $\stackrel{201}{82 \%}$ | ${ }^{116} 78$ | $\stackrel{43}{87 \%}$ | 211 83 |
| Samsung | $\begin{gathered} 351 \\ 81 \% \end{gathered}$ | 179 | ${ }_{80 \%}^{172}$ | ${ }_{74 \%}^{102}$ | $\begin{gathered} 109 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $79 \%$ | 61 $82 \%$ | $\begin{aligned} & \text { 135 } \\ & \text { 90\% } \\ & \text { iJ } \end{aligned}$ | $\begin{gathered} 156 \\ 79 \% \end{gathered}$ | 60\% | 86\% | ${ }_{80}^{59}$ | $\begin{gathered} 184 \\ 86 \% \\ K \end{gathered}$ | $\begin{gathered} 131 \\ 85 \% \end{gathered}$ | ${ }^{118}$ | $\begin{gathered} 101 \\ 79 \% \end{gathered}$ | $\begin{gathered} 200 \\ 83 \% \end{gathered}$ | $\begin{gathered} 146 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 97 \% \end{aligned}$ | 220 ${ }^{83 \%}$ |
| Lowe's | ${ }_{81 \%}$ | $\begin{aligned} & 153 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 173 \\ 85 \% \\ b \end{gathered}$ | ${ }^{102}$ | $83 \%$ | $\begin{aligned} & 81 \\ & 89 \% \end{aligned}$ | 62\% | $\begin{gathered} 121 \\ 81 \% \end{gathered}$ | $\begin{gathered} 140 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 78 \% \end{aligned}$ | $\frac{95}{71 \%}$ | $\begin{aligned} & 45 \\ & 86 \% \\ & k \end{aligned}$ | $\begin{gathered} 167 \\ 86 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 112 \\ 87 \% \\ P \end{gathered}$ | ${ }_{82}^{120}$ | $\begin{aligned} & 95 \\ & 73 \% \end{aligned}$ | ${ }_{81 \%}^{180}$ | $\begin{gathered} 136 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 80 \% \end{aligned}$ | 214 $81 \%$ |
| Walgreens | 315 80 | 147\% | $\begin{gathered} 168 \\ 85 \% \\ b \end{gathered}$ | 85\% | $\begin{gathered} 110 \\ 85 \% \\ \mathrm{D} \end{gathered}$ | ${ }_{84}^{65}$ | 56\% | 1159\% | ${ }^{148} 81 \%$ | 52 | $\stackrel{120}{81 \%}$ | 47\% | $1889$ | ${ }^{104} 8$ | 121\% | 895 | $\stackrel{207}{84 \%}$ | 104\% | $\stackrel{47}{84 \%}$ | 197\% |
| Coca-Cola | $\begin{gathered} 301 \\ 80 \% \end{gathered}$ | 142\% | $\begin{gathered} 160 \\ 82 \% \end{gathered}$ | $\begin{gathered} 101 \\ 77 \% \end{gathered}$ | 80\% | 59\% | $\begin{aligned} & 51 \\ & 92 \% \end{aligned}$ | $\begin{gathered} 122 \\ 90 \% \\ 1.5 \end{gathered}$ | 121 $76 \%$ | 51\% | 83\% | $\begin{aligned} & 47 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 148 \\ 80 \% \end{gathered}$ | 95\% | $104 \%$ | ${ }_{83 \%}^{103}$ | 184 $83 \%$ | $\begin{aligned} & 108 \\ & 76 \% \end{aligned}$ | $\stackrel{47}{97 \%}$ | 201\% |
| Google | $\begin{gathered} 342 \\ 80 \% \end{gathered}$ | $\begin{gathered} 149 \\ 78 \% \end{gathered}$ | ${ }_{81 \%}^{193}$ | $\begin{aligned} & 113 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 78 \% \end{aligned}$ | 52\% | $\begin{aligned} & 140 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 146 \\ 83 \% \end{gathered}$ | $56$ | $70$ | $\begin{aligned} & 53 \\ & 84 \% \end{aligned}$ | 184 $80 \%$ | $\begin{aligned} & 102 \\ & 82 \% \end{aligned}$ | ${ }^{143} 8$ | $\frac{96}{75 \%}$ | ${ }_{83}^{205}$ | 133\% | 493\% | 230 $82 \%$ |
| Purell | ${ }^{302}$ | 143\% | 159 83 | 80\% | 759\% | 72 $81 \%$ | 76 $84 \%$ | 102 $76 \%$ | ${ }^{130} 78 \%$ | 71 $86 \%$ | ${ }^{107} 77$ | 640\% | $\stackrel{120}{81 \%}$ | ${ }^{108} 88$ | $\begin{gathered} 112 \\ 83 \% \\ p \end{gathered}$ | $82 \%$ | $\begin{gathered} 193 \\ 84 \% \end{gathered}$ | ${ }^{102} 74 \%$ | ${ }_{92}{ }^{4} \%$ | 191 $83 \%$ |
| Mastercard | 330\% | 158\% | 172 79 | ${ }^{86} \%$ | ${ }^{98} \%$ | $\begin{aligned} & 74 \\ & 90 \% \\ & \mathrm{D} \end{aligned}$ | $71 \%$ | 123 77 | ${ }^{130} 79 \%$ | 77 $83 \%$ | ${ }^{106}$ | 55\% | 154 8 | 119 $80 \%$ | $\begin{gathered} 119 \\ 88 \% \\ P \end{gathered}$ | 92\% | 204 83 | ${ }^{123} 77 \%$ | 42\% | 217 80 |
| Ford | $\begin{aligned} & 337 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 191 \\ 81 \% \end{gathered}$ | ${ }^{146} \%$ | 91\% | $77 \%$ | $989$ | 70\% | $\begin{gathered} 114 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 79 \% \end{aligned}$ | $75$ | $\begin{gathered} 110 \\ 78 \% \end{gathered}$ | $\frac{57}{75 \%}$ | $\begin{aligned} & 150 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 101 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & \\ & \hline 5 \% \% \end{aligned}$ | $\begin{gathered} 109 \\ 80 \% \end{gathered}$ | $\begin{gathered} 191 \\ 81 \% \end{gathered}$ | ${ }_{76 \%}^{138}$ | $\begin{aligned} & 50 \\ & 96 \% \end{aligned}$ | 204\% |
| cVs | ${ }^{326} 9$ | 149\% | 177 $83 \%$ | 87\% | 89\% | $\begin{gathered} 76 \\ 85 \% \\ d \end{gathered}$ | 73 $86 \%$ | 1188\% | 1488\% | 60\% | ${ }^{108}$ | 53 73 | 141 $80 \%$ | 97\% | 131 ${ }^{13 \%}$ | 98\% | $\stackrel{187}{81 \%}$ | ${ }^{127} 76 \%$ | 51\% | 206\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{kk} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Johnson \& Johnson | $\begin{gathered} 323 \\ 79 \% \end{gathered}$ | $\begin{gathered} 155 \\ 81 \% \end{gathered}$ | ${ }^{168}$ | 954\% | $74 \%$ | $\begin{aligned} & 87 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 85 \% \end{aligned}$ | ${ }_{79 \%}^{113}$ | ${ }_{79 \%}^{135}$ | $\begin{aligned} & 76 \% \\ & 78 \% \end{aligned}$ | $\begin{gathered} 106 \\ 74 \% \end{gathered}$ | $44 \%$ | $\begin{aligned} & 157 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 113 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 75 \% \end{aligned}$ | ${ }_{82 \%}^{187}$ | $134 \%$ | 349\% | 1989\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nike | 318\% | $125 \%$ | 193\% | $\underset{8}{114}$ | 67\% | $\begin{aligned} & 89 \\ & 85 \% \\ & E \end{aligned}$ | ${ }^{48}$ | $\begin{gathered} 109 \\ 83 \% \end{gathered}$ | $\stackrel{161}{80 \%}$ | 48\% | 975\% | 59\% | ${ }^{153} 8$ | 121 76 | $\begin{gathered} 114 \\ 86 \% \\ P \end{gathered}$ | 84\% | $\underset{\mathrm{r}}{201}$ | ${ }^{109} 72 \%$ | 496\% | 212 |
| The Hershey Company | 292\% | 130\% | 162 $80 \%$ | 78 $64 \%$ | $\begin{gathered} 81 \\ 78 \% \\ \text { d } \end{gathered}$ | $\begin{aligned} & 53 \\ & 82 \% \\ & d \end{aligned}$ | $\begin{aligned} & 80 \\ & 93 \% \\ & \mathrm{De}^{2} \end{aligned}$ | ${ }^{108} 73 \%$ | 114 $80 \%$ | ${ }_{84}^{69}$ | ${ }_{78 \%}^{86}$ | 47\% | ${ }^{138} 77 \%$ | 103 $84 \%$ | 104 76 | 85\% | $\begin{aligned} & 169 \\ & 79 \% \end{aligned}$ | ${ }^{116} 76$ | 34 $72 \%$ | 191\% |
| The Home Depot | $\begin{aligned} & 314 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 182 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 75 \% \end{aligned}$ | $\frac{59}{76 \%}$ | $\begin{aligned} & 81 \\ & 89 \% \\ & \text { De } \end{aligned}$ | $91 \%$ | 1499 | $\begin{aligned} & 74 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 104 \\ 84 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 62 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 119 \\ 85 \% \\ \text { op } \end{gathered}$ | $\begin{aligned} & 109 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 77 \% \end{aligned}$ | ${ }^{137} 78 \%$ | ${ }^{36} 8$ | 213 $78 \%$ |
| PepsiCo | $279$ | $\begin{gathered} 117 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 75 \% \end{aligned}$ | $77 \%$ | $\begin{aligned} & 73 \\ & 76 \% \end{aligned}$ | $\begin{gathered} 81 \\ 82 \% \\ d \end{gathered}$ | ${ }_{90 \%}^{49}$ | $\frac{96}{71 \%}$ | $\begin{gathered} 127 \\ 82 \% \\ \mathrm{~h} \end{gathered}$ | $\frac{56}{75 \%}$ | $\begin{aligned} & 86 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 80 \% \end{aligned}$ | $120$ | $\begin{gathered} 106 \\ 83 \% \end{gathered}$ | 977 | $77$ | ${ }^{158} \%$ | $114 \%$ | $\begin{aligned} & 33 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 76 \% \end{aligned}$ |
| Nestle | 319 | 150\% | 169\% | 99\% | 816\% | $\begin{aligned} & 78 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 113 \\ 82 \% \\ j \end{gathered}$ | 143 $78 \%$ | $\begin{aligned} & 63 \\ & 66 \% \end{aligned}$ | ${ }_{76 \%}$ | $\begin{aligned} & 54 \% \\ & 81 \% \end{aligned}$ | ${ }^{163} 76 \%$ | ${ }^{105} 76$ | ${ }^{122} 88$ | $72 \%$ | ${ }^{197} 74$ | 117 $80 \%$ | $\begin{aligned} & 68 \\ & 95 \\ & 95 \end{aligned}$ | 214\% |
| Visa | 318 | 149\% | $174 \%$ | 81\% | 819\% | 85\% | 71 | 109\% | ${ }^{137} 77 \%$ | 72\% | 97\% | 54\% | ${ }^{153} 81 \%$ | 104 $79 \%$ | ${ }^{123} 75$ | 92\% | $\underset{\mathrm{r}}{1922_{2}}$ | 120\% | 31 76 | 2059\% |
| Netflix | $\begin{gathered} 329 \\ 76 \% \end{gathered}$ | $\begin{gathered} 159 \\ 72 \% \end{gathered}$ | $\begin{gathered} 169 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 94 \\ 83 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 83 \\ & 76 \% \end{aligned}$ | 58\% | $\begin{gathered} 121 \\ 82 \% \end{gathered}$ | $\begin{gathered} 146 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 62 \% \\ & 6 \end{aligned}$ | 97\% | $\begin{aligned} & 62 \\ & 82 \% \end{aligned}$ | ${ }_{8}^{155}$ | ${ }^{112}$ | $\underset{\mathrm{p}}{126}$ | 91\% | ${ }_{76 \%}^{188}$ | ${ }_{79 \%}^{137}$ | $\begin{aligned} & 48 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 216 \\ 81 \% \end{gathered}$ |
| Sony | 301 $76 \%$ | $\begin{gathered} 150 \\ 80 \% \end{gathered}$ | 151 72 | 101 $80 \%$ | $79$ | $\begin{aligned} & 69 \\ & 73 \% \end{aligned}$ | 532 | $\begin{gathered} 110 \\ 84 \% \\ i \end{gathered}$ | ${ }_{72 \%}^{126}$ | ${ }_{72}^{66}$ | 98\% | 43\% | 1417\% | $\begin{gathered} 110 \\ 83 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 101 \\ & 69 \% \end{aligned}$ | 90\% | ${ }^{171} 77 \%$ | ${ }^{120} 73 \%$ | 51 90 | 200 $80 \%$ |
| Dell | ${ }^{292}$ | 144\% | 148 $74 \%$ | 74\% | $\begin{gathered} 92 \\ 87 \% \\ \substack{ \\ \hline} \end{gathered}$ | $\begin{gathered} 77 \\ \substack{87 \% \\ D} \end{gathered}$ | 49\% | ${ }^{112} 77 \%$ | $\begin{gathered} 127 \\ 81 \% \\ j \end{gathered}$ | 52\% | 95\% | 476\% | 134 78 | 82 | 123 $79 \%$ | 86\% | ${ }^{169} 79$ | 120 ${ }^{75 \%}$ | 31 $84 \%$ | 171 $74 \%$ |
| Amazon | ${ }_{76 \%}$ | $\begin{gathered} 156 \\ 78 \% \end{gathered}$ | $\begin{gathered} 150 \\ 73 \% \end{gathered}$ | $89 \%$ | $98 \%$ | $\begin{aligned} & 81 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 114 \\ 80 \% \end{gathered}$ | ${ }^{117} 70 \%$ | $\begin{aligned} & 744 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 162 \\ 83 \% \\ K \end{gathered}$ | $\begin{aligned} & 97 \\ & \text { OP\% } \end{aligned}$ | $\begin{aligned} & 114 \\ & 70 \% \end{aligned}$ | $\text { 75 } 7$ | $\begin{aligned} & 184 \\ & 79 \% \end{aligned}$ | ${ }_{70 \%}^{116}$ | ${ }_{93}^{44}$ | ${ }_{82 \%}^{185}$ |
| T-Mobile | 304 $76 \%$ | $\begin{gathered} 156 \\ 84 \% \\ C \end{gathered}$ | $\begin{gathered} 148 \\ 68 \% \end{gathered}$ | ${ }_{65}^{65}$ | $\begin{aligned} & 96 \\ & 86 \% \\ & \text { Bf } \end{aligned}$ | $74 \%$ | $\begin{gathered} 69 \\ 81 \% \\ d \end{gathered}$ | ${ }^{102} 74 \%$ | 1449 | 58\% | ${ }^{102} 73 \%$ | 37 $72 \%$ | 157 <br> $81 \%$ | 114 $79 \%$ | 1119 | $\begin{aligned} & 79 \\ & 67 \% \end{aligned}$ | 190 $80 \%$ | 109 $70 \%$ | 74\% | 176 $81 \%$ |
| Pizza Hut | 317 | 155 74 | 162\% | ${ }_{72 \%}$ | 90\% | ${ }_{83}^{62}$ | 69\% | ${ }^{125} 81 \%$ | ${ }^{114} 71 \%$ | 777 | ${ }^{107} 76$ | 58\% | 142 75 | ${ }^{96} 4$ | ${ }^{117} 78$ | ${ }^{103} 74 \%$ | $\begin{gathered} 196 \\ \underset{R}{22 \%} \end{gathered}$ | ${ }^{112} 6$ | ${ }_{83}^{49}$ | 196\% |
| The Walt Disney Company | 321 ${ }^{75 \%}$ | ${ }_{73 \%}$ | $\begin{gathered} 157 \\ 78 \% \end{gathered}$ | $71 \%$ | $82 \%$ | $\begin{aligned} & 68 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 84 \% \\ & f \end{aligned}$ | ${ }_{70}^{85}$ | $\begin{gathered} 169 \\ \begin{array}{c} 81 \% \\ \mathrm{hj} \end{array} \end{gathered}$ | $\begin{aligned} & 68 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 73 \% \end{aligned}$ | ${ }^{46} \%$ | $\begin{aligned} & 160 \\ & 78 \% \end{aligned}$ | 100 $74 \%$ | $\begin{gathered} 128 \\ 80 \% \end{gathered}$ | $74 \%$ | $\begin{gathered} 177 \\ 80 \% \end{gathered}$ | $\text { 142 } 72$ | 25 78 | 209 ${ }^{78 \%}$ |
| Burger King | 294\% | 141 75 | 153 75 | $79 \%$ | $\begin{gathered} 102 \\ 83 \% \\ d \end{gathered}$ | ${ }^{64}$ 72\% | $\frac{49}{72 \%}$ | ${ }^{109} 78$ | ${ }^{129} 71 \%$ | 57\% | 86\% | 62\% | ${ }^{134} 79 \%$ | $\begin{gathered} 113 \\ 83 \% \\ P \end{gathered}$ | ${ }^{102}$ | 79 | $\begin{gathered} 169 \\ 80 \% \end{gathered}$ | ${ }^{119} 69$ | ${ }_{91}{ }^{2}$ | ${ }^{187} 7$ |
| Ace Hardware | ${ }^{283}$ 75\% | $\begin{gathered} 121 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 76 \% \end{aligned}$ | 74 $55 \%$ | $\begin{aligned} & 88 \\ & 88 \% \\ & \text { 88\% } \end{aligned}$ | $\underset{\mathrm{D}}{\underset{\mathrm{D}}{55}}$ | $\begin{gathered} 69 \\ 87 \% \\ \mathrm{D} \% \end{gathered}$ | $82 \%$ | 144 $72 \%$ | 57\% | 87\% | $\begin{aligned} & 52 \\ & 87 \% \\ & k \end{aligned}$ | ${ }^{130} 74 \%$ | $\begin{aligned} & 104 \\ & 89 \% \\ & \mathrm{OP}^{2} \end{aligned}$ | 98\% | 80\% | $\begin{gathered} 176 \\ 80 \% \\ r \end{gathered}$ | ${ }^{104} \times 1{ }^{69 \%}$ | 34\% | ${ }^{164} 74$ |
| Hulu | $\begin{gathered} 323 \\ 74 \% \end{gathered}$ | $\begin{gathered} 170 \\ 74 \% \end{gathered}$ | $\begin{gathered} 153 \\ 74 \% \end{gathered}$ | $78 \%$ | ${ }_{83}^{84}$ | $\begin{aligned} & 71 \% \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 115 \\ 81 \% \end{gathered}$ | ${ }_{72 \%}^{146}$ | $\begin{aligned} & 622 \\ & 68 \% \end{aligned}$ | $\frac{85}{71 \%}$ | $\begin{aligned} & 47 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 173 \\ 79 \% \end{gathered}$ | ${ }_{79 \%}^{106}$ | $\begin{aligned} & 113 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 179 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 80 \% \end{aligned}$ | 220 ${ }_{79}$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { than } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Chick-fil-A | ${ }_{74 \%}^{266}$ | $\begin{aligned} & 134 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 73 \% \end{aligned}$ | $79$ | $\begin{aligned} & 60 \\ & 66 \% \end{aligned}$ | $\begin{gathered} \text { 80\% } \\ \hline 8 \end{gathered}$ | $\frac{47}{73 \%}$ | $\begin{aligned} & 84 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 127 \\ 79 \% \end{gathered}$ | 55 $71 \%$ | $\begin{aligned} & 74 \% \\ & 68 \% \end{aligned}$ | 468\% | $\begin{gathered} 129 \\ 799 \% \\ k \end{gathered}$ | $\begin{gathered} 106 \\ 82 \% \\ 0 \end{gathered}$ | ${ }^{88}{ }_{69}$ | 72 | $\begin{gathered} 157 \\ 83 \% \\ R \end{gathered}$ | ${ }^{96}$ \% | 77\% | 177\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| General Motors | $312 \%$ | 143\% | ${ }^{168} 7$ | 87 | ${ }_{72 \%}$ | $\begin{gathered} 79 \\ 81 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 80 \\ & 87 \% \\ & \text { De } \end{aligned}$ | ${ }^{93}{ }^{\text {\% }}$ | 1617 | 59\%\% | 77 | 718\% | $\begin{gathered} 151 \\ 80 \% \\ K \end{gathered}$ | 87\% | 118\% | ${ }^{106}$ 69\% | 182\% | ${ }^{123} 73 \%$ | 389\% | 185\% |
| Hewlett-Packard Enterprise | $314 \%$ | 157\% | 157 71 | 81\% | $\begin{aligned} & 95 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 78 \% \\ & d \end{aligned}$ | $\begin{aligned} & 63 \\ & 83 \% \\ & \text { D } \end{aligned}$ | 97\% | 150 79 | 67\% | ${ }^{83}$ 6\% | $\begin{aligned} & 53 \\ & 80 \% \\ & \text { k } \end{aligned}$ | $\begin{gathered} 162 \\ 80 \% \\ \mathrm{~K} \end{gathered}$ | 93\% | 132 $74 \%$ | 89 | 181 $76 \%$ | 131 $72 \%$ | 31 $86 \%$ | 196\% |
| American Express | $\begin{gathered} 311 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 85 \\ 87 \% \\ \text { D } \end{gathered}$ | ${ }^{105}$ | $\begin{aligned} & 148 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 69 \% \end{aligned}$ | $\frac{91}{70 \%}$ | $\begin{aligned} & 64 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 136 \\ 80 \% \end{gathered}$ | $\begin{gathered} 121 \\ 83 \% \\ \hline \mathrm{P} \end{gathered}$ | $78 \%$ | $\begin{aligned} & 92 \\ & 64 \% \end{aligned}$ | ${ }^{178}{ }_{76 \%}$ | $\begin{aligned} & 123 \\ & 72 \% \end{aligned}$ | ${ }_{89}^{47}$ | 213\% |
| Domino's | 294\% | 157\% | 137 6 | 104 ${ }^{10}$ | $\begin{gathered} 80 \\ 82 \% \\ 9 \end{gathered}$ | $\frac{56}{73 \%}$ | $\begin{aligned} & 54 \% \\ & 64 \% \end{aligned}$ | 106 ${ }^{74 \%}$ | 123 $74 \%$ | 64\% | $\begin{aligned} & 94 \\ & 79 \% \end{aligned}$ | 55\% | $\begin{aligned} & 129 \\ & 75 \% \end{aligned}$ | $77 \%$ | $\begin{gathered} 120 \\ 81 \% \end{gathered}$ | 97\% | 167\% | 122 | 37 73 | 200 $79 \%$ |
| Best Buy | $292 \%$ | ${ }^{132} 73$ | 160 $73 \%$ | 99\% | $\begin{aligned} & 74 \\ & 70 \% \end{aligned}$ | 64\% | $\frac{55}{78 \%}$ | 116 $81 \%$ | ${ }^{116} 70 \%$ | 60 $68 \%$ | 93 78 | 59\% | 127 $76 \%$ | $\begin{aligned} & 98 \\ & 98 \\ & \hline 8 \end{aligned}$ | ${ }^{117} 7$ | 78 $64 \%$ | $\begin{gathered} 179 \\ 89 \% \\ \mathrm{R} \end{gathered}$ | 107 $65 \%$ | 422\% | 180 $81 \%$ |
| Honda | 313 73 | ${ }^{136} 74 \%$ | 177\% | 80\% | 815\% | 94\% | $57 \%$ | 100 76 | ${ }^{156}{ }_{76}$ | 60 63 | 913\% | 79\% | 158\% | ${ }^{102} 73 \%$ | ${ }^{114} 72 \%$ | 975\% | 173 $78 \%$ | ${ }^{136} 71 \%$ | 31 $93 \%$ | 200 $73 \%$ |
| Cottonelle | ${ }^{278} 7$ | 135 $70 \%$ | $\begin{aligned} & 143 \\ & 77 \% \end{aligned}$ | 83 | 759\% | $\begin{aligned} & 65 \\ & 72 \% \end{aligned}$ | $54 \%$ | 95\% | ${ }^{122} 71 \%$ | $\begin{aligned} & 61 \\ & \hline 8 \% \end{aligned}$ | $\stackrel{98}{79}$ | $\begin{aligned} & 47 \\ & 61 \% \end{aligned}$ | 118 $75 \%$ | 77 $80 \%$ | ${ }_{72 \%}^{116}$ | 85 ${ }^{7}$ | 149\% | 119\% | 32 $61 \%$ | 161 $72 \%$ |
| Kroger | 249\% | 111 73 | 138\% | 64\% | 72\% | $\begin{aligned} & \text { 600 } \\ & 80 \% \\ & \hline \end{aligned}$ | 53\% | $\begin{aligned} & 89 \\ & 75 \% \end{aligned}$ | $\stackrel{112}{78 \%}$ | 47 $61 \%$ | 90\% | 842\% | 110 75 | 99\% | 815\% | ${ }_{69}^{69}$ | 164 $78 \%$ | 829\% | 32 ${ }^{76 \%}$ | 151\% |
| Whole Foods | $312 \%$ | $\quad 149$ | $\begin{aligned} & 162 \\ & 75 \% \end{aligned}$ | $89 \%$ | ${ }^{84} 75$ | $\begin{aligned} & 62 \% \\ & 66 \end{aligned}$ | $77 \%$ | $78$ | $\begin{aligned} & 160 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 62 \% \end{aligned}$ | 52\% | $\underset{\substack{161 \\ \mathrm{~K}}}{\substack{\text { ( }}}$ | $\begin{aligned} & 124 \\ & 79 \% \end{aligned}$ | $71 \%$ | $\begin{aligned} & 95 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 184 \\ \underset{r}{9} \% \end{gathered}$ | ${ }_{66 \%}^{120}$ | 51 | 195 $81 \%$ |
| Scott | $295 \%$ | $\begin{gathered} 147 \\ 76 \% \end{gathered}$ | 149\% | 75 $63 \%$ | $\begin{aligned} & 80 \\ & 71 \% \end{aligned}$ | $\frac{51}{75 \%}$ | $\begin{aligned} & 90 \\ & 85 \% \\ & \text { D } \end{aligned}$ | ${ }^{96}$ | $\begin{gathered} 144 \% \\ 78 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 65 \% \end{aligned}$ | 1177\% | $\frac{58}{79 \%}$ | ${ }^{112}$ | 101\% | ${ }^{108}$ | ${ }_{70 \%}^{87}$ | ${ }^{182}$ | ${ }^{111} 72 \%$ | ${ }^{46} 9$ | ${ }^{183} 7$ |
| Trader Joe's | 302\% | 147 $69 \%$ | 155\% | $\begin{aligned} & 82 \\ & 68 \% \end{aligned}$ | $\frac{92}{73 \%}$ | 69\% | $\frac{57}{73 \%}$ | $\begin{gathered} 106 \\ 74 \% \\ J \end{gathered}$ | $\begin{gathered} 152 \\ 82 \% \end{gathered}$ | 44\% | ${ }^{80}$ 63\% | 51 $72 \%$ | $\begin{gathered} 160 \\ \begin{array}{c} 82 \% \\ K \end{array} \end{gathered}$ | 84\% | 121 $76 \%$ | 972\% | 185 $74 \%$ | ${ }^{113} 71 \%$ | 74\% | 186\% |
| Sam's Club | 301 $72 \%$ | 149\% | 152\% | ${ }^{86}{ }^{6}$ | 80\% | 712\% | 617\% | 90\% | 149\% | 62\% | 86\% | $\begin{aligned} & 58 \\ & \hline 85 \% \\ & K \end{aligned}$ | 140 $74 \%$ | 103 75 | $\begin{gathered} 104 \\ 80 \% \\ \mathrm{P} \end{gathered}$ | 94\% | 182\% | 111\% | 33 $67 \%$ | 182\% |
| Costco | ${ }_{72 \%}$ | $\begin{gathered} 136 \\ 67 \% \end{gathered}$ | 167\% | ${ }_{66 \%}$ | $74 \%$ | $\text { 62 } 70 \%$ | ${ }_{76 \%}^{66}$ | 107 $74 \%$ | ${ }^{122} 73 \%$ | $\begin{aligned} & 74 \\ & 69 \% \end{aligned}$ | ${ }^{86}$ | 48\% | 151 $74 \%$ | 95 ${ }^{\text {\% }}$ | 103\% | 105 $69 \%$ | $\underset{\substack{166 \\ \underset{r}{8} \\ \hline}}{ }$ | 122 ${ }_{\text {66\% }}$ | 388\% | 197\% |
| Little Caesars | 284\% | 120 | 164 $73 \%$ | 785\% | 78\% | $\begin{aligned} & 60 \\ & 69 \% \end{aligned}$ | ${ }_{82}^{62 \%}$ | ${ }_{72 \%}{ }^{\text {\% }}$ | ${ }^{127} 77$ | 58\% | 90\% | 40\% | 137\% | $\begin{gathered} 108 \\ \stackrel{81 \%}{\mathrm{P}} \end{gathered}$ | $\begin{gathered} 96 \\ 78 \% \\ \hline \end{gathered}$ | 80\% | $\begin{gathered} 189 \\ \underset{R}{79 \%} \end{gathered}$ | ${ }_{62 \%}{ }^{2}$ | 418\% | 173 75 |
| Campbell's | $\begin{gathered} 281 \\ 72 \% \end{gathered}$ | $\begin{gathered} 119 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 63 \% \end{aligned}$ | ${ }_{74 \%}$ | $\frac{67}{70 \%}$ | $\begin{aligned} & 61 \% \\ & 91 \% \end{aligned}$ | 87\% | ${ }^{129} 71 \%$ | $\begin{aligned} & 65 \\ & 70 \% \end{aligned}$ | ${ }_{73 \%}$ | 516\% | $\begin{aligned} & 132 \\ & 76 \% \end{aligned}$ | 80\% | ${ }^{122} 73 \%$ | $781 \%$ | $\begin{aligned} & 163 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 69 \% \end{aligned}$ | 318\% | 174 $74 \%$ |
| YouTube | ${ }^{266}$ | $\begin{aligned} & 118 \\ & 66 \% \end{aligned}$ | ${ }_{7}^{148} \%$ | $\begin{aligned} & 81 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 90 \\ \text { 83\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 52 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 113 \\ 80 \% \\ \text { iJ } \end{gathered}$ | $\begin{gathered} 105 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 63 \% \end{aligned}$ | ${ }_{73 \%}^{87}$ | $\begin{aligned} & 43 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 72 \% \end{aligned}$ | 76 $67 \%$ | $\begin{aligned} & 117 \\ & 82 \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{aligned} & 73 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 77 \% \end{aligned}$ | $97$ | $\begin{aligned} & 489 \\ & 88 \% \end{aligned}$ | 171\% |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { than } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Hilton Hotels | ${ }^{321} 71 \%$ | $\begin{aligned} & 145 \\ & 69 \% \end{aligned}$ | ${ }^{176} 73$ | $\begin{aligned} & 93 \\ & 71 \% \end{aligned}$ | 76\% | 810\% | 70 73 | ${ }^{106}$ | $\stackrel{142}{75 \%}$ | 73 $61 \%$ | 87 $64 \%$ | 62\% | $\begin{aligned} & 154 \\ & 73 \% \end{aligned}$ | 101 76 | ${ }^{114} 71 \%$ | 106 $68 \%$ | ${ }^{175} 72 \%$ | $\begin{aligned} & 135 \\ & 70 \% \end{aligned}$ | 591 | 212 $77 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| General Electric | 304 | ${ }^{167} 72$ | 137 $70 \%$ | 615\% | $\begin{aligned} & 79 \\ & 80 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 88 \\ 8_{0}^{87 \%} \end{gathered}$ | $\begin{gathered} 75 \\ 86 \% \\ \text { D } \end{gathered}$ | ${ }^{93} 9$ | 131 $73 \%$ | $79 \%$ | 96\% | 550\% | ${ }^{135} 69$ | $\begin{aligned} & 116 \\ & \text { OP } \end{aligned}$ | 91\% | 96\% | $\underset{\mathrm{R}}{\stackrel{178}{9} \%}$ | ${ }^{118} 64 \%$ | 32 $61 \%$ | 177 $69 \%$ |
| Toyota | ${ }^{282} 71 \%$ | $\begin{aligned} & 142 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 140 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 91 \% \end{aligned}$ | $70$ | $\begin{aligned} & 81 \% \\ & 71 \end{aligned}$ | $\begin{aligned} & 41 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 75 \% \end{aligned}$ | ${ }_{711 \%}$ | $\begin{aligned} & 65 \\ & 67 \% \end{aligned}$ | ${ }^{80} 6 \%$ | $\begin{aligned} & 37 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & { }_{82} \% \\ & \text { KL } \end{aligned}$ | $\begin{gathered} 114 \\ 79 \\ \hline \mathrm{P} \% \end{gathered}$ | $\frac{90}{73 \%}$ | $\begin{aligned} & 78 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 74 \% \end{aligned}$ | ${ }_{71 \%}^{107}$ | $\begin{aligned} & 30 \\ & 76 \% \end{aligned}$ | 194\% |
| United Airlines | 267\% | $\begin{aligned} & 135 \\ & 72 \% \end{aligned}$ | ${ }^{132}$ | $\begin{aligned} & 84 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 76 \% \end{aligned}$ | ${ }_{66}^{56}$ | $\begin{gathered} 63 \\ 77 \% \end{gathered}$ | 91\% | $\begin{aligned} & 123 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 65 \% \end{aligned}$ | 35 6 | $\underset{\substack{123 \\ k}}{\substack{123}}$ | ${ }_{74 \%}$ | 109 $74 \%$ | $\begin{aligned} & 71 \\ & 64 \% \end{aligned}$ | $130 \%$ | $\begin{aligned} & 131 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 90 \% \end{aligned}$ | 166 $76 \%$ |
| Gap | ${ }^{283}$ | 118 $66 \%$ | 165\% | 87\% | $\begin{aligned} & 81 \% \\ & 81 \% \end{aligned}$ | 68\% | $\begin{aligned} & 48 \\ & 63 \% \end{aligned}$ | 96\% | 139 $68 \%$ | 49\% | ${ }^{80}$ 62\% | 39\% | $\begin{gathered} 150 \\ 80 \% \\ K \end{gathered}$ | 71 66 | 129 $74 \%$ | 83 | 164 $75 \%$ | 114 $68 \%$ | 20\% | 171 $75 \%$ |
| Dollar General | $\begin{gathered} 270 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 150 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 72 \% \end{aligned}$ | ${ }_{78}^{78}$ | $\begin{aligned} & 40 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 83 \% \\ & \hline 1 \end{aligned}$ | $\begin{gathered} 113 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 75 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 106 \\ 78 \% \\ \hline \end{gathered}$ | $104 \%$ | $\begin{aligned} & 60 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 181 \\ \underset{R}{8 \%} \end{gathered}$ | $\begin{aligned} & 86 \\ & 59 \% \end{aligned}$ | 29 $88 \%$ | $\begin{aligned} & 160 \\ & 68 \% \end{aligned}$ |
| Verizon | ${ }^{281 \%}$ | 112\% | 169\% | 82 $61 \%$ | ${ }^{62} 71 \%$ | ${ }^{66}$ | $\begin{aligned} & \begin{array}{l} 71 \\ 85 \% \\ \mathrm{D} \end{array} \end{aligned}$ | ${ }^{86}$ \% | $\begin{aligned} & 133 \\ & 73 \end{aligned}$ | 62\% | 810\% | ${ }_{66}^{66}$ | 143\% | 88\% | 105 $74 \%$ | 87 $64 \%$ | $\xrightarrow{164} 72$ | 114\% | 310\% | 171\% |
| The Kraft Heinz Company | ${ }^{277} 7$ | 116 $68 \%$ | 161 $73 \%$ | 71 $58 \%$ | $\begin{gathered} \text { 688 } \\ 76 \\ \hline \end{gathered}$ | 71 $67 \%$ | $\begin{aligned} & 68 \\ & 90 \% \\ & \text { DF } \end{aligned}$ | 84\% | ${ }^{125}$ 65\% | 68\% | 84\% | 50\% | ${ }^{126} 74 \%$ | 97 $81 \%$ | 84\% | 94\% | 140 $73 \%$ | 130 $69 \%$ | 30\% | 160 $72 \%$ |
| Nissan | 294\% | $\begin{gathered} 140 \\ 76 \% \\ c \end{gathered}$ | 154 $66 \%$ | 96\% | ${ }_{73}^{68}$ | 71 $66 \%$ | $\begin{aligned} & 60 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 101 \\ 69 \% \end{gathered}$ | $\stackrel{145}{76 \%}$ | 49\% | $\frac{97}{73 \%}$ | $\begin{aligned} & 388 \\ & 60 \% \end{aligned}$ | 145 72 | 87\% | 114 $66 \%$ | ${ }^{93} 7$ | ${ }^{172} 7$ | $\begin{aligned} & 117 \\ & 66 \% \end{aligned}$ | 31 $69 \%$ | 197 $74 \%$ |
| McDonald's | $307$ | $\begin{aligned} & 151 \% \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 74 \% \end{aligned}$ | $52$ | ${ }^{102}$ | $\stackrel{152}{75 \%}$ | $\begin{aligned} & 54 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 72 \% \end{aligned}$ | $45$ | $\begin{aligned} & 140 \\ & 72 \% \end{aligned}$ | $\underset{P}{95}$ | $\begin{gathered} 125 \\ \underset{\mathrm{P}}{12} \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 59 \% \end{aligned}$ | $\underset{\mathrm{r}}{199}$ | ${ }_{64 \%}^{105}$ | $\begin{aligned} & 322 \\ & 86 \% \end{aligned}$ | ${ }^{188} \%$ |
| AT\&T | 274 70 | 129 $68 \%$ | ${ }^{146} 73$ | 954\% | $\begin{gathered} 76 \\ 78 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 50 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 108 \\ 78 \% \\ j \end{gathered}$ | 118 $69 \%$ | 491\% | 840\% | 459\% | 132 | 101 $73 \%$ | $\begin{gathered} 107 \\ \substack{75 \% \\ p} \end{gathered}$ | ${ }^{66} \%$ | ${ }^{148} 71$ | 117 $69 \%$ | 33 $86 \%$ | 190 75 |
| American Airlines | 279\% | $\begin{gathered} 166 \\ \underset{C}{88 \%} \end{gathered}$ | 113 $60 \%$ | 80 $61 \%$ | $\begin{aligned} & 76 \\ & 79 \% \\ & 7 \end{aligned}$ | 49\% | 73 $74 \%$ | 978\% | 120 $67 \%$ | 62\% | $\begin{gathered} 102 \\ 68 \% \end{gathered}$ | 72\% | 131 $72 \%$ | $\begin{gathered} 104 \\ \substack{77 \% \\ p} \end{gathered}$ | 94\% | 81\% | $\begin{gathered} 169 \\ 75 \% \\ r \end{gathered}$ | ${ }^{106} 64 \%$ | 30 $68 \%$ | 181 78 |
| Apple | ${ }^{281}$ 69\% | 141\% | $\begin{gathered} 140 \\ 69 \% \end{gathered}$ | 76\% | $\begin{gathered} 89 \\ \text { DFG } \end{gathered}$ | 74 $63 \%$ | 42\% | $\begin{gathered} 105 \\ 75 \% \\ j \end{gathered}$ | 121\% | $5{ }^{56 \%}$ | 88\% | 50\% | $\begin{gathered} \text { 1368\% } \\ k \end{gathered}$ | 94\% | $\begin{gathered} 104 \\ \underset{P}{77 \%} \end{gathered}$ | 59\% | $\underset{\mathrm{R}}{187 \%}$ | 90\% | 40 | 187\% |
| Macy's | $\stackrel{267}{69 \%}$ | 130 $69 \%$ | ${ }^{137} 70 \%$ | $\begin{aligned} & 72 \\ & 63 \% \end{aligned}$ | 79\% | $\begin{aligned} & 55 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & \hline 7 \% \end{aligned}$ | 121 $68 \%$ | $\begin{aligned} & 49 \\ & 60 \% \end{aligned}$ | 84\% | $\frac{47}{75 \%}$ | ${ }^{122} 68 \%$ | ${ }^{88}{ }^{\text {\% }}$ | 91\% | 81\% | $\begin{gathered} 146 \\ 69 \% \end{gathered}$ | 112 $68 \%$ | 82 82 | ${ }^{164} 72 \%$ |
| Tyson Foods | 303 $69 \%$ | 130 $64 \%$ | 172 $74 \%$ | 77 57 | $\begin{aligned} & 84 \\ & 82 \% \\ & \text { D } \end{aligned}$ | ${ }^{85}$ | 57\% | 130 75 | 120 $66 \%$ | 52\% | 93 73 | 49\% | 137 $65 \%$ | 91\% | 119 $70 \%$ | 92\% | $\underset{\mathrm{R}}{205}$ | 92\% | 42 $81 \%$ | 182 $68 \%$ |
| Southwest Airlines | ${ }^{283}$ | $\begin{aligned} & 153 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 112 \\ 7 j_{j} \% \end{gathered}$ | $\stackrel{126}{75 \%}$ | $\begin{aligned} & 46 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & { }_{8}^{81 \%} \\ & \mathrm{KL} \end{aligned}$ | $\frac{91}{70 \%}$ | 84\% | ${ }_{73 \%}^{108}$ | $\begin{aligned} & 150 \\ & 69 \% \end{aligned}$ | ${ }_{69 \%}^{129}$ | $\begin{aligned} & 42 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 180 \\ 73 \% \end{gathered}$ |
| Procter \& Gamble | 281 $69 \%$ | $\begin{aligned} & 157 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 125 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 82 \% \\ & \mathrm{Df} \end{aligned}$ | $\begin{aligned} & 59 \\ & 65 \% \\ & d \end{aligned}$ | $\begin{aligned} & 63 \\ & 93 \% \end{aligned}$ | 110 $71 \%$ | 121 $65 \%$ | $\begin{aligned} & 50 \\ & 74 \% \end{aligned}$ | 85\% | $\begin{aligned} & 40 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 146 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 88 \% \\ & \text { O8 } \end{aligned}$ | 106 $67 \%$ | 77 $59 \%$ | $\underset{R}{183} \underset{R}{7}$ | 95\% | $\begin{aligned} & 40 \\ & 80 \% \end{aligned}$ | ${ }^{192}$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ \$ 75 \mathrm{k}-$ | \$75k+ | Republi- can | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| 271 69 | 139 70 | 132 $67 \%$ | 77 ${ }^{73}$ | $\begin{aligned} & 71 \\ & 70 \% \end{aligned}$ |  | 55 $64 \%$ | ${ }_{71 \%}^{86}$ | ${ }_{71}^{132}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 69\% | 70\% | 67\% | 63\% | $70 \%$ | 80\% | 64\% | 71\% | 71\% |


| $532 \%$ | 78 |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| $64 \%$ |  | $538 \%$ |  | $121 \%$ |


| ${ }_{9}^{84}$ | 106\% ${ }^{10} 81$ | ${ }^{148}{ }^{172 \%}{ }^{113}{ }_{65}$ | 75\% |
| :---: | :---: | :---: | :---: |
| ${ }_{72 \%}$ | ${ }^{106 \%} 883$ |  | ${ }_{79}^{49}$ |
| ${ }_{\text {113\% }}^{118}$ | ${ }_{67 \%}^{96}{ }^{83}$ |  | ${ }^{50} \%$ |
| 87\% | ${ }_{67 \%}^{91} \quad 87$ | ${ }_{170 \%}^{146} \quad 116 \%$ | ${ }_{66 \%}^{31}$ |
| 98\% | ${ }^{110}{ }_{74 \%} \quad 90 \%$ | 168\% ${ }^{119 \%}$ | ${ }_{76 \%}^{48}$ |
| ${ }^{100} 6$ | $102 \%$ 83 <br> $73 \%$  | 175\% ${ }_{\text {1769\% }}$ | 45\% |
| ${ }_{77}{ }^{9} \%$ | ${ }^{114 \%} 884$ | ${ }_{178 \%}^{17 \%}{ }_{4}^{111 \%}$ | 37\% |
| ${ }^{84}$ | ${ }_{61 \%}^{91 \%}{ }^{101}$ |  | ${ }_{66 \%}^{31}$ |
| ${ }_{71 \%}^{80}$ | ${ }^{109 \%}{ }_{69 \%}^{69}$ | ${ }_{66 \%}^{128}{ }^{124} \times$ | ${ }_{73}^{28} \%$ |
| ${ }_{8 p}^{9 \%}$ | 63\% ${ }_{69}{ }^{77}$ | ${ }_{154 \%}^{158 \%}{ }^{111}$ | ${ }^{39} \%$ |
| ${ }_{62 \%}$ |  | ${ }^{163 \%} \quad 96$ | ${ }_{71 \%}^{34}$ |
| \% ${ }^{\text {75\% }}$ | ${ }^{117 \%}{ }^{112} \%{ }_{5}^{73}$ |  | ${ }_{77 \%}^{42}$ |
| ${ }^{91} \%$ |  | ${ }_{154 \%}^{154 \%}{ }^{104}$ | 88\% |
| 97\% | 66\% ${ }_{6}^{\text {84 }}$ |  | ${ }_{88 \%}^{46 \%}$ |
| ${ }_{60 \%}^{64}$ | 68\% ${ }^{\text {689\% }}$ | ${ }^{150 \%}$ \% ${ }^{97}$ \% | ${ }_{9}^{42} \%$ |
| 79\% | 111\% 788 | ${ }^{166 \%} 9$ | ${ }_{66 \%}{ }^{27}$ |
| 71 |  | ${ }_{69 \%}^{171}{ }^{106}$ | ${ }_{80 \%}^{47}$ |



Base: All Respondents (Variable Bases)


Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | Leisure |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { Lesn } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Publix | $\begin{gathered} 275 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 58 \% \\ & \end{aligned}$ | $\begin{aligned} & 53 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 101 \\ 69 \% \end{gathered}$ | $\stackrel{125}{68 \%}$ | ${ }_{46 \%}^{49}$ | $\begin{aligned} & 63 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & \quad \underset{51}{51} \% \end{aligned}$ | 85 64 | 109 $65 \%$ | ${ }^{80} 9 \%$ | 170 $68 \%$ | 102 57 | 585 | 200 68 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Boeing | ${ }^{251} 63$ | $\begin{gathered} 137 \\ \underset{C}{73 \%} \end{gathered}$ | 114 $54 \%$ | 54\% | $\begin{aligned} & 73 \\ & 69 . \% \\ & d \end{aligned}$ | 664\% | 49\% | $82 \%$ | 127 $63 \%$ | 42\% | ${ }_{54}^{61 \%}$ | 57\% | $\begin{gathered} \text { 11930 } \\ \\ \\ \text { Kl } \end{gathered}$ | $\begin{gathered} 77 \\ 72 \% \\ \hline \end{gathered}$ | $\begin{gathered} 103 \\ \stackrel{103}{\mathrm{p}} \mathrm{p} \end{gathered}$ | 71 $52 \%$ | $\underset{\substack{163 \\ R}}{\substack{2 \\ \hline}}$ | 87\% | 42 $81 \%$ | ${ }^{173} 71 \%$ |
| Perdue Farms | $\begin{gathered} 249 \\ 62 \% \end{gathered}$ | $\begin{gathered} 121 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 61 \% \end{aligned}$ | 57 $44 \%$ | $\begin{aligned} & \text { 69\% } \\ & \text { 66\% } \end{aligned}$ | $\begin{gathered} \text { 61\% } \\ \hline 1 / 26 \end{gathered}$ | 56\% | $8{ }^{89} \mathbf{6}$ | ${ }^{112} 64 \%$ | 47\% | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | 33 ${ }^{36}$ | $\begin{gathered} 126 \\ 7 \mathrm{H}_{\mathrm{L}} \% \end{gathered}$ | ${ }_{70}^{86}$ | $\begin{aligned} & 86 \\ & 59 \% \end{aligned}$ | 76 $59 \%$ | $\begin{gathered} 145 \\ 67 \% \end{gathered}$ | 100 $58 \%$ | 43\% | 164 $67 \%$ |
| Honeywell | $\begin{gathered} 264 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 77 \\ & 81 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 99 \\ & 66 \% \end{aligned}$ | ${ }_{62 \%}^{116}$ | $\begin{aligned} & 48 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 49 \% \end{aligned}$ | $\underset{\mathrm{L}}{145}$ | $\begin{gathered} 80 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 165 \\ \substack{70 \% \\ R} \end{gathered}$ | ${ }^{98}{ }^{\text {\% }}$ | $\begin{aligned} & 41 \\ & 79 \% \end{aligned}$ | 178\% |
| GrubHub | ${ }^{225} 62 \%$ | $\begin{gathered} 102 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 63 \% \end{aligned}$ | ${ }_{66}^{66 \%}$ | $\begin{aligned} & 50 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 75 \% \\ & \text { is } \end{aligned}$ | $\begin{aligned} & 96 \\ & 63 \\ & \hline \end{aligned}$ | 39 ${ }^{34}$ | ${ }_{59}^{69}$ | $\begin{gathered} 39 \\ 59 \% \end{gathered}$ | $\begin{gathered} 112 \\ { }_{7}^{11 \%} \\ k \end{gathered}$ | ${ }^{66}$ 64\% | $\begin{aligned} & 80 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 63 \% \end{aligned}$ | 95 $61 \%$ | 25 | 152 69 |
| MLB | $\begin{gathered} 248 \\ 62 \% \end{gathered}$ | $\begin{gathered} 137 \\ { }_{C}^{5} \% \end{gathered}$ | 111 $51 \%$ | 70 $59 \%$ | $\begin{aligned} & 79 \\ & 75 \% \\ & d G \end{aligned}$ | $\begin{aligned} & 59 \\ & 68 \% \\ & 9 \end{aligned}$ | 40 45 | $\begin{gathered} 102 \\ 74 \% \\ 1 \end{gathered}$ | 92\% | 54\% | 75 | 41\% | ${ }^{118} 68 \%$ | 80\% | 83\% | ${ }^{85}$ 61\% | 160 $65 \%$ | $\stackrel{83}{57 \%}$ | 48 $80 \%$ | 164 $66 \%$ |
| JPMorgan Chase | ${ }^{238} \%$ | $\begin{aligned} & 111 \\ & 62 \% \end{aligned}$ | ${ }^{126} 6$ | ${ }^{66}$ \% | 80\% | $\begin{aligned} & 53 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 74 \% \\ & 15 \end{aligned}$ | 109 $59 \%$ | $\begin{aligned} & 38 \\ & 50 \% \end{aligned}$ | ${ }^{65}$ | $\begin{aligned} & 39 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 122 \\ \underset{K}{122} \% \end{gathered}$ | ${ }_{68}^{68} \%$ | $\begin{gathered} 103 \\ 63 \% \end{gathered}$ | 56\% | $\underset{\mathrm{r}}{149}$ | ${ }^{85} \%$ | 848\% | 141 $67 \%$ |
| Zoom Video | $\begin{gathered} 263 \\ 62 \% \end{gathered}$ | $\begin{gathered} 118 \\ 56 \% \end{gathered}$ | $\begin{gathered} 146 \\ 68 \% \\ b \end{gathered}$ | 824 | 89\% | $\begin{aligned} & 59 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 44 \% \end{aligned}$ | 87\% | 131 $64 \%$ | $\begin{aligned} & 44 \\ & 53 \% \end{aligned}$ | 50\% | $\begin{aligned} & 32 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 152 \\ \substack{150 \%} \end{gathered}$ | 79\% | 959\% | ${ }^{89} 9 \%$ | $\underset{r}{160} \underset{\substack{6 \\ \hline}}{ }$ | 93 $55 \%$ | 40 80 | 188\% |
| Wells Fargo | ${ }^{275} 61 \%$ | $\begin{gathered} 137 \\ 68 \% \\ c \end{gathered}$ | 138 ${ }^{56}$ | ${ }^{98}{ }^{6} \%$ | 74\% | $\begin{gathered} 57 \\ 58 \% \end{gathered}$ | ${ }^{46} 5$ | $\begin{gathered} 125 \\ \substack{77 \% \\ 15} \end{gathered}$ | 105 $51 \%$ | 45\% | 74 $61 \%$ | 33\% | 156 $65 \%$ | 85\% | $\begin{gathered} 125 \\ 68 \% \\ \mathrm{p} \end{gathered}$ | ${ }^{65} 5$ | 168 $65 \%$ | 103 $59 \%$ | 53 | 179 $63 \%$ |
| BP | $\begin{gathered} 245 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 146 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 72 \% \\ & \text { Df } \end{aligned}$ | $\begin{aligned} & 55 \\ & 52 \% \end{aligned}$ | $49$ | $\begin{gathered} 98 \\ 68 \% \\ j \end{gathered}$ | $\begin{gathered} 103 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 52 \% \end{aligned}$ | 73 | $\begin{aligned} & 40 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 126 \\ 71 \% \\ \text { kL } \end{gathered}$ | $\begin{aligned} & 96 \\ & 72 \% \\ & \hline 2 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 58 \% \end{aligned}$ | ${ }^{55}$ | $\begin{gathered} 158 \\ 65 \% \\ r \end{gathered}$ | 83 $54 \%$ | $\begin{aligned} & 42 \\ & 67 \% \end{aligned}$ | 157 $67 \%$ |
| Mars | $\begin{gathered} 225 \\ 60 \% \end{gathered}$ | ${ }_{63 \%}^{108}$ | 117 $58 \%$ | ${ }^{65} 5$ | $63 \%$ | $\begin{gathered} 50 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 63 \% \\ & j \end{aligned}$ | $\begin{aligned} & 93 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 46 \% \end{aligned}$ | 71 57 | 27 48 | $\begin{gathered} 115 \\ \substack{72 \% \\ \mathrm{~kL}} \end{gathered}$ | $59 \%$ | 91 65 | ${ }^{75} 5$ | $\begin{gathered} 138 \\ 68 \% \\ R \end{gathered}$ | 83 $52 \%$ | ${ }^{18} 8$ | 137 $60 \%$ |
| JetBlue Airways | ${ }^{252} 60$ | 117 $65 \%$ | 135 56 | 74 $59 \%$ | ${ }^{62}$ \% | $\begin{aligned} & 57 \\ & 52 \% \end{aligned}$ | ${ }^{60}$ | $\begin{aligned} & 89 \\ & 66 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 128 \\ 63 \% \end{gathered}$ | ${ }^{35}{ }^{43 \%}$ | 58\% | 46\% | $\begin{gathered} 139 \\ 63 \% \\ k \end{gathered}$ | 78\% | 109 $62 \%$ | ${ }^{66}$ 5\% | 129 $57 \%$ | 122 $65 \%$ | ${ }^{35} 8$ | 173 $69 \%$ |
| Anheuser-Busch | 229\% | ${ }^{1120}{ }_{C}^{112}$ | 116\% | 499\% | $\begin{aligned} & 61 \\ & 61 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 81 \\ 71 \% \\ { }^{8} \% \end{gathered}$ | 38\% | ${ }_{59}^{68}$ | ${ }_{\text {122 }}^{12}$ 63\% | 51\% | 88\% | 26\% | 110 $64 \%$ | $\begin{aligned} & 84 \\ & 70 \% \\ & \hline \mathrm{P} \end{aligned}$ | 93\% | $51 \%$ | 150 $64 \%$ | 75\% | 289\% | 139\% |
| Anthem Health | $\begin{gathered} 224 \\ 60 \% \end{gathered}$ | $\stackrel{112}{\substack{\text { 69\% }}}$ | 112 53 | 51\% | $\begin{aligned} & \text { 64 } 64 \\ & \text { 66\%\% } \end{aligned}$ | 58\% | $\begin{aligned} & 43 \\ & 58 \% \\ & \hline \end{aligned}$ | ${ }_{69}^{99}$ | ${ }^{76}$ 56\% | 49\% | 72 $54 \%$ | ${ }_{49}^{28}$ | $\begin{aligned} & 120 \\ & 69 \% \end{aligned}$ | 65\% | $\begin{aligned} & 108 \\ & 65 \% \\ & \text { P } \end{aligned}$ | 518\% | $\begin{gathered} 158 \\ \text { G6\% } \\ \mathrm{R} \end{gathered}$ | 53\% | 43 $82 \%$ | 158 $64 \%$ |
| Humana | ${ }^{230} 5$ | 110 $60 \%$ | 119 $58 \%$ | 63 $47 \%$ | $\begin{aligned} & 70 \\ & \text { 66\% } \\ & \text { D } \end{aligned}$ | 480\% | 49\% | 89\% | 107 $59 \%$ | 33\% | 71 60 | 34\% | ${ }^{116} 64 \%$ | 72 $59 \%$ | $\begin{aligned} & 95 \\ & 69 \% \\ & \hline \end{aligned}$ | 639\% | 143 $63 \%$ | 85\% | 27 63 | 126 $56 \%$ |
| Facebook | $\begin{gathered} 267 \\ 59 \% \end{gathered}$ | $\begin{gathered} 136 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 66 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 98 \\ d F \mathrm{~B} \end{gathered}$ | $\begin{gathered} 50 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 42 \% \end{aligned}$ | $99$ | $\begin{gathered} 126 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 143 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & \text { 174\% } \\ & \text { OP } \end{aligned}$ | 82\% | 70 $52 \%$ | $\begin{gathered} 160 \\ 66 \% \\ R \end{gathered}$ | 101 $51 \%$ | 749 | 176 $63 \%$ |
| Nordstrom | $\begin{gathered} 244 \\ 58 \% \end{gathered}$ | 121 $56 \%$ | $\begin{aligned} & 123 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 666 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 113 \\ 63 \% \end{gathered}$ | ${ }_{39}^{38}$ | $\begin{aligned} & 71 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 62 \% \end{aligned}$ | 114 $58 \%$ | $\begin{aligned} & 79 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 101 \\ 64 \% \\ \mathrm{P} \end{gathered}$ | $\begin{aligned} & 64 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 58 \% \end{aligned}$ | ${ }^{88} \%$ | 52\% | 162 $64 \%$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { than } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| ExxonMobil | $\begin{gathered} 223 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 744 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 68 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 98 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 88 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 108 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 68 \% \\ & \text { P1 } \end{aligned}$ | 94\% | 58\% | $\begin{gathered} 146 \\ \text { 65\% } \\ \mathrm{R} \end{gathered}$ | 74 $48 \%$ | 30 $67 \%$ | 155 $64 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Fox Corporation | 241\% | 114 $60 \%$ | 127 $54 \%$ | 77 $56 \%$ | ${ }_{62 \%}$ | $52 \%$ | 44\% | $83$ | 121 $54 \%$ | 38\% | $\stackrel{63}{55}$ | 539 | 126 $60 \%$ | $\begin{aligned} & 91 \\ & { }^{72 \%} \end{aligned}$ | ${ }^{88} \%$ | 633\% | $\begin{gathered} 158 \\ \underset{R}{3} \% \\ R \end{gathered}$ | 80\% | 50\% | ${ }^{153} \%$ |
| Twitter | $\begin{gathered} 231 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 59 \% \end{aligned}$ | 122 $55 \%$ | $$ | $\begin{aligned} & 73 \\ & 699 \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 53 \\ & 48 \% \end{aligned}$ | ${ }_{36}^{26}$ | $\begin{gathered} 101 \\ \substack{74 \% \\ 15} \end{gathered}$ | 92\% | 32\% | 72\% | 30 ${ }^{32}$ | $\stackrel{116}{67 \%}$ | $\begin{aligned} & 61 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 118 \\ 64 \% \\ p \end{gathered}$ | $\begin{aligned} & 52 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 152 \\ \underset{R}{63 \%} \end{gathered}$ | 70 $46 \%$ | $\begin{gathered} 36 \\ 77 \% \\ \mathrm{t} \end{gathered}$ | 160 $64 \%$ |
| Charles Schwab | $\stackrel{256}{57 \%}$ | $\begin{gathered} 145 \\ 65 \% \\ C \end{gathered}$ | $\begin{gathered} 111 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 67 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 73 \\ & 65 \% \\ & d \end{aligned}$ | $\begin{aligned} & 47 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 102 \\ 64 \% \\ j \end{gathered}$ | 112 $56 \%$ | $\begin{aligned} & 42 \\ & 47 \end{aligned}$ | $\begin{aligned} & 79 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & \text { 66\% } \\ & \text { p } \end{aligned}$ | 92\% | $\begin{aligned} & 81 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 162 \\ 64 \% \\ \mathrm{R} \end{gathered}$ | $9$ | $\begin{aligned} & 44 \\ & 87 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 60 \% \end{aligned}$ |
| Pfizer | 252 57 | $\begin{aligned} & 104 \% \\ & 54 \% \end{aligned}$ | $\begin{gathered} 148 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 55 \% \\ & d \end{aligned}$ | $\begin{aligned} & 93 \\ & 75 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 45 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 61 \% \end{aligned}$ | 49 | 55 43 | 25 49 | $\underset{\substack{163 \\ \mathrm{~K}}}{1 \%}$ | $\begin{aligned} & 91 \\ & 62 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{gathered} 100 \\ \substack{10 \% \\ \mathrm{P}} \end{gathered}$ | 61 45 | $\begin{gathered} 155 \\ 62 \% \end{gathered}$ | $\stackrel{92}{51 \%}$ | 36\% | 166 $60 \%$ |
| NY Life | $\stackrel{226}{56 \%}$ | $\begin{gathered} 120 \\ 65 \% \\ C \end{gathered}$ | 107 $49 \%$ | $\begin{aligned} & 64 \% \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 60 \% \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 68 \% \\ & d \end{aligned}$ | 48\% | $\begin{aligned} & 83 \\ & 62 \% \\ & j \end{aligned}$ | $\begin{gathered} 121 \\ 60 \% \\ \hline \end{gathered}$ | 23 33 | ${ }_{5}^{63}$ | 30\% | $\begin{aligned} & 124 \\ & 60 \% \end{aligned}$ | 73\% | 104 $62 \%$ | 49\% | 145 $61 \%$ | 79 $49 \%$ | 31 76 | 158 $60 \%$ |
| Tesla | 220 | $\begin{gathered} 117 \\ 61 \% \end{gathered}$ | $\stackrel{103}{51 \%}$ | $\begin{aligned} & 77 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 58 \\ 68 \% \\ \mathrm{~g} \% \end{gathered}$ | 458\% | 39\% | 68\% | $\begin{gathered} 102 \\ 58 \% \end{gathered}$ | 30 34 | ${ }_{53}^{65}$ | 34\% | $\begin{gathered} 111 \\ 64 \% \\ \mathrm{~L} \end{gathered}$ | ${ }^{68} \%$ | 81 $55 \%$ | 71 56 | 134 $60 \%$ | ${ }^{83}{ }^{3}$ | 30\% | 163 $64 \%$ |
| Lyft | 227 | 93\% | 134 $54 \%$ | $\begin{aligned} & 79 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 70 \% \\ & 59 \% \end{aligned}$ | ${ }_{42 \%}$ | 70 $54 \%$ | $\begin{gathered} 121 \\ 62 \% \\ j \end{gathered}$ | 36 44 | 53 49 | 35\% | $\begin{gathered} 128 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & \text { 68\% } \\ & \hline \end{aligned}$ | 91 55 | 55 ${ }^{5}$ | 123 $58 \%$ | ${ }^{98}{ }^{8}$ | 31\% | 154 $60 \%$ |
| Etsy | 206\% | 83\% | 123 $56 \%$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & \text { 600} \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 39 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 43 \% \end{aligned}$ | 78 $61 \%$ | $\begin{aligned} & 83 \\ & 49 \% \end{aligned}$ | ${ }^{45} 6$ | ${ }^{63}$ 3\% | 31 56 | 102 $56 \%$ | 52\% | ${ }^{88}{ }^{\circ} \mathrm{\%}$ | 56\% | 117 $57 \%$ | 54\% | 23 $62 \%$ | 134 58 |
| Smithfield Foods | $\begin{gathered} 231 \\ 55 \% \end{gathered}$ | $\begin{gathered} 132 \\ 61 \% \\ c \end{gathered}$ | 999 | $\begin{aligned} & 57 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 65 \% \\ & 65 \end{aligned}$ | $\begin{aligned} & 53 \\ & 52 \% \end{aligned}$ | ${ }_{58}^{58}$ | $\begin{aligned} & 79 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 108 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 115 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 62 \% \end{aligned}$ | 71 $52 \%$ | $\begin{aligned} & 67 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 148 \\ \underset{R}{66 \%} \end{gathered}$ | 79 $42 \%$ | 23 69 | $\begin{aligned} & 140 \\ & 56 \% \end{aligned}$ |
| Cigna | 226\% | $\begin{gathered} 120 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 49 \% \end{aligned}$ | 57 | $\begin{aligned} & \text { 62 } \\ & \text { 69\% } \end{aligned}$ | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | 80\% | ${ }_{102}^{53 \%}$ | 43 | 54\% | 36\% | $\stackrel{108}{60 \%}$ | $\begin{aligned} & 95 \\ & 699 \% \\ & \text { oP } \end{aligned}$ | $\begin{aligned} & 82 \\ & 54 \% \\ & p \end{aligned}$ | ${ }^{48} 9$ | $\begin{gathered} 160 \\ 59 \% \\ r \end{gathered}$ | 63 $47 \%$ | 46\% | 153 $60 \%$ |
| Uber | 233 $54 \%$ | 107 $54 \%$ | 126 $55 \%$ | $\begin{aligned} & 72 \\ & 59 \% \\ & G \end{aligned}$ | $\begin{aligned} & 76 \\ & 65 \% \\ & \text { G } \end{aligned}$ | 51\% | ${ }^{33}$ 39\% | $\begin{aligned} & 84 \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 123 \\ 59 \% \end{gathered}$ | ${ }_{26}^{29 \%}$ | 69\% | 30\% | $\begin{aligned} & 127 \\ & 64 \% \\ & \mathrm{KI} \end{aligned}$ | 67\% | 106 $58 \%$ | 60\% | $\begin{gathered} 153 \\ 60 \% \end{gathered}$ | 78 47 | 46\% | 172 $61 \%$ |
| Singer | ${ }_{5}^{228}$ | $\begin{aligned} & 103 \\ & 52 \% \end{aligned}$ | 125 55 | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 56 \% \\ & d \end{aligned}$ | ${ }_{\text {65\% }}^{56}$ | $\begin{gathered} 60 \\ \text { 60\% } \\ \text { D } \end{gathered}$ | 59\% | 85\% | 46 | 71\% | 31\% | 121 $58 \%$ | 79\% | 71 | 77 $52 \%$ | $\begin{gathered} 145 \\ 61 \% \\ \mathrm{R} \end{gathered}$ | 80\% | 32\% | 161 $58 \%$ |
| Lockheed Martin | 209 53 | $\begin{gathered} 119 \\ 62 \% \\ C \end{gathered}$ | 90\% | ${ }_{36 \%}$ | $\begin{aligned} & 80 \\ & 68 \% \\ & \text { D } \end{aligned}$ | 51\% | 42\% | ${ }^{65} 5$ | $\begin{gathered} 110 \\ 59 \% \\ j \end{gathered}$ | 33 40 | ${ }_{41}^{41}$ | $\begin{aligned} & 42 \\ & 58 \% \\ & k \end{aligned}$ | $\begin{gathered} 117 \\ 60 \% \\ K \end{gathered}$ | $\begin{aligned} & 93 \\ & 63 \% \\ & \hline \mathrm{P} \end{aligned}$ | ${ }_{52}^{62}$ | 53 40 | 134 $56 \%$ | 74 $51 \%$ | 37 75 | 142 $60 \%$ |
| GlaxoSmithKline | 210 $52 \%$ | 121 $57 \%$ | 89\% | ${ }_{43}^{48}$ | $\begin{aligned} & 70 \\ & 58 \% \\ & \text { d } \end{aligned}$ | 53\% | 30\% | 83\% | 105 $55 \%$ | ${ }^{26}$ 42\% | 62\% | 31 45 | $\begin{gathered} 113 \\ 64 \% \\ \mathrm{Kl} \end{gathered}$ | 61 $49 \%$ | 97 <br> $1 \%$ <br> $P$ | 52\% | $\begin{gathered} 147 \\ 61 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{62}$ | 40\% | 143 $54 \%$ |
| Snapchat | $\begin{gathered} 211 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 56 \% \end{aligned}$ | 106 $48 \%$ | $\begin{aligned} & 77 \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 666} \\ & \frac{61 \%}{F} \end{aligned}$ | $\begin{aligned} & 40 \\ & 39 \% \end{aligned}$ | 28\% | $\begin{gathered} 78 \\ 57 \% \\ j \end{gathered}$ | 108 $53 \%$ | $\begin{aligned} & 25 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 57 \% \\ & k \end{aligned}$ | $\begin{gathered} 119 \\ 59 \% \\ K \end{gathered}$ | 54\% | 75 48 | 72 59 | 139 $57 \%$ | ${ }^{69} 9$ | 29\% | 144 $57 \%$ |
| Airbus | 217 $52 \%$ | $\begin{gathered} 133 \\ 63 \% \\ \hline \end{gathered}$ | $84 \%$ | $58$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 101 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 131 \\ 64 \% \\ k 1 \end{gathered}$ | $\begin{aligned} & 75 \\ & 56 \% \end{aligned}$ | ${ }^{78} 5$ | 64 48 | $\begin{gathered} 148 \\ 60 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 67 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 86 \% \end{aligned}$ | 146 58 |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Instacart
Albertson's
Morgan Stanley
Quicken Loans
Merck
MassMutual
Kaiser Permanente
Peloton
Airbnb
Abbot
Shake Shack
Molson Coors
Goldman Sachs
Wegmans
Unilever
Huawei
Cardinal Health











${ }^{180} 4$

| ${ }_{39}^{86} \%$ | 47 |
| :--- | :--- |
| 10 |  |




$\begin{array}{lll}88 & 46 \\ 41 \% & 46 \\ 37 \% & 59 \\ 50\end{array}$

$\quad{ }_{43 \%}^{180} \quad{ }_{55}^{52}$


Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| H-E-B Grocery | $\begin{gathered} 169 \\ 42 \% \end{gathered}$ | $\begin{gathered} 100 \\ 499 \% \\ C \end{gathered}$ | $\begin{aligned} & 69 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 41 \% \end{aligned}$ | $54$ | $\begin{aligned} & 31 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & \text { 60\% } \\ & 15 \end{aligned}$ | 65\% | 29 ${ }^{2}$ \% | 51\% | $\begin{aligned} & 33 \\ & 54 \% \\ & k \end{aligned}$ | 78 48 | 42\% | $\begin{aligned} & 71 \\ & 52 \% \\ & N \end{aligned}$ | 56\% | 106 47 | 56\% | 30\% | 107 $48 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cargill | 165 $41 \%$ | $\begin{aligned} & 94 \\ & 49 \% \\ & \hline \text { C } \end{aligned}$ | 72 $35 \%$ | ${ }^{52}$ 41\% | 53 ${ }^{45}$ | 38\% | 24 3 \% | $\begin{gathered} 61 \\ 44 \% \\ j \end{gathered}$ | $\begin{aligned} & 89 \\ & 45 \% \end{aligned}$ | ${ }^{15} 5$ | ${ }^{38}$ | $\begin{gathered} 34 \\ 34 \% \\ 49 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 49 \% \\ & \text { 49\% } \end{aligned}$ | 60\% | 476\% | 58\% | 103 $44 \%$ | 57 36 | 31 $59 \%$ | 122 47 |
| Conagra | $\begin{gathered} 159 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 53 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | ${ }_{44 \%}^{58}$ | 39\% | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & \begin{array}{l} 87 \% \\ 1 J \end{array}, ~ \end{aligned}$ | ${ }_{31 \%}^{47}$ | ${ }_{32}^{27}$ | $\begin{aligned} & 55 \\ & 42 \% \\ & 42 \end{aligned}$ | ${ }_{26}^{18}$ | $\begin{gathered} 78 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 51 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 111 \\ 50 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 44 \\ & 28 \% \end{aligned}$ | 31 $66 \%$ | 114 $45 \%$ |
| Roche | $\begin{gathered} 160 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 51 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 31 \% \end{aligned}$ | ${ }_{39 \%}^{47}$ | $\begin{gathered} 57 \\ 57 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | 200 | $\begin{aligned} & 67 \\ & 52 \% \\ & \text { ij } \end{aligned}$ | 60\% | 33 ${ }^{3} \mathrm{~F}$ | ${ }_{32}^{48} \%$ | ${ }^{19} 9$ | $\begin{aligned} & 81 \\ & 56 \% \\ & \text { KL } \end{aligned}$ | ${ }_{36}^{46}$ | 654\% | 49 | $\begin{gathered} 114 \\ 47 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{29 \%}^{41}$ | 32 | 101 $47 \%$ |
| Berkshire Hathaway | 145 $40 \%$ | $\begin{aligned} & 81 \\ & 55 \% \\ & C \end{aligned}$ | 64 $30 \%$ | 44 $39 \%$ | $\begin{aligned} & 37 \% \\ & 38 \% \end{aligned}$ | 33 ${ }^{34}$ | 31 ${ }^{32}$ | $\begin{aligned} & 58 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 44 \% \\ & J \end{aligned}$ | ${ }_{20}^{12}$ | 42 35 | ${ }^{26} 3$ | $\begin{aligned} & 76 \\ & 53 \% \\ & \mathrm{KI} \end{aligned}$ | 418\% | $\begin{gathered} 72 \\ 48 \% \\ p \end{gathered}$ | 33 ${ }^{3}$ | $84 \%$ | 56\% | $\stackrel{18}{54 \%}$ | 117 $48 \%$ |
| Patagonia | $\begin{gathered} 167 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 35 \% \end{aligned}$ | ${ }_{456}^{56}$ | $\begin{aligned} & 43 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & \text { 55\% } \\ & \text { ij } \end{aligned}$ | ${ }_{30}^{54}$ | ${ }_{36 \%}^{35}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 50 \% \\ & K \end{aligned}$ | $\begin{aligned} & 96 \\ & 45 \% \\ & 45 \end{aligned}$ | $\begin{aligned} & 52 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 41 \% \end{aligned}$ | ${ }_{39}^{59}$ | $\begin{gathered} 107 \\ 45 \% \end{gathered}$ | ${ }_{34 \%}^{58}$ | 34 $61 \%$ | 123 $49 \%$ |
| King Arthur | 164 $39 \%$ | $\begin{aligned} & 98 \\ & 48 \% \\ & 48 \end{aligned}$ | ${ }^{67} 1 \%$ | 64\% | 39\% | 32\% | 299\% | 78 | ${ }_{36}^{65}$ | 21 32 | 50 ${ }^{3}$ | 14 25 | $\begin{aligned} & 91 \\ & { }_{\text {KL }}^{49 \%} \end{aligned}$ | $39 \%$ | 754 | 50\% | 97 | 61 ${ }_{36}$ | 729 | 120 ${ }_{48}$ |
| Royal Dutch Shell | 153 $39 \%$ | $\begin{aligned} & 89 \\ & 50 \% \\ & C \end{aligned}$ | 64\% | 50 $41 \%$ | $34 \%$ |  | 26 $34 \%$ | 71 $48 \%$ | 63\% | 19 $24 \%$ | 38\% | $\begin{aligned} & 38 \\ & 52 \% \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 76 \\ 44 \% \\ K \end{gathered}$ | 59\% | 47 34 | 47\% | 80\% | 71 | 24 | 111 $43 \%$ |
| Gilead | ${ }_{38}^{139}$ | $\begin{gathered} 73 \\ 45 \% \\ c \end{gathered}$ | ${ }_{32 \%}^{65}$ | $\begin{aligned} & 53 \\ & 41 \% \\ & \begin{array}{c} 4 \end{array} \end{aligned}$ | $\begin{aligned} & 56 \\ & 54 \% \\ & G \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 53 \% \\ & \text { IJ } \end{aligned}$ | ${ }_{34 \%}^{54}$ | 20\% | $\begin{aligned} & 38 \% \\ & \end{aligned}$ | 15 | $\begin{aligned} & 82 \\ & 48 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 37 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 48 \% \\ & \text { nP } \end{aligned}$ | $3{ }^{36}$ | ${ }_{39}^{87}$ | ${ }_{37 \%}^{49}$ | 35\% | 107 $46 \%$ |
| Seamless | ${ }_{37 \%}^{149}$ | $\begin{aligned} & 89 \\ & 48 \% \\ & C \end{aligned}$ | $\begin{aligned} & 61 \\ & 28 \% \end{aligned}$ | ${ }_{37}^{40}$ | $\begin{aligned} & 65 \\ & 57 \% \\ & \text { DF } \end{aligned}$ | 30\% | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 28 \% \end{aligned}$ | $42 \%$ | $\begin{aligned} & 39 \\ & 31 \% \end{aligned}$ | 19 ${ }_{24}$ | $\begin{aligned} & 86 \\ & { }^{82} \% \end{aligned}$ | 51 36 | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | ${ }_{38}{ }^{3}$ | $\begin{aligned} & 97 \\ & 43 \% \\ & { }_{\mathrm{R}} 9 \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | ${ }_{71 \%}^{25}$ | 92\% |
| Mondelez | 153 $35 \%$ | $\begin{gathered} 106 \\ 45 \% \\ C \end{gathered}$ | 47\% | $\begin{gathered} 49 \\ 37 \% \\ G \end{gathered}$ | $\begin{aligned} & 58 \\ & 50 \\ & \text { FG } \end{aligned}$ | 32\% | 16 18 | $\begin{aligned} & 70 \\ & 50 \% \\ & 1 \mathrm{~J} \end{aligned}$ | 54\% |  | ${ }^{41} 9$ | 16 $30 \%$ | $\begin{aligned} & 87 \\ & 42 \% \\ & k \end{aligned}$ | $49 \%$ | ${ }^{60} 36$ | $\stackrel{44}{29 \%}$ | $\begin{gathered} 105 \\ 45 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{24}^{46}$ | 72\% | ${ }^{118} 43 \%$ |
| McKesson | $\begin{aligned} & 132 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 37 \% \end{aligned}$ | ${ }_{31 \%}^{68}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 44 \% \\ & f \end{aligned}$ | 19 ${ }^{16}$ | 20\% | 56\% | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | 24 30 | $\begin{aligned} & 34 \\ & 29 \% \end{aligned}$ | 20 $32 \%$ | 70\% | $48 \%$ | 50 35 | 33\% | $\begin{aligned} & 83 \\ & 40 \% \\ & { }^{8} \% \end{aligned}$ | ${ }^{45}$ \% | $\stackrel{24}{59 \%}$ | 101 $40 \%$ |
| WeWork | ${ }^{126} 3$ | $\begin{aligned} & 82 \\ & 45 \% \\ & { }^{2} \% \end{aligned}$ | 45\% | 40\% | $\begin{aligned} & 54 \\ & { }^{44 \%} \\ & \hline \end{aligned}$ | ${ }^{18} 8$ | 15 22 | $\begin{aligned} & 74 \\ & 58 \% \\ & 1 \mathrm{~J} \% \end{aligned}$ | 19\% | 17 ${ }_{23}$ | 22\% | 18\% | $\begin{aligned} & 90 \\ & 43 \% \\ & \text { KL } \end{aligned}$ | ${ }_{31}^{41}$ | 51 36 | ${ }^{38}{ }^{28}$ | $\begin{gathered} 88 \\ \frac{82}{42} \\ \mathrm{R} \end{gathered}$ | ${ }^{35}$ | 68\% | ${ }^{96} 1 \%$ |

[^26]Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Facebook | ${ }_{36 \%}^{162}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | $95 \%$ | 36\% | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 49 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 48 \\ & 51 \% \\ & \text { DE } \end{aligned}$ | ${ }^{46}$ 30\% | 94 $42 \%$ | 229\% | ${ }_{3}^{48} \%$ | 31 $44 \%$ | 80 $35 \%$ | 36 $24 \%$ | $\begin{aligned} & 71 \\ & 42 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 56 \\ & { }^{41} \% \\ & { }^{2} \% \end{aligned}$ | 29\% | $\begin{aligned} & 92 \\ & 46 \% \\ & 46 \end{aligned}$ | 17 $25 \%$ | 94\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Snapchat | $\begin{gathered} 139 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | 280 | $\begin{aligned} & 45 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 44 \% \end{aligned}$ | ${ }_{32 \%}^{17}$ | $\begin{aligned} & 61 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | 55\% | $\begin{aligned} & 344 \\ & 28 \% \end{aligned}$ | 822\% | 52\% | ${ }_{31}^{13}$ | 82\% |
| Uber | ${ }_{34 \%}^{146}$ | $\begin{aligned} & 74 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 29 \% \end{aligned}$ | 35 ${ }_{34}$ | $\begin{aligned} & 38 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 40 \\ 44 \% \\ h \end{gathered}$ | $\begin{aligned} & 53 \\ & 38 \% \end{aligned}$ | 26\% | $\begin{aligned} & 56 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | 52\% | $\begin{aligned} & 58 \\ & 45 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 73 \\ & 29 \% \end{aligned}$ | ${ }^{64} \times$ | 165\% | ${ }_{33}^{93}$ |
| Airbnb | 143 $34 \%$ | $\begin{aligned} & 74 \\ & 39 \% \end{aligned}$ | ${ }_{30}^{69}$ | 36\% | 26 27 | 45\% | 36\% | ${ }_{34}^{44}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | 40 37 | 45\% | 22 $32 \%$ | 70 $34 \%$ | 32\% | 54\% | $\begin{aligned} & 58 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | ${ }_{39}^{68}$ | ${ }^{16} 1 \%$ | 919 |
| Twitter | ${ }^{133} 3$ | ${ }_{3}^{62}$ \% | 71 $32 \%$ | 35\% | 27\% | 39 ${ }^{35}$ | $\begin{aligned} & 38 \\ & 52 \% \\ & \text { DE } \end{aligned}$ | 299\% | $\begin{aligned} & 74 \\ & 41 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 300 | ${ }_{33}^{43}$ | 30 | 48\% | 448\% | 51\% | 38\% | 64\% | $\begin{aligned} & 67 \\ & 44 \% \\ & { }^{6} \% \end{aligned}$ | 18\% | 73 <br>  <br>  <br>  |
| Lyft | ${ }_{31 \%}^{125}$ | $\begin{aligned} & 53 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 729 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 29 \% \end{aligned}$ | ${ }_{28}^{26} \%$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 35 \% \\ \hline 95 \end{gathered}$ | 15 | $\begin{aligned} & { }_{29}^{63} \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 20 \% \end{aligned}$ | 49\% | $\begin{aligned} & \begin{array}{c} 51 \\ 41 \% \\ { }^{2} \% \end{array} . \end{aligned}$ | $\begin{aligned} & 60 \\ & 28 \% \end{aligned}$ | 62 $35 \%$ | 23\% | ${ }^{80} 1 \%$ |
| ExxonMobil | ${ }^{118} 80$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | $59$ | 38\% | 20\% | 29 ${ }^{29}$ | 31 $37 \%$ | 38\% | $\begin{aligned} & 59 \% \\ & 35 \% \end{aligned}$ | 21\% | 3939 | 15 <br> $24 \%$ | $\begin{aligned} & 57 \\ & 30 \% \end{aligned}$ | 26\% | 458\% | ${ }_{38}^{48}$ | 56\% | $\begin{gathered} 56 \\ 36 \% \\ 96 \end{gathered}$ | 13 $28 \%$ | 64\% |
| Goldman Sachs | ${ }_{30 \%}^{125}$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | ${ }_{26}^{66 \%}$ | $\begin{aligned} & 26 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 42 \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 40 \% \\ & H \end{aligned}$ | ${ }_{24}^{30}$ | $\begin{aligned} & 36 \\ & 32 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 37 \% \end{aligned}$ | 344\% | ${ }_{26}^{36}$ | ${ }_{29 \%}^{69}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | 14 29 | 73 $30 \%$ |
| eBay | $\underset{28 \%}{127}$ | ${ }_{29 \%}^{68}$ | 59 | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 67 \\ \begin{array}{c} 61 \% \\ h \end{array} \end{gathered}$ | $\begin{gathered} 35 \\ 37 \% \\ H \end{gathered}$ | $\begin{aligned} & 31 \\ & 29 \% \end{aligned}$ | 13 $19 \%$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | 39\% | ${ }_{32}^{47}$ | ${ }^{65} 6 \%$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | 10\% | 78 $28 \%$ |
| NFL | 111 $28 \%$ | $\begin{aligned} & 57 \\ & 29 \% \end{aligned}$ | ${ }_{27}^{57}$ | 31 25 | ${ }_{16}^{16}$ | 20\% | 44\% | 23 $18 \%$ | $\begin{aligned} & 64 \\ & 35 \% \\ & H \end{aligned}$ | 25\% | 33 $24 \%$ | 20\% | 54\% | 38\% | 418\% | 33\% | $\stackrel{46}{22 \%}$ | $\begin{aligned} & \text { 60 } \\ & 36 \% \\ & Q \end{aligned}$ | ${ }_{13}^{6} \%$ | 54\% |
| Wells Fargo | $\begin{gathered} 126 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 83 \\ 34 \% \\ B \end{gathered}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 38 \% \\ & H \end{aligned}$ | $\begin{aligned} & 25 \\ & 32 \% \\ & H \end{aligned}$ | $\begin{aligned} & 383 \\ & 28 \end{aligned}$ | 22 36 | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | ${ }_{30 \%}^{41}$ | 444\% | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | 64\% | ${ }_{32}^{57}$ | 17 $24 \%$ | 71 |
| Fox Corporation | ${ }_{27 \%}^{115}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | ${ }_{28}^{68}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 28 \\ 26 \% \end{gathered}$ | ${ }_{28}^{28}$ | $\text { 22 } 29 \%$ | $29$ | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | 200 | ${ }_{25}^{28}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 52 \\ 30 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 4_{34}^{34} \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 59 \\ & 24 \% \end{aligned}$ | ${ }_{3}^{54}$ | ${ }_{9}^{6}$ | 69\% |
| Quicken Loans | $\stackrel{102}{26 \%}$ | 43 $24 \%$ | ${ }^{589}$ | $\begin{aligned} & 29 \\ & 21 \% \end{aligned}$ | 23 22 | $\begin{aligned} & 26 \\ & 36 \% \\ & d \end{aligned}$ | 24 $31 \%$ | ${ }^{35} 24$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | 212\% | ${ }_{26}^{26}$ | 159 | ${ }^{59} 1 \%$ | ${ }_{26}^{26}$ | 33 30 | 43\% | $\underset{\substack{62 \\ r}}{68}$ | 32\% | ${ }_{24}^{10}$ | 61\% |
| Tesla | ${ }^{103}$ 26\% | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 40 \\ 30 \% \\ E \end{gathered}$ | 15 $16 \%$ | ${ }^{16} 1 \%$ | $\begin{aligned} & 31 \\ & 35 \% \\ & e \end{aligned}$ | ${ }_{21}^{27}$ | 48\% | ${ }^{27} 31 \%$ | 25\% | 23 30 | ${ }^{48} 8$ | 25 ${ }^{21}$ | 49 34 | 229 | $\stackrel{47}{21 \%}$ | $\begin{aligned} & 56 \\ & 34 \% \\ & Q \end{aligned}$ | 20\% | ${ }_{22}^{62}$ |
| Delta Air Lines | ${ }_{26 \%}^{109}$ | $\begin{aligned} & 55 \\ & 28 \% \end{aligned}$ | ${ }_{24 \%}^{54}$ | $\begin{aligned} & 26 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 371 \\ & 27 \end{aligned}$ | ${ }_{34}^{26}$ | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | ${ }_{28}^{38} \%$ | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ | ${ }_{27}^{37}$ | ${ }_{27 \%}^{66}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | 20\% | ${ }^{63} \mathbf{4} \%$ |
| Starbucks | ${ }^{105}$ | 51 28 | ${ }^{55} 2$ | 27\% | 27\% | ${ }_{3}^{35}$ | 17\% | 21\% | 48\% | $\begin{aligned} & 36 \\ & 37 \% \\ & H \end{aligned}$ | 29 ${ }^{23 \%}$ | 18\% | 29\% | $\begin{aligned} & 43 \\ & 29 \% \end{aligned}$ | 32\% | 32\% | 62\% | 40 | ${ }_{23}^{12}$ | 52\% |

[^27]Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Papa John's | 96\% | ${ }_{24}^{44}$ | 52\% | $\begin{gathered} 40 \\ 32 \% \\ \text { 32\% } \end{gathered}$ | ${ }^{18} 16$ | 14 $24 \%$ | 25\% | 34 $24 \%$ | 45 ${ }^{27}$ | 17 $25 \%$ | 36\% | ${ }_{37}^{19}$ | 32\% | 23 $20 \%$ | 39 24 | ${ }^{35}{ }^{3} \%$ | ${ }_{24}^{45}$ | 50\% | 10 ${ }_{2} 7$ | 23\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Bank of America | 97\% | 50 | 47\% | 22 $19 \%$ | 26\% | ${ }^{28} 9 \%$ | 22\% | 28\% | 46\% | $\begin{gathered} 23 \\ 36 \% \\ \text { 3n } \end{gathered}$ | $\begin{aligned} & 45 \\ & 35 \% \\ & M \end{aligned}$ | 20 35 | 300 | ${ }_{21}^{24}$ | 36\% | 37\% | 35\% | $\begin{aligned} & 62 \\ & 36 \% \\ & \text { Q } \end{aligned}$ | 5\% | 51\% |
| YouTube | 922\% | $\begin{gathered} 55 \\ 31 \% \\ c_{c}^{55} \end{gathered}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 30 \\ \text { 26\% } \\ \text { E } \end{gathered}$ | 15 $13 \%$ | $\begin{aligned} & 25 \\ & { }_{3}^{22 \%} \end{aligned}$ | 23 ${ }_{34}$ | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 25 \\ 33 \% \\ { }^{25} \end{gathered}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | ${ }_{25}^{15}$ | ${ }_{27}^{47} \%$ | $\begin{aligned} & 35 \\ & 31 \% \\ & { }_{3}^{25} \end{aligned}$ | 21 $15 \%$ | $\begin{aligned} & 36 \\ & 31 \% \\ & 0 \end{aligned}$ | ${ }^{45}$ | 43 30 | ${ }_{11 \%}^{6}$ | 229 |
| Etsy | 93 ${ }^{25}$ | $\begin{aligned} & 460 \\ & 26 \end{aligned}$ | 52\% | ${ }^{38} \%$ | 19 $21 \%$ | 10\% | 38 | 239 | 499\% | 150\% | 28\% | 13 $24 \%$ | 46\% | 27 24 | 37 $24 \%$ | 29\% | 47\% | 27\% | 11 $31 \%$ | 59\% |
| AT\& $T$ | 97\% | $\begin{gathered} 57 \\ 30 \% \\ c \end{gathered}$ | 30\% | 25 ${ }^{20}$ | $\stackrel{16}{17 \%}$ | 21\% | $\begin{gathered} 34 \\ 38 \% \\ \text { DE } \end{gathered}$ | 24\% | $\begin{gathered} 49 \\ \text { 28\% } \\ \hline \end{gathered}$ | 240\% | 300 | 10 $16 \%$ | ${ }^{58}{ }_{28}$ | 32\% | 32\% | 34 $31 \%$ | 50\% | 44 26 | $\stackrel{5}{13 \%}$ | 24\% |
| Merck | 98\% | ${ }^{56}$ | $\begin{aligned} & 42 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | ${ }^{26}$ 21\% | $\begin{aligned} & 57 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 24 \% \end{aligned}$ | 26 ${ }_{34}$ | ${ }_{22}^{38}$ | ${ }^{26}$ 23\% | ${ }_{25 \%}^{45}$ | 27 $24 \%$ | ${ }_{20}^{48} \%$ | $\begin{aligned} & 42 \\ & 29 \% \end{aligned}$ | $\stackrel{6}{16 \%}$ | 28\% |
| Macy's | 93 ${ }^{24 \%}$ | ${ }_{24}^{43}$ | 49\% | 31 28 | 22\% | 19 $23 \%$ | 192\% | 23 $18 \%$ | 479\% | 219\% | 34\% | ${ }_{20}^{12}$ | 46\% | ${ }_{21 \%}^{24}$ | 429\% | $\stackrel{26}{21 \%}$ | 47\% | 44\% | ${ }_{15}{ }^{8}$ | 523 |
| McDonald's | 104 $24 \%$ | 50 | 54\% | $\begin{gathered} 42 \\ 32 \% \\ \hline \end{gathered}$ | $\stackrel{22}{20 \%}$ | 23 $19 \%$ | 17 $23 \%$ | 36 $24 \%$ | 410\% | 27 $30 \%$ | 34\% | 14 22 | 50\% | 23 $19 \%$ | 35 ${ }^{31 \%}$ | $\begin{gathered} 46 \\ 31 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{56}$ 21\% | 479\% | $\stackrel{5}{13 \%}$ | 24\% |
| Tyson Foods | ${ }_{24 \%}^{103}$ | $\begin{gathered} \text { 29\% } \\ \text { che } \end{gathered}$ | $\begin{aligned} & 44 \\ & { }_{19} \% \end{aligned}$ | $\begin{gathered} 35 \\ 26 \% \\ e \end{gathered}$ | 14 $14 \%$ | $\text { 32 } 27 \%$ | $\text { 22 } 28 \%$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \end{aligned}$ | 22 27 | 22 $17 \%$ | ${ }_{27}^{19}$ | $\underset{\mathrm{k}}{62}$ | 23\% | 31\% | $\text { 39 } 27 \%$ | 40\% | $\begin{gathered} 63 \\ { }_{3}^{67 \%} \end{gathered}$ | ${ }_{12}^{6}$ | 256 |
| Nordstrom | 949\% | ${ }_{27}^{57}$ | $\begin{aligned} & 42 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 26 \% \end{aligned}$ | 24\% | $\begin{aligned} & 18 \% \\ & 18 \% \end{aligned}$ | 24\% | 20\% | 32\% | 31 $32 \%$ | 23\% | 150\% | 48 24 | 31 $24 \%$ | 38 $24 \%$ | 31\% | ${ }_{23}^{62}$ | 37 $25 \%$ | 12 $16 \%$ | 51 20 |
| Capitol One | 97 $24 \%$ | 54 ${ }^{58}$ | 43 $19 \%$ | 32\% | 13 $13 \%$ | $\begin{gathered} 29 \\ 33 \% \\ E \end{gathered}$ | 23 28 | 20 | ${ }_{\text {298 }}^{58}$ | 19\% | ${ }^{28} 8$ | 249\% | 32\% | ${ }_{21}^{28}$ | 34 22 | ${ }^{35}$ | 18\% | 47 $31 \%$ Q | ${ }_{17}^{9}$ | 50 $19 \%$ |
| Huawei | 93\% | $\stackrel{42}{22 \%}$ | 52 $24 \%$ | 26 $21 \%$ | 17 $14 \%$ | $\begin{gathered} 36 \\ 42 \% \\ \text { DEg } \end{gathered}$ | 15 $20 \%$ | 25 $18 \%$ | $\begin{aligned} & 53 \\ & 30 \% \\ & \text { hj } \end{aligned}$ | 16\% | 23 | 14 ${ }_{2}$ | 51 $24 \%$ | ${ }^{32}$ | 33 | 30 ${ }^{33 \%}$ | 48\% | 44\% | 10 $13 \%$ | 64 $24 \%$ 5 |
| NBA | 923\% | 49\% | ${ }^{43} 2$ | 23\% | ${ }_{16}^{16}$ | 20\% | $\begin{aligned} & 300 \\ & 37 \% \\ & \text { Eff } \end{aligned}$ | 22 16 | $\begin{gathered} 53 \\ 28 \% \\ h \end{gathered}$ | 17 <br> $23 \%$ | 439\% | ${ }^{15} 9$ | 33 $19 \%$ | 33 ${ }^{33}$ | 28\% | 319 | 50 | 34\% | 19\% | 23\% |
| ESPN | ${ }^{86}{ }^{6} \%$ | 40 24 | 462\% | 21\% | 15 $13 \%$ | $\begin{aligned} & 29 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | 20\% | 20 $15 \%$ | $\stackrel{43}{27 \%}$ | 22\% | $\begin{aligned} & 35 \\ & 28 \% \\ & M \end{aligned}$ | $\stackrel{8}{16 \%}$ | 27 | 380 | 31 $22 \%$ | $\stackrel{24}{19 \%}$ | ${ }_{28}^{48}$ | ${ }^{36}$ 24\% | ${ }_{4 \%}$ | 35 $16 \%$ |
| Smithfield Foods | ${ }^{95}{ }^{3} \%$ | ${ }_{21}^{46}$ | $\begin{aligned} & 49 \\ & 24 \% \end{aligned}$ | ${ }_{20}^{24}$ | 13 $13 \%$ | $\underset{\mathrm{e}}{29 \%}$ | $\underset{\mathrm{e}}{29}$ | 320 | 50\% | 15 $19 \%$ | ${ }^{28} 19$ | 23 ${ }_{29}$ | 45 | 33 ${ }^{32 \%}$ | 36\% | $\stackrel{26}{19 \%}$ | 17\% | $\begin{aligned} & 57 \\ & 30 \% \\ & Q \end{aligned}$ | $\stackrel{8}{83}$ | 23\% |
| Shake Shack | 90 ${ }^{3} \mathrm{\%}$ | $\begin{aligned} & 67 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | 23 $11 \%$ | ${ }^{26} 19 \%$ | ${ }_{23}^{23}$ | 22 25 | 189\% | 23 $18 \%$ | 53 | 14 $19 \%$ | 28\% | ${ }_{3}^{18}$ | 433\% | 22\% | 38\% | 30 | 43 $19 \%$ | 45 ${ }^{28 \%}$ | $\stackrel{9}{23 \%}$ | 238 |
| Nintendo | 92\% | ${ }_{29}{ }^{23 \%}$ | 43 $21 \%$ | 21 $18 \%$ | 21 $17 \%$ | 27 $28 \%$ | ${ }_{32}^{23}$ | 24\% | 53\% | 150\% | 25 | ${ }_{27}^{17}$ | ${ }_{24 \%}^{84}$ | 18 $15 \%$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | ${ }_{32}^{44}$ | 39 | $\begin{aligned} & 47 \\ & 28 \% \end{aligned}$ | 111\% | 51 |



Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

Apple
Comcast
Boeing
BP

Verizon
GrubHub
Dollar General
Chipotle
TripAdvisor
JPMorgan Chase
Instacart

Hallmark
Zoom Video
Conagra
JetBlue Airways
American Airlines
Charles Schwab



Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Anheuser-Busch | 800 | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | 52\% | 29\% | 24\% | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | ${ }_{21 \%}^{25}$ | $\stackrel{41}{21 \%}$ | 14 $19 \%$ | 25 $18 \%$ | ${ }_{23}^{12}$ | 39\% | 22 $18 \%$ | 39 ${ }^{39}$ | 18 $18 \%$ | ${ }_{28}^{48}$ | 32\% | 22\% | 53\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Expedia | 810\% | 40 24 | 418\% | 30\% | 13 $14 \%$ | $\stackrel{15}{15 \%}$ | 24\% | 27\% | ${ }^{35}$ | 19\% | $28 \%$ | ${ }^{18} 8$ | 31\% | ${ }_{18}^{18}$ | 31\% | ${ }^{32}$ | 43 $18 \%$ | 34\% | ${ }^{5} 5$ | 38\% |
| Southwest Airlines | ${ }^{803}$ | ${ }_{20}^{40} \%$ | $\begin{aligned} & 39 \\ & 20 \% \end{aligned}$ | ${ }_{23}^{38}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | ${ }_{23}^{26}$ | $\frac{5}{7 \%}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 28 \% \end{aligned}$ | $29$ | $\begin{aligned} & 22 \\ & 32 \% \\ & M \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | ${ }^{30} 23 \%$ | 31 ${ }^{31}$ | $\stackrel{22}{15 \%}$ | 40 $19 \%$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\stackrel{9}{18 \%}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ |
| Hilton Hotels | 90\% | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | 43\% | 24 $18 \%$ | 21 $19 \%$ | 31 ${ }^{37 \%}$ | 15 $16 \%$ | 22 $16 \%$ | 33 $18 \%$ | $\begin{gathered} 35 \\ 30 \% \\ h \end{gathered}$ | 31 $23 \%$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | ${ }_{21}^{43}$ | 14 $10 \%$ | $\begin{aligned} & { }^{41} \\ & { }^{25 \%} \% \end{aligned}$ | $\begin{aligned} & 36 \\ & \text { 23\% } \\ & \text { n } \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | 40 $21 \%$ | ${ }_{1}^{1 \%}$ | 49\% |
| Abbot | 79 | $\begin{gathered} 54 \\ 28 \% \\ C \end{gathered}$ | 25 ${ }^{2}$ | 32\% | 14 $16 \%$ | ${ }_{21}^{22}$ | 117\% | 32 ${ }^{31 \%}$ | 22 | 25\% | ${ }^{18} 15$ | 11 $19 \%$ | 44\% | 35\% | 24 | 20 | ${ }_{21}^{48}$ | 27 $18 \%$ | 14 $28 \%$ | 54\% |
| The Walt Disney Company | ${ }^{806}$ | $\begin{gathered} 57 \\ \underset{c}{55 \%} \end{gathered}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 14 \% \end{aligned}$ | ${ }_{26}^{26 \%}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 25 \% \\ & i \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | ${ }_{26}^{25}$ | ${ }_{21 \%}^{27}$ | ${ }_{20}^{12}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | ${ }_{21}^{29}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | 43 22 | $\stackrel{7}{22 \%}$ | 499\% |
| Albertson's | 830\% | $\begin{aligned} & 53 \\ & \begin{array}{c} 56 \\ C \end{array} \\ & \hline \end{aligned}$ | 30 $14 \%$ | ${ }^{36 \%}$ | 18 $18 \%$ | 17\% | 13 $15 \%$ | 31 $24 \%$ | 39 $19 \%$ | 13 $15 \%$ | ${ }_{18}^{18}$ | 5\% | $\begin{aligned} & 57 \\ & \begin{array}{l} 51 \\ \text { KL } \end{array} \end{aligned}$ | 23 $17 \%$ | ${ }^{36}{ }_{2}$ | 24 ${ }_{19}$ | $\stackrel{44}{19 \%}$ | 37\% | 16 $34 \%$ | 64\% |
| Perdue Farms | ${ }^{80}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | 419\% | 38\% | 19\% | ${ }^{16}$ | ${ }_{12 \%}$ | 20\% | 32\% | 194\% | ${ }_{19}^{15}$ | $\begin{gathered} 21 \\ 30 \% \\ k \end{gathered}$ | 33\% | $\stackrel{20}{16 \%}$ | 36\% | 24\% | 39 $18 \%$ | 32\% | ${ }_{12}^{6}$ | 44 18 |
| Sam's Club | ${ }_{20}^{80}$ | ${ }_{2}^{45}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | ${ }_{18}^{18 \%}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | ${ }_{21 \%}^{26}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | ${ }_{13 \%}^{9}$ | $\begin{aligned} & 37 \\ & 27 \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | 19 $15 \%$ | ${ }^{38}{ }_{26}$ | 43 $18 \%$ | 35\% | 14 $28 \%$ | 21\% |
| Toyota | $\begin{aligned} & 79 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 10\% | ${ }_{21}^{24}$ | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | 35 $21 \%$ | 20\% | $29$ | $\begin{aligned} & 21 \\ & 31 \% \\ & M \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 140 } \\ & \hline 1 \end{aligned}$ | 31 $25 \%$ | ${ }_{22}^{27}$ | $\begin{aligned} & 42 \\ & 18 \% \end{aligned}$ | 33 $22 \%$ | ${ }_{24}^{10}$ | 20\% |
| Domino's | ${ }_{20}^{70}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | 11\% | ${ }_{15}^{15}$ | $\begin{gathered} 27 \\ 32 \% \\ E \end{gathered}$ | ${ }^{28} 9$ | 34 20 | 17\% | 20 | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | ${ }^{39} 29$ | ${ }_{22}^{21 \%}$ | 23 $16 \%$ | 34 ${ }^{3} \%$ | ${ }^{36}$ | ${ }_{24}^{42}$ | ${ }_{23}^{12}$ | 42 17 |
| MLB | ${ }_{20}^{70}$ | 30 $16 \%$ | ${ }^{48} 2$ | 23 | ${ }^{16} 15$ | 15 $17 \%$ | 25\% | $\stackrel{16}{11 \%}$ | $\stackrel{45}{26 \%} \underset{H}{25}$ | 17 20 | 29\% | $\stackrel{9}{13 \%}$ | 35 ${ }^{3}$ | 19 $16 \%$ | 290\% | 32\% | 37 $15 \%$ | $\begin{aligned} & 39 \\ & 27 \% \\ & \text { Q } \end{aligned}$ | 10 $18 \%$ | 40 $16 \%$ |
| Peloton | ${ }_{20}^{80}$ | 42\% | 17\% | ${ }_{21 \%}^{27}$ | 25\% | $\stackrel{22}{25 \%}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | 20\% | 18\% | 194\% | 19\% | $\stackrel{14}{19 \%}$ | 439\% | 32 ${ }^{32}$ | 33\% | ${ }_{19}^{19}$ | ${ }^{50} 19 \%$ | 31 $20 \%$ | $\stackrel{7}{7} \%$ | 195\% |
| Chick-fil-A | $\begin{aligned} & 70 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 38 $21 \%$ | 22 $17 \%$ | $\begin{gathered} 26 \\ 29 \% \\ d f \end{gathered}$ | 10 $13 \%$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | 29\% | 28\% | 13 $17 \%$ | ${ }_{23}^{25}$ | ${ }_{21}^{12}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | 21 $16 \%$ | 30 ${ }^{3} \mathrm{~F}$ | 19 $19 \%$ | $\stackrel{26}{14 \%}$ | $\begin{gathered} 38 \\ { }_{2}^{36} \% \end{gathered}$ | 111 | 449\% |
| Morgan Stanley | ${ }_{20}^{70}$ | 433\% | 35 ${ }^{3}$ | 299\% | 18 18 | ${ }^{16}$ | 15 ${ }^{10}$ | $\begin{aligned} & 29 \\ & 24 \% \end{aligned}$ | 31\% | $\stackrel{9}{10 \%}$ | ${ }^{26}$ | $\stackrel{8}{8}$ | 40 $21 \%$ | 22 $18 \%$ | 25 $18 \%$ | 31 | 34 $16 \%$ | 42\% | 13 $31 \%$ | 20\% |
| Pizza Hut | $\begin{aligned} & 82 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 15 \% \end{array} \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | ${ }_{13 \%}^{9}$ | ${ }_{24 \%}^{46}$ | ${ }^{28}{ }_{2}^{28}$ | $29$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | ${ }^{50} 20 \%$ |
| Prudential | $\begin{aligned} & 83 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | ${ }_{22}^{44}$ | 21 22 | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ | ${ }_{21}^{28} \%$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 19 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G H/IIJ-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{\text {s }}$ small base;* very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

| Pfizer | $\begin{aligned} & 86 \\ & { }_{19 \%} \end{aligned}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | 39\% | 20\% | ${ }_{21}^{24}$ | 20 $16 \%$ | ${ }_{20}^{15}$ | 28\% | 32 $16 \%$ | ${ }_{26}^{25}$ | 31 $24 \%$ | $\stackrel{12}{25 \%}$ | 34 $15 \%$ | ${ }_{18 \%}^{26}$ | 22\% | 25 $18 \%$ | 49\% | 32 $18 \%$ | 75\% | 53 $19 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Amazon | 77\% | 17\% | ${ }_{21}^{43}$ | 17\% | 20\% | 21 $19 \%$ | 14 26 | 20\% | 37\% | 12\% | $\begin{gathered} 27 \\ { }_{24}{ }_{M}^{2} \% \end{gathered}$ | $\begin{aligned} & \text { 26\% } \\ & \text { 26\% } \end{aligned}$ | 25 $13 \%$ | $5{ }_{5}$ | $\stackrel{40}{24} \stackrel{+}{\mathrm{N}}$ | $\begin{aligned} & 32 \\ & { }^{24} \% \\ & \mathrm{~N} \end{aligned}$ | 42\% | ${ }^{31 \%}$ | $3 \%$ | 33 $15 \%$ |
| Cigna | $\begin{aligned} & 78 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | 40\% | 21 $16 \%$ | ${ }_{23}^{23}$ | 15 | 19 ${ }_{2}$ | $\begin{aligned} & 18 \% \\ & 13 \% \end{aligned}$ | $\begin{gathered} 46 \\ 24 \% \\ h \end{gathered}$ | 15 $16 \%$ | 20\% | $\begin{gathered} 20 \\ 30 \% \\ k \end{gathered}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 11 81 | $\begin{aligned} & 29 \\ & { }_{19}^{19 \%} \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \\ & N \end{aligned}$ | $\begin{aligned} & 52 \% \\ & 19 \% \end{aligned}$ | ${ }^{26} 20$ | 12 $19 \%$ | 41 $16 \%$ |
| Marriott | 81 $19 \%$ | 39\% | 419\% | ${ }_{21 \%}$ | $\stackrel{15}{15 \%}$ | 24 ${ }_{2}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | ${ }_{19}^{29}$ | 34 ${ }^{3}$ | ${ }_{23}^{18}$ | 26 $19 \%$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | 14 $10 \%$ | $\begin{aligned} & 33 \\ & { }_{23}^{33} \% \\ & N \end{aligned}$ | $\begin{aligned} & 33 \\ & { }_{2}^{34 \%} \\ & \mathrm{~N} \end{aligned}$ | $\stackrel{35}{14 \%}$ | $\begin{gathered} 45 \\ \stackrel{27}{27} \% \end{gathered}$ | 9\% | 34 $14 \%$ |
| Little Caesars | 74 $19 \%$ | 33 $20 \%$ | 418\% | ${ }_{24}^{29}$ | 20\% | $\stackrel{17}{19 \%}$ | ${ }^{8} \mathrm{8} \%$ | ${ }^{25} 18$ | 31 $18 \%$ | ${ }^{18} 8$ | ${ }^{25} 9$ | ${ }^{15} 26$ | $\stackrel{27}{15 \%}$ | $\stackrel{15}{11 \%}$ | 17 $14 \%$ | $\begin{gathered} 42 \\ 31 \% \\ \mathrm{NO} \end{gathered}$ | 30 $13 \%$ | $\begin{aligned} & 41 \\ & { }_{29 \%} \end{aligned}$ | ${ }_{11 \%}^{6}$ | 43 $19 \%$ |
| Singer | $\begin{aligned} & 80 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{46} \%$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | $\stackrel{23}{25 \%}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 28 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | 12 19 | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | 44 $18 \%$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | ${ }^{8} 8$ | 49 $18 \%$ |
| Procter \& Gamble | $\stackrel{76}{19 \%}$ | 420\% | 34\% | 32 ${ }^{3}$ | ${ }^{18} 16$ | ${ }_{24}^{22}$ | $4{ }_{6}$ | 22 $14 \%$ | $\begin{aligned} & 47 \\ & 25 \% \\ & \text { hJ } \end{aligned}$ | ${ }_{1}{ }^{7} \%$ | 24\% | 17 26 | 32 $17 \%$ | ${ }^{10} 9$ | $\begin{aligned} & \frac{34}{24} \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \mathrm{~N} \end{aligned}$ | 35\% | $\begin{gathered} 41 \\ \stackrel{45}{25} \% \end{gathered}$ | 18\% | 49 18 |
| Nissan | ${ }^{78}{ }^{19} \%$ | 37 20 | 42\% | 31\% | 18\% | 20 $18 \%$ | 10 $13 \%$ | 26 $18 \%$ | 32\% | 20\% | 21 16 | 13 $21 \%$ | 20\% | 17 $14 \%$ | 32\% | 24 $19 \%$ | 32 $14 \%$ | $\begin{gathered} 44 \\ \stackrel{45}{\mathrm{q}} \% \\ \hline \end{gathered}$ | ${ }_{12 \%}$ | ${ }_{17}^{47} \%$ |
| United Airlines | $\begin{aligned} & 70 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | ${ }^{24} 19$ | 15 $18 \%$ | ${ }_{28}^{18}$ | 13 $15 \%$ | 26\% | ${ }^{28} 17 \%$ | 17 $20 \%$ | 32\% | 14 25 | 21 $14 \%$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | 25\% | 23 $13 \%$ | $\begin{gathered} 46 \\ \stackrel{43}{23} \% \\ \hline \end{gathered}$ | $\stackrel{2}{4 \%}$ | 34 |
| Airbus | $\begin{aligned} & 77 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | 24 $19 \%$ | 21\% | ${ }^{16} 19 \%$ | ${ }_{20}^{17}$ | 21 15 | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | 21 23 | 17 $14 \%$ | 16 24 | $\stackrel{43}{21 \%}$ | $\begin{aligned} & 37 \\ & 28 \% \\ & \text { op } \end{aligned}$ | 22\% | 18\% | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | 37\% | $\stackrel{4}{9 \%}$ | ${ }_{19}^{49}$ |
| Honda | 79 18 | 31\% | 39 ${ }^{3}$ | ${ }^{18} 16$ | 20 $19 \%$ | $\stackrel{18}{14 \%}$ | 23\% | 21 16 | 36\% | ${ }_{22}^{23}$ | 21 17 | ${ }_{9}^{5}$ | $\begin{gathered} 50 \\ 24 \% \\ \hline \end{gathered}$ | 20\% | ${ }^{35}$ | 15\% | ${ }^{40} 18 \%$ | 37 $19 \%$ | $1 \%$ | ${ }_{28}^{51 \%}$ |
| Bayer | $\begin{aligned} & 79 \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | 25\% | ${ }_{21}^{21}$ | ${ }_{14}^{15}$ | $\begin{aligned} & 18 \\ & 19 \% \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | ${ }_{20}^{24}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 21 27 | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 27\% | 31 $18 \%$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | ${ }_{21}^{38}$ | 17\% | 53 |
| NHL | 74 18 | 34\% | 40\% | 20\% | $\stackrel{15}{13 \%}$ | ${ }_{22}^{22}$ | 17 ${ }^{17}$ | ${ }^{26} 18 \%$ | 33\% | ${ }_{17}^{17}$ | 27\% | ${ }^{16}$ 28\% | 27 $15 \%$ | ${ }_{12}^{12}$ | 25\% | $\begin{aligned} & 35 \\ & 25 \% \\ & n \end{aligned}$ | 38\% | ${ }^{35}{ }^{23 \%}$ | 4\% | 29 ${ }_{13}$ |
| Berkshire Hathaway | 186\% | 33 $23 \%$ | 32\% | 24\% | 19 19 | 11 $15 \%$ | 122\% | 22\% | 27 16 | 17\% | 22 $18 \%$ | 14 18 | 27 $19 \%$ | 23\% | 22\% | $19 \%$ | 35\% | 25 18 | 28\% | 45\% |
| Gap | 73 $18 \%$ | 20\% | 34 15 | 21 $18 \%$ | 10 $11 \%$ | ${ }^{18} 8$ | 23 $31 \%$ | 18 15 | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | 17 $23 \%$ | $\begin{aligned} & 35 \\ & { }_{27}^{27 \%} \\ & M \end{aligned}$ | 13 $22 \%$ | 23 $12 \%$ | 22\% | 30 $17 \%$ | 21 $18 \%$ | 35 $16 \%$ | 33 | - ${ }^{7} \%$ | 39 |
| Chevron | 76\% | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\stackrel{48}{21 \%}$ | 23 $17 \%$ | 14 $14 \%$ | 30 $28 \%$ | ${ }_{13}^{9} \%$ | ${ }_{26}^{21 \%}$ | 34\% | $\begin{aligned} & 15 \\ & 18 \% \\ & { }_{2} \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & \text { 200 } \\ & \text { 29\%\% } \end{aligned}$ | 23 $13 \%$ | ${ }^{12} 9$ | $\begin{aligned} & 37 \\ & \underset{N}{25 \%} \end{aligned}$ | $\begin{gathered} 27 \\ 20 \% \\ n \end{gathered}$ | 30 $13 \%$ | $\begin{gathered} 46 \\ { }_{26} \% \end{gathered}$ | $\stackrel{4}{8 \%}$ | 38 ${ }_{16 \%}$ |
| Costco | 76 18 | $\begin{gathered} 52 \\ \underset{C}{26} \% \end{gathered}$ | ${ }^{25} 11 \%$ | 26\% | 20 16 | 14 $16 \%$ | 16 $18 \%$ | 25 $17 \%$ | 30 $18 \%$ | 21 | 20\% | $\stackrel{9}{9}$ | 40 $19 \%$ | ${ }^{25} 19 \%$ | ${ }_{18}^{13}$ | 33 ${ }^{32 \%}$ | ${ }^{28} 13 \%$ | $\begin{aligned} & { }^{45} \\ & 24 \% \\ & q \end{aligned}$ | 14 $24 \%$ | 47 $18 \%$ |



Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Sony
Xfinity
Intel
Best Buy
Burger King
Citigroup
General Mills
Roche
Campbell's
Humana
Ford
Nike
Visa
Kaiser Permanente
PepsiCo
Netflix
Coca-Cola
g
s
nana
rd

Pa

Coca-Cola


|  |  |
| :---: | :---: |







30\% 16
25\% $\quad 29$







${ }_{12 \%}^{9} \%$
$\underset{\substack{27 \\ h 1 \%}}{30} 5$
${ }_{7 \%}^{6} \quad 30$
${ }_{3}^{2} \% \quad{ }_{35} \quad{ }^{35} \%$
$\begin{array}{lllllll}34 & 19 \% & 18 \% & 14 \% & 33 \% & 17 \% & 35 \% \\ 202 \% & 21 \% & 14 \% & 24 \% & 18 \% & 13 \% & \\ 327 & 19 \% & 29 & 10 & 34 & 23 & 26\end{array}$

年
${ }_{16 \%}^{35} \quad 36$
${ }_{6}^{3} \%$
\% ${ }^{29} \%$
${ }_{3}^{35}$
4\% ${ }^{33} \%$
12\% $\quad{ }_{13}^{43 \%}$





Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { OTatal } \\ 5 / 20 \\ 5 / 22) \end{array}\right. \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| DoorDash | 70\% | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | 36\% | 19 $18 \%$ | 20\% | ${ }_{20}^{18}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | 24 16 | 26 ${ }^{2}$ | 19 $21 \%$ | 24\% | 7 $10 \%$ | 30 $15 \%$ | ${ }^{28}{ }^{19}$ | 26 $18 \%$ | 15\% | 33 $13 \%$ | $\begin{gathered} 36 \\ \begin{array}{c} 24 \% \\ q \end{array} \end{gathered}$ | $\stackrel{2}{4 \%}$ | 49\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| IBM | 67\% | $\underset{\mathrm{c}}{32 \mathrm{c}}$ | 29\% | 23\% | 19\% | $\xrightarrow{13} 13 \%$ | 12 $15 \%$ | ${ }_{18}^{16}$ | 28\% | 212\% | 22\% | 11 16 | 33 $18 \%$ | 22\% | 23 $15 \%$ | 22 $16 \%$ | 43 18 | 22 $14 \%$ | 10 $24 \%$ | 478\% |
| NY Life | 67 $17 \%$ | $\stackrel{41}{22 \%}$ | 26 $12 \%$ | 26 21 | 14 $14 \%$ | $\xrightarrow{12} 15 \%$ | 14 $15 \%$ | 17 $13 \%$ | 31 $16 \%$ | ${ }^{18}{ }^{18}$ | 19 | $\stackrel{4}{7 \%}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | 219 | 21 $13 \%$ | 17\% | 33 $14 \%$ | 33 $21 \%$ | $\stackrel{8}{19 \%}$ | 43 $16 \%$ |
| Lockheed Martin | ${ }^{65}{ }^{16 \%}$ | $\underset{c}{40} \underset{c}{40}$ | 24 ${ }_{12 \%}$ | 19\% | 15 $12 \%$ | ${ }_{18}^{18}$ | 13 $18 \%$ | 22 18 | 31 $16 \%$ | 11 $14 \%$ | 14\% | 13 $19 \%$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | ${ }^{13} 9$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 19 \% \\ \mathrm{n} \end{array} \end{aligned}$ | $\begin{aligned} & 30 \\ & { }_{22}^{22 \%} \\ & \hline \end{aligned}$ | 39 ${ }^{3}$ | 24 16 | ${ }_{11 \%}^{6}$ | 43 $18 \%$ |
| SC Johnson | $\begin{aligned} & 68 \\ & \\ & \hline 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 24 \\ & { }_{C}^{4} \% \end{aligned}$ | 22 10 | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | ${ }_{20}^{20}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\stackrel{14}{11 \%}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 28 \% \\ & \mathrm{HI} \end{aligned}$ | 23 $17 \%$ | ${ }_{14 \%}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 400 \\ & 17 \% \end{aligned}$ | 22 $14 \%$ | $\stackrel{7}{7}$ | 49\% |
| Mars | $\begin{aligned} & 61 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 21 \% \end{aligned}$ | 25 ${ }^{2}$ | ${ }_{20 \%}^{24}$ | 15 $16 \%$ | $\stackrel{9}{13 \%}$ | $\begin{aligned} & 12 \\ & 15 \% \\ & \end{aligned}$ | 22 $14 \%$ | 25 $18 \%$ | 13 $18 \%$ | ${ }_{14}^{18}$ | $\begin{gathered} 169 \\ { }_{\text {km }}^{4} \end{gathered}$ | 22 $14 \%$ | ${ }_{18}^{18}$ | 25 $18 \%$ | 18\% | $\stackrel{23}{11 \%}$ | $\begin{aligned} & 37 \\ & 23 \% \\ & { }_{2} \% \end{aligned}$ | 7 $24 \%$ | 41 $18 \%$ |
| Molson Coors | ${ }^{65}$ | $\begin{aligned} & 40 \\ & 22 \% \\ & C \end{aligned}$ | $\stackrel{25}{11 \%}$ | $\begin{aligned} & 27 \\ & \begin{array}{l} 24 \% \\ \mathrm{Eg} \end{array} \mathrm{l} \end{aligned}$ | 11 $11 \%$ | 20\% | 8 | 22 15 | ${ }^{26} 15$ | 17 22 | 20\% | 11\% | 30\% | ${ }_{11}^{16}$ | $\underset{\mathrm{n}}{27 \%}$ | 219\% | 34 16 | 29\% | ${ }_{16}{ }^{\text {\% }}$ | 34\% |
| MassMutual | $\begin{aligned} & 66 \\ & { }^{66} \end{aligned}$ | $\begin{aligned} & 41 \\ & \stackrel{41}{24 \%} \end{aligned}$ | 25 $10 \%$ | $\begin{aligned} & 33 \\ & 25 \% \\ & \text { EG } \end{aligned}$ | $5{ }_{5}$ | $\begin{aligned} & 19 \\ & 22 \% \\ & \text { 2 } \end{aligned}$ | $\stackrel{9}{10 \%}$ | 26 16 | 32 18 | ${ }_{12 \%}$ | 20 | 10 $12 \%$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 19\% | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 30 \\ { }_{26} \% \end{gathered}$ | ${ }_{19 \%}^{44}$ | ${ }_{18}^{12 \%}$ | ${ }_{12 \%}^{6}$ | 42 17 |
| Cardinal Health | $\begin{aligned} & 68 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 38 \\ { }_{23}^{33} \% \end{gathered}$ | 30 $12 \%$ | ${ }^{25} 9$ | 20\% | ${ }_{16}^{15}$ | ${ }_{11 \%}$ | 17 $13 \%$ | 33 18 | 17 $17 \%$ | 20\% | ${ }_{16 \%}$ | 37 $16 \%$ | ${ }_{19}^{19}$ | 29\% | 20 | 43 $18 \%$ | 19 ${ }_{12 \%}$ | $\stackrel{7}{78}$ | 44 19 |
| General Motors | ${ }_{16 \%}^{68}$ | 33 17 | 35\% | 32\% | 12\% | 14 14 | 11\% | 18 $14 \%$ | 32\% | 18 $21 \%$ | 22\% | ${ }_{16}^{15}$ | 28\% | ${ }^{22} 19 \%$ | 21 $14 \%$ | 25\% | 14\% | 28\% | 8\% | 33 $14 \%$ |
| American Express | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\stackrel{29}{15 \%}$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | ${ }^{26} 1 \%$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & { }_{13}^{13} \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & { }^{16} \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | 29\% | 34 $14 \%$ | 19\% | 5\% | ${ }_{16}^{45}$ |
| Publix | $\begin{aligned} & 70 \\ & 16 \% \end{aligned}$ | 430\% | 27 $12 \%$ | 21 $15 \%$ | 14 $14 \%$ | ${ }_{21}^{24}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | 16 $11 \%$ | ${ }^{22} 12 \%$ | $\begin{aligned} & 32 \\ & 3 \mathrm{OH} \\ & \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \\ & 1 \end{aligned}$ | 10\% | 29 $14 \%$ | 26\% | 19 $11 \%$ | 24\% | 37 $15 \%$ | 30 ${ }^{17 \%}$ | 6\% | 38 $13 \%$ |
| Royal Dutch Shell | 63 | $\begin{gathered} 43 \\ 24 \% \\ C \end{gathered}$ | ${ }^{20} 9$ | 25\% | ${ }^{15} 16$ | $\stackrel{17}{16 \%}$ | 5\% | 26\% | 15\% | 22\% 1 | ${ }_{2}^{26}$ | ${ }_{6}^{5}$ | 30\% | 22 16 | 21 $15 \%$ | 20 $16 \%$ | 33 | ${ }_{14 \%}$ | $\stackrel{12}{25 \%}$ | 46\% |
| Walmart | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ | 26 $14 \%$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | 24\% | 15 $13 \%$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | ${ }_{11 \%}^{8}$ | 24 16 | 29\% | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | 19 | $\frac{3}{7 \%}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | 5 | $\begin{aligned} & 27 \\ & 18 \% \\ & \text { N } \end{aligned}$ | $\begin{aligned} & 33 \\ & \\ & 25 \% \\ & \mathrm{~N} \end{aligned}$ | ${ }^{35}$ 14\% | ${ }^{28} 19 \%$ | 5\% | 36 $14 \%$ |
| Unilever | ${ }^{65} 16$ | $\begin{gathered} 45 \\ { }_{\mathrm{C}}^{4} \% \end{gathered}$ | ${ }_{9}^{20}$ | 20\% | ${ }_{12}^{12}$ | ${ }_{13}^{15}$ | $\stackrel{18}{24 \%}$ | ${ }^{26} 20$ | 23 $13 \%$ | 16\% | ${ }^{15}$ | ${ }_{12 \%}^{8}$ | 40\% | 17 $13 \%$ | 17 $11 \%$ | $\begin{aligned} & 30 \\ & 24 \% \\ & \text { nO } \end{aligned}$ | 417\% | 24\% | ${ }_{15}^{6}$ | 46 17 |
| Nestle | ${ }^{65} 16$ | 33 17 | 32 $15 \%$ | 19 $15 \%$ | 16\% | $\stackrel{15}{15 \%}$ | 15 $19 \%$ | $\xrightarrow{16} 11 \%$ | ${ }^{28} 15$ | 21 21 | 19 | 13\% | 36\% | 24 $18 \%$ | 25 ${ }^{2} 6$ | ${ }_{13}^{16}$ | 174\% | 21 14 | 3 | $\begin{aligned} & 40 \\ & 15 \% \\ & \text { S } \end{aligned}$ |
| U.S. Bank | $\begin{aligned} & 65 \\ & 16 \% \\ & \end{aligned}$ | 37 $17 \%$ | 27 $14 \%$ | 17 $12 \%$ | 14 $14 \%$ | $\stackrel{17}{21 \%}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | 12 ${ }^{\text {\% }}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 20 \\ 23 \% \\ \mathrm{~h} \end{gathered}$ | 23 $19 \%$ | 11\% | 31 $15 \%$ | 13 $11 \%$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | ${ }_{9}^{22}$ | $\begin{aligned} & 42 \\ & 25 \% \\ & Q \end{aligned}$ | $4 \%$ | 40\% |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G: H/IJJ-K/LIM- N/O
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline Cottonelle \& $$
\begin{aligned}
& 59 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 34 \\
& 18 \%
\end{aligned}
$$ \& 25
$14 \%$ \& $$
\begin{aligned}
& 20 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 18 \% \\
& \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 15 \%
\end{aligned}
$$ \& $$
\underset{12 \%}{8}
$$ \& $$
\begin{aligned}
& 18 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 31 \% \\
& 18 \%
\end{aligned}
$$ \& 11
$14 \%$ \& 18
$14 \%$ \& $$
\begin{gathered}
23 \\
\text { KM } \\
\text { KM }
\end{gathered}
$$ \& 17
$11 \%$ \& 14
$15 \%$ \& $\stackrel{28}{17 \%}$ \& 17
$14 \%$ \& 27
$14 \%$ \& 30 \& ${ }_{22}^{12}$ \& 36\% <br>
\hline Mastercard \& ${ }^{65}{ }^{16 \%}$ \& 35\% \& 30
$14 \%$ \& $$
\begin{aligned}
& 23 \\
& 19 \% \\
& f
\end{aligned}
$$ \& 17
$14 \%$ \& 5\% \& $\stackrel{20}{21}$ \& 25 ${ }^{2}$ \& ${ }^{28} \%$ \& ${ }_{13}^{12}$ \& ${ }^{28}{ }^{19}$ \& 10\% \& 28\% \& $$
\begin{aligned}
& 27 \\
& 18 \% \\
& 0
\end{aligned}
$$ \& $\stackrel{10}{8 \%}$ \& $$
\begin{gathered}
28 \\
\\
21 \% \\
0
\end{gathered}
$$ \& 35
$14 \%$ \& ${ }^{25} 16$ \& 10
$19 \%$ \& 46\% <br>
\hline The Home Depot \& $$
\begin{aligned}
& 63 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 27 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 36 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 25 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 20 \\
& 19 \%
\end{aligned}
$$ \& $\stackrel{9}{12 \%}$ \& $$
\begin{gathered}
9 \\
10 \%
\end{gathered}
$$ \& $$
\stackrel{27}{21 \%}
$$ \& $$
{ }_{15 \%}^{28}
$$ \& ${ }_{9 \%}$ \& $$
\begin{aligned}
& 14 \% \\
& 12 \%
\end{aligned}
$$ \& $$
{ }_{9 \%}^{7}
$$ \& $$
\begin{aligned}
& 37 \\
& 21 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \begin{array}{l}
17 \\
12 \%
\end{array}
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 20 } \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 37 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 25 \\
& 14 \%
\end{aligned}
$$ \& $\stackrel{4}{9 \%}$ \& $\stackrel{47}{17 \%}$ <br>
\hline 3M \& 62 15 \& $$
\begin{gathered}
39 \\
\text { 20\% } \\
\hline
\end{gathered}
$$ \& 23
$11 \%$ \& 22 $17 \%$ \& $$
\begin{aligned}
& 17 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 18 \\
& 18 \%
\end{aligned}
$$ \& ${ }_{6}^{5}$ \& $$
\begin{aligned}
& 19 \\
& 16 \%
\end{aligned}
$$ \& 300 \& 13
$12 \%$ \& 23
$17 \%$ \& $\stackrel{4}{7 \%}$ \& 32\% \& 24\% \& ${ }^{26} 16$ \& $$
\begin{aligned}
& 13 \\
& 11 \%
\end{aligned}
$$ \& ${ }^{29} 13 \%$ \& $$
\begin{aligned}
& 31 \\
& 18 \%
\end{aligned}
$$ \& 10
$20 \%$ \& 43\% <br>
\hline T-Mobile \& 62\% \& 25\% \& 38\% \& 22 $21 \%$ \& 134 \& 16\% \& 12\% \& 24\% \& 29\% \& 11\% \& $$
\begin{aligned}
& 27 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 10 \% \\
& 19 \%
\end{aligned}
$$ \& 24\% \& 15
$11 \%$ \& 22\% \& 22\% \& 14\% \& ${ }^{28} 8$ \& 12\% \& 29 ${ }_{13}$ <br>
\hline Kroger \& $$
\begin{aligned}
& 52 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{gathered}
25 \\
24 \% \\
F
\end{gathered}
$$ \& $$
\begin{aligned}
& 16 \\
& 16 \%
\end{aligned}
$$ \& $$
\frac{4}{6 \%}
$$ \& $$
\begin{gathered}
7 \\
11 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 16 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 22 \\
& 15 \%
\end{aligned}
$$ \& 149\% \& $$
\begin{aligned}
& 20 \\
& 16 \%
\end{aligned}
$$ \& ${ }_{9}^{5}$ \& $$
\begin{aligned}
& 26 \\
& 18 \%
\end{aligned}
$$ \& ${ }_{14}^{14}$ \& 19
$18 \%$ \& $$
\begin{aligned}
& 19 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 25 \\
& 12 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 21 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{array}{r}
7 \\
17 \%
\end{array}
$$ \& $$
{ }_{20}^{40}
$$ <br>
\hline Aetna \& 64\% \& 31
$16 \%$ \& 34
$15 \%$ \& 23\% \& ${ }_{13}^{14}$ \& 19
$19 \%$ \& 10\% \& $$
\begin{aligned}
& 16 \\
& { }^{12} \%
\end{aligned}
$$ \& 35\% \& 12\% \& ${ }^{25}$ \& 10
$15 \%$ \& $\stackrel{27}{13 \%}$ \& ${ }^{11} 8$ \& $\stackrel{22}{15 \%}$ \& $$
\begin{gathered}
31 \\
{ }_{24}^{24} \% \\
\hline
\end{gathered}
$$ \& 31
$13 \%$ \& 30\% \& 5\% \& ${ }^{32} 13 \%$ <br>
\hline Google \& $$
\begin{aligned}
& 65 \\
& 15 \% \\
&
\end{aligned}
$$ \& 31 ${ }^{31}$ \& 34
14 \& 25\% \& 16
$14 \%$ \& 15\% \& 15\% \& $$
\begin{aligned}
& 19 \\
& 11 \%
\end{aligned}
$$ \& 27 \& 230\% \& $$
\begin{aligned}
& 18 \\
& 16 \%
\end{aligned}
$$ \& ${ }_{12}^{8} \%$ \& 179\% \& 23\% \& ${ }_{10}^{18}$ \& $$
\begin{aligned}
& 25 \\
& 19 \%
\end{aligned}
$$ \& 32\% \& 30 \& 170 \& ${ }_{17}^{47}$ <br>
\hline Hulu \& $$
\begin{aligned}
& 66 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 34 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 18 \%
\end{aligned}
$$ \& $\xrightarrow{12} 12$ \& $$
\begin{aligned}
& 20 \\
& 20 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 11 \% \\
& 11 \%
\end{aligned}
$$ \& $$
{ }_{9 \%}^{14}
$$ \& $$
\begin{aligned}
& 36 \\
& 18 \%
\end{aligned}
$$ \& 16\% \& $$
\begin{aligned}
& 18 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 17 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 28 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 21 \\
& 15 \%
\end{aligned}
$$ \& 33
$15 \%$ \& $$
\begin{aligned}
& 30 \\
& 15 \%
\end{aligned}
$$ \& 10\% \& 39 ${ }_{14 \%}$ <br>
\hline General Electric \& $$
\begin{aligned}
& 65 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 40 \\
& 17 \%
\end{aligned}
$$ \& 25
$13 \%$ \& $$
\begin{gathered}
39 \\
\text { 28\% } \\
\text { EFG }
\end{gathered}
$$ \& 10
$10 \%$ \& $9{ }_{9}$ \& 7 \& 24\% \& ${ }_{14 \%}^{26}$ \& ${ }_{16}^{15}$ \& $$
\begin{aligned}
& 18 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{gathered}
7 \\
11 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 34 \% \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 14 } \\
& 10 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 27 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 16 \%
\end{aligned}
$$ \& ${ }^{27} 12 \%$ \& $$
\begin{aligned}
& 32 \\
& 18 \%
\end{aligned}
$$ \& 17 ${ }^{17}$ \& 47\% <br>
\hline The Kraft Heinz Company \& $$
\begin{aligned}
& 59 \\
& 15 \%
\end{aligned}
$$ \& ${ }^{25} 5$ \& 34\% \& $$
\begin{aligned}
& 30 \\
& 25 \% \\
& \text { EG }
\end{aligned}
$$ \& $\xrightarrow{10}$ \& 16\% \& $3{ }_{4}^{3}$ \& $$
\begin{aligned}
& 11 \\
& 10 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& \text { 20\% } \\
& h
\end{aligned}
$$ \& 10\% \& 19\% \& ${ }_{12}{ }^{8}$ \& 24\% \&  \& $$
\begin{gathered}
27 \\
20 \% \\
\mathrm{n}
\end{gathered}
$$ \& 20 $14 \%$ \& ${ }_{19}^{10 \%}$ \& $$
\begin{aligned}
& 38 \\
& 20 \% \\
& \text { Q }
\end{aligned}
$$ \& 17\% \& 37 16 <br>
\hline Johnson \& Johnson \& $$
\begin{aligned}
& 61 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 17 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 13 \%
\end{aligned}
$$ \& 10\% \& $$
\begin{aligned}
& 18 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 27 \\
& \text { 16\% }
\end{aligned}
$$ \& ${ }_{16}^{16}$ \& $$
\begin{aligned}
& 27 \\
& 19 \%
\end{aligned}
$$ \& 15\% \& 25\% \& $\stackrel{13}{9 \%}$ \& $$
\begin{aligned}
& 23 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 25 \\
& 19 \%
\end{aligned}
$$ \& 129 \& 29\% \& ${ }_{9 \%}^{4}$ \& 34\% <br>
\hline Cargill \& 59\% \& $$
\begin{aligned}
& 39 \\
& \text { 20\% } \\
& \hline
\end{aligned}
$$ \& 20\% \& 25\% \& 17
$14 \%$ \& 10 $12 \%$ \& 10\% \& 24\% \& 24\% \& 118\% \& $$
\begin{aligned}
& 17 \\
& 13 \%
\end{aligned}
$$ \& 12\% \& 34\% \& ${ }^{18}$ \& 21 16 \& 20\% \& 31 $13 \%$ \& 27\% \& 10\% \& ${ }_{18}^{46}$ <br>
\hline Patagonia \& 61 15 \& $\stackrel{22}{11 \%}$ \& 180\% \& 26 $21 \%$ \& 17
$16 \%$ \& $\stackrel{10}{9 \%}$ \& ${ }_{11 \%}^{9}$ \& ${ }^{18} 13$ \& 37

$j$ \& $7 \%$ \& 17

$14 \%$ \& 5\% \& 38\% \& ${ }^{10} 8$ \& 22 15 \& $$
\begin{aligned}
& 29 \\
& 20 \% \\
& \mathrm{~N}
\end{aligned}
$$ \& ${ }_{12}^{29}$ \& 32\% \& 11 20 \& 39 ${ }^{16 \%}$ <br>

\hline UnitedHealth Group \& $$
\begin{aligned}
& 58 \\
& 15 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 33 \\
& 19 \%
\end{aligned}
$$

\] \& 25 $11 \%$ \& \[

$$
\begin{aligned}
& 19 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 20 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 10 \\
& 11 \%
\end{aligned}
$$

\] \& ${ }_{14 \%}^{8}$ \& 21 15 \& \[

$$
\begin{aligned}
& 29 \\
& 18 \%
\end{aligned}
$$

\] \& ${ }^{8} \%$ \& \[

$$
\begin{aligned}
& 20 \\
& 18 \%
\end{aligned}
$$
\] \& 14\% \& 24\% \& 18

$14 \%$ \& \[
$$
\begin{aligned}
& 24 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& 14 \% \\
&
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 44 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \% \\
& 10 \%
\end{aligned}
$$
\] \& ${ }_{7 \%}$ \& ${ }_{14}^{35}$ <br>

\hline Microsoft \& $$
\begin{aligned}
& 57 \\
& 15 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 28 \\
& 15 \%
\end{aligned}
$$

\] \& 29 \& \[

$$
\begin{aligned}
& 22 \\
& 18 \%
\end{aligned}
$$
\] \& 10

$10 \%$ \& \[
$$
\begin{aligned}
& 19 \\
& 17 \%
\end{aligned}
$$

\] \& $\stackrel{7}{7}$ \& \[

$$
\begin{aligned}
& 13 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 15 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 18 \%
\end{aligned}
$$
\] \& 11\% \& 18

$11 \%$ \& 14

$13 \%$ \& \[
$$
\begin{aligned}
& 17 \\
& 11 \%
\end{aligned}
$$

\] \& \[

{ }_{21}^{26} \%

\] \& \[

$$
\begin{aligned}
& 23 \\
& 1
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
32 \\
19 \% \\
\mathrm{q}
\end{gathered}
$$
\] \& ${ }_{9}^{4}$ \& 31

$11 \%$ <br>

\hline H-E-B Grocery \& 15\% \& $$
\begin{aligned}
& 38 \\
& { }_{19}^{3} \% \\
& \hline
\end{aligned}
$$ \& 20\% \& \[

$$
\begin{aligned}
& 24 \\
& 20 \% \\
& f
\end{aligned}
$$
\] \& $\stackrel{16}{15 \%}$ \& ${ }_{6}^{6} \%$ \& 13

$15 \%$ \& \[
$$
\begin{aligned}
& 15 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 32 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 11 \\
& 12 \%
\end{aligned}
$$

\] \& \[

\stackrel{26}{19 \%}

\] \& 3 \& ${ }^{25} 5$ \& ${ }^{18} 14 \%$ \& $\stackrel{13}{9 \%}$ \& \[

\stackrel{28}{20 \%}

\] \& ${ }_{11 \%}^{26}$ \& \[

$$
\begin{aligned}
& 27 \\
& 17 \%
\end{aligned}
$$
\] \& ${ }_{15}^{6}$ \& 35 ${ }^{3}$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G: H/IJJ-K/LIM-N/O
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Whole Foods

GlaxoSmithKline
Trader Joe's

$$
\begin{array}{llllllll}
62 & 29 & 33 & 12 & 16 & 19 & 15 & 15 \\
14 \% & 14 \% & 15 \% & 11 \% & 14 \% & 20 \% & 14 \% & 14 \%
\end{array}
$$

| 418\% | 7\% | ${ }_{14}^{18}$ | 10 $15 \%$ | 31 $15 \%$ | ${ }_{11}^{17}$ | 20\% | 25 $18 \%$ | ${ }_{11 \%}^{27}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\stackrel{8}{14 \%}$ | 32 13 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 12\% | 20\% | 21 16 | 13\% | 24\% | $\begin{aligned} & 23 \\ & 19 \% \\ & 19 \end{aligned}$ | ${ }^{13} 9$ | 20\% | ${ }_{12 \%}$ | 26\% | 15\% | 39\% |
| 23 $12 \%$ | ${ }_{14}^{16 \%}$ | 20 16 | 12 18 | ${ }_{11 \%}^{22}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | ${ }_{12}^{18}$ | ${ }_{13}^{18}$ | 36\% | 21 $13 \%$ | 10 $21 \%$ | 37 |
| $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\stackrel{9}{12 \%}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | ${ }_{10}^{6}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 24 \\ \substack{17 \% \\ \mathrm{n}} \end{gathered}$ | $\begin{aligned} & 22 \\ & 18 \% \\ & N \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | 25 ${ }^{2}$ | ${ }_{9}^{3}$ | 31 $14 \%$ |
| 29 $15 \%$ | 10 $12 \%$ | 23 $19 \%$ | ${ }^{7} 1{ }^{7} \%$ | 29 ${ }_{14 \%}$ | ${ }^{11} 9$ | 30 $18 \%$ | 18 $13 \%$ | 24\% | 33 $18 \%$ | $\stackrel{4}{7 \%}$ | 43 $16 \%$ |
| 24\% | ${ }_{15}^{15}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | 17\% | $\stackrel{15}{8 \%}$ | $\stackrel{15}{12 \%}$ | 19 $14 \%$ | 21 $16 \%$ | 31 $13 \%$ | 21 15 | ${ }^{8} 3$ \% | 30 $13 \%$ |
| 33\% | 11 $12 \%$ | ${ }_{15}^{15}$ | 149\% | 31 $13 \%$ | $19 \%$ | $\begin{gathered} 33 \\ 18 \% \\ \mathrm{p} \end{gathered}$ | ${ }^{13} 8$ | 39\% | 24\% | ${ }_{14 \%}$ | 40 150 |
| 19 | 13 $14 \%$ | ${ }^{18} 8$ | $\stackrel{7}{7}$ | ${ }^{25} 5$ | ${ }_{14}^{16}$ | ${ }^{12} 9$ | $\begin{aligned} & 23 \\ & 19 \% \\ & 0 \end{aligned}$ | 33 | 15 | $\stackrel{7}{15 \%}$ | 33 $14 \%$ |
| 25 $14 \%$ | 11 $13 \%$ | ${ }^{18} 8$ | $\stackrel{9}{13 \%}$ | ${ }^{25} 5$ | 8\% | $\stackrel{16}{11 \%}$ | $\begin{gathered} 30 \\ \text { NO } \\ \hline \end{gathered}$ | ${ }_{12}^{25}$ | 26\% | 21\% | 36 $15 \%$ |
| 20 $12 \%$ | 13 $16 \%$ | 24 $18 \%$ | $\stackrel{5}{10 \%}$ | 24 $12 \%$ | 11 81 | 20 $14 \%$ | $\begin{aligned} & 26 \\ & 20 \% \\ & n \end{aligned}$ | 31 $14 \%$ | ${ }^{21} 13 \%$ | 18\% | 41 $16 \%$ |
| 36 $18 \%$ | ${ }_{12}^{12}$ | 17 | ${ }_{22}^{12}$ | 30\% | ${ }_{13}^{15}$ | ${ }_{16 \%}$ | 20 ${ }_{13}$ | 17\% | $19 \%$ | ${ }^{7} 6$ | ${ }_{15}^{42}$ |
| 21 $12 \%$ | ${ }_{18}^{18}$ | ${ }_{12}^{16}$ | 111\% | 27 ${ }_{15}$ | 24\% | ${ }_{10}^{10}$ | 17\% | ${ }_{12 \%}$ | 25\% | ${ }^{7} 1 \%$ | 38\% |
| 29\% | 10 $13 \%$ | 20\% | 75\% | 24 ${ }_{12 \%}$ | ${ }_{13}^{16}$ | 17 $12 \%$ | $\stackrel{19}{15 \%}$ | 27 $13 \%$ | 24\% | $\stackrel{4}{9 \%}$ | 209\% |
| 25 ${ }^{15}$ | 88 | 15 $12 \%$ | $\begin{gathered} 20 \\ { }_{25}^{25} \% \\ \text { kM } \end{gathered}$ | 14\% | ${ }_{9}^{12}$ | 19 $13 \%$ | $\begin{gathered} 23 \\ 21 \% \\ n \end{gathered}$ | ${ }_{12 \%}$ | 25 $14 \%$ | 15\% | 30 $13 \%$ |
| ${ }^{18} 18$ | 14 $18 \%$ | ${ }_{12}^{15}$ | ${ }_{13}^{8} \%$ | 24\% | ${ }_{16}^{15}$ | 20 ${ }_{13}$ | ${ }_{15}^{15}$ | ${ }_{12 \%}$ | 21 $13 \%$ | 7\% | 40\% |
| $\begin{aligned} & 30 \\ & 15 \% \\ & \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \\ & H \end{aligned}$ | 17 $15 \%$ | 12 $16 \%$ | $\stackrel{24}{11 \%}$ | ${ }^{13} 8$ | 25 $16 \%$ | 18 $14 \%$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | 23 ${ }^{2}$ | ${ }_{2}^{1 \%}$ | 30 $11 \%$ |
| 15 ${ }_{8}$ | 14\% | ${ }_{9}^{14}$ | ${ }_{8}^{6} \%$ | ${ }^{28} 18$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | 21 $14 \%$ | 15 $12 \%$ | 34\% | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\stackrel{3}{6 \%}$ | 39 $15 \%$ |



Base: All Respondents (Variable Bases) Summary Of Do Not Trust At All/Too Much

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 220- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| McKesson | 50 $13 \%$ | $\begin{gathered} 31 \\ 18 \% \\ \text { c } \end{gathered}$ | ${ }^{19} 9$ | $\begin{aligned} & \text { 24\% } \\ & \text { 19\% } \\ & \hline \end{aligned}$ | $5{ }_{5}$ | $\begin{gathered} 13 \\ 17 \% \\ \mathrm{e} \% \end{gathered}$ | $\stackrel{8}{11 \%}$ | ${ }^{13} 9$ | 30 $18 \%$ | ${ }_{8 \%}^{6}$ | 15 ${ }^{13}$ | ${ }_{7 \%}$ | 27 $14 \%$ | 12 $10 \%$ | 21 $14 \%$ | 17 $14 \%$ | 20 $10 \%$ | 27 $15 \%$ | 7 $16 \%$ | 35 $14 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| United States Postal Service | 50 $13 \%$ | 31 $17 \%$ | ${ }^{19} 9$ | $\begin{aligned} & 18 \\ & 17 \% \\ & \mathrm{G} \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\underset{\mathrm{G}}{18}$ | * | 18 $14 \%$ | 27 $14 \%$ | 5\% | ${ }^{11} 9$ | ${ }_{5}^{3}$ | $\begin{aligned} & 35 \\ & { }_{1}^{39} \% \\ & k \end{aligned}$ | 12 $11 \%$ |  | 22 16 | $\stackrel{26}{12 \%}$ | ${ }_{19}^{12 \%}$ | 20\% | 36 |
| Wegmans | 12\% | 34\% | $\stackrel{20}{9 \%}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | 13 $11 \%$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | ${ }_{11 \%}^{22}$ | 10 $12 \%$ | ${ }^{22} 16 \%$ | $\stackrel{4}{7 \%}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | 16 $13 \%$ | $\stackrel{23}{13 \%}$ | 14\% | 23 $10 \%$ | ${ }^{27} 15$ | ${ }_{3 \%}$ | ${ }_{13}^{38}$ |
| Purell | ${ }_{12}{ }^{2} \%$ | $\begin{gathered} 32 \\ 17 \% \\ C \end{gathered}$ | ${ }^{15}$ | $\begin{gathered} 15 \\ 14 \% \\ \mathrm{~g} \% \end{gathered}$ | $\begin{gathered} 14 \\ 14 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 14 \\ 16 \% \\ \mathrm{~g} \% \end{gathered}$ | 3\% | ${ }_{13}^{18}$ | 22 $13 \%$ | $7{ }_{8}^{7}$ | 17 $12 \%$ | $7{ }_{8}^{7}$ | 21 $14 \%$ | ${ }_{11}^{11}$ | 14 $11 \%$ | $\begin{gathered} 22 \\ \substack{19 \\ \mathrm{n}} \\ \hline \end{gathered}$ | 24 $11 \%$ | 21 | $\stackrel{3}{6 \%}$ | 24 $10 \%$ |
| John Deere | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\frac{6}{7 \%}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | ${ }_{11 \%}$ | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\stackrel{5}{8 \%}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}$ | 23 $15 \%$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | ${ }_{9}^{20}$ | 26\% | $\stackrel{8}{16 \%}$ | $\stackrel{28}{12 \%}$ |
| King Arthur | 50 $12 \%$ | 23 $11 \%$ | 27 $12 \%$ | ${ }^{25} 16$ | 14\% | 10\% | ${ }_{1}^{1 \%}$ | ${ }_{11}^{18}$ | 22 ${ }_{12}$ | 10 $15 \%$ | 19\% | $\stackrel{7}{7} \%$ | 20 $11 \%$ | 14 $13 \%$ | ${ }_{11 \%}^{18}$ | 17 $13 \%$ | 24 $10 \%$ | 24\% | 11\% | $\xrightarrow{29} 11 \%$ |
| The Hershey Company | ${ }_{12}{ }^{2} \%$ | 23 $13 \%$ | 21\% | $\begin{aligned} & 22 \\ & 18 \% \\ & f \end{aligned}$ | 14\% | $\stackrel{3}{5 \%}$ | ${ }_{7}^{6}$ | 17 $11 \%$ | 22\% | ${ }_{7 \%}^{6}$ | ${ }_{13}^{14}$ | ${ }_{9}^{5}$ | 22 $12 \%$ | ${ }^{10} 8$ | ${ }_{13}^{18}$ | 16 $14 \%$ | ${ }^{19} 9$ | 24\% | 17\% | 33 $13 \%$ |
| Walgreens | $\begin{aligned} & 46 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & \begin{array}{l} 35 \% \\ c \end{array} \end{aligned}$ | ${ }_{8}^{16}$ | $\begin{aligned} & 22 \\ & 18 \% \\ & 18 \end{aligned}$ | $9 \%$ | ${ }_{9}^{7} \%$ | 13\% | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | ${ }^{21} 12 \%$ | ${ }_{10}^{6}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \\ & \text { 19\% } \end{aligned}$ | 12\% | 15 $12 \%$ | ${ }_{18}^{18}$ | 13 $11 \%$ | 25 $10 \%$ | 19 $14 \%$ | ${ }_{11 \%}^{6}$ | ${ }_{12}^{28}$ |
| Caterpillar | $\begin{aligned} & 42 \\ & 11 \% \end{aligned}$ | $\xrightarrow{23} 14 \%$ | ${ }^{19} 9$ | $\begin{aligned} & 18 \\ & 14 \% \\ & f \end{aligned}$ | 6\% | $\stackrel{3}{3 \%}$ | $\begin{aligned} & 16 \\ & { }^{163} \% \\ & \text { EF } \end{aligned}$ | ${ }_{8}^{8}$ | ${ }^{17} 9$ | $\begin{aligned} & 17 \\ & 20 \% \\ & h i \end{aligned}$ | 21 $17 \%$ | 8\% | ${ }^{14} 9$ | ${ }^{10} 8$ | 13 $10 \%$ | 20\% | $\stackrel{23}{12 \%}$ | ${ }^{15} 9$ | $\stackrel{5}{14 \%}$ | ${ }^{22} 9$ |
| Anthem Health | ${ }_{11}^{41}$ | 20 $12 \%$ | 210\% | $\begin{aligned} & 23 \\ & 200 \% \\ & \mathrm{fG} \end{aligned}$ | 10 $11 \%$ | ${ }_{7 \%}$ | ${ }_{3 \%}$ | $\stackrel{16}{10 \%}$ | 14 $10 \%$ | 11 $13 \%$ | 14\% | $\stackrel{7}{72 \%}$ | ${ }^{18} 11 \%$ | $9{ }_{9}^{9}$ | ${ }_{19}^{19}$ | 13 $12 \%$ | ${ }_{11 \%}{ }^{26}$ | ${ }^{15} 12 \%$ | $\stackrel{7}{7} \%$ | ${ }_{11 \%}^{27}$ |
| Hewlett-Packard Enterprise | ${ }_{11 \%}^{45}$ | ${ }_{11 \%}$ | 24\% | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | ${ }^{10} 8$ | ${ }^{15}$ | 3 | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | ${ }_{8}^{16}$ | ${ }_{12}^{12} 1$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | ${ }_{9}^{6}$ | $\stackrel{23}{11 \%}$ | 15 $13 \%$ | 14 81 | $\begin{gathered} 16 \\ 13 \% \end{gathered}$ | ${ }_{11 \%}{ }^{26}$ | ${ }_{9}^{17}$ | ${ }_{7 \%}$ | $\stackrel{26}{10 \%}$ |
| UPS | 40 $10 \%$ | 23 $11 \%$ | ${ }^{17} 9$ | $\begin{aligned} & 20 \\ & \text { 15\% } \\ & \text { E } \end{aligned}$ | 5 | 5\% | 10 $11 \%$ | $\stackrel{18}{11 \%}$ | ${ }^{12}$ | 10 $14 \%$ | 19 $14 \%$ | ${ }_{9}^{7}$ | ${ }^{13} 7$ | ${ }_{5}^{6}$ | 19 $12 \%$ | 15 $13 \%$ | 23 $10 \%$ | 16 $10 \%$ | ${ }_{3}^{2}$ | ${ }^{22} 9$ |
| Clorox | ${ }^{39} 9$ | $\begin{aligned} & 28 \\ & 15 \% \\ & { }_{C}^{2} \end{aligned}$ | 11 5 \% | $\begin{aligned} & 16 \\ & 14 \% \\ & \mathrm{G} \% \end{aligned}$ | 12 $11 \%$ | ${ }_{9}^{8} \%$ | ${ }_{3}{ }^{\text {\% }}$ | ${ }_{16}^{16}$ | 13\% | 10\% | ${ }^{10} 9$ | ${ }_{11}{ }^{9}$ | 20\% | ${ }^{14} \%$ | 10\% | 15\% | ${ }_{13}^{28}$ | ${ }^{10} 6$ | ${ }_{12}^{6} \%$ | $\stackrel{29}{11 \%}$ |

[^28]Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 410 | 154 | 256 | 177 | 118 | 61 | 54 | 156 | 161 | 93 | 206 | 62 | 117 | 126 | 145 | 139 | 207 | 188 | 39 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 428 | 190* | 238 | 146* | $116{ }^{*}$ | 102* | 64** | 165* | 177* | 86* | 115 | $63^{*}$ | 231* | 125* | 174* | 129* | 247 | 169* | 59** | 281 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 342 \\ 80 \% \end{gathered}$ | 149 78 | ${ }_{81 \%}^{193}$ | ${ }^{113} \%$ | 988 8 | $79 \%$ | 52\% | $\begin{gathered} 140 \\ 85 \% \end{gathered}$ | $\begin{gathered} 146 \\ 83 \% \end{gathered}$ | 56\% | $70$ | 53 $84 \%$ | $\begin{gathered} 184 \\ 80 \% \end{gathered}$ | ${ }^{102} 82$ | ${ }_{83}^{143}$ | 96\% | 205 83 | 133 | 49\% | 230 |
| Trust very much | $\begin{gathered} 184 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 54 \% \\ & C \end{aligned}$ | 814\% | 72 $49 \%$ | 52\% | 35 $34 \%$ | 26 $41 \%$ | $\begin{aligned} & 98 \\ & 599 \% \\ & 1.5 \end{aligned}$ | 64 36 | 22\% | 50 | 27 $43 \%$ | 100 $43 \%$ | 60\% | 79 45 | 45 ${ }^{45}$ | $\begin{gathered} 124 \\ 50 \% \\ R \end{gathered}$ | 57 $34 \%$ | 32\% | 134 $48 \%$ |
| Trust somewhat | ${ }_{37 \%}^{158}$ | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 112 \\ 47 \% \\ B \end{gathered}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $46 \%$ | $\begin{gathered} 45 \\ 44 \% \\ d \end{gathered}$ | 26 $41 \%$ | $\begin{aligned} & 42 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 46 \% \\ & H \end{aligned}$ | $\begin{aligned} & 34 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | 26 $41 \%$ | $\begin{aligned} & 84 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | 81 ${ }^{3} \%$ | $\begin{aligned} & 75 \\ & 44 \% \\ & q \end{aligned}$ | $\begin{aligned} & 17 \\ & 29 \% \end{aligned}$ | 96 $34 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }^{65}$ | 31 $16 \%$ | 34\% | 25\% | ${ }_{16}^{14 \%}$ | ${ }^{15}$ 15\% | 15\% | 11\% | 27 15 | 23\% | ${ }^{18} 8$ | ${ }_{12 \%}$ | 17\% | 23\% | ${ }^{18} 10$ | ${ }^{25}$ 19\% | 32 $13 \%$ | 30\% | 10\% | 17\% |
| Do not trust too much | 35\% | 5\% | 26 $11 \%$ | 15\% | 120 | $3{ }^{3}$ | 5\% | 6\% | 14\% | 11 ${ }_{1}$ | ${ }^{11} 9$ | 4\% | 19\% | ${ }^{14} 14$ | ${ }_{5}^{8}$ | 13 $10 \%$ | $\stackrel{21}{9 \%}$ | ${ }^{12} \%$ | ${ }_{14 \%}$ | ${ }_{9}^{24}$ |
| Do not trust at all | 31\% | $\begin{aligned} & 22 \\ & 12 \% \\ & 12 \% \end{aligned}$ | 9\% | 10\% | ${ }_{3}^{4}$ | 13 $12 \%$ | 5\% | 10 6 | 12\% | 10\% | 6\% | $\stackrel{3}{5 \%}$ | ${ }^{20} 9$ | $9 \%$ | 10 6 | ${ }^{12} 9$ | ${ }^{10} 4 \%$ | $\begin{aligned} & 17 \\ & 10 \% \\ & \text { q } \end{aligned}$ | ${ }_{2}^{1 \%}$ | 23\% |
| I am not familiar with this company | 20 | 10\% | 114\% | ${ }_{6 \%}$ | ${ }^{3} \%$ | $7 \%$ | 3\% | ${ }_{3 \%}^{6}$ | ${ }_{2 \%}$ | $\begin{aligned} & 10 \\ & 12 \% \\ & 12 \% \end{aligned}$ | 6\% | ${ }_{4 \%}$ | $7 \%$ | - | $\begin{aligned} & 12 \\ & { }^{7} \% \end{aligned}$ | $\begin{aligned} & 8_{\mathrm{N}}^{\mathrm{N}} \end{aligned}$ | 11 5 | $7 \%$ |  | ${ }_{1}^{4}$ |
| Sigma | $\begin{aligned} & 428 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | 64 $100 \%$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | 100\% | 231 $100 \%$ | 125 $100 \%$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | 59\% | 281 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
COVID-19
CMP02_2 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 410 | 158 | 252 | 163 | 106 | 79 | 62 | 140 | 162 | 108 | 233 | 56 | 94 | 133 | 132 | 145 | 212 | 187 | 37 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 405 | 203* | 202 | 115* | 105* | 117* | 69* | 139* | 170* | $96 *$ | 134 | 68* | 174* | 130* | 134* | 141* | 243 | 147* | 49** | 252 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 281 \\ 69 \% \end{gathered}$ | 141 70 | $\begin{gathered} 140 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 89 \\ \text { DFG } \end{gathered}$ | 74 63 | $\begin{aligned} & 42 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 105 \\ 75 \% \\ j \end{gathered}$ | 121 $71 \%$ | 586 | $\begin{aligned} & 88 \\ & 65 \% \end{aligned}$ | 50\% | $\begin{gathered} 136 \\ { }_{k} 8 \mathrm{k} \end{gathered}$ | 94 $72 \%$ | $\begin{gathered} 104 \\ \underset{P}{77 \%} \end{gathered}$ | 84\% | $\underset{\mathrm{R}}{187 \%}$ | 900 | 40\% | 187\% |
| Trust very much | $\begin{gathered} 154 \\ 38 \% \end{gathered}$ | 85 | $\begin{aligned} & 69 \\ & 34 \% \end{aligned}$ | 40\% | $\begin{gathered} 57 \\ 55 \% \\ \text { DfG } \end{gathered}$ | 42\% | 152\% | $\begin{aligned} & 68 \\ & 499 \% \\ & \text { ij } \end{aligned}$ | 61 ${ }_{36 \%}$ | 25\% | 459\% | 300 | 73 $42 \%$ | 54\% | 59 ${ }_{\text {44\% }}^{\text {p }}$ | 29\% | $\begin{gathered} 119 \\ 499 \% \\ \mathrm{R} \end{gathered}$ | 33 ${ }^{32}$ | 29 ${ }^{29}$ | ${ }^{116}$ 46\% |
| Trust somewhat | ${ }_{32}^{128}$ | $\begin{aligned} & \text { 586 } \end{aligned}$ | $\begin{aligned} & 72 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 30 \% \end{aligned}$ | 28\% | $\text { 28 } 40 \%$ | 37\% | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 42 \% \end{aligned}$ | 20\% | $\begin{aligned} & 62 \\ & 36 \% \end{aligned}$ | 39\% | $\begin{aligned} & 45 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & \text { 288\% } \end{aligned}$ | $\begin{gathered} 58 \\ { }_{9}^{59} \% \end{gathered}$ | 11 $22 \%$ | 728\% |
| Do Not Trust At All/Too Much (Net) | 90\% | ${ }^{48}{ }^{24}$ | 421\% | $\begin{gathered} 27 \\ 24 \% \\ e \end{gathered}$ | 12 $11 \%$ | $\begin{aligned} & 36 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | ${ }_{21}^{15}$ | 25 ${ }^{18}$ | 22\% | 27\% | 31 $23 \%$ | 152\% | 31\% | $\stackrel{27}{21 \%}$ | 20\% | 36\% | ${ }_{19}^{45}$ | 40\% | $\stackrel{7}{7}$ | 51 |
| Do not trust too much | 63 $16 \%$ | 33 $16 \%$ | 30 $15 \%$ | $\begin{gathered} 19 \\ 17 \% \% \\ e \end{gathered}$ | $7 \%$ | $\begin{aligned} & 27 \\ & 23 \% \\ & \text { 23\% } \end{aligned}$ | 10\% | ${ }_{13}^{18} \%$ | ${ }^{28}{ }^{16 \%}$ | 17\% | 199\% | 10\% | 32\% | 15\% | 21 16 | 27 19 | 30\% | 29\% | 10\% | 37 $15 \%$ |
| Do not trust at all | ${ }^{26} \%$ | 15\% | 12\% | ${ }^{8} \%$ | $5{ }_{5}$ | 9\% | 5\% | ${ }_{5 \%}^{7}$ | 10 $6 \%$ | 10\% | $\begin{aligned} & \text { 12 } \\ & \text { m } \end{aligned}$ | 7\% | 5\% | 120 | 5\% | 6\% | ${ }^{15} 6$ | 11 $8 \%$ | $\stackrel{2}{4 \%}$ | 14 6 |
| I am not familiar with this company | 34\% | 14\% | 20\% | $\begin{aligned} & 12 \\ & 10 \% \\ & \mathrm{e} \% \end{aligned}$ | $3{ }_{3}$ | 6\% | $\begin{aligned} & 12 \\ & 17 \% \\ & \text { B/ } \end{aligned}$ | 10\% | ${ }^{12} 7 \%$ | 13 $13 \%$ | $\begin{aligned} & \begin{array}{l} 15 \\ 11 \% \\ M \end{array} \end{aligned}$ | 5\% | ${ }_{1}^{2}$ | 7\% | ${ }_{3}{ }^{4}$ | $\begin{aligned} & 21 \\ & 15 \% \\ & 0 \end{aligned}$ | 11 5 | $\begin{aligned} & 16 \\ & 11 \% \\ & \text { q } \end{aligned}$ | ${ }_{5}^{2}$ | ${ }^{13} 5$ |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | 170\% | 96 $100 \%$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | ${ }^{680} \%$ | 174 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 134 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\stackrel{49}{100 \%}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 159 | 252 | 168 | 115 | 69 | 59 | 155 | 174 | 82 | 212 | 52 | 127 | 121 | 156 | 134 | 218 | 180 | 43 | 226 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 453 | 217* | 236 | 122* | 125* | $113^{*}$ | $94^{*}$ | 153* | $223 *$ | 77* | 130 | $70^{*}$ | 231* | 150* | 170* | 134* | 241 | 200* | $67^{* *}$ | 280 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 267 \\ 59 \% \end{gathered}$ | ${ }_{63 \%}^{136}$ | $\begin{gathered} 131 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & \text { 86\% } \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 98 \\ \text { dFG } \end{gathered}$ | $\begin{aligned} & 50 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 42 \% \end{aligned}$ | $999$ | $\begin{gathered} 126 \\ 57 \% \end{gathered}$ | 42\% | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 143 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & { }^{110} \% \\ & \text { OP } \end{aligned}$ | 87\% | $\begin{aligned} & 70 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 160 \\ 66 \% \\ R \end{gathered}$ | $\stackrel{101}{51 \%}$ | 49\% | 176 $63 \%$ |
| Trust very much | ${ }^{124} 27 \%$ | 67 $31 \%$ | 58\% | $\begin{aligned} & 38 \\ & 31 \% \\ & { }^{3} \% \end{aligned}$ | $\begin{aligned} & 52 \\ & { }^{42} \% \\ & F G \end{aligned}$ | 17 $15 \%$ | ${ }^{18} 9$ | $\begin{aligned} & 59 \\ & 39 \% \\ & \hline \end{aligned}$ | $\stackrel{47}{21 \%}$ | 18\% | 31\% | 18\% | 72 $31 \%$ | $\begin{gathered} 54 \\ 36 \% \\ 0 \end{gathered}$ | 36 $21 \%$ | 35\% | $\underset{\text { 33\% }}{79}$ | 22\% | 29 $43 \%$ | 89\% |
| Trust somewhat | ${ }_{32 \%}^{143}$ | $\begin{aligned} & 72 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 73 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | 33\% | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | ${ }_{20}^{46 \%}$ | $\begin{aligned} & 75 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 31 \% \end{aligned}$ | ${ }_{34}^{44 \%}$ | 197\% | $\begin{aligned} & 71 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 811 \\ & 34 \% \end{aligned}$ | ${ }^{59} \%$ | 21\% | 87\% |
| Do Not Trust At All/Too Much (Net) | $\begin{gathered} 162 \\ 36 \% \end{gathered}$ | ${ }_{31}^{67}$ | $\text { 95 } 40 \%$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & { }^{599} \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 48 \\ & 51 \% \\ & 5 E \end{aligned}$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | 94\% | 229\% | 48\% | 31 $44 \%$ | 80\% | 36 ${ }^{34}$ | $\begin{aligned} & 71 \\ & { }_{42}^{2} \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 41 \% \\ & { }^{1} \% \end{aligned}$ | 29\% | $\begin{aligned} & 92 \\ & 46 \% \\ & \hline \mathrm{Q} \end{aligned}$ | 17 $25 \%$ | 94\% |
| Do not trust too much | 75\% | 11\% | $\begin{gathered} 50 \\ 21 \% \\ \text { 21\% } \end{gathered}$ | 24\% | $14 \%$ | 220\% | 15\% | $\begin{aligned} & 31 \\ & 20 \% \\ & \text { j } \end{aligned}$ | 39\% | 5\% | 22\% | $12 \%$ | 34\% | 15\% | $\begin{gathered} 35 \\ 21 \% \\ \text { n } \end{gathered}$ | 25\% | 33\% | 410\% | ${ }_{9}^{6}$ | 52\% |
| Do not trust at all | 879\% | ${ }_{23}^{43}$ | ${ }_{19 \%}$ | 12\% | 10 8 \% | $\begin{aligned} & 33 \\ & 29 \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 33 \\ & 35 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & { }_{25}^{55} \% \\ & \hline \end{aligned}$ | 22\% ${ }^{17}$ | 20\% | 18\% | ${ }^{46} 20$ | 20\% | ${ }^{36}$ 21\% | 31 $23 \%$ | 36 $15 \%$ | 52 <br> 26\% | 119\% | 42\% |
| I am not familiar with this company | 24\% | 14\% | 10 4 \% | ${ }_{4}^{5}$ | ${ }_{3}^{4} \%$ | ${ }_{7 \%}$ | 7\% | $\stackrel{8}{5 \%}$ | 1\% | $\begin{aligned} & 13 \\ & 17 \% \\ & \text { HI } \end{aligned}$ | ${ }_{5}^{7}$ | ${ }_{4 \%}$ | ${ }_{3}^{8} \%$ | ${ }_{2}^{3}$ | 11\% | $9 \%$ | 12\% | ${ }_{3 \%}^{6}$ | * | ${ }^{11} 4 \%$ |
| Sigma | ${ }_{100 \%}^{453}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | 236 $100 \%$ | 120\% | 125 $100 \%$ | 113 $100 \%$ | 94 $100 \%$ | 1530 | 223 $100 \%$ | 77 $100 \%$ | 130 $100 \%$ | 100\% | 231 $100 \%$ | 150 $100 \%$ | 170\% | 134 $100 \%$ | 2410 | 200\% | ${ }^{67} \mathbf{6 7} \%$ | $\begin{aligned} & 280 \\ & 100 \% \end{aligned}$ |

Proporion Meanc Clums Test 50 .


Fielding Period: May 20-22, 2020
COVID-19
CMP02_4 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Netflix
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 416 | 171 | 245 | 157 | 123 | 75 | 61 | 144 | 170 | 102 | 222 | 67 | 100 | 141 | 132 | 143 | 226 | 176 | 42 | 226 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 431 | 221* | 210 | 122* | 113* | 108* | $87^{*}$ | 149* | 183* | 99* | 133 | $76^{*}$ | 189* | 144* | 154* | 134* | 247 | 174* | 55** | 267 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 329 \\ 76 \% \end{gathered}$ | $159$ | $\begin{gathered} 169 \\ 81 \% \end{gathered}$ | $94 \%$ | $\begin{gathered} 94 \\ 83 \% \\ 9 \end{gathered}$ | 73\% | 58\% | $\begin{gathered} 121 \\ 82 \% \end{gathered}$ | $\begin{gathered} 146 \\ 80 \% \end{gathered}$ | 62\% | $77 \%$ | 822\% | $\begin{gathered} 155 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 126 \\ \underset{p}{82 \%} \end{gathered}$ | 91\% | ${ }^{188}$ | $\begin{aligned} & 137 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 88 \% \end{aligned}$ | ${ }^{216}$ |
| Trust very much | $\begin{gathered} 164 \\ 38 \% \end{gathered}$ | 89\% | 75 ${ }^{76}$ | $\begin{gathered} 59 \\ 48 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 54 \\ & 47 \% \\ & \hline \end{aligned}$ | 20\% | $\begin{gathered} 32 \\ 37 \% \\ f \end{gathered}$ | $\begin{aligned} & 71 \\ & 48 \% \end{aligned}$ | ${ }_{35}^{65}$ | 29\% | 46\% | 31 $40 \%$ | 81 | $\begin{gathered} 56 \\ 39 \% \\ p \end{gathered}$ | $\begin{aligned} & 77 \\ & 50 \% \\ & \mathrm{P} \end{aligned}$ | 31 $24 \%$ | 100 $41 \%$ | ${ }_{36}^{62}$ | 31\% | 126 $47 \%$ |
| Trust somewhat | $\begin{gathered} 165 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 72 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 95 \\ & 45 \% \\ & 45 \end{aligned}$ | $\begin{aligned} & 35 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 46 \% \end{aligned}$ | $\begin{gathered} 63 \\ \text { DEG\% } \end{gathered}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 45 \% \end{aligned}$ | ${ }_{36}^{88}$ | $\begin{aligned} & 75 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 34 \% \end{aligned}$ |
| Do Not Trust At All/Too Much (Net) | 72 $17 \%$ | $\begin{aligned} & 50 \\ & { }_{23}^{23 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 25 \\ 21 \% \\ e \end{gathered}$ | $\begin{aligned} & 12 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | 20 $23 \%$ | 22 15 | 24\% | $\begin{aligned} & 27 \\ & 27 \% \\ & \mathrm{hl} \end{aligned}$ | $\begin{gathered} 320 \\ \text { 22\% } \end{gathered}$ | ${ }_{7}^{6} \%$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 23 $16 \%$ | ${ }^{18} 11 \%$ | $\begin{gathered} 31 \\ \text { 23\% } \\ 0 \end{gathered}$ | 479\% | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | ${ }_{11 \%}^{6}$ | 40\% |
| Do not trust too much | 53\% | ${ }^{35}$ \% | 19\% | ${ }_{12}^{15}$ | $9{ }_{8}$ | 110\% | $\begin{gathered} 19 \\ \text { 22\% } \end{gathered}$ | $9{ }_{6}$ | 11\% | $\begin{aligned} & 23 \\ & 24 \% \\ & { }_{2}^{4} \% \end{aligned}$ | 19\% | ${ }_{7}^{6} \%$ | 122\% | 15 $11 \%$ | 14\% | 24\% | $\stackrel{40}{16 \%}$ | $13 \%$ | 4\% | 26\% |
| Do not trust at all | 19 ${ }^{4}$ | $\begin{gathered} 15 \\ 7 \% \\ c \end{gathered}$ | ${ }_{2 \%}^{3}$ | $\begin{aligned} & \text { 11 } \\ & 9 \\ & \mathrm{~g} \end{aligned}$ | $\stackrel{3}{3 \%}$ | $\stackrel{4}{4 \%}$ | ${ }_{1}^{1 \%}$ | $\begin{gathered} 12 \\ 8 \% \\ 1 \end{gathered}$ | 1\% | $4 \%$ | ${ }^{11}{ }_{8}^{\mathrm{E} \%}$ | - | $8{ }_{4 \%}$ | ${ }_{6 \%}$ | $\stackrel{3}{2 \%}$ | ${ }_{6 \%}$ | ${ }_{3}^{7}$ | $\stackrel{8}{5 \%}$ | ${ }_{3}^{2}$ | 14 5 |
| I am not familiar with this company | 29\% | 11 5 \% | ${ }^{18} 9$ | $3{ }_{3}^{3}$ | ${ }_{6 \%}$ | 110\% | 10\% | ${ }_{4}^{6}$ | 14 81 | 10 | 5 | $\begin{gathered} 8 \\ \begin{array}{c} 11 \% \\ M \end{array}{ }^{2} \end{gathered}$ | $\stackrel{4}{2 \%}$ | ${ }_{5}^{8}$ | 10\% | 1180 | 11 5 | ${ }^{16} 9$ | 2\% | 12 4 \% |
| Sigma | $\begin{aligned} & 431 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | 120\% | 113 $100 \%$ | ${ }^{108}{ }^{100 \%}$ | 887 | 1490\% | 183\% | 109\% | 133 $100 \%$ | 100\% | $189 \%$ | 144 $100 \%$ | 154 $100 \%$ | 134 $100 \%$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 267 \\ & 100 \% \end{aligned}$ |




Fielding Period: May 20-22, 2020
COVID-19
CMP02_5 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Amazon
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 407 | 167 | 240 | 156 | 144 | 67 | 40 | 137 | 162 | 108 | 211 | 63 | 109 | 106 | 147 | 154 | 212 | 186 | 37 | 214 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 404 | 200* | 204 | 112* | $128 *$ | 111* | $53^{* *}$ | $143 *$ | 166* | 95* | 113 | 73* | 196* | 105* | 164* | 136* | 233 | 165* | 47** | 226 |
| Trust Somewhat/Very Much (Net) | ${ }^{306}$ 76\% | ${ }^{156}$ \% | 150 $73 \%$ | $89$ | $98 \%$ | 813\% | 71\% | 114 $80 \%$ | 1170\% | $74 \%$ | $\begin{aligned} & 76 \\ & 68 \% \end{aligned}$ | 51 69 | $\begin{gathered} 162 \\ 83 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 97 \\ & \text { OP\% } \end{aligned}$ | $\begin{aligned} & 114 \\ & 70 \% \end{aligned}$ | 950\% | $\begin{gathered} 184 \\ 79 \% \end{gathered}$ | ${ }^{116}$ | ${ }_{93}^{44}$ | $\stackrel{185}{82 \%}$ |
| Trust very much | $\begin{gathered} 174 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 50 \% \\ & \stackrel{F}{2} \end{aligned}$ | $\begin{gathered} 61 \\ 48 \% \\ \hline F \end{gathered}$ | 32\% | $\begin{aligned} & 25 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 50 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 73 \\ & 44 \% \end{aligned}$ | ${ }_{31}^{29}$ | $\begin{aligned} & 42 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 42 \% \end{aligned}$ | $92$ | $\begin{aligned} & 58 \\ & 55 \% \\ & \hline \text { P } \end{aligned}$ | 76 $46 \%$ | ${ }^{40} 9$ | 105 $45 \%$ | $\begin{aligned} & 68 \\ & 41 \% \end{aligned}$ | 22\% | $\begin{aligned} & 117 \\ & 52 \% \end{aligned}$ |
| Trust somewhat | ${ }^{132}$ 3 ${ }^{\text {a }}$ | ${ }_{32}^{63}$ | 69 $34 \%$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 44 \% \end{aligned}$ | 13 $25 \%$ | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | 24\% | $\begin{aligned} & 45 \\ & 47 \% \\ & h 1 \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\text { 20 } 27 \%$ | $\begin{aligned} & 70 \% \\ & 36 \% \end{aligned}$ | $39 \%$ | 38\% | $\begin{aligned} & 55 \\ & 41 \% \\ & { }^{51 \%} \end{aligned}$ | 79 ${ }^{3} \%$ | ${ }_{29}^{48}{ }^{2}$ | 21 45 | 68 $30 \%$ |
| Do Not Trust At All/Too Much (Net) | 77 ${ }^{7} \%$ | 34\% | $431 \%$ | 17 $15 \%$ | 26\% | 219\% | 14 26 | ${ }^{28} 20$ | 37 22 | 12 | $\begin{aligned} & 27 \\ & 24 \% \\ & \mathrm{M}^{2} \end{aligned}$ | $\begin{aligned} & \text { 19 } \\ & 26 \% \\ & \mathrm{~m} \end{aligned}$ | ${ }^{25} 13 \%$ | $5{ }_{5}$ | $\begin{aligned} & 40 \\ & { }^{44} \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 32 \\ & 324 \% \\ & { }^{2} \% \end{aligned}$ | 42\% | ${ }^{35}$ 21\% | $3 \%$ | 33 $15 \%$ |
| Do not trust too much | ${ }_{11 \%}{ }^{4}$ | ${ }^{17} 9$ | 29 $14 \%$ | 6\% | $\begin{aligned} & 18 \\ & 14 \% \\ & { }^{1} \% \end{aligned}$ | 8\% | 122\% | 16\% | 22 $13 \%$ | ${ }^{8} \%$ | 17\% | 5\% | ${ }^{18}{ }_{9}{ }^{\text {\% }}$ | $4 \%$ | $\begin{aligned} & 24 \\ & { }^{15} \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{gathered} 18 \\ \begin{array}{c} 138 \% \\ \mathrm{n} \end{array} \end{gathered}$ | 24\% | 22 $13 \%$ | - | ${ }^{18}{ }_{8}{ }^{\text {\% }}$ |
| Do not trust at all | 31 81 | 17 ${ }_{8 \%}$ | 15\% | ${ }^{10} 9$ | ${ }_{6 \%}$ | 12 | ${ }_{4 \%}^{2}$ | ${ }^{12} 9$ | ${ }^{15} 9$ | $4{ }_{4}^{4}$ | $\stackrel{10}{9 \%}$ | $\begin{aligned} & 14 \\ & { }_{19}{ }^{2} \% \end{aligned}$ | $7{ }_{4 \%}$ | ${ }_{1 \%}^{2}$ | $\begin{aligned} & 16 \\ & 10 \% \\ & \mathrm{n} \end{aligned}$ | $\begin{aligned} & 14 \\ & \text { 10\% } \\ & \text { n } \end{aligned}$ | ${ }^{18} 8$ | 13 $8 \%$ | $3 \%$ | ${ }^{15} 7$ |
| I am not familiar with this company | 21 5 \% | 10 ${ }^{\text {\% }}$ | 11 ${ }^{1}$ \% | ${ }_{5}^{6}$ | ${ }_{3}^{4}$ | 8\% | 3\% | ${ }_{1}^{1} \%$ | $\begin{aligned} & 12 \\ & { }_{8} \% \end{aligned}$ | ${ }_{\text {¢ }}^{4} \mathrm{H}$ | $\stackrel{9}{8 \%}$ | $\stackrel{4}{5 \%}$ | 9 | 3\% | 10 6 | $9 \%$ | ${ }_{3 \%}^{7}$ | $\begin{aligned} & 15 \\ & { }_{\mathrm{q}}^{\mathrm{q}} \end{aligned}$ | - | ${ }_{3}^{8}$ |
| Sigma | $\begin{aligned} & 404 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_6 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Twitter
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 20 . \\ 5 / 22) \end{array}\right. \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 153 | 258 | 167 | 113 | 72 | 59 | 142 | 162 | 107 | 230 | 51 | 99 | 130 | 153 | 128 | 219 | 181 | 41 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 407 | 186* | 221 | 119* | 106* | 109* | $72^{*}$ | $136{ }^{*}$ | 181* | 90* | 129 | 71* | 173* | 115* | 186* | 106* | 241 | 154* | 47* | 249 |
| Trust Somewhat/Very Much (Net) | $\stackrel{231}{57 \%}$ | $\begin{gathered} 109 \\ 59 \% \end{gathered}$ | $\begin{gathered} 122 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 67 \% \% \\ & f G \end{aligned}$ | $\begin{aligned} & 73 \\ & 699 \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 53 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 101 \\ \substack{74 \% \\ 1.5} \end{gathered}$ | $\begin{aligned} & 92 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 42 \% \end{aligned}$ | $\stackrel{116}{\substack{6 \\ L}}$ | $\begin{aligned} & 61 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 118 \\ 64 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 52 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 152 \\ \underset{R}{2} \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 36 \\ 77 \% \\ t \end{gathered}$ | 160 $64 \%$ |
| Trust very much | 98\% | $\begin{gathered} 62 \\ { }_{3}^{63} \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 39 \\ & 37 \% \\ & \text { FG } \end{aligned}$ | $9{ }_{9}^{9}$ | 12\% | $\begin{aligned} & 48 \\ & 35 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 179\% | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 33 \% \\ & \text { kL } \end{aligned}$ | 25\% | $\begin{aligned} & 52 \\ & 28 \% \end{aligned}$ | 21 20 | $\begin{gathered} 76 \\ 32 \% \\ R \end{gathered}$ | 20 $13 \%$ | 27 ${ }_{\text {58\% }}$ | 79\% |
| Trust somewhat | $\begin{gathered} 133 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 86 \\ 39 \% \\ 39 \end{gathered}$ | $39 \%$ | $\begin{aligned} & 34 \\ & 32 \% \end{aligned}$ | $44 \%$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 39 \% \\ & j \end{aligned}$ | ${ }_{39}^{53 \%}$ | 219 | $\begin{aligned} & 45 \\ & 35 \% \end{aligned}$ | 20\% | $\begin{aligned} & 59 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 33 \% \end{aligned}$ | 19\% | 81 32\% s |
| Do Not Trust At All/Too Much (Net) | 133 33 | ${ }_{3}^{62}$ \% | $\begin{array}{ll} 71 \\ 32 \% \end{array}$ | 30\% | $\stackrel{27}{25 \%}$ | 39 | $\begin{aligned} & 38 \\ & 52 \% \\ & \text { DE } \end{aligned}$ | 29 ${ }_{2}{ }^{2}$ | $\begin{aligned} & \begin{array}{l} 74 \\ 41 \% \\ H \end{array} \end{aligned}$ | 30 34 | 43 3 | $\begin{aligned} & 30 \\ & 42 \% \end{aligned}$ | 488\% | 44\% | 51\% | $38{ }_{36 \%}$ | 64\% | $\begin{aligned} & 67 \\ & 44 \% \\ & Q \end{aligned}$ | -9\% | 739\% |
| Do not trust too much | 717\% | 36\% | 34\% | 21 $18 \%$ | 15\% | ${ }_{18}^{16 \%}$ | 162\% | ${ }_{12}^{12}$ | $\begin{aligned} & 40 \\ & { }_{22}^{2} \% \\ & h \end{aligned}$ | $15 \%$ | 21 16 | 15\% | 27 16 | 23\% | 27\% | 20\% | 34\% | $\begin{aligned} & 36 \\ & 23 \% \\ & \stackrel{3}{9} \end{aligned}$ | ${ }_{6}^{3} \%$ | ${ }^{44} \mathrm{~S}$ \% |
| Do not trust at all | $\begin{aligned} & 63 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \\ & \mathrm{~d} \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 30 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $16 \%$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | ${ }^{15}$ | 20 $12 \%$ | 20\% | 24 $13 \%$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | 29 ${ }^{29}$ | 32\% | ${ }_{12 \%}^{6}$ | ${ }_{11 \%}{ }^{28}$ |
| I am not familiar with this company | 43 $10 \%$ | ${ }^{15} 8$ | ${ }^{28}{ }^{13} \%$ | 10 $8 \%$ | ${ }_{6 \%}^{7}$ | ${ }_{18}^{18}$ | 12\% | ${ }_{5}^{6}$ | ${ }^{15} 8$ | $\begin{aligned} & 21 \\ & 24 \% \\ & { }^{24 \%} \end{aligned}$ | $14 \%$ | $\begin{aligned} & \begin{array}{l} 1 \\ 16 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | $\stackrel{10}{6 \%}$ | 11 $10 \%$ | ${ }^{16} 9$ | 15\% | ${ }^{26} 11 \%$ | ${ }_{17}^{17}$ | $\stackrel{2}{5 \%}$ | ${ }^{16} \%$ |
| Sigma | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 221 $100 \%$ | 119 $100 \%$ | 106 $100 \%$ | 109 $100 \%$ | 100\% | 136 $100 \%$ | 181 $100 \%$ | 900\% $100 \%$ | 129 $100 \%$ | 7100\% | 173\% | 115\% | 186 $100 \%$ | 106\% | 2410 | 154 $100 \%$ | $\stackrel{47}{100 \%}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020
COVID-19
23 May 2020
CMP02_7 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 20 . \\ 5 / 22) \end{array}\right. \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 417 | 153 | 264 | 176 | 103 | 70 | 68 | 137 | 181 | 99 | 215 | 69 | 102 | 117 | 146 | 154 | 225 | 177 | 36 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 405 | 176* | 230 | 118 | 103* | 101* | $84^{*}$ | 117* | 195* | 93* | 124 | $70^{*}$ | 184* | 113* | 158* | 135* | 244 | 151* | $43^{* *}$ | 252 |
| Trust Somewhat/Very Much (Net) | $\stackrel{267}{66 \%}$ | ${ }^{116} 68$ | 151 $66 \%$ | 63\% | 676\% | $\begin{gathered} 79 \\ 78 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 58 \\ & 70 \% \\ & d \end{aligned}$ | 73 $63 \%$ | ${ }^{138} 71 \%$ | 56\% | 72 58 | $\begin{aligned} & 52 \\ & 74 \% \\ & k \end{aligned}$ | $\begin{gathered} 132 \\ \substack{132 \\ k} \end{gathered}$ | 79\% | 111 $70 \%$ | 788\% | 166 $68 \%$ | 97 $64 \%$ | 27 $63 \%$ | 170 67 |
| Trust very much | $\begin{gathered} 112 \\ 28 \% \end{gathered}$ | ${ }_{27}^{47}$ | ${ }_{28 \%}^{65}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 34 \% \end{aligned}$ | $32 \%$ | 182\% | $\begin{aligned} & 38 \\ & 38 \\ & \text { jo } \end{aligned}$ | ${ }_{29}^{59}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | ${ }_{21 \%}^{26}$ | 197\% | $\begin{aligned} & 63 \\ & 35 \% \\ & 35 \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | $\begin{aligned} & 55 \\ & 35 \% \\ & \text { 35 } \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 334 \\ & 23 \% \end{aligned}$ | 16 38 | 83\% |
| Trust somewhat | $\begin{gathered} 156 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 69 \% \end{aligned}$ | ${ }_{38}^{87}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | 34\% | $\begin{aligned} & 46 \\ & 46 \% \\ & d \end{aligned}$ | $\begin{aligned} & 40 \\ & 48 \% \\ & d \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | 812\% | 39\% | 47\% | 32 | 68\% | 45 | $\begin{aligned} & 56 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 40 \% \end{aligned}$ | 89\% | 63\% | 11 25 | 87\% |
| Do Not Trust At All/Too Much (Net) | ${ }^{67} \%$ | $\begin{gathered} 39 \\ \text { 22\% } \end{gathered}$ | 29\% | 23 $20 \%$ | 19 18 | 13 $13 \%$ | 12 $15 \%$ | ${ }_{18}^{18}$ | ${ }^{28}{ }^{15}$ | 21\% | ${ }^{22} 17 \%$ | 11 $16 \%$ | 33 18 | ${ }^{22} 19 \%$ | 23 $15 \%$ | $\stackrel{22}{16 \%}$ | 43\% | 22 $14 \%$ | 109\% | 47\% |
| Do not trust too much | 40\% | $19 \%$ | ${ }^{21} 9$ | 13 $11 \%$ | $\begin{aligned} & 17 \\ & 16 \% \\ & f \end{aligned}$ | $4{ }_{4}$ | ${ }_{7 \%}$ | 120 | 19\% | 10\% | $\stackrel{7}{5 \%}$ | 12\% | 23 ${ }^{23}$ \% | ${ }^{10} 80$ | 16\% | $14 \%$ | ${ }_{11 \%}^{27}$ | 12\% | ${ }_{13}^{6} \%$ | ${ }_{1}^{32}$ |
| Do not trust at all | 27\% | $\begin{aligned} & 19 \\ & 11 \% \\ & \text { C } \end{aligned}$ | ${ }_{3 \%}$ | $\begin{gathered} \text { 10 } \\ { }_{\mathrm{e}} \mathrm{~F} \end{gathered}$ | $2{ }_{2}$ | 8\% | ${ }_{8}^{6}$ | 7 | 5\% | 11 $12 \%$ | ${ }^{15}$ | 3\% | 10 ${ }^{\text {\% }}$ | 12 $11 \%$ | 7 | ${ }_{6}^{8} \%$ | ${ }^{16} \%$ | 9\% | ${ }^{5} 1 \%$ | ${ }^{14} 6$ |
| I am not familiar with this company | 71 $17 \%$ | 21 $12 \%$ | $\begin{aligned} & 50 \\ & 22 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \\ & \mathrm{~F} \end{aligned}$ | 17 $16 \%$ | $9{ }_{9}^{9}$ | 13 $15 \%$ | 25 22 | 29 ${ }^{15}$ | 17\% | $\begin{aligned} & 30 \\ & { }^{34} \% \\ & { }^{24} \% \end{aligned}$ | 10\% | 19 $10 \%$ | ${ }_{11}^{12}$ | 23 $15 \%$ | $\begin{aligned} & 35 \\ & 26 \% \\ & \text { No } \end{aligned}$ | 35 $14 \%$ | ${ }_{21}^{32}$ | ${ }_{13}^{6} \%$ | 36 $14 \%$ |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 101 } \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 43 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19
CMP02_8 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Samsung
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 402 | 161 | 241 | 171 | 109 | 69 | 53 | 138 | 172 | 92 | 191 | 62 | 118 | 128 | 138 | 136 | 220 | 173 | 39 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 433 | 219* | 215 | 138* | $120 *$ | 101* | 75** | 150* | 199* | $85^{*}$ | 117 | $74^{*}$ | 215* | 155* | 151* | $127 *$ | 241 | 184* | $62^{* *}$ | 265 |
| Trust Somewhat/Very Much (Net) | ${ }^{351} 81 \%$ | 179\% | 172 $80 \%$ | ${ }^{102}$ | $\begin{gathered} 109 \\ 91 \% \\ \mathrm{D} \end{gathered}$ | $79 \%$ | 61\% | $\begin{aligned} & 135 \\ & 90 \% \\ & i \mathrm{iJ} \end{aligned}$ | 156\% | 60\% | 86\% | 59\% | $\begin{gathered} 184 \\ \stackrel{86 \%}{K} \end{gathered}$ | 131 85 | ${ }^{118} 88$ | 101 79 | 200 $83 \%$ | ${ }^{146} 80$ | 60\% | 220 $83 \%$ |
| Trust very much | $\begin{gathered} 179 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 44 \% \end{aligned}$ | ${ }_{39}^{89}$ | $\begin{aligned} & 49 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 56 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \end{aligned}$ | 20\% | $\begin{aligned} & 88 \\ & 58 \% \\ & 1,5 \end{aligned}$ | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | $\text { 21 } 25 \%$ | $\begin{aligned} & 44 \\ & 38 \% \end{aligned}$ | 299\% | 98\% | $\begin{aligned} & 78 \\ & 50 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{aligned} & 57 \% \end{aligned}$ | $44 \%$ | $\begin{gathered} 111 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 60 \% \end{aligned}$ | 121 $46 \%$ |
| Trust somewhat | $\begin{gathered} 172 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 83 \% \\ & \hline 38 \end{aligned}$ | $\begin{aligned} & 89 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 35 \% \end{aligned}$ | 39\% | $\begin{aligned} & 39 \\ & 52 \% \end{aligned}$ | ${ }_{32}^{48}$ | $\begin{aligned} & 85 \\ & 43 \% \end{aligned}$ | 36\% | $\begin{aligned} & 42 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 40 \% \end{aligned}$ | 54\% | $\begin{aligned} & 61 \% \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 45 \% \end{aligned}$ | 899 | 814\% | 23\% | 98\% |
| Do Not Trust At All/Too Much (Net) | 55 $13 \%$ | 27 $12 \%$ | ${ }^{28} 13$ | 21 15 | ${ }_{7 \%}$ | $\begin{aligned} & 19 \\ & 18 \% \\ & \text { é } \end{aligned}$ | ${ }_{11 \%}$ | $9{ }_{6}$ | $\begin{aligned} & 30 \\ & \text { 15\% } \\ & \text { h } \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \\ & H \end{aligned}$ | 17 $15 \%$ | $12 \%$ | 24 $11 \%$ | 13\% | ${ }^{25} 16$ | 18 | 30 $12 \%$ | 23 $12 \%$ | 2\% | 30 $11 \%$ |
| Do not trust too much | 29\% | 11 5 \% | ${ }^{18} 8$ | 10\% | $\stackrel{4}{4 \%}$ | $7 \%$ | 10\% | $\stackrel{4}{3 \%}$ | $\begin{gathered} 19 \\ 10 \% \\ \text { he } \end{gathered}$ | ${ }^{6} \%$ | $\stackrel{9}{7 \%}$ | 5\% | 14\% | $\stackrel{4}{3 \%}$ | $\begin{aligned} & 16 \\ & \begin{array}{l} 11 \% \\ n \end{array} \end{aligned}$ | ${ }_{6 \%}$ | ${ }^{15} 6$ | ${ }^{10} 6$ | 2\% | 19\% |
| Do not trust at all | 27 6 | 16\% | ${ }^{10} 5$ | 118\% | $\stackrel{4}{3 \%}$ | $12 \%$ | $1 \%$ | ${ }_{3 \%}$ | 11 5 | 11 $13 \%$ $H$ | ${ }_{7 \%}$ | ${ }_{9}^{7} \%$ | 10 5 | ${ }_{5 \%}^{8}$ | ${ }_{6}^{8}$ | ${ }^{10} 8$ | 14 6 | ${ }^{12} 7$ | * | 114\% |
| I am not familiar with this company | 27 6 | 13\% | 15\% | $\begin{gathered} 15 \\ 11 \% \\ e \end{gathered}$ | $\stackrel{3}{3 \%}$ | $3{ }_{3}$ | ${ }_{8}^{6}$ | ${ }_{4 \%}^{6}$ | ${ }^{13} 6$ | ${ }^{8} \mathrm{O} \%$ | $\begin{aligned} & \begin{array}{l} 12 \\ 12 \% \\ M \end{array} \end{aligned}$ | $3{ }_{4}^{3}$ | ${ }_{3}^{7}$ | 11\% | ${ }_{6}^{8}$ | ${ }_{6 \%}$ | 11 5 | 15 8 \% | * | ${ }^{15} 6$ |
| Sigma | $\begin{aligned} & 433 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & \text { 190\% } \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 265 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

CMP02_9 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 149 | 254 | 169 | 113 | 61 | 60 | 133 | 166 | 104 | 195 | 60 | 121 | 121 | 140 | 142 | 205 | 189 | 36 | 221 |
| Weighted Base | 450 | $230 *$ | 221 | 130* | 113* | $113^{*}$ | 94** | 141* | $215 *$ | 94* | 107 | $67^{*}$ | $245 *$ | $147^{*}$ | $158{ }^{*}$ | 146* | 244 | 195* | 55** | 274 |
| Trust Somewhat/Very Much (Net) | 284\% | 147 $64 \%$ | $\begin{aligned} & 137 \\ & 62 \% \end{aligned}$ | ${ }_{67}$ | $7_{71 \%}$ | $\begin{aligned} & 64 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 108 \\ \substack{76 \% \\ 15} \end{gathered}$ | $\begin{gathered} 124 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 57 \% \end{aligned}$ | $48$ | $\begin{gathered} 157 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 107 \\ 68 \% \end{gathered}$ | 87\% | 159 ${ }^{15}$ | $\begin{gathered} 118 \\ 60 \% \end{gathered}$ | 41 75 | 178 $65 \%$ |
| Trust very much | $\begin{aligned} & 95 \\ & 21 \% \end{aligned}$ | ${ }^{46}$ | 50\% | 32\% | $\begin{aligned} & 34 \\ & 30 \% \\ & 30 \% \end{aligned}$ | 14\% | ${ }_{16}^{16}$ | $\begin{aligned} & 47 \\ & 33 \% \\ & 15 \end{aligned}$ | 34\% | 14\% | ${ }_{24}^{25}$ | 117\% | 55\% | 37 $25 \%$ | 37\% | 22\% | $\begin{aligned} & 69 \\ & 28 \% \\ & \mathrm{R} \end{aligned}$ | 24\% | 24 45 | 75 |
| Trust somewhat | $\begin{gathered} 189 \\ 42 \% \end{gathered}$ | $\begin{gathered} 101 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 379 \% \\ & \hline 39 \end{aligned}$ | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 42 \% \end{aligned}$ | 31\% | 35\% | $\begin{aligned} & 37 \\ & 55 \% \\ & \text { K } \end{aligned}$ | 102 | 53 ${ }_{36}$ | 71 | 659 | 90 | $\begin{aligned} & 94 \\ & 48 \% \end{aligned}$ | 16\% | 103 $38 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{gathered} 127 \\ 28 \% \end{gathered}$ | ${ }_{29}^{68}$ | 299 | 27\% | $\text { 23 } 20 \%$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 67 } \\ & 31 \% \\ & \text { h } \end{aligned}$ | $\begin{gathered} 35 \\ 37 \% \\ H \end{gathered}$ | $\begin{aligned} & 31 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | 35\% | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | ${ }_{26 \%}^{65}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | 78\% |
| Do not trust too much | 818\% | 51\% | 30\% | 21 $16 \%$ |  | 24\% | 22\% | 17 | 419\% | 23 24 | 23\% | ${ }^{8} 1 \%$ | 20\% | 214\% | 31\% | 20\% | 17\% | 19\% | ${ }_{3}^{2} \%$ | 19\% |
| Do not trust at all | 46 $10 \%$ | ${ }^{17} \%$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | 14 | ${ }^{10} 9$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | ${ }_{6}^{8}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $12 \%$ | $8{ }_{8}^{8}$ | 5\% | ${ }^{28} 12$ | 21 $14 \%$ 0 | 7 5 | 18\% | ${ }^{23} 9$ | 23 $12 \%$ | $\stackrel{8}{14 \%}$ | ${ }^{25} 9$ |
| I am not familiar with this company | 399\% | 15 ${ }^{6} \%$ | 24\% | $8{ }_{6}$ | ${ }^{11} 9$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | 10\% | $8{ }^{8}$ | 24\% | 7 | $\begin{aligned} & \begin{array}{l} 15 \\ 14 \% \\ M \end{array}{ }^{2} \end{aligned}$ | ${ }_{6}^{6}$ | 11 4 \% | 15 $11 \%$ | 12\% | ${ }^{12} 8$ | ${ }^{21} 9$ | ${ }^{17} 9$ | 8\% | 19\% |
| Sigma | $\begin{aligned} & 450 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 215\% | 100\% | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | 100\% | 274 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_10 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
YouTube
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 399 | 155 | 244 | 162 | 126 | 55 | 56 | 141 | 162 | 96 | 221 | 57 | 102 | 116 | 147 | 136 | 203 | 185 | 42 | 212 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 371 | 178* | 193 | 117* | 109* | 77* | $68^{* *}$ | $140^{*}$ | 155* | 76* | 119 | $61^{*}$ | 175* | $113^{*}$ | 142* | 116* | 217 | $146 *$ | 55** | 225 |
| Trust Somewhat/Very Much (Net) | ${ }_{7266}$ | ${ }^{118} 68$ | ${ }^{148} \%$ | 819\% | $\begin{aligned} & 90 \\ & 83 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 52 \\ & 68 \% \end{aligned}$ | 42\% | $\begin{gathered} 113 \\ 80 \% \\ \text { iJ } \end{gathered}$ | $\begin{aligned} & 105 \\ & 68 \% \end{aligned}$ | 48\% | $\begin{aligned} & 87 \\ & 73 \% \end{aligned}$ | 43 $71 \%$ | ${ }^{127} 72 \%$ | $\begin{aligned} & 76 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 82 \% \\ & \mathrm{NP} \end{aligned}$ | $\begin{aligned} & 73 \\ & 63 \% \end{aligned}$ | ${ }^{167}$ | 97\% | 49\% | 171 76 |
| Trust very much | ${ }_{36 \%}^{132}$ | $\begin{aligned} & 66 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 666 \\ & 34 \% \end{aligned}$ | ${ }_{39}^{46}$ | $\begin{aligned} & 52 \\ & 48 \% \\ & 48 \end{aligned}$ | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 35 \% \end{aligned}$ | ${ }_{34}$ | $57$ | 22\% | ${ }_{39}^{89 \%}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | 29\% | 98\% |
| Trust somewhat | $\begin{aligned} & 134 \\ & 36 \% \end{aligned}$ | 529\% | $\begin{gathered} 82 \\ 43 \% \\ 43 \% \end{gathered}$ | 35 | $\begin{aligned} & 38 \% \\ & 35 \end{aligned}$ | $\begin{aligned} & 31 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 45 \% \end{aligned}$ | ${ }_{37}^{49 \%}$ | $\begin{aligned} & 19 \\ & 32 \% \end{aligned}$ | ${ }_{3}^{65} \%$ | $\begin{aligned} & 32 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 46 \% \end{aligned}$ | 817\% | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | 20 36 | 72 32 |
| Do Not Trust At All/Too Much (Net) | 925\% | $\begin{gathered} 55 \\ 31 \% \\ c \end{gathered}$ | 37 $19 \%$ | $\begin{aligned} & 30 \\ & 26 \% \\ & \text { 26\% } \end{aligned}$ | 15 $13 \%$ | $\begin{gathered} 25 \\ 32 \% \\ E \end{gathered}$ | 23 34 | 24\% | 43\% | $\begin{aligned} & 25 \\ & 3_{3}^{3} \% \\ & H^{2} \end{aligned}$ | 27\% | 15\% | 47\% | $\begin{aligned} & 35 \\ & 31 \% \\ & 0 \end{aligned}$ | 21 $15 \%$ | $\begin{aligned} & 36 \\ & 31 \% \\ & 0 \end{aligned}$ | ${ }^{45}$ 21\% | ${ }_{30}^{43}$ | ${ }_{11 \%}^{6}$ | 29\% |
| Do not trust too much | 17\% | $\begin{aligned} & 42 \\ & { }_{2}^{44} \% \end{aligned}$ | 21\% | $\begin{gathered} 20 \\ 20 \% \\ 17 \% \end{gathered}$ | $7 \%$ | $\begin{gathered} 16 \\ 21 \% \\ e \end{gathered}$ | 20\% | 19 | 31\% | 13 | 18\% | 14\% | 34 $19 \%$ | 20\% | 172\% | 25\% | 30\% | 32\% | 7\% | 34 $15 \%$ |
| Do not trust at all | ${ }_{8}^{29}$ | 13 | ${ }^{16} 8$ | ${ }^{10} 9$ | $7 \%$ | ${ }_{11 \%}$ | $\stackrel{3}{5 \%}$ | 5\% | ${ }^{12} 8$ | ${ }_{12}^{16 \%}$ | $\stackrel{9}{8 \%}$ | ${ }_{1}{ }^{7} \%$ | 13\% | $\begin{aligned} & 14 \\ & 13 \% \\ & \text { O } \end{aligned}$ | $\stackrel{4}{3 \%}$ | $\begin{aligned} & 11 \\ & 9 \% \\ & 0 \end{aligned}$ | 15\% | 11\% | $3 \%$ | 15 $6 \%$ |
| I am not familiar with this company | 13 ${ }^{4}$ | ${ }_{3}^{5} \%$ | $9{ }_{4}^{9}$ | ${ }_{5}^{6} \%$ | 5 | * ${ }^{\text {\% }}$ | ${ }_{4 \%}^{2}$ | ${ }^{3} \%$ | ${ }_{5}^{7} \%$ | 4\% | ${ }_{5}^{6}$ | ${ }_{4}^{3}$ | ${ }_{1 \%}^{2}$ | ${ }_{2 \%}$ | ${ }_{3}^{4} \%$ | ${ }_{6}^{7} \%$ | 2\% | ${ }_{4 \%}^{6}$ | $1 \%$ | ${ }_{2 \%}^{6}$ |
| Sigma | $\begin{aligned} & 371 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_11 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Microsoft
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 413 | 166 | 247 | 158 | 129 | 77 | 49 | 141 | 170 | 102 | 238 | 56 | 97 | 117 | 143 | 153 | 209 | 194 | 35 | 237 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 390 | 195* | 195 | 118* | 97* | 107* | $68^{* *}$ | 124* | 178* | 88* | 138 | 71* | 156* | 113* | 152* | 125* | 214 | 169 | 49** | 266 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 319 \\ 82 \% \end{gathered}$ | $\begin{gathered} 164 \\ 84 \% \end{gathered}$ | $\begin{gathered} 155 \\ 79 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 84 \% \end{aligned}$ | 88\% | 56\% | $\begin{gathered} 107 \\ 87 \% \\ j \end{gathered}$ | ${ }^{145} 8$ | 66\% | $\begin{gathered} 101 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 87 \% \\ & k \end{aligned}$ | $\begin{gathered} 138 \\ { }^{89} \% \end{gathered}$ | $\begin{aligned} & 97 \\ & \substack{86 \% \\ p} \end{aligned}$ | $\begin{gathered} 131 \\ \stackrel{86 \%}{P} \end{gathered}$ | $\begin{aligned} & 91 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 187 \\ 87 \% \\ R \end{gathered}$ | $\begin{gathered} 129 \\ 76 \% \end{gathered}$ | 449\% | 231 ${ }_{8}$ |
| Trust very much | $\begin{gathered} 160 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 51 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 37 \% \end{aligned}$ | ${ }^{28} 1 \%$ | $\begin{aligned} & 57 \\ & 46 \% \end{aligned}$ | ${ }_{39}^{69 \%}$ | 33 $38 \%$ | $\begin{aligned} & 51 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 77 \\ 49 \% \\ k \end{gathered}$ | $\begin{aligned} & 51 \\ & 45 \% \\ & \text { p } \end{aligned}$ | $\begin{aligned} & 71 \\ & 46 \% \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 105 \\ \text { 49\% } \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | 31 $64 \%$ | $\begin{gathered} 128 \\ 48 \% \end{gathered}$ |
| Trust somewhat | $\stackrel{159}{41 \%}$ | 73 38 | $\begin{aligned} & 86 \\ & 44 \% \end{aligned}$ | 52\% | $\begin{aligned} & 31 \% \\ & 32 \% \end{aligned}$ | ${ }_{44}^{48}$ | $\begin{aligned} & 28 \\ & 42 \% \end{aligned}$ | 50\% | $\begin{aligned} & 76 \\ & 43 \% \end{aligned}$ | 33 3 | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | 33\% | 61 39 | 45 | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | 53\% | 82\% | 77\% | 13\% | 103 $39 \%$ |
| Do Not Trust At All/Too Much (Net) | 57 $15 \%$ | ${ }^{28} 15$ | 29 ${ }^{29}$ | 22\% | 10\% | 17\% | ${ }_{1}{ }^{7} \%$ | 13 $10 \%$ | 29 $17 \%$ | 15 | 25 ${ }^{18 \%}$ | ${ }^{8} 1{ }^{8}$ | 18\% | 14\% | 17\% | 26 ${ }^{2} \%$ | $\stackrel{23}{11 \%}$ | $\begin{aligned} & 32 \\ & 19 \% \\ & \text { q } \end{aligned}$ | ${ }_{9 \%}$ | 31 $11 \%$ |
| Do not trust too much | 34\% | ${ }^{18} \%$ | ${ }^{16} 8$ | 14. | ${ }_{8 \%}^{7}$ | $9 \%$ | ${ }^{3} \%$ | $12 \%$ | ${ }^{16} 9$ | ${ }_{6}^{6} \%$ | 11\% | ${ }_{9}^{6}$ | 10\% | ${ }^{10} 9$ | ${ }^{11} \%$ | $11 \%$ | ${ }^{17} 8$ | ${ }^{16} 9$ | 4\% | 21\% |
| Do not trust at all | ${ }^{23} 6$ | 11 5 | ${ }^{13} 6$ | 8\% | ${ }_{3}^{2}$ | $9{ }_{9}$ | 6\% | ${ }_{1}^{1 \%}$ | $\begin{aligned} & 13 \\ & \mathbf{H}^{\prime} \% \\ & { }^{2} \end{aligned}$ | ${ }_{\text {111\% }}^{\mathrm{H}}$ | ${ }^{10} 7$ | ${ }_{2 \%}$ | ${ }_{5}^{8} \%$ | 4\% | 74 | 13 $10 \%$ | ${ }_{3}^{6} \%$ | $\begin{gathered} 16 \\ { }_{9} \% \end{gathered}$ | 5\% | ${ }_{3 \%}$ |
| I am not familiar with this company | 14\% | ${ }_{1 \%}^{2}$ | $\begin{gathered} \begin{array}{c} 11 \\ 6 \% \\ b \end{array} \end{gathered}$ | 2\% | ${ }_{6}^{6} \%$ | ${ }^{1} \%$ | $\stackrel{4}{7 \%}$ | ${ }_{3}^{3}$ | $\stackrel{3}{2 \%}$ | 8\% | $\begin{aligned} & 12 \\ & 9 \% \\ & M \end{aligned}$ | ${ }_{2 \%}$ | - | ${ }_{2 \%}^{2}$ | ${ }_{3}^{4} \%$ | $8{ }_{6}$ | ${ }^{5} \%$ | $\stackrel{9}{5 \%}$ | 2\% | 2\% |
| Sigma | $\begin{aligned} & 390 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 266 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risklevel) - B/C - D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/I


Fielding Period: May 20-22, 2020
CMP02_12 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Zoom Video
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 167 | 244 | 172 | 118 | 71 | 50 | 140 | 175 | 96 | 227 | 42 | 118 | 120 | 136 | 155 | 198 | 197 | 34 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 426 | 211* | 215 | 136* | 121* | $98 *$ | 72** | $137 *$ | 205* | $85^{*}$ | 129 | $56^{* *}$ | 218* | 128* | $148^{*}$ | 150* | 239 | 171* | $48^{* *}$ | 273 |
| Trust Somewhat/Very Much (Net) | ${ }_{6}^{263}$ \% | ${ }^{118} 56 \%$ | $\begin{gathered} 146 \\ 68 \% \\ b \end{gathered}$ | ${ }_{62}^{84}$ | $7_{73 \%}$ | $\begin{aligned} & 59 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 44 \% \end{aligned}$ | 87\% | $\begin{gathered} 131 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 152 \\ \underset{K}{70 \%} \% \end{gathered}$ | 792\% | 95\% | 899\% | $\underset{r}{160} \underset{\substack{16 \%}}{ }$ | $\begin{aligned} & 93 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 188 \\ 69 \% \end{gathered}$ |
| Trust very much | ${ }^{126}$ 30 | 67\% | ${ }_{20}^{60 \%}$ | ${ }_{34}{ }^{46}$ | $\begin{aligned} & 47 \\ & 39 \% \\ & F \end{aligned}$ | 19\%\% | 14 20 | ${ }_{34 \%}$ | 29\% | 22\% | ${ }^{27}$ 21\% | 13 $23 \%$ | $\begin{gathered} 76 \\ 35 \% \\ \\ \hline \end{gathered}$ | 37 $29 \%$ | 52\% | 37 $25 \%$ | $\begin{aligned} & 84 \\ & 35 \% \\ & \mathrm{R} \end{aligned}$ | 34\% | 25 ${ }^{2}$ | 107 $39 \%$ |
| Trust somewhat | $\begin{gathered} 137 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 86 \\ 40 \% \\ 40 \end{gathered}$ | 38\% | $\begin{aligned} & 411 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 72 ${ }^{35 \%}$ | $\text { 23 } 27 \%$ | 37\% | $\begin{aligned} & 19 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 35 \% \end{aligned}$ | ${ }_{33}^{43}$ | ${ }_{29}^{49 \%}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $76 \%$ | $\begin{aligned} & 59 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 31 \% \end{aligned}$ | 81 $30 \%$ |
| Do Not Trust At All/Too Much (Net) | 901\% | $\begin{gathered} 57 \\ 27 \% \\ C \end{gathered}$ | 33 ${ }^{15}$ | $\begin{gathered} 34 \\ 25 \% \\ e \end{gathered}$ | 17 14 | 24\% | ${ }_{22}^{16}$ | $\begin{aligned} & 18 \\ & { }^{13} \end{aligned}$ | ${ }^{46} 2$ | ${ }_{\substack{26 \\ 31 \%}}$ | ${ }^{27}$ | 211 | 42\% | ${ }_{21}^{27}$ | 32\% | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | 44\% | 43\% | ${ }_{12 \%}$ | 56\% |
| Do not trust too much | ${ }_{11 \%}$ | $\begin{gathered} 31 \\ 15 \% \\ \text { c } \end{gathered}$ | 15\% | 21 15 | $12 \%$ | $12 \%$ | ${ }_{2}^{1}$ | $9 \%$ | ${ }_{13}^{26}$ | 112\% | 119\% | $\stackrel{4}{7 \%}$ | 29 $13 \%$ | ${ }_{6}^{8} \%$ | 214\% | $17 \%$ | 27\% | 19\% | $3 \%$ | 34\% |
| Do not trust at all | 44\% | ${ }^{26} 13 \%$ | 17\% | 13 $10 \%$ | $4{ }_{4}^{4}$ | ${ }_{12}^{12}$ | 150\% | $9 \%$ | 19\% | $\begin{aligned} & 16 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | 16\% | $\underset{13 \%}{8}$ | 19 ${ }_{9}$ | 19\% | 11\% | 14 $10 \%$ | 17\% | 24\% | 5\% | 22 8 \% |
| I am not familiar with this company | 73 $17 \%$ | ${ }^{36} \%$ | 37 17 | 19 $14 \%$ | 16 $13 \%$ | 14\% | 24\% | 31 $23 \%$ | 14\% | $14 \%$ | $\begin{aligned} & 37 \\ & { }_{2}^{39 \%} \\ & \hline \end{aligned}$ | 13 $24 \%$ | ${ }^{17} 8$ | ${ }^{23} 18 \%$ | 214\% | ${ }_{29}^{29}$ | 35 ${ }^{3}$ | ${ }^{35}$ 21\% | ${ }_{5}^{2}$ | ${ }_{11}^{29}$ |
| Sigma | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | 215 | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | ${ }^{98} 00 \%$ | 100\% | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 100\% | 100\% | 129 $100 \%$ | 100\% | ${ }^{218} 10 \%$ | 128 $100 \%$ | ${ }^{1480} 0$ | 150 $100 \%$ | 239 $100 \%$ | 17100 | 100\% | $\begin{aligned} & 273 \\ & 100 \% \end{aligned}$ |



Fielding Period: May 20-22, 2020
CMP02_13 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 178 | 232 | 173 | 111 | 71 | 55 | 138 | 174 | 98 | 210 | 54 | 120 | 128 | 138 | 144 | 203 | 190 | 42 | 236 |
| Weighted Base | 434 | $228{ }^{*}$ | 207 | 133* | 101* | 101* | $10{ }^{*}$ | $143 *$ | 201* | $90^{*}$ | 119* | 66* | 219* | $135^{*}$ | $160^{*}$ | 139* | 224 | 196* | $66^{* *}$ | 280 |
| Trust Somewhat/Very Much (Net) | 323 $74 \%$ | $\begin{aligned} & 170 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 74 \% \end{aligned}$ | $78 \%$ | $84 \%$ | $71 \%$ | $69 \%$ | $\begin{gathered} 115 \\ 81 \% \end{gathered}$ | $\begin{gathered} 146 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 68 \% \end{aligned}$ | $\frac{85}{71 \%}$ | $\frac{47}{72 \%}$ | $\begin{gathered} 173 \\ 79 \% \end{gathered}$ | ${ }^{106}$ | ${ }^{113} 70 \%$ | ${ }^{104}$ | 179 $80 \%$ | $\begin{aligned} & 136 \\ & 70 \% \end{aligned}$ | 53 | ${ }^{220} 79 \%$ |
| Trust very much | $\begin{gathered} 148 \\ 34 \% \end{gathered}$ | 81 35 | 67 ${ }^{6}$ \% | 500\% | $\begin{gathered} 52 \\ \text { 52\% } \\ \text { dFG } \end{gathered}$ | 21\% | 25\% | $\begin{aligned} & 72 \\ & 50 \% \\ & 10 \% \end{aligned}$ | 53\% | 23 26 | 32 ${ }^{37}$ | 26 $40 \%$ | 859\% | 454\% | 466 ${ }_{\text {4 }}^{\text {p }}$ | 36\% | $\begin{aligned} & 100 \\ & 45 \% \\ & \mathrm{R} \end{aligned}$ | 48\% | 35 ${ }^{3} \%$ | 102 36 |
| Trust somewhat | $\begin{aligned} & 175 \\ & 40 \% \end{aligned}$ | ${ }_{39}^{89 \%}$ | $\begin{aligned} & 86 \\ & 42 \% \end{aligned}$ | $48$ | $32 \%$ | $\begin{aligned} & 50 \\ & 50 \% \\ & e \end{aligned}$ | $\begin{aligned} & 44 \% \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 46 \% \\ & 4 \\ & \hline \end{aligned}$ | 382\% | 52 44 | 21 32 | ${ }_{40}^{88}$ | $\begin{gathered} 61 \\ 45 \% \\ 0 \end{gathered}$ | ${ }_{27}^{47}$ | $\begin{aligned} & 68 \\ & 49 \% \\ & 49 \end{aligned}$ | $\begin{aligned} & 79 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 45 \% \end{aligned}$ | 188\% | 119 $42 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }^{66}$ 15\% | $\begin{aligned} & 34 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 23 $18 \%$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | 20\% | 11\% | 149\% | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | ${ }_{16}^{18}$ | ${ }^{18} 8$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | 32 $14 \%$ | $\begin{aligned} & 17 \% \end{aligned}$ | 28\% | 21 15 | 33 $15 \%$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | 10 | ${ }_{14 \%}$ |
| Do not trust too much | 42\% | 19\% | ${ }_{11}^{22}$ | $14 \%$ | 5 | $11 \%$ | 11\% | 9\% | ${ }_{13}^{26}$ | $7 \%$ | 12 10 | 10\% | 209\% | 118\% | 20\% | 11\% | 210\% | 10\% | ${ }_{12 \%}$ | 27\% |
| Do not trust at all | 24 6 | ${ }^{14} 6 \%$ | 10 5 \% | $\begin{aligned} & \frac{9}{7 \%} \\ & 9 \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \\ & 9 \end{aligned}$ | $\stackrel{9}{9}{ }_{\mathrm{g}}^{9}$ | - | ${ }_{3}{ }^{\text {\% }}$ | 10 5 \% | 10\% | ${ }_{5}^{6}$ | ${ }_{6}^{6}$ | 11 5 | $7 \%$ 5 | ${ }_{5}^{8}$ | 10\% | 12\% | 11 6 | $\stackrel{2}{4 \%}$ | 12 ${ }^{1}$ \% |
| I am not familiar with this company | ${ }^{46} 11 \%$ | 24\% | 21 $10 \%$ | 1180 | 5 | 10\% | $\begin{aligned} & 20 \\ & 20 \% \\ & E \end{aligned}$ | 140\% | 19\% | 13 $14 \%$ | $\begin{aligned} & 16 \\ & 14 \% \\ & \mathrm{~m} \end{aligned}$ | ${ }_{9}^{6} \%$ | 14 6 | 1180 | 20 $13 \%$ | 14 | 12\% | $\begin{aligned} & 30 \\ & 15 \% \\ & \text { Q } \end{aligned}$ | 3 | 21\% |
| Sigma | $\begin{aligned} & 434 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | ${ }^{66}$ 100\% | 280\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{T} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_14 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 397 | 156 | 241 | 162 | 122 | 70 | 43 | 131 | 167 | 99 | 213 | 49 | 110 | 127 | 136 | 134 | 203 | 183 | 41 | 219 |
| Weighted Base | 396 | $188{ }^{*}$ | 208 | 126* | 113* | 95* | $63^{* *}$ | 131* | $175 *$ | 91* | 128 | 59* | 184* | $133^{*}$ | $146 *$ | 117* | 221 | 163* | $56^{* *}$ | 249 |
| Trust Somewhat/Very Much (Net) | 301 $76 \%$ | $\begin{aligned} & 150 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 101 \\ 80 \% \end{gathered}$ | $79$ | 69\% | 52\% | $\begin{gathered} 110 \\ 84 \% \\ i \end{gathered}$ | ${ }^{126} \%$ | ${ }^{66} \%$ | 98\% | $43$ | ${ }^{141}$ | $\begin{gathered} 110 \\ 83 \% \end{gathered}$ | $\begin{gathered} 101 \\ 69 \% \end{gathered}$ | 90\% | 1717\% | 120 $73 \%$ | 51 90 | 200 $80 \%$ |
| Trust very much | 133 | $\begin{aligned} & 79 \\ & 42 \% \\ & \hline \mathrm{C} \end{aligned}$ | 54\% | 39 $31 \%$ | $49 \%$ | 34\% | 118\% | 588\% | 44\% | 31 $34 \%$ | 39 | ${ }^{18} \%$ | 36\% | 46\% | 52\% | 34\% | 82\% | ${ }^{48}{ }^{29 \%}$ | 32\% | 101 $41 \%$ |
| Trust somewhat | $\begin{gathered} 168 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 72 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & \text { 62 } \\ & 49 \% \\ & \hline \end{aligned}$ | $\text { 30 } 27 \%$ | $35 \%$ | $\begin{aligned} & 41 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 46 \% \end{aligned}$ | 35 | 59\% | 26 44 | $\begin{aligned} & 75 \\ & 41 \% \end{aligned}$ | 659\% | ${ }_{33}^{48}$ | $\begin{gathered} 55 \\ 47 \% \\ \hline \end{gathered}$ | 89\% | 72 $44 \%$ | 19 $34 \%$ | $99 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 72 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | ${ }_{20}^{42}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | 26\% | $\begin{aligned} & 18 \% \end{aligned}$ | ${ }_{13}{ }^{\text {\% }}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 20 \end{aligned}$ | 191\% | $\begin{aligned} & 18 \% \\ & 14 \% \end{aligned}$ | $\stackrel{14}{24 \%}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 13 \% \end{aligned}$ | 35 24\% n | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 35 ${ }^{16 \%}$ | 36\% | 3\% | 416\% |
| Do not trust too much | 51 $13 \%$ | 20\% | 32 | 15\% | 23 ${ }^{20 \%}$ | 10\% | $3{ }^{3}$ | 13 $10 \%$ | 29 $16 \%$ | 10\% | ${ }_{7}^{7} \%$ | 14\% | 32 $17 \%$ $K$ | 11\% | $\begin{aligned} & 30 \\ & 20 \% \\ & \text { Np } \end{aligned}$ | ${ }^{11} 9$ | 26 ${ }_{12 \%}$ | 25 ${ }^{15}$ | $\stackrel{2}{4 \%}$ | 36\% |
| Do not trust at all | 20 ${ }^{\text {\% }}$ | 10 $5 \%$ | ${ }^{11} 5 \%$ | 5 | $3{ }_{3}^{3}$ | ${ }_{8 \%}^{8}$ | $\stackrel{4}{7 \%}$ | ${ }_{3}^{4}$ | ${ }_{3 \%}^{6}$ | $\begin{aligned} & 10 \\ & \begin{array}{l} 11 \% \\ \text { hi } \end{array} \end{aligned}$ | $\begin{aligned} & { }^{11}{ }^{8 \%} \end{aligned}$ | $\mathrm{M}^{10} \mathrm{~m}$ | $1 \%$ | ${ }_{5}^{6}$ | ${ }_{4 \%}^{6}$ | $8 \%$ | 9 | 11\% | ${ }_{2}^{1}$ | 2\% |
| I am not familiar with this company | 24 6 | 8 | 15\% | ${ }_{5}^{6}$ | $7 \%$ | ${ }_{8 \%}^{8}$ | 3 | ${ }^{3} \%$ | $\begin{gathered} 15 \\ { }^{9} \% \end{gathered}$ | ${ }_{6}^{6}$ | ${ }^{12} 9$ | ${ }_{2}^{1 \%}$ | 10 5 \% | 5 | 10\% | ${ }^{8} \%$ | 15\% | $7{ }_{4}^{7}$ | ${ }_{4 \%}^{2}$ | ${ }_{3 \%}$ |
| Sigma | $\begin{aligned} & 396 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 566\% | 2490\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_15 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Tech
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 152 | 253 | 157 | 111 | 76 | 61 | 143 | 178 | 84 | 219 | 51 | 110 | 120 | 146 | 139 | 222 | 171 | 35 | 231 |
| Weighted Base | 405 | $186{ }^{*}$ | 219 | 119* | 108* | 105* | $73^{* *}$ | $137^{*}$ | 205* | $63^{*}$ | 125 | 52* | 200* | $127 *$ | $156{ }^{*}$ | 122* | 244 | 152* | $43^{* *}$ | 254 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 211 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 106 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 666} \\ & \begin{array}{l} 61 \% \\ F \end{array} \end{aligned}$ | $\begin{aligned} & 40 \% \\ & 39 \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 57 \% \\ & j \end{aligned}$ | $\begin{gathered} 108 \\ 53 \% \end{gathered}$ | ${ }^{25} 40 \%$ | 50\% | $\begin{aligned} & 30 \\ & 57 \% \\ & k \end{aligned}$ | $\begin{gathered} 119 \\ 59 \% \\ \text { K } \end{gathered}$ | $\begin{aligned} & 64 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 48 \% \end{aligned}$ | 72 59 | $\begin{aligned} & 139 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 46 \% \end{aligned}$ | 29\% | 144 $57 \%$ |
| Trust very much | $\begin{aligned} & 78 \\ & \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 26 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \\ & \text { 30 } \end{aligned}$ | $\begin{aligned} & 300 \\ & 27 \% \\ & \stackrel{y}{2} \% \end{aligned}$ | ${ }^{10} 9$ | 3 | $\begin{aligned} & 41 \\ & 30 \% \\ & \text { ij } \end{aligned}$ | ${ }^{27} 13 \%$ | $\stackrel{9}{15 \%}$ | ${ }^{15}$ | 123\% | $\begin{aligned} & 48 \\ & { }_{24}^{44 \%} \end{aligned}$ | 33 | ${ }^{25} 16$ | 20\% | 51\% | 26\% | 16\% | ${ }_{63}^{65}$ |
| Trust somewhat | ${ }^{133} 33$ | 51\% | 76\% | 415\% | 36\% | 31 $29 \%$ | 25 34 | 36 $26 \%$ | $\begin{gathered} 81 \\ 40 \% \\ \mathrm{~h} \end{gathered}$ | 25\% | 34\% | ${ }^{18} 9$ | 70\% | 31 25 |  | $\begin{aligned} & 53 \\ & { }_{43} \% \\ & \mathrm{~N} \end{aligned}$ | ${ }_{36}{ }^{2} \%$ | 43\% | 13 $31 \%$ | 82\% |
| Do Not Trust At All/Too Much (Net) | $\begin{gathered} 139 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | 30\% | $\begin{aligned} & 45 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | 72 $35 \%$ | 24\% | $55$ | $\begin{aligned} & 17 \\ & 32 \% \end{aligned}$ | 61 $31 \%$ | 50\% | 55\% | 34\% | 82\% | 52\% | 13 $31 \%$ | 82\% |
| Do not trust too much | 82\% | 454\% | 43\% | 218\% | 220\% | 25\% | 20\% | 27 20 | 24\% | 16 | $\begin{gathered} 38 \\ 28 \% \end{gathered}$ | 5\% | $\stackrel{42}{21 \%}$ | 30\% | 37 $24 \%$ | 21\% | 51\% | 32\% | 10\% | ${ }_{22}{ }^{2} \%$ |
| Do not trust at all | 51 $13 \%$ | 23\% | ${ }_{13}^{28}$ | 15\% | 88 | 20\% | 12\% | ${ }_{11}^{15}$ | ${ }^{28} 14$ | ${ }^{8}{ }^{8} \%$ | ${ }_{16}^{19}$ | $\begin{aligned} & { }^{232} \\ & { }_{\mathrm{m}}^{2} \end{aligned}$ | 19\% | 20\% | $\stackrel{17}{11 \%}$ | $14 \%$ | 31 $13 \%$ | ${ }_{13}^{20}$ | 3\% | 29\% |
| I am not familiar with this company | $\begin{aligned} & 55 \\ & \\ & \hline 14 \% \end{aligned}$ | ${ }^{13} 7$ | $\begin{aligned} & 42 \\ & 19 \% \\ & \text { B } \end{aligned}$ | ${ }_{5}^{6} \%$ | 13 $12 \%$ | $\begin{aligned} & 20 \\ & \text { 19\% } \\ & \text { ( } \end{aligned}$ | 17 $23 \%$ | 17 $12 \%$ | 24\% | 142\% | 21\% | ${ }_{11}{ }^{5}$ | 20\% | 13 $10 \%$ | ${ }^{26} 17 \%$ | 16\% | 23 $10 \%$ | $\begin{aligned} & 31 \\ & 20 \% \\ & Q \end{aligned}$ | $1 \%$ | ${ }^{28} 11 \%$ |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 100\% | 254 $100 \%$ |



Fielding Period: May 20-22, 2020
CMP02_16 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Pharma

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 412 | 152 | 260 | 164 | 120 | 66 | 62 | 134 | 174 | 104 | 233 | 51 | 106 | 124 | 136 | 152 | 211 | 190 | 32 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 410 | 190* | 220 | 129* | 101* | 101* | 79* | 142* | 171* | $97^{*}$ | 143 | $57^{*}$ | 192* | 135* | $146 *$ | 129* | 229 | $173^{*}$ | $43^{* *}$ | 249 |
| Trust Somewhat/Very Much (Net) | 323 $79 \%$ | ${ }^{155}$ | ${ }^{168}$ | 954\% | $744$ | 87 | $\begin{aligned} & 67 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 113 \\ 79 \% \end{gathered}$ | ${ }^{135} 79$ | 76 | ${ }^{106}$ | $44 \%$ | 157 | ${ }^{113} 8$ | 1148\% | 96\% | 187 $82 \%$ | 134\% | 79\% | ${ }^{198}$ |
| Trust very much | $\begin{gathered} 161 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 92 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 44 \% \end{aligned}$ | ${ }_{32}^{52 \%}$ | $44 \%$ | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 51 \% \\ & \mathrm{P} \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 45 \% \end{aligned}$ | 58\% | 23 $54 \%$ | 105 $42 \%$ |
| Trust somewhat | $\begin{gathered} 162 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 41 \% \\ & \text { en } \end{aligned}$ | $\begin{aligned} & 27 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & \text { 488 } \\ & \text { 48\% } \end{aligned}$ | $\begin{aligned} & 34 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 80 \\ 47 \% \end{gathered}$ | 32\% | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 44 \% \\ & k \end{aligned}$ | 432\% | 58\% | $\begin{gathered} 60 \\ 47 \% \\ n \end{gathered}$ | ${ }_{37}^{84}$ | $\begin{aligned} & 75 \\ & 44 \% \end{aligned}$ | 11 25 | ${ }^{93} 7$ |
| Do Not Trust At All/Too Much (Net) | 61 $15 \%$ | ${ }^{26} 14 \%$ | ${ }^{35} 16$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 17 $16 \%$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | ${ }_{10}{ }^{\circ}$ | ${ }_{18}^{18}$ | ${ }^{27} 16$ | ${ }_{16}^{16}$ | 27 19 | ${ }^{8} 5 \%$ | ${ }^{25} 13$ | $\stackrel{13}{9 \%}$ | 23 $16 \%$ | 25 $19 \%$ | ${ }_{12}^{29}$ | 29 $17 \%$ | $\stackrel{4}{9 \%}$ | 34\% |
| Do not trust too much | $34 \%$ |  | ${ }^{22} 10 \%$ | ${ }^{12} 9$ | ${ }_{12}^{12 \%}$ | $3{ }_{3}$ | ${ }_{9}^{7} \%$ | ${ }^{12} 9$ | ${ }^{11} \%$ | $11 \%$ | 14\% | ${ }_{4 \%}^{2}$ | ${ }^{18} 9$ | ${ }_{6}^{8}$ | ${ }^{13} 9$ | $14 \%$ | ${ }^{18} 8$ | ${ }^{16} 9$ | 5\% | 24\% |
| Do not trust at all | ${ }^{27} \%$ | 14\% | ${ }^{13} 6$ | ${ }^{11} 9$ | $4{ }_{4}^{4}$ | 10\% | ${ }_{1}{ }^{\text {\% }}$ | ${ }_{4}^{6}$ | ${ }^{15} 9$ | $5{ }_{5}$ | ${ }^{13} 9$ | ${ }_{11 \%}^{6}$ | 74 | 5 | ${ }^{11} \%$ | ${ }^{11} 9$ | 11 5 | 138 | ${ }_{4 \%}^{2}$ | 10 4 \% |
| I am not familiar with this company | ${ }^{26} 6$ | $\stackrel{9}{5 \%}$ | ${ }^{17} 8$ | ${ }^{10} 8$ | $\begin{gathered} 11 \\ 11 \% \\ f \end{gathered}$ | $1 \%$ | ${ }_{5}^{4}$ | 118\% | ${ }^{10} 6$ | $5{ }_{5}$ | ${ }^{11} 7$ | ${ }_{8}^{4} \%$ | ${ }_{5}^{9} \%$ | ${ }^{10} \%$ | ${ }_{6}^{8} \%$ | ${ }_{6}^{8} \%$ | 14 6 | ${ }^{10} 6$ | 12\% | ${ }^{17} 7$ |
| Sigma | $\begin{aligned} & 410 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 101 } \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | - 430 | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_17 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Pharma

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 150 | 258 | 168 | 116 | 72 | 52 | 137 | 165 | 106 | 215 | 47 | 119 | 128 | 135 | 145 | 199 | 194 | 30 | 224 |
| Weighted Base | 446 | 194* | 252 | $130 *$ | 114* | 125* | 77** | 142* | $208{ }^{*}$ | 96* | 130 | $50^{* *}$ | 231* | $147^{*}$ | 162* | 137* | 248 | 182* | 49** | 277 |
| Trust Somewhat/Very Much (Net) | 252 57 | 104 54 | $\begin{gathered} 148 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 55 \% \\ & d \end{aligned}$ | $\begin{aligned} & 93 \\ & 75 \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 45 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 51 \% \end{aligned}$ | ${ }^{55}{ }_{43}$ | $\text { 25 }{ }^{29 \%}$ | $\begin{gathered} 163 \\ \substack{71 \% \\ K} \end{gathered}$ | $\begin{aligned} & 91 \\ & \text { 62\% } \\ & \text { p } \end{aligned}$ | $\begin{gathered} 100 \\ \substack{62 \% \\ p} \end{gathered}$ | $\begin{aligned} & 61 \\ & 45 \% \end{aligned}$ | ${ }^{155}$ | $\begin{aligned} & 92 \\ & 51 \% \end{aligned}$ | 36 74 | 166 $60 \%$ |
| Trust very much | ${ }^{88}{ }^{20}$ | ${ }^{45} 2$ | 17\% | 20\% | $\begin{aligned} & 32 \\ & 28 \% \\ & d \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 14 $18 \%$ | 31\% | ${ }^{36} 18$ | 222\% | ${ }_{21 \%}^{27}$ | 112\% | $\begin{aligned} & 49 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 29 \% \\ & \text { op } \end{aligned}$ | 25 ${ }^{15}$ | 20 $15 \%$ | $\begin{aligned} & \text { 252 } \\ & \text { R2\% } \end{aligned}$ | 23 | 23 $48 \%$ | 21 21 |
| Trust somewhat | $\begin{gathered} 164 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | 27\% | $\begin{aligned} & 71 \\ & 57 \% \\ & 5 E \end{aligned}$ | $\begin{aligned} & 32 \\ & 41 \% \end{aligned}$ | 45 ${ }^{2}$ | 91\% | 28\% | 22\% | 14\% | $\begin{gathered} 114 \\ 49 \% \\ K \end{gathered}$ | ${ }_{32}{ }^{2}$ | 75 ${ }^{76}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 37 \% \end{aligned}$ | 70\% | 13 $26 \%$ | ${ }_{38}^{105}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 86 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | 26\% | 24\% | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 20\% | 20\% | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 25\% | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | 125\% | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | 35\% | 25\% | 49\% | 18\% | ${ }^{7} \%$ | 19\% |
| Do not trust too much | 52\% | ${ }^{28}{ }^{2} \%$ | 24\% | 15 | 13 | 9\% | 14\% | 20 $14 \%$ | 14\% | ${ }_{18}^{18}$ | 17 $13 \%$ | $3 \%$ | 25 $11 \%$ | 15\% | $19 \%$ | ${ }_{18}^{18}$ | 30\% | 18 | $\stackrel{7}{7} \%$ | 39 $14 \%$ |
| Do not trust at all | $34 \%$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | ${ }^{15} 6$ | 7 5 | 11 $10 \%$ | ${ }^{12} 9$ | ${ }_{6}^{5}$ | $8 \%$ | ${ }^{18} 9$ | ${ }_{8 \%}^{7}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & \mathrm{~m} \end{aligned}$ | $\stackrel{9}{18 \%}$ | $9 \%$ | 11\% | 16 | $\stackrel{7}{5 \%}$ | ${ }^{19} 8$ | ${ }^{14} 8$ | $\stackrel{*}{1 \%}$ | ${ }^{14} 5$ |
| I am not familiar with this company | ${ }_{24}^{108}$ | ${ }_{22}^{42}$ | 66\% | $\begin{aligned} & 53 \\ & 41 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \\ & F \end{aligned}$ | ${ }^{11} 9$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \end{aligned}$ | ${ }^{48}{ }^{2} \%$ | 21 22 | $\begin{aligned} & \text { 44 } \\ & 34 \% \\ & M \end{aligned}$ | 137\% | 34 $15 \%$ | 31\% | 27\% | $\begin{aligned} & 50 \\ & 37 \% \\ & \mathrm{NO} \end{aligned}$ | 48\% | $\begin{aligned} & 58 \\ & 32 \% \\ & { }^{5} \% \end{aligned}$ | $\stackrel{5}{11 \%}$ | 21\% |
| Sigma | $\begin{aligned} & 446 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | 142 100\% | 100\% | 100\% | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | 231 $100 \%$ | 147 $100 \%$ | 162 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | ${ }^{2480} 0$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | 277 $10 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_18 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Pharma
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 398 | 182 | 216 | 158 | 122 | 75 | 43 | 150 | 155 | 93 | 216 | 58 | 100 | 137 | 139 | 122 | 215 | 171 | 45 | 232 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 401 | $213 *$ | 189 | 111* | 120* | 109* | $61^{* *}$ | 150* | 191* | 61* | 137 | $68{ }^{*}$ | 178* | 123* | 158* | 120* | 242 | 151* | 57** | 265 |
| Trust Somewhat/Very Much (Net) | 210 52 | 121 $57 \%$ | 89\% | 48\% | $\begin{aligned} & 70 \\ & 58 \% \\ & \text { d } \end{aligned}$ | 53\% | $\begin{aligned} & 30 \% \\ & 49 \end{aligned}$ | 80\% | 105 5 | 26 $42 \%$ | 62\% | 31 45 | $\begin{gathered} 113 \\ 64 \% \\ \mathrm{KI} \end{gathered}$ | 619\% | 97 ${ }^{61 \%}$ | 52\% | $\begin{gathered} 147 \\ 61 \% \\ R \end{gathered}$ | ${ }_{41 \%}$ | 40\% | 143 $54 \%$ |
| Trust very much | 97\% | 53\% | 454\% | ${ }_{21 \%}^{23}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | ${ }_{24 \%}^{26}$ | 15\% | 29\% | 21\% | 142\% | $27 \%$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 29 \% \end{aligned}$ | 29 23 | $\begin{aligned} & 47 \\ & 30 \% \end{aligned}$ | 218\% | $\begin{array}{ll} 71 \\ 29 \% \end{array}$ | ${ }^{26} 17 \%$ | 21\% | 76 $29 \%$ |
| Trust somewhat | ${ }_{28 \%}^{113}$ | $\begin{aligned} & 69 \\ & 32 \% \end{aligned}$ | ${ }_{23}^{43}$ | 22\% | $38$ | $\begin{aligned} & 36 \\ & 33 \% \end{aligned}$ | 154\% | 36 $24 \%$ | 65\% | 20\% | 34\% | 130\% | $\begin{aligned} & 61 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | 36 $24 \%$ | 19 $34 \%$ | 68\% |
| Do Not Trust At All/Too Much (Net) | 57 | $\begin{aligned} & 43 \\ & 20 \% \\ & C \end{aligned}$ | ${ }^{13} 7 \%$ | $\begin{aligned} & 21 \\ & \text { 19\% } \\ & \hline \end{aligned}$ | ${ }^{10} 8$ | 19\% | ${ }_{11}^{6} \%$ | 21 $14 \%$ | 24 $12 \%$ | 120\% | 21 16 | $\stackrel{9}{13 \%}$ | 24 $13 \%$ | 23 $19 \%$ 0 | ${ }^{13} 9$ | 20\% | ${ }_{12 \%}{ }^{2}$ | 26\% | ${ }_{15}{ }^{8}$ | 39 ${ }^{15}$ |
| Do not trust too much | ${ }^{36} 9$ | $\begin{aligned} & 30 \\ & 14 \% \\ & C \end{aligned}$ | ${ }_{3}^{6} \%$ | 13 | 7\% | 8\% | ${ }_{10}^{6}$ | 15\% | 20\% | $3 \%$ | 10\% | ${ }_{12 \%}$ | ${ }^{18}{ }^{10}$ | 13 $11 \%$ | ${ }^{10} 6$ | 13 $11 \%$ | 19\% | 15 | ${ }_{11 \%}^{6}$ | 281\% |
| Do not trust at all | 21 5 | 14 6 | $7{ }_{4}^{7}$ | $\stackrel{8}{7 \%}$ | $1 \%$ | $\begin{aligned} & 10 \\ & { }_{\mathrm{e}}^{10 \%} \end{aligned}$ | $1 \%$ | ${ }_{4 \%}^{6}$ | ${ }_{2 \%}$ | $\begin{aligned} & 10 \\ & 17 \% \\ & \text { HI } \end{aligned}$ | 1180 | $1 \%$ | ${ }_{3}^{6}$ | 10 $8 \%$ | ${ }_{2}^{4}$ | 6\% | 9\% | ${ }^{11} 7$ | ${ }_{3}^{2}$ | 114\% |
| I am not familiar with this company | 134\% | 48\% | $\begin{gathered} 86 \\ 46 \% \\ 46 \end{gathered}$ | 42\% | 40\% | 26\% | 25 ${ }^{40}$ | 439\% | 62\% | 23 38 | $\begin{aligned} & 53 \\ & 39 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 42 \% \\ & M \end{aligned}$ | 41\% | 40\% | 47\% | 479\% | 67\% | $\begin{gathered} 63 \\ 42 \% \\ 42 \% \end{gathered}$ | ${ }_{15}{ }^{\text {\% }}$ | ${ }^{82}$ 2\% |
| Sigma | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 111 $100 \%$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | 61 $100 \%$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | 61 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 158 $100 \%$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 57 $100 \%$ | 265 |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_19 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Pharma
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 408 | 142 | 266 | 182 | 120 | 60 | 46 | 137 | 165 | 106 | 224 | 57 | 103 | 125 | 145 | 138 | 202 | 193 | 38 | 228 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 391 | 174* | 217 | 126 | 113* | 73* | $78 * *$ | 134* | 174* | 82* | 117 | $63^{*}$ | 188* | 120* | 145* | 125* | 207 | 175* | 40** | 256 |
| Trust Somewhat/Very Much (Net) | 132 $34 \%$ | 64\% | ${ }_{31}^{68}$ | 43\% | 50 $44 \%$ $f$ | 19\% | 20\% | 56\% | 51 $30 \%$ | 24 30 | 34\% | 20\% | 709\% | $48 \%$ | 50\% | 33 ${ }^{6} \%$ | 83 ${ }^{80} \mathrm{R}$ | ${ }^{45}$ \% | 24 59 | 101 $40 \%$ |
| Trust very much | $\begin{aligned} & 59 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \\ & \text { Df } \end{aligned}$ | $\stackrel{8}{11 \%}$ | ${ }_{6}^{5}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | ${ }_{11 \%}^{7}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22_{\mathrm{P}}^{23} \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | ${ }^{11} 9 \%$ | 198\% | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 15 $36 \%$ | 17\% |
| Trust somewhat | $\begin{aligned} & 73 \\ & \\ & \hline \end{aligned}$ | 22\% | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | 29\% | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | 14\% | 15\% | 33\% | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | ${ }_{9}^{8} \%$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | 20\% | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | 25\% | $\begin{aligned} & \text { 168 } \end{aligned}$ | 23\% | 24\% |
| Do Not Trust At All/Too Much (Net) | 50 $13 \%$ | $\begin{gathered} 31 \\ 18 \% \\ \text { c } \end{gathered}$ | 19\% | $\begin{aligned} & \text { 24 } \\ & \text { 19\% } \\ & \text { E } \end{aligned}$ | 5 | $\begin{gathered} 13 \\ 17 \% \\ \mathrm{e} \% \end{gathered}$ | ${ }_{11 \%}$ | ${ }^{13} 9$ | 30\% | ${ }_{8}^{6}$ | 159 | 5\% | 27 $14 \%$ | 12\% | 21 $14 \%$ | 17 $14 \%$ | 20\% | 27 $15 \%$ | 7 $16 \%$ | ${ }^{35}$ |
| Do not trust too much | ${ }^{37} \%$ | 21 $12 \%$ | 16\% | $\begin{aligned} & \begin{array}{l} 16 \\ 136 \% \\ \text { E } \end{array} \end{aligned}$ | $2 \%$ | $\begin{aligned} & \begin{array}{l} 11 \\ 15 \% \\ \text { 15\% } \end{array} \end{aligned}$ | 10\% | 118\% | $\begin{aligned} & 23 \\ & 13 \% \\ & \text { j } \end{aligned}$ | 3\% | ${ }_{7 \%}$ | ${ }_{3}{ }^{2}$ | 24\% | 6\% | 19\% | ${ }^{11} 9$ | 14\% | 22 ${ }_{12}$ | ${ }_{16}^{6}$ | ${ }^{28} 11 \%$ |
| Do not trust at all | ${ }^{13} 3$ | 10\% | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $3 \%$ | ${ }_{2}^{2}$ | $1 \%$ | ${ }_{1 \%}^{2}$ | 74 | ${ }_{5}^{4} \%$ | ${ }_{6}^{7} \%$ | 4\% | ${ }^{3} \%$ | 5\% | ${ }_{1 \%}^{2}$ | ${ }_{5 \%}^{7}$ | ${ }_{3}^{6}$ | ${ }_{3}^{5} \%$ | * ${ }^{\text {\% }}$ | 7\% |
| I am not familiar with this company | 209 $54 \%$ | 79 ${ }^{45 \%}$ | $\begin{gathered} 131 \\ 60 \% \\ B \end{gathered}$ | 59\% | $51 \%$ | 42\% | 50\% | 66\% | 92\% | 51 63 | ${ }^{67}$ 5\% | 61\% | $92 \%$ | 50\% | 74 $51 \%$ | 750\% | 104 $50 \%$ | 103 $59 \%$ | 10\% | 120 47 |
| Sigma | $\begin{aligned} & 391 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | 126 $100 \%$ | 113 $100 \%$ | 73 $100 \%$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | 1450\% | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{100 \%}^{256}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{KLL/M-N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

CMP02_20 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Pharma

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 393 | 141 | 252 | 168 | 106 | 67 | 52 | 125 | 157 | 111 | 201 | 60 | 104 | 119 | 143 | 131 | 201 | 183 | 35 | 194 |
| Weighted Base | 432 | 193* | 239 | 135* | 101* | $106 *$ | 90** | $118{ }^{*}$ | 193* | 121* | 120 | 76* | 201* | $135^{*}$ | 173* | $123 *$ | 241 | 182* | 49** | 234 |
| Trust Somewhat/Very Much (Net) | 295\% | $\begin{gathered} 125 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 58 \% \end{aligned}$ | $69$ | $\begin{gathered} 83 \\ 78 \% \\ \hline \end{gathered}$ | ${ }^{66}$ | $\begin{aligned} & 78 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 61 \% \end{aligned}$ | 82\% | $\begin{aligned} & 47 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 71 \% \end{aligned}$ | 97\% | $\begin{gathered} 114 \\ 66 \% \end{gathered}$ | 84\% | $\underset{r}{178}$ | $\begin{gathered} 111 \\ 61 \% \end{gathered}$ | 37 74 | 157 $67 \%$ |
| Trust very much | ${ }^{112} 26$ | 52\% | 60 25 | 36\% | 29\% | 26\% | 21 $23 \%$ | ${ }_{24}^{28}$ | 56\% | 27 $23 \%$ | ${ }_{27}^{27}$ | 23 $30 \%$ | ${ }^{58} 9$ | ${ }_{\text {31 }}^{43}$ | ¢ | 19\% | 74 $31 \%$ r | 36\% | 24 48 | 70\% |
| Trust somewhat | $\begin{gathered} 184 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 73 \% \end{aligned}$ | $\begin{gathered} 110 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | $40 \%$ | $\begin{aligned} & 57 \\ & 54 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 38 \% \end{aligned}$ | ${ }^{55}{ }_{46 \%}$ | 24 3 \% | 85\% | $\begin{aligned} & 54 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 37 \% \end{aligned}$ | $\begin{gathered} \text { 66 } \\ 53 \% \\ 0 \end{gathered}$ | 104 $43 \%$ | $\begin{aligned} & 76 \\ & 41 \% \end{aligned}$ | 13 $26 \%$ | 877\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 79 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & \hline 19 \end{aligned}$ | ${ }_{21}^{21 \%}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & \end{aligned}$ | 200 | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | 24 20 | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 27\% | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\text { 40 } 17 \%$ | 31\% | 17\% | ${ }^{53} 2$ |
| Do not trust too much | 45 $10 \%$ | ${ }^{18} 9$ | ${ }^{28}{ }^{12 \%}$ | ${ }^{12} 9$ | 12 | 8\% | 13 $15 \%$ | 11 $10 \%$ | ${ }^{16} 8$ | ${ }^{18}{ }^{15}$ | ${ }_{5}^{6}$ | $\begin{gathered} 18 \\ { }^{18} 4 \\ \text { KM } \end{gathered}$ | ${ }^{17} 9$ | 15 $11 \%$ | 20 $11 \%$ | ${ }^{11} 9$ | 208\% | 25 ${ }^{2}$ | 14\% | 31 $13 \%$ |
| Do not trust at all | $34 \%$ | $\begin{gathered} 23 \\ 12 \% \\ c \end{gathered}$ | 11 5 | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }^{10} 9$ | ${ }_{6}^{6}$ | $\stackrel{4}{5 \%}$ | $\stackrel{9}{8 \%}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | ${ }_{5}^{6}$ | 13 $11 \%$ | ${ }_{3}^{2}$ | ${ }^{15}$ | 129 ${ }^{\text {\% }}$ | 11\% | ${ }^{10} 9$ | ${ }^{19} 8$ | 13 | 3\% | ${ }^{21} 9$ |
| I am not familiar with this company | $\begin{aligned} & 58 \\ & 13 \% \end{aligned}$ | ${ }^{28} 14 \%$ | 30\% | $\begin{aligned} & 32 \\ & 24 \% \\ & { }_{2}{ }^{2} \% \end{aligned}$ | 11\% | ${ }_{7 \%}$ | $7{ }^{7} \%$ | $\begin{aligned} & 19 \\ & 16 \% \\ & i \end{aligned}$ | 15\% | ${ }_{19}^{23}$ | 19 $15 \%$ | ${ }^{8} 11 \%$ | ${ }^{26} 13 \%$ | 129\% | ${ }^{28} 16$ | 18 | 24\% | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | ${ }_{9}^{4}$ | 25 $11 \%$ |
| Sigma | $\begin{aligned} & 432 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | 121 $100 \%$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 173 $100 \%$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | 234 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_21 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Pharma

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 143 | 261 | 169 | 119 | 55 | 61 | 139 | 161 | 104 | 226 | 55 | 101 | 135 | 129 | 140 | 218 | 171 | 43 | 211 |
| Weighted Base | 369 | $163 *$ | 205 | $127 *$ | 104* | $73^{* *}$ | $65^{*}$ | 121* | $160 *$ | 88* | 122 | $53^{*}$ | 173* | 114* | 136* | 119* | 223 | 133* | $48^{* *}$ | 232 |
| Trust Somewhat/Very Much (Net) | ${ }^{139} 38$ | 73 $45 \%$ | ${ }_{32}^{65}$ | $\begin{aligned} & 53 \\ & { }^{41} \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 54 \% \\ & G \end{aligned}$ | 17 $24 \%$ | 12\% | $\begin{aligned} & \text { 64 } \\ & 53 \% \\ & 1 / 5 \end{aligned}$ | 54\% | 20 $23 \%$ | ${ }^{38}$ | 15\% | $\begin{aligned} & 82 \\ & 48 \% \\ & \text { KL } \end{aligned}$ | 37 $33 \%$ | 65 $48 \%$ $n P$ | $3{ }^{36}$ 30 | 879\% | 49\%\% | 354\% | 107 $46 \%$ |
| Trust very much | $\begin{aligned} & 66 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 25 \\ 20 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 33 \\ & 32 \% \\ & d G \end{aligned}$ | $\stackrel{4}{5 \%}$ | $4{ }_{6}^{4}$ | 24\% | 22 $14 \%$ | 15\% | ${ }_{12}^{14}$ | $\stackrel{7}{14 \%}$ | $\begin{aligned} & 4_{2}^{25 \%} \\ & { }_{K} \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | 32\% | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | 20 $41 \%$ | 52\% |
| Trust somewhat | 720\% | $\begin{aligned} & 36 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | 27 22 | 23 22 | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | ${ }_{13}^{8}$ | 35 29 | 20\% | ${ }_{6}^{6} \%$ | 21\% | $\stackrel{7}{14 \%}$ | ${ }_{23}^{40}$ | 20\% | 34\% | 19\% | 45\% | $\stackrel{26}{19 \%}$ | 16 33 | 55\% |
| Do Not Trust At All/Too Much (Net) | 51 $14 \%$ | $\begin{aligned} & 34 \\ & 21 \% \\ & \text { C } \end{aligned}$ | ${ }^{18} 9$ | $\begin{aligned} & 30 \\ & \begin{array}{l} 33 \% \\ \text { Eg } \end{array} \end{aligned}$ | $11 \%$ | $\stackrel{4}{5 \%}$ | ${ }_{10}^{6}$ | $19 \%$ | ${ }_{12 \%}^{19}$ | 13 $14 \%$ | ${ }^{18} 8$ | $\stackrel{7}{14 \%}$ | 25\% | 16 $14 \%$ | ${ }^{12} 9$ | 23 $19 \%$ 0 | 33 $15 \%$ | 15 $11 \%$ | $\stackrel{7}{15 \%}$ | 33 $14 \%$ |
| Do not trust too much | 21 6 \% |  | ${ }_{3}^{6} \%$ | ${ }^{12} 9$ | $4 \%$ | $2 \%$ | $4{ }_{6}$ | 5\% | $\stackrel{14}{9 \%}$ | 3\% | ${ }_{6 \%}$ | $\stackrel{3}{5 \%}$ | 11 6 | ${ }_{5}^{6} \%$ | $8{ }_{6}$ | 7 | 15\% | ${ }_{4 \%}^{6}$ | $\stackrel{2}{4 \%}$ | ${ }^{14} 6$ |
| Do not trust at all | 30 ${ }_{8 \%}$ | 19 | 11 5 | 18 | $7 \%$ | 3\% | 3 | 14 12 1 | ${ }_{3}^{5}$ | ${ }_{12}^{10}{ }^{\text {i }}$ | ${ }^{10} 9$ | 8\% | 14 8 | ${ }^{10} 9$ | ${ }^{4} \%$ | 16 13 13 | ${ }^{18} 8{ }_{8}$ | $9{ }_{7}$ | 10\% | 19 ${ }_{8}$ |
| I am not familiar with this company | ${ }^{179} 49 \%$ | 57 35 | $\begin{gathered} 122 \\ 60 \% \\ B \end{gathered}$ | 45 ${ }^{45}$ | 36\% | 52\% | $\begin{aligned} & 46 \\ & 71 \% \\ & \text { DE } \end{aligned}$ | 37 $31 \%$ | $\begin{aligned} & \frac{87}{54 \%} \\ & H \end{aligned}$ | $\begin{aligned} & 55 \\ & 63 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 70 \\ & 57 \% \\ & M \end{aligned}$ | $\begin{aligned} & 32 \\ & 59 \% \\ & M \end{aligned}$ | 65 ${ }^{68}$ | ${ }^{61} 5$ | 58\% | 50 ${ }^{6}$ | ${ }^{103} 46$ | 70 $52 \%$ | 11\% | 93 40 |
| Sigma | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 65 \\ 100 \% \end{array}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
CMP02_22 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Pharma

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  |  |  |


| Unweighted Base | 411 | 157 | 254 | 171 | 110 | 68 | 62 | 140 | 168 | 103 | 242 | 57 | 87 | 131 | 145 | 135 | 218 | 178 | 46 | 213 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 393 | 195* | 198 | 118 | 100* | $93^{*}$ | $82^{*}$ | 130* | 164* | 99* | 151 | $67^{*}$ | 146* | 129* | $148 *$ | 116* | 240 | 139* | 55** | 215 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 160 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 51 \% \\ & { }_{C} \end{aligned}$ | $\begin{aligned} & 61 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 57 \\ 57 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | 20\% | $\begin{aligned} & 67 \\ & 52 \% \\ & { }_{i j} \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 36 \% \end{aligned}$ | 33 ${ }^{3} \%$ | $\begin{aligned} & 48 \\ & 32 \% \end{aligned}$ | 199\% | $\begin{aligned} & 81 \\ & 56 \% \\ & \text { KL } \end{aligned}$ | 46\% | 654\% | 42\% | $\begin{gathered} 114 \\ 47 \% \\ \mathrm{R} \end{gathered}$ | 419\% | 52\% | 101 $47 \%$ |
| Trust very much | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 43 \\ { }_{c}^{43 \%} \end{gathered}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $24 \%$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 29 \% \\ & \hline \end{aligned}$ | 159\% | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 35 \\ & 24 \% \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 31\% | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 22 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ |
| Trust somewhat | ${ }_{23}^{83}$ | $\begin{aligned} & 54 \\ & 28 \% \\ & c \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \\ & \text { 23\% } \end{aligned}$ | $\begin{aligned} & 33 \\ & { }_{3}^{33} \% \\ & \hline \end{aligned}$ | 21 23 | ${ }^{8} \mathrm{O} \%$ | $29 \%$ | ${ }_{24}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & \text { 172 } \end{aligned}$ | 20\% | $\begin{aligned} & 47 \\ & 32 \% \\ & K \end{aligned}$ | $\begin{aligned} & \text { 195\% } \\ & \hline 19 \end{aligned}$ | 34\% | 26\% | $\begin{aligned} & 60 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | 158\% | 29\% |
| Do Not Trust At All/Too Much (Net) | 69 18 | 37\% | 32\% | 22\% | 17\% | $12 \%$ | 22\% | 23 $17 \%$ | 23 $14 \%$ | 24\% | ${ }^{26}$ 17\% | 12 18 | ${ }^{28} 9$ | 24\% | 25\% | 20\% | 14\% | ${ }_{21}^{29}$ | 121\% | 40\% |
| Do not trust too much | 39 $10 \%$ | 22 $11 \%$ | ${ }^{17} 9$ | ${ }^{11} 9$ | $11 \%$ | $6 \%$ | 12 $14 \%$ | $14 \%$ | 12\% | $12 \%$ | ${ }^{12} 8$ | 10\% | 20\% | $\begin{aligned} & 19 \\ & 15 \% \\ & \text { p } \end{aligned}$ | ${ }^{14} 9$ | ${ }_{5}^{6}$ | ${ }^{21} 9$ | 15\% | 10\% | ${ }_{12 \%}$ |
| Do not trust at all | 30 8 \% | 15 8 \% | 15\% | $\begin{aligned} & { }^{11} \\ & 10 \% \end{aligned}$ | ${ }_{6}^{6} \%$ | $7 \%$ | ${ }_{8}^{6}$ | ${ }_{6}^{8}$ | 10 $6 \%$ | $11 \%$ | ${ }^{14} 9$ | $5{ }_{8}$ | $\stackrel{8}{5 \%}$ | 5 | ${ }^{11} 7$ | $\begin{gathered} 14 \\ 12 \% \\ \mathrm{n} \end{gathered}$ | 14\% | ${ }^{15} 10 \%$ | ${ }_{4 \%}$ | 14\% |
| I am not familiar with this company | 164 $42 \%$ | 59\% | $\begin{gathered} 105 \\ 53 \% \\ B \end{gathered}$ | $\begin{gathered} 49 \\ 42 \% \\ \hline \end{gathered}$ | 27\% | $\begin{gathered} 44 \\ 47 \% \\ e \end{gathered}$ | $\begin{aligned} & 45 \\ & 54 \% \\ & E \end{aligned}$ | 40 $31 \%$ | $\begin{aligned} & 82 \\ & { }^{80} \% \\ & H \end{aligned}$ | $42 \%$ | $\begin{aligned} & 77 \\ & 51 \% \\ & M \end{aligned}$ | $\begin{aligned} & 36 \\ & 54 \% \\ & M \end{aligned}$ | 37 $25 \%$ | 59 | ${ }_{39}{ }^{\text {3 }}$ | $47 \%$ | 92\% | 59\% | 11 $19 \%$ | 73 $34 \%$ |
| Sigma | $\begin{aligned} & 393 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. ${ }^{*}$ small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_23 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 401 | 169 | 232 | 147 | 114 | 81 | 59 | 139 | 170 | 92 | 215 | 58 | 96 | 120 | 138 | 143 | 205 | 184 | 39 | 211 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 427 | $235 *$ | 192 | 118* | $100^{*}$ | $128 *$ | $81^{*}$ | 144* | 199* | $84^{*}$ | 141 | 76* | 183* | 121* | 169* | $136 *$ | 236 | 181* | $52^{* *}$ | 246 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 337 \\ 79 \% \end{gathered}$ | $\begin{gathered} 191 \\ 81 \% \end{gathered}$ | $\begin{gathered} 146 \\ 76 \% \end{gathered}$ | 91\% | $77 \%$ | $78 \%$ | 70\% | $\begin{gathered} 114 \\ 79 \% \end{gathered}$ | ${ }^{158} \%$ | 65\% | $\begin{aligned} & 110 \\ & \\ & \hline 88 \% \end{aligned}$ | $\frac{57}{75 \%}$ | $\begin{gathered} 150 \\ 82 \% \end{gathered}$ | $\begin{gathered} 101 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 109 \\ 80 \% \end{gathered}$ | $\begin{gathered} 191 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 96 \% \end{aligned}$ | 204 $83 \%$ |
| Trust very much | ${ }_{34 \%}^{143}$ | $\begin{aligned} & 98 \\ & 42 \% \\ & C \end{aligned}$ | ${ }_{23}^{45}$ | 40\% | $\begin{aligned} & 38 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 28 \end{aligned}$ | $\begin{aligned} & 28 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 62 \\ 43 \% \\ i \end{gathered}$ | 59\% | 23 27 | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 28 \% \end{aligned}$ | ${ }_{38}^{68}$ | ${ }_{36}^{43}$ | $\begin{gathered} \text { 66\% } \\ \hline 19 \% \end{gathered}$ | 35\% | $\begin{gathered} 92 \\ 39 \% \end{gathered}$ | 47\% | 36\% | 102 $42 \%$ |
| Trust somewhat | $\begin{gathered} 194 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 101 \\ 53 \% \\ b \end{gathered}$ | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 52 \% \end{aligned}$ | ${ }_{3}^{53} \%$ | $\begin{aligned} & 99 \\ & 50 \% \\ & h \end{aligned}$ | 42\% | $\begin{aligned} & 59 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 47 \% \end{aligned}$ | $82 \%$ | $\begin{aligned} & 58 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 55 \% \\ & \hline \end{aligned}$ | 99\% | 910\% | 14\% | 102 $41 \%$ |
| Do Not Trust At All/Too Much (Net) | 74 $17 \%$ | 43 $18 \%$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | 22\% | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | ${ }^{25} 9$ | -9 | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | 11 $14 \%$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | 30 $17 \%$ | $14 \%$ | $\begin{aligned} & \text { 33\% } \\ & \text { nion } \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | 39 16 | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $1 \%$ | 34 $14 \%$ |
| Do not trust too much | 50\% | 30 $13 \%$ | 20\% | 13 $11 \%$ | 15\% | 13 $10 \%$ | 10\% | 22 $16 \%$ | 23 $11 \%$ | $5 \%$ | 17\% | $\stackrel{4}{6 \%}$ | 27 ${ }_{15}$ | ${ }^{10} 9$ | 23 ${ }^{13}$ | 17\% | 27 $11 \%$ | 22 $12 \%$ | - | 29\% |
| Do not trust at all | 24\% | 13 | 11 6 | ${ }_{7 \%}$ | 3 | ${ }^{11} 9$ | ${ }_{1}^{1 \%}$ | $\stackrel{4}{3 \%}$ | 13\% | 7 | $\stackrel{9}{7 \%}$ | ${ }^{111}{ }^{1} \%$ | $\stackrel{4}{2 \%}$ | $\stackrel{4}{3 \%}$ | ${ }^{16} 9$ | 5\% | 12 5 | 12\% | $1 \%$ | ${ }_{2 \%}^{6}$ |
| I am not familiar with this company | 16 ${ }_{4}$ | 1 | $\begin{aligned} & 15 \\ & { }_{8}^{8} \% \end{aligned}$ | 5 | $\stackrel{4}{4 \%}$ | 5\% | ${ }_{2 \%}^{1}$ | $\stackrel{3}{2 \%}$ | 5\% | $\begin{aligned} & 7 \\ & { }_{\mathrm{h}} \% \end{aligned}$ | 5 | ${ }_{8 \%}^{6}$ | $\stackrel{3}{2 \%}$ | ${ }_{5}^{6}$ | ${ }_{2 \%}^{4}$ | 5 | ${ }_{3 \%}^{7}$ | $\stackrel{9}{5 \%}$ | $3 \%$ | ${ }^{8} \%$ |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 199 } \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_24 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Auto
General Motors
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 415 | 157 | 258 | 182 | 105 | 61 | 67 | 132 | 186 | 97 | 206 | 69 | 113 | 121 | 140 | 154 | 220 | 179 | 38 | 226 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 421 | 190* | 231 | 140 | $91^{*}$ | $98^{*}$ | $92^{*}$ | 126* | 211 | 84* | 118 | 91* | 188* | 114* | 153* | 154* | 236 | 170* | $43^{* *}$ | 242 |
| Trust Somewhat/Very <br> Much (Net) | 312 $74 \%$ | ${ }^{143} 75 \%$ | ${ }^{168}{ }_{73 \%}$ | 87\% | ${ }_{72 \%}^{66}$ | $\begin{gathered} 79 \\ 81 \% \\ \hline 1 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 87 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 93 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 76 \% \end{aligned}$ | $58 \%$ | $\begin{aligned} & 77 \\ & 65 \% \end{aligned}$ | $71 \%$ | $\begin{gathered} 151 \\ 80 \% \\ K \end{gathered}$ | 87\% | ${ }^{118}$ | $\begin{gathered} 106 \\ \\ 69 \% \end{gathered}$ | ${ }^{182}$ | $\begin{aligned} & 123 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 89 \% \end{aligned}$ | 185\% |
| Trust very much | $\begin{gathered} 107 \\ 26 \% \end{gathered}$ | 57 30 | 50\% | 37\% | 30 33 | 21\% | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | ${ }_{35 \%}^{45 \%}$ | $\stackrel{47}{22 \%}$ | 170\% | 24\% | 31 $34 \%$ | 47\% | 28\% | ${ }_{32 \%}$ | 31 $20 \%$ | 64\% | ${ }^{41}$ 24\% | 26\% | 76 $31 \%$ |
| Trust somewhat | $\begin{gathered} 204 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 59 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 61 \\ & 66 \% \\ & \text { DE } \end{aligned}$ | ${ }^{50} 9$ | $\begin{gathered} 114 \\ 54 \% \\ h \end{gathered}$ | 41 | $\begin{aligned} & 49 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 55 \% \\ & k \end{aligned}$ | $59$ | $\begin{aligned} & 70 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 48 \% \end{aligned}$ | 13 $29 \%$ | 109 $45 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 68 \\ & 16 \% \end{aligned}$ | 33\% | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | 33\% | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | 14\% | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | ${ }_{14 \%}^{18}$ | 32 $15 \%$ | ${ }^{18} \%$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | 22 $19 \%$ | 214\% | 25 ${ }^{16 \%}$ | 34 $14 \%$ | ${ }^{28} 7$ | $3{ }^{3}$ | 33 $14 \%$ |
| Do not trust too much | ${ }^{41} 10$ | ${ }^{18} 9$ | 24\% | 20 $15 \%$ | ${ }_{9}^{8}$ | ${ }_{6}^{6} \%$ | $7 \%$ | $8 \%$ | 210\% | ${ }_{14}^{12}$ | 12 | ${ }^{8} \%$ | ${ }^{18} \%$ | ${ }_{12}^{12}$ | 10\% | 19 | 23 $10 \%$ | 14 81 | $3 \%$ | ${ }_{11 \%}{ }^{26}$ |
| Do not trust at all | 27 6 \% | 15 8 \% | 11 5 \% | ${ }^{12} 8$ | $3{ }_{4 \%}$ | $\stackrel{8}{8 \%}$ | $\stackrel{4}{4 \%}$ | 10 $8 \%$ | 11 5 | ${ }_{6}^{6}$ | 9 | ${ }_{7}^{6}$ | ${ }^{10} 5$ | ${ }^{10} 9$ | ${ }^{11} \%$ | ${ }_{4}^{6}$ | 11 5 | 14 81 | * | $7 \%$ $3 \%$ |
| I am not familiar with this company | 410\% | ${ }^{14} \%$ | 27 ${ }^{27}$ | $\begin{aligned} & 21 \\ & 15 \% \\ & \text { fG } \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \\ & \text { G } \end{aligned}$ | $5{ }_{5}$ | ${ }_{2 \%}$ | ${ }_{15}^{12}$ | ${ }^{18} 8$ | 10\% | $\begin{aligned} & 19 \\ & 16 \% \\ & \text { IM } \end{aligned}$ | 5\% | $\stackrel{9}{5 \%}$ | 5 | 149\% | $\begin{aligned} & 23 \\ & { }^{25 \%} \\ & \mathrm{~N}^{2} \end{aligned}$ | ${ }^{20} 9$ | ${ }_{11 \%}^{18}$ | ${ }_{3}^{2}$ | 24\% |
| Sigma | $\begin{aligned} & 421 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 1900 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{108}{ }^{98}$ | 100\% | 126\% | 211 $100 \%$ | 84 $100 \%$ | 118 $100 \%$ | 101 | ${ }^{188}{ }^{180}$ | 114 $100 \%$ | 153\% | 154 $100 \%$ | 236 $100 \%$ | 170\% | - 430 | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_25 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOdent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 400 | 159 | 241 | 170 | 106 | 64 | 60 | 136 | 179 | 85 | 207 | 64 | 105 | 119 | 146 | 135 | 209 | 184 | 36 | 230 |
| Weighted Base | 394 | 193* | 201 | 133* | 92* | 78* | 90* | 129* | $177^{*}$ | 88* | 123 | 78* | 174* | 119* | $146 *$ | 129* | 222 | 167* | 45** | 254 |
| Trust Somewhat/Very Much (Net) | 220 $56 \%$ | $\begin{aligned} & 117 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 103 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 58 \\ 63 \% \\ \hline 9 \end{gathered}$ | $\begin{aligned} & 45 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 43 \% \end{aligned}$ | 88\% | $\begin{aligned} & 102 \\ & 580 \% \end{aligned}$ | 30 | ${ }_{53 \%}^{65}$ | $\begin{aligned} & 34 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 111 \\ 64 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 68 \\ & 57 \% \end{aligned}$ | 85\% | $\begin{aligned} & 71 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 60 \% \end{aligned}$ | 53\% | 30\% | 163 $64 \%$ |
| Trust very much | ${ }_{27}^{108}$ | $\begin{aligned} & 70 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 46 \\ & 34 \% \\ & \mathrm{Fg} \end{aligned}$ | $\begin{aligned} & 36 \\ & 39 \% \\ & \text { FG } \end{aligned}$ | 10 $13 \%$ | 17\% | $\begin{aligned} & 63 \\ & 48 \% \\ & 43 \% \end{aligned}$ | 20\% | 10 | 34 $28 \%$ 1 | 114\% | 30 35 | 31 $26 \%$ | ${ }_{31}^{45}$ | 31 $24 \%$ | 77 $35 \%$ R | 30 $18 \%$ | 20 45 | 84\% |
| Trust somewhat | ${ }_{28 \%}^{112}$ | ${ }^{45}$ | $\begin{aligned} & 65 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 45 \% \\ & \mathrm{DE} \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 38 \% \\ & H j \end{aligned}$ | 20\% | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 355 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | 57\% | $\begin{aligned} & 53 \\ & 32 \% \end{aligned}$ | 21\% | 79 $31 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{gathered} 103 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 30 \% \\ & E \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 31 \\ 35 \% \\ e \end{gathered}$ | ${ }_{21}^{27}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | ${ }^{27}$ 31\% | $\text { 25 } 20 \%$ | ${ }_{3}^{23} 3$ | 28\% | 25 ${ }^{21}$ | 499\% | 29\% | 47\% | $\begin{aligned} & 56 \\ & { }^{54 \%} \\ & \hline \end{aligned}$ | 20\% | ${ }_{24}^{62}$ |
| Do not trust too much | ${ }_{17}^{66}$ | 34 $18 \%$ | 31 $16 \%$ | $\begin{aligned} & \text { 26 } \\ & \text { 20\% } \\ & \hline \end{aligned}$ | $7 \%$ | 10\% | $\begin{aligned} & 23 \\ & 25 \% \\ & 25 \end{aligned}$ | ${ }_{15}^{15}$ | 27\% | ${ }_{\text {23 }}^{2} \mathrm{~h}$ | 13 $10 \%$ | ${ }_{2}^{17}{ }_{2}^{17}$ | 34 $19 \%$ | 21\% | ${ }^{28} 19$ | 17\% | 33 $15 \%$ | 33\% | 17\% | 416\% |
| Do not trust at all | 38 $10 \%$ | ${ }^{17} 9$ | 21 $10 \%$ | 14 | ${ }_{9 \%}$ | ${ }_{8 \%}^{6}$ | $9 \%$ | $12 \%$ | 21 $12 \%$ | ${ }_{5}^{4}$ | 12 $10 \%$ | ${ }_{9}^{7}$ | ${ }^{15} 9$ | 5 | 21 $15 \%$ N | ${ }^{11} 9$ | 14 ${ }^{6}$ | 23 $14 \%$ 9 | $\stackrel{2}{4 \%}$ | 20\% |
| I am not familiar with this company | $\begin{aligned} & 71 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 13\% } \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & { }_{23}{ }^{2} \% \end{aligned}$ | ${ }_{12}^{12}$ | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | ${ }_{21}^{16}$ | 22\% | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | ${ }^{26} 15$ | $\begin{aligned} & 31 \\ & 35 \% \\ & 3 H^{2} \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \\ & { }^{37} \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 26 \% \\ & { }_{2} \end{aligned}$ | 14 81 | $\underset{0}{22}$ | ${ }_{17}^{17}$ | $\begin{gathered} 29 \\ 222 \% \\ \hline \end{gathered}$ | 418\% | 27 16 | ${ }_{1}^{6} \%$ | ${ }_{11 \%}$ |
| Sigma | $\begin{aligned} & 394 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 177\% | 100\% | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | 146 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 100\% | 254 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_26 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}^{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 144 | 265 | 147 | 119 | 76 | 67 | 128 | 172 | 109 | 213 | 56 | 114 | 132 | 142 | 135 | 204 | 193 | 28 | 228 |
| Weighted Base | 427 | $184 *$ | 243 | $108 *$ | 108* | $123 *$ | 88* | 132* | $200 *$ | $96 *$ | 124 | $62^{*}$ | 214* | 139* | 159* | 129* | 223 | 191* | $33^{* *}$ | 274 |
| Trust Somewhat/Very Much (Net) | ${ }^{313} 73 \%$ | ${ }^{136} 74 \%$ | 177 $73 \%$ | 80\% | 815\% | 94\% | 57 $65 \%$ | 100 76 | 152\% | 60 63 | 91 73 | 49\% | ${ }^{158}{ }^{7} \%$ | 102 $73 \%$ | ${ }^{114} 72 \%$ | 975\% | $173{ }^{178}$ | ${ }^{136}$ | 31 $93 \%$ | 200 $73 \%$ |
| Trust very much | $\begin{gathered} 120 \\ 28 \% \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 67 \\ 36 \% \\ C \end{array} \end{aligned}$ | ${ }_{23}^{52 \%}$ | $\begin{gathered} 39 \\ 36 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 34 \% \\ & 31 \end{aligned}$ | 32\% | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | ${ }_{34}^{45}$ | 52\% | 23 $24 \%$ | 39 | 188\% | $\begin{aligned} & 61 \\ & 29 \% \end{aligned}$ | 39\% | 51 $32 \%$ | 239 | $\begin{aligned} & 78 \\ & 35 \% \\ & \text { R } \end{aligned}$ | 40 ${ }^{21 \%}$ | 20 $61 \%$ | ${ }^{84} 1{ }^{4}$ |
| Trust somewhat | ${ }^{193} 45$ | 69\% | $\begin{gathered} 123 \\ 51 \% \\ b \end{gathered}$ | 429\% | $\begin{aligned} & 47 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 51 \% \\ & \hline \end{aligned}$ | $42 \%$ | $\begin{aligned} & 55 \\ & 42 \% \end{aligned}$ | 101 $50 \%$ | 37 | ${ }^{52}$ 42\% | $\begin{aligned} & 32 \\ & 51 \% \end{aligned}$ | 97 ${ }^{45}$ | 62\% | $\begin{aligned} & 63 \\ & 40 \% \end{aligned}$ | 52\% | 95 ${ }^{\text {\% }}$ | 96\% | 10 $31 \%$ | 116 $42 \%$ |
| Do Not Trust At All/Too Much (Net) | 79\% | 39 ${ }^{31 \%}$ | ${ }^{39}$ 16\% | 18\% | 20\% | 18\% | 23\% | 21 16 | 36\% | ${ }_{23}^{22}$ | 21\% | 5\% | 50 <br> 24 | 28\% | ${ }^{32}$ 2\% | ${ }_{12}^{15}$ | ${ }^{40} 8$ | 37\% | ${ }_{4 \%}$ | 21\% |
| Do not trust too much | 50 $12 \%$ | 23 $12 \%$ | 27 $11 \%$ | 13 | ${ }_{18}^{16}$ | $9{ }^{7} \%$ | 10 $11 \%$ | 19 | 20\% | 11\% | ${ }_{10}^{12}$ | 3\% | ${ }^{36}$ 17\% | 10\% |  | 9\% | 27 ${ }_{12}$ | 22 $11 \%$ | ${ }^{1} \%$ | 415\% |
| Do not trust at all | ${ }^{29} \%$ | ${ }_{9}^{16}$ | 12\% | 5\% | ${ }^{3} \mathrm{~F}$ | ${ }_{7 \%}$ | $\begin{aligned} & 13 \\ & 15 \% \\ & d E \end{aligned}$ | ${ }_{2 \%}$ | $\begin{gathered} 16 \\ 8 \% \\ \mathrm{~h} \end{gathered}$ | $\underset{\substack{11 \\ H}}{ }$ | $\stackrel{9}{8 \%}$ | 4\% | ${ }^{15} 7$ | $\begin{aligned} & \text { 18 } \\ & 13 \% \\ & \hline \end{aligned}$ | ${ }_{3}^{4}$ | ${ }_{5}^{6}$ | ${ }^{13}{ }_{6}$ | 15 ${ }_{8}$ | - | 17 6 |
| I am not familiar with this company | 36 8 \% | $\stackrel{9}{5 \%}$ | ${ }_{11 \%}^{27}$ | ${ }^{10} 9$ | 6\% | ${ }^{11} 9$ | ${ }_{9}^{8} \%$ | ${ }^{10} 8$ | 11 $6 \%$ | 14, ${ }^{14}$ | $\begin{aligned} & { }^{19}{ }^{9} \% \end{aligned}$ | ${ }_{M}^{12 \%}$ | ${ }_{2}^{5}$ | $9{ }_{6}$ | ${ }_{10}^{6 \%}$ | 17\% | 9 | ${ }^{18} \%$ | 1 | ${ }^{16} 6$ |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 274 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_27 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\substack{\text { Republi- }}}{\text { chen }}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 402 \& 157 \& 245 \& 165 \& 114 \& 73 \& 50 \& 141 \& 156 \& 105 \& 219 \& 60 \& 100 \& 122 \& 132 \& 148 \& 219 \& 168 \& 32 \& 224 <br>
\hline Weighted Base \& 396 \& 189* \& 207 \& 123* \& 97* \& $113 *$ \& $62^{* *}$ \& 132* \& $166 *$ \& 98* \& 121 \& $68^{*}$ \& 186* \& 145* \& 124* \& 127* \& 231 \& $150 *$ \& $40 * *$ \& 251 <br>
\hline Trust Somewhat/Very Much (Net) \& 282 $71 \%$ \& 142 75 \& $$
\begin{gathered}
140 \\
68 \%
\end{gathered}
$$ \& $$
71 \%
$$ \& $$
70 \%
$$ \& $$
71 \%
$$ \& $$
\begin{aligned}
& 41 \\
& 66 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 100 \\
& 75 \%
\end{aligned}
$$ \& $$
{ }^{117}
$$ \& ${ }_{65}^{65}$ \& $$
{ }_{66 \%}
$$ \& 37
$54 \%$ \& $$
\begin{aligned}
& 153 \\
& { }_{82 \%} \\
& \text { KL }
\end{aligned}
$$ \& $$
\begin{gathered}
114 \\
\\
\hline \mathrm{P} 9 \%
\end{gathered}
$$ \& 90\% \& $$
\begin{aligned}
& 78 \\
& 61 \%
\end{aligned}
$$ \& 170 $74 \%$ \& 107 $71 \%$ \& 30\% \& 194\% <br>
\hline Trust very much \& $$
{ }_{27 \%}^{107}
$$ \& 59 ${ }^{51 \%}$ \& ${ }^{48}{ }^{3} \%$ \& 39

32\% \& 39
$40 \%$ \& 17
$15 \%$ \& 12
$19 \%$ \& 34\% ${ }^{44}$ \& 44\% \& 19\% \& 28\% \& 14 $20 \%$ \& 30\% \& 52 ${ }_{\text {36 }}$ \& 37
$30 \%$ \& 19\% \& 77
$33 \%$
R \& 27 $18 \%$ \& 17
$41 \%$ \& 843\% <br>

\hline Trust somewhat \& $$
\begin{gathered}
175 \\
44 \%
\end{gathered}
$$ \& \[

{ }_{4}^{83}

\] \& \[

$$
\begin{aligned}
& 92 \\
& 45 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 42 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 63 } \\
& 56 \% \\
& E
\end{aligned}
$$
\] \& 29\% \& $5{ }_{42}$ \& 74

$44 \%$ \& 46 \& 52\% \& 24\% \& 93\% \& 63\% \& ${ }^{53} 4$ \& 59\% \& 930\% \& 80
53\%
9 \& 14
$34 \%$ \& 110
$44 \%$ <br>

\hline Do Not Trust At All/Too Much (Net) \& 720\% \& $$
\begin{aligned}
& 35 \\
& 19 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 43 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 18 \%
\end{aligned}
$$

\] \& 20\% \& \[

$$
\begin{aligned}
& 24 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 21 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 24 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 21 \%
\end{aligned}
$$

\] \& 20\% \& 29\% \& \[

$$
\begin{aligned}
& 21 \\
& 31 \% \\
& M
\end{aligned}
$$
\] \& 27

$14 \%$ \& 20 $14 \%$ \& 31 25 \& ${ }_{22}^{27}$ \& 42\% \& 33 22 \& 109\% \& 20\% <br>
\hline Do not trust too much \& 61

$16 \%$ \& 24\% \& 38\% \& ${ }_{13}^{16}$ \& 112\% \& ${ }_{2}^{21} \%$ \& 10\% \& 20\% \& 27 16 \& 14\% \& $\stackrel{17}{14 \%}$ \& $$
\begin{gathered}
19 \\
\underset{k m}{27 \%}
\end{gathered}
$$ \& 25 $13 \%$ \& $17 \%$ \& ${ }^{25}$ \& 15 \& 34

$15 \%$ \& 25 ${ }^{2} \%$ \& 17\% \& 416\% <br>

\hline Do not trust at all \& ${ }^{17} 4 \%$ \& \[
{ }_{6}^{12}

\] \& ${ }_{3 \%}^{6}$ \& ${ }_{5}^{6}$ \& | 8 |
| :--- |
| 8 | \& $1 \%$ \& $3{ }_{3}^{3}$ \& $3{ }_{3}^{3}$ \& ${ }_{5}^{8}$ \& ${ }_{6}^{6}$ \& 12

$10 \%$

$M$ \& $$
\begin{aligned}
& 3 \\
& 4 \%
\end{aligned}
$$ \& ${ }_{1}^{2}$ \& ${ }_{3}^{4}$ \& 5 \& ${ }_{6 \%}$ \& 7\% \& $\stackrel{8}{5 \%}$ \& $\stackrel{3}{7 \%}$ \& $9 \%$ <br>

\hline I am not familiar with this company \& ${ }^{35} 9$ \& 12\% \& ${ }^{23} 11 \%$ \& 9\% \& 9\% \& ${ }_{7}^{8}$ \& ${ }_{13}^{8}$ \& 9\% \& ${ }^{13} 8$ \& 13

$13 \%$ \& \[
$$
\begin{aligned}
& 13 \\
& { }^{10} 10 \% \\
& M
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 10 \\
& 14 \% \\
& M
\end{aligned}
$$

\] \& ${ }_{3 \%}^{6}$ \& ${ }^{10} 7$ \& $3{ }^{3}$ \& \[

$$
\begin{aligned}
& 21 \\
& 17 \% \\
& \text { nO }
\end{aligned}
$$
\] \& 19\% \& ${ }^{11} 7 \%$ \& - \& 7\% <br>

\hline Sigma \& $$
\begin{aligned}
& 396 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 189 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 207 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 123 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
97 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 113 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
62 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 132 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 166 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 121 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
68 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 186 \\
& 100 \%
\end{aligned}
$$
\] \& 145

$100 \%$ \& 124

$100 \%$ \& $$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$ \& 231

$100 \%$ \& $$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$ \& 100\% \& 251 $100 \%$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_28 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Retail
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 399 | 154 | 245 | 166 | 117 | 71 | 45 | 145 | 169 | 85 | 217 | 41 | 120 | 112 | 146 | 141 | 223 | 163 | 40 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 405 | 181* | 224 | 116* | 115* | 100* | 74** | 148* | $186{ }^{*}$ | 71* | 123 | 48** | 207* | 125* | 150* | 131* | 244 | $148{ }^{*}$ | 49** | 253 |
| Trust Somewhat/Very Much (Net) | 328 $81 \%$ | ${ }_{82 \%}^{148}$ | $\begin{gathered} 180 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 83 \% \end{aligned}$ | ${ }_{81}^{81 \%}$ | $\begin{aligned} & 666 \\ & 89 \% \end{aligned}$ | $\begin{gathered} 119 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 151 \% \\ & 81 \% \end{aligned}$ | ${ }_{88} 82 \%$ | $\begin{gathered} 101 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 85 \% \end{aligned}$ | ${ }^{164}$ | $\begin{aligned} & 120 \\ & 96 \% \\ & \text { OP } \end{aligned}$ | $\begin{gathered} 116 \\ 78 \% \end{gathered}$ | $71 \%$ | $\begin{gathered} 201 \\ 82 \% \end{gathered}$ | ${ }_{78 \%}^{116}$ | $\begin{aligned} & 43 \\ & 87 \% \end{aligned}$ | 211 83 |
| Trust very much | 182 45 | $\begin{aligned} & 97 \\ & 54 \% \\ & C \end{aligned}$ | 858\% | 48 | 58 | 35 | 41\% | ${ }^{65} 4$ | 80 | 57\% | 57 | 26 ${ }^{2} \%$ | 87 | 70 $56 \%$ | 64 $43 \%$ | 47\% | 104 $42 \%$ | 69\% | 34\% | 119 $47 \%$ |
| Trust somewhat | ${ }_{36 \%}^{146}$ | $\begin{aligned} & 51 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 43 \% \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 33 \% \end{aligned}$ | ${ }_{36}^{54}$ | $\begin{aligned} & 71 \% \\ & 38 \% \end{aligned}$ | 21 30 | ${ }_{36}^{46}$ | ${ }_{32}^{15}$ | $\begin{aligned} & 77 \% \end{aligned}$ | $\begin{aligned} & 50 \% \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | 17\% | $\begin{aligned} & 92 \\ & 36 \% \end{aligned}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ | ${ }^{26} 4$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | ${ }_{24}^{24}$ | ${ }_{13}^{15}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | ${ }^{8} 1 \%$ | 24 $16 \%$ | 29 $16 \%$ | 11 $15 \%$ | 19\% | 7\% | ${ }^{38}{ }^{19}$ | ${ }_{4}^{5}$ | $\begin{aligned} & 27 \\ & { }_{18 \%} \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \\ & { }^{5} \% \end{aligned}$ | 35 $14 \%$ | ${ }^{28} 9$ | 9\% | 36 $14 \%$ |
| Do not trust too much | ${ }_{11}^{4} \%$ | 14\% | 30 $14 \%$ | ${ }^{18}{ }^{15}$ | 110\% | ${ }_{12}^{12}$ | 3\% | 14\% | ${ }_{12}^{22}$ | ${ }_{12}{ }^{2}$ | ${ }^{14} \%$ | ${ }_{4 \%}$ | 25 ${ }_{12 \%}$ | $\stackrel{4}{3 \%}$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 15 \% \\ { }^{15} \end{array} \end{aligned}$ | $\begin{aligned} & { }_{18}^{14} \% \\ & N \end{aligned}$ | ${ }^{2} 2 \%$ | 22 $15 \%$ | 2 | ${ }_{9}^{24}$ |
| Do not trust at all | 20 ${ }^{\text {\% }}$ | 12\% | ${ }_{3 \%}^{8}$ | ${ }_{5}^{6}$ | $\stackrel{3}{3 \%}$ | $5{ }_{5}$ | ${ }_{7}{ }^{\text {\% }}$ | 10\% | 7 | 3 4\% | 5 | ${ }_{3}^{1}$ | ${ }^{13} 6$ | ${ }_{1 \%}$ | 5\% | $\begin{aligned} & 14 \\ & \begin{array}{l} 11 \% \end{array} \\ & \text { No } \end{aligned}$ | 13 5 | $7{ }_{4}^{7}$ | $\stackrel{3}{5 \%}$ | ${ }^{12} 5$ |
| I am not familiar with this company | ${ }^{13} 3$ | $7{ }_{4 \%}$ | ${ }_{3 \%}^{6}$ | ${ }_{5}^{6} \%$ | 5 | ${ }_{2 \%}^{2 \%}$ | - | ${ }_{3 \%}$ | ${ }_{3 \%}^{6}$ | ${ }_{3 \%}$ | ${ }_{3}^{4} \%$ | $\stackrel{4}{8 \%}$ | 2\% | 1 | ${ }_{4 \%}^{6}$ | ${ }_{4 \%}^{6}$ | ${ }_{3 \%}^{8}$ | ${ }_{3 \%}$ | ${ }_{4 \%}^{2}$ | ${ }_{3 \%}^{6}$ |
| Sigma | ${ }^{405}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | 116 $100 \%$ | 115 $100 \%$ | 100 $100 \%$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | 148 $100 \%$ | 186\% | 71 $100 \%$ | 123 $100 \%$ | 488 | $\stackrel{207}{100 \%}$ | 125 $100 \%$ | 150\% | 131 $100 \%$ | 244 $100 \%$ | 148 $100 \%$ | 100\% | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

CMP02_29 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{l} \text { Total } \\ (5 / 20- \\ 5 \end{array}\right) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Indepe- ndent/ Other Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 168 | 242 | 184 | 122 | 53 | 51 | 155 | 166 | 89 | 224 | 48 | 109 | 124 | 138 | 148 | 218 | 176 | 44 | 219 |
| Weighted Base | 392 | $200 *$ | 192 | 139* | 104* | 78* | 71** | 149* | $163 *$ | 81* | 115 | $51^{*}$ | 188* | $124 *$ | 141* | $127 *$ | 233 | 144* | $60^{*}$ | 237 |
| Trust Somewhat/Very Much (Net) | 324 83 | 167 $84 \%$ | $\begin{aligned} & 157 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 111 \\ 80 \% \end{gathered}$ | ${ }_{89}^{89}$ | $\begin{aligned} & 63 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 127 \\ 85 \% \end{gathered}$ | $\begin{gathered} 134 \\ 83 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 78 \% \end{aligned}$ | $79 \%$ | 399 | $\begin{aligned} & 172 \\ & { }_{91 \%} \\ & \text { KL } \end{aligned}$ | 109 $87 \%$ | 1188\% | 97\% | $\xrightarrow{197}$ | $\begin{gathered} 117 \\ 81 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 81 \% \end{aligned}$ | 201 88 |
| Trust very much | ${ }^{123} 31 \%$ | ${ }_{36}^{66}$ | 57 ${ }^{29 \%}$ | 41 30 | 54 51\% DF | 14 $18 \%$ | 14\% | 42\% | 32\% | ${ }^{28}{ }^{2} \%$ | 34\% | 14 $27 \%$ | 67 ${ }^{6} 9$ | 47 | 39\% | 36 ${ }^{39 \%}$ | 76 33 | ${ }_{3}^{47}$ \% | 28\% | 84\% |
| Trust somewhat | ${ }_{51 \%}^{201}$ | $\begin{aligned} & 101 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 70 \\ 50 \% \\ E \end{gathered}$ | $35$ | $\begin{aligned} & 49 \\ & 63 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 47 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 63 \% \\ & \mathrm{HJ} \end{aligned}$ | 35\% | 55\% | 25 50 | 105 $56 \%$ | ${ }_{50}^{62}$ | $79 \%$ | 618\% | 121 | 70\% | 20 34 | $\underset{\mathrm{s}}{117}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 55 \\ & 14 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 29 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | ${ }^{15} 9$ | $\begin{aligned} & 20 \\ & 17 \% \\ & \mathrm{~m} \end{aligned}$ | 17\% | ${ }^{15} 8$ | ${ }_{15}^{12 \%}$ | 19 $14 \%$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 31 $13 \%$ | 21 15 | ${ }^{8} 3$ \% | 30 $13 \%$ |
| Do not trust too much | 11\% | 23 $12 \%$ | 11\% | 15\% | ${ }^{10} 9$ | 11\% | 10\% | ${ }^{11} \%$ | 22\% | 113\% | $\begin{gathered} 16 \\ { }_{1}^{14 \%} \end{gathered}$ | ${ }_{11 \%}^{6}$ | ${ }^{13} 7$ | ${ }^{10} 8$ | 18\% | 15 $12 \%$ | 24\% | 172\% | ${ }_{10}{ }^{6}$ | 24 $10 \%$ |
| Do not trust at all | 11 3 \% | ${ }_{3}^{6}$ | ${ }_{3 \%}$ | $3{ }_{3}^{4}$ | ${ }_{4}^{4} \%$ | $\stackrel{2}{2 \%}$ | ${ }_{1}^{1 \%}$ | $\stackrel{4}{3 \%}$ | ${ }_{1 \%}^{2}$ | ${ }_{5}^{4} \%$ | ${ }_{4}^{4}$ | 3\% | $3{ }_{1 \%}$ | 5 | ${ }^{1} \%$ | 5 | ${ }_{3 \%}^{7}$ | ${ }_{3}^{4} \%$ | ${ }_{3 \%}$ | ${ }_{2}^{5}$ |
| I am not familiar with this company | 14\% | 2\% | 10 5 \% | $8 \%$ | ${ }_{2}^{2}$ | ${ }_{5}^{4}$ | - | ${ }_{5 \%}^{7}$ | $\stackrel{4}{2 \%}$ | $3{ }_{3}$ | $\begin{aligned} & \mathbf{5}_{5}^{5} \% \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 3 \\ & { }^{6} \% \end{aligned}$ | $\stackrel{1}{*}$ | $1 \%$ | ${ }_{3}^{4}$ | $\begin{aligned} & 9 \\ & { }_{n}^{7} \end{aligned}$ | ${ }_{2 \%}^{6}$ | ${ }_{4}^{6}$ | 6\% | ${ }_{3 \%}^{6}$ |
| Sigma | $\begin{aligned} & 392 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 163 $100 \%$ | 8100\% | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | 51 | 188 $100 \%$ | 124 $100 \%$ | 141 $100 \%$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | 144 $100 \%$ | 100\% | 237 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_30 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Retail
Best Buy
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 399 | 154 | 245 | 166 | 114 | 62 | 57 | 137 | 161 | 101 | 205 | 68 | 101 | 125 | 134 | 140 | 205 | 179 | 35 | 204 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 398 | 180* | 217 | $137 *$ | 106* | $85^{*}$ | 70* | 143* | 166* | 89* | 119 | 85* | 168* | $118{ }^{*}$ | 159* | 121* | 223 | 163* | 45** | 222 |
| Trust Somewhat/Very Much (Net) | 292\% | ${ }^{132}$ | $\begin{gathered} 160 \\ 73 \% \end{gathered}$ | $79 \%$ | $74 \%$ | $\begin{aligned} & 64 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 78 \% \end{aligned}$ | 116 ${ }_{81}$ | $\begin{aligned} & 116 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 60 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 78 \% \end{aligned}$ | $59 \%$ | 127 76 | $\begin{aligned} & 98 \\ & 83 \% \\ & \hline \text { P } \end{aligned}$ | 117 $73 \%$ | 78 $64 \%$ | $\begin{gathered} 179 \\ 81 \% \\ R \end{gathered}$ | 107 $65 \%$ | ${ }_{92}{ }^{2}$ | 180 $81 \%$ |
| Trust very much | ${ }_{28 \%}^{112}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | 54\% | $\begin{aligned} & 43 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 32 \% \end{aligned}$ | ${ }^{18}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 45 \% \\ & 45 \end{aligned}$ | 33\% | ${ }^{9} 0 \%$ | ${ }_{21}^{25}$ | 29 ${ }^{29}$ | $\begin{gathered} 56 \\ 34 \% \\ k \end{gathered}$ | $\begin{aligned} & 47 \\ & 40 \% \\ & \mathrm{P} \end{aligned}$ | $\begin{aligned} & 50 \\ & 32 \% \\ & P \end{aligned}$ | 15 ${ }^{12}$ | $\begin{aligned} & 77 \\ & 35 \% \\ & \mathrm{R} \end{aligned}$ | 31\% | ${ }_{62 \%}$ | $89 \%$ |
| Trust somewhat | $\begin{gathered} 180 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 105 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 37 \% \end{aligned}$ | 54\% | $\begin{aligned} & 38 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 58 \% \\ & H \end{aligned}$ | $\begin{aligned} & 68 \\ & { }^{67 \%} \\ & \text { LM } \end{aligned}$ | 30\% | 70\% | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | 42\% | 53\% | $\begin{gathered} 102 \\ 46 \% \end{gathered}$ | 73 45 | 14 $30 \%$ | 91\% |
| Do Not Trust At All/Too Much (Net) | 71 $18 \%$ | 30\% | 419\% | $\begin{aligned} & 27 \\ & 20 \% \\ & f \end{aligned}$ | $\begin{aligned} & 22 \\ & 25 \% \\ & \hline \text { 25 } \end{aligned}$ | ${ }_{6}^{6}$ | 12 17 | 20 $14 \%$ | 31\% | $16 \%$ | 19\% | 192\% | 30 $18 \%$ | ${ }^{18}{ }^{15}$ | ${ }^{26} 16$ | 27\% | 33 $15 \%$ | 32\% | $\stackrel{3}{6 \%}$ | 33 $15 \%$ |
| Do not trust too much | 51 $13 \%$ | 21\% | 31 $14 \%$ | 19\% | $\begin{aligned} & 21 \\ & 19 \% \\ & f \end{aligned}$ | $6 \%$ | ${ }_{9}^{6} \%$ | $1{ }^{16}$ | 27 $16 \%$ | ${ }_{10} 9$ | 15\% | 11 $13 \%$ | 23 $14 \%$ | ${ }^{11} 9$ | $19 \%$ | 218\% | 29 $13 \%$ | 20\% | $\stackrel{2}{5 \%}$ | 29 ${ }^{13}$ |
| Do not trust at all | ${ }^{20} 5$ | ${ }^{10} 5$ | $\stackrel{10}{5 \%}$ | $\underset{f}{9}$ | ${ }_{6}^{6}$ | - | 5\% | ${ }_{3}{ }^{\text {\% }}$ | $\stackrel{8}{5 \%}$ | 8\% | ${ }_{3}^{4}$ | ${ }_{9 \%}$ | $7 \%$ | ${ }_{6 \%}$ | $7 \%$ | ${ }_{5}^{6}$ | ${ }_{2 \%}$ | $\begin{aligned} & 16 \\ & 10 \% \\ & Q \end{aligned}$ | * ${ }_{\text {\% }}$ | $\stackrel{4}{2 \%}$ |
| I am not familiar with this company | ${ }^{35} 9$ | ${ }^{18} 10$ | 17\% | ${ }^{10} \%$ | 5 | $\begin{aligned} & 16 \\ & \begin{array}{l} 19 \% \\ d E \end{array} \end{aligned}$ | 5\% | $\stackrel{7}{5 \%}$ | ${ }^{15} 9$ | $\begin{aligned} & \begin{array}{c} 12 \\ 14 \% \\ h \end{array} \end{aligned}$ | ${ }^{7} \%$ | ${ }_{10}{ }^{8}$ | ${ }^{11} \%$ | ${ }_{2 \%}$ | $\begin{aligned} & \begin{array}{l} 16 \\ 10 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 16 \\ 13 \% \\ { }^{2} \% \end{array} \end{aligned}$ | 10 5 | $\begin{aligned} & \begin{array}{c} 21 \\ 13 \% \\ Q \end{array} \end{aligned}$ | ${ }_{2 \%}$ | 9 |
| Sigma | $\begin{aligned} & 398 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 100\% | 119 $100 \%$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_31 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 413 | 160 | 253 | 175 | 122 | 59 | 57 | 135 | 175 | 103 | 215 | 65 | 109 | 128 | 148 | 137 | 213 | 192 | 35 | 250 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 407 | $180^{*}$ | 227 | 132 | 107* | 78* | 90* | 129* | 189* | 89* | 124 | 76* | 182* | $140^{*}$ | 149* | 117* | 223 | 176* | $43^{* *}$ | 273 |
| Trust Somewhat/Very Much (Net) | $\begin{aligned} & 314 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 182 \\ 80 \% \end{gathered}$ | $74 \%$ | ${ }^{80}$ | 59\% | $\begin{aligned} & 81 \\ & 89 \% \\ & \text { De } \end{aligned}$ | $71 \%$ | $\quad 149 \%$ | $\begin{aligned} & 74 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 104 \\ 84 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 62 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 131 \\ 72 \% \end{gathered}$ | $\begin{gathered} 119 \\ 85 \% \\ 0 \mathrm{op} \end{gathered}$ | ${ }_{73 \%}^{109}$ | $\begin{aligned} & 85 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 77 \% \end{aligned}$ | ${ }^{137}$ | $\begin{aligned} & 36 \\ & 84 \% \end{aligned}$ | 213 ${ }_{78}$ |
| Trust very much | $\begin{gathered} 114 \\ 28 \% \end{gathered}$ | 50\% | 64\% | $39 \%$ | 34 | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | $202$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | 282\% | $\begin{aligned} & 43 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 24 \\ & 32 \% \end{aligned}$ | ${ }_{26 \%}^{47}$ | $\begin{aligned} & 45 \\ & 32 \% \end{aligned}$ | 39\% | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | 72\% | 40 23 | 26\% | 85 $31 \%$ |
| Trust somewhat | 200 49 | $82 \%$ | 118 $52 \%$ | 54\% | 46 | 39\% | $\begin{aligned} & 61 \\ & 67 \% \\ & \text { DE } \end{aligned}$ | 51 $40 \%$ | $\begin{aligned} & 103 \\ & 55 \% \\ & \mathrm{~h} \end{aligned}$ | 46\% | ${ }^{63}$ \% | 38\% | 85\% | 75 ${ }^{7}$ | 71 | 54\% | 99\% | 96\% | 11 $24 \%$ | 127 $47 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 63 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | 25 ${ }^{19}$ \% | $\begin{aligned} & 20 \\ & 19 \% \end{aligned}$ | $\stackrel{9}{12 \%}$ | $10 \%$ | ${ }_{2}^{27}{ }^{21 \%}$ | 28\% | ${ }_{9}^{8}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | ${ }_{9}^{7} \%$ | $\begin{aligned} & 37 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | 26\% | 20\% | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | 25 ${ }_{14}$ | ${ }_{9 \%}$ | 47\% |
| Do not trust too much | ${ }_{11 \%}$ | 21 $12 \%$ | ${ }_{11 \%}^{25}$ | ${ }^{12} 9$ | $\begin{aligned} & 18 \\ & 17 \% \\ & \text { d } \end{aligned}$ | 10\% | $9{ }_{9}$ | 24\% | 19\% | ${ }_{5}^{4} \%$ | ${ }_{6 \%}$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 32 \\ & \text { BK } \\ & \text { K1 } \end{aligned}$ | ${ }^{13} 9$ | ${ }^{23}$ 16\% | ${ }^{11} 9$ | 27\% | $19 \%$ | $\stackrel{4}{9 \%}$ | 39 $14 \%$ |
| Do not trust at all | ${ }^{17} 4$ | ${ }_{4 \%}^{6}$ | 10 ${ }^{\text {\% }}$ | $\begin{gathered} 13 \\ 10 \% \\ 10 \% \end{gathered}$ | ${ }_{2 \%}$ | ${ }_{1}^{1 \%}$ | * | $\stackrel{3}{3 \%}$ | 10 5 | $\stackrel{4}{4 \%}$ | $\stackrel{7}{5 \%}$ | 4\% | 5\% | ${ }_{3}^{5}$ | $\stackrel{3}{2 \%}$ | $\begin{aligned} & 9 \\ & 8 \% \\ & 0 \end{aligned}$ | 10 ${ }^{5}$ | ${ }_{3}^{6} \%$ |  | 7\% |
| I am not familiar with this company | 29\% | $\begin{gathered} 20 \\ 11 \% \\ c \end{gathered}$ | 10 4 \% | $\begin{aligned} & 13 \\ & 10 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{gathered} 10 \\ 12 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{1}{ }^{\text {\% }}$ | ${ }^{11} 9$ | 11 6 \% | 7 | ${ }_{5}^{6}$ | -7\% | ${ }^{13} 7$ | $\stackrel{4}{3 \%}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 9 \% \\ \mathrm{n} \end{array} \end{aligned}$ | $\begin{gathered} 12 \\ 10 \% \\ \mathrm{n} \end{gathered}$ | 15\% | 14 81 | $3 \%$ | 14 5 |
| Sigma | 407 $100 \%$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 189 $100 \%$ | 100\% | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | 223 $100 \%$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 43 $100 \%$ | 273 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_32 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 400 | 161 | 239 | 152 | 118 | 69 | 61 | 145 | 155 | 100 | 204 | 60 | 109 | 140 | 122 | 138 | 194 | 188 | 42 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 420 | 202* | 218 | 121* | 122* | 89* | $87^{*}$ | 145* | 166* | 108* | 121 | $64^{*}$ | 204* | 134* | 135* | 151* | 214* | 184* | $56 * *$ | 258 |
| Trust Somewhat/Very Much (Net) | ${ }_{72 \%}$ | $\begin{aligned} & 136 \\ & 67 \% \end{aligned}$ | ${ }^{167}$ | $\begin{aligned} & 81 \\ & 66 \% \end{aligned}$ | $\frac{94}{77 \%}$ | 62\% | $\begin{aligned} & 66 \\ & 76 \% \end{aligned}$ | ${ }_{74 \%}^{107}$ | ${ }^{122} 73 \%$ | $\begin{aligned} & 74 \\ & 69 \% \end{aligned}$ | ${ }_{76}^{86}$ | $48 \%$ | $\begin{aligned} & 151 \\ & 74 \% \end{aligned}$ | $\frac{95}{72 \%}$ | ${ }^{103} 77 \%$ | $\begin{aligned} & 105 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 166 \% \end{gathered}$ | ${ }_{66 \%}^{122}$ | 38\% | $197 \%$ |
| Trust very much | $\begin{aligned} & 139 \\ & 33 \% \end{aligned}$ | ${ }_{31}^{63}$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 49 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 29 \% \end{aligned}$ | 24\% | ${ }_{3}^{54 \%}$ | $\begin{aligned} & 54 \% \\ & 32 \end{aligned}$ | 31 29 | ${ }^{26}$ 21\% | $\begin{aligned} & 26 \\ & { }^{21} \% \\ & { }_{K}^{2} \% \end{aligned}$ | $\begin{gathered} 78 \\ 38 \% \\ K \end{gathered}$ | 43\% | ${ }_{36}{ }^{\text {a }}$ | ${ }_{31}^{47}$ | 75 ${ }^{35 \%}$ | ${ }_{31}{ }^{1} \%$ | 22 40 | 112 $44 \%$ |
| Trust somewhat | 164 $39 \%$ | 73 $36 \%$ | 91\% | 41 33 | 44\% | 37\% | $\begin{aligned} & 42 \\ & 48 \% \end{aligned}$ | 53 ${ }^{56}$ | 681\% | 43 | $\begin{aligned} & \text { 60\% } \\ & \text { 500\% } \\ & \text { Im } \end{aligned}$ | 22 34 | 73 $36 \%$ | 52 39 | 55 $41 \%$ | 588\% | 92\% | 64\% | 158\% | 853\% |
| Do Not Trust At All/Too Much (Net) | 76\% | $\begin{gathered} 56 \\ 26 \% \\ \hline \end{gathered}$ | 25 $11 \%$ | ${ }^{26} 2 \%$ | 20 $16 \%$ | 14 $16 \%$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | 25 ${ }^{17} \%$ | 30\% | 210\% | 20\% | 9 $14 \%$ | 40\% | 25 ${ }^{19 \%}$ | ${ }_{18}^{18} 1$ | 33 | ${ }^{28} 1{ }^{13}$ | 45 $\substack{\text { 24 } \\ 9}$ | 14 24 | 47\% |
| Do not trust too much | ${ }_{12}{ }^{2} \%$ | $\begin{gathered} 32 \\ 16 \% \\ c \end{gathered}$ | 16\% | 17\% | ${ }^{11} 9$ | $12 \%$ | 10\% | 22 $15 \%$ | 13\% | 14\% | ${ }^{10} 8$ | ${ }_{9}^{6} \%$ | ${ }_{14 \%}$ | ${ }_{13}^{13}$ | 140\% | $17 \%$ | 25 $12 \%$ | 23 $12 \%$ | 10\% | 33 $13 \%$ |
| Do not trust at all | ${ }^{28} \%$ | 19 $10 \%$ | 9 | $9{ }_{8 \%}$ | $\stackrel{9}{7 \%}$ | 3\% | 7 $8 \%$ | $\stackrel{4}{2 \%}$ | $\begin{aligned} & \begin{array}{l} 17 \\ 10 \% \\ \mathrm{~h} \end{array} \end{aligned}$ | ${ }_{7 \%}$ | ${ }^{11} 9$ | $\stackrel{3}{5 \%}$ | 12\% | $\stackrel{7}{5 \%}$ | $\stackrel{4}{3 \%}$ | $\begin{gathered} 17 \\ 11 \% \\ 0 \end{gathered}$ | ${ }_{1 \%}^{3}$ | $\begin{aligned} & 22 \\ & 12 \% \\ & Q \end{aligned}$ | 7\% | 14\% |
| I am not familiar with this company | 40\% | 14\% | ${ }^{26} 12 \%$ | ${ }_{14}^{12 \%}$ | ${ }_{7}^{8}$ | ${ }_{12}^{12 \%}$ | ${ }_{6}^{5}$ | ${ }^{13} 9$ | 159\% | 13 $12 \%$ | 15 $12 \%$ | ${ }_{1}{ }^{7} \%$ | 13 | 13 $10 \%$ | 14\% | 13 ${ }_{9}$ | $\stackrel{20}{9 \%}$ | ${ }_{18}^{18}$ | 8\% | 13 5 |
| Sigma | 420 $100 \%$ | 202\% | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | 121 $100 \%$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | 145\% | 166 $100 \%$ | 108\% | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | 204 $100 \%$ | 134 $100 \%$ | 135 $100 \%$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 214 $100 \%$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 566\% | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/ITJ-K/L/M-N/O/P - Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/GG-H/IJ-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_33 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail Macy's
Base: All Respondents


| Unweighted Base | 411 | 160 | 251 | 174 | 122 | 55 | 60 | 135 | 164 | 112 | 219 | 63 | 102 | 130 | 150 | 131 | 217 | 183 | 43 | 228 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 386 | 190* | 196 | 113 | 109* | $81 * *$ | $83^{*}$ | 126* | 179* | 82* | 125 | $62^{*}$ | $178{ }^{*}$ | 118* | 144* | $123 *$ | 210 | 164* | 51** | 228 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 267 \\ 69 \% \end{gathered}$ | $\begin{gathered} 130 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 73 \% \end{aligned}$ | $55 \%$ | $72 \%$ | $\begin{aligned} & 97 \% \\ & 77 \% \end{aligned}$ | $\begin{gathered} 121 \\ 68 \% \end{gathered}$ | $49 \%$ | $\begin{aligned} & 84 \% \\ & 67 \% \end{aligned}$ | $\frac{47}{75 \%}$ | $\begin{gathered} 122 \\ 68 \% \end{gathered}$ | ${ }_{75 \%}$ | $\begin{aligned} & 91 \\ & 63 \% \end{aligned}$ | $\begin{array}{ll} 88 \\ 71 \% \end{array}$ | $\begin{gathered} 146 \\ 69 \% \end{gathered}$ | $\underset{68 \%}{112}$ | $\begin{aligned} & 42 \% \\ & 82 \% \end{aligned}$ | 164 $72 \%$ |
| Trust very much | 93 ${ }^{94 \%}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | 28\% | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 21 \% \end{aligned}$ | 19 23 | 33\% | $\begin{aligned} & 16 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ | 34\% | 31\% | 29\% | 55\% | ${ }^{38}{ }^{2} \%$ | 18 $34 \%$ | ${ }^{65}{ }^{29}$ |
| Trust somewhat | 174 $45 \%$ | ${ }^{88}{ }^{6}$ | 86 | 438\% | 46 | $40 \%$ | 45\% | 60\% | $84 \%$ | 30\% | 51\% | 31 $49 \%$ | 79 | 55 | 60\% | 59\% | 913\% | 74\% | 24\% | 99\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 93 \\ & 24 \% \end{aligned}$ | ${ }_{23}^{43 \%}$ | ${ }^{49} 2$ | $\begin{aligned} & 31 \% \\ & 28 \% \end{aligned}$ | 224\% | $\begin{aligned} & 19 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\text { 49 } 27$ | 21\% | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | 120\% | ${ }_{26 \%}^{46}$ | ${ }_{21}^{24}$ | ${ }_{29}^{49 \%}$ | $\stackrel{26}{21 \%}$ | $\begin{aligned} & 47 \\ & 22 \% \end{aligned}$ | ${ }_{24}$ | ${ }^{8} 5$ | 52\% |
| Do not trust too much | -66\% | 28\% | 19\% | 220\% | 17 $16 \%$ | 159\% | 113\% | 15\% | 31\% | 13 | 15\% | 13\% | $\stackrel{42}{43 \%} \underset{k}{42}$ | 20\% | ${ }_{2}^{32}$ | $14 \%$ | 37\% | 29\% | 10\% | 418\% |
| Do not trust at all | 27\% | $\stackrel{16}{8 \%}$ | 11 6 | $9{ }_{8 \%}$ | $7{ }_{6} \mathbf{6}$ | 4\% | ${ }^{8} 0 \%$ | ${ }_{6 \%}$ | 11 6 | 10\% | $\begin{aligned} & 15 \\ & 12 \% \\ & { }^{2} \% \end{aligned}$ | $\stackrel{4}{7 \%}$ | ${ }_{2 \%}^{4}$ | $\stackrel{4}{3 \%}$ | 10\% | 12\% | 10 ${ }^{5}$ | ${ }^{15} 9$ | 6\% | 11 5 |
| I am not familiar with this company | ${ }^{26} \%$ | 15 ${ }_{8}$ | 11 5 | ${ }^{10} 9$ | $5{ }_{5}$ | ${ }_{9}^{7} \%$ | 3 | ${ }_{5}^{6}$ | $\stackrel{9}{5 \%}$ | $\begin{aligned} & \text { 11 } \\ & \text { 14\% } \\ & \text { hi } \end{aligned}$ | 119\% | $\stackrel{3}{5 \%}$ | 11 6 | ${ }_{5}^{6}$ | 118\% | $\stackrel{9}{8 \%}$ | ${ }^{18} 8$ | $\stackrel{8}{5 \%}$ | ${ }_{3}{ }^{2}$ | 12 5 |
| Sigma | $\begin{aligned} & 386 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 179 $100 \%$ | -820 | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_34 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 417 | 159 | 258 | 179 | 114 | 75 | 49 | 139 | 181 | 97 | 227 | 56 | 109 | 118 | 161 | 138 | 217 | 186 | 28 | 210 |
| Weighted Base | 400 | 179* | 222 | 120 | 99* | 105* | $76 * *$ | 123* | 203* | 74* | 130 | 58* | 189* | $108{ }^{*}$ | 175* | 118* | 219 | $167 *$ | $30^{* *}$ | 229 |
| Trust Somewhat/Very Much (Net) | ${ }^{283} 71 \%$ | $\begin{gathered} 118 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 75 \% \end{aligned}$ | ${ }_{72 \%}$ | $\begin{aligned} & 81 \% \\ & 81 \% \end{aligned}$ | $68 \%$ | $\begin{aligned} & 48 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 139 \\ 68 \% \end{gathered}$ | $49$ | $\begin{aligned} & 80 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 150 \\ 80 \% \\ K \end{gathered}$ | $\begin{aligned} & 71 \\ & 66 \% \end{aligned}$ | 129 74 | 83 $71 \%$ | $164 \%$ | $\begin{aligned} & 114 \\ & 68 \% \end{aligned}$ | 20\% | 171 75 |
| Trust very much | 80\% | ${ }^{41}$ 23\% | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | 22 $18 \%$ | 28\% | 20\% | ${ }^{10} 14 \%$ | 31 $25 \%$ | 199\% | 114\% | 23\% | ${ }_{14 \%}$ | ${ }_{23}^{43}$ | 20 $18 \%$ | ${ }_{24}{ }^{24}$ | $19 \%$ | $\underset{\mathrm{R}}{27}$ | 21 $13 \%$ | ${ }^{85} \%$ | 58\% |
| Trust somewhat | $\begin{gathered} 203 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 126 \\ 5 \% \% \\ b \end{gathered}$ | $\begin{aligned} & 65 \\ & 54 \% \end{aligned}$ | 53 $54 \%$ | $48$ | $\begin{aligned} & 37 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 65 \\ 53 \% \end{gathered}$ | $\begin{gathered} 100 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 56 \% \end{aligned}$ | 51\% | 88\% | $\begin{aligned} & 64 \\ & 55 \% \end{aligned}$ | 106 $48 \%$ | 93\% | 13 $43 \%$ | 113 $49 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\underset{\substack{35 \\ M}}{\substack{25 \\ M}}$ | 13 $22 \%$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | 22\% | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | 233\% | 22\% | 39\% |
| Do not trust too much | 52 $13 \%$ | 30\% | 21 $10 \%$ | 15\% | $5 \%$ | $11 \%$ | 21\% | ${ }^{10} 8$ | 30 $15 \%$ | $12 \%$ | ${ }_{18}^{23}$ | 10\% | $18 \%$ | 17\% | 20 $11 \%$ | 15\% | ${ }^{28} 13$ | 20\% | 17\% | ${ }^{28} 12$ |
| Do not trust at all | 21 5 | 5\% | ${ }^{12}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | 5 | $7{ }_{6}$ | 3 | ${ }_{7}{ }^{\text {\% }}$ | ${ }_{4 \%}$ | 5\% | $\begin{aligned} & 12 \\ & { }_{9}^{9} \% \end{aligned}$ | $\stackrel{3}{5 \%}$ | ${ }_{2}^{4}$ | 5 | 11 6 | ${ }_{5}^{6}$ | 7\% | ${ }^{13} 8$ | ${ }_{5}^{2}$ | 10 5 |
| I am not familiar with this company | ${ }_{14}^{44 \%}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | 12 10\% | 88 | 19\% | $5 \%$ | 9\% | ${ }_{13}^{26}$ | -9\% | $\stackrel{15}{11 \%}$ | ${ }_{11}^{6} \%$ | ${ }^{16} 8$ | 15 $14 \%$ | ${ }^{15} 9$ | 13 $11 \%$ | ${ }^{20} 9$ | 20 $12 \%$ | $\stackrel{3}{10 \%}$ | ${ }^{20} 9$ |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 203\% | 744 | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 300\% | 229 $100 \%$ |




Fielding Period: May 20-22, 2020
CMP02_35 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 136 | 271 | 176 | 114 | 75 | 42 | 133 | 175 | 99 | 220 | 65 | 100 | 139 | 134 | 134 | 227 | 163 | 41 | 223 |
| Weighted Base | 408 | $161 *$ | 247 | $140 *$ | 98* | 104* | $66^{* *}$ | $132^{*}$ | 202* | 74* | 129 | 73* | 184* | 159* | $132^{*}$ | $117^{*}$ | 245 | 151* | $57^{* *}$ | 262 |
| Trust Somewhat/Very Much (Net) | ${ }^{318} 88$ | $\begin{aligned} & 125 \\ & 77 \% \end{aligned}$ | ${ }_{78 \%}^{193}$ | $\begin{gathered} 114 \\ 82 \% \\ e \end{gathered}$ | $\begin{aligned} & 67 \% \\ & 68 \% \end{aligned}$ | 89 ${ }_{\text {E }}$ | $48 \%$ | $\begin{gathered} 109 \\ 83 \% \end{gathered}$ | $\begin{gathered} 161 \\ 80 \% \\ j \end{gathered}$ | $48$ | 77\% | $59$ | $\begin{gathered} 153 \\ 83 \% \end{gathered}$ | 121 $76 \%$ | - ${ }_{\text {114 }}^{86}$ | $\begin{aligned} & 84 \\ & 72 \% \end{aligned}$ | $\underset{\mathrm{r}}{201}$ | $\begin{aligned} & 109 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 86 \% \end{aligned}$ | 212 $81 \%$ |
| Trust very much | ${ }^{125} 31 \%$ | 56\% | 69\% | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | 36\% | 28\% | ${ }^{15} 23$ | ${ }^{46} 9$ | ${ }_{34}^{64}$ | 15 $21 \%$ | 388 | ${ }^{15} 21 \%$ | 38\% | 41 | 46\% | 38\% | ${ }_{\text {a }}^{37} \times$ | 29 $19 \%$ | 27\% | ${ }^{84}{ }^{8}$ |
| Trust somewhat | ${ }_{4}^{193} \%$ | $\begin{aligned} & 69 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 67 \\ 48 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 31 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & \text { 61 } 51 \\ & 59 \% \end{aligned}$ | 33 | $\begin{aligned} & 63 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 48 \% \end{aligned}$ | 33 $44 \%$ | ${ }_{45}^{58}$ | $\begin{aligned} & 44 \\ & 61 \% \\ & k \end{aligned}$ | 85\% | $79 \%$ | $\begin{aligned} & 68 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | 110 $45 \%$ | 80 ${ }^{83}$ | 22 $39 \%$ | 124 $48 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 70 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | 22\% | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\underset{\mathrm{m}}{28} \underset{\substack{28 \\ \hline}}{ }$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | ${ }_{20}^{32}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | ${ }_{11 \%}$ | $\begin{gathered} 41 \\ 27 \% \\ \hline \end{gathered}$ | ${ }_{10}^{6} \%$ | ${ }^{35} 13$ |
| Do not trust too much | ${ }_{11}^{43} \%$ | ${ }^{13} 8$ | 30 $12 \%$ | 12\% | 14 | ${ }_{6 \%}^{6}$ | 11\% | 17\% | ${ }^{18} 9$ | - ${ }^{7} \%$ | 19 15 1 | $3{ }^{3}$ | 14\% | 23 $15 \%$ | 118\% | $\stackrel{9}{8 \%}$ | ${ }^{17} \%$ | $\begin{aligned} & 26 \\ & \begin{array}{l} 17 \% \\ Q \end{array} \end{aligned}$ | 4\% | ${ }_{9}^{24}$ |
| Do not trust at all | 27\% | ${ }^{14} 9$ | 13 ${ }^{1}$ | 10\% | ${ }_{8 \%}^{8}$ | ${ }_{8 \%}^{8}$ | ${ }_{1}^{1 \%}$ | $\stackrel{3}{2 \%}$ | 15\% | ${ }_{\text {114 }}^{\text {H }}$ | 9\% | -7\% | ${ }_{4 \%}^{6}$ | ${ }_{5}^{8}$ | 5 | $\begin{gathered} 14 \\ 12 \% \\ 0 \end{gathered}$ | ${ }^{10} 4 \%$ | 15\% | $\stackrel{2}{4 \%}$ | 11 ${ }^{1}$ \% |
| I am not familiar with this company | 20 5 \% | 9\% | ${ }^{11} 4 \%$ | 4\% | $\begin{gathered} 9 \\ 9 \% \\ \mathrm{df} \end{gathered}$ | ${ }^{1} \%$ | ${ }_{6}^{6}$ | ${ }_{2 \%}$ | $7{ }_{4}^{7}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 14 \% \\ \mathrm{H}^{2} \end{array} \end{aligned}$ | ${ }_{3}{ }^{4}$ | 3 | 11 6 \% | 7 | ${ }^{3}$ | $\stackrel{10}{9 \%}$ | $\begin{gathered} 16 \\ 7 \% \\ r \end{gathered}$ | ${ }_{1}^{1 \%}$ | ${ }_{4 \%}$ | ${ }^{15}$ 6\% |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | 202\% | 744 | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 100\% | 184 $100 \%$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | 262\% |

Proportions/Means: Columns Tested (5\% .


Fielding Period: May 20-22, 2020
CMP02_36 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail
Lowe's
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 165 | 247 | 181 | 116 | 64 | 51 | 154 | 162 | 96 | 229 | 49 | 109 | 132 | 147 | 133 | 217 | 171 | 43 | 238 |
| Weighted Base | 405 | 202* | 203 | $135 *$ | 99* | 91* | 80** | 149* | $170 *$ | 86* | 133 | $52^{*}$ | 194* | $128{ }^{*}$ | $146 *$ | 131* | 223 | 165* | 49** | 263 |
| Trust Somewhat/Very Much (Net) | ${ }^{327} 81 \%$ | ${ }^{153} 76$ | $\begin{gathered} 173 \\ 85 \% \\ b \end{gathered}$ | ${ }^{102}$ | $82 \%$ | $81$ | $\begin{aligned} & 62 \% \\ & 78 \end{aligned}$ | $\begin{gathered} 121 \\ 81 \% \end{gathered}$ | $\begin{gathered} 140 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 86 \% \\ & k \end{aligned}$ | $\begin{gathered} 167 \\ 86 \% \\ K \end{gathered}$ | $\stackrel{112}{87 \%}$ | 120 82 | 95\% | 180 ${ }^{81 \%}$ | ${ }^{136} 8{ }_{8}$ | 40\% | 214 $81 \%$ |
| Trust very much | ${ }^{155}$ | $82 \%$ | 72 36 | 466\% | 489\% | 38 $41 \%$ | 23 28 | 67 45 | ${ }_{3}^{63} \%$ | 259\% | ${ }_{34}{ }^{7}$ | 22 43 | 77 | 49\% | 70 48 P | 26\% | $92 \%$ | 60 36 | 27 $56 \%$ | 105 $40 \%$ |
| Trust somewhat | $\begin{gathered} 172 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 101 \\ 50 \% \\ B \end{gathered}$ | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 35 \% \end{aligned}$ | $43 \%$ | 39\% | ${ }_{36}^{54}$ | $\begin{aligned} & 77 \\ & 45 \% \end{aligned}$ | $42 \%$ | 50\% | 23 $43 \%$ | $\begin{aligned} & 89 \\ & 46 \% \end{aligned}$ | 493\% | 50 34 | 59\% | $\begin{aligned} & 88 \\ & 40 \% \end{aligned}$ | 76 | ${ }_{24}^{12}$ | 109 $41 \%$ |
| Do Not Trust At All/Too Much (Net) | 56 $14 \%$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | 21\% | 25 18 f | 15 | 5 | 12 $15 \%$ | 22\% | 20 $12 \%$ | 13 $16 \%$ | 24 $18 \%$ | ${ }^{5}$ | 24 ${ }^{2}$ | 11 $8 \%$ | 20 $14 \%$ | $\begin{gathered} 26 \\ \text { 20\% } \\ \text { n } \end{gathered}$ | 31 $14 \%$ | 21 $13 \%$ | 18\% | 416\% |
| Do not trust too much | 359\% | $\begin{gathered} 24 \\ \underset{c}{22 \%} \end{gathered}$ | 11 5 | 172\% | 10\% | $3 \%$ | ${ }_{6}^{6}$ | 10\% | ${ }^{16} 9$ | 10\% | ${ }^{13} 9$ | $3 \%$ | ${ }^{18}{ }_{9}{ }^{\text {a }}$ | 8\% | 140\% | 13 $10 \%$ | 24\% | ${ }_{5}^{8}$ | ${ }_{13}^{6} \%$ | 30 $11 \%$ |
| Do not trust at all | 21 5 | 11 5 | 11 $5 \%$ | $8{ }_{6}^{8}$ | 5 | $\stackrel{1}{2 \%}$ | ${ }_{9}^{7}$ | ${ }^{12} 8$ | $\stackrel{4}{3 \%}$ | ${ }_{6}^{5}$ | 11 8 | ${ }_{4}^{2}$ | ${ }_{3 \%}^{6}$ | ${ }_{2 \%}$ | ${ }_{4}^{6}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & \text { n } \end{aligned}$ | ${ }_{3 \%}^{7}$ | 13 $8 \%$ | $\stackrel{3}{5 \%}$ | 12 ${ }^{4}$ |
| I am not familiar with this company | 22 ${ }_{5}$ | ${ }^{14} \%$ | 8 | 6\% | ${ }_{2 \%}$ | ${ }_{6}^{6}$ | ${ }_{7 \%}$ | ${ }_{4 \%}$ | ${ }^{10} 6$ | $6{ }_{6}$ | $\begin{aligned} & \begin{array}{l} 15 \\ 11 \% \\ M \end{array} \end{aligned}$ | 3\% | ${ }_{2 \%}$ | 5 | ${ }_{4 \%}$ | $\stackrel{10}{8 \%}$ | 12 5 | ${ }_{5}^{8}$ | ${ }_{2 \%}$ | ${ }_{3 \%}$ |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 170 $100 \%$ | 866\% | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | 520\% | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | 128 $100 \%$ | 146 $100 \%$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 100\% | 263 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
COVID-19
23 May 2020
CMP02_37 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Retail
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 399 | 162 | 237 | 163 | 106 | 70 | 60 | 138 | 157 | 104 | 208 | 55 | 107 | 119 | 141 | 139 | 219 | 171 | 49 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 421 | 217* | 205 | 128* | 108* | 104* | $81^{*}$ | 144* | 180* | 97* | 120 | 76* | 197* | 127* | 159* | 136* | 266 | 148* | $73^{*}$ | 256 |
| Trust Somewhat/Very Much (Net) | 244 $58 \%$ | 121 56 | $\begin{aligned} & 123 \\ & 60 \% \end{aligned}$ | 759\% | ${ }^{66}$ 61\% | 55 | $\begin{aligned} & 48 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 95 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 113 \\ 63 \% \\ \hline \end{gathered}$ | $38{ }^{3} \%$ | 71 $59 \%$ | 47\% | 114 | $\begin{aligned} & 79 \\ & \begin{array}{l} \text { 62\% } \\ \mathrm{p} \end{array} \end{aligned}$ | $\begin{gathered} 101 \\ \underset{P}{64 \%} \end{gathered}$ | 64\% | 153 $58 \%$ | ${ }^{88}{ }^{\circ} \%$ | 52\% | 162 $64 \%$ |
| Trust very much | $\begin{aligned} & 91 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 24 \% \end{aligned}$ | 40\% | $\begin{aligned} & 33 \\ & 26 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 33 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 36 \% \\ & \text { OP } \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & 13 \% \end{aligned}$ | $\underset{\mathrm{r}}{69}$ | 22 $15 \%$ | ${ }_{38}^{28}$ | 66\% |
| Trust somewhat | $\begin{gathered} 153 \\ 36 \% \end{gathered}$ | 70\% | 83 | $42 \%$ | $\begin{aligned} & 32 \% \\ & 32 \% \end{aligned}$ | 46 | $\begin{aligned} & 31 \% \\ & 38 \% \end{aligned}$ | ${ }_{3}^{45}$ | $\begin{aligned} & 80 \\ & 44 \% \\ & j \end{aligned}$ | ${ }^{28} 9$ | ${ }_{34}$ | $\begin{aligned} & 31 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & \frac{74}{47 \%} \% \\ & { }^{2} \% \end{aligned}$ | ${ }_{34 \%}$ | 84\% | $\begin{aligned} & 66 \\ & 45 \% \\ & 4 \end{aligned}$ | ${ }_{32}^{23}$ | 96\% |
| Do Not Trust At All/Too Much (Net) | 99\% | 57\% | 420\% | 33\% | 22\% | ${ }_{18}^{18}$ | 24 30 | 20\% | 32\% | 31 $32 \%$ | 23\% | 150\% | ${ }^{48} 24$ | 31 $24 \%$ | $38{ }^{38}$ | 31 $23 \%$ | ${ }^{62}$ 23\% | 37\% | ${ }_{12}^{12 \%}$ | 510\% |
| Do not trust too much | - 63 | 35 $16 \%$ | 27 $13 \%$ | 21 $16 \%$ | $19 \%$ | $9{ }^{9} \%$ | 14\% | 22\% | ${ }^{28}{ }^{15}$ | 13 $14 \%$ | $\stackrel{13}{11 \%}$ | ${ }_{11 \%}^{9}$ | ${ }^{38} 9$ | 23 $18 \%$ | 22 | ${ }_{13}^{18}$ | 40\% | 23 $16 \%$ | ${ }_{14}^{10}$ | 39\% |
| Do not trust at all | ${ }^{37} 9$ | 22 $10 \%$ | ${ }^{15} 7$ | 129\% | $5{ }_{4}$ | ${ }^{10} 9$ | 10 $13 \%$ | ${ }_{5 \%}^{7}$ | 12\% | $\begin{aligned} & 18 \\ & 18 \% \\ & { }^{1} \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 11 \% \\ \mathrm{~m} \end{array} \\ & \hline \end{aligned}$ | ${ }_{9}^{6}$ | ${ }_{5}^{9} \%$ | ${ }_{6}^{8}$ | 16 $10 \%$ | ${ }^{13} 9$ | ${ }^{22} 8$ | ${ }^{14} 9$ | ${ }_{2 \%}$ | 12 5 |
| I am not familiar with this company | ${ }^{78} 8$ | ${ }^{38}{ }^{18}$ | ${ }^{39} 19$ | 20 $16 \%$ | 18\% | $\begin{aligned} & 31 \\ & 30 \% \\ & \text { dg } \end{aligned}$ | ${ }^{8} 0 \%$ | 21 15 | ${ }^{28}{ }^{15}$ | $\begin{aligned} & 29 \\ & 29 \% \\ & \text { hi } \end{aligned}$ | 22 $18 \%$ | 14 18 | 36\% | ${ }_{17}^{17}$ | 19\% | $\begin{aligned} & 41 \\ & 3 \mathrm{NO} \\ & \mathrm{NO} \end{aligned}$ | 51 $19 \%$ | 23 $16 \%$ | 10 $13 \%$ | 12\% |
| Sigma | $\begin{aligned} & 421 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap tormulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020
CMP02_41 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Airlines
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 410 | 148 | 262 | 171 | 123 | 67 | 49 | 147 | 168 | 95 | 211 | 60 | 112 | 127 | 138 | 145 | 211 | 190 | 44 | 233 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 425 | 195* | 230 | 132* | 123* | 94* | $76 * *$ | 152* | 196* | 78* | 116 | 76* | 206* | 136* | 149* | $140^{*}$ | 247 | 170* | $63^{* *}$ | 278 |
| Trust Somewhat/Very Much (Net) | ${ }_{69}^{292}$ | ${ }_{69 \%}^{136}$ | $\begin{gathered} 156 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 61 \% \end{aligned}$ | $70$ | $\begin{aligned} & 51 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 112 \\ 74 \% \\ j \end{gathered}$ | $\begin{gathered} 134 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 155 \\ { }_{k} \% \end{gathered}$ | 92\% | $\begin{aligned} & 110 \\ & 74 \% \end{aligned}$ | 909 | $\begin{gathered} 168 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 70 \% \end{aligned}$ | $48$ | 204\% |
| Trust very much | $\begin{gathered} 119 \\ 28 \% \end{gathered}$ | ${ }_{28}^{59 \%}$ | ${ }_{21}^{61 \%}$ | $\begin{aligned} & 46 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\text { 25 } 27$ | ${ }_{21}^{16}$ | $\begin{aligned} & 56 \\ & 37 \% \\ & \text { iJ } \end{aligned}$ | ${ }^{49} 9$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{33 \%}$ | 222\% | 27\% | ${ }_{3}^{42}{ }_{\mathrm{p}}^{4}$ | $\begin{aligned} & 51 \\ & 34 \% \\ & \mathrm{P} \end{aligned}$ | 24\% | 79\% | $\stackrel{46}{27 \%}$ | 28\% | 94 $34 \%$ |
| Trust somewhat | 173 $41 \%$ | 780\% | 95 | 50\% | 43 35 | $45 \%$ | 35\% | 56\% | 85 | 32 | 39 34 | ${ }^{24} 1 \%$ | $\begin{aligned} & 98 \\ & 48 \% \\ & \mathrm{kl} \end{aligned}$ | 49\%\% | ${ }^{58}{ }^{\text {\% }}$ | 66\% | 979\% | 73 $43 \%$ | 20 $31 \%$ | 110 $40 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }_{26 \%}^{109}$ | 55\% | 54\% | ${ }^{26} 20$ | $38$ | 21\% | $\begin{aligned} & 24 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 566 \\ & 28 \% \end{aligned}$ | ${ }_{23}^{23}$ | $\begin{aligned} & 31 \% \\ & 27 \% \end{aligned}$ | 26 34 | ${ }_{23}^{43}$ | 38\% | 223\% | 38\% | ${ }_{26}^{67 \%}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | 20\% | 64\% |
| Do not trust too much | 80\% | 43\% | 37 16 | 17\% | $\begin{aligned} & 34 \\ & 28 \% \\ & { }^{28} \% \end{aligned}$ | $12 \%$ | ${ }^{18}{ }^{18}$ | 25\% | 38\% | 172\% | 19\% | ${ }^{18}{ }^{18} \%$ | 410\% | 324\% | $19 \%$ | 29\% | $\stackrel{58}{24 \%}$ | 22 $13 \%$ | 117\% | 518\% |
| Do not trust at all | 29\% | 12\% | 17\% | $\stackrel{9}{7 \%}$ | $\stackrel{4}{3 \%}$ | 10\% | ${ }_{9}^{7} \%$ | ${ }_{4}^{6}$ | ${ }^{17} 9$ | ${ }_{8}^{6}$ | $\begin{aligned} & 12 \\ & 10 \% \\ & \mathrm{~m} \end{aligned}$ | 11\% | ${ }_{3}^{7}$ | ${ }_{4 \%}^{6}$ | ${ }^{14} 9$ | $\stackrel{9}{7 \%}$ | ${ }_{3 \%}^{8}$ | $\begin{aligned} & 21 \\ & 12 \% \\ & \text { Q } \end{aligned}$ | $3 \%$ | 13 5 |
| I am not familiar with this company | 24 6 | ${ }_{2}^{5}$ | $\begin{gathered} 19 \\ 8 \% \\ \mathrm{~b} \end{gathered}$ | 10 $8 \%$ | $\stackrel{10}{8 \%}$ | $\stackrel{3}{3 \%}$ | ${ }^{1} \%$ | $\stackrel{8}{5 \%}$ | ${ }_{3 \%}^{6}$ | 12\% | $\begin{aligned} & 12 \\ & \begin{array}{l} 11 \% \\ M \end{array} \end{aligned}$ | 6\% | ${ }_{2}^{4}$ | ${ }_{4}^{6}$ | ${ }_{4}^{6}$ | 12\% | 13 ${ }^{5}$ | $\stackrel{9}{5 \%}$ | $\stackrel{3}{5 \%}$ | ${ }^{10} 3 \%$ |
| Sigma | 425 $100 \%$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 196 $100 \%$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | 206 $100 \%$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | 1490\% | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 247 $100 \%$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 63 $100 \%$ | $\begin{aligned} & 278 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 162 | 239 | 173 | 111 | 61 | 56 | 139 | 156 | 106 | 234 | 46 | 97 | 114 | 144 | 143 | 183 | 205 | 34 | 222 |
| Weighted Base | 376 | $188{ }^{*}$ | 188 | 126* | 85* | 83* | 82** | $128{ }^{*}$ | $166{ }^{*}$ | 82* | 138 | $57^{* *}$ | 156* | 119* | $147^{*}$ | 110* | 169 | 196* | $37 * *$ | 220 |
| Trust Somewhat/Very Much (Net) | ${ }^{267} 71 \%$ | $\begin{aligned} & 135 \\ & 72 \% \end{aligned}$ | ${ }^{132}$ | ${ }_{67}^{84}$ | $\begin{aligned} & 64 \% \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 67 \% \end{aligned}$ | $73$ | $91 \%$ | $\begin{aligned} & 123 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 64 \% \end{aligned}$ | 90\% | $\begin{aligned} & 35 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 123 \\ 79 \% \\ k \end{gathered}$ | ${ }_{74 \%}^{88}$ | $\begin{aligned} & 109 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 64 \% \end{aligned}$ | $130 \%$ | $\begin{gathered} 131 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 90 \% \end{aligned}$ | 166\% |
| Trust very much | ${ }_{31 \%}^{117}$ | $\begin{aligned} & 74 \\ & 39 \% \\ & \text { 39\% } \end{aligned}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 34 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 34 \\ & 40 \% \\ & 40 \% \end{aligned}$ | 23\% | 29 ${ }^{29}$ | $\begin{aligned} & 44 \\ & 35 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 59 \\ & 36 \% \\ & \hline \end{aligned}$ | 13 $16 \%$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 20 36 | $\begin{aligned} & 53 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 44 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{aligned} & 47 \\ & 32 \% \\ & p \end{aligned}$ | 17 $15 \%$ | $\begin{aligned} & 70 \\ & 42 \% \\ & \mathrm{R} \end{aligned}$ | ${ }^{46}$ \% ${ }^{\text {\% }}$ | 14 $38 \%$ | 838\% |
| Trust somewhat | 150\% | 61 $31 \%$ | $\begin{gathered} 89 \\ 47 \% \\ 47 \end{gathered}$ | 50\% | 30 $35 \%$ | 374\% | 33 $41 \%$ | 47\% | 64 38 | $40 \%$ | ${ }_{36} 9$ | 15\% | 70\% | 35\% | 612\% | $\begin{aligned} & 54 \\ & { }^{499 \%} \% \end{aligned}$ | 59\% | 85\% | 19\% | 848\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 70 \\ & 19 \% \end{aligned}$ | 41 21 | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 15 | ${ }^{18} 2{ }^{2}$ | 13 $15 \%$ | ${ }_{20}^{26}$ | ${ }^{28} 17 \%$ | 17\% | 32\% | 14\% | 214\% | 19 | 27 $18 \%$ | 25 ${ }^{23}$ | 23 $13 \%$ |  | $\stackrel{2}{4 \%}$ | 34 ${ }^{3}$ |
| Do not trust too much | ${ }_{11} 11 \%$ | 22 $11 \%$ | 10\% | 15\% | 10\% | 10\% | ${ }_{11 \%}$ | $14 \%$ | 16\% | 11 $13 \%$ | 17 | 12\% | 11\% | $12 \%$ | 15\% | 14\% | ${ }^{16} 9$ | 25 ${ }^{13}$ | : | ${ }^{20} 9$ |
| Do not trust at all | 29 ${ }_{8}$ | 19\% | ${ }^{10} 6$ | $9 \%$ | $7 \%$ $8 \%$ | 10 $12 \%$ | $\stackrel{4}{4 \%}$ | ${ }^{11} 9$ | ${ }^{12} \%$ | 6\% | ${ }^{15}$ | ${ }_{4 \%}^{2}$ | 11\% | 6\% | ${ }^{12} 8$ | 110\% | $7{ }_{4}^{7}$ | $\begin{aligned} & 21 \\ & 11 \% \\ & \mathrm{q} \end{aligned}$ | $\stackrel{2}{4 \%}$ | 14\% |
| I am not familiar with this company | 39 $10 \%$ | ${ }^{12} 6$ | $\begin{aligned} & 27 \\ & 14 \% \\ & \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \\ & e \end{aligned}$ | 6\% | ${ }_{11 \%}$ | ${ }_{8 \%}^{7}$ | 11 8 \% | ${ }^{16} 9$ | 13 $15 \%$ | ${ }^{16} 12$ | 12\% | ${ }^{12} 8$ | $12 \%$ | 12\% | 14 $13 \%$ | 17\% | 20\% | ${ }_{6 \%}$ | ${ }^{19} 9$ |
| Sigma | $\begin{aligned} & 376 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E/F/G}$ - $\mathrm{H} / \mathrm{IT}$-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 407 | 160 | 247 | 177 | 107 | 57 | 66 | 136 | 166 | 105 | 240 | 50 | 91 | 130 | 138 | 139 | 221 | 175 | 40 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 400 | $213 *$ | 187 | 131* | 96* | 74* | 99* | 125* | 181* | 94* | 149 | 49* | 180* | 135* | 134* | 131* | 224 | 166* | $44^{* *}$ | 233 |
| Trust Somewhat/Very Much (Net) | $\quad 279 \%$ | $\begin{gathered} 166 \\ 78 \% \\ \hline \mathrm{C} \end{gathered}$ | $\begin{gathered} 113 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 79 \% \\ & \hline \text { 7 } \end{aligned}$ | $49 \%$ | $\begin{aligned} & 73 \\ & 74 \% \end{aligned}$ | $\frac{97}{78 \%}$ | ${ }_{67 \%}^{120}$ | $\begin{aligned} & 62 \\ & 65 \% \end{aligned}$ | ${ }_{68 \%}^{102}$ | $\begin{aligned} & 36 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 72 \% \end{aligned}$ | $\stackrel{104}{\substack{77 \% \\ p}}$ | 94~ | $\begin{aligned} & 81 \\ & 62 \% \end{aligned}$ | $\underset{r}{169}$ | $\begin{gathered} 106 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 68 \% \end{aligned}$ | 181 $78 \%$ |
| Trust very much | 97 $24 \%$ | $\begin{aligned} & 63 \\ & 30 \% \\ & c \end{aligned}$ | 35\% | $\begin{aligned} & \text { 364 } \end{aligned}$ | $\begin{gathered} 32 \\ 33 \% \\ 9 \end{gathered}$ | ${ }^{16} 2 \%$ | ${ }_{16}^{16}$ | $\begin{aligned} & 41 \\ & 33 \% \\ & 1 \end{aligned}$ | 33 $19 \%$ | ${ }_{23}^{23}$ | 33 22 | 13 $25 \%$ | 51 28 | $\begin{aligned} & 45 \\ & 34 \% \\ & P \end{aligned}$ | 31 $23 \%$ | 21 16 | 70 $31 \%$ | 27 $16 \%$ | 15 $34 \%$ | 75 ${ }^{7}$ \% |
| Trust somewhat | 182 $45 \%$ | 103 $49 \%$ | 782\% | 47 36 | $45 \%$ | 32 | $\begin{aligned} & 57 \\ & 58 \% \\ & \text { D } \end{aligned}$ | 55\% | 87\% | 39 $42 \%$ | 69\% | 23 47 | 80 | 59 $43 \%$ | 63\% | 60\% | 99\% | 79 $48 \%$ | 15 $34 \%$ | 106 $45 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 84 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \\ & 27 \% \end{aligned}$ | $\begin{gathered} 37 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 17 \% \end{aligned}$ | ${ }_{26 \%}$ | 15 | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | 11 21 | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \\ & \hline \end{aligned}$ | 25 ${ }^{19}$ \% | 34\% | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | ${ }_{27}^{47}$ | 12\% | 418\% |
| Do not trust too much | ${ }_{12}^{46}$ | ${ }^{18} 8$ | ${ }^{28}{ }^{2} \%$ | 19\% | 10\% | ${ }_{8}^{6} \%$ | ${ }_{12}^{12}$ | $14 \%$ | ${ }^{26}$ 15\% | ${ }_{6}^{6} \%$ | 18\% | ${ }_{14 \%}$ | 119\% | 14\% | 15\% | ${ }_{13}^{18}$ | 19\% | 27 $16 \%$ | ${ }^{1} \%$ | 219 |
| Do not trust at all | ${ }^{38}{ }_{9}$ | 16 $8 \%$ | 21\% | $\begin{aligned} & 18 \\ & 14 \% \\ & \text { E } \end{aligned}$ | $3{ }_{3}$ | $\underset{\substack{10 \\ \mathrm{e}}}{ }$ | ${ }_{6}^{6}$ | $7{ }_{6}$ | 21 $12 \%$ | 10\% | ${ }^{11} \%$ | 8\% | 21 $12 \%$ | 10 $8 \%$ | 11 $8 \%$ | 17 $13 \%$ | ${ }^{19} 9$ | 17 $10 \%$ | 11 $24 \%$ | ${ }^{20} 8$ |
| I am not familiar with this company | ${ }^{37} 9$ | ${ }^{13} 6$ | $\begin{aligned} & \text { 24 } \\ & 13 \% \\ & b \end{aligned}$ | 13 $10 \%$ | ${ }_{8 \%}^{7}$ | 12\% | ${ }_{8 \%}^{8}$ | ${ }_{5 \%}^{7}$ | ${ }^{13} 7$ | $\begin{aligned} & 18 \\ & 19 \% \\ & 1 \mathrm{HI} \end{aligned}$ | ${ }_{18}^{18}$ | $\stackrel{3}{5 \%}$ | $\stackrel{9}{5 \%}$ | ${ }_{5}^{7}$ | $14 \%$ | ${ }_{12 \%}^{16}$ | ${ }^{18} 8$ | ${ }^{16} 9$ | $\stackrel{2}{5 \%}$ | 11 5 |
| Sigma | 400 $100 \%$ | 213 $100 \%$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 134 $100 \%$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | - $400 \%$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ |




Fielding Period: May 20-22, 2020
CMP02_44 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Airlines
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 404 | 146 | 258 | 173 | 102 | 64 | 65 | 134 | 176 | 94 | 215 | 47 | 117 | 112 | 145 | 147 | 196 | 194 | 33 | 228 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 421 | 181* | 240 | 124* | 103* | 109* | $85^{*}$ | 135* | 204* | 82* | 118 | $58^{* *}$ | 220* | 121* | 174* | 125* | 224* | 186* | $42^{* *}$ | 252 |
| Trust Somewhat/Very Much (Net) | 252\% | $\begin{aligned} & 117 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 62 \% \\ & 60 \% \end{aligned}$ | 57 | $\begin{aligned} & 60 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 66 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 128 \\ 63 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 35 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 139 \\ 63 \% \\ k \end{gathered}$ | 784\% | $\begin{gathered} 109 \\ 62 \% \end{gathered}$ | 56\% | 129 57 | $\stackrel{122}{65 \%}$ | 85\% | $\begin{gathered} 173 \\ \quad 69 \% \end{gathered}$ |
| Trust very much | 90 ${ }^{21 \%}$ | ${ }^{44} 24$ | ${ }^{46} 9$ | 30\% | 28\% | 15 $13 \%$ | ${ }^{18} \%$ | ${ }^{26} 9$ | ${ }^{48} 23$ | 170\% | 218\% | 20\% | ${ }^{47}$ 21\% | 23 $19 \%$ | $\stackrel{48}{27 \%}$ | $19 \%$ | 55 ${ }^{24 \%}$ | ${ }^{35} 9$ | 17 $40 \%$ | 739\% |
| Trust somewhat | $\begin{gathered} 162 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 40 \% \end{aligned}$ | ${ }_{39}^{89}$ | ${ }_{36}$ | $\begin{aligned} & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 47 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 81 \\ 40 \% \\ j \end{gathered}$ | 193\% | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | 26 44 | $\begin{aligned} & 92 \\ & 42 \% \end{aligned}$ | ${ }_{45}^{55}$ | $\begin{aligned} & 61 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 33 \% \end{aligned}$ | 87 47 9 | 182\% | $\begin{gathered} 100 \\ 40 \% \end{gathered}$ |
| Do Not Trust At All/Too Much (Net) | 899 | ${ }^{31}{ }^{1} \%$ | 50 $21 \%$ | $\stackrel{27}{22 \%}$ | $\begin{gathered} 28 \\ 28 \% \\ \hline \end{gathered}$ | ${ }_{25}^{25}$ | ${ }_{10}{ }^{\circ}$ | ${ }^{22} 16 \%$ | ${ }_{22}^{42}$ | 22\% | ${ }^{22} 19 \%$ | ${ }_{11 \%}^{6}$ | 54\% | ${ }_{28}^{28}$ | 31 $18 \%$ | 30\% | 54\% | 31 $17 \%$ | 10\% | 53 ${ }^{51 \%}$ |
| Do not trust too much | 70\% | ${ }^{29} 9$ | 417\% | 21\% | $\begin{gathered} 21 \\ 20 \% \\ \mathrm{~g} \end{gathered}$ | 23 $21 \%$ 9 | $5{ }_{6}$ | 20\% | 35\% | 15\% | $12 \%$ | ${ }_{9}^{5}$ | 47 $k$ $k$ | $19 \%$ | 29 $16 \%$ | 22\% | ${ }^{46}$ \% | 23 $12 \%$ | 8\% | ${ }_{17}^{43} \%$ |
| Do not trust at all | 19 ${ }^{\text {\% }}$ | 10 5 | 9 | ${ }_{5}^{6}$ | $7 \%$ | $\stackrel{3}{2 \%}$ | 3 | ${ }_{2 \%}$ | $\stackrel{9}{5 \%}$ | $\begin{aligned} & 7 \\ & 9 \% \\ & h \end{aligned}$ | ${ }^{10}{ }_{8 \%}$ | ${ }_{2}^{1 \%}$ | ${ }_{3 \%}^{7}$ | $\frac{9}{7 \%}$ | ${ }_{1}^{2}$ | ${ }_{0}^{8} \%$ | ${ }_{3 \%}^{7}$ | 8 | ${ }_{3}^{1}$ | 10 4 \% |
| I am not familiar with this company | 80\% | ${ }^{25} 14 \%$ | 54\% | 24\% | 13 $12 \%$ | $\xrightarrow[27]{27 \%}$ | ${ }_{20}^{17}$ | 24\% | 31 $15 \%$ | ${ }^{250 \%}$ | $\begin{aligned} & 37 \\ & 32 \% \\ & M \end{aligned}$ | ${ }_{9}^{5}$ | ${ }_{13}^{28}$ | 16 $13 \%$ | 35 ${ }^{3} \%$ | 29\% | ${ }^{42} 9$ | 34 $18 \%$ | $3 \%$ | 26\% |
| Sigma | $\begin{aligned} & 421 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | 109 $100 \%$ | ${ }^{85} 50$ | 135 $100 \%$ | 204 $100 \%$ | 100\% | 118 $100 \%$ | 100\% | 220\% | 121 $100 \%$ | 174 $100 \%$ | ${ }^{125}$ | 224 $100 \%$ | 186 $100 \%$ | - 420 | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

## Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 158 | 253 | 166 | 111 | 74 | 60 | 136 | 168 | 107 | 238 | 47 | 107 | 128 | 152 | 131 | 207 | 192 | 37 | 198 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 402 | 192* | 209 | 126* | 91* | 102* | 83** | $123 *$ | $174 *$ | 105* | 134 | 57** | 194* | 120* | 161* | 120* | 216 | 172* | 52** | 239* |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 264 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 134 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 62 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 65 \% \end{aligned}$ | 58\% | $\text { 81 } 66 \%$ | $\underset{\mathrm{j}}{125}$ | $\begin{aligned} & 58 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 145 \\ { }_{75} \% \end{gathered}$ | 82\% | ${ }^{108} 6$ | $\begin{aligned} & 74 \\ & 62 \% \end{aligned}$ | ${ }^{153} 71 \%$ | 107 $62 \%$ | 31 $59 \%$ | ${ }^{158} 86$ |
| Trust very much | $\stackrel{102}{25 \%}$ | $\begin{aligned} & 52 \\ & 27 \% \end{aligned}$ | 49\% | $38$ | 29\% | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & 19 \% \end{aligned}$ | 39\% | 32\% | 23\% | $\begin{aligned} & 31 \% \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 23 \% \end{aligned}$ | ${ }_{29}^{59 \%}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | 36 $22 \%$ | 30\% | 48\% | 52\% | 123\% | 60\% |
| Trust somewhat | $\begin{gathered} 162 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 40 \% \end{aligned}$ | $39$ | $\begin{aligned} & 33 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 50 \% \\ & \mathrm{hj} \end{aligned}$ | 34 32 | $\begin{aligned} & 49 \% \\ & 36 \end{aligned}$ | $\begin{gathered} 20 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 88 \% \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 38 \% \end{aligned}$ | $72 \%$ | ${ }_{34}^{47 \%}$ | $\begin{gathered} 105 \\ 49 \% \\ \mathrm{R} \end{gathered}$ | 55 ${ }^{5}$ | 19 ${ }^{1} \%$ | ${ }^{98}{ }^{8} \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }_{15}^{62}$ | $\begin{gathered} 39 \\ \text { 20\% } \end{gathered}$ | 23 $11 \%$ | 22 $17 \%$ | 179\% | 18 | ${ }_{6}^{5}$ | ${ }^{19} 16$ | 30\% | $1{ }_{12}^{12}$ | 23 $17 \%$ | 4\% | 32 17 | 24\% | ${ }^{26} 16$ | 13 $11 \%$ | 29 ${ }^{13}$ | 31 $18 \%$ | 10\% | 43\% |
| Do not trust too much | 410\% | 23 $12 \%$ | ${ }^{18} 9$ | ${ }_{12}^{15}$ | 12\% | 10\% | $\stackrel{4}{4 \%}$ | $\begin{aligned} & 15 \\ & 12 \% \\ & j \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \\ & \text { j } \end{aligned}$ | $4 \%$ | ${ }^{12} 9$ | 3 | 24\% | 13 $11 \%$ | 20 $12 \%$ | $8 \%$ | ${ }^{20} 9$ | 21 $12 \%$ | 18\% | 29 ${ }_{12}$ |
| Do not trust at all | 21 5 | $\begin{aligned} & 17 \\ & { }_{\mathrm{C}} \mathrm{~F} \end{aligned}$ | $\stackrel{4}{2 \%}$ | 6\% | $\stackrel{4}{5 \%}$ | 88 | ${ }_{2}^{2}$ | $\stackrel{4}{3 \%}$ | $\stackrel{8}{5 \%}$ | 9 | 1180 | 2\% | 8 | ${ }^{10} 80$ | ${ }_{4 \%}^{6}$ | 5 | 9 | ${ }^{10} 6$ | $\stackrel{1}{2 \%}$ | 14 6 |
| I am not familiar with this company | 76 $19 \%$ | 23 $12 \%$ | $\begin{aligned} & 53 \\ & 25 \% \\ & 25 \% \end{aligned}$ | 27\% | 12\% | 17 $17 \%$ | 20\% | 23 $18 \%$ | 19 $11 \%$ | $\begin{aligned} & 34 \\ & 33 \% \\ & \text { hi } \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \\ & { }^{3} \% \end{aligned}$ | 20\% | ${ }^{16} 8$ | 15 $12 \%$ | 27\% | $\begin{aligned} & 33 \\ & { }_{28}^{28} \% \\ & \hline \end{aligned}$ | 35 ${ }^{3}$ | 34\% | 11\% | ${ }^{38}{ }^{2} \%$ |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 190 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | -52\% | 239\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 407 \& 166 \& 241 \& 174 \& 124 \& 50 \& 59 \& 152 \& 164 \& 91 \& 203 \& 61 \& 118 \& 109 \& 160 \& 138 \& 209 \& 188 \& 41 \& 240 <br>
\hline Weighted Base \& 424 \& 204* \& 220 \& 129 \& 117* \& 83** \& 95* \& $150 *$ \& 189* \& 86* \& 122 \& $67 *$ \& 208* \& $118{ }^{*}$ \& 169* \& $138{ }^{*}$ \& 236 \& 181* \& $51^{* *}$ \& 273 <br>
\hline Trust Somewhat/Very Much (Net) \& $$
\begin{gathered}
264 \\
62 \%
\end{gathered}
$$ \& $$
\begin{gathered}
137 \\
67 \%
\end{gathered}
$$ \& $\stackrel{127}{58 \%}$ \& $$
\begin{aligned}
& 75 \\
& 58 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 81 \\
& 69 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 77 \\
& 81 \% \\
& \text { D }
\end{aligned}
$$ \& $$
99
$$ \& $$
\begin{gathered}
116 \\
62 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 48 \\
& 57 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 72 \\
& 59 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 33 \\
& 49 \%
\end{aligned}
$$ \& $$
\begin{gathered}
145 \\
70 \% \\
\mathrm{~L}
\end{gathered}
$$ \& 80\% \& $$
\begin{aligned}
& 97 \\
& 58 \%
\end{aligned}
$$ \& $$
{ }_{63}^{87}
$$ \& $$
\begin{gathered}
165 \\
70 \% \\
\mathrm{R}
\end{gathered}
$$ \& 58 \& 419\% \& $\stackrel{178}{65 \%}$ <br>
\hline Trust very much \& ${ }^{103} 24 \%$ \& 43 \& 60\% \& 35\% \& 36\% \& 12
$14 \%$ \& 20 ${ }^{21}$ \& $$
\begin{aligned}
& 58 \\
& 38 \% \\
& 15
\end{aligned}
$$ \& 31
$16 \%$ \& 15\% \& 31 \& 14 $20 \%$ \& 49\% \& 33 28 \& 27\% \& 24\% \& 72
$31 \%$
R \& 31
$17 \%$ \& 21 $42 \%$ \& 75\% <br>
\hline Trust somewhat \& $$
\begin{gathered}
161 \\
38 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 94 \\
& 46 \% \\
& \hline \mathrm{C}
\end{aligned}
$$ \& $$
\begin{aligned}
& 67 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 40 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 45 \\
& 38 \%
\end{aligned}
$$ \& $$
20 \%
$$ \& $$
\begin{aligned}
& 56 \\
& 60 \% \\
& \text { De }
\end{aligned}
$$ \& $$
\begin{aligned}
& 42 \% \\
& 28
\end{aligned}
$$ \& $$
\begin{aligned}
& 86 \\
& 45 \% \\
& 4
\end{aligned}
$$ \& 34\% \& 41 ${ }^{44 \%}$ \& 199\% \& $$
\begin{aligned}
& 96 \\
& 46 \% \\
& \mathrm{kl}
\end{aligned}
$$ \& $$
\begin{aligned}
& 46 \\
& 39 \%
\end{aligned}
$$ \& 51
$30 \%$ \& $$
\begin{gathered}
63 \\
46 \% \\
0
\end{gathered}
$$ \& $$
\begin{aligned}
& 93 \\
& 40 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 67 \%
\end{aligned}
$$ \& 19 38 \& 103
$38 \%$ <br>
\hline Do Not Trust At All/Too Much (Net) \& 59
$14 \%$ \& $$
\begin{aligned}
& 37 \\
& 18 \% \\
& c
\end{aligned}
$$ \& 22 $10 \%$ \& 19 \& $$
\begin{aligned}
& 13 \\
& 11 \%
\end{aligned}
$$ \& 17 \& $$
\begin{aligned}
& 10 \% \\
& 10 \%
\end{aligned}
$$ \& 20 $14 \%$ \& 29\% \& 10\% \& 23
$19 \%$ \& $\stackrel{7}{7} \%$ \& 29 $14 \%$ \& ${ }^{11} 9$ \& 30\% \& 18\% \& 24\% \& $$
\begin{aligned}
& 33 \\
& 18 \%
\end{aligned}
$$ \& $4 \%$ \& 43\% <br>
\hline Do not trust too much \& 11\% \& 31
$15 \%$
$c$ \& 16\% \& 15
$11 \%$ \& ${ }^{10} 9$ \& $14 \%$ \& 78 \& $1{ }^{16} \%$ \& 25\% \& $5_{6} \%$ \& ${ }_{15}^{15}$ \& $\stackrel{3}{5 \%}$ \& 29 \& 7\% \& 25

15\%
n \& 14\% \& 19\% \& 27
$15 \%$ \& ${ }_{4}^{2}$ \& 37
$14 \%$ <br>

\hline Do not trust at all \& ${ }^{13} 3$ \& \[
{ }_{3}^{6}

\] \& \[

{ }_{3 \%}^{7}
\] \& 5\% \& $3{ }_{3}^{3}$ \& $\stackrel{3}{3 \%}$ \& ${ }_{2}^{2}$ \& ${ }_{3}^{4}$ \& ${ }^{3} \mathrm{2}$ \& $5{ }_{5}$ \& ${ }^{8}{ }_{M}^{7}$ \& 4

$\mathrm{M}^{\text {\% }}$ \% \& - \& ${ }_{3}^{4}$ \& ${ }_{3 \%}$ \& ${ }_{3}^{4}$ \& 2\% \& ${ }_{3 \%}^{6}$ \& $\stackrel{2}{4 \%}$ \& ${ }_{2 \%}^{6}$ <br>

\hline I am not familiar with this company \& 101 $24 \%$ \& \[
$$
\begin{aligned}
& 30 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
71 \\
32 \% \\
32 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 27 \% \\
& \mathbf{G}
\end{aligned}
$$
\] \& 24\% \& 34

$41 \%$ \& ${ }_{9}^{8}$ \& 20\% \& \[
{ }_{23}^{43}

\] \& 27 32 \& ${ }^{27} 2{ }^{2} \%$ \& \[

$$
\begin{gathered}
27 \\
\text { KM }
\end{gathered}
$$
\] \& 34

$17 \%$ \& 27\% \& 42\% \& $$
\begin{aligned}
& 32 \\
& 24 \%
\end{aligned}
$$ \& 47\% \& 50\% \& -7\% \& 52

$19 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 424 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 204 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 220 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 129 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 117 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
83 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
95 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 189 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
86 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 122 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
67 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 208 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 118 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 169 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 138 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 236 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 181 \\
& 100 \%
\end{aligned}
$$
\] \& 5100\% \& 273

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/IJJ-K/L/M-N/O/P-Q/R-S/I


Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 394 | 169 | 225 | 162 | 108 | 66 | 58 | 132 | 158 | 104 | 210 | 50 | 107 | 122 | 133 | 139 | 203 | 172 | 44 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 426 | 231* | 195 | $138{ }^{*}$ | 99* | 102* | 88* | $140 *$ | 180* | 107* | 128 | 69* | 197* | $138 *$ | 144* | 144* | 226 | 182* | $52^{* *}$ | 257 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{aligned} & 304 \\ & 71 \% \end{aligned}$ | $167$ | $\begin{aligned} & 137 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 80 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 88 \\ 87 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & { }^{75} \\ & 86 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 93 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 73 \% \end{aligned}$ | $79$ | $\begin{aligned} & 96 \\ & 75 \% \end{aligned}$ | 55 | $\begin{gathered} 135 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 84 \% \\ & 0 \text { OP } \end{aligned}$ | $\begin{aligned} & 91 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 178 \\ \underset{R}{99} \% \end{gathered}$ | $\begin{gathered} 118 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 177 \\ 69 \% \end{gathered}$ |
| Trust very much | $\begin{gathered} 119 \\ 28 \% \end{gathered}$ | 62\% | ${ }^{59} \%$ | $\begin{aligned} & \text { 23 } \\ & 17 \% \end{aligned}$ | $\begin{gathered} 39 \\ 40 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 36 \\ 36 \% \\ \text { D } \end{gathered}$ | $\text { 20 } 23 \%$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | 31 $29 \%$ | 34\% | $\begin{gathered} 27 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 566 \% \\ & 29 \end{aligned}$ | 28\% | 49 $34 \%$ | 32\% | $\begin{aligned} & 78 \\ & 35 \% \\ & \text { R } \end{aligned}$ | 39 ${ }^{31}$ | 16 $31 \%$ | 82\% |
| Trust somewhat | 185 43 | 106\% | $\begin{aligned} & 79 \\ & 41 \% \end{aligned}$ | 28\% | $\begin{aligned} & 40 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 52 \\ 51 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 55 \\ & 62 \% \\ & \text { DE } \end{aligned}$ | 51\% | 86 | $48 \%$ | 62\% | 280\% | 79 $40 \%$ | $\begin{aligned} & 78 \\ & 56 \% \\ & \\ & \hline \end{aligned}$ | ${ }_{30}^{43}$ | $\begin{gathered} 65 \\ 45 \% \\ 0 \end{gathered}$ | 100 $44 \%$ | 78\% | 16 $30 \%$ | 95\% |
| Do Not Trust At All/Too Much (Net) | ${ }^{65} 5$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | 25 $13 \%$ | $\begin{gathered} 39 \\ \text { EFG } \end{gathered}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $9 \%$ | ${ }_{8 \%}^{7}$ | 24\% | ${ }^{26} 14 \%$ | ${ }_{15}^{15}$ | 18 $14 \%$ | $\stackrel{7}{7} \%$ | 34\% | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | 27 $19 \%$ | 23 ${ }^{16 \%}$ | ${ }_{12}^{27}$ | 32\% | 17 $32 \%$ | 47\% |
| Do not trust too much | 43 $10 \%$ | ${ }_{12}^{28}$ | 14\% | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ efg | $7 \%$ | 6\% | 5 | 16\% | ${ }^{16} 9$ | 10\% | ${ }_{6}^{8}$ | ${ }_{6}^{6}$ | 27 $14 \%$ | $\stackrel{9}{7 \%}$ | 23 $\substack{16 \% \\ n}$ | ${ }^{10} \%$ | ${ }^{18} 8$ | 24\% | 10\% | 33 $13 \%$ |
| Do not trust at all | 22 5 | 12 5 | 10 $5 \%$ | $\begin{gathered} 15 \\ 11 \% \\ \text { 11\% } \end{gathered}$ | 3 | ${ }_{2 \%}$ | 3\% | ${ }_{6 \%}$ | $\stackrel{9}{5 \%}$ | 5 | 10 ${ }_{8 \%}$ | ${ }_{2 \%}^{1}$ | 7 | 5 | ${ }_{3}^{4} \%$ | ${ }^{13} 9$ | 9 | $\stackrel{9}{5 \%}$ | ${ }^{7} 7$ | 14 6 |
| I am not familiar with this company | $\begin{aligned} & 57 \\ & 13 \% \end{aligned}$ | 24 $10 \%$ | 34\% | $\begin{gathered} 37 \\ \text { EFG } \end{gathered}$ | 10\% | $4 \%$ | 5\% | 23 $16 \%$ | 23 $13 \%$ | 12 | 15 $11 \%$ | -70\% | ${ }^{28} 14 \%$ | ${ }_{5}^{7}$ | $\begin{aligned} & 26 \\ & 18 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 24 \\ & { }^{17} \% \\ & \mathrm{~N} \end{aligned}$ | ${ }^{21} 9$ | $\begin{aligned} & 33 \\ & 18 \% \\ & \text { q } \end{aligned}$ | $3 \%$ | 33 $13 \%$ |
| Sigma | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | 231 $100 \%$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 107 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 520\% | 257 $100 \%$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 155 | 247 | 159 | 115 | 70 | 58 | 126 | 181 | 95 | 200 | 75 | 105 | 114 | 153 | 135 | 214 | 175 | 46 | 227 |
| Weighted Base | 400 | 190* | 210 | 117* | 106* | 104* | 73** | $123 *$ | 202* | 76* | 112 | 99* | 164* | $107 *$ | $157 *$ | $136 *$ | 225 | 166* | $52^{*}$ | 244 |
| Trust Somewhat/Very Much (Net) | ${ }_{63 \%}^{251}$ | $\begin{gathered} 137 \\ { }_{7}^{3} \% \end{gathered}$ | $\begin{gathered} 114 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 69 \% \\ & d \end{aligned}$ | $\begin{aligned} & 66 \\ & 64 \% \end{aligned}$ | 49\% | $\text { 82 }{ }_{67 \%}$ | $\begin{gathered} 127 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 54 \% \end{aligned}$ | $57 \%$ | $\begin{gathered} \text { 119 } \\ 73 \% \\ \mathrm{KI} \end{gathered}$ | $\begin{aligned} & 77 \\ & 72 \% \\ & \hline \mathrm{p} \end{aligned}$ | $\begin{gathered} 103 \\ 66 \% \\ p \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 52 \% \end{aligned}$ | $\underset{\substack{163 \\ \underset{R}{2} \%}}{\substack{163 \\ \hline}}$ | $\begin{aligned} & 87 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 81 \% \end{aligned}$ | ${ }^{173} 71 \%$ |
| Trust very much | ${ }^{82}{ }^{2} \%$ | $\begin{aligned} & \text { 60 } \\ & 322 \% \\ & C \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | 27\% | 27 $26 \%$ | 26\% | - ${ }^{7} \%$ | 381\% | 34\% | 159\% | 21 $19 \%$ | ${ }_{21}^{21 \%}$ | 24\% | $\stackrel{29}{27}$ | $\begin{aligned} & 44 \\ & 28 \% \\ & \hline \end{aligned}$ | 15\% | $\begin{aligned} & 65 \\ & 29 \% \\ & { }^{6} \% \end{aligned}$ | 21 $13 \%$ | 23 $44 \%$ | 26\% |
| Trust somewhat | $\begin{gathered} 163 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 80 \\ 49 \% \\ k \end{gathered}$ | ${ }_{45 \%}^{48}$ | $\begin{aligned} & 60 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | $48 \%$ | ${ }_{39}^{65}$ | 20\% | 109 $45 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }_{22 \%}^{88}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | ${ }_{26}^{46}$ | 27\% | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 31 \\ 30 \% \\ e \end{array} \end{aligned}$ | 20\% | ${ }_{26}^{26}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 18 \\ & 24 \% \end{aligned}$ | 25 ${ }^{22}$ | $22$ | $\begin{aligned} & 35 \\ & 22 \% \end{aligned}$ | 20\% | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | 38\% | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 26 \% \end{aligned}$ | 17\% | ${ }_{22}{ }^{21 \%}$ |
| Do not trust too much | 53\% | 28\% | ${ }^{25}$ 12\% | 17 | $7 \%$ | $18 \%$ | 119\% | ${ }^{18} \%$ | 27\% | 10\% | ${ }_{12}^{12}$ | 10\% | 27 16 | 110 | 16 | 26 $19 \%$ | 23\% | 17\% | 13\% | 35 $14 \%$ |
| Do not trust at all | ${ }^{35} 9$ | 14\% | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | 9 | 88 | 13 $13 \%$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | ${ }_{8 \%}^{17}$ | 114 | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | 5\% | ${ }^{10} 9$ | 13 8 | 12\% | $\stackrel{20}{9 \%}$ | 15\% | $\stackrel{2}{5 \%}$ | ${ }^{17} 7$ |
| I am not familiar with this company | $\begin{aligned} & 61 \\ & 15 \% \end{aligned}$ | 10 5 \% | $\begin{aligned} & 51 \\ & 24 \% \\ & { }_{B}^{24 \%} \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | 161\% | $\begin{gathered} \frac{26}{23} \% \\ { }_{2} \end{gathered}$ | $\begin{aligned} & 19 \\ & 20 \% \\ & M \end{aligned}$ | 9\% | ${ }^{10} 9$ | 24 16 | $\begin{gathered} 27 \\ 20 \% \\ n \end{gathered}$ | ${ }^{19} 9$ | $\begin{aligned} & 36 \\ & { }_{22}^{2} \% \\ & \hline \end{aligned}$ | ${ }^{1} \%$ | $\begin{gathered} 20 \\ 8 \% \\ \mathrm{~s} \% \end{gathered}$ |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 202\% | 100\% | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | 240 100 |

Proportions/Means. Columns Tested (5\% .


## Base: All Respondent

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  |  |  |


| Unweighted Base | 404 | 151 | 253 | 175 | 112 | 60 | 57 | 152 | 161 | 91 | 222 | 53 | 99 | 116 | 140 | 148 | 209 | 182 | 46 | 229 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 198* | 215 | 123* | 114* | $90^{*}$ | 86** | 152* | 179* | 82* | 136 | 72* | 176* | 126* | 158* | 129* | 230 | 167* | $63^{* *}$ | 262 |
| Trust Somewhat/Very Much (Net) | ${ }^{326} 79$ | 149\% | 177 $83 \%$ | 87\% | 89\% | $\begin{aligned} & 76 \\ & 85 \% \\ & d \end{aligned}$ | 73 $86 \%$ | ${ }^{118} 88$ | ${ }^{148} 88$ | 60\% | 108\% | 53 73 | ${ }^{141} 80$ | 977\% | 131 $83 \%$ | ${ }^{98}{ }^{7}$ | $\stackrel{187}{81 \%}$ | 127 $76 \%$ | 51\% | 206\% |
| Trust very much | $\begin{gathered} 168 \\ 41 \% \end{gathered}$ | $\begin{gathered} 94 \\ 47 \% \\ c \end{gathered}$ | $\begin{aligned} & 74 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 43 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 54 \\ & 48 \% \\ & d \end{aligned}$ | $309$ | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 40 \% \end{aligned}$ | ${ }_{37}^{65}$ | $\begin{aligned} & 42 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 47 \% \end{aligned}$ | ${ }_{37}^{65}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 48 \% \end{aligned}$ | $\begin{gathered} 108 \\ 47 \% \\ \mathrm{R} \end{gathered}$ | 34\% | 29 46 | ${ }_{39}^{102}$ |
| Trust somewhat | $\begin{gathered} 158 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 103 \\ 48 \% \\ B \end{gathered}$ | $\begin{aligned} & 46 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 51 \% \\ & \text { 51\% } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 36 \% \end{aligned}$ | $\begin{gathered} 57 \\ 38 \% \\ j \end{gathered}$ | $\begin{aligned} & 83 \\ & 46 \% \\ & \hline \end{aligned}$ | ${ }^{18} 2{ }^{2} \%$ | $\begin{aligned} & 544 \\ & 40 \% \end{aligned}$ | 199\% | $\begin{aligned} & 76 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | 59\% | 49\% | $\begin{aligned} & 79 \\ & 34 \% \end{aligned}$ | 73 $43 \%$ | 22 35 | 105\% |
| Do Not Trust At All/Too Much (Net) | 56\% | $\begin{aligned} & 35 \\ & 18 \% \\ & c \end{aligned}$ | 21 $10 \%$ | 21 $17 \%$ | 16 $14 \%$ | 10 $11 \%$ | 10 $12 \%$ | 20 $13 \%$ | 21 $12 \%$ | 15 | ${ }_{12}^{12}$ | 11 $15 \%$ | 27 $15 \%$ | ${ }^{24} 9$ | ${ }_{16}^{16}$ | 17 $13 \%$ | ${ }_{12}^{28}$ | ${ }^{25}$ | ${ }^{7} 1{ }^{7}$ | 38 $15 \%$ |
| Do not trust too much | 318 | 19\% | ${ }^{12} 6$ | 9\% | 12 | $6 \%$ | ${ }_{5}^{4} \%$ | 10\% | ${ }^{15} 8$ | ${ }_{8}^{6} \%$ | 9\% | ${ }_{3 \%}$ | ${ }^{18} \%$ | 119\% | 13\% | ${ }_{5}^{7} \%$ | ${ }^{16} \%$ | 14\% | 6\% | ${ }^{24} 9$ |
| Do not trust at all | ${ }_{25}^{6}$ | ${ }_{8}^{16}$ | 9\% | 12 | ${ }^{4} \%$ | $4 \%$ | ${ }_{7 \%}$ | 10\% | ${ }_{6}^{6}$ | 10\% | 5\% | 11\% | $\stackrel{9}{5 \%}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & 0 \end{aligned}$ | ${ }_{1}^{2}$ | $\begin{aligned} & 10 \\ & 8 \% \\ & 0 \end{aligned}$ | 12 5 | ${ }^{11} 7$ | 3 6\% | 14 5 |
| I am not familiar with this company | 31\% | 14\% | 17 8 \% | 15 $12 \%$ | 10\% | $4{ }_{4}^{4}$ | 3\% | ${ }^{14} 9$ | 9\% | ${ }_{9}^{7}$ | ${ }^{12} 9$ | 12\% | ${ }_{5}^{8} \%$ | 5\% | ${ }^{11} \%$ | $14 \%$ | 15\% | 159 | 8\% | 177 |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/I
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

CMP02_50 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Healthcare/Health insurance

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Totala } \\
5 / 2 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 70 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 410 \& 170 \& 240 \& 171 \& 128 \& 53 \& 58 \& 152 \& 168 \& 90 \& 236 \& 54 \& 96 \& 115 \& 149 \& 146 \& 226 \& 170 \& 49 \& 215 <br>
\hline Weighted Base \& 392 \& 194* \& 198 \& 120 \& 129* \& $78 * *$ \& $66^{* *}$ \& $146{ }^{*}$ \& 182* \& 64* \& 147 \& 62* \& 157* \& 123* \& 150* \& 119* \& 247 \& 135* \& 57** \& 239 <br>
\hline Trust Somewhat/Very Much (Net) \& $$
\begin{gathered}
315 \\
80 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 147 \\
& 76 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 168 \\
& 85 \% \\
& \text { b }
\end{aligned}
$$ \& $$
75
$$ \& $$
\begin{gathered}
110 \\
85 \% \\
8
\end{gathered}
$$ \& $$
\begin{aligned}
& 65 \\
& 84 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 56 \\
& 85 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 115 \\
& 79 \%
\end{aligned}
$$ \& $$
\begin{gathered}
148 \\
81 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 52 \\
& 81 \%
\end{aligned}
$$ \& $$
\begin{gathered}
120 \\
81 \%
\end{gathered}
$$ \& $$
\frac{47}{75 \%}
$$ \& 139 ${ }^{138}$ \& $$
\begin{aligned}
& 104 \\
& 85 \%
\end{aligned}
$$ \& $$
\begin{gathered}
121 \\
81 \%
\end{gathered}
$$ \& $$
79
$$ \& $$
\stackrel{207}{84 \%}
$$ \& $$
\begin{aligned}
& 104 \\
& 77 \%
\end{aligned}
$$ \& 47\% \& 197
$82 \%$ <br>
\hline Trust very much \& $$
\begin{gathered}
153 \\
39 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 73 \\
& 38 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 80 \\
& 41 \%
\end{aligned}
$$ \& 39\% \& $$
\begin{aligned}
& 55 \\
& 43 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 41 \%
\end{aligned}
$$ \& 27
$41 \%$ \& $$
\begin{aligned}
& 66 \\
& 46 \%
\end{aligned}
$$ \& 61
$34 \%$ \& 25 39 \& 62\% \& 22 35 \& 64\% \& ${ }_{37}{ }^{4} \%$ \& 59\% \& $49 \%$ \& ${ }^{102} 41 \%$ \& $49 \%$ \& 21 36 \& 101
$42 \%$ <br>
\hline Trust somewhat \& ${ }^{162} 41 \%$ \& 74
$38 \%$ \& 85\% \& 46\% \& 55\% \& 33\% \& ${ }^{28}{ }^{2} \%$ \& 499\% \& 87
h

\% \& ${ }^{26}{ }_{41 \%}$ \& 58\% \& 25 40 \& 75 \& 59\% \& ${ }_{42}^{62}$ \& 41\% \& ${ }^{105} 42 \%$ \& 55 $41 \%$ \& 27\% \& $96 \%$ <br>

\hline Do Not Trust At All/Too Much (Net) \& $$
\begin{aligned}
& 46 \\
& 12 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 30 \\
& 15 \% \\
& c
\end{aligned}
$$

\] \& \[

{ }^{16}

\] \& \[

$$
\begin{aligned}
& 22 \\
& 18 \% \\
& E
\end{aligned}
$$

\] \& $9 \%$ \& \[

{ }_{9}^{7}

\] \& -9 ${ }^{9} \%$ \& \[

$$
\begin{aligned}
& 18 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 12 \%
\end{aligned}
$$

\] \& ${ }_{10}^{6} \%$ \& \[

$$
\begin{aligned}
& 17 \\
& 11 \%
\end{aligned}
$$
\] \& ${ }_{\text {m }}^{12} \mathrm{~m}$ \& 12 \% \& ${ }_{12}^{15}$ \& ${ }_{12}^{12}$ \& 13

$11 \%$ \& 25 $10 \%$ \& 19
$14 \%$ \& ${ }_{11 \%}^{6}$ \& ${ }_{12 \%}$ <br>

\hline Do not trust too much \& ${ }^{28} \%$ \& $$
\begin{aligned}
& 20 \\
& 10 \% \\
& c
\end{aligned}
$$ \& 8 \& ${ }_{12}^{12} 1$ \& ${ }_{3}^{4}$ \& ${ }_{7}^{6} \%$ \& $4{ }_{6}$ \& ${ }^{12} 8$ \& ${ }^{13} 7$ \& ${ }_{3 \%}$ \& 6\% \& ${ }_{1}{ }^{7} \%$ \& 6\% \& $8 \%$ \& ${ }^{13} 9$ \& ${ }_{5}^{6}$ \& 17\% \& 118\% \& 6\% \& ${ }^{18} 8$ <br>

\hline Do not trust at all \& ${ }^{18} 5$ \& 10\% \& $8{ }_{4}^{8}$ \& ${ }_{6}^{8 \%}$ \& 5 \& ${ }_{2 \%}^{2}$ \& $\stackrel{4}{7 \%}$ \& ${ }_{4}^{6}$ \& $8 \%$ \& 7\% \& ${ }_{6}^{8}$ \& \% ${ }_{\text {m }}^{\text {m }}$ \& ${ }_{1 \%}^{2}$ \& 6\% \& 5\% \& $7{ }_{6}^{7}$ \& ${ }_{3 \%}^{8}$ \& $8 \%$ \& $\stackrel{3}{5 \%}$ \& ${ }^{10} 4 \%$ <br>

\hline I am not familiar with this company \& 31 8 \% \& ${ }^{17} 9$ \& 14\% \& $14 \%$ \& ${ }^{10} 8$ \& 5\% \& ${ }_{2}^{1}$ \& ${ }^{12} 8$ \& 13\% \& ${ }_{9}^{6}$ \& ${ }^{11} \%$ \& $\stackrel{4}{6 \%}$ \& $7{ }_{4 \%}$ \& ${ }_{3 \%}^{4}$ \& ${ }^{11} \%$ \& $$
\begin{aligned}
& \begin{array}{l}
17 \\
14 \% \\
{ }^{2} \%
\end{array}
\end{aligned}
$$ \& ${ }^{16} 6$ \& ${ }^{13} 9$ \& 6\% \& ${ }^{14} 6$ <br>

\hline Sigma \& $$
\begin{aligned}
& 392 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 194 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 198 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 120 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 129 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
78 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
66 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
64 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 147 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
62 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 157 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 123 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 119 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 247 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 135 \\
& 100 \%
\end{aligned}
$$
\] \& 570\% \& ${ }_{100}^{239}$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Totala } \\ 5 / 2 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 398 | 142 | 256 | 170 | 118 | 61 | 49 | 150 | 159 | 89 | 200 | 63 | 114 | 122 | 150 | 126 | 223 | 166 | 48 | 219 |
| Weighted Base | 393 | 175* | 218 | 130 | 110* | 94* | 59** | 145* | 165* | 84* | 106 | 66* | 199* | $124 *$ | 151* | 118* | 242 | 146* | $62^{* *}$ | 242 |
| Trust Somewhat/Very Much (Net) | ${ }_{667}^{262}$ | $\begin{gathered} 119 \\ 68 \% \end{gathered}$ | $\begin{gathered} 143 \\ 66 \% \end{gathered}$ | ${ }^{86} 6$ | $\begin{aligned} & 72 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 106 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 76 \% \\ & \text { KL } \end{aligned}$ | $91$ | $\begin{aligned} & 97 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 71 \% \end{aligned}$ | 58\% | ${ }^{175} 72 \%$ |
| Trust very much | $\begin{gathered} 133 \\ 34 \% \end{gathered}$ | $\begin{gathered} 71 \\ 41 \% \\ c \end{gathered}$ | 618\% | $\begin{aligned} & 42 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 34 \% \end{aligned}$ | 26\% | ${ }^{28} 8{ }^{1}$ | 64 $44 \%$ | 33\% | $3{ }^{36 \%}$ | $\begin{aligned} & 31 \% \\ & 29 \% \end{aligned}$ | 117\% | $\begin{aligned} & 89 \\ & 85 \% \\ & 4 \mathrm{KL} \end{aligned}$ | $\begin{aligned} & 54 \\ & 43 \% \\ & \hline \end{aligned}$ | 21\% | 38\% | ${ }^{86}$ \% | 45 $31 \%$ | 40\% | $99 \%$ |
| Trust somewhat | ${ }_{3}^{129}$ | $47 \%$ | 82\% | 45\% | 34 $31 \%$ | 40\% | 10\% | 37\% | 41\% ${ }_{\text {4 }}$ |  | 35\% | 24\% | ${ }_{32}^{63}$ | 38 | 56\% | 35\% | 68\% | 59 $40 \%$ 9 | 14 $23 \%$ | ${ }_{31}^{76}$ |
| Do Not Trust At All/Too Much (Net) | 58\% | 33\% | 25 $11 \%$ | 19\% | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | ${ }_{14 \%}$ | 215\% | 29\% | ${ }_{9}^{8}$ | 20\% | ${ }_{14 \%}$ | 24\% | ${ }_{14 \%}^{18}$ | 24\% | ${ }_{14}^{16}$ | 14\% | $14 \%$ | $\stackrel{4}{7 \%}$ | 14\% |
| Do not trust too much | 359\% | 21 $12 \%$ | 15\% | ${ }^{10} 8$ | 14\% | $8{ }_{8}^{8}$ | $\stackrel{3}{5 \%}$ | ${ }^{12} 8$ | $19 \%$ | 5\% | $8 \%$ | ${ }_{10}^{6} \%$ | 19\% | $\stackrel{10}{8 \%}$ | 17 $11 \%$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 29 \\ & { }^{122 \%} \\ & \hline \end{aligned}$ | ${ }_{4}^{6}$ | $\stackrel{4}{6 \%}$ | ${ }^{26} 1 \%$ |
| Do not trust at all | ${ }_{2}{ }_{6} \%$ | ${ }^{12} \%$ | 10 5 | 9\% | $5{ }_{5}$ | $3{ }_{3}{ }^{\text {\% }}$ | 9\% | ${ }_{6 \%}$ | 10\% | $4 \%$ | $\begin{aligned} & 12 \\ & \begin{array}{l} 11 \% \\ M \end{array} \end{aligned}$ | $3{ }_{4}^{3}$ | 2\% | 8\% | 7\% | $7{ }_{6}^{7}$ | 14\% | $8{ }_{6}$ | ${ }_{1}^{1 \%}$ | $9 \%$ |
| I am not familiar with this company | $\begin{aligned} & 73 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 23 \% \\ & \text { 23\% } \end{aligned}$ | ${ }^{25} 9$ | ${ }_{18}^{16}$ | ${ }^{18} 9$ | 12 $21 \%$ | 20 $14 \%$ | 30 18 | $\begin{aligned} & 24 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | 20\% | $\begin{aligned} & 22 \\ & 34 \% \\ & \text { kM }^{2} \end{aligned}$ | ${ }^{23} 11 \%$ | ${ }_{12}^{15}$ | 20\% | $\begin{gathered} 24 \% \\ \text { 24\% } \end{gathered}$ | 18\% | ${ }^{27}$ 19\% | $3{ }_{4}^{3}$ | 32\% |
| Sigma | $\begin{aligned} & 393 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 620 | 242\% |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 413 | 152 | 261 | 165 | 111 | 74 | 63 | 140 | 177 | 96 | 220 | 50 | 117 | 136 | 130 | 147 | 209 | 189 | 37 | 218 |
| Weighted Base | 420 | 196* | 224 | 126* | 104* | 99* | 91* | $138{ }^{*}$ | 204* | 78* | 122 | 69* | $198{ }^{*}$ | $145^{*}$ | $146 *$ | 129* | 235 | 165* | 55** | 252 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 272 \\ 65 \% \end{gathered}$ | $\begin{gathered} 144 \\ { }_{7}^{133} \% \end{gathered}$ | $\begin{gathered} 128 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 69 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 66 \\ & 67 \% \\ & { }_{\mathrm{D}} \end{aligned}$ | $\begin{aligned} & 73 \\ & 81 \% \\ & \text { 81\% } \end{aligned}$ | 92 | $\begin{gathered} 129 \\ 64 \% \end{gathered}$ | 500 | $\begin{aligned} & 66 \\ & 54 \% \end{aligned}$ | $47 \%$ | $\begin{gathered} \text { 139 } \\ \\ K 0 \% \end{gathered}$ | $\begin{gathered} 118 \\ 81 \% \\ { }^{81} \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 163 \\ 69 \% \end{gathered}$ | 59\% | 47 8 \% | 174 $69 \%$ |
| Trust very much | ${ }^{119} 28$ | $\begin{gathered} 73 \\ 37 \% \\ \hline \end{gathered}$ | 21\% | ${ }^{28} 2{ }^{2}$ | $\begin{aligned} & 41 \\ & 39 \% \\ & \mathrm{D} \end{aligned}$ | ${ }_{26}^{26}$ | 25\% | ${ }^{52} 8$ | 50 $24 \%$ | ${ }^{18} 23$ | ${ }_{23}^{28}$ | ${ }_{32} 2$ | ${ }_{31}^{61}$ | 20\% | 57 $39 \%$ | 21\% | $\begin{gathered} 87 \\ 37 \% \\ R \end{gathered}$ | 24\% | 30\% | 81 32 |
| Trust somewhat | ${ }_{36 \%}^{153}$ | $\begin{aligned} & 70 \% \end{aligned}$ | ${ }_{37}^{82}$ | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | $\begin{aligned} & 31 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 41 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 40 \\ & 29 \% \end{aligned}$ | ${ }_{30}^{89 \%}$ | 32\% | $38$ | $\begin{aligned} & 25 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 53 \% \\ & \text { OP } \end{aligned}$ | 34\% | ${ }_{32}{ }^{2}$ | 75 ${ }^{3} \%$ | 73 $44 \%$ q | 17 $31 \%$ | 92 37 |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 64 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & \\ & \hline \end{aligned}$ | 10\% | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | ${ }_{21}^{25}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | ${ }^{27} 13 \%$ | 11\% | 22 $15 \%$ | $\begin{aligned} & 31 \\ & 24 \% \\ & \text { N } \end{aligned}$ | 31 $13 \%$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | ${ }_{5}{ }^{\text {\% }}$ | 32\% |
| Do not trust too much | 40\% | 20\% | 209\% | 13\% | $9 \%$ | $8{ }_{8}^{8}$ | 10\% | 13 $10 \%$ | 20\% | ${ }^{7} \%$ | 13 | ${ }_{5}^{4} \%$ | 22 $11 \%$ | 9\% | 19\% | 13 $10 \%$ | 20\% | 17\% | 5\% | 25\% |
| Do not trust at all | 24 6 | 11 6 \% | ${ }^{13} 6$ | 9 9 | $4{ }_{4}^{4}$ | 11 $\mathrm{l}^{11} \%$ | * | ${ }_{2}^{3}$ | ${ }^{16} 8$ | 5\% | 12 $10 \%$ $M$ | c ${ }_{\text {c }}^{70 \%}$ | $\stackrel{5}{3 \%}$ | $3{ }^{3}$ | ${ }^{3} \mathrm{2}$ | $\begin{gathered} 18 \\ 14 \% \\ \text { NO } \end{gathered}$ | ${ }^{11} 5$ | ${ }^{13} 8$ | - | 7\% |
| I am not familiar with this company | ${ }_{20}^{84}$ | $\begin{aligned} & 22 \\ & 10 \end{aligned}$ | $\begin{gathered} \text { 282 } \\ 28 \% \end{gathered}$ | $\begin{gathered} 42 \\ \text { EFG } \end{gathered}$ | 19 $18 \%$ | 14\% | ${ }_{9}^{8}$ | 29 ${ }_{21}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | 160\% | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | 117\% | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | 16 $11 \%$ | $\begin{gathered} { }_{23}^{33} \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 34 \\ & 27 \% \\ & { }^{37} \% \end{aligned}$ | 417\% | ${ }^{38}{ }^{23 \%}$ | 6\% | ${ }^{46}$ \% |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 204\% | 100\% | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | 145 $100 \%$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 100\% | 252 100 |




Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 408 | 159 | 249 | 166 | 112 | 62 | 68 | 133 | 171 | 104 | 213 | 54 | 111 | 131 | 141 | 136 | 219 | 178 | 42 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 414 | 200* | 214 | 128* | $108 *$ | $90^{*}$ | $87^{*}$ | 135* | 191* | 89* | 127 | 66* | 181* | 137* | 152* | 125* | 274 | 133* | $64^{* *}$ | 254 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 226 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 60 \% \end{aligned}$ | ${ }_{49 \%}^{105}$ | $\begin{aligned} & 63 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & \text { 62 } \\ & 699 \% \\ & \text { 2 } \end{aligned}$ | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 60 \% \end{aligned}$ | ${ }_{53}^{102}$ | $\begin{aligned} & 43 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 699 \% \\ & \text { op } \end{aligned}$ | $\begin{aligned} & 82 \\ & 54 \% \\ & p \end{aligned}$ | ${ }_{38}^{49 \%}$ | $\begin{gathered} 160 \\ 59 \% \\ \mathrm{r} \end{gathered}$ | $\begin{aligned} & 63 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 60 \% \end{aligned}$ |
| Trust very much | ${ }_{28}^{98 \%}$ | $\begin{aligned} & 566 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $25 \%$ | ${ }_{26 \%}^{28}$ | $\begin{aligned} & 31 \\ & 34 \% \\ & \text { dg } \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | 399 | 38\% | 21\% | $28 \%$ | $\begin{aligned} & 16 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 36 \% \\ & \text { OP } \end{aligned}$ | $\begin{aligned} & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 76 \\ 28 \% \\ { }^{76} \end{gathered}$ | 20 $15 \%$ | 28 43 | 27\% |
| Trust somewhat | ${ }_{31}^{128}$ | $\begin{aligned} & 64 \% \\ & 32 \end{aligned}$ | 34\% | $\begin{aligned} & 39 \% \end{aligned}$ | 27\% | 31\% | 30 | ${ }_{31}^{41 \%}$ | $\begin{aligned} & 64 \\ & 33 \% \end{aligned}$ | ${ }^{23} 26$ | ${ }_{28}^{36 \%}$ | 20\% | 63\% | ${ }_{33}^{46}$ | 53\% | 23\% | ${ }^{84} 1 \%$ | 42\% | 188\% | 84\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 78 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 19 \end{aligned}$ | 19\% | 21 16 | 23 22 | 15\% | 192\% | ${ }_{13}^{18}$ | $\begin{gathered} 46 \\ 24 \% \\ h \end{gathered}$ | 15 | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 20 \\ 30 \% \\ k \end{gathered}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 118\% | $\begin{aligned} & 29 \\ & { }_{19}^{9} \% \\ & N \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 52 \\ & 19 \% \end{aligned}$ | 26\% | 12 | 416\% |
| Do not trust too much | ${ }_{11 \%}^{45}$ | ${ }^{18} 9$ | 27 $13 \%$ | ${ }^{11} 9$ | $9 \%$ | 11\% | 15\% | 5 | $\begin{aligned} & 29 \\ & \begin{array}{l} 15 \% \\ H \end{array} \end{aligned}$ | 11 $12 \%$ $h$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 13 \\ & { }_{20}{ }_{K}^{2} \% \end{aligned}$ | ${ }_{12}^{22}$ | ${ }_{3}^{5}$ | $\begin{gathered} 18 \\ 12 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 22 \\ & 18 \% \\ & \end{aligned}$ | 11\% | 15\% | $\stackrel{3}{5 \%}$ | ${ }^{28} 11 \%$ |
| Do not trust at all | 33 ${ }_{8}$ | 20 $10 \%$ | ${ }^{13} 6$ | ${ }^{10} 8$ | 14\% | $5{ }_{5}$ | ${ }_{5}^{4}$ | ${ }^{13} 9$ | ${ }^{17} 9$ | $4{ }_{4}^{4}$ | ${ }^{11} 9$ | $\xrightarrow{7} \mathrm{~F}$ \% | 11 6 | ${ }_{4 \%}^{6}$ | 11\% | $\begin{aligned} & 16 \\ & 13 \% \\ & \mathrm{n} \% \end{aligned}$ | 22 ${ }_{8}$ | 118\% | $\stackrel{9}{14 \%}$ | 12\% |
| I am not familiar with this company | $\begin{gathered} 110 \\ 27 \% \end{gathered}$ | ${ }_{21}^{41 \%}$ | $\begin{gathered} 69 \\ 32 \% \\ b \end{gathered}$ | $\begin{gathered} 45 \\ 35 \% \\ F \end{gathered}$ | 27 $25 \%$ | 13 $15 \%$ | 259\% | ${ }^{36}$ 27\% | ${ }_{23}^{43}$ | 31 35 | $\begin{aligned} & \text { 43 } \\ & 34 \% \\ & \text { Lm } \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | 23\% | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | $38$ | ${ }_{23}^{62}$ | ${ }_{33}^{44}$ | ${ }_{9 \%}$ | 20\% |
| Sigma | $\begin{aligned} & 414 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 191\% | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 150 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 274 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{3}{|c|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 70 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 406 \& 164 \& 242 \& 177 \& 119 \& 59 \& 51 \& 143 \& 176 \& 87 \& 203 \& 60 \& 118 \& 119 \& 147 \& 140 \& 217 \& 179 \& 33 \& 217 <br>
\hline Weighted Base \& 388 \& $183 *$ \& 205 \& 136 \& 107* \& 80* \& $66^{* *}$ \& $136 *$ \& 181* \& 71* \& 118 \& 65* \& 182* \& 122* \& $138 *$ \& 129* \& 228 \& 153* \& 43** \& 224 <br>
\hline Trust Somewhat/Very Much (Net) \& $$
{ }^{230} 59 \%
$$ \& $$
\begin{aligned}
& 110 \\
& 60 \%
\end{aligned}
$$ \& $$
\begin{gathered}
119 \\
58 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 63 \\
& 47 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 70 \\
& 66 \% \\
& \text { 6\% }
\end{aligned}
$$ \& $$
48 \%
$$ \&  \& $$
\begin{aligned}
& 89 \\
& 66 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 107 \\
& 59 \%
\end{aligned}
$$ \& 33\% \& $$
\begin{aligned}
& 71 \% \\
& 60 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 344 \\
& 52 \%
\end{aligned}
$$ \& $$
\begin{gathered}
116 \\
64 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 72 \\
& 59 \%
\end{aligned}
$$ \&  \& $$
\begin{aligned}
& 63 \\
& 49 \%
\end{aligned}
$$ \& $$
\begin{gathered}
143 \\
63 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 85 \\
& 55 \%
\end{aligned}
$$ \& 27 63 \& 126
$56 \%$ <br>
\hline Trust very much \& 96\% \& 499\% \& $$
{ }_{23}^{47}
$$ \& $$
\begin{aligned}
& 33 \\
& 24 \%
\end{aligned}
$$ \& 29\% \& $$
\begin{aligned}
& 16 \\
& 21 \%
\end{aligned}
$$ \& ${ }^{18} \%$ \& $$
\begin{aligned}
& 47 \\
& 35 \% \\
& 1
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 16 \%
\end{aligned}
$$ \& $19 \%$ \& 33
$28 \%$ \& 17\% \& 31\% \& 295\% \& 39

28

$p$ \& 21\% \& $$
\begin{aligned}
& 60 \\
& 27 \%
\end{aligned}
$$ \& 35\% \& 17

$41 \%$ \& 24\% <br>

\hline Trust somewhat \& 134 ${ }^{35 \%}$ \& 62 34 \& 72 35 \& 31 23 \& \[
$$
\begin{aligned}
& 41 \\
& 39 \% \\
& \text { 2 }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \\
& 39 \% \\
& d
\end{aligned}
$$
\] \& 31\% \& ${ }_{31}{ }^{2} \%$ \& 77

$43 \%$ \& ${ }_{21}^{15}$ \& 37
$32 \%$ \& 176\% \& 77
$42 \%$
1 \& 36 \& 56 $41 \%$ \& ${ }_{32}{ }^{2}$ \& 82\% \& 49\% \& 10\% \& $72 \%$ <br>

\hline Do Not Trust At All/Too Much (Net) \& $$
\begin{aligned}
& 68 \\
& 17 \%
\end{aligned}
$$ \& \[

$$
\begin{gathered}
42 \\
{ }_{2}^{42} \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 27 \\
& 13 \%
\end{aligned}
$$

\] \& \[

{ }_{21}^{28}

\] \& \[

$$
\begin{aligned}
& 16 \\
& \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \% \\
& 17
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 10 \\
& 15 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 19 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 19 \%
\end{aligned}
$$
\] \& 13

$19 \%$ \& \[
$$
\begin{aligned}
& 20 \\
& 17 \%
\end{aligned}
$$

\] \& ${ }^{8} 3 \%$ \& 34 $19 \%$ \& ${ }_{26}{ }^{21 \%}$ \& \[

$$
\begin{aligned}
& 17 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 19 \%
\end{aligned}
$$
\] \& 33

$14 \%$ \& 34\% \& ${ }^{8} 9$ \& ${ }^{45}$ <br>
\hline Do not trust too much \& 51
$13 \%$ \& 31
$17 \%$ \& 20\% \& 20\% \& 110\% \& 14\% \& 12\% \& ${ }_{16}^{12 \%}$ \& 24\% \& 11. \& ${ }^{10} 9$ \& ${ }_{9}^{6} \%$ \& 32\% \& 21\% \& 10\% \& 19\% \& 27 $12 \%$ \& 23 \& 18\% \& 37\% <br>

\hline Do not trust at all \& ${ }^{17} 4 \%$ \& 10\% \& ${ }_{3 \%}^{7}$ \& $8{ }_{6}$ \& 5 \& ${ }_{3 \%}$ \& $\stackrel{2}{2 \%}$ \& $3{ }^{3}$ \& 11 $6 \%$ \& $3 \%$ \& $$
\begin{aligned}
& 10 \\
& { }^{8} \%
\end{aligned}
$$ \& $3{ }_{4}^{3}$ \& 1\% \& 5\% \& 7\% \& ${ }_{4 \%}^{6}$ \& ${ }_{3}^{6}$ \& 11\% \& $1 \%$ \& $8 \%$ <br>

\hline I am not familiar with this company \& 91 $23 \%$ \& \[
$$
\begin{aligned}
& 32 \\
& 17 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
59 \\
29 \% \\
b
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
43 \\
{ }_{\mathrm{e}} \\
\hline
\end{gathered}
$$
\] \& 20\% \& ${ }^{18} 2{ }^{3} \%$ \& ${ }_{11 \%}$ \& 27\% \& 20\% \& 24

$34 \%$

$h$ \& 27\% \& \[
$$
\begin{aligned}
& 22 \\
& 35 \% \\
& M
\end{aligned}
$$

\] \& 31\% \& 25\% \& ${ }^{25} 18 \%$ \& \[

$$
\begin{aligned}
& 41 \\
& 32 \% \\
& 0
\end{aligned}
$$
\] \& 52\% \& 34\% \& 18\% \& 52\% <br>

\hline Sigma \& $$
\begin{aligned}
& 388 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 183 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 205 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 107 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
80 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
66 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 181 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{array}{r}
71 \\
100 \%
\end{array}
$$

\] \& \[

$$
\begin{aligned}
& 118 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
65 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 122 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 138 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 129 \\
& \text { 100\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 228 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 153 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 224

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19
CMP02_55 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Financial

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(520 \\ 5 / 22) \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 401 | 156 | 245 | 165 | 115 | 66 | 55 | 140 | 168 | 93 | 230 | 41 | 104 | 112 | 138 | 151 | 202 | 190 | 39 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 387 | 202* | 185 | $113 *$ | $97^{*}$ | 96* | 80** | 139* | $184 *$ | $64^{*}$ | 129 | $57 * *$ | 183* | 112* | $138 *$ | $137 *$ | 207 | 172* | $44^{* *}$ | 221 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 248 \\ 64 \% \end{gathered}$ | ${ }_{68 \%}^{138}$ | $\begin{aligned} & 110 \\ & 59 \% \end{aligned}$ | $70$ | $\begin{aligned} & 59 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 59 \% \end{aligned}$ | $\frac{98}{71 \%}$ | $\begin{gathered} 119 \\ 65 \% \\ j \end{gathered}$ | $\begin{aligned} & 31 \% \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 138 \\ { }_{75} \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 68 \% \end{aligned}$ | ${ }_{63}^{87}$ | $\begin{aligned} & 84 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 149 \\ 7 \mathrm{R} \end{gathered}$ | $\begin{aligned} & 93 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 152 \\ 69 \% \end{gathered}$ |
| Trust very much | $\begin{gathered} 106 \\ 27 \% \end{gathered}$ | 57\% | $\begin{aligned} & 49 \% \\ & 26 \end{aligned}$ | $\text { 30 } 27 \%$ | $\begin{aligned} & 33 \\ & 34 \% \end{aligned}$ | $\text { 22 } 23 \%$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 28 \% \\ & \text { jo } \end{aligned}$ | ${ }^{8} 3$ \% | 23 $18 \%$ | 217\% | $\begin{gathered} 57 \\ 31 \% \\ K \end{gathered}$ | 27\% | 47 34 | 323\% | $\begin{gathered} \text { 639\% } \\ \mathrm{R} \end{gathered}$ | 34\% | 23 | ${ }^{68} \%$ |
| Trust somewhat | 142 37 | $\begin{aligned} & 81 \\ & 40 \% \end{aligned}$ | 61 31 | $\begin{gathered} 50 \\ 44 \% \\ { }^{5} \% \end{gathered}$ | 26\% | 39 $41 \%$ | $\begin{aligned} & 27 \\ & 33 \% \end{aligned}$ | 52\% | ${ }_{3}^{68} \%$ | 22 35 | 43 3 \% | 14 25 | $\begin{aligned} & 80 \\ & 44 \% \end{aligned}$ | $49 \%$ | 419\% | 52\% | $\begin{aligned} & 80 \\ & 39 \% \end{aligned}$ | 59 ${ }^{54}$ | 16\% | 848\% |
| Do Not Trust At All/Too Much (Net) | 97\% | 50 | ${ }^{45} 2$ | ${ }^{22} 19 \%$ | ${ }_{26}^{27}$ | $28 \%$ | $22$ | 28\% | ${ }^{46} 2$ | $\begin{gathered} 23 \\ 36 \% \\ \text { 3n } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 45 \\ 35 \% \\ M \end{array} \end{aligned}$ | 20\% | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | 24\% | ${ }_{26}^{36}$ | 37\% | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & { }^{62} \\ & 36 \% \\ & \hline \end{aligned}$ | 5\% | 51 $23 \%$ |
| Do not trust too much | 66\% | 32 $16 \%$ | 34\% | 14\% | 17\% | 21\% | $13 \%$ | 20\% | 31\% | 16 $24 \%$ | $\begin{gathered} \text { 222\% } \\ \mathrm{m} \end{gathered}$ | 13\% | 23 ${ }_{12}$ | 20\% | 25\% | 20\% | 22 $11 \%$ | $\begin{aligned} & 43 \\ & 25 \% \\ & { }^{2} \% \end{aligned}$ | ${ }_{4 \%}^{2}$ | 38\% |
| Do not trust at all | 318 | 19\% | 13\% | ${ }_{7 \%}$ | $9{ }_{9}^{9}$ | $7 \%$ | 10\% | $9{ }_{6}$ | 15 8 \% | ${ }_{12}{ }^{2}$ | $\begin{aligned} & \begin{array}{l} 16 \\ 12 \% \\ M \end{array} \end{aligned}$ | $\stackrel{7}{12 \%}$ | 8 | $\stackrel{4}{3 \%}$ | 1180 | $\begin{gathered} 17 \\ 12 \% \\ \mathrm{n} \end{gathered}$ | 12\% | 19 | * ${ }^{\text {\% }}$ | ${ }^{13} 6$ |
| I am not familiar with this company | ${ }_{11}^{42}$ | 14\% | $\begin{aligned} & 28 \\ & 15 \% \\ & \text { b } \end{aligned}$ | 110\% | ${ }_{12}^{13}$ | $7 \%$ | 12 $14 \%$ | 12 ${ }_{9}$ | 19 $10 \%$ | $10 \%$ | 18 $14 \%$ | ${ }_{2}^{1}$ | ${ }^{15} 8$ | 11 $10 \%$ | 15 $11 \%$ | 16\% | 23 $11 \%$ | 17 $10 \%$ | $\stackrel{3}{8 \%}$ | ${ }^{18} 8$ |
| Sigma | $\begin{aligned} & 387 \\ & 100 \% \end{aligned}$ | 202\% | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | 184 $100 \%$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 570\% | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 112 $100 \%$ | 138 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 207 $100 \%$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | 44 $100 \%$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_56 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Financial

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 418 | 152 | 266 | 197 | 104 | 63 | 54 | 147 | 175 | 96 | 209 | 50 | 128 | 131 | 160 | 127 | 224 | 180 | 45 | 236 |
| Weighted Base | 448 | 203* | 245 | 150 | 112* | 98* | 88* | $163 *$ | 206* | 79* | 121 | $63^{*}$ | $240 *$ | 139* | $184 *$ | 125* | 259 | 176* | 72** | 282 |
| Trust Somewhat/Very Much (Net) | 275 $61 \%$ | $\begin{gathered} 137 \\ 68 \% \\ c \end{gathered}$ | 138 $56 \%$ | 98\% | 74 $66 \%$ | 57 | 46 53 | $\begin{gathered} 125 \\ \substack{77 \% \\ 1.5} \end{gathered}$ | $\stackrel{105}{51 \%}$ | 45\% | 74 $61 \%$ | 33 $53 \%$ | ${ }^{156} 6$ | 81\% | $\begin{gathered} 125 \\ 68 \% \\ \mathrm{p} \end{gathered}$ | ${ }^{65} 5$ | ${ }^{168}{ }^{6} \%$ | ${ }^{103} 5$ | 53 73 | 179 $63 \%$ |
| Trust very much | $\begin{gathered} 107 \\ 24 \% \end{gathered}$ | ${ }_{23}^{43}$ | ${ }_{20}^{60}$ | $\begin{aligned} & 32 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | 190\% | $\begin{aligned} & 211 \\ & 24 \% \end{aligned}$ | 57 $35 \%$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & \text { 160 } \end{aligned}$ | $\begin{aligned} & 35 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 33 \% \end{aligned}$ | ${ }^{40} \%$ | ${ }^{38}{ }^{27} \%$ | $\begin{aligned} & 54 \\ & 29 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \\ & 12 \end{aligned}$ | $\text { 70 } 27 \%$ | 20\% | 23 32 | 70 |
| Trust somewhat | ${ }^{169} 88$ | $\begin{aligned} & 90 \\ & 45 \% \\ & c \end{aligned}$ | 782\% | ${ }^{66} 4{ }^{6}$ | $\begin{aligned} & 40 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 38 \% \end{aligned}$ | 25 28 | $\begin{aligned} & 68 \\ & 42 \% \end{aligned}$ | 72 $35 \%$ | 29 ${ }^{29}$ | ${ }_{38}{ }^{2}$ | 130\% | $\begin{aligned} & 108 \\ & \begin{array}{l} 45 \% \\ \mathrm{~kL} \end{array} \end{aligned}$ | 47\% | 719\% | $50 \%$ | 97\% | ${ }_{38}^{68}$ | 29 ${ }^{29}$ | ${ }_{38}^{108}$ |
| Do Not Trust At All/Too Much (Net) | 126 ${ }^{28 \%}$ | ${ }_{21}{ }^{2} \%$ | $\begin{gathered} 83 \\ 34 \% \\ B \end{gathered}$ | 34\% | 27 $24 \%$ | 33 34 | 32 | ${ }^{22} 14 \%$ | $\begin{aligned} & 78 \\ & 38 \% \\ & H \end{aligned}$ | ${ }_{\text {22 }}^{3} \mathrm{H}$ \% | 33 ${ }^{38 \%}$ | 22 36 | 60\% | 410\% | 24\% | 40\% | 64\% | 57 | 17 $24 \%$ | 71 |
| Do not trust too much | ${ }^{56}$ 12\% | 19\% | 37\% | 19\% | 14\% | 10\% | 13 $14 \%$ | ${ }^{12} \%$ | $\begin{aligned} & \frac{35}{15} \% \\ & \mathrm{H}^{2} \end{aligned}$ | 11\% | ${ }_{18}^{15}$ | 10\% | 26 $11 \%$ | 17\% | 21\% | $18 \%$ | 281\% | 24\% | ${ }_{5}^{4} \%$ | 36 $13 \%$ |
| Do not trust at all | 70\% | 23 $11 \%$ | 179\% | $\begin{aligned} & 15 \\ & 10 \% \\ & \hline \end{aligned}$ | ${ }_{11}^{12}$ | $\begin{gathered} 23 \\ 24 \% \\ { }_{D}^{2} \end{gathered}$ | $\begin{gathered} 19 \\ 22 \% \\ d \end{gathered}$ | 11\% | $\begin{aligned} & 42 \\ & 21 \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }_{\text {21 }}^{17}{ }^{17}$ | ${ }_{12}^{15}$ | ${ }_{\text {26 }}^{16}$ | 34\% | 24\% | 24\% | 22\% | 36 $14 \%$ | 32\% | 14\% | 34 $12 \%$ |
| I am not familiar with this company | ${ }_{11} 7$ | 23 $12 \%$ | 24\% | ${ }_{12}^{18}$ | 110\% | 9 9 | 11\% | 159\% | 23 $11 \%$ | 12\% | ${ }_{11}^{14}$ | 11\% | 24\% | ${ }^{13} 9$ | 15\% | 20\% | 11\% | ${ }^{16} 9$ | ${ }_{3 \%}^{2}$ | 12\% |
| Sigma | $\begin{aligned} & 448 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 282 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M-N/O/P - Q/R-S/T


Fielding Period: May 20-22, 2020
CMP02_57 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Financial
American Express
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 405 | 138 | 267 | 177 | 99 | 70 | 59 | 147 | 164 | 94 | 221 | 63 | 94 | 130 | 131 | 144 | 207 | 182 | 32 | 229 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 420 | 197* | 223 | 126 | $97 *$ | 99* | 98* | 138* | 198* | $84^{*}$ | 132 | $88{ }^{*}$ | 170* | 145* | 132* | $143 *$ | 235 | 171* | $53^{* *}$ | 276 |
| ${ }_{\text {Trust Somewhat/Very }}^{\text {Much (Net) }}$ | $3{ }^{311}$ | 1517\% | ${ }^{160} 72$ | 819\% | 71 | 73 $74 \%$ | $\begin{aligned} & 85 \\ & 87 \% \\ & { }^{87} \end{aligned}$ | $\begin{aligned} & 105 \\ & 76 \% \end{aligned}$ | 148\% | 59\% | 91\% | 64\% | 136\% | $\begin{gathered} 121 \\ 83 \% \\ \hline \mathrm{P} \end{gathered}$ | 98\% | 92\% | ${ }^{178} 76$ | ${ }^{123} 72 \%$ | 479\% | 213\% |
| Trust very much | ${ }^{132}$ | $\begin{aligned} & 78 \\ & 40 \% \\ & C \end{aligned}$ | $\begin{aligned} & 54 \\ & 24 \% \end{aligned}$ | 239 | $\begin{gathered} 46 \\ 48 \% \\ \mathrm{DG} \end{gathered}$ | $32 \%$ | $\text { 25 } 25$ | $\begin{aligned} & 56 \\ & 41 \% \\ & \hline \end{aligned}$ | ${ }^{49} 2$ | $\begin{aligned} & 27 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | 192\% | $\begin{aligned} & 60 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 38 \% \\ & R \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 21 \% \end{aligned}$ | 36\% | ${ }_{37 \%}^{103}$ |
| Trust somewhat | $\begin{gathered} 178 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% \\ & e \end{aligned}$ | 25\% | $41 \%$ | $\begin{gathered} 60 \\ 61 \% \\ \text { DEf } \end{gathered}$ | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 50 \% \\ & \text { h } \end{aligned}$ | 31 $37 \%$ | $\begin{aligned} & 45 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 51 \% \\ & k \end{aligned}$ | $76 \%$ | $\begin{aligned} & 71 \\ & 49 \% \end{aligned}$ | 529\% | $\begin{aligned} & 56 \\ & 39 \% \end{aligned}$ | ${ }^{88}{ }^{8} \%$ | $\begin{gathered} 87 \\ 51 \% \\ q \end{gathered}$ | 123\% | 110 $40 \%$ |
| Do Not Trust At All/Too Much (Net) | 67 $16 \%$ | 29\% | 17\% | ${ }_{21 \%}^{26}$ | 17\% | $11 \%$ | 13 $13 \%$ | 17 $13 \%$ | ${ }^{38}$ 19\% | 12 | 27 | 170\% | 20 $12 \%$ | ${ }_{11}^{16}$ | $\stackrel{22}{17 \%}$ | 209\% | 34\% | 33 $19 \%$ | $\stackrel{3}{5 \%}$ | ${ }^{45} 16$ |
| Do not trust too much | ${ }_{17}^{47}$ | 24\% | 23 $10 \%$ | $18 \%$ | $11 \%$ | 10\% | ${ }_{8 \%}^{8}$ | $\stackrel{7}{5 \%}$ | $\begin{aligned} & 31 \\ & \text { 16\% } \\ & \mathbf{H}^{2} \end{aligned}$ | 10\% | 16\% | 15\% | ${ }^{15} 9$ | 118\% | ${ }^{18} 14 \%$ | ${ }_{12}^{12}$ | 24\% | 22 $13 \%$ | $1 \%$ | 35 ${ }^{3}$ |
| Do not trust at all | 20 5 | ${ }_{3}^{6}$ | 15\% | ${ }_{6}^{8} \%$ | $7 \%$ | $1 \%$ | ${ }_{5}^{5}$ | 10\% | ${ }_{3 \%}^{7}$ | $4{ }_{4}^{4}$ | ${ }^{11} \%$ | $3{ }_{3}{ }^{\text {\% }}$ | 3\% | ${ }_{3}^{5} \%$ | ${ }_{3}^{4} \%$ | 118\% | 10 4 \% | 11 $6 \%$ | ${ }_{4 \%}^{2}$ | 10 4 \% |
| I am not familiar with this company | 42\% | ${ }^{17} 8$ | 25 $11 \%$ | $\begin{aligned} & 18 \\ & 15 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \\ & \text { G } \end{aligned}$ | - | 15 $11 \%$ | ${ }^{13} 6$ | 17\% ${ }^{17}$ | 13 $10 \%$ | ${ }_{6}^{6}$ | ${ }^{15} 9$ | $\stackrel{8}{5 \%}^{\text {\% }}$ | 11 8 \% | $\begin{aligned} & 23 \\ & { }_{16} \% \\ & \mathrm{n} \end{aligned}$ | 22 $10 \%$ | ${ }^{15} 9$ | 6\% | ${ }^{18} 6$ |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 198 } \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 171 } \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 276 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/LIM - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_58 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Financial

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 402 | 150 | 252 | 181 | 107 | 59 | 55 | 145 | 169 | 88 | 216 | 63 | 98 | 117 | 134 | 151 | 209 | 175 | 43 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 191* | 222 | 141* | 103* | 86* | 82** | $140 *$ | 199* | $74^{*}$ | 124 | $81^{*}$ | 180* | $133^{*}$ | 151* | 129* | 245 | $148 *$ | $56^{* *}$ | 268 |
| Trust Somewhat/Very Much (Net) | ${ }^{284}$ 69\% | $\begin{gathered} 124 \\ 65 \% \end{gathered}$ | 160 ${ }_{72 \%}$ | $\begin{aligned} & 92 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 79 \% \\ & \text { df } \end{aligned}$ | $\begin{aligned} & 54 \\ & 62 \% \end{aligned}$ | $57 \%$ | ${ }^{105}$ | ${ }^{129} 6$ | 50\% | 83\% | $\begin{aligned} & 53 \\ & 65 \% \end{aligned}$ | 135 75 | 95 $72 \%$ | ${ }^{106}$ | 83\% | $\begin{gathered} 183 \\ \substack{75 \% \\ \hline} \end{gathered}$ | 89\% | 449\% | 200 75 |
| Trust very much | ${ }_{30 \%}^{123}$ | ${ }_{33}^{64}$ | $\begin{gathered} 59 \\ 27 \% \end{gathered}$ | 32\% | $\begin{gathered} 42 \\ 41 \% \\ 41 \% \end{gathered}$ | 24\% | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 52 \\ 37 \% \\ i \end{gathered}$ | 50 | $21 \%$ | $399$ | 193\% | $\begin{aligned} & 61 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 42 \% \\ & \text { op } \end{aligned}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 38 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 26\% | ${ }_{31}^{84}$ |
| Trust somewhat | $\begin{gathered} 161 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 101 \\ 46 \% \\ B \end{gathered}$ | 60\% | $\begin{aligned} & 40 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 29 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 40 \% \end{aligned}$ | 29\% | $\begin{aligned} & 44 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 41 \% \end{aligned}$ | 39\% | $\begin{aligned} & 64 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 45 \% \\ & \mathrm{n} \end{aligned}$ | 900 | $\begin{aligned} & 63 \\ & 42 \% \end{aligned}$ | 182\% | 117 $43 \%$ |
| Do Not Trust At All/Too Much (Net) | $\xrightarrow{97}$ | 54\% | ${ }^{43} 19$ | 32\% | 13 $13 \%$ | $\begin{gathered} \text { 333\% } \\ \text { 29 } \end{gathered}$ | 23 28 | 20 $14 \%$ | ${ }_{298}^{58}{ }^{58}$ | 19\% | 28\% | 24\% | 32 $18 \%$ | ${ }_{21}^{21 \%}$ | 32\% | 35\% | 18\% | $\begin{aligned} & 47 \\ & 31 \% \\ & Q \end{aligned}$ | 17\% | 50 $19 \%$ |
| Do not trust too much | ${ }^{68} \%$ | 19\% | 32 $14 \%$ | $\begin{aligned} & \begin{array}{l} 25 \\ 18 \% \\ e \end{array} \end{aligned}$ | $7 \%$ | $\begin{gathered} 18 \\ 21 \% \\ e \end{gathered}$ | 182\% | ${ }^{12} 9$ | $\begin{aligned} & 43 \\ & 22 \% \\ & H^{2} \end{aligned}$ | 13 $18 \%$ | 17\% | 14\% | 27 $15 \%$ | 21 16 | 21 $14 \%$ | 26 ${ }^{21 \%}$ | 31 $13 \%$ | 30\% | 13\% | 39 $15 \%$ |
| Do not trust at all | 29\% | ${ }^{17} 9$ | 11 5 \% | $\stackrel{7}{5 \%}$ | ${ }_{6 \%}^{6}$ | 112\% | 6\% | ${ }_{6}^{8}$ | ${ }^{15} 8$ | 5\% | $\stackrel{10}{8 \%}$ | $\begin{aligned} & 10 \\ & 12 \% \\ & \mathrm{~m} \end{aligned}$ | 5\% | $\stackrel{7}{5 \%}$ | 13 81 | $\stackrel{9}{7 \%}$ | 12 5 | ${ }_{11 \%}^{16}$ | ${ }_{4 \%}^{2}$ | 11 4 \% |
| I am not familiar with this company | 32\% | 13\% | 19\% | 17\% | ${ }_{8 \%}^{8}$ | ${ }_{5}^{4}$ | 3\% | 15 $11 \%$ | 11 $6 \%$ | 5\% | ${ }^{14} \%$ | 5\% | ${ }^{13} \%$ | 10\% | 11\% | 118\% | ${ }^{18} \%$ | 13\% | ${ }_{4 \%}$ | ${ }^{18} \%$ |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 191 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 268 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Muans: Codumns
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_59 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Financial

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Ran }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 419 | 168 | 251 | 165 | 130 | 73 | 51 | 144 | 186 | 89 | 227 | 60 | 105 | 109 | 162 | 148 | 225 | 177 | 43 | 211 |
| Weighted Base | 385 | $180 *$ | 205 | 113* | 115* | $92^{*}$ | $64^{* *}$ | 123* | $186 *$ | 76* | 129 | $63^{*}$ | 170* | 101* | $162^{*}$ | 121* | 220 | 153* | $51^{* *}$ | 209 |
| Trust Somewhat/Very Much (Net) | ${ }_{62 \%}^{238}$ | $\begin{aligned} & 111 \\ & 62 \% \end{aligned}$ | ${ }_{62 \%}^{126}$ | $\begin{aligned} & 66 \\ & 59 \% \end{aligned}$ | ${ }_{70 \%}$ | $\begin{aligned} & 53 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 74 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 109 \\ & 59 \% \end{aligned}$ | 38\% | $\begin{aligned} & 65 \\ & 51 \% \\ & 51 \end{aligned}$ | $\begin{aligned} & 39 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 122 \\ { }_{72} \% \end{gathered}$ | $68 \%$ | 103 $63 \%$ | 56\% | $\underset{r}{149} \underset{r}{149}$ | 85\% | 44\% | 141 $67 \%$ |
| Trust very much | $\begin{aligned} & 93 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ | ${ }_{23}^{46}$ | 28\% | $\begin{gathered} 39 \\ 34 \% \\ f \end{gathered}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 9 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 40 \% \\ & 40 \% \end{aligned}$ | 29 ${ }^{16 \%}$ | 159\% | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | ${ }_{10}^{6} \%$ | $\begin{aligned} & 64 \\ & 37 \% \\ & \mathrm{KLL}^{2} \end{aligned}$ | $\begin{gathered} \text { 33\% } \\ \text { 33\% } \end{gathered}$ | $\begin{aligned} & 337 \\ & 23 \% \end{aligned}$ | $\stackrel{23}{19 \%}$ | $\begin{gathered} 63 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | 26 $51 \%$ | 71 34 |
| Trust somewhat | ${ }^{145} 3$ | $\begin{aligned} & 65 \\ & 36 \% \end{aligned}$ | ${ }^{80} 9 \%$ | 388 | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 39 \% \end{aligned}$ | 29 ${ }^{29}$ | 414\% | 80 | 23 $31 \%$ | ${ }^{44}$ | $\begin{aligned} & 33 \\ & 51 \% \\ & \text { km } \end{aligned}$ | 59\% | 34 $34 \%$ | ${ }_{41 \%}^{66}$ | 44\% | 859\% | 57\% | 19\% | ${ }_{33}^{69}$ |
| Do Not Trust At All/Too Much (Net) | ${ }^{82}$ 21\% | 44\% | ${ }^{38} 9$ | ${ }_{16}^{16}$ | 17 $14 \%$ | $\underset{\mathrm{e}}{28}$ | 22 34 | 19 | 42\% | 21\% | $\begin{gathered} 36 \\ \underset{\mathrm{~m}}{38} \end{gathered}$ | 14 22 | 27 16 | 21\% | 30 $18 \%$ | 32\% | 39 18 | 39\% | 6\% | 38\% |
| Do not trust too much | 52 $14 \%$ | 31\% | 21 $10 \%$ | 14 | ${ }_{7 \%}$ | $\underset{\text { 21 }}{\text { 219 }}$ | 117\% | 13 $11 \%$ | 31 $17 \%$ | 11\% | 20\% | 10\% | 20\% | 13 $13 \%$ | 20 $13 \%$ | ${ }_{18}^{15}$ | 32 $14 \%$ | $19 \%$ | ${ }_{3}^{2}$ | ${ }_{12 \%}$ |
| Do not trust at all | 30 8 \% | ${ }^{12} \%$ | ${ }^{17} 8$ | ${ }_{3}^{4}$ | $8 \%$ | ${ }_{7 \%}$ | 117\% | ${ }_{5}^{6} \%$ | 11 6 | 12 $16 \%$ Hi | $\begin{aligned} & 16 \\ & { }^{12} \% \\ & M \end{aligned}$ | $\stackrel{4}{7 \%}$ | $7{ }_{4 \%}$ | $7 \%$ | 9 | 13 $11 \%$ | 7\% | 20 13 | ${ }_{3}^{1}$ | ${ }_{12}^{12}$ |
| I am not familiar with this company | 65\% | 24\% | 410\% | 26\% | 18\% | 13 $14 \%$ | $\stackrel{4}{7 \%}$ | 13 $11 \%$ | ${ }^{35}$ 19\% | 172\% | $\begin{gathered} 28 \\ { }_{2}^{21 \%} \\ \mathrm{~m} \end{gathered}$ | 117\% | 21 $12 \%$ | 13 $13 \%$ | 30 $18 \%$ | 22\% | 33 | ${ }^{29} 9$ | 3\% | 31 15 |
| Sigma | $\begin{aligned} & 385 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | ${ }_{10}^{209 \%}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_60 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Financial

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 22) \\ 5 \end{array}\right) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 406 | 143 | 263 | 168 | 112 | 67 | 59 | 139 | 168 | 99 | 211 | 58 | 106 | 123 | 137 | 146 | 226 | 166 | 29 | 231 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 173* | 240 | 122* | 108* | 97* | 86* | $130 *$ | 189* | 94* | 128 | $56 *$ | 195* | 129* | 156* | $128 *$ | 243 | 153* | $38^{* *}$ | 256 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 265 \\ 64 \% \end{gathered}$ | $\begin{gathered} 123 \\ 71 \% \\ c \end{gathered}$ | $\begin{gathered} 142 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 68 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 76 \\ & 78 \% \\ & \text { 7 } \end{aligned}$ | $\begin{aligned} & 59 \\ & 68 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 86 \\ & 66 \% \end{aligned}$ | $\underset{64 \%}{120}$ | $58$ | $\begin{aligned} & 73 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 130 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 74 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{aligned} & 101 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 177 \\ { }_{7} 3 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 53 \% \end{aligned}$ | 33\% | $\begin{gathered} 172 \\ 67 \% \end{gathered}$ |
| Trust very much | 97\% | $\begin{gathered} 51 \\ 30 \% \\ \mathrm{C} \end{gathered}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \\ & d \\ & d \end{aligned}$ | $\begin{aligned} & 26 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & \text { 166 } \\ & \text { 19 } \end{aligned}$ | $\begin{aligned} & 39 \\ & 30 \% \\ & i \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | 25 | $\begin{aligned} & 21 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 30 \% \\ & R \end{aligned}$ | 23 ${ }^{15}$ | 19\% | 78 $31 \%$ |
| Trust somewhat | 168 ${ }_{41}$ | $72 \%$ | 96\% | 36\% | 40\% | $\begin{aligned} & 50 \\ & 51 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 50 \% \\ & \mathrm{D} \end{aligned}$ | ${ }_{36}^{47}$ | $88{ }^{86}$ | 33 $35 \%$ | $52 \%$ | 25 44 | 80 | 59\% | 64\% | 45\% | 103 $42 \%$ | 58\% | 13 $34 \%$ | 94\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 21 20\% | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | 26\% | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $28 \%$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | 21 $13 \%$ | $\begin{gathered} 33 \\ 26 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 16 \% \end{aligned}$ | ${ }_{16 \%}$ | 17\% |
| Do not trust too much | 11\% | 21 $12 \%$ | 24\% | ${ }_{12}^{15}$ | $13 \%$ | $8{ }_{8}^{8}$ | 11\% | 17\% | 22 $12 \%$ | $6 \%$ | 119\% | 6\% | 29\% | $13 \%$ | 12\% | 20\% | ${ }^{26} 10 \%$ | 11\% | ${ }_{16}^{6}$ | 32\% |
| Do not trust at all | ${ }^{28} \%$ | 12\% | ${ }^{16} \%$ | 9\% | 9\% | $5{ }_{5}$ | ${ }_{6}^{6}$ | $9 \%$ | 10 $5 \%$ | ${ }^{9} 0$ \% | $\begin{aligned} & 17 \\ & 13 \% \\ & \mathrm{M}^{2} \end{aligned}$ | $4 \%$ | $7{ }_{3}$ | ${ }_{5}^{6}$ | 9\% | 13 $10 \%$ | ${ }^{18} 7$ | 9\% | - | 12\% |
| I am not familiar with this company | $\begin{aligned} & 75 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 59 \\ 24 \% \\ \text { 24\% } \end{gathered}$ | $\begin{gathered} 41 \\ 34 \% \\ \text { EFG } \end{gathered}$ | 13 $12 \%$ | 10\% | 12 $14 \%$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | 37\% | 21\% | $\begin{gathered} 27 \\ 21 \% \end{gathered}$ | 13 $23 \%$ | 29 ${ }^{15 \%}$ | ${ }^{15} 12 \%$ | ${ }^{33} 1 \%$ | ${ }_{21}^{27}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 30 \% \\ & Q \end{aligned}$ | * ${ }^{\text {\% }}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_61 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Financial

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 414 | 169 | 245 | 183 | 109 | 62 | 60 | 133 | 187 | 94 | 222 | 57 | 114 | 124 | 154 | 136 | 214 | 188 | 40 | 238 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 415 | 216* | 198 | 141* | 103* | $84^{*}$ | $87^{*}$ | 126* | 198* | 91* | 120 | 73* | 205* | 123* | 169* | 123* | 239 | 168* | $52^{* *}$ | 265 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 265 \\ 64 \% \end{gathered}$ | $\begin{gathered} 147 \\ 68 \% \end{gathered}$ | $\begin{gathered} 118 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 69 \% \\ & f \end{aligned}$ | ${ }_{66 \%}^{68}$ | $\begin{aligned} & 43 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 65 \% \end{aligned}$ | $788$ | $\begin{gathered} 112 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 59 \% \end{aligned}$ | 51\% | $\begin{gathered} 135 \\ 66 \% \end{gathered}$ | $\begin{gathered} 88 \\ 72 \% \\ 0 \end{gathered}$ | 94\% | 83 | $\begin{gathered} 162 \\ 68 \% \end{gathered}$ | $\begin{gathered} 100 \\ 59 \% \end{gathered}$ | 45\% | 173 $65 \%$ |
| Trust very much | ${ }^{120} 29 \%$ | 73 $34 \%$ | 47 $24 \%$ | $\begin{gathered} 52 \\ 37 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 41 \\ & { }^{40} \% \\ & \mathrm{FG} \end{aligned}$ | 12 $14 \%$ | 15\% | $\begin{aligned} & 66 \\ & 533 \% \\ & \text { 1.5 } \end{aligned}$ | 20\% | 14\% 16 | 25 ${ }^{25}$ | 19\% | $\begin{gathered} 76 \\ 37 \% \\ K \end{gathered}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | 34\% | ${ }_{24}^{29}$ | 75 $31 \%$ | 43\% | 35\% | 92 ${ }^{25}$ |
| Trust somewhat | ${ }_{35 \%}^{145}$ | ${ }_{35}^{75 \%}$ | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 42 \\ 48 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 45 \% \\ & \mathbf{H}^{2} \end{aligned}$ | ${ }_{37}^{49 \%}$ | $\begin{aligned} & 32 \\ & 44 \% \end{aligned}$ | ${ }_{29} 99 \%$ | $\begin{aligned} & 51 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 44 \% \\ & 4 \end{aligned}$ | ${ }_{37}^{87}$ | $\begin{aligned} & 56 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | 81\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 65 \\ & 16 \% \\ & \end{aligned}$ | 37\% | 27 $14 \%$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & \text { 16 } \\ & \end{aligned}$ | ${ }^{12} 9$ | 33 $17 \%$ | $\begin{gathered} \text { 230 } \\ \text { 23\% } \end{gathered}$ | 23 $19 \%$ | ${ }^{8} 1{ }^{\circ}$ | 31 $15 \%$ | 13 $11 \%$ | 29\% | 22\% | ${ }^{22} 9$ | $\begin{aligned} & 42 \\ & { }_{25} \% \end{aligned}$ | $4 \%$ | 40\% |
| Do not trust too much | ${ }_{17} 11 \%$ | 27\% | 20\% | 10\% | $9{ }_{9}^{9}$ | $13 \%$ | 15\% | ${ }_{6 \%}$ | 23 $12 \%$ | 16\% ${ }^{16}$ | ${ }^{14} \%$ | 10\% | ${ }^{25}$ 12\% | 12\% | 21 $13 \%$ | $14 \%$ | 19\% | $\begin{aligned} & 29 \\ & 17 \% \\ & \text { Q } \end{aligned}$ | 4\% | 11\% |
| Do not trust at all | ${ }^{18} 4{ }^{4}$ | 10 $5 \%$ | 8 | ${ }_{5}^{7}$ | $5{ }_{5}$ | ${ }_{5}^{4}$ | $\stackrel{2}{2 \%}$ | ${ }_{3}^{4}$ | 10 $5 \%$ | $4{ }_{4}^{4}$ | $\begin{aligned} & 10 \\ & 1_{m}^{8 \%} \end{aligned}$ | * $\%$ | ${ }_{3}^{6}$ | ${ }_{1}^{1 \%}$ | $\stackrel{8}{5 \%}$ | ${ }_{7 \%}$ | $\stackrel{4}{2 \%}$ | $\begin{gathered} 13 \\ { }_{8}^{\mathrm{Q}} \end{gathered}$ | - | 114\% |
| I am not familiar with this company | 85\% | 32 $15 \%$ | $\begin{gathered} 53 \\ 27 \% \\ \hline \end{gathered}$ | 27 $19 \%$ | 21 | ${ }_{23}^{23}$ | 14\% | 16 $13 \%$ | $\begin{aligned} & 53 \\ & { }_{27} 7 \% \\ & H \end{aligned}$ | 15\% | 25 ${ }^{21}$ | 14 | 39\% | 22 $18 \%$ | $\underset{\mathrm{p}}{45}$ | ${ }^{18}{ }^{15}$ | 55\% | ${ }^{26}$ 16\% | 7\% | 519\% |
| Sigma | 415 $100 \%$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | 804\% | 887 | 126\% | 198\% | 91 $100 \%$ | 120 $100 \%$ | 73 $100 \%$ | 205\% | 123 $100 \%$ | 169 $100 \%$ | 123 $100 \%$ | ${ }_{100 \%}^{239}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 520\% | $\begin{aligned} & 265 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_62 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Financial
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 408 | 162 | 246 | 163 | 126 | 56 | 63 | 154 | 150 | 104 | 219 | 57 | 110 | 125 | 126 | 157 | 208 | 188 | 40 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 417 | 201* | 216 | 121* | 121* | $83^{*}$ | 93* | 159* | 165* | 93* | 144 | $67^{*}$ | 187* | 149* | 135* | 133* | 246 | $160 *$ | $53^{* *}$ | 272 |
| Trust Somewhat/Very Much (Net) | 330 ${ }^{79 \%}$ | ${ }^{158}$ | 172 $79 \%$ | ${ }^{86}$ | ${ }^{98} \%$ | $\begin{aligned} & 74 \\ & 90 \% \\ & \mathrm{D} \end{aligned}$ | $71 \%$ | 123 $77 \%$ | 130 $79 \%$ | 77\% | $\begin{aligned} & 106 \\ & \\ & 74 \% \end{aligned}$ | 55\% | 154 | $\begin{gathered} 119 \\ 80 \% \end{gathered}$ | $\begin{gathered} 119 \\ 88 \% \\ \hline 8 \end{gathered}$ | 62\% | $\begin{gathered} 204 \\ 83 \% \end{gathered}$ | 123 $77 \%$ | 42\% | $\stackrel{217}{80 \%}$ |
| Trust very much | $\begin{gathered} 161 \\ 39 \% \end{gathered}$ | 88\% | 73 $34 \%$ | 45\% | $\begin{aligned} & 53 \\ & 44 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{gathered} 38 \\ 46 \% \\ \mathrm{~g} \end{gathered}$ | 25\% | $\begin{aligned} & 74 \\ & 46 \% \end{aligned}$ | 59\% | 280\% | 43 30 | 25\% | $\begin{aligned} & 89 \\ & 877 \% \\ & K \end{aligned}$ | 56\% | 70 51\% P | 36\% | $\begin{gathered} 118 \\ 488 \% \\ R \end{gathered}$ | 419\% | 60\% | 121 $44 \%$ |
| Trust somewhat | $\begin{gathered} 169 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 533 \% \\ & H \end{aligned}$ | $\begin{aligned} & 64 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 35 \% \end{aligned}$ | 63\% | $\begin{aligned} & 49 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 43 \% \end{aligned}$ | ${ }_{37} 7$ | $\begin{aligned} & 82 \\ & 51 \% \\ & Q \end{aligned}$ | 10\% | 96 35 |
| Do Not Trust At All/Too Much (Net) | 65 $16 \%$ | 35\% | 30 $14 \%$ | $\begin{aligned} & 23 \\ & { }^{29 \%} \\ & f \end{aligned}$ | 17\% | 6\% | 210 | 25 ${ }_{16}$ | ${ }^{28} 7$ | $12 \%$ | ${ }^{28}{ }^{19}$ | $\stackrel{7}{7} \%$ | 28\% | $\begin{aligned} & 27 \\ & 18 \% \\ & 0 \end{aligned}$ | ${ }^{10} 8$ | $\begin{aligned} & 28 \\ & 21 \% \\ & 0 \end{aligned}$ | 35 $14 \%$ | 25 ${ }_{16}$ | 10\% | 46\% |
| Do not trust too much | ${ }^{36} 9$ | $\stackrel{16}{8 \%}$ | 19\% | $\begin{aligned} & 10 \\ & { }^{8 \%} \% \end{aligned}$ | $\stackrel{11}{9} \mathrm{f}$ | $1 \%$ | 14\% | 14\% | ${ }^{14} 9$ | ${ }_{9}^{8}$ | $\begin{aligned} & 19 \\ & 13 \% \\ & \mathrm{~m} \% \end{aligned}$ | 5\% | 10 5 | 18 | ${ }_{6}^{8}$ | ${ }^{10} 8$ | $\stackrel{21}{9 \%}$ | ${ }^{11} \%$ | $\stackrel{2}{4 \%}$ | ${ }^{25} 9$ |
| Do not trust at all | 29\% | ${ }^{18} 9$ | 11 5 \% | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | 5 | 5\% | ${ }^{6} \%$ | ${ }^{12}$ \% | ${ }^{13} 8$ | ${ }_{5}^{4}$ | 9\% | ${ }_{3}^{2}$ | ${ }^{17} 9$ | $9 \%$ | $3{ }^{3}$ | $\begin{aligned} & 18 \\ & 13 \% \\ & \end{aligned}$ | 14 6 | ${ }^{14} 9$ | ${ }^{8} 5$ | 21 8 \% |
| I am not familiar with this company | ${ }_{23}^{5}$ | 9 | 14\% | $\begin{aligned} & 12 \\ & 10 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }_{5}^{6}$ | $3 \%$ | ${ }_{2 \%}$ | ${ }^{11} \%$ | $\stackrel{8}{5 \%}$ | $3{ }^{3}$ | ${ }^{10} 7$ | 5\% | ${ }^{5} \%$ | ${ }_{2}^{3}$ | ${ }_{5}^{6}$ | $\begin{aligned} & \begin{array}{l} 3 \\ 10 \% \\ \mathrm{n} \end{array} \end{aligned}$ | 7\% | $\begin{aligned} & 12 \\ & 8 \% \\ & { }_{9} \% \end{aligned}$ | ${ }^{1} \%$ | 9\% |
| Sigma | $\begin{aligned} & 417 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 165\% | 103\% <br> 100 | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | 67 $100 \%$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 53 $100 \%$ | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_63 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Food
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 407 | 148 | 259 | 167 | 108 | 79 | 53 | 155 | 162 | 90 | 208 | 61 | 112 | 119 | 146 | 142 | 222 | 174 | 39 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 437 | 203* | 234 | 136* | 102* | 121* | 79** | 174* | 182* | 81* | 127 | $71^{*}$ | 210* | 126* | 169* | 142* | 259 | 169* | 51** | 265 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 303 \\ 69 \% \end{gathered}$ | $\begin{gathered} 130 \\ 64 \% \end{gathered}$ | $\begin{gathered} 172 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 824 \\ & 8 \end{aligned}$ | $75$ | $\frac{57}{72 \%}$ | $\begin{aligned} & 130 \\ & 75 \% \end{aligned}$ | 120 ${ }^{66 \%}$ | 52\% | $73 \%$ | 49\% | $\begin{aligned} & 137 \\ & 65 \% \end{aligned}$ | 913\% | $\begin{aligned} & 119 \\ & 70 \% \end{aligned}$ | 92\% | $\begin{gathered} 205 \\ { }_{\mathrm{R}}^{2} \% \end{gathered}$ | 92\% | 42\% | 182 $68 \%$ |
| Trust very much | $\begin{gathered} 134 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 68 \% \\ & 34 \% \end{aligned}$ | 28\% | ${ }_{34 \%}^{46}$ | $\begin{aligned} & 33 \% \\ & 33 \end{aligned}$ | 30 | 23\% | $\begin{aligned} & 71 \\ & 40 \% \\ & \text { io } \end{aligned}$ | ${ }^{46}{ }_{26}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | ${ }_{28}^{35 \%}$ | 18 | $\begin{aligned} & 711 \\ & 34 \% \end{aligned}$ | $39$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 38 \% \\ & R \end{aligned}$ | 34\% | 29\% | 842\% |
| Trust somewhat | $\begin{gathered} 169 \\ 39 \% \end{gathered}$ | ${ }_{31}^{62}$ | $\begin{gathered} 107 \\ 46 \% \\ B \end{gathered}$ | 31 $23 \%$ | $\begin{aligned} & 50 \\ & 49 \% \\ & { }^{5} \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 45 \% \\ & 45 \% \end{aligned}$ | 34\% | 30\% | 72 ${ }^{79 \%}$ | 37 $46 \%$ | $\begin{aligned} & 58 \\ & 46 \% \\ & { }_{\mathrm{m}} \end{aligned}$ | 31 45 | ${ }^{66} 1 \%$ | 52\% | ${ }_{32}^{62}$ | 54\% | $\begin{gathered} 105 \\ 41 \% \end{gathered}$ | 58\% | 13 $24 \%$ | ${ }^{98} 7$ |
| Do Not Trust At All/Too Much (Net) | 103 $24 \%$ | $\begin{gathered} 60 \\ { }_{29}^{6} \% \end{gathered}$ | 19\% | $\begin{gathered} 35 \\ 26 \% \\ e \end{gathered}$ | 14 $14 \%$ | 32 27 | 22\% | 34\% | ${ }^{48}{ }^{6} \%$ | 22\% | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | 197\% | $\begin{aligned} & { }_{2}^{69 \%} \\ & { }_{k} \end{aligned}$ | 29 ${ }^{23 \%}$ | 36 $21 \%$ | 39 ${ }^{3} \%$ | 40\% | $\begin{gathered} 63 \\ 37 \% \\ { }_{Q} \end{gathered}$ | ${ }_{12}^{6}$ | 66\% |
| Do not trust too much | $\begin{aligned} & 69 \\ & 16 \% \end{aligned}$ | ${ }^{38}{ }^{19}$ | 31 $13 \%$ | 21 $16 \%$ | $11 \%$ | 22\% | 15\% | 25 ${ }^{25}$ | 30\% | 15\% | 14\% | 13 $19 \%$ | 420\% | ${ }_{12}^{16}$ | 20 $12 \%$ | $\begin{gathered} 33 \\ 23 \% \\ 0 \end{gathered}$ | 29 $11 \%$ | $\begin{aligned} & 40 \\ & 24 \% \\ & Q \end{aligned}$ | ${ }^{3} \%$ | ${ }_{17}^{45}$ |
| Do not trust at all | 34\% | ${ }_{11}^{22}$ | 12 5 | $\underset{\mathrm{e}}{14} \mathrm{e}$ | $\stackrel{3}{3 \%}$ | 10 $8 \%$ | ${ }_{9}^{7} \%$ | $\stackrel{9}{5 \%}$ | ${ }^{18} 10 \%$ | 8\% | ${ }_{6 \%}$ | ${ }_{9}^{6} \%$ | 209\% | 13 $11 \%$ | 159\% | 5 | 114\% | $\begin{aligned} & 23 \\ & 14 \% \\ & \text { Q } \end{aligned}$ | $3 \%$ | 20 8 \% |
| I am not familiar with this company | ${ }^{31} \%$ | 13 6 | ${ }^{18} 8$ | $\begin{aligned} & 24 \\ & 17 \% \\ & \text { EF } \end{aligned}$ | $4{ }_{4}^{4}$ | $\stackrel{3}{3 \%}$ | * | ${ }^{10} 6$ | 15\% | $7 \%$ | 12 $10 \%$ | ${ }_{2 \%}$ | 12\% | 5 | 14 81 | 12\% | 14 5 | 14 8 | 7\% | ${ }^{18} 7$ |
| Sigma | $\begin{aligned} & 437 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 265 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_64 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Food

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 401 | 151 | 250 | 166 | 117 | 67 | 51 | 144 | 177 | 80 | 217 | 56 | 108 | 118 | 141 | 142 | 207 | 182 | 35 | 229 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 399 | 192* | 207 | 127* | 118* | 83* | 71** | 139* | 199* | $61^{*}$ | 124 | 69* | 187* | 123* | 132* | 144* | 234 | 156* | $53^{* *}$ | 259 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 165 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 494 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 72 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 61 \\ 44 \% \\ \mathrm{j} \end{gathered}$ | $\begin{aligned} & 89 \\ & 45 \% \\ & \hline \end{aligned}$ | ${ }^{15} 5 \%$ | $\begin{aligned} & 35 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & \hline 49 \% \\ & k \end{aligned}$ | $\begin{aligned} & 91 \\ & 49 \% \\ & { }^{91} \end{aligned}$ | $\begin{aligned} & 60 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 41 \% \end{aligned}$ | ${ }_{4}^{103}$ | $\begin{aligned} & 57 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 59 \% \end{aligned}$ | 122 47 |
| Trust very much | 51 $13 \%$ | 27 $14 \%$ | 24\% | 24\% | 13 $11 \%$ | 12 $14 \%$ | ${ }_{3}^{2}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | ${ }^{8} 3 \%$ | ${ }^{10} 8$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \\ & { }^{2} \% \end{aligned}$ | 17 13 | 11\% | ${ }^{26} 11 \%$ | 24\% | 15 | 47 ${ }^{4} \%$ |
| Trust somewhat | ${ }_{29 \%}^{114}$ | 66 $\substack{\text { c } \\ \text { c }}$ | ${ }^{48} 2{ }^{2} \%$ | 27\% | $\begin{gathered} 40 \\ 34 \% \\ d \end{gathered}$ | 26 $31 \%$ | 21 30 | 280\% | 67 $34 \%$ | $\stackrel{8}{13 \%}$ | 25 | 22 32 | $\begin{aligned} & { }_{3}^{33}{ }_{3}^{2} \\ & K \end{aligned}$ | 36 | 30 23 | ${ }_{33}{ }^{2}$ | 37\% | 321 | 16 $31 \%$ | 759\% |
| Do Not Trust At All/Too Much (Net) | 59\% | $\begin{gathered} 39 \\ 20 \% \\ \hline \end{gathered}$ | 20\% | 25\% | 17\% | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | -7\% | 24\% | 24 $12 \%$ | $\begin{aligned} & 11 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\stackrel{8}{12 \%}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | ${ }^{18}{ }^{15}$ | 21 $16 \%$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | 31 $13 \%$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | 10\% | $\begin{aligned} & 46 \\ & 18 \% \end{aligned}$ |
| Do not trust too much | 410\% | $\begin{aligned} & 31 \\ & 16 \% \\ & 16 \% \end{aligned}$ | ${ }^{10} 5$ | 15\% | ${ }^{11} 9$ | 10\% | ${ }_{8 \%}^{6}$ | 17\% | ${ }^{18} 9$ | 5\% | 8\% | 4\% | $\begin{aligned} & 28 \\ & { }_{1}^{5} \% \\ & k \end{aligned}$ | ${ }^{15} 13 \%$ | 15 $11 \%$ | 11\% | 24\% | 17\% | 12\% | 34 $13 \%$ |
| Do not trust at all | 18\% | 8 | 10 ${ }^{5}$ | $\begin{gathered} 11 \\ \stackrel{8}{\mathrm{f}} \mathrm{f} \end{gathered}$ | ${ }_{5}^{6}$ | * | ${ }_{2 \%}^{1}$ | $\stackrel{7}{5 \%}$ | ${ }_{3 \%}^{6}$ | ${ }_{9 \%}$ | 8\% | 4\% | ${ }_{3 \%}^{6}$ | $\stackrel{3}{2 \%}$ | ${ }_{5}^{6}$ | 9\% | ${ }_{3 \%}$ | 11\% | 6\% | 12\% |
| I am not familiar with this company | $\begin{gathered} 175 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 115 \\ 56 \% \\ B \end{gathered}$ | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | 48 | 35\% | 41\% | ${ }_{39}^{59 \%}$ | 86\% | $\begin{gathered} 34 \\ 56 \% \\ \mathrm{~h} \end{gathered}$ | $\begin{aligned} & 73 \\ & 59 \% \\ & \text { LM } \end{aligned}$ | 27 $39 \%$ | ${ }_{3}^{62}$ \% | 44\% | 64\% | 66\% | 99\% | $72 \%$ | ${ }_{23}^{12}$ | 91 ${ }^{5}$ |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 192 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | 1999\% | 61 $100 \%$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 123 | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_65 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Food

## Smithfield Foods

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(520 \\ 5 / 22) \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 403 | 165 | 238 | 157 | 118 | 69 | 59 | 144 | 170 | 89 | 220 | 63 | 105 | 132 | 127 | 144 | 207 | 184 | 32 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 420 | 216* | 203 | 118* | 99* | 102* | 101* | 140* | 202* | 78* | 144* | $78^{*}$ | 182* | 153* | 135* | 132* | 222 | 188* | $33^{* *}$ | 248 |
| Trust Somewhat/Very Much (Net) | 231 $55 \%$ | $\begin{gathered} 132 \\ 61 \% \\ c \end{gathered}$ | $999$ | $\begin{aligned} & 57 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & \text { 64 } 64 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 52 \% \end{aligned}$ | $58$ | 76\% | ${ }^{108} 5$ | $\begin{aligned} & 45 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 47 \% \end{aligned}$ | $\begin{gathered} 115 \\ 63 \% \end{gathered}$ | 94\% | 71 5 | 50\% | $\begin{gathered} 148 \\ \quad 66 \% \\ R \end{gathered}$ | 79 | 23 $69 \%$ | 140 $56 \%$ |
| Trust very much | 103 $25 \%$ | $\begin{aligned} & 61 \% \\ & 28 \% \end{aligned}$ | ${ }_{21}{ }^{1} \%$ | 31 27 | $\begin{gathered} 33 \\ 34 \% \\ \mathrm{~g} \end{gathered}$ | 21\% | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | ${ }_{31}^{43}$ | ${ }^{46} 2$ | 14 18 | 34\% | 14 18 | 36 $31 \%$ | 26\% | $\begin{aligned} & 41 \\ & 30 \% \\ & \mathrm{p} \end{aligned}$ | 23 $17 \%$ | $\begin{gathered} 76 \\ 34 \% \\ \mathrm{R} \end{gathered}$ | 26 $14 \%$ | 12\% | 719\% |
| Trust somewhat | ${ }_{31 \%}^{128}$ | $\begin{aligned} & 711 \\ & 33 \% \end{aligned}$ | 57\% | 25\% | $\begin{aligned} & 31 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \\ & d \end{aligned}$ | 35\% | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 39 \% \end{aligned}$ | 40\% | 23 30 | ${ }_{39}^{53}$ | $\begin{gathered} 54 \\ 36 \% \\ 0 \end{gathered}$ | 32\% | ${ }_{33}^{43}$ | $\begin{aligned} & 71 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | 10 $31 \%$ | 68\% |
| Do Not Trust At All/Too Much (Net) | 95\% | ${ }^{46}$ \% | 49\% | 20\% | 13 $13 \%$ | $\underset{\mathrm{e}}{29}{ }^{29}$ | $\underset{\mathrm{e}}{29}$ | 30\% | 50\% | ${ }_{15}^{19}$ | ${ }^{28} 19$ | 239 | 45\% | ${ }^{32}{ }^{32}$ | 36\% | ${ }^{26} 9$ | 17\% | $\begin{aligned} & 57 \\ & 30 \% \\ & Q \end{aligned}$ | 23\% | 57 ${ }^{23 \%}$ |
| Do not trust too much | ${ }_{15}^{62}$ | ${ }^{36}$ | ${ }_{1}^{26} 10$ | 16\% | 10\% | 25\% | 110\% | 21 15 | 32 16 | 11\% | 20 $14 \%$ | 20\% | 27 $15 \%$ | 20 $13 \%$ | ${ }^{26} 9$ | ${ }_{16}^{12}$ | 23 $10 \%$ | $\begin{aligned} & 39 \\ & 21 \% \\ & \text { Q } \end{aligned}$ | 14\% | 37 $15 \%$ |
| Do not trust at all | 34\% | 11 5 | $\begin{aligned} & 23 \\ & 111 \% \\ & \text { 1\% } \end{aligned}$ | ${ }^{8} \%$ | $3{ }^{3}$ | $4 \%$ | $\begin{gathered} 18 \\ 18 \% \\ \text { dEf } \end{gathered}$ | $9 \%$ | ${ }^{18} 9$ | ${ }_{8}^{6}$ | $8 \%$ | ${ }^{7} \%$ | ${ }_{18}^{18}$ | ${ }^{14} 9$ | 11 $8 \%$ | 9\% | ${ }^{15}$ | ${ }^{18} 9$ | 3 $10 \%$ | 20 8 \% |
| I am not familiar with this company | 93 ${ }^{2}$ \% | ${ }^{38}{ }^{18}$ | 55\% | $\begin{aligned} & 37 \\ & 32 \% \\ & G \end{aligned}$ | 22\% | 20\% | 14 $14 \%$ | 31 22 | 22\% | 18 $24 \%$ | $\begin{aligned} & { }_{22}^{29 \%} \\ & M \end{aligned}$ | 19 ${ }^{19}$ | ${ }_{12}^{22}$ | ${ }^{25} 16$ | ${ }_{21}^{28}$ | $\begin{gathered} 40 \\ 30 \% \\ \mathrm{n} \end{gathered}$ | 37\% | $\begin{aligned} & 53 \\ & { }_{28 \%}^{9} \\ & \hline \end{aligned}$ | $3{ }^{3}$ | 51\% |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | 78 $100 \%$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 33 $100 \%$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_66 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Food
Perdue Farms
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 20 . \\ 5 / 22) \end{array}\right. \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 413 | 152 | 261 | 177 | 115 | 68 | 53 | 143 | 175 | 95 | 222 | 61 | 103 | 119 | 145 | 149 | 199 | 198 | 37 | 230 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 399 | 188* | 212 | 130* | 104* | $94^{*}$ | 72** | 142* | 175* | 83* | 124 | 72* | 175* | 124* | 145* | 130* | 215 | 174* | 51** | 245 |
| Trust Somewhat/Very Much (Net) | 249 62 | 121 64 | $\begin{gathered} 128 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & \text { 699} \\ & \text { 66\% } \\ & \hline \end{aligned}$ | $\begin{gathered} \text { 61\% } \\ 71 \% \\ D^{2} \end{gathered}$ | 56\% | 89\% | $\begin{gathered} 112 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 46 \% \end{aligned}$ | $\begin{gathered} \text { 1226 } \\ \text { L } \end{gathered}$ | 70\% | ${ }^{86}{ }_{59}^{6}$ | $\begin{aligned} & 76 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 145 \\ 67 \% \end{gathered}$ | $\begin{gathered} 100 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 84 \% \end{aligned}$ | 164 $67 \%$ |
| Trust very much | 98\% | $\begin{aligned} & 58 \\ & 31 \% \\ & C \end{aligned}$ | 39 $19 \%$ | 23 $18 \%$ | $\begin{aligned} & 30 \\ & 29 \% \\ & \text { d } \end{aligned}$ | 29 $31 \%$ | 15 ${ }^{15}$ | 429\% | 32\% | 182\% | 30\% | 184\% | ${ }^{48} 28$ | 34\% | 29\% | 35\% | $\begin{gathered} 65 \\ 30 \% \\ r \end{gathered}$ | 32\% | 25 49 | 69\% |
| Trust somewhat | $\begin{gathered} 151 \\ 38 \% \end{gathered}$ | ${ }_{33}^{62}$ | $\begin{aligned} & 89 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 27 \end{aligned}$ | $39$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 744 \\ & 43 \% \end{aligned}$ | ${ }_{36}^{29}$ | $\begin{aligned} & 46 \\ & 37 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 45 \% \\ & \text { 45 } \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 42 \% \end{aligned}$ | ${ }_{30}^{87 \%}$ | ${ }_{39}^{69 \%}$ | 18 35 | ${ }^{95}{ }^{\text {\% }}$ |
| Do Not Trust At All/Too Much (Net) | 80\% | 39 ${ }^{1}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | ${ }^{36}$ 28\% | 19\% | ${ }_{16}^{16}$ | 12\% | ${ }_{20}^{28}$ | 32\% | 19 24 | 19\% | $\begin{aligned} & 21 \\ & 30 \% \\ & k \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | 20\% | 36\% | 24\% | 39\% | 32\% | ${ }_{12 \%}$ | 44\% |
| Do not trust too much | 14\% | 26\% | 30 $14 \%$ | 25 ${ }^{19}$ | 17 16 | 10\% | ${ }_{7}{ }^{\text {\% }}$ | 20\% | 22 ${ }_{13}$ | 14\% | $9{ }_{8}$ | $\begin{aligned} & { }^{19} 4 \\ & { }_{k}^{9} \% \end{aligned}$ | 28 ${ }_{\text {16\% }}^{\text {k }}$ | 15\% | 23 $16 \%$ | ${ }_{18}^{18}$ | 32\% | 23 $13 \%$ | ${ }_{12 \%}$ | 37 $15 \%$ |
| Do not trust at all | 23 ${ }_{6}$ | 13 | 10 $5 \%$ | ${ }^{11} 9$ | $\stackrel{2}{2 \%}$ | ${ }_{7 \%}^{6}$ | $\stackrel{3}{5 \%}$ | ${ }_{6 \%}$ | $\stackrel{10}{6 \%}$ | ${ }_{6}^{5}$ | $9 \%$ | $\stackrel{8}{1+8} \underset{\mathrm{~m}}{8}$ | ${ }_{3}^{5}$ | 5 | 12\% | ${ }_{5}^{6}$ | 7\% | $\begin{aligned} & { }^{16} \\ & 9 \end{aligned}$ | - | 7\% |
| I am not familiar with this company | 71 $18 \%$ | ${ }^{28}{ }^{15}$ | 420\% | $\begin{aligned} & 38 \\ & 28 \% \\ & \text { eff } \end{aligned}$ | ${ }_{15}^{16}$ | 11 $12 \%$ | - ${ }^{7} \%$ | 25\% | 30 $17 \%$ | ${ }_{16}^{19} \%$ | $\begin{gathered} 29 \\ 24 \% \\ { }_{\mathrm{M}}^{2} \end{gathered}$ | $\begin{aligned} & 18 \\ & { }_{25 \%} \\ & M \end{aligned}$ | ${ }^{16} 9$ | ${ }_{14}^{18}$ | 24\% | 299\% | 32\% | 34\% | ${ }_{4 \%}$ | 36\% |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 104 $100 \%$ | 94 $100 \%$ | 720\% | 142\% | ${ }^{175}$ | 83 $100 \%$ | 124 $100 \%$ | 72 $100 \%$ | ${ }^{175}$ | 124 $100 \%$ | 145\% | 130 $100 \%$ | 215 $100 \%$ | 174 $100 \%$ | 51 $100 \%$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_67 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG
Procter \& Gamble
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 420 | 166 | 254 | 184 | 117 | 66 | 53 | 153 | 166 | 101 | 239 | 50 | 101 | 117 | 153 | 150 | 214 | 194 | 39 | 236 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | $214 *$ | 194 | 136 | 114* | 91* | $68^{* *}$ | 155* | 186* | 67* | 130 | 65* | 185* | 119* | 159* | 130* | 238 | 163* | 51** | 270 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 281 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 125 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 82 \% \\ & 8 \mathrm{Df}^{2} \end{aligned}$ | $\begin{aligned} & 59 \\ & 65 \% \\ & d \end{aligned}$ | ${ }_{93}^{63}$ | $\begin{aligned} & 110 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 121 \\ 65 \% \end{gathered}$ | 50\% | ${ }^{85} 6 \%$ | $\begin{aligned} & 40 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 146 \\ { }_{7}^{19 \%} \\ \text { KL } \end{gathered}$ | $\begin{aligned} & 97 \\ & \text { OP2\% } \end{aligned}$ | ${ }^{106} 67$ | 779\% | $\begin{gathered} 183 \\ \underset{R}{77 \%} \end{gathered}$ | 95\% | 40\% | 192\% |
| Trust very much | ${ }_{31 \%}^{128}$ | 75 ${ }^{\text {35\% }}$ | 23\% | 36\% | $42 \%$ | 22\% | 30\% | $\begin{aligned} & 60 \\ & 39 \% \\ & \hline \end{aligned}$ | 25\% | 22\% | 38\% | 23 36 | 65\% | $\begin{aligned} & 48 \\ & 41 \% \\ & 0 \end{aligned}$ | 40\% | 30\% | $\begin{aligned} & 95 \\ & 40 \% \\ & \mathrm{R} \end{aligned}$ | 33 | 20\% | 91 $34 \%$ |
| Trust somewhat | ${ }_{38 \%}^{153}$ | 82\% | $\begin{aligned} & 72 \\ & 37 \% \end{aligned}$ | 32\% | $\begin{aligned} & 52 \\ & 45 \% \\ & 45 \end{aligned}$ | $\begin{aligned} & 39 \\ & 43 \% \\ & 43 \end{aligned}$ | 33\% | $\begin{aligned} & 42 \% \end{aligned}$ | 76 $41 \%$ | 282\% | $\begin{aligned} & 47 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 81 \\ 44 \% \\ 1 \end{gathered}$ | 49\% | $\begin{aligned} & 66 \\ & 41 \% \end{aligned}$ | ${ }_{29}^{38}$ | ${ }^{88} \%$ | 62\% | 210\% | 101 $37 \%$ |
| Do Not Trust At All/Too Much (Net) | 76 $19 \%$ | 420\% | 34\% | 32 $24 \%$ | ${ }_{16}^{16}$ | 22 24 | 6\% | 22 $14 \%$ | $\begin{aligned} & 47 \\ & 25 \% \\ & \text { hJ } \end{aligned}$ | ${ }^{7} 1 \%$ | 24\% | 17 26 | 32 $17 \%$ | ${ }^{10} 9$ | $\begin{aligned} & 34 \\ & 21 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 32 \\ & 35 \% \\ & { }^{25} \% \end{aligned}$ | 35\% | $\begin{aligned} & 41 \\ & { }_{25 \%}^{\mathrm{q}} \end{aligned}$ | 18\% | 49\% |
| Do not trust too much | 11\% | 25\% | 11\% | 21 16 | ${ }^{10} 9$ | 15\% | * ${ }^{\text {\% }}$ | ${ }^{13} 8$ | 29\% | 8\% | ${ }^{11} 9$ | ${ }^{7} 1 \%$ | 27 $15 \%$ | ${ }_{5}^{6} \%$ | 22\% | $18 \%$ | ${ }_{11 \%}^{26}$ | 20\% | 4\% | 34\% |
| Do not trust at all | 30\% | ${ }^{17} 8$ | ${ }^{13} 7 \%$ | 11 $8 \%$ | ${ }_{7}{ }^{\text {\% }}$ | $7 \%$ $8 \%$ | ${ }_{5}^{4}$ | 6\% | 18 $10 \%$ | ${ }^{2} \%$ | $\begin{aligned} & 13 \\ & 10 \% \\ & M \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \\ & M \end{aligned}$ | 5\% | 4\% | ${ }^{12} 7$ | 14\% | 9 | $\begin{aligned} & 21 \\ & 13 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{7}{74}$ | ${ }_{6}^{16}$ |
| I am not familiar with this company | 51 $12 \%$ | ${ }^{15} \%$ | $\begin{aligned} & 35 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \% \\ & \text { EF } \end{aligned}$ | ${ }^{3}$ | $\stackrel{9}{10 \%}$ | $1 \%$ | ${ }^{23} 15$ | 18 $10 \%$ | 10\% | $\begin{aligned} & 22 \\ & 17 \% \\ & 17 \% \end{aligned}$ | $\begin{gathered} 9 \\ 13 \% \\ \mathrm{~m} \% \end{gathered}$ | $7 \%$ | ${ }^{11} 9$ | 19 | 20\% | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 22 \\ & 17 \% \\ & \mathrm{q} \% \end{aligned}$ | ${ }^{1} \%$ | 29 $11 \%$ |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | ${ }^{68}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 67 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 51 $100 \%$ | 270 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_68 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
CPG
Coca-Cola
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 403 | 148 | 255 | 184 | 118 | 57 | 44 | 138 | 163 | 102 | 214 | 46 | 115 | 123 | 139 | 141 | 210 | 177 | 42 | 232 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 377 | 182* | 194 | 132* | 109* | 80** | 55** | 135* | 159* | 83* | 116 | $52^{* *}$ | 186* | 118* | 134* | 124* | 224 | 141* | $48^{* *}$ | 253 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 301 \\ 80 \% \end{gathered}$ | $\begin{gathered} 142 \\ \hline 78 \% \end{gathered}$ | $\begin{gathered} 160 \\ 82 \% \end{gathered}$ | $\quad \begin{aligned} & 101 \\ & 77 \% \end{aligned}$ | 80\% | 599 | $\begin{aligned} & 51 \\ & 92 \% \end{aligned}$ | $\begin{gathered} 122 \\ 90 \% \\ 1.5 \end{gathered}$ | $\begin{aligned} & 121 \\ & 76 \% \end{aligned}$ | 58\% | $\begin{aligned} & 93 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 90 \% \end{aligned}$ | $\begin{gathered} 148 \\ 80 \% \end{gathered}$ | 95\% | 104\% | $\begin{gathered} 103 \\ 83 \% \end{gathered}$ | $\begin{gathered} 184 \\ 83 \% \end{gathered}$ | $\begin{gathered} 108 \\ 76 \% \end{gathered}$ | $97 \%$ | 2019\% |
| Trust very much | $\begin{gathered} 137 \\ 36 \% \end{gathered}$ | $\begin{gathered} 81 \\ 45 \% \\ 45 \end{gathered}$ | 28\% | 55 | 40\% | ${ }_{22}^{27}$ | 20\% | $\begin{aligned} & 71 \\ & 53 \% \\ & 13 \% \end{aligned}$ | 427\% | 23 28 | 31 $27 \%$ | 62\% | ${ }_{39}^{69}$ | 44\% | 42\% | 51\% | ${ }^{88}{ }^{8} \%$ | ${ }_{34}^{49}$ | 28\% | 978\% |
| Trust somewhat | $\begin{gathered} 164 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 104 \\ 54 \% \\ B \end{gathered}$ | $\begin{aligned} & 46 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 42 \% \end{aligned}$ | 199\% | $\begin{aligned} & 104 \\ & 41 \% \end{aligned}$ |
| Do Not Trust At All/Too Much (Net) | 63 $17 \%$ | 20\% | 27 $14 \%$ | 23 $17 \%$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | 20\% | 4\% | 10\% | $\begin{aligned} & 31 \\ & 20 \% \\ & H \end{aligned}$ | $\underset{\mathrm{H}}{22} \mathrm{~N} \%$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | ${ }_{3}{ }^{2}$ | 35 ${ }^{3} \mathrm{\%}$ | 20\% | $\begin{gathered} 320 \\ \text { 22\% } \end{gathered}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | 34\% | ${ }_{20}^{28}$ | $3 \%$ | 43\% |
| Do not trust too much | 36\% | 20 $11 \%$ | ${ }^{16} 8$ | ${ }^{12} 9$ | ${ }^{10} 9$ | 13 $16 \%$ | ${ }_{3}^{1}$ | 5\% | $\begin{aligned} & \text { 200 } \\ & { }^{13 \%}{ }^{2} \end{aligned}$ | 11. ${ }_{\text {13\% }}^{13}$ | ${ }^{10} 8$ | 2\% | 19\% | ${ }_{5}^{6} \%$ | $\begin{gathered} 23 \\ { }^{23} \% \\ \mathrm{NP} \% \end{gathered}$ | ${ }_{6 \%}$ | 21 9 \% | 11\% | * | 25 $10 \%$ |
| Do not trust at all | 27\% | ${ }^{16} 9$ | 11 6 | 11 $8 \%$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | 7 $8 \%$ | ${ }_{4 \%}$ | 5 | ${ }^{11} \%$ | $\begin{aligned} & \text { 11 } \\ & 13 \% \\ & \text { h } \end{aligned}$ | $\stackrel{9}{7 \%}$ | * ${ }^{\text {\% }}$ | $\stackrel{16}{8 \%}$ | 14 $12 \%$ | ${ }_{5}^{6}$ | ${ }_{5}^{6}$ | ${ }^{13} 6$ | ${ }^{13} 9$ | $3{ }^{1}$ | ${ }^{18} \%$ |
| I am not familiar with this company | ${ }^{13} 3$ | ${ }_{3 \%}$ | 8 | ${ }_{6 \%}$ | ${ }_{2 \%}$ | ${ }_{1}^{1 \%}$ | ${ }_{1}^{1 \%}$ | $\stackrel{4}{3 \%}$ | ${ }_{4 \%}^{6}$ | $3 \%$ | 5 | 7\% | ${ }_{1 \%}^{2}$ | 3\% | ${ }_{1 \%}$ | $\underset{0}{9}$ | ${ }_{2}^{5}$ | ${ }_{4}^{6}$ | - | ${ }^{10} 4 \%$ |
| Sigma | $\begin{aligned} & 377 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 194 $100 \%$ | 132 $100 \%$ | 109 $100 \%$ | 100\% | 555\% | 135 | 159\% | 100\% | 116 $100 \%$ | 520\% | 180\% | 118 $100 \%$ | 134 $100 \%$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 224 $100 \%$ | 1410\% | ${ }_{100}^{48} \%$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_69 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
CPG
PepsiCo
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 407 | 140 | 267 | 172 | 109 | 75 | 51 | 149 | 165 | 93 | 221 | 67 | 97 | 131 | 139 | 137 | 194 | 200 | 32 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 364 | 149* | 215 | 115* | 97* | 99* | 54** | 134* | 154* | 75* | 115 | 70* | 156* | $127 *$ | 129* | 107* | 203 | 148 | 41** | 221 |
| Trust Somewhat/Very Much (Net) | 279\% | ${ }^{117} 79$ | 162 | $77 \%$ | 73 | $\begin{aligned} & 81 \\ & 82 \% \\ & d \end{aligned}$ | 49\% | 96 $71 \%$ | $\begin{gathered} 127 \\ 82 \% \\ \mathrm{~h} \end{gathered}$ | 56\% | 86\% | $\begin{aligned} & 56 \\ & 80 \% \end{aligned}$ | 120 $77 \%$ | ${ }^{106} 83$ | 975\% | 77 | 1588\% | 114\% | 73\% | 168 $76 \%$ |
| Trust very much | ${ }_{31 \%}^{111}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 28 \% \end{aligned}$ | 31\% | $\begin{aligned} & 39 \\ & 40 \% \\ & \mathrm{~d} \% \end{aligned}$ | ${ }_{26}^{25}$ | $\begin{aligned} & 16 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 40 \% \\ & 1 \end{aligned}$ | 35 ${ }^{3} \mathrm{~F}$ | 24\% | 294\% | $\begin{aligned} & 29 \\ & 42 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 24 \% \end{aligned}$ | ${ }_{36}^{45}$ | 42\% | 23\% | $\begin{aligned} & 74 \\ & 37 \% \\ & \mathrm{R} \end{aligned}$ | 35 ${ }^{34}$ | 19\% | ${ }_{31}^{69}$ |
| Trust somewhat | $\begin{gathered} 168 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 102 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 56 \% \\ & d E \end{aligned}$ | 60\% | $\begin{aligned} & 42 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 92 \\ & 600 \% \\ & \mathrm{Hj} \end{aligned}$ | $\begin{aligned} & 33 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 82 \% \\ & 52 \% \end{aligned}$ | $\begin{gathered} 60 \\ 47 \% \end{gathered}$ | 55 | 52\% | $831 \%$ | $\begin{aligned} & 79 \\ & 53 \% \\ & \text { q. } \end{aligned}$ | $\begin{aligned} & 14 \\ & 33 \% \end{aligned}$ | $99 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }_{17}^{62}$ | 23 $15 \%$ | 39 $18 \%$ | 24\% | ${ }^{15} 16 \%$ | $14 \%$ | 5\% | ${ }_{21}^{28}$ | 25 ${ }_{16 \%}$ | 12\% | ${ }^{22} 19 \%$ | 10\% | ${ }^{26} 17 \%$ | 15 $12 \%$ | 23 $18 \%$ | 22\% | 33 $16 \%$ | 25\% | ${ }_{15}^{6}$ | ${ }^{38} 7$ |
| Do not trust too much | ${ }_{11}{ }^{1}$ | ${ }^{14} 9$ | 27 $13 \%$ | $\begin{aligned} & 22 \\ & 19 \% \\ & \text { ef } \end{aligned}$ | $9{ }_{9}^{9}$ | $7 \%$ | $\underset{4 \%}{2}$ | 17\% | ${ }_{12}^{12}$ | ${ }^{6} \%$ | 12 | ${ }_{10}{ }^{\text {\% }}$ | 20 $13 \%$ | 9\% | 17\% | 159\% | 23 $11 \%$ | $16 \%$ | 8\% | ${ }_{12}^{26}$ |
| Do not trust at all | 21 6 | $9{ }_{6}$ | 11 5 | 5 | ${ }_{7}^{6}$ | $7 \%$ | $\stackrel{3}{5 \%}$ | 118\% | 7 | 4\% | 10\% | 3 | 6\% | ${ }_{5}^{6}$ | 5 | $9{ }_{9}^{9}$ | ${ }^{10} 5$ | $9{ }_{6}$ | $3 \%$ | 11 5 |
| I am not familiar with this company | ${ }^{23} 6$ | $9{ }_{6}$ | 14\% | 11 $10 \%$ | ${ }_{8 \%}^{8}$ | $4 \%$ | * | $\begin{gathered} 11 \\ { }_{i} \% \end{gathered}$ | ${ }_{2}^{3}$ | ${ }_{1}^{9} \%$ | ${ }^{7} \%$ | 4\% | ${ }^{10} 6$ | ${ }_{5}^{7}$ | 10\% | ${ }_{6}^{6}$ | 12\% | ${ }^{10} 6$ | ${ }_{5}^{2}$ | 16\% |
| Sigma | $\begin{aligned} & 364 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | 544\% | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 155\% | 115 $100 \%$ | 100\% | 156 $100 \%$ | 127 $100 \%$ | 129\% | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | 203\% | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 4100\% | 221 |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level)-B/C-D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_70 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 162 | 247 | 172 | 125 | 65 | 47 | 155 | 168 | 86 | 238 | 59 | 94 | 109 | 153 | 147 | 208 | 186 | 39 | 225 |
| Weighted Base | 379 | 194* | 185 | 125* | 101* | $90^{*}$ | 64** | 129* | 172* | 79* | 124 | 78* | 159* | 97* | 162* | 121* | 196 | 170* | $52^{* *}$ | 224 |
| Trust Somewhat/Very Much (Net) | ${ }_{73 \%}^{278}$ | $\begin{aligned} & 135 \\ & 70 \% \end{aligned}$ | ${ }_{77 \%}^{143}$ | 83\% | $75 \%$ | $\begin{aligned} & 65 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 85 \% \end{aligned}$ | $75{ }^{95 \%}$ | ${ }_{7122}^{122}$ | $\begin{aligned} & 61 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 98 \\ 79 \end{gathered}$ | $\begin{aligned} & 47 \\ & 61 \% \end{aligned}$ | ${ }^{118} 75$ | ${ }_{80}^{77}$ | ${ }^{116}$ | 85 | $\begin{aligned} & 149 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 61 \% \end{aligned}$ | 161 $72 \%$ |
| Trust very much | $\begin{gathered} 104 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 26 \% \end{aligned}$ | ${ }_{29}^{59 \%}$ | 28\% | 33\% | $\begin{aligned} & 30 \\ & 33 \% \end{aligned}$ | ${ }_{10}^{6} \%$ | 36\% | 53 | 161\% | $\begin{aligned} & 34 \% \\ & 28 \% \end{aligned}$ | 22\% | 419\% | ${ }_{36}^{35}$ | 419\% | ${ }_{24}^{29}$ | 56\% | 46\% | 10\% | 54\% |
| Trust somewhat | ${ }^{173} 46$ | 85 | 88\% | 499\% | $42 \%$ | ${ }_{39}^{35}$ | 48\% | 59\% | 40\% | ${ }^{45}{ }_{i} \%$ | $\begin{aligned} & \text { 64 } 52 \% \\ & \hline \text { K } \end{aligned}$ | 26 33 | 78\% | $42 \%$ | 75 | 56\% | 93\% | $73 \%$ | 22\% | 107 $48 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 59 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & { }_{2} \end{aligned}$ | 13 $15 \%$ | $\stackrel{8}{12 \%}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 18 \% \end{aligned}$ | 114\% | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 23 \\ 30 \% \\ \text { KM } \end{gathered}$ | $17 \%$ | 14 | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | 122\% | 36\% |
| Do not trust too much | 32\% | 19\% | 12 \% | ${ }^{11} 9$ | $9 \%$ | 5\% | ${ }^{7} 1 \%$ | $9 \%$ | 14\% | 12\% | 9\% | $\begin{gathered} 14 \\ 18 \% \\ \text { kM } \end{gathered}$ | $9{ }_{6}$ | $12 \%$ | ${ }^{13} 8$ | $7{ }_{6}^{7}$ | ${ }^{16} 8$ | ${ }^{15} 9$ | $4{ }_{8}^{4}$ | ${ }^{19} 8$ |
| Do not trust at all | ${ }^{28} \%$ | 15\% | ${ }^{13} 7$ | 9\% | $9 \%$ | 10\% | $1 \%$ | 9\% | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $1 \%$ | 9\% | 12\% | ${ }_{5}^{9}$ | $3{ }_{3}^{3}$ | ${ }^{15} 9$ | 10 $8 \%$ | ${ }^{11} 6$ | 159\% | $\stackrel{7}{14 \%}$ | 17\% |
| I am not familiar with this company | ${ }_{11}{ }^{11} \%$ | 25 ${ }_{13}$ | ${ }^{17} 9$ | $\begin{aligned} & 21 \\ & 17 \% \\ & \mathrm{e} \end{aligned}$ | $7 \%$ | 12 $13 \%$ | ${ }_{3 \%}$ | 17\% | 18 | ${ }_{9}^{7}$ | ${ }_{6}^{8}$ | ${ }^{7} 9$ | $\begin{aligned} & 23 \\ & 15 \% \\ & k \end{aligned}$ | 5\% | ${ }^{18} 1$ | $\begin{gathered} 19 \\ 16 \% \\ \text { n } \end{gathered}$ | ${ }_{19}^{10}$ | 212\% | 17\% | 27 $12 \%$ |
| Sigma | $\begin{aligned} & 379 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | 224 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID 19
CMP02_71 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
CPG Clorox
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 408 | 143 | 265 | 145 | 128 | 58 | 77 | 124 | 178 | 106 | 206 | 61 | 118 | 137 | 136 | 135 | 207 | 192 | 34 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 411 | 184* | 227 | 118* | 112* | $87^{*}$ | 94* | 130* | 185* | $95^{*}$ | 114 | 79* | 195* | 154* | $137^{*}$ | $120^{*}$ | 227 | 175* | 50** | 260 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 343 \\ 83 \% \end{gathered}$ | 140\% | $\begin{gathered} 203 \\ 89 \% \\ \text { B } \end{gathered}$ | $73 \%$ | 91\% | $\text { 75 }{ }_{87}$ | $84 \%$ | 1018\% | ${ }^{159} 8$ | 83 | $\begin{aligned} & 97 \\ & 85 \% \end{aligned}$ | 88\% | ${ }^{159}$ 81\% | $\begin{gathered} 134 \\ 87 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 120 \\ 88 \% \end{gathered}$ | 88\% | ${ }^{183}$ | 151 $86 \%$ | 40\% | 214 82 |
| Trust very much | $\begin{gathered} 204 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 125 \\ 55 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 56 \\ & 48 \% \end{aligned}$ | $49 \%$ | $\begin{aligned} & 49 \\ & 56 \% \end{aligned}$ | $50$ | $\begin{aligned} & 711 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 44 \% \end{aligned}$ | 51 | $\begin{aligned} & 58 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & \stackrel{86 \%}{\mathrm{p}} \\ & \hline \end{aligned}$ | $\begin{aligned} & 70 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 40 \% \end{aligned}$ | $\stackrel{115}{51 \%}$ | 87\% | 28\% | 137 |
| Trust somewhat | $\begin{gathered} 139 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \% \end{aligned}$ | 27 $31 \%$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | 230 | $\begin{aligned} & 77 \\ & 41 \% \\ & H^{7} \end{aligned}$ | 33\% | $38 \%$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | ${ }_{30}^{69}$ | $\begin{aligned} & 64 \\ & 36 \% \end{aligned}$ | ${ }^{12} 3$ | 77 ${ }^{79}$ |
| Do Not Trust At All/Too Much (Net) | 39 ${ }^{9}$ | $\begin{aligned} & 28 \\ & { }^{25} \% \\ & C \end{aligned}$ | 11 5 | $\begin{aligned} & 16 \\ & 14 \% \\ & \mathrm{G} \% \end{aligned}$ | 12 $11 \%$ | ${ }_{9 \%}$ | 3\% | ${ }_{16}^{16}$ | $13 \%$ | 10\% | $\stackrel{10}{9 \%}$ | ${ }_{11 \%}$ | 20 $10 \%$ | ${ }^{14} 9$ | 10\% | 159 | ${ }_{13}^{28}$ | ${ }^{10} 6$ | ${ }_{1}^{6} \%$ | 29 $11 \%$ |
| Do not trust too much | 20\% | $\begin{aligned} & 16 \\ & { }_{\mathrm{C}}^{6} \% \end{aligned}$ | $\stackrel{4}{2 \%}$ | $\begin{aligned} & 11 \\ & 10 \% \\ & \text { fg } \end{aligned}$ | 8\% | * | $1 \%$ | $9 \%$ | ${ }^{10} 6$ | $1 \%$ | $\stackrel{4}{4 \%}$ | 6\% | 11 6 | $\stackrel{4}{3 \%}$ | 5\% | ${ }^{11} 9$ | 14\% | ${ }_{3}^{6}$ | 3\% | 17\% |
| Do not trust at all | 19 5 | 12\% | ${ }_{3}^{6}$ | 5 | $4 \%$ | ${ }_{9}^{8}$ | $\stackrel{2}{2 \%}$ | $\stackrel{7}{5 \%}$ | ${ }_{1 \%}^{3}$ | ${ }_{9}^{9}$ | ${ }_{5}^{6}$ | 5\% | $\stackrel{9}{5 \%}$ | $9{ }_{6}{ }^{\text {\% }}$ | 3\% | $4 \%$ | 14\% | $\stackrel{4}{3 \%}$ | $\stackrel{4}{9 \%}$ | 12\% |
| I am not familiar with this company | 29\% | ${ }^{16} 9$ | 13 $6 \%$ | 9 | 88 | $4 \%$ | $8{ }_{8}^{8}$ | 13 $10 \%$ | 14\% | 3 3\% | 7 | ${ }_{3}{ }^{2}$ | 16\% | ${ }_{4}^{6}$ | 5\% | $\begin{aligned} & 16 \\ & 14 \% \\ & \text { No } \end{aligned}$ | 15\% | 14 81 | $\stackrel{4}{8 \%}$ | ${ }^{17} \%$ |
| Sigma | $\begin{aligned} & 411 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 105\% | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 50 $100 \%$ | 260 $100 \%$ |

ProportionsiMeans Columns Tested $15 \%$. 0 .
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_72 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
5 /(220) \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther Other \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 407 \& 143 \& 264 \& 161 \& 109 \& 82 \& 55 \& 133 \& 177 \& 97 \& 243 \& 48 \& 99 \& 135 \& 144 \& 128 \& 224 \& 172 \& 31 \& 213 <br>
\hline Weighted Base \& 384 \& 159* \& 224 \& $116{ }^{*}$ \& 99* \& 115* \& $54^{* *}$ \& $116{ }^{*}$ \& 192* \& 76* \& 138 \& 53* \& 172* \& 121* \& 162* \& $100 *$ \& 236 \& 139* \& $41^{* *}$ \& 234 <br>
\hline Trust Somewhat/Very Much (Net) \& $$
\begin{gathered}
229 \\
60 \%
\end{gathered}
$$ \& $$
{ }^{112}{ }_{C}^{1} \%
$$ \& $$
\begin{aligned}
& 116 \\
& 52 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 49 \\
& 42 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 61 \\
& 61 \% \\
& \text { ( }
\end{aligned}
$$ \& $$
\begin{gathered}
81 \\
71 \% \\
\mathbf{D}^{2} \%
\end{gathered}
$$ \& 78\% \& $$
\begin{aligned}
& 688 \\
& 59 \%
\end{aligned}
$$ \& $$
{ }_{63 \%}^{122}
$$ \& $$
\begin{aligned}
& 39 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 80 \\
& 58 \%
\end{aligned}
$$ \& 26\% \& $$
\begin{aligned}
& 110 \\
& 64 \%
\end{aligned}
$$ \& 840\% \& $$
\begin{aligned}
& 93 \\
& 57 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \% \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{gathered}
150 \\
64 \%
\end{gathered}
$$ \& 75
$54 \%$ \& ${ }^{28} 89$ \& 139
$59 \%$ <br>
\hline Trust very much \& $$
{ }_{22}^{82 \%}
$$ \& $$
\begin{aligned}
& 49 \\
& 31 \% \\
& C
\end{aligned}
$$ \& 34\% \& $19 \%$ \& $$
\begin{gathered}
37 \\
37 \% \\
\text { DF }
\end{gathered}
$$ \& 20\% \& ${ }_{14 \%}$ \& $$
\begin{aligned}
& 33 \\
& \text { 28\% } \\
& \text { j }
\end{aligned}
$$ \& ${ }^{40}$ \% \& 11
$14 \%$ \& 35\% \& 17\% \& 31\% \& 35

29\% \& 31\% \& 15\% \& 59\% \& 23
$17 \%$ \& 120\% \& 59\% <br>

\hline Trust somewhat \& ${ }^{145} 38$ \& 63\% \& 826\% \& 36\% \& 24\% \& $$
\begin{aligned}
& 61 \\
& 53 \% \\
& \text { DE }
\end{aligned}
$$ \& 56\% \& 35 \& 81\% \& 28\% \& 45\% \& 17\% \& 74

$43 \%$ \& 50\% \& 59\% \& ${ }_{36}{ }^{36}$ \& 919\% \& 52\% \& 16\% \& 814\% <br>

\hline Do Not Trust At All/Too Much (Net) \& $$
\begin{aligned}
& 80 \\
& 21 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& \text { 188 }
\end{aligned}
$$

\] \& 52\% \& \[

{ }_{26}^{29}

\] \& 24\% \& \[

$$
\begin{aligned}
& 16 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 10 \% \\
&
\end{aligned}
$$

\] \& \[

{ }_{25}^{25}

\] \& ${ }^{41}$ 1\% \& 14\% \& \[

$$
\begin{aligned}
& \text { 25 } \\
& 18 \%
\end{aligned}
$$

\] \& 123\% \& 33\% \& \[

$$
\begin{aligned}
& 22 \\
& 18 \%
\end{aligned}
$$
\] \& 39

$24 \%$ \& ${ }_{18}^{18}$ \& 48\% \& 30
$22 \%$ \& 22\% \& 53\% <br>
\hline Do not trust too much \& 53
$14 \%$ \& 20
$13 \%$ \& 32

$14 \%$ \& 218\% \& ${ }_{18}^{19} \%$ \& ${ }^{11} 9$ \& $\stackrel{2}{5 \%}$ \& 18\% \& 26\% \& 11\% \& ${ }^{10} 8$ \& 13\% \& $$
\begin{aligned}
& 35 \\
& 20 \% \\
& \\
& \hline
\end{aligned}
$$ \& 12\% \& 30

$18 \%$ \& $9 \%$ \& 35\% \& 15
$11 \%$ \& 20\% \& ${ }_{17}{ }^{1} \%$ <br>

\hline Do not trust at all \& ${ }^{28} 7$ \& ${ }_{5}^{8}$ \& $\stackrel{20}{9 \%}$ \& 8\% \& ${ }_{6}^{6}$ \& ${ }_{5}^{6}$ \& ${ }_{14 \%}$ \& ${ }_{6 \%}$ \& 15 8 \% \& ${ }_{8 \%}^{6}$ \& \[
$$
\begin{aligned}
& \begin{array}{l}
15 \\
11 \\
\text { M }
\end{array}
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
6 \\
11 \% \\
\mathrm{~m}
\end{gathered}
$$
\] \& 5\% \& 8\% \& 10\% \& 10\% \& 13

5 \& 15 \& ${ }_{2 \%}$ \& 13 5 <br>

\hline I am not familiar with this company \& $$
{ }_{25}^{70 \%}
$$ \& \[

$$
\begin{aligned}
& 19 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 56 \\
& 25 \% \\
& 25 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 32 \% \\
& \text { EF }
\end{aligned}
$$
\] \& 14 \& 17

$15 \%$ \& ${ }_{11}^{6} \%$ \& 23 \& 29 $15 \%$ \& \[
$$
\begin{aligned}
& 23 \\
& 30 \% \\
& 1
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 24 \% \\
& \mathrm{~m}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \\
& 27 \% \\
& \mathrm{~m}
\end{aligned}
$$

\] \& ${ }^{23} 13 \%$ \& 14\% \& 18\% \& \[

$$
\begin{aligned}
& 31 \\
& 31 \% \\
& \text { No }
\end{aligned}
$$
\] \& ${ }^{38}{ }^{16 \%}$ \& 34

$24 \%$ \& $\stackrel{4}{9 \%}$ \& 42\% <br>

\hline Sigma \& $$
\begin{aligned}
& 384 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 159 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 224 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 116 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
99 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 115 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
54 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 116 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 192 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
76 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 138 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
53 \\
100 \%
\end{gathered}
$$
\] \& 172 ${ }^{100 \%}$ \& 121

$100 \%$ \& \[
$$
\begin{aligned}
& 162 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 100 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 236 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 139 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 234

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KILLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. *small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID
23 May 2020
CMP02_73 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG Scot
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 405 | 161 | 244 | 163 | 112 | 61 | 69 | 145 | 162 | 98 | 226 | 64 | 96 | 116 | 152 | 137 | 222 | 175 | 39 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 405 | 193* | 211 | $119 *$ | 112* | $68^{*}$ | 106* | 136* | 183* | $86^{*}$ | 151* | $74^{*}$ | $160^{*}$ | $130^{*}$ | 150* | 124* | 247 | 153* | 51** | 254 |
| Trust Somewhat/Very Much (Net) | 295\% | 147\% | ${ }^{149} 70 \%$ | 75 6 | $70$ | $\begin{aligned} & 51 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 85 \% \\ & \text { 85\% } \end{aligned}$ | 96\% | $\begin{array}{r} 144 \\ 78 \% \end{array}$ | 55\% | ${ }^{117}$ | $78 \%$ | 112\% | 1017\% | 108 ${ }^{72 \%}$ | 87\% | 182 74 | 111 $72 \%$ | ${ }_{90}^{46}$ | 183 ${ }^{72 \%}$ |
| Trust very much | ${ }_{30 \%}^{122}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | ${ }_{21}^{69 \%}$ | $\begin{aligned} & 34 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 21 \% \end{aligned}$ | 32\% | $\begin{aligned} & 52 \\ & 38 \% \\ & \hline \end{aligned}$ | 55\% | 15 | $\begin{aligned} & 53 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | 45\% | 43 3 \% | 46\% | 33 $27 \%$ | 82\% | 40\% | 16\% | 812\% |
| Trust somewhat | $\begin{gathered} 173 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | 45 | $\begin{aligned} & 30 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 54 \% \\ & \text { D } \end{aligned}$ | ${ }_{33}^{43}$ | $\begin{aligned} & 89 \\ & 48 \% \\ & H^{2} \end{aligned}$ | 40\% | $\begin{aligned} & 63 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 42 \% \end{aligned}$ | 58\% | ${ }_{41}^{62}$ | $\begin{aligned} & 53 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 46 \% \end{aligned}$ | 59\% | $\begin{aligned} & 103 \\ & 40 \% \end{aligned}$ |
| Do Not Trust At All/Too Much (Net) | 51 $13 \%$ | 14\% | 24\% | 13\% | ${ }_{16}^{15}$ | 13\% | 13 $12 \%$ | 22 $16 \%$ | 15\% | $14 \%$ | ${ }^{14} 9$ | ${ }_{8 \%}^{6}$ | 18\% | 15\% | 214\% | 15\% | 34 $14 \%$ | $17 \%$ | $3{ }^{3}$ | 39\% |
| Do not trust too much | ${ }^{38}{ }_{9}$ | 19\% | 19\% | ${ }^{10} 8$ | 15 $13 \%$ | $4{ }^{4}$ | 8\% | ${ }_{14 \%}^{18}$ | 12\% | ${ }^{7} \%$ | 5\% | ${ }_{8}^{6}$ | $\begin{aligned} & 23 \\ & 14 \% \\ & \text { k } \end{aligned}$ | $\stackrel{9}{7 \%}$ | 17 $11 \%$ | $12 \%$ | ${ }_{11 \%}$ | $9{ }_{6}$ | $\stackrel{3}{6 \%}$ | 32 $12 \%$ |
| Do not trust at all | ${ }^{14} 3$ | 8 | ${ }_{5}{ }^{\text {\% }}$ | $3{ }_{3}$ | ${ }_{1}^{1 \%}$ | 5\% | $4 \%$ | $3{ }_{3}$ | $3{ }^{3}$ | 8\% | ${ }_{4}^{6}$ |  | ${ }_{4}^{6}$ | ${ }_{5 \%}^{7}$ | ${ }_{3}{ }^{4}$ | $3{ }_{3}$ | ${ }_{2 \%}^{6}$ | $\stackrel{8}{5 \%}$ |  | ${ }_{3}^{8}$ |
| I am not familiar with this company | ${ }^{58} 4$ | 19\% | $\begin{aligned} & 39 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{gathered} 31 \\ \text { 26\% } \\ \text { efG } \end{gathered}$ | $\begin{aligned} & 16 \\ & 14 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }_{12 \%}$ | $3{ }_{3}^{3}$ | ${ }_{13}^{18}$ | 24 $13 \%$ | ${ }_{19}^{19}$ | 21 14 | 12\% | 19 $12 \%$ | 14 | 21 $14 \%$ | 22\% | 31 $13 \%$ | 26\% | $\stackrel{2}{4 \%}$ | 31 $12 \%$ |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | 112 $100 \%$ | ${ }^{100}{ }^{68}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | 136 $100 \%$ | 183\% | -86\% | 151 <br> $100 \%$ | 74 $100 \%$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 150 $100 \%$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 247 $100 \%$ | 153 $100 \%$ | 51 $100 \%$ | 254 $100 \%$ |


Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) $-\mathrm{B/C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{IJ}-\mathrm{KIL/M}-\mathrm{N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_74 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 401 | 153 | 248 | 171 | 113 | 56 | 61 | 152 | 144 | 105 | 211 | 61 | 101 | 126 | 136 | 139 | 204 | 184 | 39 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 375 | 172* | 203 | 120 | 104* | 65* | 86* | $148 *$ | 144* | 83* | 110 | $61^{*}$ | 180* | 123* | $137 *$ | 115* | 213 | 152* | $48^{* *}$ | 250 |
| Trust Somewhat/Very <br> Much (Net) | $292$ | ${ }^{130} 75 \%$ | $\begin{gathered} 162 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 81 \\ 78 \% \\ \text { d } \end{gathered}$ | $\begin{gathered} 53 \\ 82 \% \\ d \end{gathered}$ | $\begin{aligned} & 80 \\ & 93 \% \\ & \text { De } \end{aligned}$ | ${ }^{108}$ | $\begin{gathered} 114 \\ 80 \% \end{gathered}$ | ${ }_{84}^{69}$ | ${ }_{78 \%}^{86}$ | $47 \%$ | ${ }^{138} \%$ | $\begin{gathered} 103 \\ 84 \% \end{gathered}$ | $104$ | 85\% | $\begin{aligned} & 169 \\ & 79 \% \end{aligned}$ | ${ }_{76 \%}^{116}$ | 72\% | ${ }^{191}$ |
| Trust very much | $\begin{gathered} 126 \\ 34 \% \end{gathered}$ | 53 $31 \%$ | 73 $36 \%$ | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 32 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 43 \% \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 48 \% \\ & 32 \end{aligned}$ | 40\% | 375\% | 439\% | $\begin{aligned} & 22 \\ & 35 \% \end{aligned}$ | 36 ${ }^{51 \%}$ | $\begin{aligned} & 56 \\ & 45 \% \\ & \text { op } \end{aligned}$ | 42\% | 28\% | 818\% | 427\% | 19 $40 \%$ | 75\% |
| Trust somewhat | 166 $44 \%$ | 77\% | 84\% | 46\% | $49 \%$ | 28\% | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | 60\% | 74 $52 \%$ | 32\% | 439\% | 26\% | 83\% | 47\% | 62\% | 57 | $88 \%$ | 75\% | 15 $32 \%$ | 117 $47 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 42 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | 21\% | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 13 \% \end{aligned}$ | $\stackrel{3}{5 \%}$ | $\frac{6}{7}$ | $\begin{aligned} & 177 \\ & 11 \end{aligned}$ | 22 15 | ${ }_{6}^{6}$ | $\begin{aligned} & 144 \\ & 13 \% \end{aligned}$ | ${ }_{9}^{5}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | 10 $8 \%$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | 16\% | ${ }^{19} 9$ | 24 16 | ${ }_{17}{ }^{8}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ |
| Do not trust too much | 24 6 | 12\% | 12\% | 12 10 $f$ | $7 \%$ | * ${ }^{\text {\% }}$ | 5\% | 10\% | 12\% | ${ }_{2}^{2} \%$ | $\stackrel{9}{8 \%}$ | ${ }_{2}^{1 \%}$ | ${ }^{12} \%$ | ${ }_{5}^{6}$ | ${ }^{12} 9$ | ${ }_{6}^{6}$ | ${ }^{10} 5$ | 13\% | ${ }_{4 \%}$ | ${ }^{20} 8$ |
| Do not trust at all | 21 5 \% | 11 6 | 10\% | 9 | ${ }_{6}^{6}$ | ${ }_{4 \%}^{3}$ | ${ }_{2 \%}$ | ${ }_{4 \%}^{6}$ | 10\% | ${ }_{5}^{4} \%$ | ${ }_{5}^{5} \%$ | 7\% | 10\% | 5 | ${ }_{5}^{6} \%$ | ${ }^{10} 8$ | $9{ }_{4}$ | 12\% | ${ }_{13}^{6} \%$ | 12\% |
| I am not familiar with this company | 39 $10 \%$ | 19\% | 20\% | $\begin{aligned} & 21 \\ & 18 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \\ & 9 \end{aligned}$ | $\begin{gathered} 138 \\ { }_{\mathrm{G}}^{8} \% \end{gathered}$ | * | $\begin{aligned} & 24 \\ & 16 \% \\ & 1 \end{aligned}$ | ${ }_{5}^{8}$ | ${ }_{9}^{8}$ | ${ }^{10} 9$ | 15\% | 19 | 10 ${ }_{8 \%}$ | 15 $11 \%$ | 14\% | 25 ${ }^{2}$ | 11\% | ${ }_{12 \%}^{6}$ | 26 $10 \%$ |
| Sigma | $\begin{aligned} & 375 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 144 $100 \%$ | 100\% | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | -6100\% | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 123 | 137 $100 \%$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | 213 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_75 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Repun }}}{\text { Repubi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 159 | 243 | 164 | 116 | 63 | 59 | 149 | 161 | 92 | 223 | 62 | 95 | 130 | 138 | 134 | 210 | 179 | 32 | 207 |
| Weighted Base | 396 | 179* | 218 | $113 *$ | $100 *$ | 91* | 93* | 147* | 171* | 78* | 126 | $72^{*}$ | 174* | 155* | $132^{*}$ | 110* | 214 | 174* | 29** | 230 |
| Trust Somewhat/Very Much (Net) | 180 $45 \%$ | $\begin{aligned} & 94 \\ & 53 \% \\ & c \end{aligned}$ | 869\% | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 46 \% \end{aligned}$ | $42 \%$ | 45 | $\begin{aligned} & 72 \\ & 49 \% \end{aligned}$ | 79 $46 \%$ | 299\% | ${ }_{36}^{45}$ | 35\% | $\begin{aligned} & 98 \\ & 56 \% \\ & { }_{K}^{9} \end{aligned}$ |  | $\begin{gathered} 59 \\ 45 \% \\ \hline \text { p } \end{gathered}$ | 33 30 | 90\% | 80\% | 19 68 | 121 $52 \%$ |
| Trust very much | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 19 \\ 17 \% \\ \underset{F}{2} \end{gathered}$ | $\begin{aligned} & 19 \\ & 20 \% \\ & F \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \\ & f \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 19 \\ & 15 \% \\ & \text { L } \end{aligned}$ | $1 \%$ | $\begin{gathered} 32 \\ 28 \\ \hline \end{gathered}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 23 $18 \%$ $p$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\stackrel{7}{26 \%}$ | 37 |
| Trust somewhat | ${ }_{31}^{122}$ | ${ }_{37}^{65}$ | ${ }_{26}^{56 \%}$ | $27 \%$ | 26\% | $\begin{aligned} & 39 \\ & \begin{array}{l} 43 \% \\ \mathrm{Pe}^{2} \end{array} \end{aligned}$ | $30 \%$ | $\begin{aligned} & 44 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 33 \% \end{aligned}$ | 22\% | ${ }_{21}^{27}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & 47 \% \end{aligned}$ | $\begin{gathered} 60 \\ 34 \% \\ k \end{gathered}$ | 61 $40 \%$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 24\% | 61 $29 \%$ | ${ }_{38}{ }^{\text {\% }}$ | ${ }^{12} 41 \%$ | 84\% |
| Do Not Trust At All/Too Much (Net) | 65 $16 \%$ | $\begin{aligned} & 40 \\ & 220 \% \\ & { }^{4} \% \end{aligned}$ | ${ }^{25} 11 \%$ | $\begin{aligned} & 27 \\ & 24 \% \\ & { }_{2}^{4 g} \end{aligned}$ | 11\% | 20\% | ${ }_{8 \%}$ | 22 15 | ${ }^{26} 15$ | 172\% | 20 $16 \%$ | 11. | 30 | 16 $11 \%$ | 27 21\% n | 21 $19 \%$ | 34 $16 \%$ | 29 $16 \%$ | ${ }^{5} 6 \%$ | 34\% |
| Do not trust too much | ${ }^{36} 9$ | 22\% | 14\% | $\begin{aligned} & 20 \\ & 17 \% \\ & \mathrm{Eg} \end{aligned}$ | $5{ }_{5}$ | ${ }_{7 \%}^{6}$ | $5{ }_{5}$ | 16\% | 14\% | ${ }^{7} \%$ | ${ }^{10} 8$ | 5\% | 21 $12 \%$ | 5\% | $\begin{aligned} & 18 \\ & 14 \% \\ & N^{2} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 12 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | 19\% | ${ }^{16} 9$ | 12\% | 25 $11 \%$ |
| Do not trust at all | 29\% | 18\% | 11 5 \% | 6\% | 5 | 13 $15 \%$ | $3{ }_{3}^{3}$ | ${ }_{4}^{6}$ | 12\% | 10 13 h\% | 119\% | ${ }^{7} 9$ | $\stackrel{8}{5 \%}$ | 12\% | 10\% | $7{ }^{7} \%$ | ${ }^{16} \%$ | 13\% | 1 | 9\% |
| I am not familiar with this company | ${ }^{152} 38$ | 45\% | $\begin{gathered} 107 \\ 49 \% \\ \mathrm{~B} \end{gathered}$ | 40 35 | 43 | 29 ${ }^{2}$ \% | 40 | 54\% | ${ }_{38}^{65}$ | 33 $42 \%$ | $\begin{aligned} & 60 \\ & 48 \% \\ & M \end{aligned}$ | 26 35 | 47\% | 51 33 | 454\% | $\begin{gathered} 56 \\ 51 \% \\ \text { NO } \end{gathered}$ | 90\% | 58\% | 18\% | 76 $33 \%$ |
| Sigma | $\begin{aligned} & 396 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 29 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_76 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 150 | 257 | 184 | 101 | 67 | 55 | 136 | 170 | 101 | 227 | 57 | 99 | 122 | 152 | 133 | 195 | 200 | 32 | 221 |
| Weighted Base | 389 | $174 *$ | 216 | 135 | 92* | 96* | $67^{* *}$ | $116{ }^{*}$ | 180* | 93* | 121 | 68* | 175* | $112^{*}$ | $167 *$ | 110* | 215 | 167* | 40** | 237 |
| Trust Somewhat/Very Much (Net) | 2817\% | $\begin{gathered} 119 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 75 \% \end{aligned}$ | 85\% | $78 \%$ | ${ }_{70 \%}^{67}$ | $\begin{aligned} & 61 \% \\ & 91 \% \end{aligned}$ | ${ }^{87} 7$ | $\begin{aligned} & 129 \\ & 71 \% \end{aligned}$ | 65\% | 89\% | $51$ | $\begin{aligned} & 132 \\ & 76 \% \end{aligned}$ | 80\% | ${ }_{73}^{122}$ | $\begin{aligned} & 78 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 69 \% \end{aligned}$ | 318\% | 174\% |
| Trust very much | 119 ${ }^{19}$ | ${ }^{51} 9$ | $\begin{aligned} & 64 \\ & 30 \% \end{aligned}$ | 432\% | 23\% | 25\% | 282\% | 44\% | 50\% | 25\% | 42\% | $\begin{aligned} & 31 \\ & 46 \% \\ & M \end{aligned}$ | 44\% | 40\% | 62 P\% | ${ }_{18}^{18}$ | ${ }_{32}^{69}$ | 499\% | 19\% | 799\% |
| Trust somewhat | 162 ${ }_{42}$ | 65\% | 97\% | ${ }_{31}{ }^{2} \%$ | 45 $49 \%$ | $43 \%$ | 339\% | 43\% | 79 44 | 40 | 47\% | 20\% | 51\% | 417\% | ${ }^{60}$ \% | $\begin{gathered} 61 \\ \text { 55\% } \\ \text { NO } \end{gathered}$ | 94\% | 40\% | 12\% | 95\% |
| Do Not Trust At All/Too Much (Net) | ${ }^{68} \%$ | 37\% | 31 $14 \%$ | 32 $24 \%$ | 16 18 | ${ }_{15}^{15}$ | ${ }_{7 \%}^{4}$ | ${ }_{17}^{15}$ | 32\% | $12 \%$ | ${ }_{16}^{19}$ | 130\% | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | ${ }_{14}^{16}$ | 34 $21 \%$ | ${ }^{18} 8$ | 31 $14 \%$ | 35\% | 11\% | 18\% |
| Do not trust too much | ${ }_{12}^{45}$ | 24\% | 21 $10 \%$ | 24 18 $\dagger$ | 112\% | ${ }_{7 \%}$ | 3 | 13 $11 \%$ | 28\% | 3\% | $\stackrel{9}{8 \%}$ | ${ }_{8}^{6}$ | ${ }^{26} 5$ | $\stackrel{9}{8 \%}$ | 25\% | 110\% | 24\% | 19\% | $\stackrel{2}{5 \%}$ | 34\% |
| Do not trust at all | ${ }_{23}^{63}$ | ${ }^{13} 7$ | ${ }^{10} 5$ | ${ }_{6 \%}$ | 5 | $9 \%$ | 2\% | $\stackrel{4}{3 \%}$ | 11 6 \% | ${ }^{8} 9$ | $\begin{aligned} & 10 \\ & 8_{\mathrm{m}}^{2} \end{aligned}$ | ${ }_{M}^{11}{ }^{1} \%$ | $\stackrel{4}{2 \%}$ | 7\% | 5\% | 7\% | ${ }_{3 \%}^{7}$ | $\begin{aligned} & \text { 169 } \\ & \underset{q}{2} \end{aligned}$ | ${ }_{6 \%}$ | ${ }_{3}^{8}$ |
| I am not familiar with this company | 41 $10 \%$ | 170\% | 11\% | ${ }_{13}^{18}$ | $8{ }_{8}^{8}$ | 13 $14 \%$ | 3\% | 12\% | 12\% | 16 | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | 5\% | ${ }^{13} 7$ | 15 $14 \%$ | 10\% | 15 $13 \%$ | 22 $10 \%$ | ${ }_{10}^{16}$ | 11\% | ${ }^{21} 9$ |
| Sigma | $\begin{aligned} & 389 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 112 $100 \%$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 100\% | 237 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19
CMP02_77 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
CPG Nestle
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(520 \\ 5 / 22) \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 401 | 160 | 241 | 174 | 114 | 61 | 52 | 144 | 160 | 97 | 219 | 52 | 106 | 120 | 142 | 139 | 222 | 169 | 46 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 416 | 198* | 218 | 133* | $108 *$ | $98^{*}$ | 77** | 137* | 184* | 95* | 117 | $67^{*}$ | 215* | 139* | 157* | 121* | 265 | 146* | $71^{*}$ | 275 |
| Trust Somewhat/Very Much (Net) | $\begin{array}{r} 319 \\ 77 \% \end{array}$ | $\begin{aligned} & 150 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 77 \% \end{aligned}$ | $79 \%$ | $\begin{aligned} & 81 \\ & 76 \% \end{aligned}$ | $78 \%$ | $\begin{aligned} & 61 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 113 \\ 82 \% \\ j \end{gathered}$ | $\begin{gathered} 143 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 66 \% \end{aligned}$ | ${ }_{76 \%}$ | ${ }_{81}^{54}$ | $\begin{aligned} & 163 \\ & 76 \% \end{aligned}$ | ${ }_{76 \%}^{105}$ | ${ }^{122} 88$ | 92\% | ${ }_{74 \%}^{197}$ | $\begin{gathered} 117 \\ 80 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 95 \\ & 95 \end{aligned}$ | 214 $78 \%$ |
| Trust very much | ${ }_{127}^{120}$ | ${ }_{31}^{62}$ | 64 $30 \%$ | 43\% | 418\% | ${ }_{26}^{26}$ | 172\% | $\begin{aligned} & 53 \\ & 39 \% \\ & \hline \end{aligned}$ | 36 $31 \%$ | 17\% | $\xrightarrow{36}$ 31\% | 199\% | ${ }_{32}^{68}$ | 27\% | 58\% | 326\% | 92 ${ }^{\text {35\% }}$ | 35\% | 37 51 | 89\% |
| Trust somewhat | $\stackrel{192}{ }{ }_{46 \%}$ | $48 \%$ | $\begin{gathered} 104 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 37 \% \end{aligned}$ | $52$ | $\begin{aligned} & 44 \% \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 43 \% \\ & \hline \end{aligned}$ | ${ }_{47 \%}$ | $\begin{aligned} & 46 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 105 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 56 \% \\ & Q \end{aligned}$ | $\begin{aligned} & 31 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 126 \\ 46 \% \end{gathered}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 65 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | 22\% | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 13\% | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | 24\% | 25\% | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | 14\% | 214\% | ${ }_{4}^{3}$ | + ${ }_{\text {40 }}$ |
| Do not trust too much | 12\% | 22 $11 \%$ | ${ }_{12}^{26}$ | 13 $10 \%$ | $13 \%$ | 8 8\% | 19\% | 10\% | 26 $14 \%$ | 13 | 12\% | 13\% | ${ }_{13}^{28}$ | ${ }_{13}^{18} \%$ | 21 $13 \%$ | 10\% | 34\% | 15\% | * | 28\% |
| Do not trust at all | ${ }^{16} 4{ }^{4}$ | 10 5 \% | ${ }_{3}^{6}$ | ${ }_{5}^{6}$ | $2{ }_{2}$ | $7 \%$ | $1 \%$ | ${ }_{4}^{6}$ | 1\% | ${ }_{9}^{8} \%$ | 7 | * | 8 | ${ }_{5 \%}^{7}$ | $\stackrel{4}{2 \%}$ | ${ }_{5 \%}^{6}$ | ${ }^{10} 4 \%$ | ${ }_{4}^{6}$ | 3\% | 12 4 \% |
| I am not familiar with this company | ${ }^{32}$ | 15 ${ }_{8}$ | ${ }^{17} 8$ | 15 $11 \%$ | 110\% | ${ }_{6 \%}$ | ${ }^{2} \%$ | 9\% | ${ }^{12} \%$ | $11 \%$ | $\stackrel{10}{8 \%}$ | 6\% | ${ }^{16} \%$ | 9\% | ${ }^{10} 6$ | 13 $11 \%$ | 249\% | ${ }_{5}^{8} \%$ | $1 \%$ | $\stackrel{20}{7 \%}$ |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | 218 $100 \%$ | 133 $100 \%$ | 108 $100 \%$ | ${ }^{108}{ }^{98}$ | 100\% | 137 $100 \%$ | 184 $100 \%$ | 95 $100 \%$ | 117 $100 \%$ | ${ }^{67}{ }^{67} \%$ | 215 100 | 139 $100 \%$ | 157 $100 \%$ | 121 $100 \%$ | 265 $100 \%$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 7100\% | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_78 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 408 | 146 | 262 | 183 | 96 | 74 | 55 | 122 | 176 | 110 | 218 | 53 | 101 | 120 | 131 | 157 | 198 | 198 | 31 | 214 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 393 | 171* | 222 | 122 | $90^{*}$ | 106* | 75* | 110* | 191* | 91* | 124 | $62^{*}$ | 171* | 120* | 134* | 138* | 191* | 190* | $42^{* *}$ | 223 |
| Trust Somewhat/Very Much (Net) | ${ }^{277} 7$ | $\underset{68 \%}{116}$ | $\begin{gathered} 161 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 58 \% \end{aligned}$ | $\begin{gathered} \text { 688 } \\ 76 \\ \hline \end{gathered}$ | $\begin{gathered} 71 \% \\ 67 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 90 \% \\ & \text { DF } \end{aligned}$ | ${ }_{76 \%}$ | $\begin{aligned} & 125 \\ & \\ & \hline 65 \% \end{aligned}$ | 68\% | $\begin{aligned} & 84 \% \\ & 68 \% \end{aligned}$ | 50\% | ${ }_{74 \%}^{126}$ | $\begin{aligned} & 97 \\ & 81 \% \\ & \hline 1 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 73 \% \end{aligned}$ | ${ }_{69 \%}^{130}$ | $\begin{aligned} & 30 \\ & 72 \% \end{aligned}$ | 160 ${ }_{72 \%}$ |
| Trust very much | ${ }_{27 \%}^{104}$ | 44\% | 60\% | 35\% | 25\% | ${ }_{21}^{23}$ | 26\% | $34 \%$ | 50\% | 21\% | ${ }^{41}$ 3\% | 226\% | 22\% | ${ }^{37}$ 31\% | 41 30 | 27\% | 58\% | ${ }^{45} 4 \%$ | 10\% | 56\% |
| Trust somewhat | $\begin{gathered} 173 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 101 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 48 \% \\ & d \end{aligned}$ | $48{ }^{45 \%}$ | $\begin{aligned} & 42 \\ & 55 \% \\ & \text { 5 } \end{aligned}$ | $\begin{aligned} & 50 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 52 \% \end{aligned}$ | 44 ${ }^{4} \%$ | 27 $44 \%$ | $\begin{aligned} & 88 \\ & { }_{52}^{2} \% \\ & K \end{aligned}$ | $\begin{aligned} & 60 \\ & 50 \% \\ & 0 \end{aligned}$ | 454\% | $\begin{aligned} & 67 \\ & 49 \% \\ & 0 \end{aligned}$ | $82 \%$ | 86 | 20\% | $\begin{gathered} 104 \\ 47 \% \end{gathered}$ |
| Do Not Trust At All/Too Much (Net) | 59\% | 25\% | 34\% | $\begin{gathered} 30 \\ 25 \% \\ \text { EG } \end{gathered}$ | 10 $11 \%$ | ${ }_{16}^{16}$ | 3\% | 11 $10 \%$ | $\begin{aligned} & 39 \\ & \text { 20\% } \\ & h \end{aligned}$ | 10\% | 19\% | ${ }_{12 \%}$ | 24\% | $12 \%$ | $\underset{\substack{27 \\ \mathrm{n}}}{ }$ | 20 $14 \%$ | 19\% | $\begin{aligned} & 38 \\ & 20 \% \\ & \text { Q } \end{aligned}$ | 17\% | 37 $16 \%$ |
| Do not trust too much | ${ }^{37} 9$ | ${ }^{16} 9$ | 21 $10 \%$ | $\begin{aligned} & \begin{array}{l} 22 \\ 18 \% \\ \text { fG } \end{array} \end{aligned}$ | 7\% | $8 \%$ | * | ${ }_{5}^{6} \%$ | ${ }_{13}^{26}$ | ${ }_{6}^{6} \%$ | ${ }^{11} 9$ | $\stackrel{3}{5 \%}$ | 19\% | ${ }_{5}^{6} \%$ | 18 $14 \%$ $n$ | 13 $10 \%$ | $13 \%$ | 24\% | 11\% | 30 $14 \%$ |
| Do not trust at all | ${ }^{22} 6$ | ${ }^{10} 6$ | ${ }_{6}^{12}$ | ${ }_{7}^{8} \%$ | ${ }_{3}^{2} \%$ | ${ }_{8}^{8} \%$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | 5 | ${ }^{13}$ | ${ }_{4}^{4} \%$ | ${ }_{6}^{8}$ | $\stackrel{4}{7 \%}$ | 5\% | $\stackrel{6}{5 \%}$ | 97 | ${ }_{5}^{6}$ | ${ }_{3 \%}^{6}$ | 14\% | ${ }_{6 \%}$ | ${ }_{3}^{6} \%$ |
| I am not familiar with this company | 57 $14 \%$ | 30 $17 \%$ | 27 $12 \%$ | $\begin{gathered} 21 \\ 17 \% \\ \mathrm{~g} \% \end{gathered}$ | 12 $14 \%$ | 19 $18 \%$ | ${ }_{6 \%}^{4}$ | 15 $14 \%$ | ${ }^{28}{ }^{15 \%}$ | 13 $15 \%$ | 20\% | 5\% | 20 $12 \%$ | 12\% | 21 $16 \%$ | 24\% | ${ }^{33} 17 \%$ | 21\% | 10\% | ${ }^{26} 12$ |
| Sigma | $\begin{aligned} & 393 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & \text { 170\% } \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 100\% | 106\% | 155\% | 110\% | 1910\% | 91 $100 \%$ | 124 $100 \%$ | -62 | 17100\% | 120\% | 134 $100 \%$ | 138 $100 \%$ | 191\% | 190\% | - 420 \% | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G-H/IJ-K/LIM - N/O/P - Q/R-S/T


Fielding Period: May 20-22, 2020
CMP02_79 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
CPG
Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 411 | 164 | 247 | 168 | 107 | 70 | 66 | 132 | 177 | 102 | 226 | 51 | 104 | 119 | 151 | 141 | 193 | 206 | 24 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 429 | 226* | 203 | $128 *$ | 102* | 103* | 97* | 121* | 208* | $100 *$ | 128 | $63^{*}$ | 205* | 136* | 159* | 134* | 222* | 197* | $32^{* *}$ | 266 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 321 \\ 75 \% \end{gathered}$ | ${ }_{73 \%}^{164}$ | ${ }_{78 \%}^{157}$ | $71 \%$ | $81 \%$ | $68 \%$ | $\begin{aligned} & 81 \\ & 84 \% \\ & f \end{aligned}$ | ${ }_{70}^{85}$ | $\begin{gathered} 169 \\ 81 \% \\ \text { hj } \end{gathered}$ | 688\% | $74 \%$ | $\begin{aligned} & 46 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 128 \\ 80 \% \end{gathered}$ | $74 \%$ | $\begin{gathered} 177 \\ 80 \% \end{gathered}$ | $\text { 142 } 72 \%$ | 25 78 | 209\% |
| Trust very much | ${ }_{31 \%}^{134}$ | ${ }_{29}^{64}$ | 70\% | $\begin{aligned} & 46 \\ & 36 \% \end{aligned}$ | $40 \%$ | 24\% | ${ }_{23}^{23}$ | ${ }_{39}^{48}$ | ${ }_{26}^{56 \%}$ | 32\% | 49\% | $\begin{aligned} & 20 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 42 \% \\ & 42 \% \end{aligned}$ | 27\% | $\begin{aligned} & 86 \\ & 39 \% \\ & \text { Be } \end{aligned}$ | ${ }_{24}^{47}$ | 187\% | ${ }_{36}{ }^{\text {\% }}$ |
| Trust somewhat | 187 $44 \%$ | 100 $44 \%$ | $88{ }^{8} \%$ | ${ }_{35}^{45}$ | $42 \%$ | $43 \%$ | ${ }_{60 \%}^{58}$ De | 37 $31 \%$ | $\begin{aligned} & 115 \\ & 55 \% \\ & \mathrm{HJ} \end{aligned}$ | 35 | ${ }_{36}^{46}$ | 27 $42 \%$ | $\begin{gathered} 99 \\ 48 \% \\ k \end{gathered}$ | 59 44 | 61 $38 \%$ | 57\% | $91 \%$ | 958\% | ${ }^{7} 1 \%$ | 114 $43 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }_{20}^{86}$ | $\begin{gathered} 57 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | 32\% | $\begin{aligned} & 14 \% \\ & 14 \% \end{aligned}$ | 26\% | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 25 \% \\ & i \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | 25\% | ${ }_{21}^{27}$ | 120\% | $\begin{aligned} & 411 \\ & 20 \% \end{aligned}$ | 34\% | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | 22\% | 49\% |
| Do not trust too much | 51 $12 \%$ | 30 $13 \%$ | 21 $10 \%$ | $\underset{\mathrm{e}}{\substack{24 \\ \mathrm{e}}}$ | 8\% | $\stackrel{9}{8 \%}$ | 10\% | 218\% | 22 $10 \%$ | ${ }_{8}^{8}$ | ${ }_{16}^{12 \%}$ | 4\% | 27 $13 \%$ | 17\% |  | 18\% | 19\% | 31 $16 \%$ | 15\% | 36 $14 \%$ |
| Do not trust at all | 35 8 | 26 $12 \%$ c | 8 | ${ }_{6}^{8}$ | ${ }_{6}^{6}$ | $\begin{aligned} & \begin{array}{l} 17 \\ 17 \% \\ \text { dg } \end{array} \end{aligned}$ | $3{ }_{3}^{3}$ | $\stackrel{9}{7 \%}$ | 8 | 17 | 119\% | $\stackrel{9}{14 \%}$ | 14\% | $\begin{gathered} 17 \\ 12 \% \\ 0 \end{gathered}$ | $\stackrel{7}{5 \%}$ | 118\% | $\stackrel{20}{9 \%}$ | 12\% | ${ }_{6}^{2}$ | 13 5 |
| I am not familiar with this company | 21 5 \% | ${ }_{2}^{5}$ | $\begin{aligned} & 16 \\ & 8 \% \\ & \mathrm{~b}^{2} \end{aligned}$ | 5 | $5{ }_{5}$ | $9{ }_{9}{ }^{\text {\% }}$ | 3\% | ${ }_{5}^{6}$ | 8 | $7 \%$ | 7\% | 5\% | $\stackrel{4}{2 \%}$ | ${ }_{1}^{2}$ | $\stackrel{8}{5 \%}$ | $\begin{gathered} 11 \\ { }_{n}^{8 \%} \end{gathered}$ | ${ }_{3 \%}^{7}$ | 12\% | - | ${ }_{3}^{8}$ |
| Sigma | 429 $100 \%$ | 226 $100 \%$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | 100\% | 100 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 32 $100 \%$ | $\begin{aligned} & 266 \\ & 100 \% \end{aligned}$ |




Fielding Period: May 20-22, 2020
CMP02_80 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Other

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 156 | 250 | 160 | 110 | 72 | 64 | 140 | 171 | 95 | 223 | 51 | 107 | 111 | 160 | 135 | 229 | 166 | 46 | 223 |
| Weighted Base | 429 | $198{ }^{*}$ | 231 | 122* | $117^{*}$ | $103 *$ | 86* | 129* | 209* | 90* | 139 | $65^{*}$ | 199* | $117^{*}$ | $183 *$ | $128{ }^{*}$ | 252 | 164* | $63^{* *}$ | 280 |
| Trust Somewhat/Very Much (Net) | 233 54 | $\stackrel{107}{54 \%}$ | $\begin{gathered} 126 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 59 . \% \\ & \text { ( } \end{aligned}$ | $\begin{aligned} & 76 \\ & 65 \% \\ & \text { G } \end{aligned}$ | $51 \%$ | $\begin{aligned} & 33 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 123 \\ 59 \% \end{gathered}$ | 266 | 499\% | 30\% | $\begin{gathered} 127 \\ 64 \% \\ \mathrm{Kl} \end{gathered}$ | 67\% | $\begin{gathered} 106 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 153 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 47 \% \end{aligned}$ | 46\% | 172 $61 \%$ |
| Trust very much | 91\% | $\begin{aligned} & 58 \\ & 28 \% \\ & \hline \end{aligned}$ | 37 $16 \%$ | 28\% | $\begin{aligned} & 35 \\ & 30 \% \\ & \text { fg } \end{aligned}$ | 15\% | 13 $15 \%$ | ${ }^{40}{ }^{4} \%$ | ${ }^{45} \mathrm{j}$ \% | $7 \%$ | 32\% | 130\% | ${ }^{46} 2$ | 30\% | 413\% | 20 $15 \%$ | 62\% | 29 $17 \%$ | 24 38 | 76 |
| Trust somewhat | ${ }_{33}^{142}$ | 52\% | $\begin{gathered} 89 \\ 39 \% \\ \text { b } \end{gathered}$ | ${ }_{36}$ | $\begin{aligned} & 41 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 34 \% \end{aligned}$ | $\begin{gathered} 78 \\ 37 \% \\ j \end{gathered}$ | 20\% | 38\% | ${ }_{27}^{17}$ | $\begin{aligned} & 80 \\ & 40 \% \\ & k \end{aligned}$ | $\begin{aligned} & 32 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | 90\% | $\begin{aligned} & 49 \% \end{aligned}$ | 22 35 | ${ }^{95}$ |
| Do Not Trust At All/Too Much (Net) | 146 $34 \%$ | 74 $37 \%$ | $\begin{aligned} & 72 \\ & 31 \% \end{aligned}$ | 39\% | 34\% | $\begin{aligned} & 35 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 27 \end{aligned}$ | 72 $34 \%$ | ${ }^{40}{ }^{4} \%$ | $\begin{aligned} & 53 \\ & 38 \% \end{aligned}$ | 26 $40 \%$ | $\begin{aligned} & 56 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 37 \end{aligned}$ | 52\% | $\begin{aligned} & 58 \\ & 45 \% \\ & 0 \end{aligned}$ | 739\% | 64\% | ${ }^{16} 5$ | 933 |
| Do not trust too much | 87\% | ${ }_{23}^{43}$ | ${ }_{19}^{44}$ | 23\% | 17 $15 \%$ | 18\% | $\begin{aligned} & \text { 294 } \\ & \text { dE } \end{aligned}$ | ${ }_{14 \%}$ | ${ }_{26}^{46}$ | 23\% | 31 | ${ }^{13} 20$ | 37 $19 \%$ | $19 \%$ | 33 $18 \%$ | 38\% | ${ }_{19}^{47}$ | 33 ${ }^{20 \%}$ | ${ }_{12 \%}$ | ${ }_{23}^{64}$ |
| Do not trust at all | $\begin{aligned} & 60 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 17 \% \end{aligned}$ | $\stackrel{9}{10 \%}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | ${ }_{12 \%}$ | 179\% | $\begin{aligned} & 222 \\ & 16 \% \end{aligned}$ | ${ }^{14}$ 21\% | 19 $10 \%$ | ${ }_{18}^{18}$ | 19 | 22\% | 26\% | 32 $19 \%$ q | $\stackrel{8}{13 \%}$ | 29 $11 \%$ |
| I am not familiar with this company | 49\% | ${ }^{17} 9$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | ${ }^{11} 9$ | ${ }_{6}^{7}$ | ${ }_{16}^{16}$ | $\begin{gathered} 15 \\ 17 \% \\ \text { e } \end{gathered}$ | ${ }^{11} 9$ | 14\% | $\begin{aligned} & 24 \\ & 26 \% \\ & { }^{26 \%} \end{aligned}$ | 17 $12 \%$ | ${ }_{13}^{8}$ | $\stackrel{16}{8 \%}$ | 13 $11 \%$ | ${ }^{25} 4$ | ${ }^{11} 9$ | ${ }_{11 \%}^{27}$ | 22 $13 \%$ | ${ }_{2 \%}^{1}$ | 15 5 |
| Sigma | ${ }^{429} 0 \%$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 209\% | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | 117 $100 \%$ | 1803 | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 100\% | 280\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_81 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Other

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 136 | 272 | 181 | 104 | 75 | 48 | 128 | 188 | 92 | 206 | 50 | 124 | 117 | 146 | 145 | 190 | 201 | 32 | 229 |
| Weighted Base | 408 | $158{ }^{*}$ | 249 | 134 | 92* | $118{ }^{*}$ | $64^{* *}$ | $130 *$ | 195* | 82* | 109 | 58* | $218{ }^{*}$ | $120 *$ | $163 *$ | $124 *$ | 213 | 179* | 40** | 258 |
| Trust Somewhat/Very Much (Net) | 227 56 | $\begin{gathered} 93 \\ 59 \% \end{gathered}$ | $\begin{gathered} 134 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 59 \% \end{aligned}$ | $52 \%$ | $\begin{aligned} & 79 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 121 \\ 62 \% \\ j \end{gathered}$ | $\begin{aligned} & 36 \\ & 44 \% \end{aligned}$ | ${ }^{53} 9 \%$ | $\begin{aligned} & \text { 35 } \\ & 60 \% \end{aligned}$ | $\begin{gathered} 128 \\ 59 \% \end{gathered}$ | 82\% | $\begin{aligned} & 91 \\ & 55 \% \end{aligned}$ | 55\% | $\begin{gathered} 123 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 55 \% \end{aligned}$ | 31\% | 154 $60 \%$ |
| Trust very much | 830\% | 37 $24 \%$ | ${ }^{46} 18$ | 30 $23 \%$ | 24\% | 24\% | 8\% | 27\% | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | ${ }_{26}^{22}$ | 19\% | 13\% | 54\% | 33 28 | ${ }^{28}$ 17\% | 22 $18 \%$ | $\stackrel{55}{26 \%}$ | 27 $15 \%$ | 19\% | ${ }_{29}^{69}$ |
| Trust somewhat | ${ }_{35 \%}^{144}$ | $\begin{aligned} & 56 \\ & 35 \% \end{aligned}$ | ${ }^{85}$ | $\begin{aligned} & 49 \% \\ & 36 \% \end{aligned}$ | 280\% | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 34 \% \end{aligned}$ | 34 ${ }^{4}$ \% | $\begin{aligned} & 85 \\ & 44 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 34 \% \end{aligned}$ | 499\% | $\begin{aligned} & 62 \% \\ & 38 \% \end{aligned}$ | 23\% | $\begin{aligned} & 68 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 40 \% \end{aligned}$ | 120\% | ${ }_{33}^{86}$ |
| Do Not Trust At All/Too Much (Net) | ${ }_{31}^{125}$ | $\begin{aligned} & 53 \\ & 34 \% \end{aligned}$ | 729\% | 399\% | 26\% | 28\% | ${ }^{28} 8$ | ${ }_{34}^{45}$ | 49\% | $32 \%$ | $\begin{aligned} & 39 \\ & 35 \% \end{aligned}$ | 15 $26 \%$ | ${ }_{29}^{63}$ | $2{ }_{20}$ | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & { }_{51} 1 \% \\ & \mathrm{~N} \end{aligned}$ | ${ }_{280}^{60}$ | ${ }_{32}^{62}$ | 23\% | 80 $31 \%$ |
| Do not trust too much | ${ }^{86}{ }^{1} \%$ | 35\% | 50\% | ${ }_{2}^{21} \%$ | $12 \%$ | 25\% | 21 31 | 33\% | 33\% | 23\% | 22\% | ${ }^{10} 16$ | 50\% | 8\% | $\begin{aligned} & 337 \\ & { }_{23}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 32 \% \\ & { }^{3} \% \end{aligned}$ | 420\% | ${ }_{24}^{42}$ | 13\% | ${ }_{23 \%}$ |
| Do not trust at all | 39 $10 \%$ | $18 \%$ | ${ }^{22} 9$ | $\stackrel{11}{8 \%}$ | 14\% | ${ }_{6 \%}$ | ${ }_{10}^{6} \%$ | $14 \%$ | ${ }^{16} 8$ | 11\% | $\begin{aligned} & 17 \\ & \begin{array}{l} 15 \% \\ M \end{array} \end{aligned}$ | ${ }_{10}^{6} \%$ | ${ }^{13} 6$ | 15 | 12\% | 12\% | ${ }^{18} 8$ | 20 $11 \%$ | 10\% | 20\% |
| I am not familiar with this company | 56 $14 \%$ | 12\% | $\begin{gathered} 44 \\ { }^{477 \%} \\ { }_{B}^{\prime} \end{gathered}$ | ${ }_{12 \%}^{16}$ | 15 16 | 15 $13 \%$ | 10 $15 \%$ | 15 $12 \%$ | ${ }_{13}^{26}$ | 14 $18 \%$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | 14\% | ${ }_{12 \%}$ | $14 \%$ | 23 $14 \%$ | 18\% | 30 $14 \%$ | 19 | - | ${ }^{24} 9$ |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | 218 $100 \%$ | 120 $100 \%$ | 163 $100 \%$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 213\% | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{2500 \%}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID
CMP02_82 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Other

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 20 . \\ 5 / 22) \end{array}\right. \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 401 | 156 | 245 | 159 | 107 | 68 | 67 | 128 | 175 | 98 | 231 | 63 | 89 | 125 | 141 | 135 | 220 | 169 | 36 | 226 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 381 | 191* | 191 | $108 *$ | 94* | 89* | 90* | 134* | 165* | 82* | 139 | $80^{*}$ | $148 *$ | 132* | 134* | 115* | 229 | 138* | $45^{* *}$ | 229 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 302 \\ 79 \% \end{gathered}$ | ${ }_{7}^{143} \%$ | ${ }_{83}^{159}$ | $\begin{aligned} & 80 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 81 \% \end{aligned}$ | 76 $84 \%$ | ${ }^{102}$ | $\begin{aligned} & 130 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 86 \% \end{aligned}$ | ${ }^{107} 77 \%$ | ${ }_{80}^{64}$ | $\begin{aligned} & 120 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 82 \% \end{aligned}$ | $\stackrel{112}{83 \%} \underset{p}{ }$ | $\frac{82}{71 \%}$ | $\underset{\substack{193 \\ \mathrm{r} \\ \hline}}{ }$ | ${ }_{74 \%}^{102}$ | 41 ${ }^{42}$ | 191 $83 \%$ |
| Trust very much | $\begin{gathered} 171 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 48 \% \end{aligned}$ | 46 | $\begin{aligned} & 38 \% \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 59 \% \\ & \text { eff } \end{aligned}$ | $\begin{aligned} & 48 \\ & 36 \end{aligned}$ | 819\% | 410\% | $\begin{aligned} & 51 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 56 \% \\ & K \end{aligned}$ | 68\% | $\begin{aligned} & 72 \\ & 54 \% \\ & P \end{aligned}$ | $\begin{aligned} & 60 \\ & 45 \% \end{aligned}$ | 39 $34 \%$ | $\begin{gathered} 111 \\ 48 \% \end{gathered}$ | 58\% | 27\% | 120 $52 \%$ |
| Trust somewhat | 131 $34 \%$ | 65\% | 67 $35 \%$ | 34\% | 37 39 | 38\% | 22\% | $54 \%$ | ${ }^{48}{ }^{9} \%$ | 330 | $\begin{aligned} & 56 \\ & 40 \% \\ & \hline 1 \end{aligned}$ | 19 24 | 52 35 | 37 $28 \%$ | 529\% | 437\% | 826\% | 44\% | 14 $31 \%$ | 71\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \\ & C \end{aligned}$ | ${ }^{15} 8$ | $\begin{gathered} 15 \\ 14 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 14 \\ 14 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 14 \\ 16 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | 8\% | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | ${ }_{8 \%}^{7}$ | 21 $14 \%$ | 118\% | $14 \%$ | $\begin{aligned} & \text { 22 } \\ & \text { 19\% } \\ & \text { n } \end{aligned}$ | 24\% | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | 6\% | 24 $10 \%$ |
| Do not trust too much | 29\% | $\begin{gathered} 21 \\ 11 \% \\ c \end{gathered}$ | $8{ }^{8}$ | ${ }^{10} 9$ | 10\% | 10\% | ${ }_{2}{ }^{2}$ | ${ }^{12} 9$ | ${ }^{13} 8$ | $\stackrel{4}{5 \%}$ | $\stackrel{7}{5 \%}$ | ${ }_{8}^{6} \%$ | 16\% | ${ }_{5}^{6} \%$ | ${ }_{6}^{8} \%$ | 15\% | $\stackrel{20}{9 \%}$ | $9{ }_{6}{ }^{\text {\% }}$ | * | ${ }^{15} 6$ |
| Do not trust at all | $\stackrel{18}{5 \%}$ | 11 6 | ${ }_{3 \%}^{6}$ | ${ }_{5}^{6}$ | $\stackrel{4}{5 \%}$ | ${ }_{6}^{6} \%$ | $\stackrel{2}{2 \%}$ | ${ }_{5}^{6}$ | $\stackrel{9}{5 \%}$ | $3{ }_{3}$ | 10\% | * | ${ }_{4 \%}^{6}$ | $\stackrel{4}{3 \%}$ | ${ }_{5}^{6}$ | ${ }_{6}^{7}$ | $\stackrel{4}{2 \%}$ | $\begin{gathered} 12 \\ \underset{\text { Q }}{2} \end{gathered}$ | ${ }_{5}^{2}$ | 9 |
| I am not familiar with this company | ${ }^{32}$ | 15\% | ${ }^{17} 9$ | $\begin{aligned} & 13 \\ & 12 \% \\ & 1 \end{aligned}$ | ${ }_{7 \%}^{6}$ | 3\% | 11 $12 \%$ | $\begin{aligned} & 14 \% \\ & 10 \% \end{aligned}$ | ${ }^{13} 8$ | 5\% | 15\% | $\stackrel{9}{11 \%}$ | ${ }_{4}^{6}$ | 13 $10 \%$ | ${ }_{6 \%}$ | 11 $10 \%$ | 13 5 | 15 $11 \%$ | 2\% | ${ }^{15} 6$ |
| Sigma | $\begin{aligned} & 381 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 108 } \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | ${ }^{165}$ | -820 | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJT-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
23 May 2020
CMP02_83 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Other
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 416 | 159 | 257 | 168 | 125 | 60 | 63 | 139 | 170 | 107 | 203 | 60 | 133 | 132 | 146 | 138 | 218 | 188 | 43 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 447 | 190* | 257 | 123 | 114* | 113* | 96* | 149* | 199* | 99* | 111 | 75* | 239* | $143^{*}$ | 155* | 149* | 255 | 178* | $52^{*}$ | 270 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 229 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 91 \% \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 71 \\ 62 \% \\ \text { fg } \end{array} \end{aligned}$ | $\begin{aligned} & 50 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 95 \% \\ & 15 \end{aligned}$ | 93\% | $399$ | $\begin{aligned} & 50 \\ & 45 \% \end{aligned}$ | 59\% | $\begin{aligned} & 134 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 58 \% \end{aligned}$ | 780\% | 685\% | $\begin{gathered} 143 \\ 56 \% \end{gathered}$ | $82 \%$ | $\begin{aligned} & 38 \\ & 74 \\ & \hline \end{aligned}$ | 149 5 |
| Trust very much | $\begin{aligned} & 85 \\ & 19 \% \end{aligned}$ | 42\% | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\text { 25 } 20 \%$ | $\begin{aligned} & 32 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 27 \% \\ & i \mathrm{ij} \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | 15 | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 36 \\ \text { 26\% } \\ \hline \end{gathered}$ | 26\% | $\begin{aligned} & 214 \% \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | 22 ${ }^{2} \%$ | 22\% |
| Trust somewhat | ${ }_{32}^{144}$ | 50\% | $\begin{aligned} & 94 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 33 \% \end{aligned}$ | 32\% | $\begin{aligned} & 31 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | ${ }_{26}^{26}$ | 30 | $\begin{aligned} & 24 \\ & 32 \% \end{aligned}$ | ${ }_{38}^{88}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | 52\% | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | 89\% | 53\% | 16 $31 \%$ | 90\% |
| Do Not Trust At All/Too Much (Net) | 95\% | $\begin{aligned} & \text { 66 } \\ & 35 \% \\ & C \end{aligned}$ | ${ }_{11}^{29}$ | ${ }^{21} 17 \%$ | 218\% | 33 $29 \%$ | 21\% | ${ }_{12}^{12}$ | $\begin{aligned} & 51 \\ & 26 \% \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 26 \\ & { }_{26}{ }_{H}^{\prime} \end{aligned}$ | $22 \%$ | 20\% | ${ }^{46} 9$ | 20\% | 34\% | $\begin{gathered} 41 \\ 27 \% \\ \mathrm{n} \end{gathered}$ | 416\% | 45\% | ${ }_{9}^{5}$ | ${ }^{48} 8$ |
| Do not trust too much | 55\% | $\begin{aligned} & 35 \\ & 18 \% \\ & \text { C } \end{aligned}$ | 208\% | $14 \%$ | $12 \%$ | 18 | 12\% | ${ }^{12} 8$ | 26\% | 17\% | 11\% | 119\% | 26 $11 \%$ | ${ }_{5}^{7}$ | $\begin{aligned} & \begin{array}{l} 26 \\ 166 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 15 \% \\ \mathrm{n} \end{array} \end{aligned}$ | 27 $11 \%$ | ${ }_{12}^{2} \%$ | 8\% | 33 $12 \%$ |
| Do not trust at all | ${ }_{40}^{9 \%}$ | $\begin{aligned} & 31 \\ & 16 \% \\ & 16 \% \end{aligned}$ | 9\% | ${ }_{6}^{8}$ | 8\% | 159 | 88 | 5\% | $\begin{aligned} & 25 \\ & \begin{array}{l} 13 \\ 13 \% \\ H \end{array} \end{aligned}$ | 10\% | 11 $10 \%$ | 12\% | 19\% | 13 ${ }_{9}$ | $9{ }_{6}{ }^{\text {\% }}$ | 19 $13 \%$ | 14 5 | $\begin{aligned} & 23 \\ & { }_{13}^{23 \%} \\ & \mathrm{q} \end{aligned}$ | * ${ }_{\text {\% }}$ | ${ }^{15}$ 6\% |
| I am not familiar with this company | ${ }^{123} 28$ | 32\% | $\begin{aligned} & 91 \\ & 35 \% \\ & B \end{aligned}$ | 35\% | 23 $20 \%$ | 30\% | $\begin{gathered} 35 \\ 36 \% \\ e \end{gathered}$ | 35 $24 \%$ | 55\% | $34 \%$ | $39{ }^{3}$ | ${ }_{21}^{16}$ | 59\% | 40\% | 43\% | ${ }_{21}{ }^{1} \%$ | 718\% | 529\% | 18\% | 73 $27 \%$ |
| Sigma | $\begin{aligned} & 447 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 270 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020
CMP02_84 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Other

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 163 | 242 | 171 | 122 | 62 | 50 | 140 | 172 | 93 | 205 | 58 | 122 | 119 | 141 | 145 | 220 | 169 | 40 | 228 |
| Weighted Base | 430 | $220 *$ | 210 | 128 | $126 *$ | 87* | 89** | $148{ }^{*}$ | 204* | 78* | 120* | 71* | $214 *$ | 131* | $166{ }^{*}$ | $133 *$ | 267 | 153* | $52^{* *}$ | 280 |
| Trust Somewhat/Very Much (Net) | 202 47 | $\begin{gathered} 118 \\ 53 \% \\ c \end{gathered}$ | $45$ | $\begin{aligned} & 51 \\ & 40 \% \end{aligned}$ | 73\% | $\begin{aligned} & 36 \\ & 42 \% \end{aligned}$ | $42$ | $\begin{aligned} & 78 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 45 \% \end{aligned}$ | 31 $40 \%$ | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | 318 | 114 $53 \%$ | ${ }_{51 \%}^{66}$ | $\begin{aligned} & 76 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 45 \% \end{aligned}$ | 133 50 | 65 $42 \%$ | ${ }^{37} \%$ | 149 $53 \%$ |
| Trust very much | 54 $13 \%$ | $\begin{aligned} & 41 \\ & { }_{19} 9 \% \end{aligned}$ | 13 ${ }^{6}$ | 13 $10 \%$ | $\begin{aligned} & 30 \\ & 24 \% \\ & \text { DF } \end{aligned}$ | $5{ }_{5}$ | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 32 \\ & 22 \% \\ & 15 \end{aligned}$ | 19\% | 3 | 20 | $4{ }_{6}^{4}$ | 30 $14 \%$ | $\stackrel{26}{20}$ | 19 | 10\% | 37 $14 \%$ | $17 \%$ | ${ }^{18}{ }^{1} \%$ | 42\% |
| Trust somewhat | ${ }_{34 \%}^{148}$ | $\begin{aligned} & 76 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | 38\% | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $32$ | 35 40 | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 73 \% \end{aligned}$ | 28\% | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | 27\% | $\begin{aligned} & 84 \\ & 39 \% \\ & k \end{aligned}$ | ${ }_{31}^{41 \%}$ | 57 $34 \%$ | $\begin{aligned} & 50 \\ & 38 \% \end{aligned}$ | ${ }_{36}^{96}$ | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | 19 ${ }^{6} \%$ | 107 $38 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }^{824}$ | ${ }_{22}^{48}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | 25 20\% | $\text { 22 } 25 \%$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | ${ }_{29}^{20}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | 194\% | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 149 \% \\ & 19 \end{aligned}$ | 49\% | ${ }_{22}{ }^{2} \%$ | 20\% | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | 21\% | $\stackrel{7}{14 \%}$ | ${ }^{55} 9$ |
| Do not trust too much | 65 $15 \%$ | ${ }_{19}{ }^{2} \%$ | 23 $11 \%$ | 20\% | 22\% | 15\% | ${ }_{9}^{8}$ | 25\% | 31 $15 \%$ | 10\% | ${ }^{10} 8$ | ${ }_{12 \%}$ | $\begin{aligned} & { }_{2}^{42} \% \\ & { }_{K}^{2} \end{aligned}$ | $\underset{\substack{21 \% \\ p}}{27}$ | 27 ${ }^{2}$ | ${ }^{11} 9$ | ${ }_{15}{ }^{1}$ | 22 $14 \%$ | 10\% | $49 \%$ |
| Do not trust at all | 19 ${ }_{4}$ | ${ }_{3 \%}^{6}$ | ${ }_{6 \%}^{12}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | ${ }_{2}^{3}$ | ${ }_{8 \%}^{7}$ | ${ }_{3}{ }^{2}$ | ${ }_{3}^{4}$ | ${ }_{3}^{5}$ | $\begin{gathered} 9 \\ 12 \% \\ h 1 \end{gathered}$ | $\begin{gathered} 9 \\ M^{7} \% \end{gathered}$ | $\begin{gathered} \frac{5}{7 \%} \\ \mathrm{~m} \end{gathered}$ | ${ }_{1}^{2}$ | 5 | ${ }_{6}^{6}$ | 7 | ${ }_{3 \%}^{8}$ | ${ }_{6}^{9}$ | $\stackrel{2}{4 \%}$ | ${ }_{2 \%}^{6}$ |
| I am not familiar with this company | ${ }_{33}^{144}$ | 55\% | $\begin{gathered} 89 \\ 42 \% \\ 48 \end{gathered}$ | $\begin{aligned} & 50 \\ & 39 \% \% \\ & \text { 30 } \end{aligned}$ | 28\% | 283\% | 37 $42 \%$ | ${ }_{21}^{47 \%}$ | $\begin{aligned} & 76 \\ & 37 \% \end{aligned}$ | 27 $35 \%$ | $\begin{aligned} & 51 \\ & \begin{array}{l} 52 \% \\ 44 \end{array} \end{aligned}$ | 27\% | $\begin{aligned} & 51 \\ & 24 \% \end{aligned}$ | 32 | 57 $34 \%$ | $\begin{gathered} 54 \\ 41 \% \\ 41 \% \end{gathered}$ | 842\% | ${ }^{58} 8$ | 15\% | 76\% |
| Sigma | $\begin{aligned} & 430 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 204\% | 100\% | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | 100\% | 214 | 131 $100 \%$ | ${ }_{100 \%}^{166}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | 100\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
23 May 2020
CMP02_85 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Other
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 156 | 247 | 155 | 133 | 65 | 50 | 141 | 176 | 86 | 226 | 46 | 114 | 129 | 132 | 142 | 207 | 187 | 36 | 213 |
| Weighted Base | 388 | 183* | 205 | 113* | 121* | 88* | $66^{* *}$ | 129* | $187 *$ | 72* | 118 | 47* | 208* | 125* | 141* | 122* | 211 | 167* | $47^{* *}$ | 232 |
| Trust Somewhat/Very Much (Net) | ${ }_{33}^{126}$ | $\begin{aligned} & 82 \\ & 45 \% \\ & 45 \end{aligned}$ | ${ }_{22}^{45}$ | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 44 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 58 \% \\ & 1 / 5 \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{17}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | 18\% | $\begin{aligned} & 90 \\ & 933 \% \\ & \text { KL } \end{aligned}$ | ${ }_{33}^{43}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 35 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 42 \% \\ & { }^{8} \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 21 \% \end{aligned}$ | 32\% | ${ }^{96}$ \% |
| Trust very much | 40\% | $\begin{aligned} & 29 \\ & 16 \% \\ & { }_{C}^{2} \% \end{aligned}$ | 10 ${ }^{5}$ | $\begin{aligned} & 14 \\ & 12 \% \\ & { }_{5}^{2} \% \end{aligned}$ | ${ }_{2}^{26}$ | - | - | $\begin{aligned} & 30 \\ & 24 \% \\ & { }_{3}^{45} \end{aligned}$ | $7{ }_{4}^{7}$ | ${ }_{3}^{2}$ | $8 \%$ | $\stackrel{4}{8 \%}$ | ${ }^{25} 2{ }^{2}$ | ${ }_{18}^{15}$ | 1180 | ${ }^{10} 8$ | 29 $14 \%$ r | 5\% | 20 $42 \%$ | ${ }^{35}$ |
| Trust somewhat | 82\% | $\begin{gathered} 52 \\ { }^{29 \%} \end{gathered}$ | 35\% | 26\% | ${ }_{23}^{28}$ | 18\% | 152\% | 44 34 | 29\% | 14\% | ${ }_{12}^{14}$ | 10\% | $\begin{aligned} & 66 \\ & 31 \% \\ & { }^{61} \% \end{aligned}$ | ${ }^{23} 18 \%$ | 20\% | 24\% | 28\% | ${ }^{26}$ 16\% | 126\% | 61\% |
| Do Not Trust At All/Too Much (Net) | 53 $14 \%$ | 33 18\% c | $\begin{aligned} & 20 \% \\ & 10 \% \end{aligned}$ | 11 $10 \%$ | 17 $14 \%$ | 15\% | -99\% | $14 \%$ | 29\% | 10\% | 20\% | $\stackrel{7}{15 \%}$ | 24\% | ${ }_{13}^{16}$ | 17 $12 \%$ | 19\% | 27 $13 \%$ | 24\% | $\stackrel{4}{9} \%$ | ${ }^{20} 9$ |
| Do not trust too much | ${ }^{23} 6$ | $13 \%$ | ${ }^{10} 5$ | $5{ }_{5}$ | 9\% | $7 \%$ $8 \%$ | ${ }_{3 \%}$ | 9\% | $8 \%$ | ${ }^{7} 9$ | ${ }^{10} 8$ | $3 \%$ | ${ }^{12} 6$ | ${ }^{11} 9$ | $7 \%$ 5 | 5 | ${ }^{16} 8$ | ${ }_{4 \%}^{6}$ | ${ }_{2}^{1}$ | ${ }^{12} 5$ |
| Do not trust at all | 29 8 \% | $\begin{gathered} 20 \\ 11 \% \\ c \end{gathered}$ | 9\% | ${ }_{5}^{6}$ | $8 \%$ | ${ }_{9}^{8}$ | ${ }^{7} 1{ }^{7}$ | ${ }_{4}^{6}$ | ${ }_{11 \%}$ | 3 | ${ }^{11} 9$ | ${ }_{12}^{6} \%$ | ${ }^{12} 6$ | 5 | ${ }^{11} \%$ | 13 $11 \%$ | 11 5 \% | $18 \%$ | 3\% | ${ }_{3}^{8}$ |
| I am not familiar with this company | $\begin{gathered} 209 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 141 \\ 69 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 61 \\ & 55 \% \\ & \mathrm{e} \% \end{aligned}$ | 50 $41 \%$ | $\begin{aligned} & 55 \\ & 62 \% \\ & e \\ & e \end{aligned}$ | $\begin{aligned} & 42 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 123 \\ 66 \% \\ \mathrm{H}^{2} \end{gathered}$ | $\begin{aligned} & 45 \\ & 63 \% \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 76 \\ & 64 \% \\ & M \end{aligned}$ | $\begin{aligned} & 32 \\ & 67 \% \\ & M \end{aligned}$ | 94\% | 57\% | 73 $52 \%$ | ${ }_{56 \%}^{68}$ | ${ }^{96} 9$ | $\begin{gathered} 108 \\ 65 \% \\ Q \end{gathered}$ | 112\% | ${ }^{116} 50$ |
| Sigma | $\begin{aligned} & 388 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 100\% | 232 |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 162 | 242 | 153 | 103 | 78 | 70 | 148 | 167 | 89 | 214 | 62 | 109 | 135 | 133 | 136 | 218 | 168 | 43 | 214 |
| Weighted Base | 426 | $218 *$ | 208 | $124 *$ | 104* | 106* | 92* | 151* | 195* | 80* | 138 | 82* | 190* | 145* | 144* | $136 *$ | 245 | $168 *$ | $57^{* *}$ | 244 |
| Trust Somewhat/Very Much (Net) | ${ }_{69 \%}^{293}$ | $\begin{aligned} & 154 \\ & 70 \% \end{aligned}$ | ${ }^{139} 67 \%$ | $\begin{aligned} & 72 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 75 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 75 \\ & 70 \% \end{aligned}$ | $78 \%$ | $\begin{gathered} 102 \\ 68 \% \end{gathered}$ | $\begin{gathered} 141 \\ 72 \% \end{gathered}$ | $\begin{gathered} 50 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 84 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 79 \% \\ & K \end{aligned}$ | $\begin{aligned} & 137 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 113 \\ 78 \% \\ \hline 8 \end{gathered}$ | $\begin{gathered} 96 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 185 \\ \underset{R}{76 \%} \end{gathered}$ | 100 $60 \%$ | 50\% | 186\% |
| Trust very much | ${ }_{26 \%}^{110}$ | $\begin{aligned} & 61 \\ & 28 \% \end{aligned}$ | ${ }_{23}^{43 \%}$ | ${ }_{21}^{26}$ | $\begin{aligned} & 31 \\ & 30 \% \end{aligned}$ | 26\% | $27$ | ${ }_{37}^{47 \%}$ | ${ }_{22}^{42}$ | 19 24 | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | ${ }_{26}^{49}$ | $\begin{aligned} & 47 \\ & 32 \% \\ & p \end{aligned}$ | $\begin{aligned} & 41 \\ & { }_{29} 9 \% \end{aligned}$ | 21 $16 \%$ | $\begin{aligned} & 79 \\ & 32 \% \\ & R \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | 23 $40 \%$ | 86\% |
| Trust somewhat | ${ }^{183}{ }^{43 \%}$ | 93 ${ }^{3} \mathrm{\%}$ | $90$ | ${ }_{36}{ }^{6}$ | $48 \%$ | $49 \%$ | $41 \%$ | 55\% | $\begin{aligned} & 97 \\ & 50 \% \\ & \text { h } \end{aligned}$ | 31 38 | 51\% | 40\% | 87\% | 66\% | 55\% | 62 $45 \%$ | 106 $43 \%$ | 70 | 27 47 | 100 $41 \%$ |
| Do Not Trust At All/Too Much (Net) | 81 $19 \%$ | 39 18 | 410\% | ${ }_{21 \%}$ | 15 | 23\% | 15 $16 \%$ | ${ }^{29} 9$ | 34\% | ${ }^{18} 2{ }^{3} \%$ | ${ }^{26} 9$ | 10 $12 \%$ | 37 | 14 $10 \%$ | $\begin{aligned} & 33 \\ & { }_{23} 3 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \\ & \mathrm{~N} \end{aligned}$ | ${ }^{35} 14 \%$ | $\begin{aligned} & 4_{27}^{27 \%} \\ & \mathrm{Q} \end{aligned}$ | 5\% | 34\% |
| Do not trust too much | 60 $14 \%$ | 29 $13 \%$ | 31 $15 \%$ | 20\% | $9 \%$ | 18\% | 12 | 19\% | ${ }^{28} 14 \%$ | 13 | ${ }_{13}^{18}$ | 10\% | 29 | ${ }_{5}^{8}$ | $\begin{aligned} & 27 \\ & { }^{29} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \\ & 18 \end{aligned}$ | 27 $11 \%$ | 32\% | $3 \%$ | 25 |
| Do not trust at all | 21 5 \% | 10 ${ }^{\text {\% }}$ | ${ }^{10} 5$ | ${ }_{5}^{6} \%$ | ${ }_{6}^{6}$ | ${ }_{6}^{6}$ | $3{ }_{3}$ | $9{ }_{6}$ | ${ }_{3 \%}^{6}$ | ${ }_{7 \%}$ | ${ }^{8} \%$ | ${ }_{2 \%}$ | 8 | 7\% | 5 | $9 \%$ | ${ }_{3 \%}^{8}$ | ${ }^{13} 8$ | 3\% | 9 |
| I am not familiar with this company | 53 $12 \%$ | ${ }^{25} 11 \%$ | ${ }^{28} 13$ | $\begin{aligned} & 25 \\ & 20 \\ & 20 \% \end{aligned}$ | 10\% | ${ }_{7}^{8}$ | 10\% | 20 $14 \%$ | 20 $10 \%$ | 12 | $\begin{aligned} & { }_{21}^{28} \\ & { }^{1 M} \end{aligned}$ | ${ }_{9}^{7}$ | ${ }^{16}$ | ${ }_{18}^{12 \%}$ | 15 | 20 $15 \%$ | ${ }^{25} 10 \%$ | 23 $14 \%$ | $\stackrel{3}{5 \%}$ | 24\% |
| Sigma | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | 244\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

CMP02_90 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Travel/Hospitality

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(220) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Other | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 159 | 248 | 173 | 115 | 70 | 49 | 148 | 158 | 101 | 220 | 56 | 105 | 117 | 147 | 143 | 217 | 175 | 39 | 220 |
| Weighted Base | 426 | 192* | 234 | 126* | 97* | 122* | 80** | 135* | $184 *$ | 107* | 131 | 68* | 203* | 117* | 171* | $137 *$ | 240 | 173* | $52^{* *}$ | 267 |
| Trust Somewhat/Very Much (Net) | ${ }_{46 \%}^{197}$ | $\begin{aligned} & 92 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 40 \% \end{aligned}$ | 26 ${ }^{2}$ \% | 72 5 \% | 88\% | 36 $34 \%$ | $\begin{aligned} & 55 \\ & 42 \% \end{aligned}$ | ${ }^{28} 41 \%$ | $\begin{aligned} & 109 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 43 \% \end{aligned}$ | 99 ${ }^{\text {58\% }}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 124 \\ 52 \% \end{gathered}$ | 69\% | ${ }^{28} 5$ | 135 $50 \%$ |
| Trust very much | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \\ & C \end{aligned}$ | ${ }^{25} 10 \%$ | $\begin{gathered} 28 \\ 222 \% \\ F \end{gathered}$ | ${ }_{\text {21 }}^{21}$ | ${ }_{6}^{8}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | 27\% | 29 $16 \%$ | 110\% | 19 $14 \%$ | ${ }^{7} \mathrm{7} \%$ | 20\% | 25\% | ${ }^{26} 15$ | 15 $11 \%$ | ${ }^{45} 9$ | 20 $12 \%$ | 13 $25 \%$ | ${ }_{21 \%}$ |
| Trust somewhat | 130 ${ }^{13}$ | 50\% | 80\% | 40\% | 34\% | 413\% | 15\% | 454\% | 59\% | 24\% | 37\% | 21\% | 70\% | 25\% | 73 $43 \%$ $N P$ | 31\% | 80 31 | 48\% | 159\% | 789\% |
| Do Not Trust At All/Too Much (Net) | ${ }_{34 \%}^{143}$ | $\begin{aligned} & 749 \% \end{aligned}$ | 69\% | $\begin{aligned} & 38 \% \\ & 28 \end{aligned}$ | $\text { 26 } 27 \%$ | $45$ | $\begin{aligned} & 36 \\ & 45 \% \end{aligned}$ | 44\% | 59\% | 40\% | 45\% | 22\% | 70\% | 32\% | 54\% | 58\% | 710\% | 38\% | 16 ${ }^{16}$ | 91 $34 \%$ |
| Do not trust too much | 819\% | 35\% | 46\% | 24\% | 20\% | 27\% | 113\% | 26\% | 34\% | 219\% | 26\% | 5\% | 24\% | $12 \%$ | 35\% | 31 $23 \%$ | 16\% | 40\% | ${ }^{7}{ }^{7} \%$ | 23\% |
| Do not trust at all | 15\% | $\begin{aligned} & 40 \\ & 21 \% \\ & C \end{aligned}$ | 23 $10 \%$ | $12 \%$ | $7 \%$ | ${ }^{18} 14$ | 26 3 \% | ${ }_{18}^{18}$ | 25 ${ }^{14 \%}$ | $19 \%$ | 20\% | 17 $25 \%$ | ${ }_{13}^{26}$ | ${ }_{18}^{16}$ | 18 | 26\% | 33 $14 \%$ | 28\% | 18\% | 39 $14 \%$ |
| I am not familiar with this company | ${ }^{86}{ }^{80}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 26 \% \\ & 26 \% \\ & B \end{aligned}$ | 23 18 | ${ }^{16} \%$ | ${ }^{28}{ }^{23} \%$ | ${ }^{18} 3$ | 19 | 36\% | $\begin{aligned} & 31 \\ & 28 \% \\ & \text { h } \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \\ & \mathrm{M}^{2} \end{aligned}$ | ${ }_{27}^{187 \%}$ | ${ }_{12}^{23}$ | $\begin{aligned} & 34 \\ & \text { 29\%\% } \\ & \text { 2 } \end{aligned}$ | 18 | $\begin{aligned} & 33 \\ & 24 \% \\ & 0 \end{aligned}$ | ${ }^{45} 9$ | ${ }^{36}$ 21\% | $\stackrel{7}{7} \%$ | 415\% |
| Sigma | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | ${ }_{100 \%}^{267}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_91 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Travel/Hospitality

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 155 | 255 | 156 | 113 | 77 | 64 | 132 | 165 | 113 | 217 | 58 | 114 | 121 | 141 | 148 | 214 | 184 | 35 | 225 |
| Weighted Base | 449 | $208{ }^{*}$ | 241 | 131* | 106* | 116* | $96^{*}$ | 142* | $188^{*}$ | 119* | 137 | 79* | 210* | $133^{*}$ | $161 *$ | 156* | 242 | 192* | $52^{* *}$ | 277 |
| Trust Somewhat/Very Much (Net) | 321\% | $\begin{gathered} 145 \\ 69 \% \end{gathered}$ | ${ }_{736}^{176}$ | $\begin{aligned} & 93 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 70 \% \end{aligned}$ | $70$ | $\begin{aligned} & 106 \\ & 75 \% \end{aligned}$ | $\begin{gathered} 142 \\ j 5 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 78 \% \end{aligned}$ | ${ }^{154} 73 \%$ | 101 76 | 114\% | $\begin{gathered} 106 \\ 68 \% \end{gathered}$ | $\begin{gathered} 175 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 70 \% \end{aligned}$ | 51 ${ }^{\text {99\% }}$ | 212\% |
| Trust very much | ${ }^{108} 24$ | 60\% | 49\% | 42\% | 23 | ${ }^{26} 26$ | 17 $18 \%$ | 419\% | 43\% | 24 20 | 21 16 | 20\% | $\begin{aligned} & 54 \\ & 26 \% \\ & \text { 26\% } \end{aligned}$ | 32 24 | 42\% | 35\% | $\begin{aligned} & 72 \\ & 30 \% \\ & \mathrm{R} \end{aligned}$ | 30\% | ${ }^{28} 5$ | 80\% |
| Trust somewhat | $\begin{gathered} 212 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 128 \\ 53 \% \\ b \end{gathered}$ | $\begin{aligned} & 52 \\ & 39 \% \end{aligned}$ | $53$ | 55\% | 53\% | $\begin{gathered} 65 \\ 46 \% \end{gathered}$ | 59\% | $48 \%$ | 66\% | $\begin{aligned} & 42 \\ & 53 \% \end{aligned}$ | 100 | ${ }_{5}^{69}$ | 72 | 71 | 104 $43 \%$ | $\begin{gathered} 105 \\ 55 \% \\ \mathrm{q} \end{gathered}$ | 24 45 | 132 48 |
| Do Not Trust At All/Too Much (Net) | 90\% | 47\% | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | 24\% | 219\% | 31 $27 \%$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \\ & \text { 3 } \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | ${ }_{21}^{43}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | 21 $N$ N | $\begin{gathered} \text { 236\% } \\ \text { ne } \end{gathered}$ | 50 | 21\% | ${ }_{1}^{1 \%}$ | ${ }_{18}{ }^{4} \%$ |
| Do not trust too much | 64 $14 \%$ | 34 $16 \%$ | 30\% | 17\% | 14\% | ${ }_{16}^{18}$ | 14\% | ${ }^{13} 9$ | 26 $14 \%$ | ${ }_{\text {20 }}^{20} \mathrm{~h}$ | ${ }_{12}^{16}$ | 12\% | 33 $16 \%$ | ${ }_{4}^{6}$ | $\begin{aligned} & 31 \\ & \text { 19\% } \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 27 \\ & { }^{17} \% \\ & N^{2} \end{aligned}$ | 36 $15 \%$ | 27 $14 \%$ | ${ }^{1} \%$ | 33 $12 \%$ |
| Do not trust at all | 27 6 | ${ }^{13} 6$ | ${ }^{14} 6 \%$ | $7 \%$ 5 | ${ }_{6}^{6}$ | 12 $11 \%$ 9 | ${ }^{1} \%$ | 6\% | 7 | 119\% | ${ }_{\text {115 }}^{15}$ | * ${ }^{\text {\% }}$ | 11 5 | 8\% | ${ }_{10} 6$ | 6\% | 13 5 | 14\% | - | ${ }^{16} 6$ |
| I am not familiar with this company | 38\% | 17\% | $\stackrel{21}{9 \%}$ | $1{ }^{14} \%$ | 9 | $\stackrel{4}{3 \%}$ | ${ }^{11} \%$ | ${ }^{13} 9$ | $13 \%$ | ${ }^{11} 9$ | $\begin{aligned} & 19 \\ & 14 \% \\ & \mathrm{~m} \end{aligned}$ | $4{ }_{6}{ }^{\text {\% }}$ | 12\% | $\begin{aligned} & 18 \\ & 14 \% \\ & 0 \end{aligned}$ | 4\% | ${ }^{14} 9$ | 17\% | ${ }^{17} 9$ | - | ${ }^{16}$ 6\% |
| Sigma | $\begin{aligned} & 449 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 119 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 500\% | 277 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 415 | 145 | 270 | 173 | 107 | 73 | 62 | 144 | 173 | 98 | 210 | 62 | 118 | 122 | 149 | 144 | 214 | 188 | 31 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 397 | 167* | 231 | 125 | $92^{*}$ | 96* | $84^{*}$ | 134* | 182* | 81* | 110 | $67^{*}$ | 184* | 113* | 149* | 135* | 231 | 150 | $35^{* *}$ | 239 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 259 \\ 65 \% \end{gathered}$ | $\begin{gathered} 111 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 666 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & \text { 64\% } \\ & 704 \\ & \hline \end{aligned}$ | $\begin{gathered} 71 \\ 73 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 57 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 122 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 61 \% \end{aligned}$ | $\begin{gathered} 133 \\ 73 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 77 \\ & 68 \% \end{aligned}$ | ${ }_{69 \%}^{102}$ | $\begin{aligned} & 80 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 157 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 60 \% \end{aligned}$ | 280\% | 176 $74 \%$ |
| Trust very much | ${ }_{26 \%}^{103}$ | $\begin{gathered} 54 \\ 32 \% \\ c \end{gathered}$ | $\begin{aligned} & 41 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 29 \% \end{aligned}$ | ${ }_{33}{ }^{2}$ | ${ }_{23}^{42}$ | ${ }^{16}$ | $\begin{aligned} & 25 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \\ & \mathrm{~N} \end{aligned}$ | 28\% | $\begin{aligned} & 73 \\ & 32 \% \\ & R \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 48 \% \end{aligned}$ | 81 $34 \%$ |
| Trust somewhat | $\begin{gathered} 156 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 35 \% \end{aligned}$ | ${ }^{98}{ }^{1} \%$ | 36\% | 37 | $\begin{aligned} & 51 \\ & 52 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 33 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 41 \% \end{aligned}$ | $\begin{gathered} 80 \\ 44 \% \\ \mathrm{~h} \end{gathered}$ | 35 43 | $\begin{aligned} & 39 \\ & 36 \% \end{aligned}$ | 20\% | $\begin{aligned} & 79 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 51 \% \\ & P \end{aligned}$ | $\begin{aligned} & 57 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | 84\% | 62\% | 11 $32 \%$ | 95\% |
| Do Not Trust At All/Too Much (Net) | 810\% | 40\% | 418\% | 34\% | 13 $14 \%$ | 15\% | 24\% | 27\% | 35\% | 193\% | 25\% | ${ }^{18} 8 \%$ | 31\% | ${ }_{18}^{18}$ | 31\% | 32\% | 43\% | 35 $24 \%$ | 15\% | 16\% |
| Do not trust too much | 55\% | 24\% | 30\% | 20\% | ${ }_{8 \%}^{7}$ | ${ }^{8} \%$ | $\begin{gathered} 19 \\ 22 \% \\ \hline \end{gathered}$ | ${ }_{13}^{18}$ | 20 $11 \%$ | 17\% | ${ }_{16}^{15}$ | 12\% | 25 ${ }^{25}$ | ${ }^{15} 13 \%$ | 23 $15 \%$ | 17\% | 31 $13 \%$ | 24\% | 9\% | 11\% |
| Do not trust at all | 27\% | ${ }^{16} 9$ | 11 5 | 10 $8 \%$ | $5_{6 \%}$ | ${ }_{7 \%}^{6}$ | ${ }_{6}^{5}$ | $9 \%$ | 15 8 | ${ }_{3 \%}{ }^{2}$ | $\begin{aligned} & 12 \\ & \begin{array}{l} 11 \% \\ M \end{array} \end{aligned}$ | ${ }_{9}^{6} \%$ | ${ }_{3 \%}^{6}$ | $\stackrel{3}{3 \%}$ | $9{ }_{6}{ }^{\text {\% }}$ | $\begin{gathered} 15 \\ \begin{array}{c} 11 \% \\ \text { n } \end{array} \end{gathered}$ | 12 5 | 12\% | ${ }_{6}{ }^{2}$ | ${ }^{11} 4 \%$ |
| I am not familiar with this company | 57 $14 \%$ | 15\% | $\begin{aligned} & 42 \\ & 18 \% \\ & \mathrm{~b} \end{aligned}$ | $\begin{aligned} & 28 \\ & 23 \% \\ & \underset{G}{2} \end{aligned}$ | $\begin{gathered} 15 \\ 16 \% \\ 9 \end{gathered}$ | 11\% | 4\% | 21 $16 \%$ | ${ }^{25} 14 \%$ | 11 $14 \%$ | 19\% | $\stackrel{9}{13 \%}$ | ${ }_{11}^{19}$ | ${ }_{18}^{18}$ | 150\% | 24\% | 31 $13 \%$ | ${ }^{25} 7$ | $\stackrel{2}{5 \%}$ | 25 |
| Sigma | $\begin{aligned} & 397 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 35 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


CMP02_93 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Travel/Hospitality

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 419 | 159 | 260 | 171 | 116 | 74 | 58 | 131 | 182 | 106 | 227 | 65 | 104 | 122 | 142 | 155 | 221 | 187 | 45 | 225 |
| Weighted Base | 420 | 193* | 228 | 134* | 107* | $114 *$ | $66^{* *}$ | 123* | $210 *$ | 88* | 132 | 77* | 189* | 115* | 153* | 152* | 227 | 186* | 47* | 263 |
| Trust Somewhat/Very Much (Net) | $\stackrel{277}{66 \%}$ | ${ }^{137} 71 \%$ | $\begin{aligned} & 140 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 59 \% \end{aligned}$ | $\begin{array}{ll} 71 \\ 67 \% \end{array}$ | $\begin{aligned} & 86 \\ & 76 \% \\ & d \end{aligned}$ | $\begin{aligned} & 40 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 143 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 51 \% \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 144 \\ 76 \% \\ K 1 \end{gathered}$ | $\begin{gathered} 83 \\ 72 \% \\ \hline \end{gathered}$ | $\begin{gathered} 113 \\ 74 \% \\ 7 \mathrm{P} \end{gathered}$ | $\begin{aligned} & 81 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 165 \\ \underset{\mathrm{R}}{73} \% \end{gathered}$ | $\begin{gathered} 108 \\ 58 \% \end{gathered}$ | 33 $71 \%$ | 194\% |
| Trust very much | $\begin{gathered} 107 \\ 25 \% \end{gathered}$ | 57\% | ${ }^{50} 22 \%$ | 40\% | 38\% | 24\% | $\begin{aligned} & 13 \\ & 20 \% \end{aligned}$ | 38 | ${ }^{48} 8$ | 219 | 31 $24 \%$ | 150\% | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | 35 | ${ }_{21}^{47 \%}$ | 31 $20 \%$ | 679\% | 21\% | 20 $42 \%$ | 87\% |
| Trust somewhat | 170 40 | 80\% | 90\% | 40\% | 418\% | 62 55\% De | 27 $41 \%$ | 45\% | 95\% | 30\% | ${ }^{44} 4$ | 32\% | 85\% | $48 \%$ | 72 47 p | 50\% | ${ }^{98}{ }^{1} \%$ | 68\% | 13 $28 \%$ | ${ }^{107} 41 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 90 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 41 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \\ & f \end{aligned}$ | 23\% | 16\% | 14 21 | 29\% | ${ }_{23}^{43}$ | 13 $14 \%$ | 31 | 19\% | ${ }^{36}$ 19\% | $19 \%$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | 417\% | 18\% | 49\% | ${ }^{12} 27$ | 23\% |
| Do not trust too much | 52\% | 25 ${ }^{13}$ \% | 27 ${ }_{12}$ | 22 $17 \%$ | 15 $14 \%$ | ${ }^{10} 9$ | 4\% | ${ }_{16}^{16}$ | 27 ${ }_{13}$ | 11\% | ${ }_{19}^{19}$ | $14 \%$ | ${ }^{17} 9$ | 6\% | 19\% | $\begin{aligned} & 25 \\ & \begin{array}{l} 16 \% \\ 1 \end{array} \\ & \hline \end{aligned}$ | 25 $11 \%$ | 27 $14 \%$ | $\stackrel{4}{9 \%}$ | 34 $13 \%$ |
| Do not trust at all | 389 | ${ }^{17} 9$ | ${ }^{21} 9$ | 14 10 | 9 | ${ }^{6} \%$ | 10 $15 \%$ |  | 22 10 | 4\% | ${ }^{12} 9$ | 5\% | 19\% | $11 \%$ | ${ }^{10} \%$ | 16 | ${ }^{16}$ | 22\% | ${ }^{8} 8{ }^{8} \%$ | 19\% |
| I am not familiar with this company | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | 14\% | $\begin{gathered} 39 \\ 37 \% \\ 17 \% \end{gathered}$ | 19 $14 \%$ | $12 \%$ | 11 $10 \%$ | 117\% | 10 ${ }_{8 \%}$ | ${ }^{18} 9$ | $\begin{aligned} & 24 \\ & 28 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 26 \\ & \begin{array}{l} 19 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 14 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | $\stackrel{9}{5 \%}$ | 13 $11 \%$ | ${ }^{11} \%$ | $\begin{aligned} & 30 \\ & 20 \% \\ & \hline \end{aligned}$ | $\stackrel{21}{9 \%}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | ${ }^{1} \%$ | ${ }^{16}$ 6\% |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 100 \% \end{aligned}$ | 263\% |



Fielding Period: May 20-22, 2020
23 May 2020
CMP02_94 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Energy ExxonMobil
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 396 | 146 | 250 | 172 | 104 | 57 | 63 | 141 | 164 | 91 | 199 | 55 | 116 | 111 | 142 | 143 | 206 | 176 | 37 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 391 | 185* | 206 | 141* | $90^{*}$ | 76* | $84^{*}$ | 144* | $168{ }^{*}$ | $78 *$ | 117* | 61* | 188* | 104* | 159* | $127 *$ | 223 | 154* | 44** | 243 |
| Trust Somewhat/Very Much (Net) | $\stackrel{223}{57 \%}$ | ${ }^{116} 62 \%$ | 108 $52 \%$ | 74 $52 \%$ | $\begin{aligned} & 61 \\ & 68 \% \\ & 68 \% \end{aligned}$ | 37\% | 52\% | $\begin{aligned} & 98 \\ & 68 \% \\ & 1.5 \end{aligned}$ | 82\% | 37\% | ${ }^{67} \%$ | ${ }^{38}$ 62\% | ${ }^{108} 5$ | $\begin{aligned} & 71 \\ & 68 \% \\ & \hline \mathrm{P} \end{aligned}$ | 94\% | 58\% | $\begin{gathered} 146 \\ 65 \% \\ \mathrm{R} \end{gathered}$ | 74 $48 \%$ | 30\% | ${ }^{155}$ |
| Trust very much | 79\% | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | ${ }_{9}^{6}$ | $\begin{aligned} & 26 \\ & 26 \% \\ & f \end{aligned}$ | $\begin{aligned} & 47 \\ & 32 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 15 $19 \%$ | 25\% | $\begin{aligned} & 10 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & \text { 18\% } \end{aligned}$ | $\begin{gathered} 28 \\ \text { 28\% } \\ \hline \end{gathered}$ | 31 $19 \%$ | 19 $15 \%$ | 54 24\% r | 22 $14 \%$ | 18 $40 \%$ | 59 24 |
| Trust somewhat | ${ }_{37 \%}^{144}$ | 75\% | $\begin{aligned} & 74 \% \\ & 34 \% \end{aligned}$ | 49\% | $\begin{aligned} & 36 \\ & 40 \% \end{aligned}$ | $309$ | $\begin{aligned} & 30 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 42 \% \end{aligned}$ | 222\% | $\begin{aligned} & 38 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 40 \% \end{aligned}$ | $399$ | $\begin{aligned} & 92 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | 126\% | ${ }_{39}^{96}$ |
| Do Not Trust At All/Too Much (Net) | ${ }_{318}^{118}$ | 59\% | 59\% | 38\% | 20\% | 29 38 | 31 $37 \%$ | ${ }^{38}{ }^{6} \%$ | 59\% | 21\% | 39 ${ }^{3}$ | 154\% | 57 30 | ${ }^{26} 9$ | 45\% | 488\% | 56\% | $\begin{aligned} & 56 \\ & 36 \% \\ & 9 \end{aligned}$ | 13 $28 \%$ | 64\% |
| Do not trust too much | 77 | 33 $18 \%$ | 25\% | 24\% | 7 | $\begin{gathered} 20 \\ 27 \% \\ E \end{gathered}$ | $\begin{aligned} & \text { 250 } \\ & \text { 30\% } \\ & \hline \end{aligned}$ | 22 $15 \%$ | 40\% | 15 | 21 18 | 142\% | 20\% | 15\% | 29 $18 \%$ | 33\% | 35 ${ }^{3} 6$ | $\begin{gathered} 40 \\ 26 \% \\ \hline \end{gathered}$ | 19\% | 42\% |
| Do not trust at all | ${ }_{11} 1{ }^{1}$ | $\begin{gathered} 27 \\ 14 \% \\ \mathrm{c} \end{gathered}$ | 14\% | 14\% | 13 $14 \%$ | 11\% | ${ }_{7 \%}$ | ${ }_{11}^{16}$ | 19\% | $7 \%$ $8 \%$ | $\begin{aligned} & 17 \\ & 15 \% \\ & \text { L } \end{aligned}$ | ${ }_{2}^{1}$ | ${ }^{18}{ }^{10} \%$ | 110\% | 15\% | 15\% | $\stackrel{21}{9 \%}$ | ${ }_{11}^{16}$ | $\stackrel{4}{9 \%}$ | ${ }^{22} 9$ |
| I am not familiar with this company | 499\% | 10 5 | $\begin{aligned} & 39 \\ & 19 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 29 \\ & 20 \% \\ & \text { eG } \end{aligned}$ | ${ }_{9 \%}$ | $\begin{gathered} 11 \\ 14 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{1}^{1 \%}$ | ${ }_{6 \%}$ | 21 $12 \%$ | $\begin{aligned} & 20 \\ & 25 \% \\ & \mathbf{N H}^{2} \end{aligned}$ | 11 $10 \%$ | 14\% | 23 $12 \%$ | $\stackrel{8}{7 \%}$ | 21 $13 \%$ | 21 16 | $\stackrel{21}{9 \%}$ | 24\% | 5\% | 24 $10 \%$ |
| Sigma | $\begin{aligned} & 391 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 44 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C-D/E/F/G-HT/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_95 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Energy
Royal Dutch Shell
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 20 . \\ 5 / 22) \end{array}\right. \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 152 | 259 | 171 | 110 | 78 | 52 | 147 | 159 | 105 | 233 | 61 | 93 | 120 | 140 | 151 | 207 | 189 | 38 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 396 | 177* | 219 | 122* | $93^{*}$ | 106* | $76 *$ | 149* | $167^{*}$ | 79* | 125 | $73^{*}$ | 175* | 133* | 139* | 124* | 206 | 178* | 47** | 258 |
| Trust Somewhat/Very Much (Net) | ${ }_{39}^{153}$ | $\begin{aligned} & 89 \\ & 50 \% \\ & \hline \end{aligned}$ | ${ }_{29}^{64}$ | $\begin{aligned} & 50 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | $44 \%$ | 26 34 | $\begin{aligned} & 71 \\ & 48 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 63 \% \\ & 38 \end{aligned}$ | 194\% | $\begin{aligned} & 384 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 52 \% \\ & K \end{aligned}$ | $\begin{aligned} & 76 \\ & 44 \% \\ & K \end{aligned}$ | 59\% | 47 34 | 47\% | 80\% | 71 $40 \%$ | 24 $52 \%$ | 111 $43 \%$ |
| Trust very much | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 35 \\ 20 \% \\ C \end{gathered}$ | 12\% | $\begin{aligned} & 17 \\ & 14 \% \\ & f \end{aligned}$ | $\begin{aligned} & 21 \\ & 22 \% \\ & \mathrm{~F} \end{aligned}$ | $\stackrel{4}{4 \%}$ | 5\% | $\begin{aligned} & 28 \\ & \begin{array}{l} 19 \% \\ \text { iij } \end{array} \end{aligned}$ | 15\% | 5\% | ${ }^{7} \%$ | $\begin{aligned} & 13 \\ & 17 \% \\ & \text { 17\% } \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \\ & k \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \\ & \mathrm{p} \end{aligned}$ | 17 $12 \%$ | ${ }_{6}^{8}$ | 30 | 14\% | 13 $27 \%$ | 42 ${ }_{16}$ |
| Trust somewhat | ${ }_{27 \%}^{106}$ | ${ }_{31}^{54}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \\ & e \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 400} \\ & \text { 38\% } \\ & \hline \end{aligned}$ | $\xrightarrow{21}$ | ${ }_{23}{ }^{29 \%}$ | ${ }^{48} 29$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | 27 21 | 25 | ${ }_{21}^{51}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | 32\% | 32\% | $\begin{aligned} & 49 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | 125\% | 69\% |
| Do Not Trust At All/Too Much (Net) | 63 $16 \%$ | $\begin{aligned} & 4_{24}^{24 \%} \\ & C \end{aligned}$ | ${ }^{20} 9$ | ${ }_{21}^{25}$ | 15 | 17 $16 \%$ | 5\% | 26\% | ${ }^{15} 9$ | 22\% | ${ }_{\text {21 }}^{26}$ | ${ }_{6}^{6}$ | 30\% | 22 $16 \%$ | 21 | 20\% | 33 $16 \%$ | 25 ${ }^{25}$ | 125\% | ${ }^{46}{ }^{6}$ |
| Do not trust too much | 33\% | $\underset{\substack{22 \\ 13 \% \\ c}}{ }$ | 11 5 | 15\% | 11\% | $5{ }_{5}$ | 5\% | 16\% | $9{ }_{6}$ | 11\% | 12\% | $1 \%$ | 180\% | 10\% | 12\% | $8{ }_{6}^{8}$ | ${ }^{16} 8$ | $13 \%$ | 18\% | 31 $12 \%$ |
| Do not trust at all | 29\% | $\begin{aligned} & 21 \\ & 12 \% \\ & 12 \% \end{aligned}$ | 9 | ${ }^{10} 9$ | $5{ }_{5}$ | $12 \%$ | ${ }_{2}^{1}$ | 10\% | ${ }_{3}{ }^{\text {\% }}$ | $\begin{aligned} & 14 \\ & 17 \% \\ & \text { 17\% } \end{aligned}$ | 13 $11 \%$ | 6\% | 12\% | ${ }^{12} 9$ | 5\% | 12 $10 \%$ | 17 ${ }_{8}$ | 12\% | ${ }_{7 \%}$ | ${ }^{15} 6$ |
| I am not familiar with this company | 180 $45 \%$ | 45\% | $\begin{gathered} 135 \\ 62 \% \\ B \end{gathered}$ | 479\% | $44 \%$ | 45 | 44\% | 52\% | $\begin{aligned} & 90 \\ & 54 \% \\ & \hline \end{aligned}$ | 38\% | $\begin{aligned} & \text { 65 } \\ & 52 \% \\ & \mathrm{~m} \end{aligned}$ | 30\% | ${ }_{39}^{69}$ | 52\% | 71\% | 56\% | 93 |  | 11 $23 \%$ | 100 39 |
| Sigma | $\begin{aligned} & 396 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | ${ }_{100}^{93}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | 76 $100 \%$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 167 $100 \%$ | 79 $100 \%$ | 125 | 100\% | 175 | 133 $100 \%$ | 139 $100 \%$ | 124 $100 \%$ | 206\% | ${ }^{178} 10 \%$ | $\stackrel{47}{100 \%}$ | ${ }^{2500 \%}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020
CMP02_96 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Energy
Energy
BP
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 406 | 138 | 268 | 178 | 114 | 68 | 46 | 148 | 158 | 100 | 211 | 67 | 104 | 129 | 153 | 124 | 212 | 184 | 40 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 402 | 155* | 247 | 124* | 107* | 106* | $65^{* *}$ | 145* | $173^{*}$ | $84^{*}$ | 128 | $77^{*}$ | 177* | $133^{*}$ | $163 *$ | 107* | 241 | 154* | $63^{* *}$ | 235 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 245 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 146 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 52 \% \\ & 5 \end{aligned}$ | $\begin{aligned} & 77 \\ & 72 \% \\ & \mathrm{Dff} \end{aligned}$ | $\begin{aligned} & 55 \\ & 52 \% \end{aligned}$ | $79 \%$ | $\begin{aligned} & 98 \\ & 68 \% \\ & j \end{aligned}$ | $\begin{aligned} & 103 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 126 \\ 71 \% \\ \mathrm{~kL} \end{gathered}$ | $\begin{aligned} & 96 \\ & 72 \\ & \text { op } \end{aligned}$ | $\text { 95 } 98$ | $\begin{aligned} & 55 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 158 \\ \underset{r}{65 \%} \end{gathered}$ | $\begin{aligned} & 83 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 67 \% \end{aligned}$ |
| Trust very much | $\begin{gathered} 112 \\ 28 \% \end{gathered}$ | $\begin{gathered} 63 \\ 40 \% \\ 40 \% \end{gathered}$ | 20\% | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 43 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | 29\% | $\begin{aligned} & 54 \\ & 37 \% \\ & \hline \end{aligned}$ | ${ }_{21}^{36}$ | 222\% | $\begin{aligned} & 30 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & { }_{3}^{67} \% \\ & \text { kL } \end{aligned}$ | $\begin{aligned} & 46 \\ & 35 \% \\ & \hline \end{aligned}$ | ${ }^{48} 29$ | 19\% | $\begin{aligned} & 85 \\ & 35 \% \\ & \mathrm{R} \end{aligned}$ | ${ }^{26}$ 17\% | ${ }^{26} 14$ | 835\% |
| Trust somewhat | 133 $33 \%$ | $\xrightarrow{36}$ | $\begin{aligned} & 97 \\ & 39 \% \\ & \text { B7 } \end{aligned}$ | 34\% | 31\% | 39 ${ }^{3} 7$ | 29 ${ }^{29}$ | 44\% | 679\% | 226\% | 423\% | 27 $35 \%$ | 61 $34 \%$ | 49\% | 47\% | 36\% | 720\% | 57\% | 16\% | 74 $32 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }_{28}^{82}$ | ${ }_{21}^{47 \%}$ | ${ }_{19 \%}^{47}$ | ${ }^{36} 96$ | $\begin{aligned} & 21 \\ & 20 \% \end{aligned}$ | $\stackrel{23}{22 \%}$ | ${ }_{11 \%}^{7}$ | 32\% | $\begin{aligned} & 40 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | ${ }_{21}^{27}$ | 22\% | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & { }^{33} \% \\ & N \end{aligned}$ | $\begin{aligned} & 37 \\ & 35 \% \\ & \mathrm{~N}^{2} \end{aligned}$ | ${ }_{18 \%}^{44}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | 14 21 | 51\% |
| Do not trust too much | 53 $13 \%$ | 26\% | ${ }^{28} 11 \%$ | 20 $16 \%$ | 12\% | $19 \%$ | 3\% | 16\% | 29\% | 10\% | 119\% | 21\% | 22 $12 \%$ | 10\% | 20 $12 \%$ | $\begin{aligned} & { }_{2}^{22} 2 \\ & { }_{2}^{2} \end{aligned}$ | 31 $13 \%$ | 23 | $4 \%$ | 30 $13 \%$ |
| Do not trust at all | $\stackrel{34}{9 \%}$ | 15\% | 19 8 \% | $\begin{aligned} & 17 \\ & 14 \% \\ & f \end{aligned}$ | $9{ }_{9}^{9}$ | 3\% | ${ }_{7 \%}$ | 16 $11 \%$ | 11\% | 7 | $\begin{aligned} & 16 \\ & \begin{array}{l} 12 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | ${ }_{7}^{6}$ | $\stackrel{8}{5 \%}$ | $\stackrel{4}{3 \%}$ | $\begin{gathered} \begin{array}{c} 17 \\ 111 \% \\ n \end{array} \end{gathered}$ | $\begin{aligned} & 13 \\ & 12 \% \\ & { }^{2} \% \end{aligned}$ | 13 5 | $\begin{aligned} & 20 \\ & 13 \% \\ & \text { q } \end{aligned}$ | 10 | ${ }^{21} 9$ |
| I am not familiar with this company | 70\% | 15\% | $\begin{aligned} & 54 \\ & 22 \% \\ & { }_{B}^{2} \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \\ & \mathrm{e} \% \end{aligned}$ | 8\% | $\begin{gathered} 28 \\ 26 \% \\ E \end{gathered}$ | 10 $15 \%$ | 15\% | 29 $17 \%$ | $\begin{aligned} & 2^{25} \\ & { }^{29} \% \end{aligned}$ | $\begin{gathered} 29 \\ 22 \% \\ \mathrm{~m} \end{gathered}$ | 15\% | 20 $12 \%$ | 23 $18 \%$ | 31 $19 \%$ | 16\% | 40\% | 29 $19 \%$ | ${ }_{1}^{7} \%$ | 27 $12 \%$ |
| Sigma | 402\% | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 106 } \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 84 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 133 $100 \%$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | 63 $100 \%$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 414 | 163 | 251 | 171 | 116 | 79 | 48 | 142 | 172 | 100 | 218 | 59 | 111 | 122 | 151 | 141 | 228 | 173 | 34 | 233 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 436 | 214* | 223 | 131* | 112* | 120* | 73** | 145* | 201* | $90^{*}$ | 144 | 64* | 196* | 123* | 167* | 147* | 262 | $163^{*}$ | $37 * *$ | 269 |
| Trust Somewhat/Very <br> Much (Net) | 307 $70 \%$ | ${ }^{151} 71 \%$ | ${ }^{156}$ | 83\% | $74 \%$ | 799 | 52\% | ${ }^{102}$ | 152 | $\begin{aligned} & 54 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 104 \\ 72 \% \end{gathered}$ | 45 | $\quad 140 \%$ | ${ }_{P}^{77 \%}$ | $\begin{gathered} 125 \\ \stackrel{75 \%}{P} \end{gathered}$ | 87\% | $\underset{\mathrm{r}}{199}$ | 105 $64 \%$ | 82 86 | ${ }^{188}$ |
| Trust very much | 130 $30 \%$ | ${ }_{30}^{63}$ | 67 $30 \%$ | 32 $24 \%$ | $\begin{aligned} & 48 \\ & 43 \% \\ & \text { DF } \end{aligned}$ | 27\% | 23\% | $\begin{aligned} & 59 \\ & 40 \% \\ & \hline 1 \end{aligned}$ | ${ }^{45} 2$ | 29\% | 50\% | 23 ${ }^{26}$ | 55\% | $\begin{gathered} 45 \\ 36 \% \\ p \end{gathered}$ | 34\% | 31\% | $\begin{aligned} & 91 \\ & 35 \% \\ & \mathrm{r} \end{aligned}$ | ${ }^{38}{ }^{23}$ | ${ }^{18} 9$ | ${ }^{84} 1 \%$ |
| Trust somewhat | $\begin{gathered} 177 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 41 \% \end{aligned}$ | 90\% | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 51 \% \\ & \mathrm{e} \end{aligned}$ | ${ }_{39}^{28}$ | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 53 \% \\ & \mathrm{HJ} \end{aligned}$ | 281\% | ${ }_{3}^{54 \%}$ | 22 34 | $\begin{aligned} & 85 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 41 \% \end{aligned}$ | 71 | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 41 \% \end{aligned}$ | 14\% | $\begin{gathered} 104 \\ 38 \% \end{gathered}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{gathered} 104 \\ 24 \% \end{gathered}$ | 50 ${ }^{3} \mathrm{~F}$ | 54\% | $\begin{gathered} 42 \% \\ { }_{e}^{42} \end{gathered}$ | 220\% | $\begin{aligned} & \text { 193 } \\ & \hline 1 \end{aligned}$ | ${ }_{23}^{17}$ | 36 $24 \%$ | ${ }_{21}^{40 \%}$ | 27 30 | 34\% | 14 21 | 50 | 23 $19 \%$ | 31\% | $\begin{gathered} 46 \\ 31 \% \\ n \end{gathered}$ | 21\% | 47\% | 13\% | 64\% |
| Do not trust too much | 65\% | 31\% | 34\% | $\begin{aligned} & 31 \\ & 23 \% \\ & \text { EF } \end{aligned}$ | 12 $11 \%$ | 8\% | 149\% | ${ }_{12}^{18}$ | 27 $13 \%$ | 23\% | 22 $15 \%$ | 13\% | 31 $16 \%$ | 119\% | $19 \%$ | $\begin{gathered} 35 \\ { }_{24 \%} \\ \mathrm{NO} \end{gathered}$ | 37 $14 \%$ | ${ }^{26} \%$ | 12\% | ${ }^{38}$ |
| Do not trust at all | ${ }^{39} 9$ | 19\% | $\stackrel{20}{9 \%}$ | 118\% | $\begin{aligned} & 11 \% \\ & 10 \% \end{aligned}$ | 15 $12 \%$ | $3{ }_{4 \%}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | 15\% | $7 \%$ | ${ }_{8}^{12}$ | ${ }_{9}^{6} \%$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | ${ }^{12} 10 \%$ | 16\% | 118\% | ${ }^{18} \%$ | 21 $13 \%$ | * ${ }^{\text {\% }}$ | ${ }^{26} 10 \%$ |
| I am not familiar with this company | 25\% | ${ }^{13} 6$ | 12\% | ${ }_{5}^{6} \%$ | 5 | 9\% | 5\% | ${ }_{5}^{8} \%$ | $8{ }_{4}^{8}$ | ${ }_{10}{ }^{9}$ | 7\% | 8\% | ${ }_{3}^{5}$ | 5 | 7\% | $\stackrel{14}{9 \%}$ | ${ }^{8} \%$ | 11\% | ${ }_{1 \%}$ | 17\% |
| Sigma | $\begin{aligned} & 436 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 112 $100 \%$ | 120\% | 730\% | 100\% | 201\% | 100\% | 144 $100 \%$ | 64 $100 \%$ | 196\% | 123 $100 \%$ | 167 $100 \%$ | 147 100 | 262 | 163\% | 100\% | $\begin{aligned} & 269 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
CMP02_98 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurants / Food Delivery

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Repun }}}{\text { Repubi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 144 | 268 | 169 | 111 | 72 | 60 | 131 | 180 | 101 | 229 | 44 | 112 | 139 | 125 | 148 | 229 | 174 | 41 | 227 |
| Weighted Base | 415 | $180 *$ | 235 | $117 *$ | 104* | 108* | 86** | 123* | 196* | 96* | 126 | $50^{* *}$ | 206* | 150* | 139* | $126 *$ | 252 | 157* | $54^{* *}$ | 274 |
| Trust Somewhat/Very Much (Net) | ${ }^{285}{ }^{69}$ | ${ }^{123} 68$ | ${ }^{162}$ 69\% | 82\% | 75 | 63 $58 \%$ | 65\% | $\begin{aligned} & 99 \\ & 80 \% \\ & \text { iJ } \end{aligned}$ | 134 $69 \%$ | $52 \%$ | ${ }^{88}{ }^{6} \%$ | 40\% | 138 $67 \%$ | 100 67 | 102 $73 \%$ | 83\% | $\begin{gathered} 175 \\ 69 \% \end{gathered}$ | ${ }^{109} 6$ | 40\% | 213 $78 \%$ |
| Trust very much | $\begin{gathered} 131 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 39 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 61 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 39 \\ 33 \% \\ f \end{gathered}$ | $\begin{aligned} & 44 \\ & 43 \% \\ & \hline F \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 30 \% \end{aligned}$ | 21 21 | $38 \%$ | $\begin{aligned} & 22 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 58 \\ & 42 \% \\ & \text { np } \end{aligned}$ | 32\% | $\begin{aligned} & 90 \\ & 36 \% \end{aligned}$ | ${ }_{26}^{46}$ | $\begin{aligned} & 27 \\ & 50 \% \end{aligned}$ | 106 $39 \%$ |
| Trust somewhat | 154\% | 529\% | $\begin{gathered} 101 \\ 43 \% \\ B \end{gathered}$ | $\begin{aligned} & 44 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 40 \% \end{aligned}$ | 36 $41 \%$ | $\begin{aligned} & 47 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 39 \% \end{aligned}$ | 30\% | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | 18\% | 72\% | 59\% | $\begin{aligned} & 44 \\ & 32 \% \end{aligned}$ | 51 | ${ }_{34 \%}$ | ${ }^{68} 9$ | 14 26 | 107 $39 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }^{105}$ | 51\% | 55\% | 27 23 | 27 $26 \%$ | 35 32 | 17\% | 21 $17 \%$ | ${ }^{48}{ }^{2} \%$ | ${ }_{3}^{36} \begin{gathered}37 \% \\ H\end{gathered}$ | 299\% | -9\% | 29\% | 439\% | 32\% | 32\% | ${ }^{62} 2$ | 40\% | ${ }_{23}^{12}$ | 52\% |
| Do not trust too much | ${ }^{62}$ 15\% | ${ }^{26} 14 \%$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | ${ }^{18}{ }^{16 \%}$ | ${ }^{16}$ \% | 17\% | 11 $13 \%$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | 33\% | 17\% | ${ }_{1}^{15}$ | 10\% | 410\% | 20 $13 \%$ | 20\% | 22\% | 37 ${ }_{15}$ | 25 16 | ${ }_{1}^{6} \%$ | 31\% |
| Do not trust at all | ${ }^{43} 10 \%$ | 25 $14 \%$ | ${ }^{18} 8$ | ${ }_{7}^{8}$ | $11 \%$ | ${ }_{18}^{18}$ | ${ }_{7 \%}^{6}$ | ${ }_{7}^{8}$ | $\stackrel{16}{8 \%}$ | ${ }_{\text {20 }}^{19} \mathrm{Hi}$ | ${ }^{15}$ | 8\% | ${ }^{19} 9$ | 23 ${ }^{15}$ | 10\% | $\stackrel{10}{8 \%}$ | 25 $10 \%$ | 15 $10 \%$ | ${ }_{11}^{6} \%$ | ${ }^{21} 8$ |
| I am not familiar with this company | 25 6 | 7 | ${ }^{18} 8$ | ${ }_{7}^{8}$ | ${ }_{1 \%}^{2}$ | $\begin{aligned} & \text { 109 } \\ & \text { e\% } \end{aligned}$ | ${ }_{6}^{5}$ | $3{ }_{3}^{3}$ | 13\% | ${ }_{9}^{8}$ | 9\% | $1 \%$ | 10 5 | 5\% | 5\% | 118\% | 15 6 | $\stackrel{8}{5 \%}$ | ${ }_{2}^{1}$ | 3\% |
| Sigma | $\begin{aligned} & 415 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 274 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 148 | 261 | 179 | 112 | 59 | 59 | 151 | 158 | 100 | 228 | 53 | 105 | 123 | 160 | 126 | 218 | 175 | 40 | 216 |
| Weighted Base | 402 | $186{ }^{*}$ | 216 | 129* | 108* | 84* | 81* | 145* | 171* | 86* | 131 | $64^{* *}$ | 181* | $114^{*}$ | $174 *$ | 114* | 240 | 147* | 56** | 234 |
| Trust Somewhat/Very Much (Net) | $\begin{aligned} & 261 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 128 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 62 \% \end{aligned}$ | 87\% | $\begin{aligned} & 70 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 58 \% \end{aligned}$ | 88\% | $\begin{aligned} & 121 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 61 \% \end{aligned}$ | ${ }_{63}^{82}$ | $\begin{aligned} & 37 \% \\ & 57 \% \end{aligned}$ | $\begin{gathered} 131 \\ 72 \% \end{gathered}$ | ${ }^{80}$ | $\begin{gathered} 111 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 61 \% \end{aligned}$ | 69\% | 162 $69 \%$ |
| Trust very much | ${ }^{82}{ }^{2} \%$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 37 \\ & { }_{29 \%}{ }^{29 \%} \end{aligned}$ | $\begin{aligned} & 35 \\ & 33 \% \\ & { }^{3 g} \% \end{aligned}$ | 5\% | 114\% | $\begin{aligned} & 41 \\ & 28 \% \\ & \hline \end{aligned}$ | 22\% | ${ }^{9} 1{ }^{9}$ | 31 | 15\% | 22\% | 37 $33 \%$ 0 | 29 $17 \%$ | 22 $19 \%$ | 59\% | 22 $15 \%$ | 17 $30 \%$ | 25\% |
| Trust somewhat | 173 $43 \%$ | 87\% | 859\% | 50\% | 35\% | $\begin{aligned} & 53 \\ & 62 \% \\ & \text { DE } \end{aligned}$ | 36 $44 \%$ | 47\% | 839\% $H$ | 538\% | 51 | 22 34 | 92\% | 438\% | 82\% | $48 \%$ | 99 | 676\% | 22 38 | 103 $44 \%$ |
| Do Not Trust At All/Too Much (Net) | ${ }^{86}$ \% | 38\% | 429\% | ${ }^{25} 9$ | $\xrightarrow{23}$ | 193\% | 19 24 | 33 $23 \%$ | 33 $19 \%$ | 23\% | 23 $18 \%$ | 21 31 | 32\% | 219\% | 32\% | 28\% | 13\% | 41 28\% 9 | 110\% | ${ }_{21 \%}$ |
| Do not trust too much | -15\% | 27\% | 32 $15 \%$ | 15\% | 18\% | 15\% | 12\% | $1{ }^{16}$ | 27 16 | ${ }_{16}^{19}$ | 13 $10 \%$ | 15\% | 24\% | 17\% | 24\% | $18 \%$ | ${ }_{12}^{29}$ | 20\% | 10\% | 418\% |
| Do not trust at all | ${ }^{27} \%$ | 10\% | 16 $8 \%$ | ${ }^{11} 8$ | 5 | ${ }_{5 \%}^{4}$ | ${ }_{9}^{7} \%$ | 17 12 1 | ${ }_{3 \%}^{6}$ | $4 \%$ | ${ }^{10} 8$ | ${ }_{10}^{6} \%$ | 8\% | ${ }_{3 \%}^{4}$ | 13\% | $\stackrel{10}{9 \%}$ | 14\% | ${ }^{12} 8$ | ${ }_{3 \%}^{2}$ | $8 \%$ |
| I am not familiar with this company | 55 ${ }^{5}$ | 21\% | 34 16 | 17 $13 \%$ | 15 $14 \%$ | ${ }_{9}^{8}$ | 15 $18 \%$ | 24\% | 17 $10 \%$ | 14 | ${ }_{20}^{26} \%$ | ${ }_{10}^{6} \%$ | 18 | 13 $11 \%$ | ${ }_{14 \%}$ | 17 $15 \%$ | ${ }^{38} 16$ | 119 | ${ }_{11}^{6} \%$ | 23 |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 64 $100 \%$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | 100\% | 234 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 393 | 158 | 235 | 180 | 106 | 60 | 47 | 142 | 153 | 98 | 208 | 54 | 109 | 119 | 138 | 136 | 199 | 174 | 45 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 359 | 177* | 181 | 131 | 91* | $73^{*}$ | 64** | $120^{*}$ | 161* | 78* | 109 | 59* | 164* | 129* | $128 *$ | 102* | 190 | 149* | $50^{* *}$ | 231 |
| Trust Somewhat/Very <br> Much (Net) | ${ }^{266}$ | $\begin{aligned} & 134 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 99 \% \\ & 76 \% \end{aligned}$ | ${ }_{60}^{60}$ | $\begin{gathered} \text { 800 } \\ 80 \\ e \end{gathered}$ | $\frac{47}{73 \%}$ | ${ }_{70}^{84}$ | $\begin{aligned} & 127 \\ & 79 \% \end{aligned}$ | $\frac{55}{71 \%}$ | $\begin{aligned} & 74 \% \\ & 68 \% \end{aligned}$ | $46 \%$ | $\begin{gathered} 129 \\ 79 \% \\ k \end{gathered}$ | $\begin{gathered} 106 \\ 82 \% \\ 0 \end{gathered}$ | ${ }^{88} \text { 69\% }$ | $72$ | $\begin{gathered} 157 \\ 83 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 96 \\ & 65 \% \end{aligned}$ | 38\% | ${ }^{177}$ |
| Trust very much | ${ }_{36 \%}^{129}$ | 70\% | ${ }_{39}^{53 \%}$ | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 36 \% \end{aligned}$ | ${ }_{35}{ }^{3}$ | 59\% | 285\% | $38{ }^{3}$ | ${ }^{28} 8{ }^{1}$ | 55 ${ }^{5}$ | $\begin{gathered} 59 \\ 46 \% \\ 0 \end{gathered}$ | 38\% | 33 ${ }^{3} \mathrm{\%}$ | $\begin{aligned} & 76 \\ & 40 \% \end{aligned}$ | ${ }_{31}^{46}$ | 20\% | 84\% |
| Trust somewhat | 137 $38 \%$ | $\begin{aligned} & 64 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | ${ }^{28} 1 \%$ | 35\% | $\begin{aligned} & 23 \\ & 36 \% \end{aligned}$ | 42\% | 68\% | 28\% | 36 3 \% | ${ }_{30}^{18}$ | 73 $45 \%$ | 47\% | 510\% | 39\% | 80\% | 50\% | 19\% | $94 \%$ |
| Do Not Trust At All/Too Much (Net) | 70\% | 32 18 | 31\% | 22\% | $\begin{aligned} & 26 \\ & 29 \% \\ & \\ & \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $12 \%$ | 29\% | ${ }^{28} 7$ | 13 $17 \%$ | 25 ${ }^{23}$ | ${ }_{21}^{12}$ | ${ }^{32} 19$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 330 | 19\% | 26\% | $\begin{aligned} & 38 \\ & 26 \% \\ & \text { 2 } \end{aligned}$ | 11 22 | ${ }^{49} 9$ |
| Do not trust too much | ${ }_{12}^{43}$ | ${ }^{18} \%$ | 24\% | 17 $13 \%$ | 11 $13 \%$ | ${ }_{8}^{6} \%$ | $\xrightarrow{9} 4$ | ${ }_{16}^{13}$ | 21 $13 \%$ | ${ }_{7}^{6} \%$ | ${ }_{18}^{16}$ | ${ }_{12}{ }^{\text {\% }}$ | 17\% | 118\% | 21 16 | 11\% | ${ }^{17} 9$ | 22\% | 8\% | 25 $11 \%$ |
| Do not trust at all | 27 8 \% | 14 ${ }_{8}$ | 14 8 | 5 | $\begin{aligned} & 15 \\ & \begin{array}{l} 177 \% \\ D^{2} \end{array} \end{aligned}$ | 4\% | $\stackrel{3}{5 \%}$ | 13 $11 \%$ $i$ | $7{ }_{4}^{7}$ | 70\% | 7\% | ${ }_{5}{ }^{\text {\% }}$ | ${ }^{15} 9$ | 10 $8 \%$ | 9\% | 88 | $\stackrel{9}{5 \%}$ | ${ }_{11}^{16}$ | ${ }^{7} 7$ | 198\% |
| I am not familiar with this company | 22 6 | 12\% | 11 6 \% | $9{ }_{7}$ | $5{ }_{5}$ | 3\% | ${ }_{9}^{6} \%$ | $7{ }_{6}$ | ${ }_{4 \%}^{6}$ | $\begin{gathered} 9 \\ 12 \% \\ i \end{gathered}$ | $\begin{aligned} & \text { 10 } \\ & \text { IM }^{2} \end{aligned}$ | ${ }^{1} \%$ | $\stackrel{3}{2 \%}$ | ${ }_{1 \%}^{2}$ | $\begin{aligned} & 10 \\ & { }_{\mathrm{n}}^{\mathrm{n}} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 10 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | 7 | $\begin{aligned} & 15 \\ & 10 \% \\ & \text { i } \end{aligned}$ | * ${ }^{\text {\% }}$ | 9\% |
| Sigma | $\begin{aligned} & 359 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | 161 $100 \%$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 129 | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 500\% | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 150 | 257 | 180 | 106 | 56 | 65 | 139 | 165 | 103 | 219 | 57 | 101 | 117 | 143 | 147 | 205 | 193 | 38 | 221 |
| Weighted Base | 399 | 200* | 198 | 140* | 97* | 77* | 84* | $143 *$ | $168{ }^{*}$ | 88* | 120 | 76* | 173* | 104* | 149* | 145* | 217 | 174* | $51^{* *}$ | 254 |
| Trust Somewhat/Very Much (Net) | 2944\% | $\begin{aligned} & 157 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & \quad 69 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 80 \\ 82 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 56 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 79 \% \end{aligned}$ | 55\% | 129 $75 \%$ | $\begin{aligned} & 77 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 120 \\ 8 \mathrm{P} \% \end{gathered}$ | 97\% | ${ }^{167}$ | $\stackrel{122}{70 \%}$ | 37 73 | 200 $79 \%$ |
| Trust very much | ${ }_{31}^{125}$ | $\begin{gathered} 78 \\ 39 \% \\ C \end{gathered}$ | ${ }_{24}^{47}$ | $\begin{aligned} & 56 \\ & 40 \% \\ & { }^{5} \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 32 \% \end{aligned}$ | 217\% | 17 | 53 37 | 46\% | 29\% | 37 $31 \%$ | 19\% | ${ }_{3}^{65} \%$ | 35 | 53 ${ }^{5}$ | 37 $25 \%$ | 73 $34 \%$ | 50\% | 27 $53 \%$ | 91 36 |
| Trust somewhat | ${ }^{169} 42 \%$ | 79\% | 916\% | ${ }^{48} 4$ | 59\% | 36\% | 37\% | 54\% | 77 | 34\% | 57\% | 36\% | 64\% | $42 \%$ | 68\% | 60 $41 \%$ | 93\% | 72 \% | 10\% | 109 $43 \%$ |
| Do Not Trust At All/Too Much (Net) | 79\% | $\begin{aligned} & 36 \\ & \text { 18\% } \end{aligned}$ | ${ }_{23}^{42 \%}$ | $\begin{aligned} & \text { 26 } \\ & \hline 19 \end{aligned}$ | 11\% | ${ }^{15} 9$ | $\begin{aligned} & 27 \\ & 32 \% \\ & \hline \end{aligned}$ | ${ }_{19 \%}^{28}$ | 34\% | 17\% | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | 39\% | ${ }_{22} 2$ | 23 $16 \%$ | 34\% | 17\% | 424\% | ${ }_{23}^{12}$ | 42\% |
| Do not trust too much | 58\% | 30\% | ${ }^{28}{ }^{14 \%}$ | ${ }_{13}^{18}$ | 11\% | 11\% | $\begin{aligned} & 22 \\ & 26 \% \\ & { }_{2} 6 \% \end{aligned}$ | 22\% | 22 $13 \%$ | $15 \%$ | ${ }^{10} 8$ | 13\% | 32 18 $K$ | 15 | ${ }_{12}^{12}$ | 25\% | ${ }^{28} 13 \%$ | 30\% | 18\% | 32 $13 \%$ |
| Do not trust at all | 20 \% | ${ }_{3 \%}^{6}$ | $14 \%$ | $9{ }_{6}{ }^{\text {\% }}$ | $1 \%$ | ${ }_{8 \%}^{6}$ | ${ }_{6}^{6}$ | ${ }_{4 \%}^{6}$ | ${ }^{12} \%$ | $3{ }^{3}$ | $\stackrel{10}{9 \%}$ | - | $7{ }_{4}^{7}$ | ${ }_{6}^{6}$ | 5\% | $9{ }_{6}$ | 8 | ${ }^{12} \%$ | ${ }_{5}^{3}$ | 10 4 \% |
| I am not familiar with this company | 26\% | ${ }_{4 \%}^{8}$ | ${ }^{18} 9$ | ${ }^{10} \%$ | ${ }_{7}^{6}$ | 8\% | $3{ }_{4}^{3}$ | ${ }_{6 \%}$ | 11 6 | ${ }_{7}^{6}$ | ${ }_{5}^{6}$ | 10\% | 5\% | 5\% | ${ }_{4}^{6}$ | 15 $11 \%$ | 14\% | 10\% | ${ }_{4 \%}$ | 12\% |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 140 } \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 5100\% | 254 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{T} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_102 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurants / Food Delivery

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\underset{\substack{\text { Repun }}}{\text { Repubi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 167 | 243 | 174 | 126 | 61 | 49 | 148 | 168 | 94 | 223 | 64 | 99 | 130 | 129 | 151 | 199 | 197 | 42 | 226 |
| Weighted Base | 393 | $188{ }^{*}$ | 205 | 114* | 123* | 88* | 68** | 139* | 181* | 73* | 125 | 79* | 171* | 135* | $137 *$ | 121* | 211 | 173* | $57^{* *}$ | 252 |
| Trust Somewhat/Very Much (Net) | 2949\% | 141 75 | 153 | 79 | $\begin{gathered} 102 \\ 83 \% \end{gathered}$ | 64\% | 49\% | 109 ${ }^{78}$ | 129 $71 \%$ | 57\% | ${ }^{86} 9$ | 62\% | 134 $79 \%$ | ${ }^{113} 8$ | 102 $74 \%$ | 79\% | $\begin{gathered} 169 \\ 80 \% \end{gathered}$ | ${ }^{119} 69$ | ${ }_{91}^{52}$ | 187 74 |
| Trust very much | ${ }_{30 \%}^{120}$ | $\begin{gathered} \text { 39\% } \\ \hline 69 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \\ & \hline \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 59 \\ & 48 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 50 \% \\ & 1.5 \end{aligned}$ | $\begin{aligned} & \text { 16\% } \end{aligned}$ | 219\% | ${ }^{36} 96$ | 20\% | $\begin{aligned} & 58 \% \\ & \hline \end{aligned}$ | ${ }_{33}{ }_{3}^{24}$ | ${ }_{33}^{45}$ | 30 | $\begin{aligned} & 74 \\ & 35 \% \end{aligned}$ | ${ }_{26}^{46}$ | $\begin{aligned} & 32 \\ & 56 \% \end{aligned}$ | 90 ${ }^{96 \%}$ |
| Trust somewhat | 174 $44 \%$ | 72\% | $\begin{gathered} 102 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 37 \% \end{aligned}$ | ${ }_{35}^{45}$ | $\begin{aligned} & 50 \\ & 57 \% \\ & \text { dE } \end{aligned}$ | 39\% | 38\% | $\begin{aligned} & 100 \\ & 55 \% \\ & H \end{aligned}$ | 35 48 $H$ | 50\% | 42\% | 77 | ${ }_{51 \%}$ | 57 | 49 | 95\% | 75\% | 20 35 | 989\% |
| Do Not Trust At All/Too Much (Net) | 71 $18 \%$ | 33 $18 \%$ | 37 $18 \%$ | $\underset{\mathrm{e}}{29}$ | 16 $13 \%$ | ${ }^{18}{ }^{18}$ | ${ }_{12 \%}$ | 24\% | 35 ${ }^{19 \%}$ | $12 \%$ | 21 $17 \%$ | 150\% | 28\% | 14\% | 27\% | $\begin{aligned} & 30 \\ & 35 \% \\ & \text { 25\% } \end{aligned}$ | 29 $14 \%$ | 39 22 | ${ }_{9}^{5}$ | ${ }_{19}^{49}$ |
| Do not trust too much | ${ }^{42} 11 \%$ | 20 $11 \%$ | 22 $11 \%$ | 18\% | ${ }_{5}^{6}$ | 11 $13 \%$ | - ${ }^{7} \%$ | 13 $10 \%$ | 25\% | $\stackrel{3}{5 \%}$ | 12\% | 114\% | $16 \%$ | 5\% | $\begin{aligned} & 23 \\ & \begin{array}{l} 17 \% \\ N \end{array} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 11 \% \\ \mathrm{n} \end{array} \end{aligned}$ | 18\% | 23 $13 \%$ | $\stackrel{4}{7} \%$ | 32 $13 \%$ |
| Do not trust at all | 29\% | $13 \%$ | ${ }^{16} 8$ | 110\% | ${ }^{10} 9$ | ${ }_{8}^{7} \%$ | ${ }_{1}^{1 \%}$ | 11 8 \% | 10 5 | ${ }_{11 \%}$ | ${ }^{9} 8$ | 6\% | ${ }^{12} \%$ | 9\% | $3{ }_{3}^{4}$ | $\begin{aligned} & 16 \\ & 136 \\ & { }_{3} \% \end{aligned}$ | 12 6 | $\stackrel{16}{9 \%}$ | ${ }_{2}^{1}$ | ${ }^{16}$ 6\% |
| I am not familiar with this company | ${ }^{28} 7$ | 14\% | 14\% | ${ }_{5}^{6}$ | 5 | $7 \%$ | 11 $16 \%$ | ${ }_{4}^{6}$ | 17 $10 \%$ | 5\% | $\begin{gathered} 18 \\ 14 \% \\ L^{2 M} \end{gathered}$ | ${ }_{2 \%}$ | ${ }_{5}^{8}$ | 7\% | $8{ }_{6}^{8}$ | ${ }^{11} 9$ | 12 6 | 159\% | * ${ }_{\text {\% }}$ | ${ }^{16}$ 6\% |
| Sigma | $\begin{aligned} & 393 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | 252 |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 162 | 246 | 179 | 104 | 61 | 64 | 153 | 147 | 108 | 230 | 57 | 99 | 118 | 144 | 146 | 207 | 186 | 37 | 207 |
| Weighted Base | 421 | 209* | 211 | 133* | 114* | 75* | 98* | 154* | $162^{*}$ | 104* | 140 | 68* | 191* | 131* | $150 *$ | $140^{*}$ | 239 | 163* | 59** | 258 |
| Trust Somewhat/Very Much (Net) | 317 $75 \%$ | ${ }^{155}$ | ${ }^{162}$ | $\begin{aligned} & 96 \\ & 72 \% \end{aligned}$ |  | ${ }_{8}^{62}$ | 79\% | $\begin{gathered} 125 \\ 81 \% \end{gathered}$ | ${ }^{114} \%$ | $77 \%$ | $\begin{aligned} & 107 \\ & 76 \% \end{aligned}$ | 58\% | ${ }^{142}$ | $\begin{aligned} & 96 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 196 \\ 82 \% \\ R \end{gathered}$ | $\begin{gathered} 112 \\ 69 \% \end{gathered}$ | 493\% | 196\% |
| Trust very much | $\begin{gathered} 133 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 77 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \\ & f \end{aligned}$ | $\begin{aligned} & 51 \\ & 45 \% \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | 25\% | $\begin{aligned} & 74 \\ & 48 \% \\ & \text { IJ } \end{aligned}$ | 43\% | ${ }^{16} 15 \%$ | ${ }^{45}$ | 23 $34 \%$ | ${ }_{32}^{62}$ | 33 | $\begin{aligned} & 66 \\ & 44 \% \\ & \mathrm{NP} \end{aligned}$ | 34\% | $\begin{aligned} & 94 \\ & 39 \% \\ & \text { 39\% } \end{aligned}$ | 22\% | 33 $55 \%$ | 97\% |
| Trust somewhat | $\begin{gathered} 184 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 77 \% \end{aligned}$ | $\begin{gathered} 106 \\ 50 \% \\ 5 \end{gathered}$ | $\begin{aligned} & 52 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 49 \\ \text { 65\% } \\ \text { DEg } \end{gathered}$ | $\begin{aligned} & 43 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & \text { 62 } \\ & 599 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 62 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 63 \\ 48 \% \\ 0 \end{gathered}$ | 51\% | $\begin{gathered} 69 \\ 50 \% \\ 0 \end{gathered}$ | 102 $43 \%$ | $\begin{aligned} & 76 \\ & 47 \% \end{aligned}$ | 17\% | 998\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 82 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | 23\% | 230 | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | 39\% | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | 13\% | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | 28\% | 20\% | 24\% | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | 40\% | $\begin{aligned} & 10 \% \\ & 16 \% \end{aligned}$ | 20\% |
| Do not trust too much | 55 ${ }^{13}$ | ${ }^{16} 8$ | 39 $18 \%$ B | 15 | ${ }^{10} 9$ | 10 $13 \%$ | 16\% | 17 $11 \%$ | $\begin{aligned} & 34 \\ & 24 \% \\ & \text { hJ } \end{aligned}$ | $4 \%$ | ${ }^{13} 9$ | 10\% | 31 $16 \%$ | 19\% | 22\% | 140\% | 32 $14 \%$ | 22 $14 \%$ | 5\% | 36\% |
| Do not trust at all | ${ }^{26}$ | $\begin{aligned} & 23 \\ & \begin{array}{l} 11 \% \\ C \end{array} \end{aligned}$ | ${ }_{2 \%}^{4}$ | 1180 | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $2{ }_{2 \%}$ | ${ }_{2 \%}$ | ${ }_{6}^{6}$ | ${ }_{3}^{5}$ | 15 $15 \%$ $H 1$ | 6\% | ${ }_{3}^{2}$ | ${ }^{15}$ | $9 \%$ | $7 \%$ 5 | 10\% | ${ }_{2 \%}^{6}$ | $\begin{aligned} & 18 \\ & 11 \% \\ & \text { Q } \end{aligned}$ | ${ }_{8}^{5}$ | ${ }^{15}{ }_{6}$ |
| I am not familiar with this company | 22 5 | ${ }^{16} \%$ | ${ }_{3}^{7}$ | 7\% | ${ }_{2 \%}$ | $2{ }_{2}{ }^{2}$ | $\begin{aligned} & 12 \\ & 12 \% \\ & \mathrm{e} \end{aligned}$ | 7 | ${ }_{5}^{8}$ | $7 \%$ | $\begin{aligned} & 11 \\ & { }_{M}^{8 \%} \end{aligned}$ | ${ }_{2}^{2}$ | ${ }_{1}^{2}$ | ${ }_{5}^{6}$ | ${ }_{2}^{4}$ | $\begin{gathered} 13 \\ 9 \% \\ 0 \end{gathered}$ | ${ }^{5} \%$ | $\begin{gathered} 11 \\ { }_{\mathrm{q}}^{11} \% \end{gathered}$ | * ${ }^{\text {\% }}$ | ${ }_{12}{ }^{1}$ |
| Sigma | 421 $100 \%$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 104 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | ${ }^{100} 8$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 150 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 100\% | 258\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$50k } \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 405 | 150 | 255 | 170 | 121 | 54 | 60 | 148 | 164 | 93 | 224 | 49 | 104 | 107 | 165 | 133 | 192 | 202 | 33 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 381 | 179* | 202 | 126* | 110* | 57** | $87^{*}$ | 145* | $168{ }^{*}$ | 68* | 130 | $52^{*}$ | 176* | $113^{*}$ | $160 *$ | $108 *$ | 192 | 183* | 39** | 224 |
| Trust Somewhat/Very Much (Net) | ${ }_{68 \%}$ | $\begin{gathered} 124 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 66 \% \end{aligned}$ | 80\% | $\text { 82 } 75$ | $\begin{aligned} & 36 \\ & 63 \% \end{aligned}$ | $59$ | $\begin{gathered} 100 \\ 69 \% \end{gathered}$ | $\begin{gathered} 116 \\ 69 \% \end{gathered}$ | $41 \%$ | ${ }_{67}^{87}$ | $\begin{aligned} & 31 \% \\ & 60 \% \end{aligned}$ | 124 70 | 81\% | 109 $68 \%$ | 69\% | ${ }^{128} 67 \%$ | 124 68 | 28\% | 157 70 |
| Trust very much | 123 ${ }_{3}$ | $\begin{aligned} & 64 \\ & 36 \% \end{aligned}$ | 599\% | 40 $31 \%$ | $44 \%$ | 17 $31 \%$ | 22\% | 55\% | ${ }_{31}^{53}$ | 16 $24 \%$ | 42\% | 13 26 | 61 $35 \%$ | $\begin{gathered} 44 \\ 39 \% \\ \mathrm{p} \end{gathered}$ | 55\% | 24\% | ${ }_{31}^{61}$ | ${ }_{31}^{57}$ | 16 $41 \%$ | 74 33 |
| Trust somewhat | $\begin{aligned} & 134 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $75$ | $\begin{aligned} & 40 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 33 \% \end{aligned}$ | 45 | ${ }_{37}^{67}$ | $\begin{aligned} & 67 \% \\ & 37 \% \end{aligned}$ | 12\% | 84\% |
| Do Not Trust At All/Too Much (Net) | 96\% | 44\% | 52\% | $\begin{aligned} & 40 \\ & 32 \% \\ & \text { 32\% } \end{aligned}$ | ${ }_{16}^{18}$ | 14 24 | 25\% | 34\% | 45\% | 17 $25 \%$ | 36\% | 19 ${ }^{17}$ | 22\% | 23 $20 \%$ | 39\% | 35 ${ }^{3}$ | ${ }^{45} 4$ | 50\% | 10\% | 52\% |
| Do not trust too much | 16\% | 30\% | 37\% | 18\% | $13 \%$ | 14\% | 22\% | 17\% | $\begin{gathered} 39 \\ 23 \% \\ 23 \% \end{gathered}$ | 10\% | 19 | ${ }_{22}^{12}$ | 32\% | 13\% | 29\% | 23\% | 35\% | 317\% | 22\% | 17\% |
| Do not trust at all | 30 8 | 1480 | ${ }^{16} 8$ | $\begin{aligned} & \begin{array}{l} 17 \\ 14 \% \\ \text { eg } \end{array} \end{aligned}$ | 5\% | ${ }_{10}^{6} \%$ | ${ }_{3}{ }^{2}$ | $\begin{aligned} & 17 \\ & 12 \% \\ & 12 \% \end{aligned}$ | ${ }_{4 \%}$ | 70\% | $\begin{aligned} & 14 \\ & \begin{array}{l} 11 \% \\ \mathrm{~m} \end{array} \mathrm{~m} \end{aligned}$ | ${ }^{15}{ }^{8} \%$ | $7 \%$ | 10\% | ${ }^{10} 6$ | 10\% | 11 6 | $19 \%$ | ${ }_{4 \%}$ | 14 6 |
| I am not familiar with this company | ${ }^{27} 7$ | 11 6 \% | ${ }^{16} 8$ | ${ }_{5}^{6} \%$ | ${ }^{10} 9$ | 12\% | $4{ }_{4}^{4}$ | ${ }^{11} \%$ | $7 \%$ $4 \%$ | 10 <br> $14 \%$ | 9\% | ${ }_{3 \%}$ | 14 8 \% | ${ }^{10} 9$ | ${ }^{13} 8$ | ${ }_{4 \%}^{4}$ | ${ }^{18} 10 \%$ | $8 \%$ | * ${ }^{\text {\% }}$ | ${ }^{14} \%$ |
| Sigma | $\begin{aligned} & 381 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 39 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HI/J-K/LIM-N/O/P - Q/R-S/
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 405 | 149 | 256 | 167 | 119 | 62 | 57 | 135 | 159 | 111 | 212 | 55 | 109 | 140 | 120 | 145 | 219 | 175 | 44 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 393 | $170 *$ | 223 | 119 | 104* | $86^{*}$ | $84^{* *}$ | 137* | 166* | 89* | 126 | $57^{*}$ | 179* | $134 *$ | 123* | 136* | 240 | 142* | $52^{* *}$ | 232 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 284 \\ 72 \% \end{gathered}$ | ${ }^{120} 71 \%$ | $\begin{aligned} & 164 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 65 \% \end{aligned}$ | $78 \%$ | 60\% | $\begin{aligned} & 69 \\ & 82 \% \end{aligned}$ | $\frac{98}{72 \%}$ | $\begin{aligned} & 127 \\ & 77 \% \end{aligned}$ | $58$ | $\text { 90 } 71 \%$ | 40\% | ${ }^{137}$ | $\begin{gathered} 108 \\ \stackrel{81 \%}{\mathrm{P}} \mathrm{C} \end{gathered}$ | $\begin{gathered} 96 \\ 78 \% \\ \hline \mathrm{P} \end{gathered}$ | $\begin{aligned} & 80 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 189 \\ \hline \mathrm{R} \end{gathered}$ | $\begin{aligned} & 88 \\ & 62 \% \end{aligned}$ | $41 \%$ | 173 $75 \%$ |
| Trust very much | ${ }_{26 \%}^{102}$ | 48\% | 54\% | 34\% | 25\% | 192\% | 24\% | $\begin{gathered} 47 \\ 34 \% \\ j \end{gathered}$ | ${ }^{38}{ }^{23}$ | 179\% | 423\% | 11 20 | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | 34\% | 35\% | 34\% | $\begin{gathered} 81 \\ 34 \% \\ \mathrm{R} \end{gathered}$ | 21 15 | 13 $24 \%$ | 61 61 |
| Trust somewhat | 181 $46 \%$ | $72 \%$ | 110 $49 \%$ | 436\% | $\begin{aligned} & 52 \\ & 50 \% \\ & d \end{aligned}$ | 418 | $\begin{aligned} & 44 \\ & 53 \% \end{aligned}$ | 51\% | $\begin{aligned} & 89 \\ & 54 \% \\ & H \end{aligned}$ | $42 \%$ | ${ }^{48} 8$ | ${ }^{28} 5$ |  | 74 P5\% | $\begin{aligned} & 61 \% \\ & 49 \% \end{aligned}$ | 46\% | 108 $45 \%$ | ${ }^{67} \%$ | 284\% | 112 $48 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 74 \\ & 19 \% \end{aligned}$ | 30\% | 418\% | $\stackrel{29}{24 \%}$ | 20\% | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | 25 18 | $\begin{aligned} & 31 \% \\ & 18 \% \end{aligned}$ | ${ }^{18}{ }^{18}$ | ${ }^{25} 9$ | 15 $26 \%$ | 27 | 15\% | 17 $14 \%$ | $\begin{gathered} 42 \\ 31 \% \\ \mathrm{NO} \end{gathered}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & { }_{29}{ }^{2} \% \end{aligned}$ | ${ }_{11 \%}^{6}$ | ${ }_{19}^{43}$ |
| Do not trust too much | ${ }_{12}^{48}$ | 11\% | 30\% | ${ }_{18}^{18}$ | 15\% | 10\% | ${ }_{7}^{6} \%$ | 17\% | 21 $13 \%$ | 11\% | 119\% | 14\% | 23\% | ${ }_{6}^{8} \%$ | $12 \%$ | $\begin{gathered} \stackrel{2}{21} \% \\ \text { No } \end{gathered}$ | 20\% | $\begin{aligned} & 28 \\ & 20 \% \\ & Q \end{aligned}$ | ${ }_{4 \%}^{2}$ | 31 $13 \%$ |
| Do not trust at all | ${ }^{26} 6$ | ${ }^{15} 9$ | 10 ${ }^{\text {\% }}$ | ${ }^{11} 9$ | $5{ }_{5}$ | 7 78 | 3\% | ${ }_{6 \%}$ | 10 $6 \%$ | ${ }_{9}^{8}$ | $\begin{aligned} & 13 \\ & \begin{array}{l} 11 \% \\ M \end{array} \end{aligned}$ | ${ }_{\text {M }} \begin{gathered}7 \\ M\end{gathered}$ | $\stackrel{4}{2 \%}$ | $\stackrel{7}{5 \%}$ | 5\% | 14\% | 10 ${ }^{4}$ | 13\% | 8\% | 12\% |
| I am not familiar with this company | ${ }^{35} 9$ | 17\% | 19\% | 13 $11 \%$ | ${ }_{6}^{6}$ | 10\% | 7 | 140\% | ${ }_{5}^{8}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | 129 | 3\% | 15 ${ }_{8}$ | ${ }^{11} 9$ | ${ }^{10} 8$ | 14\% | ${ }^{21} 9$ | ${ }^{13} 9$ | ${ }^{5} \mathrm{O} \%$ | ${ }^{15} 7$ |
| Sigma | 393 $100 \%$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 134 $100 \%$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 520\% | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdent Othe | Yes |  | Business | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  |  |  |


| Unweighted Base | 407 | 161 | 246 | 185 | 118 | 59 | 45 | 139 | 177 | 91 | 229 | 50 | 108 | 119 | 140 | 148 | 225 | 173 | 35 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 398 | 187* | 211 | 137 | 106* | 91* | $63^{* *}$ | 129* | 194* | 75* | 137 | $54^{*}$ | 186* | 115* | 156* | $127 *$ | 229 | 160 * | $39^{* *}$ | 248 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 182 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 59 \% \\ & \hline \end{aligned}$ | $\underset{F}{58} \underset{F}{58}$ | $\begin{aligned} & 30 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 60 \% \\ & 1 J \end{aligned}$ | $\begin{aligned} & 78 \\ & 40 \% \end{aligned}$ | 26 35 | $\begin{aligned} & 52 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 54 \% \\ & K \end{aligned}$ | $\begin{aligned} & 56 \\ & 49 \% \end{aligned}$ | 652\% | $\begin{aligned} & 60 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 109 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 76 \end{aligned}$ | 129 $52 \%$ |
| Trust very much | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & { }_{23}{ }^{2} \% \end{aligned}$ | ${ }^{25} 12 \%$ | $\begin{aligned} & 32 \\ & 23 \% \\ & \hline \end{aligned}$ | $\underset{\mathrm{F}}{27} \mathrm{e}$ | 3\% | ${ }_{6 \%}^{4}$ | $\begin{aligned} & 44 \\ & 34 \% \\ & 15 \end{aligned}$ | ${ }^{17} 9$ | ${ }^{8} \mathrm{O} \%$ | ${ }^{12} 9$ | $\stackrel{7}{7}$ | $\begin{aligned} & 4_{26}^{26 \%} \\ & K \end{aligned}$ | ${ }^{28}{ }^{25}$ | 27\% | 13 $10 \%$ | $\begin{aligned} & 48 \\ & 21 \% \\ & r \end{aligned}$ | $17 \%$ | 21 52 | 60\% |
| Trust somewhat | 114 $28 \%$ | 22\% | $\begin{gathered} 72 \\ 34 \% \\ b \end{gathered}$ | 499\% | 29\% | 29\% | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | 34 26 | 32\% | 184\% | 29\% | 183\% | 52\% | ${ }_{24}^{28}$ | 38\% | $\begin{gathered} 48 \\ 37 \% \\ 0 \end{gathered}$ | 617\% | 52\% | 23\% | ${ }_{28}^{69}$ |
| Do Not Trust At All/Too Much (Net) | $\text { 90 } 23 \%$ | $\begin{aligned} & 67 \\ & 36 \% \\ & \text { 36\% } \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | ${ }_{22}^{23}$ | 22\% | ${ }_{29}^{18}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{57 \%}$ | $\begin{aligned} & 14 \% \\ & 19 \end{aligned}$ | $28 \%$ | $\begin{aligned} & 18 \\ & 33 \% \end{aligned}$ | ${ }_{23}^{43}$ | $\begin{aligned} & \text { 220 } \\ & 19 \end{aligned}$ | 38\% | 23\% | 43 $19 \%$ | 45\% | 23\% | ${ }_{23}^{53}$ |
| Do not trust too much | 75\% | $\begin{aligned} & 56 \\ & 30 \% \\ & \text { 30 } \end{aligned}$ | 19\% | 17\% | 179\% | 14\% | 189\% | 21 16 | 45\% | ${ }_{12}^{9}$ | 20 | 13 $24 \%$ | 41\% | 218\% | 29\% | 26\% | ${ }^{38} \%$ | 21\% | 23\% | 25\% |
| Do not trust at all | 15 ${ }_{4}$ | $\begin{gathered} 12 \\ \begin{array}{c} 1 \\ c \end{array} \end{gathered}$ | $\stackrel{4}{2 \%}$ | ${ }_{2 \%}$ | 5\% | ${ }_{\text {d }}^{\text {d }}$ \% | $\div$ | $2{ }_{2 \%}$ | 8 | 5\% | 7 5 | ${ }^{8} \mathrm{M}$ | ${ }_{1 \%}^{2}$ | ${ }_{1 \%}$ | 10 6 | $\stackrel{4}{3 \%}$ | $\stackrel{4}{2 \%}$ | $\begin{gathered} 11 \\ { }_{\mathrm{q}}^{17} \end{gathered}$ |  | ${ }_{1 \%}$ |
| I am not familiar with this company | ${ }_{32}^{127}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 91 \\ 43 \% \\ 43 \% \end{gathered}$ | 31 22 | ${ }_{24}^{25}$ | $\begin{aligned} & 39 \\ & 433 \% \\ & \mathrm{De} \end{aligned}$ | 52\% | 229 | ${ }_{32}^{63}$ | $\begin{aligned} & 35 \\ & 46 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 57 \\ & 42 \% \\ & \text { LM } \end{aligned}$ | 11\% | ${ }_{23}^{43}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | 53 34 | 37 ${ }^{39}$ | 78 34 | ${ }^{46} 9$ | ${ }_{1}^{1 \%}$ | 611 |
| Sigma | $\begin{aligned} & 398 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 194 $100 \%$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 115\% | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 229 $100 \%$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 39 $100 \%$ | 248\% |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 402 | 154 | 248 | 152 | 125 | 66 | 59 | 144 | 157 | 101 | 211 | 52 | 106 | 139 | 133 | 130 | 217 | 168 | 37 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 417 | 203* | 215 | 107* | 122* | 88* | 101* | 149* | 179* | 89* | 121 | 73* | 195* | 146* | 142* | 129* | 250 | 152* | $52^{* *}$ | 263 |
| Trust Somewhat/Very Much (Net) | 277 66 | 141 $69 \%$ | ${ }_{64}^{136}$ | 727\% | 82\% | $\begin{aligned} & 53 \\ & 60 \% \end{aligned}$ | ${ }_{64 \%}^{65}$ | $\begin{aligned} & 103 \\ & \\ & 70 \% \end{aligned}$ | $\begin{gathered} 123 \\ 69 \% \end{gathered}$ | 51 | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | 47\% | $\begin{gathered} 149 \\ \underset{K}{76 \%} \end{gathered}$ | 97\% | ${ }_{6}^{96} \%$ | 845\% | $\begin{gathered} 185 \\ \substack{74 \% \\ R} \end{gathered}$ | 83\% | 46\% | 179 $68 \%$ |
| Trust very much | $\begin{aligned} & 92 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & \text { 380 } \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% \\ & \mathrm{FG} \end{aligned}$ | ${ }_{5 \%}^{4}$ | $\begin{aligned} & { }_{16}^{16} \end{aligned}$ | $\begin{aligned} & 51 \\ & 34 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $12 \%$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & { }_{2}^{59 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 32 \% \\ & p \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & { }_{27}^{67 \%} \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | 24 46 | 769\% |
| Trust somewhat | $\begin{gathered} 185 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 44 \% \end{aligned}$ | 954\% | $\begin{aligned} & 41 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 56 \% \\ & \hline 68 \end{aligned}$ | $48 \%$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 52 \% \\ & { }_{H}^{2} \end{aligned}$ | $\begin{aligned} & 39 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 91 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 46 \% \end{aligned}$ | 50\% | $\begin{gathered} \text { 67 } \\ 52 \% \\ 0 \end{gathered}$ | 117 $47 \%$ | 39\% | 22 42 | 102 $39 \%$ |
| Do Not Trust At All/Too Much (Net) | 70\% | 33 $16 \%$ | 36 $17 \%$ | 19 $18 \%$ | 20\% | 18\% | 13 $13 \%$ | 24\% | 26\% | 19 | 24\% | $\stackrel{7}{10 \%}$ | 30 $15 \%$ | ${ }^{28}{ }^{19 \%}$ | 26 $18 \%$ | 159\% | 33 $13 \%$ | $\begin{aligned} & 36 \\ & 24 \% \\ & \text { 9 } \end{aligned}$ | ${ }_{4 \%}$ | ${ }_{19}^{49}$ |
| Do not trust too much | 43 $10 \%$ | 15 8 | ${ }^{28} 13 \%$ | 110\% | 12\% | 11 $13 \%$ | $7 \%$ | 15\% | 20 $11 \%$ | ${ }_{10}{ }^{9}$ | ${ }^{11} 9$ | 10\% | 20\% | ${ }_{12 \%}{ }^{1}$ | ${ }_{13}^{18}$ | 5\% | 17\% | $\begin{aligned} & 26 \\ & 17 \% \\ & Q_{Q} \end{aligned}$ | 2\% | 35 ${ }^{3} \mathbf{1}$ \% |
| Do not trust at all | ${ }_{26}^{6} \%$ | ${ }^{18} 9$ | 8 | ${ }_{8 \%}^{8}$ | ${ }_{5}^{6}$ | 6\% | ${ }_{6}^{6}$ | $9{ }_{6}{ }^{\text {\% }}$ | $7{ }_{4}^{7}$ | $\begin{aligned} & 10 \\ & 12 \% \\ & i 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \\ & \text { 11\% } \end{aligned}$ | - | 10 ${ }^{5}$ | 10\% | $\stackrel{8}{5 \%}$ | $8 \%$ | ${ }^{16} 6$ | 10 6 | 2\% | 14 5 |
| I am not familiar with this company | 717\% | 29 $14 \%$ | ${ }_{19}{ }^{2} \%$ | ${ }^{16}$ 15\% | $14 \%$ | 17 $19 \%$ | 23\% | ${ }_{14 \%}$ | 30\% | 220 | $\begin{aligned} & 25 \\ & \begin{array}{c} 21 \% \\ M \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & 19 \\ & \begin{array}{l} 26 \% \\ M \end{array} \end{aligned}$ | 17\% | 20\% | 21 15 | 239 | 31 $13 \%$ | $\begin{aligned} & 36 \\ & { }_{24}^{34 \%} \\ & \hline \end{aligned}$ | $\stackrel{4}{8 \%}$ | ${ }^{35} 13 \%$ |
| Sigma | $\begin{aligned} & 417 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 399 | 139 | 260 | 164 | 113 | 69 | 53 | 131 | 169 | 99 | 214 | 58 | 105 | 121 | 135 | 143 | 207 | 182 | 33 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 362 | 156* | 206 | 117* | $95^{*}$ | $82^{*}$ | $67^{* *}$ | 119* | 153* | 89* | 118 | 65* | 157* | 103* | 132* | $127 *$ | 197 | 157* | $32^{* *}$ | 220 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 225 \\ 62 \% \end{gathered}$ | ${ }_{65 \%}^{102}$ | $\begin{aligned} & 123 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 75 \% \\ & \text { is } \end{aligned}$ | $\begin{aligned} & 96 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & 59 \% \end{aligned}$ | $\begin{gathered} 112 \\ 71 \% \\ k \end{gathered}$ | $\begin{aligned} & 666 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 125 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 61 \% \\ & 61 \end{aligned}$ | 25 78 | $\begin{gathered} 152 \\ 69 \% \end{gathered}$ |
| Trust very much | ${ }^{78} 2{ }^{2} \%$ | $\begin{aligned} & 48 \\ & 31 \% \\ & C \end{aligned}$ | 31 $15 \%$ | 26\% | $\begin{aligned} & 29 \\ & 30 \% \\ & \hline \end{aligned}$ | 11 $13 \%$ | ${ }_{13}^{8}$ | $\begin{aligned} & 42 \\ & 35 \% \\ & 15 \% \end{aligned}$ | 27\% | 10 | 19 | ${ }^{16} 5$ | $\begin{aligned} & 40 \\ & 26 \% \end{aligned}$ | ${ }^{28} 27$ | $\stackrel{27}{21 \%}$ | 23 $18 \%$ | 50 25 | ${ }^{28} 8$ | 14 45 | 618\% |
| Trust somewhat | 146 $40 \%$ | ${ }_{35}^{55 \%}$ | 92\% | 43\% | $\begin{aligned} & 37 \\ & 39 \% \end{aligned}$ | 40\% | 26\% | ${ }_{40 \%}^{48}$ | 69\% | 29\% | 50\% | 22 34 | $72 \%$ | 37 36 | 53\% | 56\% | 75\% | 67 $43 \%$ | 111\% | 90 |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 78 \\ & 22 \% \end{aligned}$ | ${ }_{23}^{36}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $24 \%$ | ${ }_{19}^{18}$ | $\begin{aligned} & 14 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | 36 $24 \%$ | 24\% | 26\% | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\stackrel{23}{22 \%}$ | ${ }^{26} 20$ | 29\% | $\begin{aligned} & 38 \% \\ & 19 \% \end{aligned}$ | 39\% | ${ }^{5} 6 \%$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ |
| Do not trust too much | 53 ${ }^{15}$ | 24\% | 29 $14 \%$ | 17 14 | 10\% | 12\% | 164\% | 109\% | 27\% ${ }_{\text {18\% }}^{\text {h }}$ | 15\% | 15\% | 20\% | 214\% | 15\% | 17 $13 \%$ | 20\% | 22 $11 \%$ | 31 20\% q | 15\% | 26 $12 \%$ |
| Do not trust at all | ${ }^{26} 7$ | 12\% | 14\% | ${ }_{6 \%}$ | $9{ }_{9}{ }^{\text {9 }}$ | ${ }_{4 \%}^{4}$ | ${ }_{10}^{6} \%$ | ${ }_{7 \%}$ | ${ }_{6 \%}$ | ${ }_{9}^{8} \%$ | 11 $10 \%$ | 4\% | ${ }_{4 \%}^{6}$ | 8 | $9 \%$ | $9 \%$ | 16\% | ${ }_{5}^{8} \%$ | * ${ }^{\text {\% }}$ | 14\% |
| I am not familiar with this company | $\begin{aligned} & 59 \\ & 16 \% \end{aligned}$ | ${ }_{12 \%}^{18}$ | 40\% | 20\% | 11 $12 \%$ | ${ }^{18} 2{ }^{2} \%$ | 10\% | 12\% | 214\% | $\begin{aligned} & 26 \\ & 29 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 22 19 | 10\% | ${ }^{17} 17$ | 14\% | 25 $19 \%$ | 19 $15 \%$ | 34 $17 \%$ | 23 $15 \%$ | ${ }_{6}{ }^{2}$ | 28 $13 \%$ |
| Sigma | $\begin{aligned} & 362 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | 153 $100 \%$ | 100\% | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 103 $100 \%$ | 132 $100 \%$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 32 $100 \%$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


## Base: All Respondent

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOdent Othe | Yes |  | Business | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  |  |  |


| Unweighted Base | 401 | 155 | 246 | 158 | 123 | 67 | 53 | 140 | 152 | 109 | 210 | 62 | 101 | 134 | 148 | 119 | 212 | 181 | 28 | 211 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 402 | 184* | 218 | 106* | 115* | 102* | 78** | 126* | 169* | 106* | 124 | $80^{*}$ | 165* | 142* | 151* | 109* | 223 | 173* | $35^{* *}$ | 235 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 149 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 48 \% \\ & C \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 57 \% \\ & { }^{5 F} \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 48 \% \end{aligned}$ | ${ }_{28}^{47}$ | $42 \%$ | $399$ | $\begin{aligned} & 19 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & { }_{52}^{2 / 2} \\ & \mathrm{KL}^{2} \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 43 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 71 \% \end{aligned}$ | 98\% |
| Trust very much | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \\ & C \end{aligned}$ | 15\% | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \\ & \text { DF } \end{aligned}$ | 88 | ${ }^{8} \mathrm{O} \%$ | $\begin{gathered} 28 \\ 22 \% \\ i \end{gathered}$ | ${ }_{19}^{19}$ | 17 $16 \%$ | 16 $13 \%$ | ${ }_{8}^{6}$ | $\begin{aligned} & 37 \\ & 22 \% \\ & \hline 1 \end{aligned}$ | ${ }^{26} 18 \%$ | 25 ${ }^{2} 7$ | 13 $12 \%$ | ${ }_{\text {21 }}^{\text {R }}$ | ${ }^{16} 9$ | 15 $43 \%$ | ${ }^{48} 20$ |
| Trust somewhat | ${ }^{86}$ \% | 20\% | ${ }^{45}$ \% | ${ }^{26} 5$ | 31\% | 23 22 | ${ }_{8}^{6}$ | 32\% | ${ }^{28} 7$ | 25\% | 23 $18 \%$ | 13 | $\begin{gathered} 49 \\ 30 \% \\ k \end{gathered}$ | 25 $17 \%$ | 35\% | 26\% | 29\% | 35\% | 109\% | 50\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 54 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | 15 $14 \%$ | ${ }_{5 \%}^{4}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 25 ${ }^{15}$ | 88 | 15 $12 \%$ | $\begin{gathered} 20 \\ \begin{array}{c} 25 \% \\ \text { kM } \end{array} \end{gathered}$ | 14 8 | ${ }^{12} 9$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\underset{\mathrm{n}}{21 \%}$ | ${ }_{12}^{28}$ | 25 14 | 15\% | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ |
| Do not trust too much | 29\% | 15 8 \% | 14\% | 110\% | $8 \%$ | 88 | 2\% | $12 \%$ | $9{ }_{6}$ | $7 \%$ | $\stackrel{7}{5 \%}$ | $\begin{gathered} 12 \\ { }_{15} 15 \% \\ \text { kM } \end{gathered}$ | $\stackrel{7}{5 \%}$ | ${ }_{3}^{5}$ | ${ }^{10} \%$ | $\begin{aligned} & \begin{array}{l} 14 \\ 13 \% \\ \mathrm{~N} \end{array} \\ & \hline \end{aligned}$ | ${ }^{18} 8$ | $\stackrel{9}{5 \%}$ | ${ }^{3} 9$ | 19\% |
| Do not trust at all | ${ }^{25} 6$ | ${ }^{17} 9$ | 8 | ${ }_{8 \%}^{8}$ | 8\% | ${ }_{6}^{6}$ | ${ }_{3}{ }^{2}$ | ${ }_{7 \%}$ | ${ }^{15} 9 \%$ | $1 \%$ | ${ }_{7}^{8}$ | ${ }^{8} 0$ \% | 7 | $\stackrel{8}{5 \%}$ | $9{ }_{6}$ | $\stackrel{9}{8 \%}$ | 10 4 \% | ${ }^{16} 9$ | ${ }_{7}{ }^{\text {\% }}$ | 11 5 |
| I am not familiar with this company | ${ }^{198}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 135 \\ 62 \% \\ B \end{gathered}$ | $\begin{gathered} 48 \\ 45 \% \\ \hline \end{gathered}$ | 34\% | $\begin{aligned} & 57 \\ & 56 \% \\ & E \end{aligned}$ | 60\% | ${ }_{36}{ }^{6}$ | $\begin{aligned} & 98 \\ & 58 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 55 \\ & 52 \% \\ & \text { h } \end{aligned}$ | $\begin{aligned} & 70 \\ & 57 \% \\ & M \end{aligned}$ | 41\% | 659\% | 79 56 | $72 \%$ | $48 \%$ | 99 ${ }^{44 \%}$ | 97\% | ${ }^{5} 3 \%$ | 107 $45 \%$ |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 1420\% | 151 $100 \%$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 35 $100 \%$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 20 . \\ 5 / 22) \end{array}\right. \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 400 | 167 | 233 | 160 | 124 | 66 | 50 | 149 | 158 | 93 | 219 | 52 | 108 | 112 | 141 | 147 | 208 | 178 | 37 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 416 | 214* | 202 | 121* | 126* | 91* | 78** | $143{ }^{*}$ | 186* | 87* | 128 | 71* | 194* | 121* | 159* | 135* | 249 | 158* | 47** | 243 |
| Trust Somewhat/Very Much (Net) | 302 $73 \%$ | $\stackrel{147}{69 \%}$ | 155\% | 82\% | $72 \%$ | $79$ | $\frac{57}{73 \%}$ | $\begin{gathered} 106 \\ 74 \% \\ \hline \end{gathered}$ | $\begin{gathered} 152 \\ 82 \% \end{gathered}$ | 44\% | $\text { 80 } 63 \%$ | 51 72 | $\begin{gathered} 160 \\ 80 \% \\ { }_{K}^{2} \% \end{gathered}$ | 84\% | 121 76 | 972\% | 185 74 | 113 $71 \%$ | 35 ${ }^{7}$ | 186\% |
| Trust very much | ${ }_{28 \%}^{116}$ | $\begin{aligned} & 62 \\ & 29 \% \end{aligned}$ | 25\% | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | 26\% | ${ }_{9 \%}^{7}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | 25\% | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | ${ }_{21}^{27}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 35 \% \\ & K \end{aligned}$ | 23 $19 \%$ | $\begin{gathered} 54 \\ 34 \% \\ \text { 34 } \end{gathered}$ | 40\% | 81 31 | 25\% | 26 $54 \%$ | 85 ${ }^{85}$ |
| Trust somewhat | $\begin{gathered} 185 \\ 45 \% \end{gathered}$ | $\text { 85 } 40 \%$ | $\begin{aligned} & 100 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | 49\% | $\begin{aligned} & 44 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 52 \% \\ & \hline \end{aligned}$ | 27 32 | $\begin{aligned} & 54 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 49 \% \end{aligned}$ | $91$ | 51\% | ${ }_{42}^{68}$ | $\begin{aligned} & 57 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 104 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 49 \% \end{aligned}$ | 20\% | $\begin{gathered} 101 \\ 41 \% \end{gathered}$ |
| Do Not Trust At All/Too Much (Net) | 59\% | 37\% | 22\% | ${ }_{18}^{18} \%$ | 23\% | ${ }_{10}{ }^{\text {\% }}$ | ${ }^{8} 1{ }^{8}$ | 22\% | 23 $12 \%$ | $14 \%$ | 20\% | 12\% | ${ }_{11 \%}$ | 23\% | ${ }_{12}^{12}$ | ${ }_{18}^{18}$ | 36 $14 \%$ | 21 $13 \%$ | 10 $21 \%$ | 37 $15 \%$ |
| Do not trust too much | $34 \%$ | 21\% | ${ }^{13} 6$ | ${ }^{10} 8$ | $12 \%$ | $4 \%$ | ${ }^{8} \mathrm{O} \%$ | $\stackrel{7}{5 \%}$ | 19\% | ${ }_{9}^{8}$ | ${ }^{10} 8$ | $\begin{aligned} & 11 \\ & 16 \% \\ & \mathrm{~m} \% \end{aligned}$ | 11 6 \% | $14 \%$ | ${ }^{10} 6$ | 1180 | 219\% | 12\% | 10\% | ${ }^{23} 9$ |
| Do not trust at all | 25 ${ }_{6}$ | ${ }^{16} \%$ | 9 | 9\% | ${ }^{10} 80$ | 5\% | * | $\begin{aligned} & 14 \\ & 10 \% \\ & 1 \end{aligned}$ | 2\% | ${ }_{6}^{6}$ | ${ }^{10} 8$ | 2\% | 11 5 | 9\% | 6\% | 5\% | ${ }^{15} 6$ | 6\% | 11\% | ${ }^{15} 6$ |
| I am not familiar with this company | 55 ${ }^{5}$ | 31 $14 \%$ | 25 ${ }^{2}$ \% | 20\% | ${ }^{11} 9$ | $12 \%$ | 13 $16 \%$ | 15 $11 \%$ | 11 6 | $\begin{aligned} & 29 \\ & 34 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 28 \\ & { }_{22}^{2} \% \end{aligned}$ | $\stackrel{7}{10 \%}$ | 12\% | ${ }_{15}^{12 \%}$ | 20 $12 \%$ | 21 | ${ }^{28} 11 \%$ | 24 | 3\% | ${ }^{20} 80$ |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | -870\% | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | 121 $100 \%$ | 159 $100 \%$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | 249\% | $\begin{aligned} & 158 \% \\ & 100 \% \end{aligned}$ | $\stackrel{47}{100 \%}$ | ${ }^{243} 100$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_111 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Grocery

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 398 | 153 | 245 | 170 | 97 | 75 | 56 | 130 | 167 | 101 | 208 | 62 | 108 | 118 | 142 | 138 | 214 | 175 | 42 | 238 |
| Weighted Base | 438 | $211 *$ | 227 | 141* | $100 *$ | $115^{*}$ | 82* | $147^{*}$ | $184 *$ | 106* | 131 | 77* | $208{ }^{*}$ | $134 *$ | $168{ }^{*}$ | $136 *$ | 250 | 178* | $63^{* *}$ | 293 |
| Trust Somewhat/Very Much (Net) | ${ }_{63}^{275}$ | $\begin{aligned} & 138 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 137 \\ 60 \% \end{gathered}$ | 88\% | $\begin{aligned} & 67 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 65 \% \\ & 65 \end{aligned}$ | $\begin{gathered} 101 \\ 69 \% \end{gathered}$ | $\begin{gathered} 125 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & \text { 1575 } \\ & \underset{K l}{51} \end{aligned}$ | $\begin{aligned} & 85 \\ & 64 \% \end{aligned}$ | ${ }_{65 \%}^{109}$ | 80\% | $\begin{gathered} 170 \\ 68 \% \end{gathered}$ | $\begin{gathered} 102 \\ 57 \% \end{gathered}$ | 55 ${ }^{\text {8 }}$ | 200 68 |
| Trust very much | 120 | $\begin{aligned} & 74 \\ & 35 \% \\ & C \end{aligned}$ | 47\% | 35\% | 32\% | 31 $27 \%$ | ${ }_{22}^{27}$ | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | 52\% | 210\% | 31 $24 \%$ | 19 25 | 33 30 | ${ }_{3}^{47} \times$ | 43\% | 28\% | 80\% | 39 22 | 34\% | 899 |
| Trust somewhat | ${ }_{35 \%}^{155}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | 90\% | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 38 \% \end{aligned}$ | ${ }_{3}^{57} \%$ | $\begin{aligned} & 73 \\ & 39 \% \end{aligned}$ | 28\% | $\begin{aligned} & 322 \\ & 24 \% \end{aligned}$ | 27 $35 \%$ | $\begin{aligned} & 94 \\ & 95 \% \\ & 45 \% \end{aligned}$ | ${ }_{26}{ }^{3} \%$ | $\begin{aligned} & 67 \\ & 40 \% \end{aligned}$ | $52 \%$ | 90\% | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | 21\% | 111 38 |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 70 \\ & 16 \% \end{aligned}$ | ${ }_{23}^{40 \%}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 30 \% \\ & \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \\ & \hline 1 \end{aligned}$ | 10\% | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | ${ }_{20}^{26}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | 4\% | ${ }^{38} 13$ |
| Do not trust too much | ${ }_{11 \%}{ }^{1}$ | 31 $15 \%$ | ${ }^{18} 8$ | 13 $10 \%$ | ${ }_{6}^{6}$ | ${ }_{18}^{18}$ | 11 $13 \%$ | 9\% | ${ }^{16} 9$ | 23 $22 \%$ $H 1$ | ${ }_{\text {22 }}^{17} \mathrm{~L}$ | 5\% | 22 $11 \%$ | 21 $16 \%$ | ${ }^{15} 9$ | 13 $10 \%$ | 26\% | 19\% | - | 28\% |
| Do not trust at all | 21 5 | 12\% | ${ }_{4 \%}^{9}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | 88 | ${ }_{5}^{6}$ | $1 \%$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | 5\% | $9{ }_{9}$ | ${ }_{6}^{8}$ | $\stackrel{4}{5 \%}$ | ${ }_{3}^{6}$ | 5 | $3 \%$ | 12 $8 \%$ | ${ }^{11} 4 \%$ | 11 6 \% | 6\% | ${ }^{10} 3$ |
| I am not familiar with this company | ${ }_{23}^{93}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 63 \\ 28 \% \\ { }_{B}^{6} \end{gathered}$ | $\begin{aligned} & 33 \% \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 21 \% \end{aligned}$ | 182\% | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | 20\% | 259\% | $\begin{gathered} 38 \\ { }_{2}^{39} \end{gathered}$ | $\begin{aligned} & 23 \\ & 29 \% \\ & M \end{aligned}$ | 23 $11 \%$ | 22 $17 \%$ | 33\% | 31 31 | 43 17 | ${ }_{26 \%}^{46}$ | 4\% | 55\% |
| Sigma | $\begin{aligned} & 438 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | ${ }^{200} 0$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 100\% | 290\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Totala } \\ 5 / 2 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 147 | 257 | 155 | 115 | 71 | 63 | 141 | 157 | 106 | 238 | 50 | 96 | 149 | 125 | 130 | 224 | 170 | 32 | 215 |
| Weighted Base | 340 | 153* | 187 | $103 *$ | 98* | 75* | $64^{* *}$ | 119* | $144 *$ | 77* | 124 | 54* | $147^{*}$ | $127 *$ | $107 *$ | 106* | 211 | 119* | 42** | 212 |
| Trust Somewhat/Very Much (Net) | 249\% | ${ }_{73 \%}^{111}$ | $\begin{gathered} 138 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 62 \% \end{aligned}$ | $72 \%$ | $\begin{aligned} & \text { 600 } \\ & 80 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 53 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 89 \\ 75 \% \\ j \end{gathered}$ | $\stackrel{112}{78 \%}$ | $\begin{aligned} & 47 \\ & 61 \% \end{aligned}$ | 70\% | ${ }_{82}{ }_{82}$ | $\begin{aligned} & 110 \\ & 75 \% \end{aligned}$ | $999$ | $\begin{aligned} & 81 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 78 \% \end{aligned}$ | 82\% | 32\% | 151\% |
| Trust very much | 101 $30 \%$ | $48$ | $\begin{aligned} & 53 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 38 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 26 \\ & 35 \% \\ & \text { D } \end{aligned}$ | 189\% | ${ }_{24}^{28}$ | $\begin{gathered} 53 \\ 37 \% \\ h \end{gathered}$ | 26\% | 29\% | 17 32 | ${ }_{31}^{46}$ | 34\% | 31 $29 \%$ | 27\% | $\begin{gathered} 77 \\ 37 \% \\ R \end{gathered}$ | 24\% | 15\% | 28\% |
| Trust somewhat | ${ }^{147}{ }_{43}$ | 43\% | 84\% | $45 \%$ | 35\% | 33\% | 34\% | 51 ${ }^{61}$ | 59 | 27 35 | 54\% | 27\% | 64\% | 55\% | 50\% | $43 \%$ | $87 \%$ | 589\% | 16\% | ${ }^{92}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ | 26\% | 26 $14 \%$ | $\underset{\mathrm{F}}{24} \mathrm{~F}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | 4\% | ${ }_{1}^{7} \%$ | 16 $14 \%$ | 22\% | 14 | 20\% | ${ }_{9}^{5}$ | 26\% | ${ }_{11}^{14}$ | 19 | 19 $18 \%$ | ${ }_{12}^{25}$ | 218\% | $\begin{array}{r}7 \\ \hline\end{array}$ | 22\% |
| Do not trust too much | 309\% | 15\% | 15\% | 14\% | 10\% | ${ }_{2 \%}$ | 5\% | 5\% | 17 12 | 10\% | $8{ }_{6}^{8}$ | 5\% | ${ }_{12}^{12}$ | 6\% | 15 $14 \%$ $n$ | ${ }_{8 \%}^{8}$ | ${ }^{16} 8$ | 8\% | $3 \%$ | 27 |
| Do not trust at all | ${ }^{22} \%$ | 12 ${ }_{8}$ | 11 $6 \%$ | $11 \%$ | ${ }_{6}^{6}$ | $3{ }_{4}^{3}$ | ${ }_{3 \%}{ }^{2}$ | ${ }^{11} 9$ | 5\% | ${ }_{9 \%}$ | 12 10 | ${ }_{4 \%}^{2}$ | $\stackrel{8}{5 \%}$ | 6\% | $4{ }_{4}^{4}$ | $11 \%$ | 9 9\% | $\begin{aligned} & 12 \\ & 10 \% \\ & \text { i } \end{aligned}$ | $\stackrel{4}{10 \%}$ | 15\% |
| I am not familiar with this company | 39 $12 \%$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | 23 $13 \%$ | 14\% | 10\% | 114\% | $\stackrel{4}{6 \%}$ | 13 $11 \%$ | ${ }^{10} \%$ | ${ }^{16}$ | 11\% | 10\% | 11 8 \% | ${ }_{11 \%}^{14}$ | 8\% | $\begin{gathered} 18 \\ 17 \% \\ 0 \end{gathered}$ | ${ }_{11 \%}^{22}$ | 16\% | $3 \%$ | ${ }^{19} 9$ |
| Sigma | $\begin{aligned} & 340 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 540\% | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | 127 $100 \%$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | 420\% | 212\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020
COVID
CMP02_113 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Grocery
Whole Foods
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 413 | 158 | 255 | 166 | 115 | 65 | 67 | 122 | 189 | 102 | 219 | 58 | 111 | 138 | 131 | 144 | 214 | 187 | 42 | 212 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 427 | $210^{*}$ | 217 | $111^{*}$ | 112* | $94^{*}$ | 110* | 103* | 229* | $94^{*}$ | 127 | $70^{*}$ | 203* | 158* | 129* | $140 *$ | 234 | 180* | 60** | 241 |
| Trust Somewhat/Very Much (Net) | 312\% | 1499\% | 162 75 | $89 \%$ | $\begin{aligned} & 84 \\ & 75 \% \end{aligned}$ | $62 \%$ | $77 \%$ | $78{ }^{76 \%}$ | 160\% | $73 \%$ | $\begin{aligned} & 78 \\ & 62 \% \end{aligned}$ | 52\% | $\begin{gathered} 161 \\ 79 \% \\ \mathrm{~K} \end{gathered}$ | ${ }^{124} 9$ | 92\% | 958\% | $\begin{gathered} 184 \\ \underset{r}{99 \%} \end{gathered}$ | 120 $66 \%$ | 51 86 | ${ }^{195}$ |
| Trust very much | ${ }_{27 \%}^{115}$ | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 37 \\ 33 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 40 \\ 35 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 18 \% \\ & \\ & \hline \end{aligned}$ | 20 $18 \%$ | 30\% | 58\% | 27 29 | ${ }^{28}{ }^{2} \%$ | 25 ${ }^{25}$ | ${ }_{29}^{59 \%}$ | $\stackrel{59}{37 \%}$ | $\begin{aligned} & 38 \\ & 30 \% \\ & \text { P8 } \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 76 \\ 33 \% \\ r \end{gathered}$ | 21\% | 24 39 | 83 34 |
| Trust somewhat | $\begin{gathered} 197 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 96 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 101 \\ 46 \% \end{gathered}$ | $52$ | ${ }_{34}^{49 \%}$ | $\begin{aligned} & 44 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 47 \% \end{aligned}$ | ${ }^{102} 44 \%$ | $\begin{aligned} & 46 \\ & 49 \% \end{aligned}$ | 50\% | 279\% | $\begin{aligned} & 102 \\ & 50 \% \end{aligned}$ | 66\% | 54\% | 77 55 | $\begin{aligned} & 108 \\ & 46 \% \end{aligned}$ | 82\% | 28\% | 112 $46 \%$ |
| Do Not Trust At All/Too Much (Net) | 62 $14 \%$ | 29 $14 \%$ | 33 $15 \%$ | 12 | ${ }_{14}^{16}$ | 19\% | 15 $14 \%$ | 15 $14 \%$ | $\begin{aligned} & 41 \\ & 18 \% \\ & j \end{aligned}$ | ${ }^{6} \%$ | ${ }^{18}{ }^{14}$ | 10 $15 \%$ | 31 $15 \%$ | $17 \%$ | 20 | 25 | 27 ${ }_{11 \%}$ | 33\% | $\stackrel{8}{14 \%}$ | 32 ${ }_{13}$ |
| Do not trust too much | ${ }_{96}^{96}$ | 14\% | 23 $10 \%$ | ${ }_{6}^{6} \%$ | $12 \%$ | 13\% | 5\% | ${ }^{10} 9$ | 23 $10 \%$ | 4\% | ${ }^{12} 9$ | 4\% | 21 $10 \%$ | 15\% | 8\% | 13 | ${ }^{20} 9$ | ${ }^{16} 9$ | ${ }_{9}^{5}$ | 11\% |
| Do not trust at all | 25 ${ }_{6}$ | 15\% | $\stackrel{10}{5 \%}$ | ${ }_{6}^{6}$ | $3{ }_{3}$ | ${ }_{6}^{6}$ | ${ }^{10} 9$ | 5 | 17 ${ }_{8 \%}$ | $3{ }^{3}$ | ${ }_{4}^{6}$ | 11\% | 10 | ${ }_{1}^{2}$ | $\begin{aligned} & 12 \\ & { }_{\mathrm{N}} \% \end{aligned}$ | $\begin{aligned} & 12 \\ & { }_{\mathrm{n}}^{\mathrm{n}} \end{aligned}$ | ${ }_{3}^{6}$ | $\begin{aligned} & 17 \\ & 10 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{3}{5 \%}$ | 2\% |
| I am not familiar with this company | 53 $13 \%$ | 32\% | 21 $10 \%$ | ${ }^{10} 9$ | 13 $11 \%$ | 13 $13 \%$ | ${ }_{16}^{16}$ | 10\% | 29 ${ }^{13 \%}$ | ${ }^{15}$ | $\begin{aligned} & 31 \\ & 24 \% \\ & \mathrm{IM}^{2} \end{aligned}$ | 11\% | 11 $5 \%$ | 17 $11 \%$ | 17 $13 \%$ | 20 $14 \%$ | 24 $10 \%$ | 27 $15 \%$ | * ${ }^{\text {\% }}$ | ${ }^{15} 6$ |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | 217 $100 \%$ | 111 $100 \%$ | 112 $100 \%$ | 94 $100 \%$ | 110 $100 \%$ | ${ }^{103} 100$ | 229\% | 94 $100 \%$ | 127 $100 \%$ | 100\% | 203\% | 158 $100 \%$ | 129 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 234 $100 \%$ | 180 $100 \%$ | 60 $100 \%$ | 241 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_114 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Grocery

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 160 | 252 | 167 | 116 | 56 | 73 | 129 | 177 | 106 | 224 | 53 | 103 | 112 | 143 | 157 | 221 | 178 | 35 | 212 |
| Weighted Base | 394 | 197* | 197 | 122* | 101* | 85* | 85* | 122* | 186* | 86* | 122 | 68* | 170* | $106 *$ | 153* | 135* | 205 | 173* | $43^{* *}$ | 236 |
| Trust Somewhat/Very Much (Net) | ${ }_{69 \%}^{271}$ | $\begin{aligned} & 139 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 132 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 63 \% \end{aligned}$ | $71 \%$ | $\begin{aligned} & \text { 688 } \\ & 80 \\ & d \end{aligned}$ | $\begin{aligned} & 55 \\ & 64 \% \end{aligned}$ | $7_{71 \%}^{86}$ | ${ }^{132} 71 \%$ | $\begin{aligned} & 53 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 78 \% \end{aligned}$ | 121 $71 \%$ | 849\% | $\begin{aligned} & 106 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 65 \% \end{aligned}$ | 33 75 | 173 $73 \%$ |
| Trust very much | ${ }^{105}$ | 55\% | 50 | 32\% | 34 $34 \%$ | 177 | 21 25 | ${ }_{35 \%}^{43}$ | 45\% | 17\% | 40 32 | 21\% | 414\% | ${ }_{3}^{35}$ | 27\% | ${ }_{21}^{21}$ | ${ }_{32}^{66}$ | 32\% | 19 $43 \%$ | 67\% |
| Trust somewhat | ${ }^{166}$ 42\% | 842\% | 83\% | 45\% | 37 37 | $\begin{aligned} & 51 \\ & 59 \% \\ & \text { DE } \end{aligned}$ | 339\% | 44\% | 87\% | ${ }^{36}$ 41\% | 38\% | 32 47 $k$ | $\begin{aligned} & 80 \\ & 47 \% \\ & { }^{8} \% \end{aligned}$ | $49 \%$ | 65 43 | 539\% | 83\% | 74 43 | 14\% | 106 $45 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 55 \\ & \text { 14\% } \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & \begin{array}{c} 12 \\ \text { ef } \end{array} \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\frac{6}{7 \%}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | ${ }^{25} 14 \%$ | 11 $13 \%$ | ${ }^{18}$ | 13\% | 25 ${ }^{15}$ | $8 \%$ | $1{ }^{16}$ | $\begin{gathered} 30 \\ \text { NO } \\ \text { NO } \end{gathered}$ | 25 ${ }_{12}$ | ${ }^{26} 15$ | 21\% | 15\% |
| Do not trust too much | 10\% | 22 $11 \%$ | ${ }^{16} 8$ | 15\% | $6 \%$ | ${ }_{7 \%}^{6}$ | 11 13 | ${ }_{16}^{16}$ | ${ }^{13} 7$ | 11\% | ${ }^{12} 9$ | ${ }_{9}^{6}$ | $19 \%$ | 5 | ${ }^{13} 8$ | $\begin{aligned} & 21 \\ & \begin{array}{l} 15 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | 21 $10 \%$ | 17\% | ${ }_{12}^{5}$ | ${ }^{25} 11 \%$ |
| Do not trust at all | $\stackrel{16}{4 \%}$ | 8 | 8 |  | $4 \%$ | - | ${ }_{3 \%}$ | ${ }_{1 \%}^{2}$ | $\begin{aligned} & 13 \\ & { }_{7}^{7} \% \end{aligned}$ | ${ }_{2 \%}$ | ${ }_{5}^{6}$ | 3\% | $7{ }_{4}^{7}$ | $3{ }_{3}^{3}$ | ${ }_{2}^{4}$ | 10\% | $\stackrel{4}{2 \%}$ | 5\% | $\stackrel{4}{9 \%}$ | 11 5 |
| I am not familiar with this company | ${ }^{68} \%$ | ${ }^{28}{ }^{14 \%}$ | 20\% | ${ }^{20} 16 \%$ | 20\% | 11 $13 \%$ | 170\% | ${ }_{18}^{15}$ | ${ }^{28}{ }^{15}$ | 22\% | $\begin{gathered} 27 \\ 22 \% \end{gathered}$ | ${ }_{8 \%}^{6}$ | 24\% | $\stackrel{14}{13 \%}$ | 19\% | 24\% | 31 $15 \%$ | 34 $20 \%$ | ${ }_{3 \%}{ }^{\text {\% }}$ | ${ }^{27}$ 11\% |
| Sigma | $\begin{aligned} & 394 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | 105\% | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 100\% | 236 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 170 | 242 | 163 | 126 | 66 | 57 | 145 | 179 | 88 | 224 | 50 | 108 | 119 | 152 | 141 | 202 | 195 | 40 | 240 |
| Weighted Base | 434 | $221 *$ | 212 | $117^{*}$ | $116{ }^{*}$ | $103 *$ | 98* | $150 *$ | 202* | 82* | 142 | 65* | 184* | 126* | $180 *$ | $128{ }^{*}$ | 226 | 188* | $48^{* *}$ | 284 |
| Trust Somewhat/Very Much (Net) | 193 ${ }^{19}$ | $\begin{gathered} 109 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 43 \% \end{aligned}$ | 30\% | ${ }^{55} 9 \%$ | $\begin{aligned} & 33 \\ & 50 \% \end{aligned}$ | 52\% | ${ }_{32}^{40}$ | $\begin{aligned} & 91 \\ & 50 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{gathered} 62 \\ 48 \% \\ n \end{gathered}$ | $\begin{gathered} 113 \\ 50 \% \\ r \end{gathered}$ | 728\% | ${ }_{76 \%}$ | 154 $54 \%$ |
| Trust very much | ${ }^{68}$ | $\begin{gathered} 42 \\ 20 \% \\ c \end{gathered}$ | 23 $11 \%$ | 22 $19 \%$ | ${ }_{26}^{26}$ | $9{ }_{9}^{9}$ | $11 \%$ $11 \%$ | $\begin{aligned} & 36 \\ & 24 \% \\ & \text { 24\% } \end{aligned}$ | $\stackrel{23}{11 \%}$ | ${ }_{11}{ }^{9}$ | 21 $15 \%$ | ${ }^{15} 23$ | 31\% | 17 | 32\% | 19 $15 \%$ | $\begin{aligned} & 47 \\ & 21 \% \\ & r \end{aligned}$ | 20 $11 \%$ | 12 25 | 20\% |
| Trust somewhat | ${ }_{29}^{125}$ | ${ }_{29}^{65 \%}$ | ${ }_{21}^{69 \%}$ | $\begin{aligned} & 394 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $27$ | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 642 \% \end{aligned}$ | 22\% | $\begin{aligned} & 34 \% \\ & 24 \% \end{aligned}$ | ${ }_{28}^{18}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 59 \\ 33 \% \\ \mathrm{n} \end{gathered}$ | $\begin{gathered} 43 \\ 34 \% \\ \mathrm{n} \end{gathered}$ | ${ }_{29}^{66}$ | 52\% | $\begin{aligned} & 24 \% \\ & 50 \% \end{aligned}$ | 98\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 54 \\ & 12 \% \\ & \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | ${ }^{20} 9$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | 10\% | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\stackrel{4}{7 \%}$ | ${ }^{25} 14 \%$ | $\begin{aligned} & { }_{136}^{6} \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | 14\% | 23 $10 \%$ | 27 $15 \%$ | 3\% | ${ }^{38} 13$ |
| Do not trust too much | ${ }^{33}{ }^{\%}$ | 21 $10 \%$ | ${ }^{12} 6$ | 120 | ${ }^{11} 9$ | $4{ }_{4}$ | $7 \%$ | $\xrightarrow{16}$ | $\begin{aligned} & 17 \\ & { }^{8} \% \end{aligned}$ | - | 12\% | $\frac{4}{7 \%}$ | ${ }^{17} 9$ | 7 | ${ }^{15} 8$ | ${ }^{11} 9$ | ${ }^{15} \%$ | 18\% | 3\% | ${ }_{9}^{26}$ |
| Do not trust at all | 20 5 | 12\% | $8{ }^{8}$ | ${ }_{5}^{6}$ | ${ }_{2 \%}$ | $9{ }_{9}$ | $\stackrel{3}{3 \%}$ | 5 | ${ }_{2}^{5}$ | $\begin{aligned} & 10 \\ & 12 \% \\ & \text { hi } \end{aligned}$ | $\begin{gathered} 11 \\ \text { 7\% } \\ \hline \end{gathered}$ | - | $8 \%$ | $9 \%$ | $8 \%$ | ${ }_{2}^{3}$ | 8 | $\stackrel{9}{5 \%}$ | - | 12 ${ }^{4}$ |
| I am not familiar with this company | 187 $43 \%$ | 79\% | $\begin{gathered} 108 \\ 51 \% \\ B \end{gathered}$ | 44\% | $46 \%$ | $\begin{aligned} & 53 \\ & 51 \% \end{aligned}$ | 45 | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 51 \% \\ & h \end{aligned}$ | 65 ${ }^{6} \%$ | ${ }_{43}^{28}$ | 676\% | $\begin{aligned} & 69 \\ & 55 \% \\ & \hline \end{aligned}$ | 36 37 | $52 \%$ | 91 $40 \%$ | $88{ }^{8} \%$ | 10 $21 \%$ | 92\% |
| Sigma | 434 $100 \%$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 202\% | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 105\% | 184 $100 \%$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 180 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 226\% | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 100\% | 284\% |




Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 161 | 243 | 180 | 102 | 65 | 57 | 135 | 174 | 95 | 219 | 62 | 99 | 126 | 149 | 129 | 206 | 179 | 38 | 219 |
| Weighted Base | 396 | $198{ }^{*}$ | 198 | 125 | $100^{*}$ | $90^{*}$ | 82** | 131* | $183 *$ | 83* | 136 | 80* | 159* | 129* | 149* | 119* | 215 | 165* | 49** | 229 |
| Trust Somewhat/Very <br> Much (Net) | 251 $63 \%$ | $\begin{gathered} 133 \\ 67 \% \end{gathered}$ | $\begin{gathered} 118 \\ 60 \% \end{gathered}$ | $82{ }_{66 \%}$ | $\begin{gathered} 777 \\ 77 \% \\ d \end{gathered}$ | $\begin{aligned} & 58 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 41 \% \end{aligned}$ | 75\% | $\begin{aligned} & 103 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 61 \% \end{aligned}$ | 899\% | 52\% | $\begin{gathered} 101 \\ 63 \% \end{gathered}$ | 822 | $\begin{gathered} 101 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 153 \\ \substack{71 \% \\ R} \end{gathered}$ | 89 $54 \%$ | 42 86 | 160 $70 \%$ |
| Trust very much | 107 27 | 589\% | 49\% | $\begin{gathered} 41 \\ 33 \% \\ f \end{gathered}$ | 39 $39 \%$ | 179\% | ${ }^{10} 12 \%$ | 50 $38 \%$ | 34\% | 22 27 | 31 ${ }^{33 \%}$ | 227\% | ${ }_{30}^{48}$ | 22\% | 44\% | 34\% | $\begin{aligned} & 73 \\ & 34 \% \\ & R \end{aligned}$ | 29 $17 \%$ | 25 $51 \%$ | 75 3 \% |
| Trust somewhat | ${ }_{37 \%}^{145}$ | $\begin{aligned} & 75 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 33 \% \end{aligned}$ | $39{ }^{39}$ | $\begin{aligned} & 41 \\ & 46 \% \end{aligned}$ | 24\% | ${ }_{36} 8$ | $\begin{aligned} & 69 \\ & 38 \% \end{aligned}$ | ${ }^{28} 4{ }^{2} \%$ | $\begin{aligned} & 58 \\ & 42 \% \end{aligned}$ | 30\% | $\begin{aligned} & 53 \% \end{aligned}$ | 54\% | 56\% | 34\% | $\begin{aligned} & 80 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 37 \% \end{aligned}$ | 17 $35 \%$ | 85\% |
| Do Not Trust At All/Too Much (Net) | $\begin{gathered} 111 \\ 28 \% \end{gathered}$ | ${ }_{29}^{59 \%}$ | ${ }_{24}^{54 \%}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $20$ | $\begin{aligned} & 44 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \\ & H \end{aligned}$ | 25 ${ }^{2}$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | 20\% | $\begin{aligned} & 54 \% \\ & 34 \% \end{aligned}$ | 38\% | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | 22\% | $\begin{aligned} & { }^{60} \\ & 36 \% \\ & \text { a } \end{aligned}$ | ${ }_{13}^{6} \%$ | 54\% |
| Do not trust too much | 71 $18 \%$ | 379\% | 33 17 | $14 \%$ | $12 \%$ |  | 33\% | 15 | $\begin{gathered} 40 \\ 22 \% \\ \text { he } \end{gathered}$ | 16\% | ${ }_{13}^{18}$ | $14 \%$ | 37\% | ${ }_{21}^{27}$ | 27\% | 17 $14 \%$ | 35 ${ }^{3} 6$ | 33 | $\stackrel{2}{5 \%}$ | 35\% |
| Do not trust at all | 41 $10 \%$ | 20\% | 21\% | 18 $14 \%$ E | $4 \%$ | ${ }_{10}^{9}$ | 10 $13 \%$ | ${ }_{6 \%}$ | 24\% | ${ }_{10 \%}$ | 15 $11 \%$ | ${ }_{8}^{6}$ | 17\% | 1180 | ${ }^{14} 9$ | 16\% | 12 ${ }^{5}$ | $\begin{aligned} & 27 \\ & { }^{26} \% \\ & \hline \end{aligned}$ | $\stackrel{4}{8 \%}$ | ${ }^{20} 9$ |
| I am not familiar with this company | 34\% | 8\% | $\begin{aligned} & 26 \\ & { }_{13}^{313 \%} \\ & \hline \end{aligned}$ | ${ }^{11} 9$ | $6_{6 \%}$ | $12 \%$ | $\stackrel{4}{5 \%}$ | ${ }^{10} \%$ | ${ }^{16} 9$ | 10\% | $\begin{aligned} & \begin{array}{l} 14 \\ 10 \% \\ M \end{array} \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \\ \mathrm{~m} \end{gathered}$ | $\stackrel{4}{3 \%}$ | 9\% | ${ }_{5}^{7}$ | $\begin{aligned} & 18 \\ & 15 \% \\ & 0 \end{aligned}$ | ${ }^{15} 7$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | * ${ }^{\text {\% }}$ | ${ }^{15} 6$ |
| Sigma | $\begin{aligned} & 396 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 100\% | 229 ${ }^{100 \%}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 409 | 145 | 264 | 169 | 110 | 66 | 64 | 140 | 174 | 95 | 230 | 50 | 102 | 118 | 147 | 144 | 227 | 174 | 40 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 400 | 183* | 217 | 117* | 106* | $87^{*}$ | 90* | 139* | 175* | 86* | 128 | $64^{* *}$ | 179* | $118{ }^{*}$ | 141* | $140^{*}$ | 246 | 146* | 59** | 251 |
| Trust Somewhat/Very Much (Net) | ${ }^{248} 62 \%$ | $\begin{gathered} 137 \\ \\ \hline \mathrm{C} \% \end{gathered}$ | $\begin{gathered} 111 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 75 \% \\ & d G \end{aligned}$ | $\begin{aligned} & 59 \\ & 68 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 40 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 74 \% \end{aligned}$ | $52 \%$ | $\begin{aligned} & 54 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 64 \% \end{aligned}$ | ${ }_{66 \%}^{118}$ | $\begin{aligned} & 80 \\ & 68 \% \end{aligned}$ | ${ }^{83} 59 \%$ | $\begin{aligned} & 85 \\ & 61 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 160 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 57 \% \end{aligned}$ | $48$ | $\begin{aligned} & 164 \\ & 66 \% \end{aligned}$ |
| Trust very much | ${ }_{26 \%}^{104}$ | $\begin{aligned} & \text { }{ }_{36}^{66 \%} \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | ${ }_{24}^{29}$ | $\begin{gathered} 41 \\ 39 \% \\ \text { dFg } \end{gathered}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | ${ }_{20}^{18}$ | $\begin{aligned} & 55 \\ & 40 \% \\ & 1 \mathrm{j} \end{aligned}$ | $\begin{aligned} & \text { 168 } \end{aligned}$ | 21\% | 32\% | $\begin{aligned} & 25 \\ & 38 \% \end{aligned}$ | ${ }_{26}^{46}$ | $\begin{aligned} & 40 \\ & 34 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 42 \\ & 30 \% \\ & p \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | 77 $31 \%$ R | 26\% | 34\% | ${ }_{31}^{78}$ |
| Trust somewhat | 144 $36 \%$ | $\begin{aligned} & 71 \\ & 39 \% \end{aligned}$ | 73 31 | 41 35 | ${ }_{38}^{38}$ | $\begin{aligned} & 43 \\ & 49 \% \\ & 49 \end{aligned}$ | 22 24 | ${ }_{34}^{47}$ | ${ }_{34}^{64}$ | 338 | 43\% | 17 26 | $72 \%$ | 40\% | 419\% | $\begin{gathered} 63 \\ 45 \% \\ 0 \end{gathered}$ | $82 \%$ | 56\% | 13 $22 \%$ | ${ }_{34}^{86}$ |
| Do Not Trust At All/Too Much (Net) | $\text { 78 } 20 \%$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 22 \% \end{aligned}$ | 23 $20 \%$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 4_{25}^{26 \%} \\ & H \end{aligned}$ | 17 ${ }^{20 \%}$ | 29 ${ }^{23}$ | $\stackrel{9}{13 \%}$ | $\begin{aligned} & 35 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 29\% | 30\% | 37 $15 \%$ | $\begin{aligned} & 39 \\ & 27 \% \\ & Q \end{aligned}$ | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | 40\% |
| Do not trust too much | 14\% | 23 $13 \%$ | 33 $15 \%$ | ${ }^{18} 9$ | 12 $11 \%$ | ${ }_{9}^{8} \%$ | 180\% | 118\% | $\begin{aligned} & 36 \\ & 20 \\ & { }^{3} \% \end{aligned}$ | 11\% | 21 $16 \%$ | ${ }^{3} \%$ | 31\% | 110\% | 23 $16 \%$ | 22\% | 30\% | 24\% | 10\% | 32 $13 \%$ |
| Do not trust at all | 22 6 | 7 | 15\% | 5 | $\stackrel{4}{4 \%}$ | ${ }_{7 \%}^{6}$ | 7 $8 \%$ | ${ }_{3 \%}^{4}$ | 10 5 | ${ }_{9}^{8}$ | ${ }_{6}^{8}$ | ${ }_{9}^{6} \%$ | $\stackrel{4}{2 \%}$ | ${ }_{7 \%}$ | ${ }_{4 \%}^{6}$ | ${ }_{6 \%}$ | ${ }_{3 \%}^{7}$ | 15 $10 \%$ Q | - | ${ }_{3 \%}$ |
| I am not familiar with this company | 74 $18 \%$ | ${ }^{16} 9$ | $\begin{gathered} 58 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{gathered} 25 \\ 21 \% \\ e \end{gathered}$ | 11 $10 \%$ | 13 $15 \%$ | $\begin{gathered} 25 \\ 28 \% \\ E \end{gathered}$ | 21 15 | ${ }^{38}{ }^{2} \%$ | 15\% | 24 $19 \%$ | ${ }^{15} 23$ | ${ }^{26}$ | ${ }^{19} 16$ | 30 ${ }^{31 \%}$ | 25\% | 49\% | 24\% | ${ }_{2 \%}$ | 46\% |
| Sigma | 400 $100 \%$ | $\begin{aligned} & \text { 183 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | ${ }^{175}$ | 86 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 64 $100 \%$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 118 $100 \%$ | 1410\% | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 590\% | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 414 | 161 | 253 | 158 | 126 | 70 | 60 | 145 | 158 | 111 | 234 | 51 | 101 | 114 | 141 | 159 | 217 | 188 | 38 | 218 |
| Weighted Base | 404 | 197* | 207 | 111* | $116{ }^{*}$ | $100^{*}$ | 76* | $148^{*}$ | $167^{*}$ | 89* | 129 | 57* | $188^{*}$ | $112^{*}$ | 152* | $140 *$ | 244 | 153* | 49** | 227 |
| Trust Somewhat/Very Much (Net) | 257 $64 \%$ | $\begin{gathered} 134 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 75 \% \\ & \mathrm{Dg} \end{aligned}$ | $\begin{aligned} & 62 \% \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 106 \\ 71 \% \\ j \end{gathered}$ | $\begin{gathered} 101 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 74 \% \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 136 \\ { }_{7}^{2} \% \\ K \end{gathered}$ | $\begin{aligned} & 72 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 102 \\ 67 \% \end{gathered}$ | ${ }^{83} 59 \%$ | $\begin{aligned} & 162 \\ & 66 \% \end{aligned}$ | 92\% | 41 8 | 159 70 |
| Trust very much | ${ }^{86}$ 21\% | 50\% | 35\% | $\begin{gathered} 27 \\ 24 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 35 \\ & 30 \% \\ & 30 \end{aligned}$ | ${ }_{16}^{16 \%}$ | ${ }_{10}{ }^{\circ}$ | $\begin{aligned} & 42 \% \\ & 24 \end{aligned}$ | ${ }^{26} 16$ | 180\% | 30 ${ }_{\text {23\% }}$ | $\stackrel{4}{7 \%}$ | $\begin{aligned} & 47 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | 30\% | ${ }^{32}$ 21\% | 23 $16 \%$ | 56\% | 27\% | 199\% | 56\% |
| Trust somewhat | 171 ${ }^{42 \%}$ | $84 \%$ | 87 | $\begin{aligned} & 39 \\ & 35 \% \end{aligned}$ | $52 \%$ | $46 \%$ | 34\% | $\begin{aligned} & 64 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 45 \% \end{aligned}$ | 33 $37 \%$ | ${ }_{34}^{44 \%}$ | ${ }^{28} 9$ | $\begin{gathered} 89 \\ 87 \% \\ 47 \end{gathered}$ | 42 37 | 69\% | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | ${ }^{105} 43 \%$ | 65 ${ }^{62}$ | 22 45 | 103 $45 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 74 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 17 \% \end{aligned}$ | ${ }_{19}^{40}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\text { 22 } 22$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | 33\% | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | ${ }_{21}^{27}$ | ${ }^{16} 8$ | 27 ${ }^{15}$ | 14 | 25 $17 \%$ | ${ }_{25}^{35 \%}$ | 38\% | 35\% | $4 \%$ | 29\% |
| Do not trust too much | ${ }_{12 \%}{ }^{2}$ | ${ }^{26} 13 \%$ | 22 $11 \%$ | 120 | ${ }_{5}^{6}$ | 17 $\substack{16 \%}$ e | 13 18 e | ${ }_{18}^{12 \%}$ | 21 $12 \%$ | ${ }^{8} \%$ | $14 \%$ | $\begin{gathered} 13 \\ { }_{23}^{23 \%} \\ \hline \end{gathered}$ | 20\% | ${ }^{10} 9$ | ${ }^{13} 8$ | $\begin{aligned} & 25 \\ & 18 \% \\ & 0 \end{aligned}$ | 27 ${ }_{11 \%}$ | 20 $13 \%$ | ${ }_{3}^{2}$ | ${ }^{21} 9$ |
| Do not trust at all | ${ }^{26} 7$ | ${ }_{4 \%}^{9}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | ${ }_{7}^{8}$ | 8\% | $5{ }_{5}$ | $\stackrel{4}{5 \%}$ | $\stackrel{8}{5 \%}$ | 12\% | ${ }_{7}^{6}$ | 13 $10 \%$ | $\stackrel{3}{5 \%}$ | 8 | ${ }_{3}^{4}$ | 13 | 10\% | ${ }^{11} 4 \%$ | ${ }^{15} 10 \%$ | ${ }_{4 \%}$ | $8 \%$ |
| I am not familiar with this company | $\begin{aligned} & 74 \\ & 18 \% \\ & \hline \end{aligned}$ | 28 $14 \%$ | 45\% | $\underset{\mathrm{e}}{236}$ | 12\% | 17\% | ${ }_{27}^{17}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 24 \\ & 27 \% \\ & H \end{aligned}$ | 22\% | 16\% | 25 ${ }^{13}$ | ${ }_{23}^{26}$ | 25 ${ }^{26 \%}$ | 23 $16 \%$ | 45\% | ${ }_{17}^{26}$ | 8\% | 17\% |
| Sigma | 4004 | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 809\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | 188 $100 \%$ | 112 $100 \%$ | 152 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 244 $100 \%$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 49 $100 \%$ | 227 $100 \%$ |




Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 402 \& 168 \& 234 \& 149 \& 130 \& 71 \& 52 \& 134 \& 173 \& 95 \& 224 \& 52 \& 105 \& 130 \& 139 \& 133 \& 208 \& 174 \& 40 \& 216 <br>
\hline Weighted Base \& 402 \& 202* \& 200 \& 101* \& 112* \& $107 *$ \& 81* \& $136{ }^{*}$ \& 194* \& 73* \& 150 \& $53^{* *}$ \& 170* \& $143 *$ \& 155* \& 104* \& 234 \& 149* \& 49** \& 242 <br>
\hline Trust Somewhat/Very Much (Net) \& $$
{ }_{67 \%}^{269}
$$ \& $$
{ }_{67 \%}^{135}
$$ \& $$
\begin{gathered}
134 \\
67 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 73 \\
& 72 \% \\
& \mathrm{G}
\end{aligned}
$$ \& $$
\begin{aligned}
& 86 \\
& 76 \% \\
& \hline
\end{aligned}
$$ \& 699 \& $$
\begin{aligned}
& 41 \% \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{gathered}
107 \\
\substack{79 \% \\
\text { iJ }}
\end{gathered}
$$ \& $$
\begin{aligned}
& 125 \\
& 65 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 37 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{gathered}
86 \\
57 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 32 \\
& 60 \%
\end{aligned}
$$ \& 130

K \& 89\% \& 119
78
nP \& 61

$59 \%$ \& ${ }^{163}$ \% \& $$
\begin{aligned}
& 96 \\
& 64 \%
\end{aligned}
$$ \& 34 $71 \%$ \& 179

$74 \%$ <br>

\hline Trust very much \& $$
{ }_{30 \%}^{120}
$$ \& ${ }_{31}^{63}$ \& 57\% \& 30\% \& \[

$$
\begin{gathered}
49 \\
43 \% \\
\mathrm{dFG}
\end{gathered}
$$

\] \& 24\% \& 17 \& \[

$$
\begin{aligned}
& 56 \\
& { }_{51} 1 \% \\
& { }^{1 I}
\end{aligned}
$$
\] \& 48\% \& ${ }^{16} 23$ \& 42\% \& 21 $40 \%$ \& 54\% \& 35 ${ }^{34}$ \& 63

$41 \%$
$N P$ \& ${ }_{21}^{22}$ \& 82\% \& 35\% \& ${ }_{3}^{18} \%$ \& 88\% <br>

\hline Trust somewhat \& $$
{ }_{37 \%}^{149}
$$ \& \[

$$
\begin{aligned}
& 72 \\
& 36 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 77 \\
& 39 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 42 \\
& 42 \%
\end{aligned}
$$

\] \& \[

37 \%

\] \& \[

$$
\begin{aligned}
& 45 \\
& 42 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 25 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 51 \\
& 38 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 78 \\
& 40 \%
\end{aligned}
$$

\] \& 20\% \& \[

{ }_{29}^{49}

\] \& \[

$$
\begin{aligned}
& 111 \\
& 20 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 77 \\
& 45 \% \\
& 45
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 54 \% \\
& 38 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 55 \\
& 36 \%
\end{aligned}
$$
\] \& 39\% \& 82\% \& 61\% \& 16

$34 \%$ \& 917\% <br>

\hline Do Not Trust At All/Too Much (Net) \& 923\% \& $$
{ }_{24}^{49}
$$ \& \[

{ }_{22}^{43}

\] \& 23\% \& \[

$$
\begin{aligned}
& 18 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 20 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 300 \\
& 37 \% \\
& \text { Eff }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 53 \\
& 28 \% \\
& h
\end{aligned}
$$

\] \& 17 $23 \%$ \& \[

{ }_{23}^{43}

\] \& 159\% \& \[

$$
\begin{aligned}
& 33 \\
& 19 \%
\end{aligned}
$$

\] \& 33\% \& ${ }^{28} 18$ \& \[

$$
\begin{aligned}
& 31 \\
& 29 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 50 \\
& 21 \%
\end{aligned}
$$
\] \& 34\% \& 19\% \& 53 ${ }^{2} \%$ <br>

\hline Do not trust too much \& 56\% \& 31

$16 \%$ \& 24 $12 \%$ \& 16 \& $12 \%$ \& ${ }^{10} 9$ \& 17\% \& 11\% \& $$
\begin{aligned}
& 337 \\
& \text { 19\% } \\
& \text { h }
\end{aligned}
$$ \& 10\% \& ${ }^{25}{ }^{16 \%}$ \& 122\% \& 19 \& 19\% \& 22 $14 \%$ \& 159 \& 28\% \& 22\% \& 17\% \& 30

$13 \%$ <br>

\hline Do not trust at all \& ${ }_{96}^{96}$ \& ${ }^{17} 9$ \& 19\% \& 88 \& ${ }_{5}^{6}$ \& $9{ }_{9}^{9}$ \&  \& 1180 \& \[
{ }^{16}

\] \& $\stackrel{9}{13 \%}$ \& 19 \& 6\% \& 14 8 \& 14 $10 \%$ \& $7 \%$ \& \[

$$
\begin{aligned}
& 16 \\
& 15 \% \\
& 10
\end{aligned}
$$
\] \& 22\% \& 12\% \& ${ }_{2 \%}$ \& ${ }^{23} 9$ <br>

\hline I am not familiar with this company \& $$
\begin{aligned}
& 41 \\
& 10 \%
\end{aligned}
$$ \& ${ }^{18} 9$ \& \[

$$
\begin{aligned}
& 23 \\
& 11 \%
\end{aligned}
$$

\] \& 5 \& ${ }_{7 \%}$ \& \[

$$
\begin{gathered}
19 \\
177 \% \\
{ }_{D}
\end{gathered}
$$

\] \& 11\% \& 7\% \& ${ }^{15} 8$ \& \[

$$
\begin{aligned}
& 19 \\
& 27 \% \\
& \text { HI }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 21 \\
& 14 \% \\
& M
\end{aligned}
$$

\] \& ${ }_{11 \%}^{6}$ \& 7 \& \[

$$
\begin{aligned}
& 21 \\
& 15 \% \\
& \text { O }
\end{aligned}
$$
\] \& 7

5 \& 12\% \& ${ }^{20} 9$ \& 20\% \& 10\% \& 10 $4 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 402 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 202 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 200 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 101 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 112 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 107 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
81 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 136 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 194 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
73 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
53 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 170 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 143 \\
& 100 \%
\end{aligned}
$$
\] \& 155

$100 \%$ \& \[
$$
\begin{aligned}
& 104 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 234 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 149 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 2420 <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 398 | 144 | 254 | 156 | 123 | 70 | 49 | 141 | 166 | 91 | 220 | 46 | 105 | 116 | 127 | 155 | 213 | 177 | 40 | 210 |
| Weighted Base | 377 | $168{ }^{*}$ | 209 | 101* | $113{ }^{*}$ | $93^{*}$ | 70** | $132^{*}$ | $161 *$ | 84* | 123 | 54* | 169* | $106 *$ | $141^{*}$ | $130 *$ | 221 | 150* | 47** | 228 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 249 \\ 66 \% \end{gathered}$ | ${ }^{118}$ | $\begin{gathered} 132 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & \text { 107\% } \\ & \text { iJ } \end{aligned}$ | ${ }_{64 \%}^{104}$ | $\begin{aligned} & 43 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 59 \% \\ & 59 \end{aligned}$ | $\begin{gathered} 41 \\ 75 \% \\ k \end{gathered}$ | $\begin{gathered} 127 \\ \substack{75 \% \\ K} \end{gathered}$ | $\begin{aligned} & 64 \\ & 60 \% \end{aligned}$ | 96\% | 69\% | $\begin{gathered} 150 \\ 68 \% \end{gathered}$ | 97\% | $\stackrel{42}{91 \%}$ | 173 $76 \%$ |
| Trust very much | 107 | $\begin{aligned} & \text { 61 } \\ & 36 \% \\ & \text { C } \end{aligned}$ | 46\% | $\begin{aligned} & 34 \\ & 33 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 53 \\ & 47 \% \\ & 4 F \end{aligned}$ | $12 \%$ | -9 ${ }_{12}$ | $\begin{aligned} & 53 \\ & 40 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | 24\% | 30 ${ }^{3}$ | 17\% | 59 ${ }^{5} \%$ | ${ }_{27}^{27}$ | 46\% | 34\% | 72 33 | ${ }^{35} 2$ | 31 $67 \%$ | 82\% |
| Trust somewhat | $\begin{gathered} 142 \\ 38 \% \end{gathered}$ | 57\% | $\begin{aligned} & 86 \\ & 41 \% \end{aligned}$ | $\begin{array}{ll} 31 \% \end{array}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | 44\% | 36\% | $49$ | $\begin{aligned} & 73 \\ & 46 \% \\ & \end{aligned}$ | 20\% | $\begin{aligned} & 43 \\ & 35 \% \end{aligned}$ | 24\% | 69\% | 37\% | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $54 \%$ | 78\% | 63 $42 \%$ | 11\% | 92\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 86 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | ${ }_{26}^{46}$ | ${ }_{21}^{21 \%}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 29 \\ \begin{array}{c} 31 \% \\ E \end{array} \end{gathered}$ | 20\% | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 27 \% \\ & h \end{aligned}$ | 22 27 | $\begin{aligned} & \frac{35}{288} \\ & { }^{2} \% \end{aligned}$ | 16\% | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | 30\% | 31\% | 24\% | ${ }_{22}{ }^{2} \%$ | 36\% | $\stackrel{2}{4 \%}$ | 35 ${ }^{16 \%}$ |
| Do not trust too much | ${ }_{12}{ }^{2}$ | $\begin{gathered} 28 \\ 17 \% \\ c \end{gathered}$ | ${ }^{18}{ }_{9}{ }^{\circ}$ | $11 \%$ | ${ }^{10} 8$ | 17\% | ${ }_{12 \%}$ | 12\% | 21 $13 \%$ | 14 | ${ }_{13}^{16}$ | 3\% | 17\% | ${ }_{16}^{15}$ | ${ }_{19}^{19}$ | 118\% | 29 ${ }^{13}$ | 16\% | 3\% | ${ }_{11 \%}$ |
| Do not trust at all | 11\% | 12\% | ${ }^{28} 13 \%$ | 10\% | ${ }_{5}^{6}$ | $12 \%$ | 12 | $9{ }_{6}$ | 23 $14 \%$ | ${ }^{8} 0$ | $\begin{aligned} & 19 \\ & 15 \% \\ & M^{2} \end{aligned}$ | ${ }_{9}^{5}$ | $\stackrel{10}{6 \%}$ | 14 | ${ }^{12} 9$ | 13 $10 \%$ | 19 ${ }_{8}$ | 19 $13 \%$ | * | 10 4 \% |
| I am not familiar with this company | $\begin{aligned} & 42 \\ & 11 \% \end{aligned}$ | 11 6 \% | $\begin{aligned} & 31 \\ & 15 \% \\ & \text { b } \end{aligned}$ | 15 $14 \%$ | ${ }^{11} 9$ | 11 $12 \%$ | ${ }_{6}^{6}$ | ${ }^{10} \%$ | $\stackrel{14}{9 \%}$ | $\begin{aligned} & 18 \\ & { }_{2}^{12 \%} \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }_{13}^{16}$ | 10\% | 159\% | ${ }_{12}^{12}$ | 14\% | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | 23 $10 \%$ | $17 \%$ | 3\% | 19\% |
| Sigma | $\begin{aligned} & 377 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | 141 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 221 $100 \%$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 100\% | ${ }^{2208}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 414 | 161 | 253 | 167 | 116 | 70 | 61 | 131 | 180 | 103 | 196 | 64 | 122 | 113 | 155 | 146 | 226 | 178 | 39 | 234 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 463 | 235* | 228 | 134* | 115* | $116^{*}$ | $98^{*}$ | 144* | 228* | 91* | 118* | $72^{*}$ | 240* | 116* | 189* | 157* | 267 | 189* | 57** | 269 |
| Trust Somewhat/Very Much (Net) | 379 82 | ${ }^{191} 81 \%$ | ${ }^{188} 8$ | ${ }^{108} 81 \%$ | 854\% | $\begin{aligned} & 96 \\ & 83 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 91 \% \\ & \text { 91\% } \end{aligned}$ | ${ }^{118} 8{ }^{8}$ | ${ }^{188} 8$ | 73 $81 \%$ | $\begin{aligned} & 99 \\ & 84 \% \end{aligned}$ | 55\% | 202 85 | ${ }^{98}{ }^{8} \%$ | 145\% | ${ }^{136} 8$ | 222 83 | 154 ${ }_{82 \%}$ | 49\% | 223 ${ }_{8}$ |
| Trust very much | $\begin{gathered} 185 \\ 40 \% \end{gathered}$ | ${ }^{102} 43 \%$ | $\begin{aligned} & 83 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 46 \% \end{aligned}$ | 438\% | 42\% | $\begin{aligned} & 37 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 49 \% \\ & i \end{aligned}$ | 79 ${ }^{35 \%}$ | 35 | 50 | 26 36 | 104 $43 \%$ | $49 \%$ | 84\% | 52\% | 117 $44 \%$ | 67 ${ }^{66}$ | 33 $58 \%$ | 125 47 |
| Trust somewhat | $\begin{gathered} 195 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 105 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 54 \% \\ & d \end{aligned}$ | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 109 \\ 48 \% \\ \mathrm{~h} \end{gathered}$ | 39\% | $\begin{aligned} & 49 \\ & 41 \% \end{aligned}$ | 299\% | $\begin{aligned} & 99 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 42 \% \end{aligned}$ | 62\% | $\begin{aligned} & 85 \\ & 54 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 105 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 46 \% \end{aligned}$ | 168\% | ${ }^{98} 7$ |
| Do Not Trust At All/Too Much (Net) | 14\% | 36 ${ }^{15 \%}$ | ${ }^{28}{ }^{12} \%$ | $\begin{gathered} 19 \\ 14 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 26 \\ & 23 \% \\ & { }_{\mathrm{G}}^{2} \end{aligned}$ | 15 $13 \%$ | $\stackrel{4}{4 \%}$ | 21 $15 \%$ | 33 $14 \%$ | 112\% | ${ }^{15} 13 \%$ | 14 $19 \%$ | 31 $13 \%$ | 19 | 33 $18 \%$ $p$ | 13\% | 39\% | 24 $13 \%$ | $\stackrel{8}{14 \%}$ | 40\% |
| Do not trust too much | 45\% | 25 $11 \%$ | $\stackrel{20}{9 \%}$ | ${ }_{12}^{12}$ | $\begin{gathered} 17 \\ 15 \% \\ \mathrm{~g} \end{gathered}$ | 9\% | $3{ }_{3}^{3}$ | $9 \%$ | ${ }_{12}^{28}$ | ${ }^{8} \%$ | ${ }_{6 \%}^{7}$ | 13\% | 25 $10 \%$ | ${ }_{16}^{16}$ | 20 $11 \%$ | 6\% | $\stackrel{29}{11 \%}$ | ${ }^{16} 8$ | 14\% | ${ }_{12}^{32}$ |
| Do not trust at all | 19 ${ }_{4}$ | 11 5 | ${ }_{3}^{8} \%$ | $\stackrel{3}{2 \%}$ | $\begin{aligned} & 9 \\ & { }_{9}^{8 \%} \end{aligned}$ | ${ }_{6}^{7}$ | * | $\begin{gathered} 12 \\ { }_{i} \% \end{gathered}$ | 2\% | 3 | 7\% | 5\% | $\stackrel{6}{2 \%}$ | $\stackrel{3}{2 \%}$ | 13\% | 2\% | 10 4 \% | 8 |  | ${ }_{3}^{8} \%$ |
| I am not familiar with this company | 19 4 \% | ${ }_{3}^{7} \%$ | 12 5 | $\stackrel{7}{5 \%}$ | ${ }_{3}^{4} \%$ | $4 \%$ | $5{ }_{5}$ | ${ }_{3}^{5}$ | ${ }_{3 \%}^{7}$ | 8\% | ${ }_{3}^{4}$ | 5\% | ${ }_{3 \%}^{6}$ | - | $\begin{gathered} 11 \\ 6 \% \\ \mathrm{n} \end{gathered}$ | 5\% | ${ }_{2}^{6}$ | ${ }^{10} 6$ |  | ${ }_{2}^{5}$ |
| Sigma | $\begin{aligned} & 463 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 57 $100 \%$ | $\begin{aligned} & 269 \\ & 100 \% \end{aligned}$ |

Proportions/Means Columns Tested $5 \%$. $0 \%$ risk
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJT-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 159 | 247 | 178 | 114 | 52 | 62 | 160 | 158 | 88 | 218 | 61 | 109 | 116 | 152 | 138 | 208 | 184 | 43 | 223 |
| Weighted Base | 403 | 219* | 184 | 132 | $110^{*}$ | 71* | $90^{*}$ | 155* | 175* | 73* | 136 | 79* | 172* | 125* | $164 *$ | $114 *$ | 236 | 155* | 55** | 253 |
| Trust Somewhat/Very Much (Net) | 334 88 | ${ }^{178} 81 \%$ | ${ }^{156} 8$ | 103 $78 \%$ | 94\% | 615\% | 76 $84 \%$ | ${ }^{129} 8$ | ${ }^{147} 8$ | 589\% | 1047\% | 86\% | $\begin{gathered} 150 \\ 87 \% \\ k \end{gathered}$ | 111 $89 \%$ | 135 83 | 88\% | 193 ${ }_{82 \%}$ | 130 $84 \%$ | 52 ${ }^{2}$ | 212 $84 \%$ |
| Trust very much | 185 $46 \%$ | $\begin{gathered} 100 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $55$ | $\begin{aligned} & 29 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 69 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 84 \% \\ & 48 \% \end{aligned}$ | 32\% | $\begin{aligned} & 57 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 48 \% \end{aligned}$ |  | 52\% ${ }^{85}$ | 38\% | ${ }^{109} 46$ | 71 $46 \%$ | 40 71 | 130 $51 \%$ |
| Trust somewhat | ${ }_{37}^{149}$ | $\begin{aligned} & 77 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 44 \% \end{aligned}$ | 30 33 | $\begin{aligned} & 60 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 36 \% \end{aligned}$ | 26\% | 47 34 | 29 ${ }^{\text {37\% }}$ | 67 ${ }^{69}$ | 499\% | 50\% | $\begin{gathered} 50 \\ 44 \% \\ 0 \end{gathered}$ | 846\% | 59\% | 22\% | 82\% |
| Do Not Trust At All/Too Much (Net) | ${ }^{40} 10 \%$ | $\stackrel{23}{11 \%}$ | ${ }^{17} 9$ | $\begin{aligned} & 20 \\ & 15 \% \\ & \text { 15\% } \end{aligned}$ | 5 | 5\% | 10 $11 \%$ | ${ }^{18} 11 \%$ | 12\% | 10 $14 \%$ | ${ }_{14}^{19}$ | $7{ }_{9}^{7}$ | 13 | ${ }_{5}^{6} \%$ | 19 | 15 $13 \%$ | 23 $10 \%$ | ${ }^{16} 10 \%$ | $3 \%$ | ${ }^{22} 9$ |
| Do not trust too much | ${ }^{26} 6$ | ${ }^{11} 5$ | 15\% | 13 $10 \%$ | 5 | $5 \%$ | $3{ }_{3}{ }^{\text {\% }}$ | 11\% | 10 5 | ${ }_{8}^{6} \%$ | ${ }^{10} 8$ | ${ }_{9}^{7} \%$ | 74 | $3{ }^{3}$ | ${ }^{14} 9$ | 9 | ${ }^{16} \%$ | $9 \%$ | $1 \%$ | ${ }^{15}$ 6\% |
| Do not trust at all | 14\% | $\begin{gathered} 13 \\ 6 \% \\ c \end{gathered}$ | ${ }_{1 \%}^{2}$ | $\begin{aligned} & 7 \\ & { }_{\mathrm{e}} \% \end{aligned}$ | - | - | $\begin{aligned} & 7 \\ & { }_{e}^{8 \%} \end{aligned}$ | 7 | ${ }_{3}^{3}$ | 5 | 9\% | - | ${ }_{3}^{5}$ | $3 \%$ | ${ }^{5} \%$ | ${ }_{5}^{6}$ | 7\% | ${ }_{5 \%}^{7}$ | ${ }^{1}$ | 7\% |
| I am not familiar with this company | 29\% | 18\% | 11 $6 \%$ | 10\% | 11 10 | 5\% | $4{ }_{4}^{4}$ | ${ }_{5}^{8}$ | ${ }^{16} 9$ | 5\% | ${ }^{13} 9$ | ${ }_{7 \%}^{6}$ | ${ }_{5 \%}$ | $8{ }_{6}$ | 10\% | 12\% | 20\% | $9{ }_{6}$ | ${ }_{3 \%}$ | 19\% |
| Sigma | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 730\% | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 55 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 408 | 154 | 254 | 152 | 131 | 58 | 67 | 136 | 175 | 97 | 237 | 43 | 106 | 124 | 142 | 142 | 202 | 194 | 37 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 395 | 186* | 209 | 106* | 115* | 83* | 91* | 124* | 187* | 83* | 121 | $56^{* *}$ | 187* | 111* | 150* | $134 *$ | 216 | 165* | 39** | 241 |
| Trust Somewhat/Very Much (Net) | ${ }_{82 \%}$ | $143 \%$ | $\begin{gathered} 182 \\ 87 \% \\ \mathrm{~b} \end{gathered}$ | $79$ | $\begin{aligned} & 99 \\ & 86 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 63 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 93 \% \\ & \mathrm{DF} \end{aligned}$ | $\begin{aligned} & 101 \% \\ & 81 \% \end{aligned}$ | $\begin{gathered} 154 \\ 82 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 84 \% \end{aligned}$ | $\begin{gathered} 104 \\ 86 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 93 \% \end{aligned}$ | ${ }_{79 \%}^{147}$ | $\begin{gathered} 97 \\ \text { 87\% } \\ \hline \end{gathered}$ | ${ }_{86 \%}^{128}$ | $\begin{aligned} & 100 \\ & \\ & 74 \% \end{aligned}$ | $\begin{gathered} 180 \\ 84 \% \end{gathered}$ | $\begin{gathered} 140 \\ 85 \% \end{gathered}$ | $\begin{aligned} & 30 \% \\ & 78 \% \end{aligned}$ | $\begin{gathered} 191 \\ 79 \% \end{gathered}$ |
| Trust very much | $\begin{gathered} 180 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 48 \% \\ & f \end{aligned}$ | $\begin{aligned} & 25 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \text { 62\% } \\ & \text { DF } \end{aligned}$ | $57$ | $\begin{aligned} & 77 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 55 \% \end{aligned}$ | $59 \%$ | 29 52 | $\begin{aligned} & 78 \\ & 42 \% \end{aligned}$ | 50 $45 \%$ | 69 46 | 60 45 | 108 50 | 70 $42 \%$ | 16 $42 \%$ | 103 $43 \%$ |
| Trust somewhat | 145 37 | 50\% | $\begin{aligned} & 95 \\ & 45 \% \\ & 45 \end{aligned}$ | ${ }_{3}^{35}$ | 44\% | 38\% | $\begin{gathered} 29 \\ 31 \% \end{gathered}$ | 44\% | $77 \%$ | 24\% | 45\% | 23 $41 \%$ | ${ }_{39}^{69}$ | 47 | 59\% | 40\% | 73 $34 \%$ | 70\% | 14 $35 \%$ | ${ }_{36}^{88}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 50 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 17 \% \end{aligned}$ | 19\% | $\begin{gathered} 18 \\ 17 \% \\ \mathrm{G} \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 12 \% \\ & 12 \% \\ & \text { a } \end{aligned}$ | ${ }_{22}^{18}$ | * | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | ${ }_{6}^{5}$ | ${ }^{11} 9 \%$ | $\stackrel{3}{5 \%}$ | $\begin{aligned} & 35 \\ & \begin{array}{l} 39 \% \\ k \end{array} \end{aligned}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | 26 $12 \%$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | ${ }^{8} 8$ | 36 |
| Do not trust too much | ${ }^{23} 6$ | 14 81 | 9 | $\begin{aligned} & 7 \\ & 6 \% \\ & 9 \end{aligned}$ | 5 | $\begin{aligned} & \begin{array}{l} 11 \\ 13 \% \\ \mathrm{G} \% \end{array} \end{aligned}$ | : | ${ }_{6 \%}$ | $\begin{gathered} 16 \\ { }^{16} \% \end{gathered}$ | * | $\stackrel{3}{2 \%}$ | $1 \%$ | $\begin{aligned} & 19 \\ & \begin{array}{l} 10 \% \\ \mathrm{~K} \end{array} \end{aligned}$ | $8{ }_{7}^{8}$ | $\stackrel{8}{5 \%}$ | $\stackrel{7}{5 \%}$ | 12\% | 11\% | ${ }_{6} 6$ | 17\% |
| Do not trust at all | 27\% | ${ }^{17} 9$ | 10 ${ }^{5}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 11 \% \\ \mathrm{G} \end{array} \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \\ & 9 \end{aligned}$ | 7 $8 \%$ | * | ${ }^{11} 9$ | 11 6 | ${ }_{6}{ }^{\text {\% }}$ | ${ }_{7}^{8}$ | $\stackrel{2}{4 \%}$ | 15 8 | ${ }_{4}^{4}$ | $\stackrel{8}{5 \%}$ | 14\% | 14 6 | $\stackrel{9}{5 \%}$ | ${ }^{5} 3 \%$ | ${ }^{18} 8$ |
| I am not familiar with this company | 20 ${ }^{\text {\% }}$ | 12\% | 8 | $\stackrel{9}{9 \%}$ | ${ }_{2}^{2}$ | $\stackrel{3}{3 \%}$ | ${ }_{6}^{6}$ | ${ }_{5}^{6}$ | ${ }_{3 \%}^{6}$ | ${ }_{10 \%}$ | ${ }_{5}^{6}$ | ${ }_{2 \%}$ | ${ }_{3}^{5}$ | $\stackrel{2}{2 \%}$ | ${ }_{4}^{6}$ | $\begin{aligned} & 13 \\ & { }_{n} \% \end{aligned}$ | 9\% | ${ }_{4}^{6}$ | ${ }_{2 \%}$ | 14 6 |
| Sigma | 395 $100 \%$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 111 $100 \%$ | 150\% | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | 216 $100 \%$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 39 $100 \%$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 399 | 159 | 240 | 165 | 107 | 64 | 63 | 144 | 163 | 92 | 216 | 49 | 114 | 125 | 146 | 128 | 204 | 181 | 34 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 390 | 191* | 200 | 128* | 98* | 76* | 88* | 139* | 171* | $80^{*}$ | 121 | 61* | 188* | 138* | 143* | 109* | 208 | 171* | 39** | 252 |
| Trust Somewhat/Very Much (Net) | $\begin{aligned} & 274 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 129 \\ 68 \% \end{gathered}$ | ${ }^{146} \%$ | $75 \%$ | $\begin{gathered} 76 \\ 78 \% \\ \hline \mathrm{~g} \end{gathered}$ | $\begin{gathered} 50 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 108 \\ 78 \% \end{gathered}$ | $\begin{gathered} 118 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 61 \% \end{aligned}$ | ${ }_{70}^{84}$ | $\begin{aligned} & 45 \\ & 74 \% \end{aligned}$ | ${ }^{132}$ | $\begin{aligned} & 101 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 107 \\ \underset{p}{55 \%} \end{gathered}$ | $\begin{gathered} 66 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 117 \\ 69 \% \end{gathered}$ | 33\% | $\begin{aligned} & 190 \\ & 75 \% \end{aligned}$ |
| Trust very much | ${ }_{30 \%}^{118}$ | $\begin{aligned} & 60 \\ & 31 \% \end{aligned}$ | ${ }_{28}^{58 \%}$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 38 \\ 39 \% \% \\ \hline \end{gathered}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 52 \\ 37 \% \\ i \end{gathered}$ | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 31 \% \end{aligned}$ | ${ }_{33}^{62}$ | $\begin{aligned} & 51 \\ & 37 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 52 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 76 \\ 37 \% \\ R \end{gathered}$ | $\begin{aligned} & 36 \\ & 21 \% \end{aligned}$ | 23 $60 \%$ | 84\% |
| Trust somewhat | 156 $40 \%$ | ${ }_{39}^{69}$ | 87\% | 55\% | $38{ }^{3} \%$ | 36\% | 27 $31 \%$ | 56\% | 76 | 24\% | 51 $43 \%$ | 26 $43 \%$ | 70 37 | 51\% | ${ }^{55} 9$ | 51 46 | 72 35 | 81 $48 \%$ 9 | 10\% | 105 $42 \%$ |
| Do Not Trust At All/Too Much (Net) | 97\% | $\begin{gathered} 57 \\ 30 \% \\ c \end{gathered}$ | 39\% | $\text { 25 } 20 \%$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 38 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\begin{gathered} 49 \\ 28 \% \\ \text { he } \end{gathered}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | 30 | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | 28\% | 23\% | 32\% | $\begin{aligned} & 34 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 26 \% \end{aligned}$ | 13\% | 24\% |
| Do not trust too much | ${ }_{11}^{45}$ | 21\% | 24 $12 \%$ | $12 \%$ | 11 $12 \%$ | ${ }_{6}^{6}$ | 15\% | ${ }_{6}^{8}$ | $\begin{aligned} & \text { 26 } \\ & 15 \% \\ & h \end{aligned}$ | 11 $13 \%$ | $12 \%$ | ${ }_{1}^{7} \%$ | 26\% | 118\% | $18 \%$ | 159 | ${ }^{25} 2$ | 18\% | 13\% | 24 $10 \%$ |
| Do not trust at all | 52 $13 \%$ | $\begin{aligned} & 37 \\ & { }^{39 \%} \\ & \hline \end{aligned}$ | 15\% | 13 $10 \%$ | 5 | $\begin{aligned} & 15 \\ & 20 \% \\ & E \end{aligned}$ | ${ }_{\text {21 }}^{19}$ \% | 16 $11 \%$ | 23 $13 \%$ | 13 $17 \%$ | ${ }^{18}{ }^{15}$ | $\stackrel{3}{5 \%}$ | ${ }^{28}{ }^{15}$ | 20 $15 \%$ | ${ }^{13} 9$ | 18\% | ${ }_{12}^{26}$ | ${ }^{26} 15$ | - | 29\% |
| I am not familiar with this company | 19 ${ }^{5}$ | $\stackrel{4}{2 \%}$ | $\begin{aligned} & 15 \\ & { }^{7} \% \\ & b \end{aligned}$ | ${ }_{7}^{8}$ | $5{ }_{5}$ | 5\% | ${ }_{1}^{1} \%$ | $\stackrel{7}{5 \%}$ | ${ }_{3}^{5}$ | ${ }^{7} 9$ | $\begin{aligned} & 7 \\ & 6 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{gathered} 6 \\ 10 \% \\ M^{6} \end{gathered}$ | $\stackrel{3}{1 \%}$ | 5 | ${ }_{3}^{4}$ | ${ }^{10} 9$ | 10 ${ }^{5}$ | 10 6 | ${ }_{2 \%}^{1}$ | ${ }^{9} \%$ |
| Sigma | $\begin{aligned} & 390 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 191 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 39 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Muans: Codumns
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 133 | 274 | 167 | 109 | 69 | 62 | 135 | 170 | 102 | 215 | 66 | 106 | 119 | 142 | 146 | 227 | 170 | 33 | 221 |
| Weighted Base | 398 | $160 *$ | 237 | 134* | 89* | 92* | $83^{*}$ | $126 *$ | 181* | $91^{*}$ | 115 | $71^{*}$ | 191* | $118{ }^{*}$ | $142^{*}$ | 138* | 228 | $164 *$ | 44** | 241 |
| Trust Somewhat/Very Much (Net) | 281\% | 112 $70 \%$ | $\begin{aligned} & 169 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 61 \% \end{aligned}$ | $\frac{62}{71 \%}$ | $\begin{aligned} & 66 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 85 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 86 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 81 \% \\ & 70 \% \end{aligned}$ | 46\% | 143 75 | 88\% | 105 | 87\% | 164 $72 \%$ | 114\% | 31 $70 \%$ | 171\% |
| Trust very much | ${ }^{127} 32 \%$ | ${ }^{48} 8$ | 79\% | 27\% | 34 $39 \%$ | 30 31 | 27\% | ${ }_{36}^{45}$ | 54\% | ${ }^{28} 80$ | ${ }_{31}^{36}$ | 25 ${ }^{25}$ | 64\% | 51 $43 \%$ OP | 43 30 | 33 $24 \%$ | 836\% | 426\% | 21\% | 88\% |
| Trust somewhat | ${ }_{39 \%}^{154}$ | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | 90\% | 46\% | 282\% | $\begin{aligned} & 35 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 53 \% \\ & \text { de } \end{aligned}$ | 41\% | 79\% | $34 \%$ | ${ }^{45}$ \% | ${ }_{31}^{22}$ | 80\% | 37 32 | 63\% | 34\% | 80 ${ }^{35}$ | 72 $44 \%$ | 10 $23 \%$ | 835 |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 827 \\ & 27 \end{aligned}$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | ${ }_{20}^{47}$ | $\begin{aligned} & 41 \\ & 31 \% \\ & G \end{aligned}$ | 20\% | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | 11\% | $\begin{aligned} & 31 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | ${ }_{21}^{19}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | 15 ${ }^{15}$ | ${ }_{22}^{43}$ | $\begin{aligned} & 21 \% \\ & 18 \% \end{aligned}$ | 33 ${ }^{33}$ | 33 $24 \%$ | ${ }_{20}^{46}$ | 39 $24 \%$ | 21\% | 21\% |
| Do not trust too much | ${ }^{66} \%$ | 29\% | 37 $16 \%$ | $\begin{aligned} & 34 \\ & \begin{array}{l} 25 \% \\ \text { Eg } \end{array} \end{aligned}$ | 10 | 14\% | 10\% | 21\% | 32\% | $12 \%$ | ${ }_{12}^{12}$ | 119\% | 19\% | 13 $11 \%$ | 26\% | 27\% | 31 $14 \%$ | 33 | -7\% | 39\% |
| Do not trust at all | $\stackrel{21}{5 \%}$ | ${ }^{11} \%$ | 9 | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | ${ }^{8} \%$ | 6\% | ${ }_{1 \%}$ | $9 \%$ | $\stackrel{4}{2 \%}$ | ${ }_{8 \%}^{7}$ | ${ }_{7 \%}$ | ${ }_{5 \%}^{4}$ | 7\% | ${ }_{7 \%}$ | 7\% | ${ }_{4}^{6}$ | 14\% | ${ }_{4 \%}^{6}$ | ${ }_{5 \%}$ | ${ }^{13} 5$ |
| I am not familiar with this company | 30 80 | $9{ }_{6}$ | 219\% | ${ }^{11} 8$ | ${ }_{10}^{9} \%$ | 7 $8 \%$ | 3 | $9 \%$ | 12\% | 11\% | $\begin{aligned} & \begin{array}{l} 3 \\ 11 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \\ & M \end{aligned}$ | 3\% | $\stackrel{9}{8 \%}$ | 3\% | $\begin{aligned} & 17 \\ & 13 \% \\ & 10 \end{aligned}$ | 19\% | ${ }^{11} 7 \%$ | $\stackrel{4}{9} \%$ | ${ }^{18} 8$ |
| Sigma | $\begin{aligned} & 398 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 1810\% | 910 | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | 118 $100 \%$ | 1420 | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | ${ }^{228} 100$ | 164 $100 \%$ | 100\% | 241 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 2 / 20 \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | H |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 402 | 136 | 266 | 167 | 102 | 65 | 68 | 141 | 155 | 106 | 216 | 51 | 107 | 127 | 130 | 145 | 206 | 188 | 28 | 208 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 424 | 172* | 252 | 123* | $90^{*}$ | $116{ }^{*}$ | 96* | 133* | 201* | $90^{*}$ | 136 | 55* | 210* | $128 *$ | 157* | $140 *$ | 236 | 182* | $34^{* *}$ | 250 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 279 \\ 66 \% \end{gathered}$ | $\begin{gathered} 111 \\ 64 \% \end{gathered}$ | $\begin{gathered} 169 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 65 \\ 73 \% \\ \hline \mathrm{~d} \end{gathered}$ | ${ }_{70 \%}$ | $\begin{aligned} & 61 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 61 \% \end{aligned}$ | 72\% | $\begin{aligned} & 147 \\ & 70 \% \end{aligned}$ | 85\% | $\begin{aligned} & 103 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 111 \\ 61 \% \end{gathered}$ | ${ }^{28}{ }^{2} \%$ | 185\% |
| Trust very much | $\begin{gathered} 107 \\ 25 \% \end{gathered}$ | 50\% | ${ }_{27}^{57 \%}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 399 \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & \\ & \hline \end{aligned}$ | 35\% | $\begin{aligned} & \text { 586 } \\ & \hline \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 35 \% \end{aligned}$ | ${ }_{24}^{54}$ | 25 ${ }^{19 \%}$ | $\begin{aligned} & 54 \\ & 34 \% \\ & \mathrm{np} \end{aligned}$ | 28\% | 299\% | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | 14 $40 \%$ | 729\% |
| Trust somewhat | 172 $41 \%$ | 60 35 | 112 $44 \%$ | 41\% | $34 \%$ | $\begin{aligned} & 59 \\ & 51 \% \\ & d \end{aligned}$ | $42 \%$ | 61 46 | 75\% | $3{ }^{36}$ | 50\% | 20\% | ${ }^{93} 4$ | $\begin{gathered} 60 \\ 47 \% \\ 0 \end{gathered}$ | 499\% | 63 $45 \%$ | 95\% | $72 \%$ | 14 $42 \%$ | 113 $45 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 924 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 50 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | 24\% | $\text { 20 } 22 \%$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 27 $28 \%$ | $\begin{aligned} & \text { 184\% } \end{aligned}$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | 21\% | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | 122\% | ${ }_{23}^{48}$ | $29$ | 38 $24 \%$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | 29\% | ${ }_{17}^{6} \%$ | ${ }_{19}^{47}$ |
| Do not trust too much | 56\% | 29\% | 27 $11 \%$ | 8\% | $\begin{gathered} 15 \\ 17 \% \\ d \end{gathered}$ | 15\% | ${ }_{16}^{16}$ | ${ }_{14 \%}^{18}$ | ${ }^{23} 11 \%$ | 15\% | 17\% | 15\% | 28\% | $\begin{aligned} & 21 \\ & 16 \% \\ & \mathrm{p} \end{aligned}$ | $\underset{P}{22} \times$ | ${ }_{6}^{8}$ | 30 $13 \%$ | 24\% | ${ }^{3} \%$ | 30 $12 \%$ |
| Do not trust at all | ${ }_{98}^{98}$ | 21 $12 \%$ | 17\% | 15\% | $4{ }_{4}^{4}$ | $7{ }_{6}$ | $12 \%$ | ${ }_{4}^{6}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 23 \\ 13 \% \\ h \end{array} \end{aligned}$ | $7 \%$ | 118\% | $\stackrel{4}{7 \%}$ | 20 $10 \%$ | ${ }_{6}^{8}$ | 12\% | 18\% | ${ }^{13} 6$ | $\begin{aligned} & 25 \\ & \stackrel{14 \%}{q} \\ & \hline \end{aligned}$ | $\stackrel{3}{8 \%}$ | ${ }^{16}$ |
| I am not familiar with this company | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | 11\% | $\begin{aligned} & 40 \\ & 16 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & \left.\begin{array}{c} 21 \% \\ \mathrm{Eg} \end{array}\right) \end{aligned}$ | ${ }_{6}^{5}$ | 13 $11 \%$ | ${ }_{8 \%}^{8}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }_{11}^{22}$ | 16 | $\begin{aligned} & 25 \\ & 18 \% \\ & \text { IM } \end{aligned}$ | 6\% | 15\% | 13 $10 \%$ | 15 $10 \%$ | 22 $16 \%$ | ${ }_{12}^{29}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | * ${ }_{\text {\% }}$ | ${ }^{18} \%$ |
| Sigma | $\begin{aligned} & 424 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 55 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 34 $100 \%$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level)-B/C-D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 22) \\ 5 \end{array}\right) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k}^{-} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 150 | 253 | 164 | 119 | 69 | 51 | 145 | 160 | 98 | 216 | 56 | 100 | 114 | 150 | 139 | 217 | 172 | 29 | 212 |
| Weighted Base | 385 | 185* | 200 | 119* | 106* | 88* | 72** | 147* | $158{ }^{*}$ | $80^{*}$ | 127 | $62^{*}$ | 172* | $111^{*}$ | $157 *$ | 117* | 214 | 160 * | $37^{* *}$ | 230 |
| Trust Somewhat/Very Much (Net) | 292 $76 \%$ | 144\% | ${ }^{148} 74 \%$ | 74 62 | $\begin{gathered} 92 \\ 87 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 77 \\ & 87 \% \\ & \hline \end{aligned}$ | 498\% | ${ }^{112} 77 \%$ | $\begin{gathered} 127 \\ 81 \% \\ \hline \end{gathered}$ | 52 6 | 95\% | 47\% | 134 78 | 82\% | ${ }^{123} 9$ | 86\% | 1699\% | 120 75 | 31 $84 \%$ | 171 $74 \%$ |
| Trust very much | ${ }_{29 \%}^{112}$ | $\begin{aligned} & \text { 67 } \\ & 36 \% \\ & C \end{aligned}$ | ${ }^{43}$ | $26 \%$ | $\begin{aligned} & 40 \\ & 38 \% \\ & \text { D } \end{aligned}$ | 29\% | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 53 \\ 36 \% \\ j \end{gathered}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | 399\% | 15 ${ }^{15}$ | ${ }_{32}^{52 \%}$ | 48 43 OP | - $44 \%$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 32 \% \end{aligned}$ | 43\% | 21 56 | 80\% |
| Trust somewhat | 180\% | $\begin{aligned} & 77 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 103 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 41 \% \end{aligned}$ | 85\% | 35\% | 57 | 53\% | $79 \%$ | 35 ${ }^{35}$ | ( $\begin{aligned} & 79 \\ & 51 \% \\ & N\end{aligned}$ | $\begin{aligned} & \frac{66}{56 \%} \\ & \stackrel{1}{2} \end{aligned}$ | 1014\% | $77 \%$ | 10\% | 92\% |
| Do Not Trust At All/Too Much (Net) | 51 $13 \%$ | ${ }^{25} 4$ | ${ }^{26} 13 \%$ | $\begin{aligned} & 28 \\ & 23 \% \\ & { }_{23} \% \end{aligned}$ | $7 \%$ | ${ }_{9}^{8}$ | ${ }_{12 \%}$ | 19 $13 \%$ | $18 \%$ | 14\% | ${ }_{15}^{12 \%}$ | ${ }^{8} 3$ \% | 24\% | 16\% | 20 | 15 $13 \%$ | ${ }_{12}^{26}$ | 21 $13 \%$ | $\stackrel{3}{7 \%}$ | 17\% |
| Do not trust too much | 37 $10 \%$ | ${ }^{18}{ }^{10} \%$ | 19\% | $\begin{aligned} & 20 \\ & 17 \% \% \\ & \text { eF } \end{aligned}$ | 6\% | 3\% | 11\% | ${ }^{14} 9$ | 12\% | 114\% | ${ }^{12} 9$ | ${ }^{6} 0 \%$ | ${ }^{16} 9$ | 11 $10 \%$ | ${ }^{13} 8$ | 13 $11 \%$ | 19\% | 14\% | $\stackrel{3}{7 \%}$ | 30 $13 \%$ |
| Do not trust at all | 14\% | $7{ }_{4}^{7}$ | 7\% | $\frac{8}{7 \%}$ | $1 \%$ | 5\% | * | 5 | ${ }_{4}^{6}$ | 3 | $3{ }^{3}$ | ${ }_{3}{ }^{2}$ | 8\% | 5 | 7 $4 \%$ | $2{ }_{2}$ | 7\% | 7 | - | 10 ${ }^{4 \%}$ |
| I am not familiar with this company | ${ }_{11}{ }^{11} \%$ | ${ }^{16} 8$ | ${ }^{26} 13 \%$ | $\begin{aligned} & 18 \\ & 15 \% \\ & \text { ef } \end{aligned}$ | ${ }_{6}^{6}$ | 4\% | 14\% | 15\% | 12\% | 14\% | $\stackrel{16}{13 \%}$ | ${ }_{11 \%}^{6}$ | 14 8 | 13 $11 \%$ | ${ }^{14} 9$ | ${ }^{15} 13 \%$ | 199\% | 20 $12 \%$ | $\stackrel{4}{9} \%$ | 19 ${ }_{8 \%}$ |
| Sigma | $\begin{aligned} & 385 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 180 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | 700\% | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 800\% | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 100\% | 1720\% | 111 $100 \%$ | 157 $100 \%$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 37 $100 \%$ | 230 $100 \%$ |



Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 20 . \\ 5 / 22) \end{array}\right. \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 408 | 154 | 254 | 154 | 121 | 70 | 63 | 133 | 173 | 102 | 228 | 60 | 99 | 131 | 139 | 138 | 224 | 173 | 34 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 425 | 188* | 237 | $113 *$ | 120* | 100* | 91* | 141* | 186* | 98* | 151 | $66^{*}$ | 192* | 147* | 162* | 116* | 261 | 152* | 55** | 259 |
| Trust Somewhat/Very Much (Net) | 274 65 | 123\% | 151 $64 \%$ | 756\% | 81\% | 56\% | ${ }^{63}$ 6\% | $\begin{gathered} 104 \\ 74 \% \\ \hline \end{gathered}$ | $\stackrel{125}{67 \%}$ | 45 | 95\% | 59\% | 131 $68 \%$ | 90 $61 \%$ | 111 69 | 73 $63 \%$ | ${ }_{66 \%}^{173}$ | 97 $64 \%$ | 39\% | 1810\% |
| Trust very much | ${ }_{24 \%}^{102}$ | $\begin{aligned} & 59 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 18 \% \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $23 \%$ | $\begin{aligned} & 53 \\ & 37 \% \\ & 15 \% \end{aligned}$ | 38\% | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | ${ }_{28}^{43}$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | ${ }_{2}^{42}$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 30 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 30 \% \end{aligned}$ |
| Trust somewhat | $\begin{gathered} 172 \\ 41 \% \end{gathered}$ | 64\% | $\begin{gathered} 109 \\ 46 \% \\ b \end{gathered}$ | ${ }_{42}{ }^{2} \%$ | 45\% | $39 \%$ | $\begin{aligned} & 40 \\ & 44 \% \end{aligned}$ | 51 36 | $88 \%$ | 33 $34 \%$ | 52 | 23 $34 \%$ | 89\% | 47\% | 71 | $\begin{aligned} & 55 \\ & 47 \% \\ & \text { n } \end{aligned}$ | 94\% | 74 49 q | 23 $41 \%$ | 105 $41 \%$ |
| Do Not Trust At All/Too Much (Net) | 76\% | 21\% | 37 $15 \%$ | 220\% | 20\% | 20\% | 14\% | 14\% | 35\% | $\begin{aligned} & 27 \\ & 28 \% \\ & H \end{aligned}$ | 31\% | 130\% | 31 $16 \%$ | 29\% | ${ }^{25} 16 \%$ | 22 ${ }^{19}$ | 49\% | 22 $14 \%$ | ${ }_{4 \%}^{2}$ | 38\% |
| Do not trust too much | 19\% | ${ }^{26} 14 \%$ | 23 $10 \%$ | 12 $11 \%$ | 15\% | $11 \%$ | 112\% | ${ }_{6}^{8}$ | 24\% | $\begin{gathered} 17 \\ 17 \% \\ H^{2} \end{gathered}$ | 20 $13 \%$ | ${ }_{12 \%}$ | 20 $11 \%$ | 20\% | 18 | ${ }^{10} 9$ | 32\% | ${ }^{13} 8$ | ${ }_{2}^{1 \%}$ | ${ }^{23} 9$ |
| Do not trust at all | ${ }^{28}{ }_{6}$ | 14\% | 14\% | $\stackrel{10}{9 \%}$ | 5\% | 10\% | $3{ }_{3}^{3}$ | ${ }_{5}^{7} \%$ | 11 $6 \%$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | ${ }_{8 \%}^{12}$ | 5 | 10 ${ }^{1}$ | $9{ }_{6}{ }^{\text {\% }}$ | $7{ }_{4}^{7}$ | 12 | ${ }^{17} 6$ | $9{ }_{6}{ }^{\text {\% }}$ | ${ }^{1} \%$ | ${ }^{14} 6$ |
| I am not familiar with this company | 74\% | 25 $13 \%$ | 29\% | 17 $15 \%$ | 19\% | 24\% | 14\% | 23 ${ }^{16 \%}$ | ${ }^{26} 14 \%$ | 26\% | 25 ${ }^{16 \%}$ | 130\% | 30 $16 \%$ | ${ }^{28}{ }^{19 \%}$ | 25 ${ }^{2}$ \% | 21 18 | 40\% | 33 ${ }^{32}$ | 13 $23 \%$ | 40\% |
| Sigma | ${ }^{425}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | - 55 | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 404 | 153 | 251 | 167 | 121 | 61 | 55 | 141 | 168 | 95 | 210 | 59 | 112 | 115 | 150 | 139 | 214 | 181 | 33 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 424 | 202* | 222 | 132* | 119* | $97^{*}$ | $75^{*}$ | 144* | 190* | 90* | 126 | 66* | 203* | 119* | 180* | 125* | 238 | 181* | 35** | 262 |
| Trust Somewhat/Very Much (Net) | 314 $74 \%$ | $157$ | ${ }^{157}$ | ${ }_{61 \%}^{81 \%}$ | $\begin{gathered} 95 \\ 79 \% \\ \hline \text { 7 } \end{gathered}$ | $\begin{gathered} 75 \\ 78 \% \\ d \end{gathered}$ | $\begin{aligned} & 63 \\ & 83 \% \\ & { }^{6} \% \end{aligned}$ | 67\% | $\begin{aligned} & 150 \\ & 79 \% \end{aligned}$ | 674\% | 83\% | $\begin{aligned} & 53 \\ & 80 \% \\ & k \end{aligned}$ | $\begin{gathered} 162 \\ 80 \% \\ K \end{gathered}$ | $\frac{93}{78 \%}$ | 132 ${ }^{174}$ | $799$ | $\begin{aligned} & 181 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 72 \% \end{aligned}$ | 31 $86 \%$ | 196\% |
| Trust very much | ${ }_{23}^{96}$ | 52 26 | 20\% | 29\% | $\begin{gathered} 38 \\ 32 \% \\ f \end{gathered}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \\ & \text { 35\% } \end{aligned}$ | 31 $17 \%$ | 14 | 29 ${ }^{23}$ | 16 $24 \%$ | 50 $24 \%$ | 31 $26 \%$ | 42\% | 25\% | $\begin{gathered} 67 \\ 28 \% \\ R \end{gathered}$ | ${ }^{28}{ }^{16 \%}$ | 179\% | 59\% |
| Trust somewhat | $\begin{gathered} 218 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 52 \% \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 63 \% \\ & \text { 63\% } \end{aligned}$ | $\begin{aligned} & 48 \\ & 64 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 118 \\ 62 \% \\ H \end{gathered}$ | $\begin{aligned} & 53 \\ & 59 \% \\ & H \end{aligned}$ | $\begin{aligned} & 54 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 114 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 57 \% \end{aligned}$ | 13 $37 \%$ | $\begin{aligned} & 137 \\ & 52 \% \end{aligned}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | 21\% | 11\% | 17\% | ${ }^{10} 8$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | ${ }_{4 \%}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | 16\% | $12 \%$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | ${ }_{9}^{6} \%$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | ${ }_{15}^{15}$ | 14\% | ${ }_{16}^{16}$ | ${ }_{11 \%}^{26}$ | ${ }^{17} 9$ | ${ }_{7 \%}$ | ${ }_{10}^{26}$ |
| Do not trust too much | ${ }^{28} \%$ | 11 $6 \%$ | ${ }^{16} \%$ | $9 \%$ | ${ }_{6 \%}^{7}$ | $9{ }_{9}$ | ${ }_{4}^{3}$ | 13\% | 11 $6 \%$ | $4{ }_{4}$ | ${ }_{5 \%}^{7}$ | 5\% | ${ }^{16} 8$ | ${ }_{6}^{8} \%$ | 5\% | 118\% | 14\% | $13 \%$ | 4\% | 17\% |
| Do not trust at all | ${ }^{17} 4 \%$ | 10 5 \% | ${ }_{3}^{8}$ | $9 \%$ | 3\% | ${ }_{6 \%}^{6}$ | - | ${ }_{3 \%}^{4}$ | 5\% | ${ }_{10}^{9} \%$ | ${ }_{5 \%}^{7}$ | ${ }^{1} \%$ | $7{ }_{4}^{7}$ | 7 | ${ }_{3}{ }^{\text {\% }}$ | 5 | ${ }^{13} 5$ | ${ }_{2}^{4}$ | ${ }^{1} \%$ | ${ }_{3 \%}$ |
| I am not familiar with this company | 65 ${ }^{6}$ | 24 $12 \%$ | 419\% | $\begin{aligned} & 34 \\ & 26 \% \\ & \text { EF } \end{aligned}$ | ${ }_{12}^{15}$ | 7\% | 10 $13 \%$ | 20\% | 25 ${ }^{2} \%$ | 11 $12 \%$ | $\begin{aligned} & 30 \\ & { }_{2}^{33 \%} \\ & \text { IM } \end{aligned}$ | ${ }_{11 \%}^{7}$ | 19\% | 12\% | 33 $18 \%$ | 20\% | 31 $13 \%$ | 33 $18 \%$ | 7\% | 10\% |
| Sigma | $\begin{aligned} & 424 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | 119 $100 \%$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | 100\% | 144 $100 \%$ | 190 $100 \%$ | 900\% $100 \%$ | 126 <br> $100 \%$ | -66\% | 203\% | 119 $100 \%$ | 180\% | 125 $100 \%$ | 238 $100 \%$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | 100\% | 262 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$ \%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 412 | 150 | 262 | 168 | 108 | 76 | 60 | 140 | 190 | 82 | 238 | 53 | 104 | 113 | 161 | 138 | 215 | 184 | 30 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 398 | 191* | 207 | 127* | $85^{*}$ | $97^{*}$ | $89^{*}$ | 121* | 207* | 70* | 135 | 75* | 171* | $113^{*}$ | 173* | 112* | 236 | $148{ }^{*}$ | $37^{* *}$ | 233 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 191 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 56 \% \\ & C \end{aligned}$ | $\begin{aligned} & 84 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 61 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 46 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 57 \% \\ & \mathrm{~K} \% \end{aligned}$ | 50\% | 80\% | ${ }_{40}^{45}$ | $\begin{gathered} 129 \\ 55 \% \\ R \end{gathered}$ | $\begin{aligned} & 59 \\ & 40 \% \end{aligned}$ | 26\% | $\begin{aligned} & 116 \\ & 50 \% \end{aligned}$ |
| Trust very much | 79 | $\begin{gathered} 48 \\ { }^{45 \%} \end{gathered}$ | 31 $15 \%$ | 26\% | 15\% | 19\% | 20\% | ${ }_{26}^{26}$ | 40\% | 13 $18 \%$ | ${ }_{14}^{19}$ | 18\% | $\begin{aligned} & 42 \\ & 24 \% \\ & k \end{aligned}$ | $\begin{aligned} & 31 \\ & 27 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \\ & { }_{P}^{4} \end{aligned}$ | ${ }_{5}^{6}$ | 60 R | 19\% | 13 $34 \%$ | 56\% |
| Trust somewhat | $\begin{gathered} 112 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | 53\% | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $20$ | $\begin{aligned} & 41 \\ & 42 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 361 \\ & 26 \% \end{aligned}$ | 54\% | 26\% | 34\% | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 32 \% \end{aligned}$ | $29$ | 44\% | $\begin{aligned} & 39 \% \\ & 35 \end{aligned}$ | $\text { 70 } 29 \%$ | ${ }_{20}^{47 \%}$ | 14 $36 \%$ | $\begin{aligned} & 60 \\ & 26 \% \end{aligned}$ |
| Do Not Trust At All/Too Much (Net) | ${ }^{98}{ }^{25}$ | ${ }_{26}^{56 \%}$ | 420\% | 27\% | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | ${ }_{26}^{26}$ | 57\% | 15 $21 \%$ | $\begin{aligned} & 322 \\ & 24 \% \end{aligned}$ | 26\% | ${ }^{38}{ }^{2} \%$ | ${ }^{26}$ 23\% | 44\% | $\stackrel{27}{24 \%}$ | ${ }^{48} 8$ | 429\% | ${ }_{16 \%}$ | 65\% |
| Do not trust too much | - 150 | 35 | 25 ${ }^{2} 2$ | ${ }_{12 \%}^{15}$ | $12 \%$ | 10\% | $\begin{aligned} & 24 \\ & 28 \% \\ & \text { 28f } \end{aligned}$ | 13\% | 40\% | 10\% | ${ }_{13}^{18}$ | 16 ${ }^{16}$ | 24\% | 218\% | 25\% | 14\% | ${ }^{28}{ }^{12 \%}$ | ${ }^{28} 9$ | ${ }_{6}{ }^{2}$ | ${ }_{19}^{43}$ |
| Do not trust at all | ${ }^{38} \%$ | 21\% | 17\% | $\begin{aligned} & 20 \\ & 16 \% \\ & \text { eg } \end{aligned}$ | ${ }_{6}^{5}$ | $9{ }_{9}$ | 4\% | ${ }^{12} 10 \%$ | ${ }^{18} 9$ | 11\% | 14 | 100 | 14 8 | ${ }_{5}^{6}$ | 19\% | 13 $12 \%$ | ${ }^{19} 8$ | 15\% | ${ }^{4} 1{ }^{4}$ | ${ }^{21} 9$ |
| I am not familiar with this company | ${ }^{109} 27$ | 29 ${ }^{15}$ | $\begin{aligned} & 81 \\ & 39 \% \\ & B \end{aligned}$ | $\begin{aligned} & 43 \\ & 34 \% \\ & \mathrm{fg} \end{aligned}$ | $\begin{aligned} & 33 \\ & 38 \% \\ & \text { FG } \end{aligned}$ | 19\% | ${ }^{15} 16$ | 37 $31 \%$ | 55\% | 17 $24 \%$ | $\begin{gathered} 50 \\ 37 \% \\ M \end{gathered}$ | 17 23 | ${ }^{36}$ 21\% | 27 $24 \%$ | 43\% | 40 35 | 60\% | ${ }_{3}^{47}$ \% | ${ }^{5} 4 \%$ | 52\% |
| Sigma | $\begin{aligned} & 398 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 191 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | ${ }^{85}{ }^{8} \%$ | 97 $100 \%$ | 890\% | 121 $100 \%$ | 207\% | 70 $100 \%$ | 135 $100 \%$ | 75 $100 \%$ | 1710\% | 113 $100 \%$ | 173\% | 112 $100 \%$ | 236 $100 \%$ | 148 $100 \%$ | 37 $100 \%$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
5 /(20 . \\
5 / 22)
\end{gathered}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\underset{\text { can }}{\text { Republi- }}
$$ \& Democrat \& IndepeOther Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 394 \& 144 \& 250 \& 180 \& 99 \& 64 \& 51 \& 135 \& 157 \& 102 \& 218 \& 44 \& 109 \& 119 \& 137 \& 138 \& 213 \& 169 \& 38 \& 207 <br>
\hline Weighted Base \& 394 \& 190* \& 203 \& 140 \& 89* \& 102* \& $63^{* *}$ \& $147^{*}$ \& $146 *$ \& 101* \& 122 \& $56 * *$ \& 195* \& $130 *$ \& $137 *$ \& $127 *$ \& 231 \& 154* \& $51^{* *}$ \& 236 <br>
\hline Trust Somewhat/Very Much (Net) \& $$
\begin{gathered}
180 \\
46 \%
\end{gathered}
$$ \& $88 \%$ \& $$
\begin{aligned}
& 93 \\
& 46 \%
\end{aligned}
$$ \& 58\% \& 47\% \& $49 \%$ \& 27
$42 \%$ \& 70\% \& ${ }_{46 \%}{ }^{6}$ \& $43 \%$ \& 46\% \& 217\% \& $$
\begin{gathered}
107 \\
55 \% \\
\text { K }
\end{gathered}
$$ \& 51 39 \& 689\% \& 62 $49 \%$ \& 107 46 \& 72
$47 \%$ \& 31
$61 \%$ \& 119 50 <br>
\hline Trust very much \& $$
\begin{aligned}
& 73 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 39 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 140 }
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 30 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{aligned}
& 17 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 111 \% \\
& 17
\end{aligned}
$$ \& 33 \& 25\% \& $$
\begin{aligned}
& 16 \\
& \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 16 \\
& 13 \%
\end{aligned}
$$ \& 16\% \& $$
\begin{gathered}
47 \\
24 \% \\
k
\end{gathered}
$$ \& $$
\begin{aligned}
& \text { 20 } \\
& 16 \%
\end{aligned}
$$ \& 33
$24 \%$ \& $$
\begin{aligned}
& 20 \\
& 16 \%
\end{aligned}
$$ \& $$
{ }^{40} 6
$$ \& 26\% \& 12
$24 \%$ \& ${ }^{48} 20$ <br>
\hline Trust somewhat \& 107 27 \& 53\% \& 54\% \& 38\% \& 24\% \& 322 \& $$
\begin{aligned}
& 16 \\
& 26 \%
\end{aligned}
$$ \& 37\% \& 430\% \& 27\% \& ${ }_{24 \%}^{29}$ \& 122\% \& 30 $31 \%$ \& 31
$24 \%$ \& 35 ${ }^{36 \%}$ \& 41 $32 \%$ \& 60\% \& ${ }_{30}^{45}$ \& 19\% \& 710\% <br>
\hline Do Not Trust At All/Too Much (Net) \& $79 \%$ \& $$
\begin{aligned}
& 54 \\
& 28 \% \\
& \hline
\end{aligned}
$$ \& 25 ${ }^{2}$ \% \& 32\% \& 14\% \& ${ }_{22}^{22}$ \& 117\% \& ${ }^{32}$ 21\% \& 22 $15 \%$ \& 25\% \& ${ }^{18}{ }^{15}$ \& 11
$19 \%$ \& 44\% \& 37\% \& 24\% \& 20\% \& ${ }^{48} \%$ \& 27\% \& 14\% \& 54\% <br>
\hline Do not trust too much \& 49\% \& 37

19\% \& 12\% \& 20\% \& ${ }^{8} \%$ \& 10\% \& 10\% \& 19\% \& 16\% \& 14\% \& ${ }_{5}^{6}$ \& 14\% \& $$
\begin{aligned}
& 32 \\
& \text { 16\% } \\
& \text { K }
\end{aligned}
$$ \& 22 $17 \%$ \& 15

$11 \%$ \& ${ }^{12} 9$ \& 29\% \& ${ }^{18} \%$ \& 11 $22 \%$ \& 37
$16 \%$ <br>
\hline Do not trust at all \& 30 8 \& ${ }^{17} 9$ \& 13\% \& ${ }^{12} 9$ \& 6\% \& $11 \%$ \& $1 \%$ \& ${ }^{13} 9$ \& $7{ }_{5}^{7}$ \& 11\% \& 12\% \& $\stackrel{3}{5 \%}$ \& ${ }^{12} 6$ \& 13
$10 \%$ \& $9{ }_{6}$ \& $9 \%$ \& 19\% \& 10 6 \& $\stackrel{3}{6 \%}$ \& ${ }^{16} \%$ <br>
\hline I am not familiar with this company \& 134

$34 \%$ \& 48\% \& $$
\begin{gathered}
86 \\
42 \% \\
42 \%
\end{gathered}
$$ \& 50\% \& 27 30 \& 31

$31 \%$ \& 26 $40 \%$ \& ${ }^{46}$ 31\% \& 55 ${ }^{5}$ \& 33\% \& $$
\begin{aligned}
& 58 \\
& 48 \% \\
& M
\end{aligned}
$$ \& 24 $43 \%$ \& 24\% \& 44\% \& 46\% \& 45 ${ }^{\text {\% }}$ \& 77\% \& 55 ${ }^{5} \%$ \& ${ }^{5} 11 \%$ \& 64\% <br>

\hline Sigma \& $$
\begin{aligned}
& 394 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 190 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 203 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 140 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
89 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 102 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
63 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 147 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 101 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 122 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
56 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 195 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 130 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 137 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 127 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 231 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 154 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
51 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 236 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 397 | 137 | 260 | 154 | 130 | 62 | 51 | 124 | 164 | 109 | 203 | 64 | 102 | 129 | 139 | 129 | 210 | 175 | 29 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 382 | 159* | 223 | 112* | 104* | 101* | 66** | 116* | 177* | 89* | 109 | 70* | 178* | 135* | 147* | $100 *$ | 231 | 145* | $33^{* *}$ | 234 |
| Trust Somewhat/Very Much (Net) | 270 $71 \%$ | 120 | $\begin{gathered} 150 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 69 \% \end{aligned}$ | $74 \%$ | $78 \%$ | $\begin{aligned} & 40 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 83 \% \end{aligned}$ | $\begin{gathered} 113 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 69 \% \end{aligned}$ | 53\% | 125 70 | $\begin{gathered} 106 \\ 78 \mathrm{P} \end{gathered}$ | 104\% | $\begin{aligned} & 60 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 181 \\ \underset{R}{78 \%} \end{gathered}$ | $\begin{aligned} & 86 \\ & 59 \% \end{aligned}$ | 29\% | 160 $68 \%$ |
| Trust very much | 108\% | $\begin{gathered} 59 \\ 37 \% \\ C \end{gathered}$ | 429\% | 36 33 | $\begin{gathered} 39 \\ 37 \% \\ f \end{gathered}$ | ${ }_{21 \%}^{21}$ | ${ }^{12} 19$ | $\begin{aligned} & 52 \\ & 45 \% \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | 23 26 | $\begin{aligned} & 34 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 23 \% \end{aligned}$ | 519\% | $40 \%$ | 429\% | 26\% | $\begin{aligned} & 84 \\ & 37 \% \\ & \mathrm{R} \end{aligned}$ | 23 $16 \%$ | 15 | 80 34 |
| Trust somewhat | $\begin{gathered} 162 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 61 \% \\ & 38 \% \end{aligned}$ | $\begin{gathered} 101 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 56 \% \\ & d E \end{aligned}$ | 28 ${ }^{28}$ | $\begin{aligned} & 44 \\ & 38 \% \end{aligned}$ | 79 | $\begin{aligned} & 39 \\ & 44 \% \end{aligned}$ | $42 \%$ | $\begin{aligned} & 37 \\ & 53 \% \\ & k \end{aligned}$ | $\begin{aligned} & 73 \\ & 41 \% \end{aligned}$ | 65\% | 62\% | 35 ${ }^{35}$ | ${ }_{4}^{96}$ | 62\% | 14 $42 \%$ | 80 $34 \%$ |
| Do Not Trust At All/Too Much (Net) | 82\% | 25 ${ }^{16 \%}$ | 57 $26 \%$ | 20\% | 210\% | 21\% | 20 $31 \%$ | 14\% | $\begin{aligned} & 48 \\ & 27 \% \\ & H \end{aligned}$ | 23\% | 19\% | 14 | 43 $24 \%$ | ${ }_{13}^{18}$ | 34\% | $\begin{aligned} & 30 \\ & 30 \% \\ & \mathrm{~N} \end{aligned}$ | 36\% | $\begin{gathered} 45 \\ 31 \% \\ Q \end{gathered}$ | 7\% | 25\% |
| Do not trust too much | 57\% | 16\% | 418\% | 16\% | 159 | $12 \%$ | 14\% | ${ }^{10} 8$ | $\begin{gathered} 33 \\ 18 \% \\ \text { 18\% } \end{gathered}$ | 15 | 159\% | $12 \%$ | 27 $15 \%$ | 15\% | ${ }_{13}^{18}$ | $\underset{\mathrm{n}}{23}{ }_{2}^{23}$ | 26 $11 \%$ | $\begin{aligned} & 300 \\ & \text { 20\% } \\ & \mathrm{q} \end{aligned}$ | 2\% | 17\% |
| Do not trust at all | 26\% | 10\% | ${ }^{16} \%$ | $4{ }_{4}^{4}$ | ${ }_{6}^{6}$ | $9 \%$ | ${ }_{9}^{6}$ | 5 | 159\% | ${ }_{6}^{6}$ | $4 \%$ | ${ }_{3}^{2}$ | ${ }^{16} 9$ | ${ }^{3} 2$ | $\begin{aligned} & 16 \\ & 11 \% \\ & \mathrm{n} \end{aligned}$ | $7 \%$ | 9 | $\begin{aligned} & 16 \\ & 11 \% \\ & \underset{q}{1 \%} \end{aligned}$ | * | 19\% |
| I am not familiar with this company | ${ }^{29} 8$ | $\stackrel{14}{9 \%}$ | 15\% | $\begin{aligned} & 14 \\ & 13 \% \\ & { }_{F} \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \\ & f \end{aligned}$ | $1 \%$ | 5\% | ${ }_{5}^{6} \%$ | 17\% | 8\% | $\begin{aligned} & \begin{array}{l} 14 \\ 13 \% \\ \text { Im } \end{array} \end{aligned}$ | ${ }_{3}^{2}$ | ${ }^{10} 6$ | ${ }^{12} 9$ | $9{ }_{6}$ | $9 \%$ | 15 6 | 14\% | ${ }_{5}^{2}$ | ${ }^{16} \%$ |
| Sigma | $\begin{aligned} & 382 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 150 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | 66 $100 \%$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 89 $100 \%$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | 70 $100 \%$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 135 $100 \%$ | 147 $100 \%$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | 231 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 33 $100 \%$ | 234 $100 \%$ |



Base: All Respondents


| Unweighted Base | 392 | 146 | 246 | 172 | 106 | 60 | 54 | 113 | 180 | 99 | 221 | 49 | 99 | 117 | 122 | 153 | 194 | 181 | 32 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 371 | $167^{*}$ | 204 | $129 *$ | $90^{*}$ | 84* | $68^{*}$ | 102* | 186* | $83^{*}$ | 126 | $58^{*}$ | 164* | 115* | 132* | $124 *$ | 194 | $162^{*}$ | 39** | 229 |
| Trust Somewhat/Very Much (Net) | 239 6 | $\begin{gathered} 120 \\ 71 \% \\ c \end{gathered}$ | 119 $59 \%$ | $\begin{aligned} & 71 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 70 \% \\ & 70 \% \end{aligned}$ | $\begin{gathered} 70 \\ 83 \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 35 \\ & 51 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 65 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 127 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 56 \% \end{aligned}$ | 59\% | $\begin{aligned} & 40 \\ & 69 \% \\ & K \end{aligned}$ | $\begin{gathered} 129 \\ { }_{\mathrm{K}}^{\mathrm{K}} \mathrm{~K} \end{gathered}$ | 81\% | $\begin{aligned} & 88 \\ & 66 \% \end{aligned}$ | 70 | ${ }^{135} 6$ | 100 $62 \%$ | 25 64 | 1599\% |
| Trust very much | 90 $24 \%$ | $\begin{gathered} 51 \\ 30 \% \\ c \end{gathered}$ | 39 $19 \%$ | 36\% | 259\% | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | 14\% | 299\% | 47\% | 13 | 23 $18 \%$ | 180\% | $\begin{gathered} 49 \\ 30 \% \\ k \end{gathered}$ | $\begin{aligned} & 31 \\ & \text { 27\% } \\ & \hline \end{aligned}$ | 31 ${ }_{\text {31 }}$ | 17 $14 \%$ | 56\% | 32\% | 189\% | 70 $31 \%$ |
| Trust somewhat | $\begin{gathered} 149 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 41 \% \end{aligned}$ | ${ }_{39}^{80}$ | $\begin{aligned} & 386 \\ & 28 \end{aligned}$ | $\begin{aligned} & 38 \\ & 42 \% \\ & 4 \end{aligned}$ | $\begin{gathered} 55 \\ \text { DEG } \end{gathered}$ | 21 30 | $\begin{aligned} & 36 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 40 \% \end{aligned}$ | ${ }^{36}{ }^{39}$ | $\begin{aligned} & 22 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 49 \% \\ & \mathrm{~K} \end{aligned}$ | $\begin{aligned} & 50 \\ & 43 \% \end{aligned}$ | 46\% | $\begin{aligned} & 54 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 42 \% \end{aligned}$ | 20\% | 899\% |
| Do Not Trust At All/Too Much (Net) | ${ }_{12} 11 \%$ | 23 $14 \%$ | 19\% | $\begin{aligned} & 18 \\ & 14 \% \\ & f \end{aligned}$ | ${ }_{7 \%}$ | $3 \%$ | $\begin{aligned} & 16 \\ & 23 \% \\ & \text { 2F } \end{aligned}$ | 88 | ${ }^{17} 9$ | $\begin{aligned} & 17 \\ & 20 \% \\ & \text { hi } \end{aligned}$ | 21 $17 \%$ | 8\% | ${ }^{14} 9$ | $\stackrel{10}{8 \%}$ | 13 $10 \%$ | 20\% | $\stackrel{23}{12 \%}$ | ${ }^{15} 9$ | 54\% | ${ }^{22} 9$ |
| Do not trust too much | 26\% | 14\% | 12\% | $\begin{gathered} 10 \\ \hline 7 \% \end{gathered}$ | ${ }_{5 \%}^{4}$ | * | $\begin{aligned} & 12 \\ & 18 \% \\ & \text { eF } \end{aligned}$ | ${ }_{6}^{6}$ | 10\% | 12\% | 119\% | 3\% | 11\% | $4{ }_{4}$ | 9\% | $12 \%$ | ${ }^{18} 9$ | $\stackrel{8}{5 \%}$ | $\stackrel{3}{7 \%}$ | ${ }^{15} \%$ |
| Do not trust at all | ${ }^{16} 4{ }^{4}$ | $\stackrel{9}{5 \%}$ | $\begin{aligned} & 7 \% \\ & 4 \% \end{aligned}$ | ${ }_{6}^{8}$ | ${ }_{2}^{2} \%$ | ${ }_{3}^{2}$ | $4{ }_{6}$ | ${ }_{2}^{2}$ | 7 | 8\% | $\begin{aligned} & \text { 10 } \\ & \text { m\% } \end{aligned}$ | $\stackrel{3}{5 \%}$ | $\stackrel{3}{2 \%}$ | $5{ }_{5}$ | $\stackrel{3}{2 \%}$ | ${ }_{6 \%}$ | ${ }_{3 \%}$ | $7 \%$ $4 \%$ | $\stackrel{3}{6 \%}$ | $7 \%$ |
| I am not familiar with this company | 90\% | 25 ${ }^{15}$ | $\begin{gathered} 65 \\ 32 \% \\ B \end{gathered}$ | $\begin{gathered} 40 \\ 31 \% \\ f \end{gathered}$ | 21 23 | 12 $14 \%$ | 17 $26 \%$ | 29\% | ${ }_{22}{ }^{2}$ | 20\% | $\begin{aligned} & 46 \\ & 36 \% \\ & M \end{aligned}$ | 133\% | 20 $12 \%$ | ${ }_{21}^{24}$ | 32 $24 \%$ | 37\% | 36 $19 \%$ | $\begin{gathered} 48 \\ { }_{\mathrm{q}}^{4} \% \end{gathered}$ | 22\% | ${ }_{21}{ }^{1} \%$ |
| Sigma | $\begin{aligned} & 371 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | 180\% | 100\% | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 115 100 | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 39 $100 \%$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
|  | (B) | (C) | (D) | (E) | (F) | (G) | (H) |  | (J) | (K) |  |  |  |  |  |


| Unweighted Base | 402 | 149 | 253 | 166 | 122 | 62 | 52 | 133 | 167 | 102 | 193 | 61 | 116 | 140 | 117 | 145 | 223 | 166 | 37 | 212 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 393 | 190* | 203 | 107 | 117* | 96* | $73^{* *}$ | $123 *$ | 187* | $83^{*}$ | 99 | $72^{*}$ | 196* | $147^{*}$ | 114* | 132* | 238 | 145* | $50^{* *}$ | 237 |
| Trust Somewhat/Very Much (Net) | 209 5 | $\begin{gathered} 119 \\ 62 \% \\ \text { C } \end{gathered}$ | $\begin{aligned} & 90 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 68 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 110 \\ 59 \% \\ j \end{gathered}$ | $\begin{aligned} & 33 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 58 \% \\ & k \end{aligned}$ | $\begin{gathered} 117 \\ \begin{array}{c} 117 \\ \mathrm{~K} \end{array} \end{gathered}$ | $\begin{aligned} & 93 \\ & 63 \mathrm{p} \\ & \hline \end{aligned}$ | $\begin{aligned} & 62 \\ & 55 \% \end{aligned}$ | $53 \%$ | $\begin{aligned} & 134 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 51 \% \end{aligned}$ | 37\% | $\begin{gathered} 142 \\ 60 \% \end{gathered}$ |
| Trust very much | 78\% | ${ }_{29}^{55}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 34 \% \\ & \mathrm{nff}^{2} \end{aligned}$ | 177\% | 12\% | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 20\% | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 48 \\ \stackrel{44}{\mathrm{~K}} \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 40 \\ & 27 \% \\ & \hline \end{aligned}$ | ${ }^{28}{ }^{25}$ | $9{ }^{9} \%$ | ${ }_{20}^{47}$ | 30 $21 \%$ | 22 44 | ${ }^{68} \%$ |
| Trust somewhat | 131 $33 \%$ | 64\% | 67 $33 \%$ | 26\% | 40\% | 32 33\% | 33 $45 \%$ | 31 ${ }^{4} \mathrm{j}$ \% | ${ }^{77}$ J $\%$ | 13 $16 \%$ | 299\% | 24\% | 69\% | 53 ${ }_{36}$ | 34 30 | 44\% | ${ }_{36}{ }^{6}$ | $34 \%$ | 16 $31 \%$ | 75 ${ }^{7}$ \% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 65 \\ & 16 \% \\ & \end{aligned}$ | $\begin{gathered} 40 \\ 21 \% \\ \hline \end{gathered}$ | 24 $12 \%$ | 19 $18 \%$ | ${ }_{15}^{15}$ | ${ }^{18}{ }^{19} \%$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | 114\% | 14\% | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | ${ }^{13} 9$ | $\begin{aligned} & \text { 22 } \\ & 19 \% \\ & n \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \\ & \mathrm{~N}^{2} \end{aligned}$ | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | 24 16 | ${ }_{11 \%}^{6}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ |
| Do not trust too much | 410\% | $\begin{gathered} 28 \\ 15 \% \\ { }_{c}^{28} \end{gathered}$ | 13 | 110\% | $\stackrel{10}{9 \%}$ | ${ }_{12}^{12}$ | 10\% | ${ }_{16}^{13}$ | ${ }_{18}^{10 \%}$ | ${ }_{9}^{7} \%$ | $7 \%$ $8 \%$ | 11\% | ${ }^{26} 13 \%$ | $\stackrel{9}{6 \%}$ | 12\% | 14\% | 25 $11 \%$ | $1{ }^{16} \%$ | $\stackrel{4}{8 \%}$ | 29 ${ }^{29}$ |
| Do not trust at all | 23 6 \% | 12\% | 11 6 | ${ }_{8}^{8} \%$ | 3\% | ${ }_{6}^{6} \%$ | 5\% | ${ }_{5 \%}^{7}$ | 13\% | ${ }_{5}^{4} \%$ | 7\% | 5\% | 11 6 \% | ${ }_{3}^{4} \%$ | ${ }_{7 \%}$ | ${ }^{11} 9$ | 14\% | ${ }_{6}^{8} \%$ | ${ }_{4 \%}^{2}$ | 14\% |
| I am not familiar with this company | ${ }_{30 \%}^{120}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 89 \\ 44 \% \\ { }_{B} \end{gathered}$ | $\begin{aligned} & 49 \\ & 46 \% \\ & \hline \end{aligned}$ | 23 20 | 29 $31 \%$ | ${ }^{18}{ }^{2} \%$ | 359\% | ${ }^{46}$ \% | $\begin{aligned} & 38 \\ & 46 \% \\ & h_{1} \end{aligned}$ |  | 17 $24 \%$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | 30\% | $\begin{aligned} & 49 \\ & 37 \% \end{aligned}$ | ${ }_{26}^{66}$ | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\stackrel{7}{7}$ | 51 $22 \%$ |
| Sigma | 393 $100 \%$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | 100\% | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 147 $100 \%$ | 114 $100 \%$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | 238 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 500\% | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 398 | 163 | 235 | 164 | 107 | 70 | 57 | 146 | 164 | 88 | 223 | 54 | 97 | 109 | 148 | 141 | 198 | 185 | 37 | 218 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 405 | $210 *$ | 195 | 122* | 95* | 101* | 87** | 139* | 179* | $87^{*}$ | 132 | $67^{*}$ | 181* | $108 *$ | $150 *$ | 147* | 218 | 175* | $47^{* *}$ | 241 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 276 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 126 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 81 \% \\ & \text { D } \end{aligned}$ | $69$ | 58\% | ${ }_{61}^{84}$ | $\begin{gathered} 135 \\ { }_{4}^{75 \%} \\ \hline \end{gathered}$ | $58$ | $\begin{aligned} & 81 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & \text { 593\% } \\ & \hline \mathrm{k} \end{aligned}$ | $\begin{aligned} & 129 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 78 \% \\ & \hline 0 \end{aligned}$ | $\begin{aligned} & 91 \% \\ & 61 \% \end{aligned}$ | $\begin{gathered} 101 \\ 69 \% \end{gathered}$ | $\begin{gathered} 163 \\ 75 \% \\ r \end{gathered}$ | $\begin{gathered} 109 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 69 \% \end{aligned}$ |
| Trust very much | ${ }_{26 \%}^{104}$ | $\begin{aligned} & 76 \\ & 36 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 384 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 31 \% \end{aligned}$ | 20\% | $\begin{aligned} & 21 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | ${ }_{23}^{43}$ | ${ }_{26}^{26}$ | 229\% | 20\% | ${ }_{30}$ | $\begin{aligned} & 41 \\ & 38 \% \\ & 0 \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 24 \% \end{aligned}$ | 67 $31 \%$ | ${ }^{36}$ 21\% | 24 | 782\% |
| Trust somewhat | 172 $42 \%$ | 74\% | $\begin{aligned} & 98 \\ & 50 \% \\ & B \end{aligned}$ | ${ }_{31}^{38}$ | $\begin{gathered} 47 \\ 49 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 49 \\ & 49 \% \\ & d \end{aligned}$ | 38\% | 46\% | $\begin{aligned} & 91 \\ & 51 \% \\ & H \end{aligned}$ | 35\% | 52\% | 33 49 | 75\% | 43 | 642\% | 654\% | 96\% | 73 $42 \%$ | $\stackrel{7}{15 \%}$ | 89\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\frac{6}{7} \%$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | ${ }_{7 \%}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | ${ }_{8 \%}^{5}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }_{7}^{8}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | 209\% | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | ${ }^{8} 6$ | ${ }_{12}^{28}$ |
| Do not trust too much | ${ }^{28} \%$ | ${ }^{13} 6$ | ${ }^{15} 8$ | 13\% | 7\% | ${ }_{3}^{4} \%$ | 6\% | $\begin{aligned} & 16 \\ & 12 \% \\ & { }_{j}^{2} \end{aligned}$ | 11\% | $1 \%$ | ${ }_{4 \%}$ | 8\% | 13\% | ${ }_{5}^{6} \%$ | 11\% | 118\% | ${ }^{13} 6$ | ${ }^{13} 8$ | ${ }_{13}^{6} \%$ | ${ }^{18}{ }_{8}{ }^{1}$ |
| Do not trust at all | 21 5 | 12\% | 5\% | ${ }_{7 \%}$ | $\stackrel{3}{3 \%}$ | $9{ }_{9}^{9}$ | ${ }_{1}^{1 \%}$ | ${ }_{4}^{6}$ | 10\% | ${ }_{6}^{6}$ | $\begin{aligned} & 17 \\ & 13 \% \\ & \text { LM }^{13 \%} \end{aligned}$ | - | $\stackrel{4}{2 \%}$ | ${ }_{2 \%}$ | 12 81 | ${ }_{5}^{8}$ | ${ }_{3}^{6}$ | 12\% | ${ }_{3 \%}$ | ${ }^{10} 4 \%$ |
| I am not familiar with this company | 79\% | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | ${ }_{23}^{45}$ | $\begin{gathered} 28 \\ 23 \% \\ \text { 23\% } \end{gathered}$ | 10\% | 19\% | 23 ${ }^{26 \%}$ | 23\% | 24\% | 23\% | ${ }^{28}$ | $\stackrel{9}{13 \%}$ | 35\% | 17 $15 \%$ | 36\% | ${ }^{26}$ | 35 ${ }^{3}$ | $\begin{aligned} & 40 \\ & 23 \% \end{aligned}$ | ${ }_{17}{ }^{8}$ | ${ }_{19}^{46}$ |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 87 $100 \%$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | 150 $100 \%$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ |




Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 416 | 138 | 278 | 181 | 119 | 57 | 59 | 130 | 176 | 110 | 211 | 57 | 118 | 128 | 146 | 142 | 213 | 191 | 35 | 207 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 421 | $168{ }^{*}$ | 252 | 128 | 114* | 111* | 69* | 131* | 190* | 99* | 116 | $53^{*}$ | 222* | 121* | $173 *$ | $127 *$ | 240 | $168 *$ | $41^{* *}$ | 233 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 180 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 95 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 88 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 47 \% \\ & 47 \end{aligned}$ | $\begin{aligned} & 55 \\ & 49 \mathrm{G} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 54 \\ & 48 \% \\ & \hline \mathrm{G} \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 55 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 69 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 50 \% \\ & \text { K } \end{aligned}$ | $\begin{aligned} & 54 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 109 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 42 \% \end{aligned}$ | 730 | 120 $52 \%$ |
| Trust very much | $\begin{aligned} & 76 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \\ & \hline \end{aligned}$ | 34 $14 \%$ | $\begin{aligned} & 23 \\ & 18 \% \\ & \mathrm{~g} \% \end{aligned}$ | $\begin{gathered} 26 \\ { }_{\text {23}} \end{gathered}$ | $\begin{aligned} & \frac{23}{21 \%} \\ & \mathrm{~g} \end{aligned}$ | ${ }_{6 \%}^{4}$ | 32 ${ }^{3}$ | ${ }^{18} 9$ | $\begin{aligned} & 27 \\ & 27 \% \end{aligned}$ | 15 $13 \%$ | ${ }_{11 \%}^{6}$ | $\begin{aligned} & 42 \\ & 22 \% \\ & k \end{aligned}$ | 24 20 | 33 $19 \%$ | 20 $15 \%$ | 49\% | 27 $16 \%$ | 19\% | 56\% |
| Trust somewhat | 104 $25 \%$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | 53 | $\begin{aligned} & 37 \\ & 29 \% \% \\ & \text { G } \end{aligned}$ | $\begin{gathered} 30 \\ 26 \% \\ 96 \\ 9 \end{gathered}$ | $\begin{gathered} 30 \\ 27 \% \\ 9 \\ 9 \end{gathered}$ | 7 $10 \%$ | $\stackrel{41}{31} \%$ | $\begin{aligned} & 51 \\ & \text { 27\% } \\ & \text { jo } \end{aligned}$ | 13 $13 \%$ | 20\% | $\begin{aligned} & 17 \\ & 32 \% \\ & k \end{aligned}$ | $\begin{aligned} & \text { 617\% } \\ & \underset{k}{27 \%} \end{aligned}$ | 30\% | 43\% | 31\% | 60 25 | 43\% | 119\% | 64\% |
| Do Not Trust At All/Too Much (Net) | ${ }^{68}{ }^{16 \%}$ | $\begin{gathered} 38 \\ 238 \\ \hline \end{gathered}$ | 30 $12 \%$ | 25 ${ }^{19}$ | 20 | ${ }_{15}^{15}$ | ${ }_{11 \%}$ | 17\% | 33 $18 \%$ | 17\% | 20\% | ${ }_{16 \%}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 29\% | 20\% | 43\% | 19\% | ${ }^{7} 8 \mathrm{\%}$ | ${ }_{19}^{44}$ |
| Do not trust too much | 43\% | 21 $13 \%$ | ${ }^{22} 9$ | 16\% | $12 \%$ | ${ }^{10} 9$ | $5 \%$ | 118\% | ${ }^{26} 13 \%$ | 7\% | 119\% | 5\% | ${ }^{26} 12$ | 119\% | 22 $13 \%$ | 10 81 | 29 $12 \%$ | 11 $6 \%$ | $\stackrel{4}{10 \%}$ | 29\% |
| Do not trust at all | 25 6 | $\begin{aligned} & 17 \\ & 10 \% \\ & \text { C } \end{aligned}$ | ${ }_{3 \%}$ | $9{ }_{7}$ | ${ }^{8} \%$ | $5{ }^{6}$ | ${ }_{3}^{2}$ | ${ }_{5}^{6}$ | 8 | $11 \%$ | $\stackrel{9}{8 \%}$ | 4\% | ${ }^{10} 5$ | $7{ }_{6} \mathbf{6}$ | $7{ }_{7 \%}$ | 10 $8 \%$ | 15 $6 \%$ | 5\% | $3{ }^{3}$ | ${ }^{15} 7$ |
| I am not familiar with this company | $\begin{gathered} 173 \\ 41 \% \end{gathered}$ | 22\% | $\begin{gathered} 135 \\ 53 \% \\ B \end{gathered}$ | 43 $34 \%$ | 38 | 417\% | $\begin{gathered} 50 \\ \text { 73\% } \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 42 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 88 \\ & 46 \% \\ & 4 \end{aligned}$ | 433 | $\begin{aligned} & 62 \\ & 53 \% \\ & { }^{6} \% \end{aligned}$ | 22 $41 \%$ | $\begin{aligned} & 75 \\ & 34 \% \end{aligned}$ | ${ }_{40}^{48}$ | ${ }^{68} 9$ | 57\% | ${ }_{37}^{88}$ | 78\% | 10\% | ${ }_{30}^{69}$ |
| Sigma | 421 $100 \%$ | $\begin{aligned} & \text { 168 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 41 $100 \%$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level)-B/C-D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJT-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ | Gende |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |  |  |  |


| Unweighted Base | 400 | 150 | 250 | 175 | 99 | 65 | 61 | 155 | 148 | 97 | 229 | 54 | 97 | 111 | 154 | 135 | 219 | 171 | 40 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 376 | $163^{*}$ | 213 | 115* | 98* | 89* | 74* | 155* | $134 *$ | $87^{*}$ | 132 | $56 *$ | $172^{*}$ | 104* | 166* | 106* | 240 | $127 *$ | $53^{* *}$ | 245 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 224 \\ 60 \% \end{gathered}$ | $\begin{gathered} 112 \\ 69 \mathrm{C} \% \end{gathered}$ | $\begin{gathered} 112 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & \text { 64 } \\ & 66 \% \\ & d \end{aligned}$ | $\begin{aligned} & 58 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 58 \% \end{aligned}$ | 699 | $\begin{aligned} & 76 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 69 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 65 \\ & 62 \% \\ & 62 \end{aligned}$ | $\begin{gathered} 108 \\ 65 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 51 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 158 \\ 66 \% \\ R \end{gathered}$ | $\begin{aligned} & 63 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 158 \\ 64 \% \end{gathered}$ |
| Trust very much | ${ }_{29 \%}^{108}$ | $\begin{gathered} 61 \\ 37 \% \\ C \end{gathered}$ | ${ }_{22 \%}^{47}$ | $\begin{aligned} & 31 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 32 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $59$ | ${ }^{36}$ 27\% | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | 31 23 | 122\% | $\begin{gathered} 64 \\ 37 \% \\ k \end{gathered}$ | 27 $26 \%$ | ${ }_{35}{ }_{3}^{2}$ | 26\% | $\begin{aligned} & 87 \\ & 36 \% \\ & \mathrm{R} \end{aligned}$ | 21 16 | 29\% | 79\% |
| Trust somewhat | ${ }_{31 \%}^{116}$ | $\begin{aligned} & 51 \% \\ & 31 \% \end{aligned}$ | 34\% | ${ }_{24}^{28}$ | 32\% | ${ }^{26} 9$ | $\begin{aligned} & 30 \\ & 40 \% \end{aligned}$ | 40\% | 40\% | $\begin{gathered} 36 \\ 42 \% \\ \mathrm{~h} \end{gathered}$ | 41\% | 15\% | $\begin{aligned} & 56 \\ & 32 \% \end{aligned}$ | $38{ }_{36 \%}$ | 53 32 | 25\% | $\begin{aligned} & 71 \\ & 30 \% \end{aligned}$ | 423\% | 158\% | 79 |
| Do Not Trust At All/Too Much (Net) | ${ }_{11}{ }^{1}$ | 20 $12 \%$ | 21 $10 \%$ | $\begin{aligned} & 23 \\ & 20 \% \% \\ & \mathrm{fG} \end{aligned}$ | 10 $11 \%$ | ${ }_{7 \%}^{6}$ | 3\% | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | 14\% | 11 $13 \%$ | $14 \%$ | $\stackrel{7}{12 \%}$ | ${ }_{11}^{18}$ | ${ }_{9}^{9}$ | 19\% | 13 $12 \%$ | ${ }^{26} 11 \%$ | 15\% | $\stackrel{7}{14 \%}$ | 27\% |
| Do not trust too much | 24\% | 10\% | 14\% | $\begin{gathered} 16 \\ 14 \% \\ \text { EfG } \end{gathered}$ | $3{ }_{3}$ | $3{ }^{3}$ | 2\% | $9{ }^{9} \%$ | 10\% | $6 \%$ | ${ }_{6}^{8}$ | 8\% | 11\% | ${ }_{6}^{7} \%$ | ${ }^{11} \%$ | ${ }_{5}^{6}$ | ${ }^{15} 6$ | $8{ }_{6}$ | ${ }_{11 \%}$ | 20\% |
| Do not trust at all | ${ }^{17} 5$ | 10\% | 7\% | ${ }_{5}^{6} \%$ | ${ }_{8 \%}$ | ${ }_{3}^{3} \%$ | 2\% | ${ }_{5}^{8} \%$ | ${ }_{3}^{4} \%$ | 6\% | ${ }_{5 \%}^{7}$ | ${ }_{4 \%}^{2}$ | 74 | ${ }_{3}^{3} \%$ | ${ }_{5}^{8} \%$ | ${ }_{6 \%}^{7}$ | 114\% | 7\% | ${ }_{2 \%}$ | 7\% |
| I am not familiar with this company | 111 $30 \%$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 80 \\ 38 \% \\ B \end{gathered}$ | 34\% | ${ }_{23}^{23}$ | 259\% | 299\% | 40\% | ${ }_{33}^{45}$ | 26\% | $\begin{aligned} & 46 \\ & 35 \% \\ & M \end{aligned}$ | $\begin{aligned} & 22 \\ & 38 \% \\ & M \end{aligned}$ | 34 | 30\% | ${ }^{38}{ }^{3} \%$ | $\begin{gathered} 43 \\ 40 \% \\ \hline \end{gathered}$ | ${ }_{26}^{56}$ | $\begin{aligned} & 49 \\ & 39 \% \end{aligned}$ | ${ }_{4}^{2}$ | 60\% |
| Sigma | $\begin{aligned} & 376 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | 115 $100 \%$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 134 $100 \%$ | -8700 | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | 172 $100 \%$ | 104 $100 \%$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 106 } \\ & 100 \% \end{aligned}$ | 240 $100 \%$ | 127 $100 \%$ | 533 | 245 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{KLL/M-N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} 10, a l \\ (5 / 20 . \\ 5 / 22) \end{array}\right. \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | Less than | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 404 | 165 | 239 | 178 | 100 | 69 | 57 | 128 | 179 | 97 | 220 | 54 | 112 | 114 | 144 | 146 | 203 | 192 | 32 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 429 | 236* | 192 | 139 | 98* | 112* | 80** | 135* | 196* | 98* | 143 | $68^{*}$ | 199* | $128{ }^{*}$ | 162* | 138* | 232 | 187* | 48** | 261 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 273 \\ 64 \% \end{gathered}$ | $\begin{gathered} 165 \\ 70 \% \\ C \end{gathered}$ | 109 57 | $\begin{aligned} & 71 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & \text { 68\% } \\ & \text { 699\% } \end{aligned}$ | $\begin{aligned} & 77 \\ & 69 \% \\ & d \end{aligned}$ | $57$ | 94\% | $\begin{gathered} 121 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 59 \% \end{aligned}$ | 85\% | 43 $64 \%$ | 141\% | 84\% | ${ }^{112} 69$ | 78 $56 \%$ | $\begin{gathered} 176 \\ 76 \% \\ \mathrm{R} \end{gathered}$ | 95\% | 33 68 | 175 $67 \%$ |
| Trust very much | 22\% | 60 | 17\% | 27 ${ }_{19}$ | $\begin{aligned} & 27 \\ & 28 \% \\ & f \end{aligned}$ | 15 $14 \%$ | 24 30 | $\begin{aligned} & 42 \\ & 32 \% \\ & \text { ij } \end{aligned}$ | 37 $19 \%$ | 14 | 27 | 20\% | ${ }^{46} 23$ | $\begin{aligned} & \text { 330 } \\ & \text { 23\% } \\ & \hline \end{aligned}$ | ${ }_{\text {29\% }}^{\text {P }}$ | 16 $11 \%$ | $\underset{\text { 27\% }}{6}$ | 30\% | 17 $35 \%$ | 73 28\% |
| Trust somewhat | $\begin{gathered} 180 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 44 \% \end{aligned}$ | ${ }_{39}^{75}$ | ${ }_{32}^{44}$ | $4{ }_{42}$ | $\begin{aligned} & \text { 62 } \\ & 55 \% \% \\ & \text { 2 } \end{aligned}$ | $\begin{aligned} & 33 \\ & 41 \% \end{aligned}$ | 52\% | 843\% | 45 | 58\% | 24\% | 958\% | $54 \%$ | 640\% | 62\% | $\begin{gathered} 113 \\ 49 \% \\ r \end{gathered}$ | ${ }^{66} 9$ | 16 3 \% | 102 $39 \%$ |
| Do Not Trust At All/Too Much (Net) | 83 $19 \%$ | 50\% | 33 | 35\% | 17\% | 22\% | 10 $13 \%$ | ${ }_{13}^{18}$ | ${ }_{22}{ }^{2} \%$ | 21 21 | 31 22 | 10 $14 \%$ | 37 $19 \%$ | 23 $18 \%$ | 31 $19 \%$ | ${ }_{21}^{28}$ | 32 $14 \%$ | $\begin{aligned} & 49 \\ & 26 \% \\ & \hline \end{aligned}$ | 10 $21 \%$ | ${ }_{19}^{48}$ |
| Do not trust too much | 19\% | ${ }^{33} 14 \%$ | ${ }^{17} 9$ | ${ }^{18} 18$ | $11 \%$ | 12 11 | 10\% | $8{ }_{6}^{8}$ | ${ }^{26} 13 \%$ | 15\% | 199\% | 5\% | 25 ${ }^{13}$ | ${ }^{11} 9$ | $19 \%$ | 19 | 16\% | $\begin{gathered} 31 \\ 17 \% \\ \text { Q } \end{gathered}$ | ${ }_{7}^{7} \%$ | 34 $13 \%$ |
| Do not trust at all | $34 \%$ | 17\% | ${ }^{17} 9$ | ${ }^{16}$ 12\% | ${ }_{6}^{6}$ | ${ }^{10} 9$ | ${ }_{2}^{2}$ | 10\% | ${ }^{18} 9$ | ${ }_{6}^{6}$ | ${ }^{13} 9$ | ${ }_{9}^{6}$ | 12\% | ${ }^{12} 9$ | 12\% | 10\% | 16\% | ${ }_{18}^{18}$ | $\stackrel{4}{7 \%}$ | 14 6 |
| I am not familiar with this company | 72 $17 \%$ | ${ }^{22} 9$ | $\begin{gathered} 50 \\ 26 \% \\ 26 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & 24 \% \end{aligned}$ | 13 $13 \%$ | 13 $11 \%$ | 13 $16 \%$ | 22 $17 \%$ | 31 $16 \%$ | 19\% | 26\% | 152\% | 21\% | 21 $17 \%$ | 19\% | $\underset{0}{32}{ }_{0}^{32}$ | 24\% | $\begin{aligned} & 42 \\ & { }_{2}^{23} \% \end{aligned}$ | $\stackrel{5}{11 \%}$ | 38 $14 \%$ |
| Sigma | $\begin{aligned} & 429 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | 135 $100 \%$ | ${ }^{196}{ }^{10 \%}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | 128 $100 \%$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 232 $100 \%$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 100\% | 261 $100 \%$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(520 \\ 5 / 22) \end{gathered}$ |  | er | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 403 | 149 | 254 | 165 | 113 | 58 | 67 | 133 | 169 | 101 | 208 | 56 | 118 | 134 | 143 | 126 | 220 | 176 | 35 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 402 | 185* | 218 | 128* | 103* | $80^{*}$ | 91* | 134* | 201* | 68* | 120 | 57* | 206* | 138* | 167* | $97^{*}$ | 239 | 159* | 41** | 263 |
| Trust Somewhat/Very Much (Net) | $\stackrel{226}{56 \%}$ | $\begin{aligned} & 120 \\ & { }_{6}^{65 \%} \end{aligned}$ | $\begin{gathered} 107 \\ 49 \% \end{gathered}$ | 54\% | 60 $58 \%$ | $\begin{aligned} & 54 \\ & 68 \% \\ & d \end{aligned}$ | 482\% | $\begin{aligned} & 83 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 121 \\ 60 \% \\ \hline \end{gathered}$ | 23 3 \% | ${ }^{63} 5$ | 52\% | 124 $60 \%$ | 73 $53 \%$ | 104 $62 \%$ | 49\% | 145 $61 \%$ | 79\% | 31 $76 \%$ | 158 $60 \%$ |
| Trust very much | ${ }_{22 \%}^{88}$ | $\begin{aligned} & 55 \\ & 30 \% \\ & 30 \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $27$ | $200$ | $\text { 20 } 22 \%$ | $\begin{aligned} & 38 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 23 \% \\ & \hline \end{aligned}$ | ${ }_{6 \%}^{4}$ | 24\% | 16\% | $\begin{aligned} & 52 \\ & 25 \% \end{aligned}$ | 25 ${ }^{18}$ | $\begin{aligned} & 50 \\ & 30 \% \\ & \text { P } \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 43 \% \end{aligned}$ | 76\% |
| Trust somewhat | $\begin{gathered} 138 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 35 \% \end{aligned}$ | 73 $34 \%$ | 43 $34 \%$ | 33 | $\begin{aligned} & 35 \\ & 43 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 28 \\ & 31 \% \end{aligned}$ | 454\% | $75$ | 19\% | 38\% | 21 36 | $\begin{aligned} & 71 \\ & 35 \% \end{aligned}$ | ${ }_{38}{ }^{2}$ | $\begin{aligned} & 54 \\ & 32 \% \end{aligned}$ | 36\% | 855\% | 53\% | 13 33 | 81\% |
| Do Not Trust At All/Too Much (Net) | ${ }^{67} \%$ | $\begin{gathered} 42 \\ { }_{2}^{42 \%} \end{gathered}$ | ${ }_{12 \%}$ | ${ }_{26}^{26}$ | 14 $14 \%$ | 12 $15 \%$ | 14\% | 17\% | 31 $16 \%$ | 26\% ${ }_{\text {18 }}$ | 19\% | $\stackrel{4}{7 \%}$ | $\begin{aligned} & 41 \\ & 20 \% \\ & \hline \end{aligned}$ | 29 $21 \%$ | 21 $13 \%$ | 17\% | 33 $14 \%$ | ${ }^{33}$ 21\% | ${ }_{19}{ }^{8}$ | ${ }_{16}^{43}$ |
| Do not trust too much | ${ }_{12}{ }^{2} \%$ | 31 $\substack{17 \% \\ c}$ | ${ }^{18} 8{ }^{8}$ | 20\% | 10\% | ${ }_{8}^{6} \%$ | 13 $14 \%$ | 10\% | 28\% | 10\% | 16\% | 3\% | $\begin{aligned} & 31 \\ & 15 \% \\ & 1 \end{aligned}$ | ${ }_{13}^{18}$ | 18\% | 13 $13 \%$ | ${ }^{20} 8$ | $\begin{aligned} & 28 \\ & 18 \% \\ & { }_{Q}^{2} \% \end{aligned}$ | ${ }_{19}{ }^{8}$ | 12\% |
| Do not trust at all | ${ }^{18}{ }_{4}$ | 10 5 | 8 | $\stackrel{7}{5 \%}$ | 5 | ${ }_{7}^{6} \%$ | ${ }_{1}^{1 \%}$ | ${ }_{6}^{7} \%$ | ${ }_{1 \%}^{3}$ | 119\% | $\stackrel{4}{3 \%}$ | ${ }_{3}^{2}$ | 11 5 | 10\% | 2\% | $4{ }_{4}^{4}$ | 13 5 | ${ }_{3}^{5}$ | - | 11 4 \% |
| I am not familiar with this company | 110 $27 \%$ | 24 $13 \%$ | $\begin{aligned} & 86 \\ & 39 \% \\ & \hline \end{aligned}$ | 37 ${ }^{39 \%}$ | 29\% | $14 \%$ | 30 $33 \%$ | 34\% | ${ }^{48} 2$ | $\begin{aligned} & 27 \\ & 40 \% \\ & h 1 \end{aligned}$ | $\begin{gathered} 32 \% \\ \mathrm{~m} \\ \hline \end{gathered}$ | $\begin{aligned} & \begin{array}{c} 23 \\ 41 \% \\ M \end{array} \end{aligned}$ | 40\% | 36 $26 \%$ | 42\% | 32\% | 61 26 | ${ }_{30}{ }^{2} \%$ | $\stackrel{2}{5 \%}$ | $\stackrel{62}{24 \%}$ |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 180 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 41 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $0 \%$ risk Ievel)-B/C - D/E/F/G H/TJ-KILM-N/O/P - Q/R - STT


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 413 | 157 | 256 | 179 | 105 | 62 | 67 | 147 | 177 | 89 | 214 | 74 | 101 | 142 | 131 | 140 | 221 | 179 | 40 | 218 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 406 | 170 * | 235 | 134 | $94^{*}$ | $86 *$ | $92^{*}$ | 157* | $178{ }^{*}$ | 70* | 117 | $78 *$ | 181* | 152* | $140^{*}$ | 114* | 233 | 158* | $53^{* *}$ | 249 |
| Trust Somewhat/Very Much (Net) | $\quad{ }_{47 \%}$ | $\begin{gathered} 93 \\ 54 \% \\ c \end{gathered}$ | $\text { 99 } 9$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 56 \% \\ & \text { Cg } \end{aligned}$ | $\begin{aligned} & 46 \\ & 54 \% \\ & d \end{aligned}$ | $\begin{aligned} & 39 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 51 \% \end{aligned}$ | 85\% | $\begin{aligned} & 27 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 38 \% \end{aligned}$ | 39\% | $\begin{aligned} & 97 \\ & 54 \% \\ & k \end{aligned}$ | $\begin{aligned} & 91 \\ & 60 \% \\ & \text { OP } \end{aligned}$ | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 51 \% \end{aligned}$ |
| Trust very much | $\begin{aligned} & 76 \\ & \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & { }_{26}^{26} \% \\ & C \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 27 \\ 28 \% \\ \text { 28\% } \end{gathered}$ | ${ }_{10}^{8} \%$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 29 \% \\ & { }_{3}^{4} \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \\ & \text { j } \end{aligned}$ | 2 | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | 16 $21 \%$ | $\begin{aligned} & 38 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \\ & 24 \% \\ & { }^{34} \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 56 \\ 24 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{18} 18$ | 189\% | 59\% |
| Trust somewhat | ${ }_{29 \%}^{116}$ | 29\% | 678\% | 24 $18 \%$ | $\begin{gathered} 32 \\ 34 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 38 \\ & 44 \% \\ & \mathrm{Cg} \end{aligned}$ | 224\% | 32\% | 57 $32 \%$ | 25 ${ }^{5}$ | ${ }_{21}^{25}$ | 23 29 | 59\% | $\begin{aligned} & 56 \\ & 37 \% \\ & 0 \end{aligned}$ | 27 ${ }_{19}$ | 33 $29 \%$ | 61 61 | ${ }_{31}^{49}$ | 20\% | ${ }_{28}^{67}$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 66 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 24 \% \\ & C \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & \text { 10\% } \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \\ & \text { EG } \end{aligned}$ | $5{ }_{5}$ | $\begin{aligned} & 19 \\ & \text { 22 } \\ & \text { E } \end{aligned}$ | 10\% | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | ${ }_{12 \%}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 30 \\ \text { 26\% } \\ \text { NO } \end{gathered}$ | ${ }_{19}^{44}$ | ${ }_{12 \%}^{18}$ | ${ }_{12 \%}^{6}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ |
| Do not trust too much | ${ }^{37} 9$ | 24 c c | 14\% | $\begin{aligned} & 19 \\ & 14 \% \\ & { }^{2} \% \end{aligned}$ | $3{ }_{4}^{3}$ | 112\% | $\stackrel{4}{5 \%}$ | ${ }^{13} 8$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $1 \%$ | ${ }^{10} 8$ | 10\% | 17\% | 5\% | $\begin{gathered} 15 \\ \begin{array}{c} 11 \% \\ n \end{array} \end{gathered}$ | $\begin{aligned} & 18 \\ & \begin{array}{l} 16 \% \\ N \end{array} \end{aligned}$ | ${ }^{22} \%$ | 12\% | 8\% | ${ }^{23} 9$ |
| Do not trust at all | 29\% | 18 | 11 | $\begin{aligned} & \begin{array}{l} 14 \\ 11 \% \\ \text { E } \end{array} \end{aligned}$ | $1 \%$ | ${ }^{8} \mathrm{O} \%$ | $5{ }_{5}$ | 13 80 | ${ }_{5}^{8}$ | ${ }^{8} 1{ }^{1}$ | ${ }^{11} 9$ | $3 \%$ | 15 8 \% | $\begin{aligned} & 15 \\ & 10 \% \\ & 0 \end{aligned}$ | ${ }_{1}^{2}$ | $\begin{aligned} & 12 \\ & 10 \% \\ & 0 \end{aligned}$ | 23 $10 \%$ | ${ }_{4}^{6}$ | ${ }_{3 \%}$ | 19\% |
| I am not familiar with this company | ${ }_{37}^{148}$ | $\begin{aligned} & 36 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 112 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 40 \% \end{aligned}$ | 31\% | 21 25 | $\begin{aligned} & 44 \\ & 47 \% \\ & f \end{aligned}$ | 52 3 \% | 62 35 | $\begin{gathered} 34 \\ 49 \% \\ h \end{gathered}$ | $\begin{aligned} & 52 \\ & 44 \% \\ & M \end{aligned}$ | 29 37 | 51 28 | 41\% | $\begin{aligned} & 62 \\ & 44 \% \\ & \mathrm{~N} \end{aligned}$ | 459\% | 72 $31 \%$ | $\begin{aligned} & 72 \\ & 46 \% \\ & \hline \text { \% } \end{aligned}$ | ${ }_{16 \%}$ | 80 $32 \%$ |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 100 \% \end{aligned}$ | $\stackrel{92}{100 \%}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 159 | 252 | 171 | 127 | 67 | 46 | 130 | 178 | 103 | 220 | 54 | 114 | 122 | 141 | 148 | 209 | 193 | 37 | 229 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 397 | 185* | 212 | 127* | $100^{*}$ | 97* | 74** | 124* | 182* | 91* | 130 | $56 *$ | 189* | 120 * | 141* | 136* | 211 | 178* | $42^{* *}$ | 244 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 197 \\ 50 \% \end{gathered}$ | 97\% | $\begin{gathered} 100 \\ 47 \% \end{gathered}$ | 59 | $51 \%$ | $\begin{aligned} & 53 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 106 \\ 56 \% \\ k \end{gathered}$ | $\begin{aligned} & 72 \\ & 60 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{aligned} & 74 \\ & 52 \% \\ & \mathrm{p} \end{aligned}$ | 51 38 | $\begin{gathered} 122 \\ 58 \% \\ R \end{gathered}$ | 71 $40 \%$ | 25 | 134 5 |
| Trust very much | $\begin{aligned} & 72 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & { }^{26} 8 \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 24 \% \end{aligned}$ | $\underset{f}{27} \underset{f}{21 \%}$ | $\underset{f}{21 \%}$ | ${ }_{8 \%}^{7}$ | $\begin{aligned} & 16 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\text { 20 } 22 \%$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | 27 22 | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 28 \% \\ & R \end{aligned}$ | 14 8 \% | 128\% | 51\% |
| Trust somewhat | 125 ${ }_{32}$ | $\begin{aligned} & 46 \% \\ & 26 \% \end{aligned}$ | 77 $36 \%$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 46 \\ & 48 \% \\ & \mathrm{De} \end{aligned}$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | ${ }_{37}^{67}$ | 28\% | $\begin{aligned} & 322 \\ & 24 \% \end{aligned}$ | 182\% | $\begin{gathered} 70 \\ 37 \% \\ k \end{gathered}$ | $\begin{gathered} 45 \\ 37 \% \\ \mathrm{p} \end{gathered}$ | 50 35 | 31 $23 \%$ | ${ }^{64} 1 \%$ | 57 32 | 14 $33 \%$ | 83 $34 \%$ |
| Do Not Trust At All/Too Much (Net) | 78\% | 43\% | ${ }^{35} 16$ | ${ }_{29}^{29}$ | 18\% | 16\% | 15\% | $\begin{gathered} 29 \\ \text { 24\% } \\ j \end{gathered}$ | ${ }^{39}$ 21\% | ${ }^{9} 0$ \% | 26\% | ${ }_{13}^{8}$ | ${ }^{40}$ 21\% | 22 $18 \%$ | 25 $18 \%$ | 31 $23 \%$ | 34 $16 \%$ | 423\% | 13 $31 \%$ | 20\% |
| Do not trust too much | 11\% | 14\% | ${ }^{18} 9$ | 15\% | 13\% | $7 \%$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | ${ }_{15}^{18} \%$ | 21\% | 5\% | 13 $10 \%$ | ${ }_{11}^{6} \%$ | 25 $13 \%$ | 17\% | 15\% | 129\% | 22 $10 \%$ | 22\% | 18\% | 31 $13 \%$ |
| Do not trust at all | $33 \%$ | ${ }^{17} 9$ | 17 8 \% | $14 \%$ | $4{ }_{4}$ | 10\% | 5\% | 11 $9 \%$ | ${ }_{10}^{18}$ | 5\% | 13 $10 \%$ | ${ }_{2}^{1}$ | 15 ${ }_{8}$ | ${ }_{4}^{5}$ | 10\% | $\begin{aligned} & 19 \\ & { }_{14}^{14 \%} \end{aligned}$ | 12\% | 20 $11 \%$ | ${ }^{5} 3 \%$ | ${ }^{18} \%$ |
| I am not familiar with this company | $\stackrel{123}{31 \%}$ | ${ }^{46}$ \% | $\begin{gathered} 77 \\ 36 \% \\ b \end{gathered}$ | 39 $31 \%$ | 31\% | 27 $28 \%$ | 26 35 | $34 \%$ | 54\% | 35\% | $\begin{aligned} & 50 \\ & 38 \% \\ & M \end{aligned}$ | ${ }^{18} 2{ }^{2}$ | 22\% | ${ }_{26}^{26}$ | 42\% | $\begin{aligned} & 54 \\ & { }^{40 \%} \% \\ & N \end{aligned}$ | 55\% | $\begin{gathered} \frac{66}{37 \%} \\ q \end{gathered}$ | ${ }_{9 \%}$ | 615\% |
| Sigma | $\begin{aligned} & 397 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 42 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 244 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{KLL/M-N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Other | Yes |  | Business | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  |  |  |


| Unweighted Base | 405 | 146 | 259 | 177 | 112 | 61 | 55 | 148 | 167 | 90 | 229 | 68 | 84 | 124 | 144 | 137 | 199 | 192 | 29 | 234 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 359 | 147* | 212 | 114 | 98* | 75* | $73^{* *}$ | 125* | 172* | $62^{*}$ | 119 | $78 *$ | $142^{*}$ | 106* | 150* | 103* | 206 | 141* | $34^{* *}$ | 246 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 145 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 55 \% \\ & { }^{85} \end{aligned}$ | $\begin{aligned} & 64 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 44 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 533 \% \\ & \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 38 \% \end{aligned}$ | $\begin{gathered} 72 \\ 48 \% \\ p \end{gathered}$ | 33 ${ }^{3}$ | $\begin{aligned} & 84 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 39 \% \end{aligned}$ | 18 $54 \%$ | 117 $48 \%$ |
| Trust very much | 710\% | $\begin{aligned} & 40 \\ & 27 \% \\ & C \end{aligned}$ | 32\% | 22 $19 \%$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | 17 $23 \%$ | 17\% | 20\% | $\begin{array}{r}42 \\ 24 \\ \hline\end{array}$ | 7\% | ${ }^{18}{ }^{15}$ | 11 15 | $\begin{aligned} & 42 \\ & 30 \% \\ & \mathrm{KI} \end{aligned}$ | $\begin{gathered} 223 \\ { }_{2}^{22 \%} \end{gathered}$ | $\begin{aligned} & 37 \\ & 25 \% \\ & \hline \end{aligned}$ | 11\% | ${ }_{21}^{43}$ | ${ }^{26} 19 \%$ | 26\% | ${ }_{26 \%}$ |
| Trust somewhat | 74\% | $\begin{aligned} & 42 \\ & 28 \% \\ & \hline \end{aligned}$ | 32\% | 23 $20 \%$ | 22\% | $\frac{15}{21 \%}$ | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 26 \% \\ & \\ & \end{aligned}$ | 33 $19 \%$ | ${ }^{8} 3$ \% | 24\% | 14\% | 33 ${ }^{3} \mathrm{~F}$ | 18\% | ${ }^{35} 2$ | $\stackrel{21}{21 \%}$ | 410\% | 219 | 10\% | ${ }_{24} 2$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 66 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | 32\% | ${ }_{21}^{24}$ | 19\% | 115\% | $12 \%$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 27\% | 17\% | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 14\% | 279\% | 24\% | 22 $15 \%$ | 19\% | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | 25\% | 28\% | ${ }_{18} 18$ |
| Do not trust too much | ${ }_{13}^{46}$ | $\begin{aligned} & 28 \\ & 198 \% \\ & C \end{aligned}$ | ${ }^{18} 8{ }_{8}$ | 17\% | $11 \%$ | 7\% | 119\% | ${ }_{12}^{16}$ | 21 $12 \%$ | 15\% | ${ }^{11} 9$ | $12 \%$ | 21 $15 \%$ | ${ }^{18} \%$ | 14\% | $14 \%$ | 22 $11 \%$ | 13\% | 15\% | ${ }^{32} 13 \%$ |
| Do not trust at all | 20 ${ }^{5}$ | 5 | 14\% | $7{ }_{6} \mathbf{\%}$ | ${ }_{8 \%}^{8}$ | 5\% | ${ }_{1}^{1 \%}$ | ${ }_{5}^{6}$ | ${ }_{3}^{6}$ | 12\% ${ }^{7}$ | ${ }^{11} 9$ | ${ }_{3}^{2}$ | ${ }_{4}^{6}$ | ${ }_{5}^{6}$ | $9{ }_{6}$ | $5{ }_{5}$ | 13\% | ${ }_{4}^{6}$ | 13\% | $\stackrel{12}{5 \%}$ |
| I am not familiar with this company | $\begin{gathered} 148 \\ 41 \% \end{gathered}$ | 32\% | $\begin{gathered} 116 \\ 55 \% \\ B \end{gathered}$ | 46\% | 42 \% | 31\% | 30 $41 \%$ | ${ }_{36}{ }^{5}$ | 70 | $\begin{aligned} & 33 \\ & 53 \% \\ & \text { he } \end{aligned}$ | $\begin{aligned} & 56 \\ & 47 \% \\ & M \end{aligned}$ | $\begin{aligned} & 38 \\ & 49 \% \\ & M \end{aligned}$ | 38\% | ${ }_{39}^{49 \%}$ | 56\% | 51\% | 86 | 61 $43 \%$ | ${ }_{18}^{6} \%$ | 84\% |
| Sigma | $\begin{aligned} & 359 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | 172 $100 \%$ | 100\% | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 34 $100 \%$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$50k } \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 414 | 156 | 258 | 153 | 117 | 81 | 63 | 129 | 177 | 108 | 220 | 69 | 101 | 132 | 132 | 150 | 215 | 184 | 38 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 420 | 192* | 228 | 110* | 108* | 116* | 86* | 138* | 199* | $83^{*}$ | 125 | $87^{*}$ | 183* | 147* | 139* | 134* | 236 | 171* | 49** | 242 |
| Trust Somewhat/Very Much (Net) | $\begin{aligned} & 190 \\ & 45 \% \end{aligned}$ | ${ }_{46 \%}^{88}$ | $\begin{gathered} 102 \\ 45 \% \end{gathered}$ | $\begin{gathered} 50 \\ 45 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 56 \\ & 52 \% \\ & { }_{\mathrm{G}}^{2} \end{aligned}$ | $\begin{aligned} & 61 \\ & 53 \% \\ & { }_{\mathrm{G}} \mathrm{l} \end{aligned}$ | ${ }_{23}^{26 \%}$ | $\begin{aligned} & 76 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 49 \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 20 \% \end{aligned}$ | 58\% | 288\% | $\begin{aligned} & 93 \\ & 51 \% \end{aligned}$ | 55 ${ }^{\text {\% }}$ | $\begin{aligned} & 79 \\ & 57 \% \\ & \mathrm{~Np} \end{aligned}$ | 56\% | 113 $48 \%$ | 73 $43 \%$ | 34\% | 116 $48 \%$ |
| Trust very much | 820\% | $\underset{\mathrm{C}}{52}$ | $\begin{aligned} & 31 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 22 \% \\ & \underset{\mathrm{G}}{2} \end{aligned}$ | $\begin{aligned} & 34 \\ & 32 \% \\ & \mathbf{f G} \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 37 \% \\ & \text { IJ } \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | 5\% | $\begin{aligned} & 18 \\ & { }^{14} \end{aligned}$ | $\underset{11 \%}{9}$ | $\begin{aligned} & 53 \\ & { }_{29} 92 \% \end{aligned}$ | 22 $15 \%$ | $\begin{aligned} & 35 \% \\ & 25 \% \end{aligned}$ | 26\% | $\begin{aligned} & 53 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | 27 $55 \%$ | 64\% |
| Trust somewhat | ${ }_{26 \%}^{108}$ | $\begin{aligned} & 36 \\ & \text { 19\% } \end{aligned}$ | $\begin{gathered} 72 \\ 31 \% \\ 31 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 24 \% \end{aligned}$ | $22$ | $\begin{gathered} 42 \\ 36 \% \\ \mathrm{e} \end{gathered}$ | 20\% | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & \text { 70 } \\ & 35 \% \\ & \mathrm{HJ} \end{aligned}$ | 12 | $\begin{aligned} & 41 \% \\ & 32 \% \end{aligned}$ | ${ }_{21}^{19 \%}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | 33 ${ }^{33 \%}$ | ${ }_{32}^{42}$ | 30\% | ${ }_{260}^{60}$ | 44\% | ${ }_{13}^{6} \%$ | ${ }_{22} 21$ |
| Do Not Trust At All/Too Much (Net) | 125 $30 \%$ | ${ }_{34}^{65}$ | ${ }^{60}$ 26\% | ${ }_{26}^{26}$ | 27\% | 36\% | $\begin{gathered} 42 \\ \text { 49\% } \end{gathered}$ | 31 $23 \%$ | 60\% | 33 $40 \%$ $H$ | 30\% | $\begin{aligned} & 36 \\ & \hline 32 \% \\ & { }_{2} \% \end{aligned}$ | 50\% | 54\% | 34\% | 36 27 | 69\% | 51 30 | 14 29 | 73 $30 \%$ |
| Do not trust too much | 64\% | 32\% | 32 $14 \%$ | ${ }^{10} 9$ | 17\% | 14 | $\underset{\mathrm{D}}{23} \mathrm{C}$ | ${ }_{12 \%}$ | 29\% | 19\% | 120 | $\begin{gathered} 26 \\ { }_{30}{ }^{30} \end{gathered}$ | ${ }_{12}^{22}$ | $\begin{gathered} 33 \\ 22 \% \\ 0 \end{gathered}$ | 14\% | 17\% | 33 $14 \%$ | 27 ${ }^{16 \%}$ | ${ }_{12}^{6}$ | 417\% |
| Do not trust at all | 614\% | 33\% | 28\% | 16 14 | 10\% | ${ }_{13}^{16}$ | 22\% | 15 $11 \%$ | 32 16 | $14 \%$ | 18 $14 \%$ | 11\% | 29\% | 22 $15 \%$ | 19 $14 \%$ | 19 $14 \%$ | 15\% | 14\% | 18\% | 13\% |
| I am not familiar with this company | $\xrightarrow{105}$ | 39\% | ${ }^{66}{ }^{29}$ | 34 $31 \%$ | 24\% | 25\% | 21 25 | 31 $22 \%$ | ${ }_{21} 1{ }^{1}$ | $\begin{aligned} & \begin{array}{l} 34 \\ 41 \% \\ \mathrm{HI} \end{array} \end{aligned}$ | 37 ${ }^{39 \%}$ | 22 25 | 20\% | 37 | ${ }^{26} 19 \%$ | $\begin{gathered} 42 \\ 31 \% \\ 0 \end{gathered}$ | 53\% | 47\% | ${ }_{2 \%}$ | 53 ${ }^{2} \%$ |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C-D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base, ${ }^{*}$ very small base (under 30 ) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 156 | 255 | 183 | 101 | 67 | 60 | 145 | 162 | 104 | 232 | 46 | 107 | 129 | 135 | 147 | 216 | 179 | 44 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 384 | 197* | 187 | $138 *$ | 89* | $80^{*}$ | 78* | 132* | $163^{*}$ | 88* | 130 | $53^{* *}$ | 181* | 116* | $136 *$ | 132* | 209 | 161* | $46^{* *}$ | 241 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 264 \\ 69 \% \end{gathered}$ | $\begin{gathered} 123 \\ 62 \% \end{gathered}$ | $\begin{gathered} 141 \\ { }_{B} 5 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & \text { 65 } \\ & 73 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 799\% } \\ & d \end{aligned}$ | $\begin{aligned} & \text { 65 } \\ & 83 \\ & \hline \end{aligned}$ | ${ }^{88} 6 \%$ | $\begin{gathered} 111 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 62 \% \end{aligned}$ | ${ }^{132} 73 \%$ | ${ }_{74 \%}$ | $\begin{aligned} & 91 \% \\ & 67 \% \end{aligned}$ | 87\% | ${ }^{146}$ | $\begin{aligned} & 116 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 68 \% \end{aligned}$ |
| Trust very much | ${ }_{26 \%}^{100}$ | 488\% | 52\% | 25\% | $\begin{gathered} 34 \\ 39 \% \\ \text { dfG } \end{gathered}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | 30 34 | $\begin{aligned} & 42 \% \\ & 32 \% \end{aligned}$ | ${ }_{7}^{7} \%$ | 49\% | 34 30 | 35\% | 31 23 | 619\% | 39 ${ }^{39}$ | 11 $24 \%$ | 67\% |
| Trust somewhat | 164 $43 \%$ | 75 38 | 89\% | 419\% | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 53 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 50 \\ & 65 \% \\ & \text { DE } \end{aligned}$ | 47\% | $\begin{aligned} & 82 \\ & 50 \% \\ & h \end{aligned}$ | 35 $39 \%$ | 51 39 | 26\% | $83 \%$ | 52\% | ${ }^{56}$ ¢1\% | 56\% | $840 \%$ | 77 48 | 20 $42 \%$ | 970\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 68 \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 49 \\ & 25 \% \\ & C \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | 25 | $\begin{aligned} & 16 \\ & 18 \% \\ & \end{aligned}$ | 159\% | 12\% | 21 $16 \%$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $16 \%$ | 22\% | 15\% | 29 $16 \%$ | 218\% | ${ }^{26} 19 \%$ | 20\% | 31 $15 \%$ | 32\% | 13 $29 \%$ | 43\% |
| Do not trust too much | 51 $13 \%$ | $\begin{aligned} & 36 \\ & 18 \% \\ & \text { Co } \end{aligned}$ | 15 ${ }_{8}$ | 172\% | 15\% | 11\% | 10 13 | 20\% | 20 $12 \%$ | 112\% | 15 $11 \%$ | 17\% | 27 | $\xrightarrow{16} 14 \%$ | ${ }_{13}^{18}$ | 17\% | ${ }^{28} 13 \%$ | 22 $13 \%$ | 11\% | 38 ${ }^{16 \%}$ |
| Do not trust at all | 17\% | 13 | ${ }_{2 \%}^{4}$ | $8{ }_{6}^{8}$ | ${ }_{1 \%}$ | ${ }_{7}^{6} \%$ | $\stackrel{2}{2 \%}$ | ${ }_{1 \%}$ | $\begin{aligned} & 10 \\ & { }^{10 \%} \\ & \hline \end{aligned}$ | ${ }_{5}^{5}$ | $\begin{aligned} & \text { 8\% } \\ & { }_{\mathrm{m}}^{6} \end{aligned}$ | ${ }_{11 \%}^{6}$ | ${ }_{1 \%}^{2}$ | 5\% | $8{ }_{6}^{8}$ | $3{ }_{3}$ | $\stackrel{3}{2 \%}$ | $\begin{gathered} 10 \\ 6 \% \\ 9 \end{gathered}$ | 6\% | ${ }_{2 \%}^{6}$ |
| I am not familiar with this company | $\begin{aligned} & 53 \\ & 14 \% \end{aligned}$ | ${ }^{26} 13 \%$ | 27 $14 \%$ | $\begin{gathered} 38 \\ \text { EFG } \end{gathered}$ | ${ }_{9}^{8}$ | ${ }_{8 \%}^{6}$ | ${ }_{1 \%}$ | 23 $18 \%$ | 22 $14 \%$ | 7 | ${ }^{15} 12 \%$ | ${ }_{11 \%}^{6}$ | 20 $11 \%$ | 7\% | 19 $14 \%$ | $\begin{aligned} & \frac{25}{19 \%} \\ & { }^{2} \% \end{aligned}$ | 32 15 | 13 81 | $\stackrel{2}{5 \%}$ | 33 $14 \%$ |
| Sigma | $\begin{aligned} & 384 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJT-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \text { Total } \\ & 5 / 20 . \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 399 | 150 | 249 | 165 | 111 | 69 | 54 | 134 | 162 | 103 | 209 | 56 | 112 | 121 | 143 | 135 | 221 | 168 | 30 | 226 |
| Weighted Base | 414 | 199* | 215 | 124 | 104* | 112* | 74** | $132^{*}$ | 181* | $100^{*}$ | 115 | 69* | $205 *$ | $136 *$ | 153* | 124* | 243 | 166* | $38 * *$ | 271 |
| Trust Somewhat/Very Much (Net) | 182 ${ }_{4}$ | $\begin{aligned} & 94 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 57 \% \\ & \hline \end{aligned}$ | $52$ | $\begin{aligned} & 25 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 101 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 77 \% \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 47 \% \end{aligned}$ | ${ }_{39}^{64}$ | 29 76 | 125 $46 \%$ |
| Trust very much | $\begin{aligned} & \text { 68\% } \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \\ & c \end{aligned}$ | ${ }^{25} 2{ }^{12}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 27 26\% | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | 32 <br> 24 | ${ }^{28} 9$ | $7 \%$ | ${ }_{14 \%}^{16}$ | ${ }_{9}^{7} \%$ | 22\% | $\begin{aligned} & 24 \\ & 18 \% \\ & \text { p } \end{aligned}$ | 234 | 9 | $\underset{\mathrm{R}}{\substack{52 \\ \hline}}$ | ${ }^{16} 9$ | 16 $41 \%$ | 23\% |
| Trust somewhat | $\begin{gathered} 114 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | ${ }_{29}^{69}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 31 \% \\ & d \end{aligned}$ | $\begin{aligned} & 39 \\ & 35 \% \\ & d \end{aligned}$ | $\begin{aligned} & 19 \\ & 26 \% \end{aligned}$ | 33 $25 \%$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ | 34 $34 \%$ | 30\% | 22\% | 29\% | 36\% | 23\% | $\begin{aligned} & 36 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 636 \% \end{aligned}$ | 49\% | 13 $35 \%$ | 72 27 |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 65 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 23 \% \\ & { }_{C}^{2} \end{aligned}$ | ${ }^{20} 9$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | ${ }_{24 \%}^{18}$ | 26\% | $\stackrel{23}{13 \%}$ | ${ }_{16}^{16}$ | ${ }^{15}{ }^{13 \%}$ | ${ }_{12 \%}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | 17 | $\begin{aligned} & 30 \\ & 24 \% \\ & \text { nO } \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | 24\% | ${ }_{15 \%}$ | 46\% |
| Do not trust too much | ${ }_{96}^{96}$ | 22 $11 \%$ | 14\% | ${ }^{15}$ | 5 | 5\% | 11 $15 \%$ | ${ }_{14}^{18}$ | 11\% | $7 \%$ | ${ }_{5}^{6}$ | 5\% | $\begin{aligned} & 26 \\ & \begin{array}{l} 12 \% \\ k \end{array} \end{aligned}$ | 8\% | ${ }^{12} 8$ | 17\% | ${ }^{28}{ }^{12 \%}$ | 5\% | ${ }_{1}{ }^{4} \%$ | 33 $12 \%$ |
| Do not trust at all | 29\% | $\begin{aligned} & 23 \\ & \begin{array}{l} 12 \% \\ 12 \% \end{array} \end{aligned}$ | ${ }_{3 \%}^{6}$ | 5\% | $7 \%$ | ${ }^{10} 9$ | ${ }_{9}^{7}$ | ${ }_{6 \%}$ | 12\% | $9{ }_{9}^{9}$ | ${ }_{8 \%}$ | $\stackrel{3}{5 \%}$ | 14\% | 10\% | 5 | $\begin{gathered} 14 \\ 11 \% \\ 0 \end{gathered}$ | 13 5 | 16 | $1{ }^{1}$ | 14 5 |
| I am not familiar with this company | $\begin{gathered} 167 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 106 \\ 49 \% \\ B \end{gathered}$ | $\begin{gathered} 58 \\ 47 \% \\ e \end{gathered}$ | 33 $31 \%$ | $45 \%$ | 31 $42 \%$ | ${ }_{31} 1 \%$ | $\begin{aligned} & 83 \\ & 46 \% \\ & 4 \end{aligned}$ | 43 | $\begin{aligned} & 53 \\ & 46 \% \\ & M \end{aligned}$ | 32\% | 64 $31 \%$ | 59\% | 599\% | $499$ | 876\% | 78 | ${ }^{3} \%$ | 99\% |
| Sigma | $\begin{aligned} & 414 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | 136 $100 \%$ | 153 $100 \%$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{100 \%}^{166}$ | 100\% | 271 $100 \%$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C - D/E/F/G - $\mathrm{H} / \mathrm{IIJ}$ - $\mathrm{K} / \mathrm{LIM}-\mathrm{N} / 0$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
|  | (B) | (C) | (D) | (E) | (F) | (G) | (H) |  | (J) | (K) |  |  |  |  |  |


| Unweighted Base | 409 | 174 | 235 | 167 | 121 | 69 | 52 | 130 | 182 | 97 | 223 | 52 | 108 | 118 | 128 | 163 | 200 | 195 | 34 | 233 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 443 | 234* | 209 | $130 *$ | 115* | $110^{*}$ | 88* | 141* | 197 | 104* | 142 | $54^{*}$ | 206* | $123 *$ | $167 *$ | 154* | 233 | 194* | $46^{* *}$ | 277 |
| Trust Somewhat/Very Much (Net) | 153 $35 \%$ | $\begin{aligned} & 106 \\ & 45 \% \\ & \hline \mathrm{C} \end{aligned}$ | 47\% | $\begin{aligned} & 49 \\ & 37 \% \\ & G \end{aligned}$ | $\begin{aligned} & 58 \\ & 50 \% \\ & \text { FG } \end{aligned}$ | 32\% | ${ }_{16}^{18}$ | $\begin{aligned} & 70 \\ & 50 \% \\ & 1,5 \end{aligned}$ | 54\% | 29\% | ${ }^{41} 9$ | ${ }_{30}^{16}$ | $\begin{aligned} & 87 \\ & 42 \% \\ & \text { k } \end{aligned}$ | $49 \%$ | 60\% | 44\% | $\begin{gathered} 105 \\ 45 \% \\ \mathrm{R} \end{gathered}$ | 464\% | 33 72 | ${ }^{118} 43$ |
| Trust very much | $\begin{aligned} & 80 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 54 \\ { }_{2}^{23} \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 22 \\ & { }_{\mathrm{G}}^{2} \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 27 \% \\ & \mathbf{G} \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | ${ }_{4 \%}^{4}$ | $\begin{aligned} & 42 \\ & 30 \% \\ & 1,5 \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | ${ }^{10} 9$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | ${ }_{23}^{46}$ | ${ }_{26}^{26}$ | 34\% | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 25 \% \\ & R \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 34 \% \end{aligned}$ | ${ }_{23}^{63}$ |
| Trust somewhat | $\begin{aligned} & 73 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 22 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | 27\% | 15 $14 \%$ | 12 $13 \%$ | 29\% | 25 ${ }_{13 \%}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 19 \% \end{aligned}$ | $\text { 21 } 20$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & \text { 24 } \\ & \hline \end{aligned}$ | ${ }^{46} 0$ | ${ }^{26} 13 \%$ | 17 $37 \%$ | 55\% |
| Do Not Trust At All/Too Much (Net) | - $14 \%$ | $\begin{aligned} & 42 \\ & 18 \% \\ & c \end{aligned}$ | $\stackrel{20}{9 \%}$ | $\begin{gathered} 28 \\ 21 \% \\ \text { eq } \end{gathered}$ | 13 $11 \%$ | 15 $14 \%$ | $5_{6 \%}$ | 14\% | 36 $18 \%$ | ${ }_{12}^{12}$ | 17 $12 \%$ | ${ }_{22}^{12}$ | 30 $14 \%$ | 15 $13 \%$ | ${ }^{26} 16$ | 20 $13 \%$ | ${ }^{38} \%$ | ${ }_{19}^{10}$ | ${ }^{7} 6$ | 42\% |
| Do not trust too much | 40\% | 29 13 c | 11 5 \% | 13 $10 \%$ | ${ }^{11} 9$ | 110\% | $5_{6 \%}$ | $9{ }_{6}$ | 23 $12 \%$ | $8{ }_{8}^{8}$ | $9{ }_{6}$ | 10\% | 24\% | 12\% | $18 \%$ | 11\% | $\begin{aligned} & 31 \\ & 13 \% \\ & \text { R } \end{aligned}$ | $7{ }_{4}^{7}$ | 6\% | 11\% |
| Do not trust at all | 21 5 \% | 12 5 | 9 | $\begin{aligned} & 14 \\ & 11 \% \\ & E_{G} \end{aligned}$ | ${ }_{2 \%}$ | $\stackrel{4}{4 \%}$ | - | 3\% | 12 6 | $4{ }_{4}^{4}$ | $\stackrel{8}{5 \%}$ | $\begin{gathered} 6 \\ 11 \% \\ M \end{gathered}$ | ${ }_{3 \%}^{6}$ | ${ }_{3}^{4}$ | $\stackrel{8}{5 \%}$ | $9{ }_{6}$ | ${ }_{3 \%}^{7}$ | 12\% | ${ }^{5} 0$ \% | 11\% |
| I am not familiar with this company | ${ }_{5}^{229} 5$ | 87\% | $\begin{gathered} 142 \\ 68 \% \\ \hline \end{gathered}$ | 54\% | ${ }_{39}{ }^{3} \%$ | $\begin{aligned} & 63 \\ & 57 \% \\ & \mathrm{e} \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 66 \% \\ & \text { DE } \end{aligned}$ | 58\% | $\begin{aligned} & 108 \\ & 55 \% \\ & \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 63 \\ & 61 \% \\ & H \end{aligned}$ | $\begin{aligned} & 84 \\ & 59 \% \% \\ & M \end{aligned}$ | 26 $48 \%$ | 89\% | 58\% | 819\% | 50\% | 90\% | $\begin{gathered} 129 \\ 67 \% \\ Q \end{gathered}$ | ${ }_{13}^{6} \%$ | 117 $42 \%$ |
| Sigma | $\begin{aligned} & 443 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 277 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 406 | 149 | 257 | 171 | 117 | 66 | 52 | 128 | 183 | 95 | 205 | 63 | 112 | 118 | 143 | 145 | 218 | 175 | 44 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 424 | 189* | 235 | 137* | 110* | $100^{*}$ | 78** | 121* | 222* | 81* | 115 | $73^{*}$ | 211* | $127 *$ | 171* | $127 *$ | 249 | 164* | $61^{* *}$ | 255 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 241 \\ 57 \% \end{gathered}$ | $\begin{gathered} 114 \\ 60 \% \end{gathered}$ | $\begin{gathered} 127 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 68 \end{aligned}$ | $52$ | $\begin{aligned} & 44 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 68 \% \\ & \text { ij } \end{aligned}$ | $\begin{gathered} 121 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 55 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 39 \\ & 53 \% \end{aligned}$ | ${ }_{60 \%}^{126}$ | $\begin{aligned} & 91 \\ & \text { OP } \end{aligned}$ | $\begin{gathered} 88 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 158 \\ \substack{153 \\ R} \end{gathered}$ | 80\% | $\begin{aligned} & 50 \\ & 82 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 60 \% \end{aligned}$ |
| Trust very much | 99\% | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | 54\% | 35\% | $\begin{aligned} & 31 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 32 \% \\ & i \end{aligned}$ | ${ }_{19}{ }^{2}$ | ${ }^{18} 2{ }^{2} \%$ | ${ }_{18}^{16}$ | 21\% | 55 26 | 35 ${ }^{38}$ | 43 | 21 16 | 69\% | 30 $18 \%$ | 30\% | 780\% |
| Trust somewhat | ${ }_{3}^{142}$ \% | ${ }_{39}^{69}$ | 72 $31 \%$ | 43\% | 37 $33 \%$ | ${ }_{36}^{36}$ | $\begin{aligned} & 27 \\ & 35 \% \end{aligned}$ | ${ }_{36}^{44}$ | ${ }^{78}{ }^{3} \%$ | 20\% | 459\% | 18\% | $\begin{aligned} & 71 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 55 \\ 44 \% \\ 0 \end{gathered}$ | 44\% | 42\% | ${ }^{85}{ }^{1}$ | 50 $31 \%$ | 20 $32 \%$ | 759\% |
| Do Not Trust At All/Too Much (Net) | ${ }_{27 \%}^{115}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | ${ }_{29}^{69 \%}$ | ${ }_{26}^{36}$ | ${ }_{26} 8$ | 28\% | 220\% | 29\% | $\begin{aligned} & 66 \\ & 30 \% \end{aligned}$ | 20\% | 28\% | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | 59\% | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 52 \\ 30 \% \\ \mathrm{n} \end{gathered}$ | $\begin{aligned} & 4_{34}^{34} \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 59 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 33 \% \end{aligned}$ | ${ }_{9 \%}^{6}$ | 27\% |
| Do not trust too much | 53 $12 \%$ | 29 ${ }^{15 \%}$ | 24\% | 19\% | 110\% | $11 \%$ | 12\% | $12 \%$ | 30 $13 \%$ | 11 $13 \%$ | 14\% | 10\% | ${ }_{12}^{26}$ | ${ }_{16}^{16}$ | 17 $10 \%$ | 20\% | 29 ${ }_{12 \%}$ | 23 $14 \%$ | 4\% | 36 $14 \%$ |
| Do not trust at all | 62 $15 \%$ | ${ }^{18} 9$ | $\begin{aligned} & 44 \\ & \text { 199\% } \\ & \text { a } \end{aligned}$ | 172\% | 17 $16 \%$ | 17\% | 11 $14 \%$ | 17 $14 \%$ | 37\% | 11\% | 14 | 13 $17 \%$ | 33 $15 \%$ | $5{ }_{4}$ | $\begin{aligned} & 35 \\ & { }^{200} \% \\ & N \end{aligned}$ | $\begin{aligned} & 23 \\ & { }^{28} \% \\ & N \end{aligned}$ | 30\% | 31 $19 \%$ | ${ }^{2} \%$ | 32\% |
| I am not familiar with this company | ${ }_{16 \%}$ | ${ }^{28}{ }^{15}$ | 40\% | 24\% | 14\% | 19\% | 11 $14 \%$ | 10 ${ }_{8}$ | 35 ${ }^{16 \%}$ | $23{ }_{29}{ }^{2} \%$ | 24\% | $12 \%$ | ${ }^{26} 13 \%$ | ${ }_{16}^{16}$ | 31 $18 \%$ | 22\% | 33 $13 \%$ | 31 $19 \%$ | ${ }_{9 \%}^{6}$ | 33 $13 \%$ |
| Sigma | 424 $100 \%$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | 222\% | 81 $100 \%$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | 211 $100 \%$ | 127 $100 \%$ | 171 $100 \%$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | 249 $100 \%$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 61 $100 \%$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ |

Proporions imen Com The


Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline Unweighted Base \& 410 \& 147 \& 263 \& 174 \& 117 \& 66 \& 53 \& 148 \& 156 \& 106 \& 222 \& 59 \& 111 \& 122 \& 133 \& 155 \& 226 \& 177 \& 37 \& 214 \\
\hline Weighted Base \& 416 \& 191* \& 225 \& 124* \& 107* \& 108* \& 77** \& 141* \& \(178{ }^{*}\) \& 97* \& 118 \& \(65^{*}\) \& 216* \& 125* \& \(150 *\) \& 141* \& 240 \& 173* \& \(56 * *\) \& 252 \\
\hline \begin{tabular}{l}
Trust Somewhat/Very \\
Much (Net)
\end{tabular} \& \[
\begin{gathered}
167 \\
40 \%
\end{gathered}
\] \& \[
{ }_{46}^{88}
\] \& \[
\begin{aligned}
\& 75 \% \\
\& 35
\end{aligned}
\] \& \[
\begin{aligned}
\& 56 \\
\& 45 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 43 \\
\& 41 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 46 \\
\& 42 \%
\end{aligned}
\] \& \[
\text { 22 } 29 \%
\] \& \[
\begin{aligned}
\& 78 \\
\& 55 \% \\
\& 1 \mathrm{j}
\end{aligned}
\] \& \[
\begin{aligned}
\& 54 \\
\& 30 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 35 \\
\& 36 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 35 \\
\& 30 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 32 \\
\& 50 \% \\
\& K
\end{aligned}
\] \& \[
\begin{aligned}
\& 96 \\
\& 45 \% \\
\& k
\end{aligned}
\] \& \[
\begin{aligned}
\& 52 \\
\& 41 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 611 \\
\& 41 \%
\end{aligned}
\] \& \[
{ }^{59} 9
\] \& \[
\begin{aligned}
\& 107 \\
\& 45 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 58 \\
\& 34 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 344 \% \\
\& 61 \%
\end{aligned}
\] \& 123
\(49 \%\) \\
\hline Trust very much \& \[
\begin{aligned}
\& 64 \\
\& 16 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 37 \\
\& 19 \%
\end{aligned}
\] \& \({ }_{12 \%}{ }^{2}\) \& \({ }_{15}^{19}\) \& \[
\begin{aligned}
\& 29 \\
\& 27 \% \\
\& \text { dif }
\end{aligned}
\] \& 12
\(11 \%\) \& \({ }_{6}^{6}\) \& \[
\begin{aligned}
\& 42 \\
\& 30 \% \\
\& \text { IJ }
\end{aligned}
\] \& 11 \(6 \%\) \& \(12 \%\) \& 119\% \& \[
\begin{aligned}
\& 12 \\
\& 18 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 40 \\
\& { }^{48 \%} \\
\& \text { k }
\end{aligned}
\] \& 24\% \& 27\% \& 140\% \& \[
\begin{gathered}
53 \\
{ }_{22}^{22 \%}
\end{gathered}
\] \& 11 \(6 \%\) \& 21\% \& 19\% \\
\hline Trust somewhat \& 103
\(25 \%\) \& 51\% \& 523\% \& \[
\begin{gathered}
37 \\
29 \% \\
E
\end{gathered}
\] \& 15\% \& \[
\begin{aligned}
\& 34 \\
\& 34 \% \\
\& \text { 32\% }
\end{aligned}
\] \& \({ }^{18} 3\) \& 36
\(26 \%\) \& 43
\(24 \%\) \& 24\% \& \({ }_{21}^{24}\) \& 20\% \& 57 \& \({ }_{22}^{28}\) \& 34\% \& 419\% \& 54\% \& \({ }^{48} 8\) \& 13
\(24 \%\) \& 750\% \\
\hline Do Not Trust At All/Too Much (Net) \& \[
\begin{aligned}
\& 61 \\
\& 15 \%
\end{aligned}
\] \& \({ }^{22} 11 \%\) \& \[
\begin{aligned}
\& 40 \\
\& 18 \%
\end{aligned}
\] \& \({ }_{26}^{26}\) \& \[
\begin{aligned}
\& 17 \\
\& 16 \%
\end{aligned}
\] \& \(\stackrel{10}{9 \%}\) \& \(\stackrel{9}{11 \%}\) \& \[
\begin{aligned}
\& 18 \% \\
\& 13 \%
\end{aligned}
\] \& 37

$j$ \& $7 \%$ \& 17

$14 \%$ \& 5\% \& $$
\begin{aligned}
& 38 \\
& 17 \%
\end{aligned}
$$ \& 10

$8 \%$ \& 22 $15 \%$ \& \[
$$
\begin{aligned}
& 29 \\
& 20 \% \\
& N
\end{aligned}
$$

\] \& ${ }^{29} 12 \%$ \& \[

$$
\begin{aligned}
& 32 \\
& 18 \%
\end{aligned}
$$
\] \& 11 20 \& 39 ${ }^{16 \%}$ <br>

\hline Do not trust too much \& ${ }_{10} 10$ \& 17\% \& 25 $11 \%$ \& 18\% \& $12 \%$ \& ${ }_{6}^{7} \%$ \& ${ }_{7 \%}$ \& 118\% \& | 27 |
| :--- |
| 15 | \& $3 \%$ \& ${ }_{4}^{5}$ \& ${ }_{5}^{3} \%$ \& \[

$$
\begin{aligned}
& 34 \\
& \text { 16\% } \\
& \text { KI }
\end{aligned}
$$

\] \& ${ }_{5}^{6} \%$ \& 15\% \& \[

$$
\begin{aligned}
& 21 \\
& 15 \% \\
& \mathrm{n}
\end{aligned}
$$
\] \& ${ }^{19} 8$ \& 23\% \& ${ }^{8} 4 \%$ \& 31

$12 \%$ <br>
\hline Do not trust at all \& 20 5 \& ${ }_{2}^{5}$ \& 15\% \& ${ }_{7 \%}$ \& $5{ }_{5}$ \& 3\% \& 3\% \& $\stackrel{7}{5 \%}$ \& 10

5 \& 4\% \& $$
\begin{aligned}
& 12 \\
& 10 \% \\
& M
\end{aligned}
$$ \& ${ }_{2 \%}$ \& $\stackrel{4}{2 \%}$ \& ${ }_{3}^{4} \%$ \& $\stackrel{8}{5 \%}$ \& ${ }_{6 \%}$ \& ${ }^{11} 4 \%$ \& $\stackrel{9}{5 \%}$ \& 6\% \& ${ }_{3 \%}$ <br>

\hline I am not familiar with this company \& $$
\begin{gathered}
187 \\
45 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 811 \\
& 42 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
107 \\
47 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 42 \\
& 34 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 47 \% \\
& 44 \%
\end{aligned}
$$

\] \& 52\% \& \[

$$
\begin{aligned}
& 46 \\
& 60 \%
\end{aligned}
$$

\] \& ${ }_{3}^{45}$ \& \[

$$
\begin{gathered}
87 \\
49 \% \\
H
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 55 \\
& 57 \% \\
& H
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 66 } \\
& 56 \% \\
& M
\end{aligned}
$$

\] \& ${ }^{28} 8$ \& \[

$$
\begin{aligned}
& 82 \% \\
& 38
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 63 \\
& 50 \% \\
&
\end{aligned}
$$
\] \& 67\% \& ${ }^{58} \%$ \& 103

$43 \%$ \& 883 \& 11
$19 \%$ \& ${ }_{36} 9$ <br>
\hline Sigma \& 416

$100 \%$ \& 191\% \& \[
$$
\begin{aligned}
& 225 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 124 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 107 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 108 } \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
77 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$
\] \& ${ }^{178} 100$ \& 97

$100 \%$ \& $$
\begin{aligned}
& 118 \\
& 100 \%
\end{aligned}
$$ \& -65 \& 216 $100 \%$ \& 125

$100 \%$ \& 150\% \& $$
\begin{aligned}
& 141 \\
& \text { 100\% }
\end{aligned}
$$ \& 240

$100 \%$ \& \[
$$
\begin{aligned}
& 173 \\
& 100 \%
\end{aligned}
$$

\] \& - ${ }^{56}$ (00\% \& \[

$$
\begin{aligned}
& 252 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G-HT/J-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/GG-H/IJ- K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 137 | 274 | 165 | 111 | 77 | 58 | 122 | 175 | 114 | 230 | 50 | 100 | 139 | 129 | 143 | 214 | 186 | 34 | 211 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 414 | 190* | 224 | 139* | 98* | 107* | 70** | $128 *$ | 200* | 86* | 139 | $68 *$ | $178 *$ | 131* | 149* | $133^{*}$ | 223 | $178{ }^{*}$ | $47^{* *}$ | 239 |
| Trust Somewhat/Very Much (Net) | ${ }^{268}{ }_{65}$ | $\begin{gathered} 145 \\ 76 \% \\ \hline 6 \end{gathered}$ | $\begin{aligned} & 123 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 73 \\ 74 \% \\ f \end{gathered}$ | $\begin{aligned} & 60 \\ & 56 \% \end{aligned}$ | 49\% | $\begin{aligned} & 80 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 142 \\ 71 \% \\ j \end{gathered}$ | $\begin{aligned} & 47 \\ & 55 \% \end{aligned}$ | 83\% | 599\% | $\begin{gathered} 135 \\ 76 \% \\ \text { K1 } \end{gathered}$ | $\begin{aligned} & 106 \\ & 81 \% \\ & \text { 8P } \end{aligned}$ | $\begin{gathered} 86 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 155 \\ \\ \hline 69 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 89 \% \end{aligned}$ | $\stackrel{172}{72 \%}$ |
| Trust very much | $\begin{aligned} & 79 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 49 \\ & 26 \% \\ & { }_{C}^{4} \end{aligned}$ | 30 $13 \%$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 18 \% \\ 18 \% \end{array} \end{aligned}$ | $\begin{aligned} & 37 \\ & 38 \% \\ & \text { DF } \end{aligned}$ | $5{ }_{5}$ | $\begin{aligned} & 111 \% \\ & 17 \% \end{aligned}$ | ${ }^{28} 2 \%$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | 20\% | ${ }_{12}^{8} \%$ | $\begin{aligned} & 50 \\ & 28 \% \\ & { }_{2} \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & 26 \% \end{aligned}$ | 31\% | ${ }_{11}^{14}$ | 54 24\% r | ${ }^{25} 4$ | 21 45 | 65\% |
| Trust somewhat | 189 $46 \%$ | 96\% | 93 $42 \%$ | 614\% | $36 \%$ | 55 | ${ }^{38}{ }^{2} \%$ | 51 $40 \%$ | ${ }^{104} 5$ | $34 \%$ | 63 45 | 31 45 | 85\% | $\begin{aligned} & 73 \\ & 55 \% \\ & \end{aligned}$ | 55\% | 62\% | 101 $45 \%$ | 815\% | 21 43 | 107 $45 \%$ |
| Do Not Trust At All/Too Much (Net) | 76\% | 28\% | ${ }_{21}^{48}$ | 23 $17 \%$ | 14\% | 30\% | $\stackrel{9}{13 \%}$ | ${ }_{21}^{26}$ | 34\% | 15 | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & \text { 290\% } \\ & \text { 29\% } \end{aligned}$ | ${ }^{23} 13 \%$ | 12\% | $\begin{aligned} & 37 \\ & 25 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{gathered} 27 \\ 20 \% \\ n \end{gathered}$ | 30 $13 \%$ | $\begin{aligned} & { }_{26}^{26 \%} \\ & { }_{Q} \end{aligned}$ | $\stackrel{4}{8 \%}$ | 38\% |
| Do not trust too much | ${ }_{11}{ }^{4} \%$ | 15 8 \% | 30 $13 \%$ | 17 $13 \%$ | 10\% | 16\% | ${ }^{1} \%$ | 129\% | ${ }^{26} 13 \%$ | 78 | ${ }_{16}^{12 \%}$ | ${ }_{12 \%}$ | 17\% | $\stackrel{4}{3 \%}$ | $\begin{aligned} & 20 \\ & { }^{214 \%} \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 20 \\ & \begin{array}{l} 15 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | 15\% | 29 $16 \%$ | 2 | 24\% |
| Do not trust at all | 31 $8 \%$ | 13\% | ${ }^{18} 8{ }_{8}$ | ${ }_{4 \%}^{6}$ | $\stackrel{4}{4 \%}$ | $\begin{aligned} & 14 \\ & 13 \% \\ & \text { d } \end{aligned}$ | 11\% | $\begin{aligned} & 15 \\ & 12 \% \\ & 12 \% \end{aligned}$ | 8 | ${ }^{8} 0 \%$ | $\begin{aligned} & \begin{array}{l} 14 \\ 10 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 16 \% \\ M \end{array} \end{aligned}$ | ${ }_{3}^{6}$ | ${ }_{6}^{7} \%$ | $17 \%$ | $\stackrel{7}{5 \%}$ | 15\% | ${ }^{16} 9$ | ${ }_{4 \%}$ | 14 6 |
| I am not familiar with this company | 70\% | ${ }^{17} 9$ | $\begin{aligned} & 53 \\ & 24 \% \\ & 24 \% \end{aligned}$ | 29 $21 \%$ | 11\% | 18\% | 12\% | 22 $17 \%$ | 25 $12 \%$ | $\begin{aligned} & 23 \\ & 27 \% \\ & \hline 1 \end{aligned}$ | ${ }^{26} 19 \%$ | 10\% | 20 $11 \%$ | 13 $10 \%$ | ${ }^{26} 18$ | $\begin{aligned} & 31 \\ & { }^{233 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | 27 | ${ }_{3}{ }^{2}$ | ${ }^{28} 12$ |
| Sigma | 414 $100 \%$ | $\begin{aligned} & \text { 1900 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 200\% | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 1490\% | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | 223 $100 \%$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 47 $100 \%$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ |




Fielding Period: May 20-22, 2020
COVID 19

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(520 \\ 5 / 22) \end{gathered}$ |  | der | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 405 | 155 | 250 | 165 | 11 | 69 | 60 | 125 | 177 | 103 | 211 | 66 | 96 | 131 | 144 | 130 | 226 | 169 | 39 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 416 | 203* | 213 | $133^{*}$ | $98^{*}$ | $98^{*}$ | 87** | $128^{*}$ | 205* | 83* | 125* | 79* | 181* | 131* | 154* | 131* | 236 | 169* | $48^{* *}$ | 251 |
| Trust Somewhat/Very Much (Net) | $\stackrel{209}{50 \%}$ | $\begin{aligned} & 97 \\ & 48 \% \end{aligned}$ | 112 53 | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & \text { 61 } \\ & 62 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 49 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 51 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 102 \\ & 50 \% \end{aligned}$ | 42\% | $\begin{aligned} & 71 \\ & 57 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{aligned} & 55 \\ & 70 \% \\ & M \end{aligned}$ | $\begin{aligned} & 70 \% \\ & 39 \% \end{aligned}$ | 71 54 | 748 | 649\% | 132 $56 \%$ | $74 \%$ | 31 $64 \%$ | 120 $48 \%$ |
| Trust very much | 717\% | 37 $18 \%$ | 34 $16 \%$ | 21 $16 \%$ | $\begin{aligned} & 27 \\ & 28 \% \\ & \text { df } \end{aligned}$ | ${ }_{12}^{12}$ | 11 $12 \%$ | 25 20 | 35\% | 113\% | ${ }^{28} 2$ | 12 | 30\% | 27\% | ${ }_{19}^{29}$ | 15 $12 \%$ | $\stackrel{49}{21 \%}$ | ${ }_{13}^{22}$ | 15 $31 \%$ | $\stackrel{43}{17 \%}$ |
| Trust somewhat | $\begin{gathered} 138 \\ 33 \% \end{gathered}$ | 59\% | $\begin{aligned} & 78 \\ & 37 \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & d \end{aligned}$ | $\begin{gathered} 37 \\ 38 \% \\ d \end{gathered}$ | $\begin{aligned} & 39 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 35 \% \\ & \mathrm{~m} \% \end{aligned}$ | $\begin{gathered} 43 \\ 54 \% \\ \text { KM } \end{gathered}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | ${ }_{34}^{44 \%}$ | ${ }_{29}^{45}$ | 499\% | ${ }_{35}^{83}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | 16 $34 \%$ | ${ }^{78}{ }^{1} \%$ |
| Do Not Trust At All/Too Much (Net) | 830\% | $\begin{aligned} & 53 \\ & 26 \% \\ & { }_{C}^{2} \end{aligned}$ | 30 $14 \%$ | 35 ${ }^{26 \%}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $17 \%$ | 13 $15 \%$ | 31 $24 \%$ | 39\% | 13 $15 \%$ | ${ }^{18} 14 \%$ | ${ }_{6}^{5}$ | $\begin{aligned} & 57 \\ & { }_{31}^{31} \% \end{aligned}$ | 23 $17 \%$ | 36\% | 24\% | 19\% | 37 ${ }^{3} \mathrm{\%}$ | 16 $34 \%$ | 64\% |
| Do not trust too much | 50\% | 29\% | 210\% | 21 16 | 12 $13 \%$ | 10\% | ${ }_{9}^{7} \%$ | $\begin{aligned} & 19 \\ & 15 \% \\ & j \end{aligned}$ | $\begin{aligned} & \text { 148 } \\ & \text { 14\% } \end{aligned}$ | $3{ }^{3}$ | 7\% | $3_{4 \%}$ | $\begin{aligned} & 37 \\ & { }_{2} 0 \% \% \end{aligned}$ | ${ }^{12} 9$ | 29\% ${ }_{\text {19, }}$ | 9\% | ${ }^{28}{ }^{2} \%$ | ${ }^{22} 13 \%$ | 19\% | ${ }_{17}^{43}$ |
| Do not trust at all | 33 8 \% | $\begin{aligned} & 24 \\ & { }_{12}^{2} \% \\ & \hline \end{aligned}$ | 9 | 14\% | ${ }_{6}^{6} \%$ | $7 \%$ | ${ }_{7 \%}^{6}$ | ${ }^{12} 9$ | 11 5 | 10 | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | ${ }_{2}^{1}$ | 20 $11 \%$ | 118\% | 7\% | 15\% | ${ }^{16} \%$ | ${ }^{16} 9$ | $\stackrel{7}{15 \%}$ | 21 8 \% |
| I am not familiar with this company | 124 30 | 53\% | 71 33 | $\begin{gathered} 49 \\ 37 \% \\ E \end{gathered}$ | ${ }_{19}^{19}$ | 32\% | 24\% | 31 $24 \%$ | ${ }^{64}$ 31\% | 29\% | 36\% | 199\% | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | 37 $28 \%$ | 44\% | 432\% | 60\% | 57 $34 \%$ | ${ }_{2 \%}$ | ${ }^{67}$ 27\% |
| Sigma | ${ }_{100 \%}^{416}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | 213 $100 \%$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | ${ }^{98} 0 \%$ | ${ }^{1080} \%$ | 870\% | ${ }^{128} 10 \%$ | 100\% | 100\% | 125 <br> $100 \%$ | 79 $100 \%$ | 181 $100 \%$ | 131 $100 \%$ | 154 $100 \%$ | 131 $100 \%$ | ${ }_{10}^{236}$ | 169 $100 \%$ | 100\% | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline Unweighted Base \& 413 \& 151 \& 262 \& 178 \& 113 \& 61 \& 61 \& 122 \& 181 \& 110 \& 235 \& 58 \& 95 \& 125 \& 129 \& 159 \& 215 \& 183 \& 31 \& 204 <br>
\hline Weighted Base \& 401 \& 203* \& 198 \& 119 \& 109* \& 86* \& $88^{*}$ \& 125* \& 187* \& 89* \& 141 \& $62^{*}$ \& 164* \& 123* \& 137* \& $142^{*}$ \& 225 \& 156* \& $41^{* *}$ \& 223 <br>
\hline Trust Somewhat/Very Much (Net) \& $$
\begin{gathered}
169 \\
42 \%
\end{gathered}
$$ \& $$
\begin{gathered}
\text { 100 } \\
49 .{ }_{C} \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 69 \\
& 35 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 49 \\
& 41 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 54 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 31 \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 40 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 76 \\
& 60 \% \\
& 1 J
\end{aligned}
$$ \& $$
\begin{aligned}
& 65 \\
& 35 \%
\end{aligned}
$$ \& 29\% \& $$
\begin{aligned}
& 51 \\
& 37 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 33 \\
& 54 \% \\
& k
\end{aligned}
$$ \& $$
\begin{aligned}
& 78 \\
& 48 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 42 \\
& 34 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 71 \\
& 52 \% \\
& \mathrm{~N}
\end{aligned}
$$ \& $$
\begin{aligned}
& 56 \\
& 40 \%
\end{aligned}
$$ \& $$
\begin{gathered}
106 \\
47 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 56 \\
& 36 \%
\end{aligned}
$$ \& 30\% \& 107
$48 \%$ <br>
\hline Trust very much \& 71
$18 \%$ \& 420\% \& 29\% \& 23
$19 \%$ \& $$
\begin{aligned}
& 27 \\
& 25 \% \\
& f
\end{aligned}
$$ \& ${ }^{8} 0 \%$ \& 12
$14 \%$ \& 30\% \& 27 15 \& 13
$14 \%$ \& 27 19 \& ${ }^{13} 20$ \& ${ }^{26} 16$ \& 19 \& 31 $22 \%$ \& 21
$15 \%$ \& ${ }^{45}$ \& 21
$13 \%$ \& 17 $43 \%$ \& ${ }^{47} 21 \%$ <br>
\hline Trust somewhat \& ${ }^{98} 8$ \& $$
{ }^{58} 9
$$ \& 40\% \& ${ }^{26} 2 \%$ \& $$
\begin{aligned}
& 27 \\
& 25 \%
\end{aligned}
$$ \& 23\% \& $$
{ }_{23}^{23}
$$ \& $$
\begin{aligned}
& 45 \\
& 36 \% \\
& 1,5
\end{aligned}
$$ \& 37\% \& $$
\begin{aligned}
& 16 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 25 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{gathered}
21 \\
34 \% \\
k
\end{gathered}
$$ \& $$
\begin{gathered}
52 \\
32 \% \\
K
\end{gathered}
$$ \& 22
$18 \%$ \& 41 30 \& 35\% \& 282\% \& 35 ${ }^{3}$ \& 13
$32 \%$ \& 60\% <br>
\hline Do Not Trust At All/Too Much (Net) \& ${ }^{58}{ }^{15}$ \& $$
\begin{gathered}
38 \\
19 \% \\
\text { c }
\end{gathered}
$$ \& 20\% \& 24 \& ${ }_{16}^{16}$ \& ${ }_{6}^{6}$ \& $$
\begin{aligned}
& 13 \\
& 15 \%
\end{aligned}
$$ \& ${ }_{15}^{15}$ \& 32 17 \& 112\% \& $$
\begin{aligned}
& 26 \\
& { }_{19}^{29 \%}
\end{aligned}
$$ \& 3\% \& 25 \& ${ }_{14 \%}^{18}$ \& ${ }^{13} 9$ \& $$
\begin{gathered}
28 \\
20 \% \\
0
\end{gathered}
$$ \& ${ }^{26} 11 \%$ \& 27\% \& ${ }_{15}^{6}$ \& 35
$16 \%$ <br>
\hline Do not trust too much \& 33 8 \% \& 23

11\%
c \& ${ }^{10} 5$ \& 15\% \& $\stackrel{10}{9 \%}$ \& $4{ }_{4}$ \& $\stackrel{4}{5 \%}$ \& ${ }^{10} 80$ \& ${ }^{16} 9$ \& ${ }_{6}^{6}$ \& 150\% \& ${ }_{2}^{1}$ \& 16\% \& 12\% \& ${ }_{6}^{6}$ \& 13\% \& 19\% \& $9{ }_{6}$ \& 10\% \& 25 $11 \%$ <br>
\hline Do not trust at all \& ${ }^{26} 6$ \& 15\% \& 11
5 \& $\stackrel{9}{7 \%}$ \& ${ }_{6}^{6}$ \& ${ }_{2 \%}$ \& 10\% \& ${ }_{4}^{6}$ \& 16

$8 \%$ \& $5{ }_{5}$ \& 1180 \& ${ }_{2 \%}^{1}$ \& $9{ }_{6}$ \& ${ }_{5}^{6}$ \& 5 \& 15\% \& ${ }_{3 \%}^{6}$ \& $$
\begin{aligned}
& 17 \\
& 11 \% \\
& \hline \text { Q }
\end{aligned}
$$ \& $\stackrel{2}{5 \%}$ \& ${ }^{10} 5$ <br>

\hline I am not familiar with this company \& $$
\begin{gathered}
174 \\
43 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 66 \\
& 32 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
108 \\
5 \\
5
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 47 \\
& 39 \%
\end{aligned}
$$

\] \& 38 ${ }^{3} \%$ \& \[

$$
\begin{aligned}
& 49 \\
& 57 \% \\
& d E
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 39 \\
& 45 \%
\end{aligned}
$$

\] \& 34\% \& \[

$$
\begin{aligned}
& 98 \\
& 48 \% \\
& H
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 49 \\
& 56 \% \\
& H
\end{aligned}
$$
\] \& 63 45 \& ${ }^{26}$ \& 600 \& ${ }_{54}^{64}$ \& 52\% \& 581\% \& ${ }^{93} 4$ \& $74 \%$ \& 10\% \& 81

$36 \%$ <br>
\hline Sigma \& 401

$100 \%$ \& 203\% \& \[
$$
\begin{aligned}
& 198 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 119 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 109 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
86 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
88 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 125 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 187 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& 620\% \& \[

$$
\begin{aligned}
& 164 \\
& 100 \%
\end{aligned}
$$
\] \& 123\% \& 137

$100 \%$ \& \[
$$
\begin{aligned}
& 142 \\
& 100 \%
\end{aligned}
$$

\] \& 225 \& \[

$$
\begin{aligned}
& 156 \\
& 100 \%
\end{aligned}
$$
\] \& 41

$100 \%$ \& $$
\begin{aligned}
& 223 \\
& 100 \%
\end{aligned}
$$ <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested $(5 \%, 10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E/F/F}$ - H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30 ) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 391 | 146 | 245 | 147 | 118 | 70 | 56 | 129 | 167 | 95 | 213 | 48 | 107 | 132 | 131 | 128 | 210 | 172 | 40 | 204 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 402 | 185* | 217 | 101* | 113* | 104* | 85* | 137* | 184* | 81* | 139 | $52^{* *}$ | 194* | 144* | 141* | $117 *$ | 238 | 156* | $56^{* *}$ | 217 |
| Trust Somewhat/Very Much (Net) | 304\% | $\begin{gathered} 156 \\ 84 \% \\ C \end{gathered}$ | $\begin{gathered} 148 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 96 \% \\ & \text { Bf } \end{aligned}$ | $74 \%$ | $\begin{aligned} & 69 \\ & 81 \% \\ & d \end{aligned}$ | 102 ${ }^{74 \%}$ | $\begin{aligned} & 144 \\ & 78 \% \end{aligned}$ | 51\% | ${ }^{102}$ | $\begin{aligned} & 37 \\ & 72 \% \end{aligned}$ | 157 $81 \%$ | 114 $79 \%$ | 111 $79 \%$ | 79 $67 \%$ | 190 $80 \%$ | 109 $70 \%$ | 44\% | 176 $81 \%$ |
| Trust very much | ${ }_{31 \%}^{125}$ | $\begin{aligned} & 73 \\ & 39 \% \\ & { }_{C} \end{aligned}$ | $\begin{aligned} & 53 \\ & 24 \% \end{aligned}$ | 299\% | $\begin{aligned} & 51 \\ & 45 \% \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 44 \% \\ & \text { is } \end{aligned}$ | ${ }_{27}^{47}$ | 182\% | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | 18\% | ${ }_{33}^{65}$ | $\begin{aligned} & 54 \\ & 38 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 50 \\ & 35 \% \\ & \text { 35\% } \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 41 \% \\ & { }^{21 \%} \end{aligned}$ | ${ }^{28} 8$ | 28 $50 \%$ | 859\% |
| Trust somewhat | $\begin{gathered} 178 \\ 44 \% \end{gathered}$ | 83\% | 954\% | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | 45\% | $\begin{aligned} & 56 \\ & 54 \% \\ & d \end{aligned}$ | $\begin{aligned} & 41 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 53 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 40 \\ 49 \% \\ H \end{gathered}$ | 55 | 28\% | $\begin{aligned} & 93 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | 62 44 | $\begin{aligned} & 57 \\ & 49 \% \end{aligned}$ | 929\% | $\begin{aligned} & 81 \\ & 52 \% \\ & \mathrm{q} \end{aligned}$ | $\begin{aligned} & 16 \\ & 28 \% \end{aligned}$ | 91 42 |
| Do Not Trust At All/Too Much (Net) | ${ }^{62}$ 15\% | ${ }^{25} 13 \%$ | 17\% | ${ }_{21}^{22}$ | 14\% | 16\% | 10\% | 24\% | 29\% | ${ }_{11 \%}$ | 27 19 | 10\% | 24\% | ${ }^{15}$ | 22 15 | 25\% | 34\% | 28\% | 12\% | ${ }_{13}^{29}$ |
| Do not trust too much | 50\% | 21\% | 29 ${ }^{13}$ | 17\% | 13 $11 \%$ | ${ }^{10} 9$ | 12\% | $\begin{aligned} & 22 \\ & 16 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $3 \%$ | 20\% | 13\% | 22 ${ }^{2}$ | 10\% | ${ }_{13}^{18}$ | $\begin{aligned} & 22 \\ & 18 \% \\ & \mathrm{n} \end{aligned}$ | 27 $11 \%$ | 23\% | 12\% | 26\% |
| Do not trust at all | ${ }^{12} 3$ | ${ }_{2}^{4}$ | 8 | $4{ }_{4}^{4}$ | ${ }_{1 \%}$ | ${ }_{6}^{6}$ | * | ${ }^{3} \mathrm{\%}$ | $3{ }^{3}$ | ${ }_{7 \%}$ | $\begin{aligned} & 7 \\ & 5_{\mathrm{m}} \% \end{aligned}$ | 3\% | $1 \%$ | 5\% | 2\% | ${ }_{3}^{4}$ | 3\% | 5\% |  | $3 \%$ |
| I am not familiar with this company | ${ }^{36} 9$ | 2\% | $\begin{gathered} 32 \\ 32 \% \\ 15 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 14 \% \\ & \text { E } \end{aligned}$ | ${ }_{2 \%}$ | $\begin{aligned} & 14 \\ & 14 \% \\ & \text { E } \end{aligned}$ | $6 \%$ | ${ }^{10} 8$ | 11 6 | $\begin{aligned} & \begin{array}{l} 18 \\ 18 \% \\ \text { hi } \end{array} \end{aligned}$ | 11 8 \% | 10\% | $1{ }^{13} 7$ | 15 $10 \%$ | 6\% | 13 $11 \%$ | ${ }^{14} 6$ | 19 | 10\% | 12\% |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \% \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 8100\% | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | 566 | 217 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk Ievel) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30 ) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 172 | 234 | 173 | 106 | 73 | 54 | 148 | 170 | 88 | 207 | 62 | 114 | 114 | 149 | 143 | 223 | 170 | 51 | 234 |
| Weighted Base | 430 | 212 | 218 | $143 *$ | 95* | 114* | 78** | $162^{*}$ | $187^{*}$ | $81^{*}$ | 133 | 71* | 201* | 114* | $178 *$ | $138 *$ | 248 | $166{ }^{*}$ | $58^{*}$ | 261 |
| Trust Somewhat/Very Much (Net) | 284 66 | $\stackrel{147}{69 \%}$ | 137 ${ }_{\text {63\% }}$ | 97\% | 70\% | ${ }^{68}{ }^{6} \%$ | ${ }^{48} 2$ | 116 $72 \%$ | 121 $64 \%$ | 47\% | 79\% | 50\% | 141 70 | 71 $62 \%$ | $\begin{gathered} 132 \\ { }_{P}^{74 \%} \end{gathered}$ | 89\% | 171 69 | ${ }^{106} 64 \%$ | 47\% | 184\% |
| Trust very much | ${ }_{33}^{143}$ | $\begin{gathered} 93 \\ 44 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 51 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 40 \% \\ & f \end{aligned}$ | $35$ | 29\% | 22\% | $\begin{aligned} & 76 \\ & 47 \% \\ & 47 \% \end{aligned}$ | ${ }^{45} 2$ | $\text { 20 } 24 \%$ | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 77 \% \\ & 39 \% \end{aligned}$ | ${ }_{21}^{24}$ | $\begin{aligned} & 76 \\ & 43 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | 958\% | 44\% | 31 $54 \%$ | ${ }^{95}$ |
| Trust somewhat | 141 ${ }^{3}$ | 54\% | $\begin{aligned} & 86 \\ & 39 \% \\ & \hline \end{aligned}$ | 40\% | $\begin{aligned} & 35 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | ${ }_{34}^{26}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 39 \% \\ & H^{2} \end{aligned}$ | 289\% | $\begin{aligned} & 387 \\ & 28 \% \end{aligned}$ | ${ }^{28} 9$ | ${ }_{32}^{64}$ | $4{ }_{4}{ }^{4} \%$ | 55 ${ }^{5} \%$ | 38\% | $\begin{aligned} & 76 \\ & 30 \% \end{aligned}$ | ${ }^{61} 9$ | 15 26 | 88\% |
| Do Not Trust At All/Too Much (Net) | 77 $18 \%$ | 37 17 | ${ }_{19}{ }^{4}$ | 20 $14 \%$ | 11\% | $\underset{\mathrm{e}}{24 \%}$ | 19 25 | 22 $14 \%$ | 37\% | 193\% | ${ }_{21}^{29}$ | 10 $14 \%$ | 17\% | 23\% | ${ }^{26} 14 \%$ | $\stackrel{29}{21 \%}$ | ${ }^{35} 14 \%$ | ${ }^{38}{ }^{3} \%$ | ${ }_{1}^{7} \%$ | 43 |
| Do not trust too much | ${ }_{11 \%}$ | 20\% | ${ }^{25} 2$ | 12\% | $3{ }_{3}^{3}$ | $\begin{aligned} & \begin{array}{l} 1 \\ 14 \% \\ E \end{array} \end{aligned}$ | 14\% | 11\% | ${ }_{12}^{22}$ | 13 ${ }_{\text {16\% }}$ | ${ }^{13} 9$ | 13\% | 20\% | 17\% | $18 \%$ | 118\% | 18\% | $\begin{aligned} & 25 \\ & \begin{array}{l} 15 \% \\ \mathrm{q} \end{array} \end{aligned}$ | $4 \%$ | 27 $10 \%$ |
| Do not trust at all | 32 \% | ${ }^{16} 8$ | 15\% | ${ }_{6}^{8}$ | 88 | 110\% | ${ }_{6}^{5}$ | ${ }^{11} \%$ | 15\% | 5\% | $\begin{aligned} & 16 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\stackrel{1}{2 \%}$ | 14\% | ${ }_{5}^{6}$ | $8 \%$ | $\begin{gathered} 19 \\ \text { 13 } 13 \end{gathered}$ | 17\% | 13 8 | 6\% | ${ }^{16}$ 6\% |
| I am not familiar with this company | ${ }_{16 \%}^{69}$ | ${ }^{28} 13 \%$ | 19\% | 26\% | 14 | ${ }_{18}^{16}$ | 114\% | 24\% | 30 16 | 15 18 | ${ }^{26} 19 \%$ | 10\% | 25 $12 \%$ | 20\% | 20 $11 \%$ | 28\% | ${ }_{17} 17 \%$ | 23\% | 8\% | ${ }^{35} 13$ |
| Sigma | $\begin{aligned} & 430 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | 2610 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 407 | 159 | 248 | 186 | 106 | 58 | 57 | 133 | 177 | 97 | 223 | 53 | 100 | 121 | 136 | 150 | 199 | 188 | 42 | 211 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 416 | 211* | 205 | 133* | 105* | $98^{*}$ | 80** | 123* | $200 *$ | $93^{*}$ | 127 | $68^{*}$ | 189* | 137* | 131* | 148* | 243 | 157* | 49** | 244 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 301 \\ 72 \% \end{gathered}$ | $\quad 149$ | $\begin{aligned} & 152 \\ & 74 \% \end{aligned}$ | ${ }_{66 \%}{ }^{88}$ | ${ }_{77 \%}$ | $71 \%$ | $\begin{aligned} & 61 \% \\ & 77 \% \end{aligned}$ | 90\% | $\begin{aligned} & 149 \\ & 75 \% \end{aligned}$ | $62 \%$ | 83\% | $\begin{aligned} & 58 \\ & 85 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 140 \\ & 74 \% \end{aligned}$ | ${ }^{103}$ | $\begin{gathered} 104 \\ 80 \% \\ P \end{gathered}$ | $\begin{aligned} & 94 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 182 \\ 75 \% \end{gathered}$ | ${ }^{111} \%$ | 33 $67 \%$ | 182 75 |
| Trust very much | 133 ${ }_{3}$ | 76\% | 57 28 | $\begin{gathered} 46 \\ 34 \% \\ f \end{gathered}$ | $\begin{aligned} & 42 \\ & 40 \% \\ & F \end{aligned}$ | 19 | 27 3 \% | $\begin{aligned} & 52 \\ & { }_{4}^{2} \% \\ & \\ & \end{aligned}$ | 589\% | 22\% | 388 | $\begin{gathered} 27 \\ 39 \% \end{gathered}$ | 61 ${ }_{3}^{61}$ | $\begin{aligned} & 58 \\ & 42 \% \\ & 48 \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 32 \end{aligned}$ | 33 ${ }^{3} \mathrm{\%}$ | 81\% | 50\% | 20 40 | 87\% |
| Trust somewhat | $\begin{gathered} 168 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 46 \% \\ & 46 \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | $38$ | $\begin{aligned} & 53 \\ & 53 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 35 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 91 \\ 46 \% \\ \mathrm{~h} \end{gathered}$ | 39\% | $\begin{aligned} & 45 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 46 \% \end{aligned}$ | 79 $42 \%$ | $\begin{aligned} & 43 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 63 \\ 48 \% \\ 4 \end{gathered}$ | $\begin{aligned} & 61 \% \\ & 41 \% \end{aligned}$ | $\begin{gathered} 101 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 39 \% \end{aligned}$ | ${ }_{27}^{13}$ | 959\% |
| Do Not Trust At All/Too Much (Net) | ${ }^{83}{ }^{20 \%}$ | ${ }^{45} 2$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | ${ }^{26}$ 21\% | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | 17 18 | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\stackrel{9}{13 \%}$ | 20\% | 25 $18 \%$ | 19 | 38\% | 43\% | ${ }^{35} 2$ | 14 28 | 51\% |
| Do not trust too much | 56 $13 \%$ | 31 $15 \%$ | 24\% | $\stackrel{26}{20}{ }_{F}$ | 15\% | ${ }_{6}^{6}$ | ${ }_{11 \%}$ | $\begin{aligned} & 20 \\ & 16 \% \\ & \text { j } \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \\ & \text { j } \end{aligned}$ | 5 | 19 | ${ }_{6}^{4} \%$ | ${ }^{28}{ }^{15}$ | 118\% | 15\% | $\begin{gathered} \text { 209 } \\ \text { 20\% } \end{gathered}$ | 32 ${ }_{13}$ | 21 14 | 11\% | 38\% |
| Do not trust at all | ${ }^{27} \%$ | 14\% | ${ }^{13} 6 \%$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | ${ }_{4 \%}^{4}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | ${ }_{5}^{4} \%$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | ${ }^{10} 5$ | 13\% | ${ }^{12} 9$ | 5\% | ${ }_{5 \%}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | 3\% | $\frac{9}{6 \%}$ | 11\% | $\stackrel{14}{9 \%}$ | 5\% | ${ }^{14} 6$ |
| I am not familiar with this company | 32 8 \% | ${ }^{17} 8$ | 15\% | 12\% | $5{ }_{5}$ | 10\% | ${ }_{7}^{6} \%$ | ${ }_{6}^{8}$ | 10 ${ }^{5}$ | $\begin{aligned} & 15 \\ & 16 \% \\ & 1 \end{aligned}$ | 13 $10 \%$ | ${ }_{2}^{1}$ | 12\% | 10\% | $\stackrel{7}{5 \%}$ | 16 $11 \%$ | ${ }^{18} 7$ | ${ }^{11} \%$ | 5\% | 11 5 \% |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | 205 100 | 133 $100 \%$ | 105 $100 \%$ | ${ }^{1080} \%$ | 100\% | 123 | 200\% | 93 $100 \%$ | 127 $100 \%$ | ${ }^{1080} \%$ | 1890 | 137 $100 \%$ | 131 $100 \%$ | 148 $100 \%$ | 2430 | 157\% | 100\% | 244 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJT-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 401 | 163 | 238 | 159 | 113 | 72 | 57 | 148 | 159 | 94 | 214 | 58 | 102 | 129 | 133 | 139 | 191 | 198 | 41 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 410 | $218 *$ | 192 | 121* | 107* | 112* | 70** | 155* | 167* | 88* | 121* | 70* | 189* | 131* | 131* | $148 *$ | 216* | 186* | $52^{* *}$ | 248 |
| Trust Somewhat/Very <br> Much (Net) | ${ }^{283}$ | ${ }^{153}$ | $\begin{gathered} 130 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 63 \% \end{aligned}$ | ${ }_{74 \%}$ | $\begin{aligned} & 73 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 126 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 81 \% \\ & 8 \mathrm{KL} \end{aligned}$ | $\frac{91}{70 \%}$ | $\begin{aligned} & 84 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & \\ & 73 \% \end{aligned}$ | $\begin{gathered} 150 \\ 69 \% \end{gathered}$ | ${ }_{69 \%}^{129}$ | $\begin{aligned} & 42 \\ & 81 \% \end{aligned}$ | $\begin{gathered} 180 \\ 73 \% \end{gathered}$ |
| Trust very much | $\begin{gathered} 101 \\ 25 \% \end{gathered}$ | 280 | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | $32 \%$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \\ & \hline \end{aligned}$ | ${ }^{8} \%$ | 35\% | $\begin{aligned} & 21 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 33 \% \\ & \hline \end{aligned}$ | 32 24 | 25\% | 59\% | 40 22 | 160\% | 729\% |
| Trust somewhat | 183 45 | 93 ${ }^{\text {42\% }}$ | 90\% | $49 \%$ | $48{ }_{4}{ }^{\text {\% }}$ | 54\% | $\begin{aligned} & 32 \% \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 40 \% \end{aligned}$ | 80\% | 38\% | 41\% | 23 32 | $\begin{aligned} & 111 \\ & 59 \% \\ & \text { KL } \end{aligned}$ | ${ }_{36 \%}$ | 53 | $\begin{aligned} & 82 \\ & 56 \% \end{aligned}$ No' | 91 $42 \%$ | $88 \%$ | 27 $51 \%$ | 109 $44 \%$ |
| Do Not Trust At All/Too Much (Net) | 830\% | ${ }_{20}^{40 \%}$ | 39\% | 28\% | $\begin{aligned} & 18 \% \\ & 17 \end{aligned}$ | ${ }_{26}^{26}$ | $\frac{5}{7} \%$ | $\begin{aligned} & 31 \% \\ & 20 \% \end{aligned}$ | ${ }^{28} 7$ | 24\% | 29 ${ }^{29}$ | $\begin{aligned} & 22 \\ & 32 \% \\ & M \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | 31 $23 \%$ | 22\% | 40\% | 41 21 | 18\% | 46\% |
| Do not trust too much | 50\% | ${ }^{26} 12 \%$ | 23 $12 \%$ | 20\% | 14\% | 12 $11 \%$ | 6\% | 12\% | 17\% | 14\% | 17 $14 \%$ | 116\% | 19\% | ${ }^{18} \mathbf{1 8}$ | $19 \%$ | 13\% | ${ }_{12}^{26}$ | 23 $12 \%$ | $5 \%$ | 30\% |
| Do not trust at all | ${ }^{33}{ }_{8}$ | 17 ${ }_{8}$ | 15 8 \% | $\begin{gathered} 14 \\ 11 \% \\ e \end{gathered}$ | $3{ }_{3}$ | $\underset{\substack{13 \\ \mathrm{e}}}{\substack{\text { e }}}$ | ${ }_{1}^{1 \%}$ | ${ }^{11} \%$ | 11 6 \% | 11 $12 \%$ | 12\% | $\begin{aligned} & 11 \\ & 16 \% \\ & \text { M } \end{aligned}$ | ${ }_{5}^{9} \%$ | 12 ${ }_{9}$ | 129 | 6\% | ${ }^{15} 7$ | ${ }^{18} 10$ | ${ }_{8}^{4}$ | ${ }^{17} \%$ |
| I am not familiar with this company | ${ }_{11}^{44}$ | 21 $10 \%$ | 23 $12 \%$ | ${ }^{11} 9$ | $9{ }_{9}^{9}$ | 13 $12 \%$ | 11 $15 \%$ | ${ }^{13} 8$ | 13 ${ }_{8 \%}$ | $\begin{aligned} & { }^{20}{ }_{20 \%} \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 17 \\ & \begin{array}{l} 14 \% \\ M \end{array} \end{aligned}$ | 4\% | 8 | 10 $8 \%$ | 16\% | ${ }_{1}^{18} 18$ | ${ }^{26} 12 \%$ | ${ }^{17} 9$ | * $\%$ | $\stackrel{21}{9 \%}$ |
| Sigma | 410 $100 \%$ | 218 $100 \%$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 131 $100 \%$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 216 $100 \%$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 520\% | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 409 | 162 | 247 | 173 | 126 | 63 | 47 | 140 | 167 | 102 | 213 | 54 | 119 | 119 | 151 | 139 | 219 | 181 | 36 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 418 | 211* | 207 | 126 | 122* | 85* | 85** | 141* | 186* | 92* | 123* | 66* | 204* | $134 *$ | 151* | $133^{*}$ | 247 | $166{ }^{*}$ | 49** | 252 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 217 \\ 52 \% \end{gathered}$ | $\begin{gathered} 133 \\ \text { 63্Cㅇ } \end{gathered}$ | $\begin{aligned} & 84 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 58 \% \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 61 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 101 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & \text { 62 } \\ & \hline 50 \% \\ & \hline \end{aligned}$ | ${ }_{27}^{18}$ | $\begin{gathered} 131 \\ 64 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{aligned} & 75 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 48 \% \end{aligned}$ | $\begin{gathered} 148 \\ 60 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 67 \\ & 41 \% \end{aligned}$ | ${ }_{86}^{46}$ | $\begin{gathered} 146 \\ 58 \% \end{gathered}$ |
| Trust very much | $\begin{aligned} & 84 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 57 \\ 27 \% \\ \hline \end{gathered}$ | ${ }^{27} 13 \%$ | ${ }_{2}^{20} \%$ | $\begin{aligned} & 40 \\ & 33 \% \\ & \text { dF } \end{aligned}$ | ${ }_{7 \%}^{6}$ | 13 $16 \%$ | $\begin{aligned} & 49 \\ & 35 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \\ & j \end{aligned}$ | 5\% | 19\% | $\stackrel{9}{14 \%}$ | $\begin{aligned} & 55 \\ & 27 \% \\ & { }_{k}^{2} \end{aligned}$ | ${ }^{32}$ | 33 22 | 19\% | 55\% | 29\% | 62\% | 71\% |
| Trust somewhat | 133 $32 \%$ | 75\% | 58\% | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | 32\% | $\begin{aligned} & 35 \\ & 41 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | 71 $38 \%$ | 25\% | ${ }_{3}^{43}$ | ${ }_{13}^{8}$ | $\begin{aligned} & 75 \\ & 37 \% \\ & \hline \end{aligned}$ | 42\% | 45\% | 45\% | $\begin{aligned} & 93 \\ & 38 \% \\ & \mathrm{R} \end{aligned}$ | 339 | 12 24 | 750\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 77 \\ & 19 \% \end{aligned}$ | 40\% | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | 24 $19 \%$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | 16\% | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | 21 15 | 35\% | 21\% | 17 $14 \%$ | 164\% | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 28 \% \\ & \text { op } \end{aligned}$ | 22 15 | 18\% | $\begin{aligned} & 39 \\ & 16 \% \end{aligned}$ | 37 ${ }^{3}$ | ${ }_{9 \%}$ | 49\% |
| Do not trust too much | 55 13 | 30 $14 \%$ | 25 ${ }^{2}$ | $14 \%$ | ${ }^{10} 8$ | 13 $16 \%$ | 17\% | 118\% | 27\% | $1{ }^{18} \%$ | 9\% | 11\% | $\begin{aligned} & 33 \\ & 16 \% \\ & \text { k } \end{aligned}$ | 27 <br> P | 172\% | 10 $8 \%$ | 24 $10 \%$ | $\begin{gathered} 30 \\ 18 \% \\ \mathrm{q} \end{gathered}$ | ${ }_{2}^{1}$ | 14\% |
| Do not trust at all | 23\% | 10 5 | ${ }^{12} 6$ | $9 \%$ | ${ }^{10} 8$ | ${ }_{3}^{3} \%$ | * | 10\% | ${ }_{4 \%}^{8}$ | 5\% | ${ }_{6}^{8} \%$ | 7\% | 10 5 | 10\% | ${ }_{3}^{4} \%$ | ${ }_{6 \%}$ | 15\% | $7 \%$ $4 \%$ | 7\% | 14\% |
| I am not familiar with this company | $\begin{gathered} 124 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 85 \\ 41 \% \\ 41 \% \end{gathered}$ | 44\% | 30 | ${ }_{33}^{28}$ | 214\% | 34\% | 49\% | $\begin{aligned} & 41 \\ & 44 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 45 \\ & 36 \% \\ & M \end{aligned}$ | $\begin{aligned} & 33 \\ & 50 \% \\ & M \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | 22 $16 \%$ | $\begin{aligned} & 51 \\ & 34 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 51 \\ & 38 \% \\ & \mathrm{~N} \end{aligned}$ | 60\% | $\begin{gathered} 61 \\ 37 \% \\ { }_{Q} \end{gathered}$ | 5\% | 57 ${ }^{23}$ |
| Sigma | 418 $100 \%$ | 211 $100 \%$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | 134 $100 \%$ | 151 $100 \%$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C-D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base, ${ }^{*}$ very small base (under 30 ) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 406 | 155 | 251 | 174 | 116 | 65 | 51 | 143 | 171 | 92 | 222 | 56 | 109 | 126 | 132 | 148 | 218 | 177 | 39 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 383 | $183^{*}$ | 199 | 122* | $108 *$ | 83* | 69** | $130^{*}$ | $178{ }^{*}$ | 75* | 122 | 70* | 177* | 117* | 145* | 121* | 228 | $148 *$ | $46^{* *}$ | 238 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 180 \\ 47 \% \end{gathered}$ | $\begin{gathered} 107 \\ 58 \% \\ 58 \end{gathered}$ | $\begin{aligned} & 73 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & \text { 67 } \\ & 62 \% \\ & \text { D } \end{aligned}$ | 399 | $\begin{aligned} & 23 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 65 \% \\ & 15 \end{aligned}$ | ${ }_{37}^{65}$ | $\begin{aligned} & 30 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 56 \\ 46 \% \end{gathered}$ | 18 | $\begin{aligned} & 104 \\ & 5 \mathrm{~L} \% \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 126 \\ 55 \% \\ R \end{gathered}$ | $\begin{aligned} & 51 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 36 \% \end{aligned}$ | $\begin{gathered} 128 \\ 54 \% \end{gathered}$ |
| Trust very much | 82\% | $\begin{gathered} 58 \\ 32 \% \\ C \end{gathered}$ | ${ }^{25} 13 \%$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 32 \\ 32 \\ f \end{gathered}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | ${ }_{6 \%}^{4}$ | $\begin{aligned} & 51 \\ & 39 \% \% \\ & \text { BjJ } \end{aligned}$ | 24\% | 12\% | $\begin{aligned} & 26 \\ & 21 \% \\ & \hline 1 \% \end{aligned}$ | ${ }_{8}^{6} \%$ | $\begin{gathered} 50 \\ \text { 28\% } \end{gathered}$ | 23 $19 \%$ | ${ }_{2}^{42 \%}$ | 19 $16 \%$ | $\begin{aligned} & \text { 284 } \\ & 28 \% \end{aligned}$ | ${ }_{12 \%}^{18}$ | 24 5 | 61 26 |
| Trust somewhat | 97 ${ }^{25 \%}$ | 49\% | 48\% | 20\% | $\begin{aligned} & 32 \\ & 30 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 26 \\ 32 \% \\ d \end{gathered}$ | ${ }^{18} 8{ }^{2} \%$ | $\begin{aligned} & 36 \% \\ & 24 \end{aligned}$ | 413\% | 229\% | 31 | 12\% | $\begin{aligned} & 54 \% \\ & 31 \% \end{aligned}$ | 31 $26 \%$ | 35\% | 30\% | ${ }^{62}$ 27\% | 33 ${ }^{32}$ | 12 27 | 67\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 65 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 40 \\ \text { 22\% } \\ \text { c } \end{gathered}$ | ${ }^{25} 12$ | $\begin{gathered} 238 \\ 23 \% \end{gathered}$ | 13 $12 \%$ | 11 $13 \%$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | ${ }^{14} 11 \%$ | 34 $19 \%$ | $\begin{aligned} & 17 \\ & { }_{23 \%} \\ & \hline \end{aligned}$ | 21 $17 \%$ | 14 $20 \%$ | 27 15 | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | 20 $14 \%$ | $\begin{aligned} & 31 \\ & 26 \% \\ & \text { No } \end{aligned}$ | 27 $12 \%$ | $\begin{aligned} & 37 \\ & 25 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{7}{16 \%}$ | 36\% |
| Do not trust too much | 36\% | 11\% | ${ }^{16}{ }_{8}{ }^{\text {\% }}$ | $\begin{aligned} & 22 \\ & \left.\begin{array}{l} 28 \% \\ E F \end{array}\right) \end{aligned}$ | $5{ }_{5}$ | ${ }_{4}^{3}$ | ${ }_{8 \%}^{6}$ | 118\% | 19\% | ${ }_{9}^{7} \%$ | $12 \%$ | 10\% | 17\% | ${ }_{5}^{6} \%$ | 11\% | $\begin{gathered} 19 \\ 16 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{17} \%$ | 19\% | ${ }_{14 \%}^{6}$ | ${ }^{2}{ }_{9}{ }^{\text {\% }}$ |
| Do not trust at all | ${ }^{28} 7$ | 19 $11 \%$ | 5\% | ${ }_{5}^{6}$ | $7 \%$ | ${ }_{9}^{8}$ | - ${ }^{7} \%$ | $\stackrel{4}{3 \%}$ | 15 8 \% | $\begin{aligned} & 10 \\ & 13 \% \\ & { }^{3} \% \end{aligned}$ | $9 \%$ | - ${ }^{7} \%$ | 10 6 | 7 | 10\% | 12\% | 10 ${ }^{1}$ \% | $\begin{aligned} & 17 \\ & 12 \% \\ & \mathrm{q} \% \end{aligned}$ | 2\% | ${ }^{15} 6$ |
| I am not familiar with this company | 137 $36 \%$ | ${ }_{20}^{36}$ | $\begin{gathered} 101 \\ 51 \% \\ B \end{gathered}$ | 43 35 | ${ }_{28}^{28}$ | 33 $40 \%$ | 34\% | 31 $24 \%$ | $\begin{gathered} 79 \\ 44 \% \\ H \end{gathered}$ | ${ }^{28} 7 \%$ | 45\% | $\begin{aligned} & 38 \\ & \text { 55\% } \\ & \text { kM } \end{aligned}$ | $\begin{aligned} & 46 \\ & 26 \% \end{aligned}$ | 50\% | $\begin{aligned} & 47 \% \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | 75 3 \% | 60 $41 \%$ | 6\% | 73 $31 \%$ |
| Sigma | 383 $100 \%$ | $\begin{aligned} & \text { 183 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 75 $100 \%$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 117 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 466\% | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 165 | 247 | 180 | 115 | 64 | 53 | 142 | 161 | 109 | 225 | 65 | 102 | 123 | 138 | 151 | 210 | 189 | 40 | 230 |
| Weighted Base | 388 | 179* | 210 | 133* | 96* | 88* | 71** | $150 *$ | $154 *$ | 84* | 130 | 71* | $169 *$ | $116{ }^{*}$ | $141^{*}$ | 131* | 221 | 158* | $46^{* *}$ | 254 |
| Trust Somewhat/Very Much (Net) | ${ }^{159} 41 \%$ | $\begin{aligned} & 94 \\ & 53 \% \\ & { }^{9} \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 57 \% \\ & 1 J \end{aligned}$ | $\begin{aligned} & 47 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 42 \% \\ & 42 \end{aligned}$ | $\begin{aligned} & 18 \\ & 26 \% \end{aligned}$ | 78 ${ }^{46}$ | 51\% | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 111 \\ \text { 500\% } \\ \mathrm{R} \end{gathered}$ | ${ }_{24}^{48}$ | 31 $66 \%$ | 114 $45 \%$ |
| Trust very much | 70 $18 \%$ | $\begin{aligned} & 45 \\ & 25 \% \\ & C \end{aligned}$ | ${ }^{25} 12 \%$ | ${ }_{21}^{28}$ | 21\% | 10\% | ${ }_{12}^{17 \%}$ | $\begin{aligned} & 52 \\ & 35 \% \\ & 15 \% \end{aligned}$ | 13\% | 5\% | ${ }_{21}^{28}$ | 13\% | 34 20 | ${ }_{21}^{24}$ | 26 $18 \%$ | 20 $15 \%$ | 52 ${ }_{\text {2 }}^{\text {R }}$ | ${ }_{12 \%}^{18}$ | ${ }^{18} 80 \%$ | ${ }^{53}$ 21\% |
| Trust somewhat | ${ }^{83} 8$ | 49\% | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | 230 | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | ${ }_{27}^{19}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | 22\% | 21\% | ${ }_{21}^{28}$ | 13\% | ${ }_{26}^{45}$ | 35 $30 \%$ 0 | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\text { 30 } 23 \%$ | $\stackrel{59}{27 \%}$ | 25 ${ }^{16 \%}$ | ${ }_{26 \%}^{12}$ | 61\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 82 \\ & 21 \% \end{aligned}$ | ${ }_{28}^{38}$ | ${ }_{24}^{41 \%}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \end{aligned}$ | $\begin{aligned} & 21 \\ & 30 \% \end{aligned}$ | 20\% | 32\% | ${ }^{18} 2{ }^{2} \%$ | 25 ${ }^{19 \%}$ | $\begin{aligned} & 23 \\ & 33 \% \\ & \mathrm{~km} \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | 26\% | 37\% | 42 $27 \%$ q | ${ }_{14 \%}^{6}$ | ${ }_{22}{ }^{21 \%}$ |
| Do not trust too much | 61 $16 \%$ | 29\% | 32\% | ${ }^{12} 9$ | 20\% ${ }_{\text {d }}$ | 10\% | 19\% | 24\% | 25 16 | $12 \%$ | 12\% | 20 ${ }_{\text {K }}$ | ${ }^{28}{ }^{16 \%}$ | 13 | 20\% | 19\% | 30\% | 29\% | 10\% | 45\% |
| Do not trust at all | 21 5 | $\stackrel{9}{5 \%}$ | 12\% | ${ }^{10} \%$ | $4{ }_{4}^{4}$ | ${ }_{6}^{5}$ | 3\% | 5\% | $9{ }_{6}$ | ${ }_{8}^{6}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & M \end{aligned}$ | 3 $4 \%$ | $\stackrel{3}{2 \%}$ | ${ }_{5}^{6}$ | $8{ }_{6}$ | $\stackrel{7}{5 \%}$ | ${ }_{3 \%}^{7}$ | ${ }^{13} 8$ | $\stackrel{2}{4 \%}$ | ${ }_{3 \%}$ |
| I am not familiar with this company | ${ }_{38}^{148}$ | 47\% | $\begin{gathered} 101 \\ 48 \% \\ B \end{gathered}$ | $53$ | 34 35 | $\begin{aligned} & 43 \\ & 48 \% \end{aligned}$ | ${ }_{26}^{18}$ | 36 $24 \%$ | $\begin{gathered} 73 \\ 47 \% \\ 47 \\ H \end{gathered}$ | $\begin{gathered} 39 \\ 47 \% \\ H \end{gathered}$ | 50\% | ${ }^{29} 41 \%$ | 60\% | 38 | 359\% | 55 $42 \%$ | 73 $33 \%$ | $\begin{gathered} 73 \\ 46 \% \\ 4 \end{gathered}$ | 20\% | 875\% |
| Sigma | $\begin{aligned} & 388 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 154\% | 84 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 100\% | 169 $100 \%$ | 116 $100 \%$ | 141 $100 \%$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 221 | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 100\% | 254 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 408 | 150 | 258 | 186 | 109 | 54 | 59 | 143 | 147 | 118 | 221 | 56 | 105 | 122 | 122 | 164 | 209 | 186 | 36 | 214 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 389 | 178* | 211 | 137 | 102* | 73* | 77* | 145* | $146 *$ | $98 *$ | 119 | $58^{*}$ | 188* | 110* | 112* | 167* | 213 | 164* | 44** | 228 |
| Trust Somewhat/Very Much (Net) | 192\% | $\begin{gathered} 105 \\ { }_{5}^{5} \% \end{gathered}$ | $87 \%$ | 65\% | 57 $55 \%$ | 51\% | $\begin{aligned} & 33 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 50 \% \end{aligned}$ | 65\% | $55 \%$ | ${ }_{48}^{48 \%}$ | 27 46 | 101 $53 \%$ | $\begin{gathered} 63 \\ 57 \% \\ 0 \end{gathered}$ | 45 | 84\% | 102 $48 \%$ | 83\% | 29\% | 111 $49 \%$ |
| Trust very much | $\begin{aligned} & 59 \\ & \hline 15 \% \end{aligned}$ | 29\% | ${ }^{29} 14 \%$ | $\begin{aligned} & 24 \\ & 17 \% \\ & f \end{aligned}$ | $\begin{aligned} & 28 \\ & 28 \% \\ & \hline \end{aligned}$ | $3{ }^{3}$ | ${ }_{5}^{4}$ | 27 18 | 17 $12 \%$ | 15\% | 21\% | $\stackrel{7}{12 \%}$ | 30 $16 \%$ | $\begin{gathered} 25 \\ 22 \% \\ \hline \end{gathered}$ | ${ }_{16}^{16}$ | 16 $10 \%$ | 33 $15 \%$ | 25 | 13 $29 \%$ | 42\% |
| Trust somewhat | $\begin{gathered} 133 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 43 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 57 \\ & 27 \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 28\% | $\begin{aligned} & 35 \\ & 47 \% \\ & \text { de } \end{aligned}$ | 29 38 | 46\% | 48\% | $\begin{aligned} & 40 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 37 \% \end{aligned}$ | 20 34 | $\begin{aligned} & 71 \% \\ & 38 \% \end{aligned}$ | 388 | 27 $24 \%$ | $\begin{aligned} & 68 \\ & 41 \% \\ & \hline \end{aligned}$ | 70 33 | 62\% | 16\% | 39\% |
| Do Not Trust At All/Too Much (Net) | 102 $26 \%$ | 43 $24 \%$ | 59\% | 21\% | 23 22 | $\begin{gathered} 26 \\ 36 \% \\ d \end{gathered}$ | 24 $31 \%$ | ${ }^{35}$ | 46\% | 21\% | ${ }^{26} 2$ | 15\% | 59 ${ }^{5}$ | 26\% | 33 $30 \%$ | 43\% | $\underset{\mathrm{r}}{68} \mathrm{r}$ | 32\% | 109\% | 61\% |
| Do not trust too much | 82\% | 21\% | ${ }^{48}{ }^{3} \%$ | 25 ${ }^{2}$ | 20\% | 23 $31 \%$ | 17\% | 22\% | $40 \%$ | 13 $14 \%$ | 18\% | 120\% | $\begin{aligned} & 55 \\ & { }_{29}^{29} \% \end{aligned}$ | 20\% | 30\% | 35 ${ }^{31 \%}$ | $\underset{r}{57 \%}$ | 25\% | 10\% | 57\% |
| Do not trust at all | ${ }^{17} 4$ | 5\% | 12\% | $3 \%$ | ${ }_{2 \%}$ | 5\% | ${ }_{8}^{6}$ | $\stackrel{3}{2 \%}$ | 4\% | 88 | $8 \%$ | $\stackrel{3}{5 \%}$ | ${ }_{2 \%}^{4}$ | ${ }_{5}^{6} \%$ | $3{ }_{3}$ | ${ }_{5}^{8}$ | 11 5 | 4\% | * | ${ }_{1 \%}^{3}$ |
| I am not familiar with this company | 95\% | 30\% | $\begin{gathered} 65 \\ 31 \% \\ 31 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 31 \% \\ & { }_{5}^{2} \% \end{aligned}$ | 23\% | 12\% | 20\% | 36\% | 34\% | 22\% | $\begin{aligned} & 35 \\ & { }^{399} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & { }_{27}^{29 \%} \\ & \mathrm{~m} \end{aligned}$ | 29 ${ }^{29}$ | 21 $19 \%$ | 34 $30 \%$ | 40\% | ${ }^{43} 20$ | 45\% | 10\% | 56\% |
| Sigma | $\begin{aligned} & 389 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 211 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | 73 $100 \%$ | 77 $100 \%$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 108\% | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 110 $100 \%$ | 112 $100 \%$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \% \\ & 100 \% \end{aligned}$ | 100\% | 228 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 405 | 159 | 246 | 183 | 110 | 58 | 54 | 152 | 164 | 89 | 214 | 53 | 115 | 111 | 156 | 138 | 212 | 182 | 36 | 230 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 418 | 183* | 235 | 144 | 92* | 108* | 74** | 145* | 190* | 83* | 133 | $63^{*}$ | 200* | 119* | 172* | $127 *$ | 229 | 178* | 44** | 266 |
| Trust Somewhat/Very Much (Net) | 294\% | $\begin{gathered} 140 \\ \underset{c}{76 \%} \end{gathered}$ | 154 $66 \%$ | 96\% | ${ }_{73 \%}^{68}$ | 71 66 | $\begin{aligned} & 60 \\ & 81 \% \end{aligned}$ | 101 $69 \%$ | $145$ | 49\% | $\frac{97}{73 \%}$ | $\begin{aligned} & 38 \\ & 60 \% \end{aligned}$ | ${ }^{145}$ | 87\% | 114 66 | 93\% | 172 75 | 117 $66 \%$ | 31 $69 \%$ | 1974\% |
| Trust very much | $\stackrel{111}{27 \%}$ | $\begin{aligned} & 58 \\ & 31 \% \end{aligned}$ | 54\% | 43 $30 \%$ | $\begin{gathered} 32 \\ 34 \% \\ f \end{gathered}$ | 20\% | 17 $24 \%$ | $\begin{aligned} & 58 \\ & 40 \% \\ & 1 \mathrm{~J} \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \hline 29 \end{aligned}$ | $14 \%$ | 32 ${ }^{34}$ | 23\% | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | 39 ${ }^{3} \mathrm{~F}$ | 24\% | ${ }^{28} 2$ | $\begin{gathered} 75 \\ 33 \% \\ r \end{gathered}$ | 20\% | 16\% | 85\% |
| Trust somewhat | $\begin{gathered} 183 \\ 44 \% \end{gathered}$ | 82\% | $\begin{gathered} 100 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 56 \% \\ & H \end{aligned}$ | 35 ${ }^{3} \mathrm{\%}$ | ${ }^{65}$ | $\begin{aligned} & 23 \\ & 37 \% \end{aligned}$ | ${ }_{43}^{83}$ | $48 \%$ | $\begin{aligned} & 70 \\ & 41 \% \end{aligned}$ | 55 | 97 | 815\% | 159 | ${ }_{112}{ }_{42}$ |
| Do Not Trust At All/Too Much (Net) | 78 $19 \%$ | 37\% | 42\% | 31\% | 18 | 20\% | 10 $13 \%$ | 26\% | 32 17 | 20\% | 21 16 | ${ }_{13}^{13}$ | 20\% | 17 $14 \%$ | 32\% | 24 $19 \%$ | 32 $14 \%$ | $\begin{gathered} 45 \% \\ { }_{\mathrm{q}}^{4} \end{gathered}$ | ${ }_{12}^{5}$ | 44\% |
| Do not trust too much | 14\% | 25 $13 \%$ | 32 $14 \%$ | 22\% | $12 \%$ | 14\% | ${ }^{8} 1{ }^{1} \%$ | ${ }_{12}^{12}$ | 26\% | 13 | ${ }^{12} 9$ | 9 $14 \%$ | 34 $17 \%$ | 8\% | $\begin{aligned} & 32 \\ & 19 \% \% \end{aligned}$ | 15\% | 25 $11 \%$ | 18\% | ${ }_{9 \%}$ | 38 $14 \%$ |
| Do not trust at all | 21 5 | 12 \% | 9 | ${ }_{6}^{8}$ | 6\% | ${ }_{5}^{6}$ | ${ }_{2}^{2}$ | 88 | ${ }_{3}^{6} \%$ | 8\% | 7\% | 5\% | ${ }_{3}^{6}$ | 6\% | 5\% | $8 \%$ | ${ }_{3 \%}^{7}$ | ${ }^{12} \%$ | ${ }_{4 \%}$ | ${ }_{2}^{6}$ |
| I am not familiar with this company | ${ }^{46} 11 \%$ | 7 | $\begin{gathered} 39 \\ \frac{37}{17 \%} \end{gathered}$ | 17 $12 \%$ | $7 \%$ | 18\% | 4\% | ${ }_{13}^{18}$ | 12\% | $\begin{aligned} & 15 \\ & 18 \% \\ & 18 \end{aligned}$ | ${ }^{15}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 18 \% \\ \mathrm{~m} \% \end{array} \end{aligned}$ | ${ }^{15} 8$ | 15\% | 20 $12 \%$ | ${ }^{11} 9$ | 25 $11 \%$ | 17 $10 \%$ | ${ }_{18}^{8} \%$ | ${ }^{24} 9$ |
| Sigma | $\begin{aligned} & 418 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | 119 $100 \%$ | 172 $100 \%$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | - $100 \%$ | 266 $100 \%$ |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 415 | 153 | 262 | 197 | 120 | 46 | 52 | 143 | 185 | 87 | 214 | 57 | 116 | 130 | 147 | 138 | 217 | 186 | 46 | 232 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 403 | 181* | 222 | 151 | 110* | $67^{* *}$ | 75** | 148* | 187* | $68 *$ | 114 | $62^{*}$ | 190* | 122* | 150* | 131* | 227 | 161* | $58^{*}$ | 249 |
| Trust Somewhat/Very Much (Net) | 270 67 | ${ }^{126} 69$ | $\begin{gathered} 144 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 63 \% \end{aligned}$ | 59\% | 999 | $\begin{gathered} 133 \\ 71 \% \\ j \end{gathered}$ | $\begin{aligned} & 38 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 84 \% \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & { }^{98} \% \\ & \text { OP } \end{aligned}$ | 959 | $\begin{aligned} & 77 \% \\ & 59 \% \end{aligned}$ | 154 $68 \%$ | 111 $69 \%$ | 39\% | 172 $69 \%$ |
| Trust very much | $\underset{26 \%}{107}$ | ${ }_{23}^{53 \%}$ | $\begin{aligned} & 54 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 50 \\ 34 \% \\ i \end{gathered}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | 16 $24 \%$ | 29\% | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \\ & \mathrm{p} \end{aligned}$ | 42\% | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 31 \% \end{aligned}$ | 36\% | $\begin{aligned} & 26 \\ & 45 \% \\ & 45 \end{aligned}$ | 76 $31 \%$ |
| Trust somewhat | $\begin{gathered} 163 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 43 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 93 \\ & 50 \% \\ & \mathrm{Hj} \end{aligned}$ | 21\% | $\begin{aligned} & 54 \\ & 48 \% \\ & \mathrm{~m} \end{aligned}$ | 30\% | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | $58$ | 53 35 | $\begin{aligned} & 52 \\ & 40 \% \end{aligned}$ | ${ }_{3}^{85} \%$ | 75 | ${ }_{13}^{13}$ | 96 $38 \%$ S |
| Do Not Trust At All/Too Much (Net) | ${ }^{81}$ 21\% | 37\% | ${ }_{2}^{48}{ }^{2}$ | 40\% | 25\% | 16 23 | ${ }_{6}^{5}$ | 35\% | 19\% | 15 ${ }^{15}$ | 21 $18 \%$ | 117\% | 52\% | 16\% | $\begin{gathered} 36 \\ \text { 24\% } \\ \end{gathered}$ | $\begin{gathered} 33 \\ 25 \% \\ \text { n } \end{gathered}$ | 55 ${ }^{4} \%$ | 27\% | 16\% | 53 |
| Do not trust too much | 14\% | 24\% | 32 $14 \%$ | 26\% | 18\% | 116\% | ${ }_{2}^{1}$ | 19\% | ${ }^{17} 9$ | $12 \%$ | $7 \%$ | $5 \%$ | $\begin{aligned} & 44 \\ & { }_{23}^{23 \%} \% \\ & \text { Kin } \end{aligned}$ | ${ }^{8} \%$ | $\begin{aligned} & 28 \\ & { }^{29} 9 \\ & N \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \\ & \text { n } \end{aligned}$ | 35\% | $18 \%$ | 12\% | 36\% |
| Do not trust at all | ${ }^{29} 7$ | 12\% | ${ }^{17} \%$ | 14 ${ }^{\text {\% }}$ | ${ }_{6}^{6}$ | 5\% | ${ }_{5}^{4}$ | ${ }_{5 \%}^{7}$ | 19 $10 \%$ | $3 \%$ | $\begin{aligned} & 13 \\ & 12 \% \\ & { }^{2} \% \end{aligned}$ | ${ }_{10}^{6}$ | 8\% | $8{ }^{8}$ | $8 \%$ | 13 $10 \%$ | ${ }^{20} 9$ | 9\% | ${ }_{\text {14 }}^{\text {¢ }}$ \% | 17\% |
| I am not familiar with this company | ${ }_{12}^{48}$ | 19\% | 30 $13 \%$ | 15\% | 13 12 | ${ }_{14 \%}$ | 114\% | ${ }^{14} 9$ | ${ }^{18} 10$ | $\begin{aligned} & 16 \\ & { }_{23}^{13 \%} \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }^{9} \%$ | ${ }^{8}{ }^{2} \%$ | 13\% | 8\% | 19\% | $\begin{gathered} 21 \\ 16 \% \\ \mathrm{n} \end{gathered}$ | 19\% | 23\% | 4\% | 24\% |
| Sigma | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 181 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 75 \\ 100 \% \end{array}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ |


Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 399 | 141 | 258 | 177 | 104 | 56 | 62 | 135 | 171 | 93 | 210 | 55 | 111 | 116 | 151 | 132 | 202 | 187 | 35 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 374 | 155* | 218 | 123 | $90^{*}$ | 80** | $80^{*}$ | $128{ }^{*}$ | 171* | $75^{*}$ | 119 | 55* | 182* | 111* | 152* | 110* | 206 | 162* | $37^{* *}$ | 233 |
| Trust Somewhat/Very <br> Much (Net) | 206 | 83 $54 \%$ | 123 $56 \%$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & \text { 60 } \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 39 \% \\ & 48 \end{aligned}$ | $\begin{aligned} & 344 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 49 \% \end{aligned}$ | 45 | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 56 \% \end{aligned}$ | $\begin{gathered} 102 \\ 56 \% \end{gathered}$ | $\begin{gathered} 62 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 58 \% \end{aligned}$ | 56 $51 \%$ | 117 $57 \%$ | $\begin{aligned} 88 \\ 54 \% \end{aligned}$ | 23 $62 \%$ | 134 $58 \%$ |
| Trust very much | 75\% | $\begin{gathered} 42 \\ 27 \% \\ c \end{gathered}$ | 34\% | $\begin{gathered} 30 \\ 24 \% \\ \mathrm{G} \end{gathered}$ | $\begin{aligned} & 33 \\ & 33 \% \\ & d G \end{aligned}$ | ${ }_{8 \%}^{6}$ | 5\% | 32 25 | 31 $18 \%$ | 12 | 20 $16 \%$ | 169\% | ${ }^{38}{ }^{21 \%}$ | ${ }_{18}^{18}$ | 38\% | 19\% | $\begin{aligned} & 53 \\ & 26 \% \\ & \mathrm{R} \end{aligned}$ | ${ }^{22} 13 \%$ | 14 $36 \%$ | 60\% |
| Trust somewhat | $\begin{gathered} 131 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 89 \\ 41 \% \\ 41 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 43 \% \end{aligned}$ | 27\% | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 42 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 41 \% \end{aligned}$ | 10 25 | 74 $32 \%$ |
| Do Not Trust At All/Too Much (Net) | 93 ${ }^{25}$ | 40 | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | $38$ | 19 $21 \%$ | ${ }^{8} 0 \%$ | ${ }^{28}{ }^{1} \%$ | 29 $23 \%$ | 499\% | 150\% | ${ }^{28}{ }^{23}$ | 13 $24 \%$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\xrightarrow{27}$ 24\% | 37 $24 \%$ | 29\% | 47\% | 44\% | 11\% | 59\% |
| Do not trust too much | 139\% | ${ }^{16}$ | 33 $15 \%$ | ${ }^{26} \%$ | $12 \%$ | 3\% | 11\% | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 34 \\ & 30 \% \\ & \text { 20\% } \end{aligned}$ | ${ }_{6}^{6}$ | 15\% | $\stackrel{7}{14 \%}$ | ${ }^{26}$ 14\% | $12 \%$ | 23 $15 \%$ | 14\% | ${ }_{12 \%}$ | 23 $14 \%$ | 13\% | 35\% |
| Do not trust at all | ${ }_{12}^{43}$ | 24 16 | ${ }^{19} 9$ | $12 \%$ | $7{ }_{8}^{7}$ | ${ }_{7 \%}$ | $\begin{aligned} & 19 \\ & { }_{2}^{13} \% \\ & d E \end{aligned}$ | 20 15 | 15\% | 11\% | 13 $11 \%$ | ${ }_{11 \%}^{6}$ | 20 $11 \%$ | 14\% | ${ }^{14} 9$ | 15\% | 21 $10 \%$ | 21 $13 \%$ | 17\% | 25 $11 \%$ |
| I am not familiar with this company | 75 ${ }^{20 \%}$ | 32\% | 430\% | 13 $10 \%$ | 11 $12 \%$ | 33 $42 \%$ | $\begin{gathered} 18 \\ 22 \\ d \end{gathered}$ | 21 $16 \%$ | ${ }^{39} 2{ }^{23}$ | 15 20 | 28\% | 11 $19 \%$ | 34 $19 \%$ | 22\% | 28\% | 25 ${ }^{23}$ | ${ }_{23}{ }^{1} \%$ | 30\% | 8\% | 40\% |
| Sigma | $\begin{aligned} & 374 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 100\% | 100\% | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | ${ }^{128} 10 \%$ | 1710\% | 75 $100 \%$ | 119 $100 \%$ | -55 | 182\% | 1110 | 152\% | 110 $100 \%$ | 206\% | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 37 $100 \%$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C-D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 407 | 166 | 241 | 167 | 127 | 59 | 54 | 139 | 172 | 96 | 201 | 61 | 118 | 121 | 150 | 136 | 211 | 183 | 42 | 235 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 412 | 209* | 203 | 118* | 125* | 97* | 72** | 137* | 203* | $72^{*}$ | 117* | $63^{*}$ | 200* | 122* | 154* | $136 *$ | 232 | 169* | 55** | 251 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 275 \\ 67 \% \end{gathered}$ | ${ }_{7147}$ | $\begin{gathered} 128 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 73 \\ & \hline \end{aligned}$ | $\underset{F}{96} \%$ | $56$ | $\begin{aligned} & 36 \\ & 50 \% \end{aligned}$ | ${ }^{102}$ | $\begin{gathered} 130 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 61 \% \end{aligned}$ | ${ }^{146} \%$ | $\begin{aligned} & 91 \\ & 75 \% \\ & \hline \mathrm{P} \end{aligned}$ | $\begin{gathered} 111 \\ 7 \mathrm{P} \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 180 \\ { }_{R} \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 54 \% \end{aligned}$ | $42 \%$ | $\begin{gathered} 181 \\ 72 \% \end{gathered}$ |
| Trust very much | ${ }_{25 \%}^{103}$ | $\begin{gathered} 63 \\ 30 \% \\ c \end{gathered}$ | 20\% | $\begin{gathered} 39 \\ 33 \% \\ \hline \end{gathered}$ | $\begin{gathered} 52 \\ 42 \% \\ \hline F \end{gathered}$ | 10\% | $3 \%$ | $\begin{aligned} & 44 \\ & 34 \% \\ & 1 \end{aligned}$ | 40\% | $\begin{aligned} & 16 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | ${ }_{34}^{64}$ | ${ }_{26}^{26}$ | ${ }_{29}^{49}$ | 33 $24 \%$ | $\begin{aligned} & 81 \\ & 35 \% \\ & \text { B5\% } \end{aligned}$ | 21 $13 \%$ | 35\% | 77 $31 \%$ |
| Trust somewhat | ${ }_{172}{ }_{42}$ | 85 | 87\% | $48 \%$ | 44\% | $46 \%$ | 34\% | $\begin{aligned} & 55 \\ & 40 \% \end{aligned}$ | 90\% | 27 38 | 50 $43 \%$ | 26 $41 \%$ | 82 | $\begin{aligned} & \text { 65 } \\ & 535 \% \\ & \hline \end{aligned}$ | 43\% | 41 30 | 99\% | 70 $41 \%$ | ${ }_{21}^{12}$ | 104 $42 \%$ |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 92 \% \\ & 22 \% \end{aligned}$ | 23\% | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | 218\% | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | 27 $28 \%$ | 23 ${ }^{2}$ \% | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | 53\% | 150\% | $\begin{aligned} & 25 \\ & 21 \% \end{aligned}$ | ${ }_{27}^{17}$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 29 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 32 \% \\ & \text { Noo } \end{aligned}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 28 \% \\ & \underset{q}{2} \end{aligned}$ | 11\% | 51 |
| Do not trust too much | 54\% | 11\% | 30\% | 12 $11 \%$ | $14 \%$ | 18\% | 10\% | ${ }_{16}^{16}$ | 32\% | 5\% | 119\% | 10\% | 31 $16 \%$ | ${ }_{12}^{15}$ | 15\% | 23\% | 29\% | 23 $14 \%$ | 15\% | 37 ${ }^{3} \mathbf{5}$ |
| Do not trust at all | ${ }_{98}^{98}$ | 25 ${ }^{2}$ | ${ }^{13} 6$ | ${ }_{7 \%}$ | 7\% | $9{ }_{9}$ | 13 $19 \%$ | ${ }_{6 \%}$ | 21 $10 \%$ | 13\% | 15 $12 \%$ | ${ }_{11}{ }^{\text {\% }}$ | ${ }^{16} 8$ | $3{ }_{3}$ | ${ }^{14} 9$ | $\begin{aligned} & 21 \\ & 15 \% \\ & \mathrm{~N}^{2} \end{aligned}$ | 11 5 | $\begin{aligned} & 24 \\ & 14 \% \\ & \text { Q } \end{aligned}$ | ${ }^{3}$ | ${ }^{15}$ |
| I am not familiar with this company | ${ }^{45} 11 \%$ | ${ }^{13} 6$ | $\begin{gathered} 33 \\ 36 \% \\ 16 \% \end{gathered}$ | 119\% | 8\% | 14 | 13 $18 \%$ | 12 81 | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 19 \% \\ \text { hi } \end{array} \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \\ & M \end{aligned}$ | $\begin{gathered} 8 \\ 12 \% \\ M \end{gathered}$ | ${ }_{3}^{7}$ | 12\% | ${ }^{14} 9$ | 19 | ${ }^{13} 6$ | $\begin{aligned} & 30 \\ & 18 \% \\ & \hline \text { P } \end{aligned}$ | ${ }_{3}{ }^{2}$ | ${ }^{18} 7$ |
| Sigma | $\begin{aligned} & 412 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 203\% | 72 $100 \%$ | $\begin{aligned} & 117 \\ & 6 \\ & \hline 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | 200 | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 402 | 134 | 268 | 182 | 108 | 52 | 60 | 126 | 179 | 97 | 209 | 56 | 107 | 118 | 137 | 147 | 202 | 187 | 32 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 379 | 167* | 212 | 134 | 97* | 70* | 78* | 107* | 199* | 73* | 118 | $60^{*}$ | 177* | $116{ }^{*}$ | 145* | $118{ }^{*}$ | 220 | 150* | 37** | 223 |
| Trust Somewhat/Very Much (Net) | 283\% | 121 $72 \%$ | 162 76 | 74 55 | $\begin{aligned} & 86 \\ & 88 \% \\ & \text { 88\% } \end{aligned}$ | $\begin{aligned} & \text { 55 } \\ & \hline \mathrm{D} \% \end{aligned}$ | $\begin{gathered} \text { 69\% } \\ 87 \% \\ \hline \end{gathered}$ | 82\% | 144 $72 \%$ | 57\% | $\begin{aligned} & 87 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 87 \% \\ & k \end{aligned}$ | 130 $74 \%$ | $\begin{aligned} & 104 \\ & 89 \% \\ & \text { OP } \end{aligned}$ | 98\% | 80\% | $\begin{gathered} 176 \\ 80 \% \end{gathered}$ | 104 $69 \%$ | 34 ${ }^{3}$ | 164 $74 \%$ |
| Trust very much | 94\% | $\begin{aligned} & 32 \% \\ & 22 \% \end{aligned}$ | 58 | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | 29\% | 29\% | 24\% | 219\% | 299\% | $\begin{gathered} 26 \\ { }_{43}{ }^{3} \% \end{gathered}$ | 37 $21 \%$ | $\begin{aligned} & 394 \\ & 29 \% \end{aligned}$ | 32\% | 28\% | 60 ${ }^{67 \%}$ | 34\% | 13 $34 \%$ | 26\% |
| Trust somewhat | 188 | $\begin{aligned} & 84 \% \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 54 \% \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 59 \% \\ & { }_{\mathrm{D}} / 2 \end{aligned}$ | 53 | 100 50 | $\begin{aligned} & 35 \\ & 48 \% \end{aligned}$ | 58\% | $\begin{aligned} & 26 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 60 \% \\ & \text { op } \end{aligned}$ | $\begin{aligned} & 66 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 44 \% \end{aligned}$ | 117 $53 \%$ | $70 \%$ | 21\% | 105\% |
| Do Not Trust At All/Too Much (Net) | 53 $14 \%$ | 25 ${ }^{15}$ | ${ }^{28} 1{ }^{1}$ | $\begin{gathered} 34 \\ \text { EFG } \\ \text { EFG } \end{gathered}$ | $7 \%$ | 5\% | ${ }_{9}^{7}$ | 13 $12 \%$ | 31 $16 \%$ | ${ }_{12 \%}$ | 17 $14 \%$ | ${ }_{10}^{6} \%$ | 26 $14 \%$ | 6\% | $\begin{aligned} & 24 \\ & \begin{array}{l} 17 \% \\ \mathrm{n} \end{array} \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \\ & \mathrm{~N}^{2} \end{aligned}$ | ${ }^{22} 10 \%$ | 25 ${ }^{2}$ \% | $\stackrel{3}{9 \%}$ | 31 $14 \%$ |
| Do not trust too much | 10\% | $19 \%$ | 210\% | $\begin{gathered} 25 \\ 19 \% \\ \text { Efg } \end{gathered}$ | ${ }_{6 \%}^{6}$ | 5\% | 5\% | 110\% | 23 $12 \%$ | 5\% | 120 | ${ }_{9}^{6} \%$ | 20 $11 \%$ | 5 | 19\% | $\begin{aligned} & \begin{array}{l} 16 \\ 13 \% \\ \mathrm{n} \end{array} \end{aligned}$ | $\stackrel{20}{9 \%}$ | $1{ }^{16}$ | ${ }^{3} 9$ | ${ }_{12}^{26}$ |
| Do not trust at all | ${ }_{3}^{13}$ | ${ }_{4}^{6}$ | 7\% | $\frac{9}{7 \%}$ | ${ }^{1} \%$ | ${ }_{2 \%}$ | ${ }_{2 \%}$ | ${ }_{1}^{2} \%$ | 8 | ${ }_{5}^{4}$ | 5 | $1 \%$ | ${ }_{3}^{5}$ | ${ }_{1}^{2}$ | 5 | ${ }_{5}^{6}$ | 3 | $\begin{aligned} & 9 \\ & { }_{\mathrm{q}}^{9} \% \end{aligned}$ |  | ${ }_{2 \%}$ |
| I am not familiar with this company | 12\% | 21 $12 \%$ | 23\% | $\begin{gathered} 26 \\ 20 \% \\ E G \end{gathered}$ | $5{ }_{5}$ | 14\% | 4\% | $12 \%$ | 24\% | ${ }_{11 \%}$ | $\begin{aligned} & 14 \\ & 12 \% \\ & 1 \end{aligned}$ | ${ }_{3}^{2} \%$ | 21 12 | $5{ }_{5}$ | $\begin{aligned} & 23 \\ & 16 \% \\ & \text { N } \end{aligned}$ | $\begin{gathered} 16 \\ \substack{13 \% \\ \mathrm{n}} \end{gathered}$ | 210\% | 214\% | * ${ }^{*}$ | 27 $12 \%$ |
| Sigma | $\begin{aligned} & 379 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | 73 $100 \%$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 37 $100 \%$ | 223 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 409 | 155 | 254 | 159 | 106 | 84 | 60 | 148 | 162 | 99 | 219 | 61 | 104 | 132 | 138 | 139 | 211 | 183 | 32 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 416 | 183* | 233 | 114* | 103* | 113* | $87^{*}$ | $146{ }^{*}$ | 177* | 93* | 132 | 71* | 188* | 132* | $163^{*}$ | 121* | 236 | 169* | 41** | 260 |
| Trust Somewhat/Very Much (Net) | 318\% | 145 79 | 174 $74 \%$ | 81\% | 819\% | 85\% | $\begin{aligned} & 71 \\ & 82 \% \end{aligned}$ | 109 ${ }^{75}$ | 137\% | $72 \%$ | 97\% | $54 \%$ | 153 $81 \%$ | 104 $79 \%$ | 123 | 92 $76 \%$ | $\underset{\mathrm{r}}{192 \%}$ | 120 $71 \%$ | 31 76 | 2059 |
| Trust very much | $\begin{gathered} 136 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 40 \% \\ & c \end{aligned}$ | ${ }_{27}^{64}$ | 39\% | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | 25\% | $\begin{aligned} & 31 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 41 \% \\ & 41 \% \end{aligned}$ | 25\% | 33 35 | $\begin{aligned} & 52 \\ & 40 \% \\ & M \end{aligned}$ | $\begin{aligned} & 31 \\ & 44 \% \\ & M \end{aligned}$ | 48\% | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | 489\% | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | ${ }_{36}^{84}$ | 290\% | 22\% | 832\% |
| Trust somewhat | $\begin{gathered} 182 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 110 \\ 47 \% \end{gathered}$ | $42 \%$ | $\begin{aligned} & 44 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 53 \% \\ & \mathbf{H}^{2} \end{aligned}$ | 40 | $\begin{aligned} & 45 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 56 \% \\ & \\ & \hline k \% \end{aligned}$ | $52 \%$ | $\begin{aligned} & 75 \\ & 46 \% \end{aligned}$ | 55\% | 108 $46 \%$ | 71 $42 \%$ | 23\% | 121 47 |
| Do Not Trust At All/Too Much (Net) | 717\% | 34\% | ${ }^{36}$ 16\% | 17\% | ${ }_{16}^{15}$ | ${ }_{21}^{23}$ | 15\% | $31 \%$ $21 \%$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | 12 13\% | $\xrightarrow{23}$ | $12 \%$ | 28\% | $19 \%$ | 31 $19 \%$ | 20\% | 33 $14 \%$ | 34 $20 \%$ | ${ }^{81} \%$ | 416\% |
| Do not trust too much | 54 $13 \%$ | 25 ${ }^{2}$ \% | 29 ${ }^{2}$ | 13 $12 \%$ | ${ }^{10} 9$ | 18\% | 13 $15 \%$ | 26\% | 18\% | 10\% | ${ }^{18} 8$ | 13\% | ${ }_{12}{ }^{2}$ | 13 $10 \%$ | 26\% | 14 | 24\% | 29\% | 10\% | 33 $13 \%$ |
| Do not trust at all | ${ }^{17} 4$ | 10 ${ }^{\text {\% }}$ | ${ }_{3 \%}^{7}$ | $4 \%$ | ${ }_{6}^{6}$ | 5 | $2{ }_{2}$ | ${ }_{3}^{5}$ | 10 5 | $3{ }_{3}$ | 5 | $\stackrel{3}{5 \%}$ | ${ }_{3}^{6}$ | ${ }_{5}^{6}$ | 5\% | ${ }_{5}^{6} \%$ | 10 ${ }_{4}$ | ${ }_{3}^{6}$ | ${ }^{5} 1{ }^{\text {\% }}$ | ${ }_{3 \%}$ |
| I am not familiar with this company | ${ }^{27} 7$ | ${ }_{2 \%}$ | $\begin{aligned} & 23 \\ & 10 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 15 \\ & 14 \% \\ & 14 \% \end{aligned}$ | ${ }_{5}^{6}$ | 5 | $1 \%$ | ${ }_{4 \%}^{6}$ | ${ }^{13} 7$ | ${ }_{9}^{8}$ | ${ }^{11} 9$ | 5\% | $7 \%$ $4 \%$ | 9\% | 6\% | 9\% | 10 4 \% | 14\% | 3\% | 14 6 |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | 113 $100 \%$ | 107\% | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 93 $100 \%$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | 7100\% | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | 163 $100 \%$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | 4100\% | 260 $100 \%$ |


Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 415 | 159 | 256 | 177 | 112 | 68 | 58 | 144 | 174 | 97 | 213 | 58 | 113 | 121 | 133 | 161 | 205 | 197 | 37 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 451 | 221* | 230 | 137* | 110* | 113* | 92* | 161* | 201* | $90^{*}$ | 131 | 81* | 209* | $127 *$ | 162* | $163 *$ | 252 | 187* | 51** | 273 |
| Trust Somewhat/Very Much (Net) | 256\% | $\begin{gathered} 145 \\ \\ 65 \% \\ \hline \end{gathered}$ | 111 $48 \%$ | 63\% | $\begin{aligned} & 73 \\ & 67 \% \\ & { }^{7} \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 65 \% \\ & d \end{aligned}$ | 47\% | $\begin{gathered} 102 \\ 64 \% \\ j \end{gathered}$ | 112 56 | $42 \%$ | 79 $61 \%$ | 44\% | 123 $59 \%$ | $\begin{aligned} & 83 \\ & 66 \% \\ & \mathrm{p} \end{aligned}$ | 92 ${ }^{\text {5 }}$ \% | 81 $50 \%$ | $\begin{gathered} 162 \\ 64 \% \\ R \end{gathered}$ | 90\% | 44\% | 163 $60 \%$ |
| Trust very much | ${ }^{101} 22 \%$ | $\begin{aligned} & 71 \\ & 32 \% \\ & C \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \\ & \text { D } \end{aligned}$ | ${ }_{23}^{23}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 48 \\ & 30 \% \\ & i \end{aligned}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | 180\% | $\begin{aligned} & 26 \\ & 20 \% \end{aligned}$ | ${ }_{22}^{18}$ | 200 | $\begin{aligned} & 37 \\ & 29 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 47 \\ & 29 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | 23 45 | 76\% |
| Trust somewhat | $\begin{gathered} 155 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 33 \% \end{aligned}$ | 815\% | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | ${ }_{31}^{41 \%}$ | $49 \%$ | $\begin{aligned} & 23 \\ & \\ & \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 77 \% \\ & 38 \% \end{aligned}$ | 24\% | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 35 \% \end{aligned}$ | $47 \%$ | 45\% | 64 $39 \%$ | 97 $38 \%$ | 56\% | 21\% | 87\% |
| Do Not Trust At All/Too Much (Net) | ${ }^{95}$ | 51 $23 \%$ | 44\% | 25 ${ }^{2}$ | 15 $14 \%$ | 18 | $\begin{gathered} 36 \\ \text { } 39 \% \end{gathered}$ | 30\% | ${ }_{22}{ }^{2} \%$ | 21\% | 26\% | ${ }^{18}{ }^{2} \%$ | ${ }_{24}{ }^{1} \%$ | 29 ${ }^{23}$ | 34 $21 \%$ | 32\% | 44\% | ${ }^{48}{ }^{6} \%$ | ${ }_{6}^{3}$ | 20\% |
| Do not trust too much | 614\% | 34\% | 27 $12 \%$ | 15\% | 10\% | ${ }^{10} 9$ | $\begin{gathered} 25 \\ \operatorname{DEF}^{27} \% \end{gathered}$ | 20 $13 \%$ | ${ }_{13}^{26}$ | 15\% | $14 \%$ | 13 $16 \%$ | 34 $16 \%$ | 18\% | 23 $14 \%$ | 20 $13 \%$ | ${ }^{27} 1 \%$ | 34 $18 \%$ |  | 39 $14 \%$ |
| Do not trust at all | $34 \%$ | 17\% | ${ }^{17} \%$ | 10\% | 5\% | $8 \%$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | 10\% | ${ }^{18} 9$ | ${ }_{7 \%}^{6}$ | ${ }^{12} 9$ | 6\% | 10 ${ }^{\text {\% }}$ | 118\% | ${ }^{12} 7$ | 11\% | ${ }^{17} \%$ | 14\% | 6\% | 17 6 |
| I am not familiar with this company | $\stackrel{101}{22 \%}$ | ${ }_{12 \%}$ | $\begin{gathered} { }^{75} \\ 33 \% \\ B \end{gathered}$ | $\begin{gathered} 49 \\ \text { 36\% } \\ \text { EfG } \end{gathered}$ | 219\% | 22\% | $9 \%$ | ${ }^{28} 8$ | ${ }^{45}{ }^{3} \%$ | 27 $30 \%$ | 25 $19 \%$ | 19\% | 420\% | 15 $12 \%$ | 32\% | $\begin{aligned} & 50 \\ & 31 \% \\ & N \end{aligned}$ | 18\% | 49\% | $3 \%$ | 55\% |
| Sigma | $\begin{aligned} & 451 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 51 $100 \%$ | 273 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 411 | 159 | 252 | 198 | 101 | 50 | 62 | 155 | 159 | 97 | 223 | 53 | 116 | 119 | 138 | 154 | 211 | 189 | 39 | 235 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 427 | 199* | 228 | 149 | 94* | 86* | 99* | 162* | $164 *$ | 101* | 139 | $62^{*}$ | 209* | 131* | $148 *$ | $148 *$ | 240 | 181* | $48^{* *}$ | 277 |
| Trust Somewhat/Very Much (Net) | ${ }_{5}^{228} 5$ | ${ }^{103} 5$ | 125 55 | 60\% | $\begin{aligned} & 52 \\ & 56 \% \\ & d \end{aligned}$ | $\begin{aligned} & 56 \\ & 65 \% \\ & \text { Co } \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & 60 \% \\ & \text { D } \end{aligned}$ | ${ }^{96} \%$ | 85\% | $46 \%$ | 71 $51 \%$ | 31 $50 \%$ | 121 | 79\% | 718\% | 77 | $\begin{gathered} 145 \\ \text { 61\% } \\ \mathrm{R} \end{gathered}$ | 80 | 32 $67 \%$ | 161 $58 \%$ |
| Trust very much | $\begin{aligned} & 83 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 19 \% \end{aligned}$ | ${ }_{20}^{45}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 31 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 27 \% \\ & i 7 \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $12 \%$ | 32\% | ${ }^{8} 3 \%$ | ${ }_{24}$ | 230 | 25 ${ }^{2}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{52 \%}$ | 29 ${ }^{16 \%}$ | 17 $35 \%$ | 69\% |
| Trust somewhat | $\begin{gathered} 145 \\ 34 \% \end{gathered}$ | ${ }_{33}^{65}$ | $\begin{aligned} & 80 \\ & 35 \% \end{aligned}$ | ${ }_{29}^{49 \%}$ | 23 25 | $\begin{aligned} & 42 \\ & 49 \% \\ & \mathrm{DE} \end{aligned}$ | 38\% | 53 32 | 59 36 | 33\% | 41 $30 \%$ | 23 37 | 77\% | 49\% | ${ }_{31}^{46}$ | 50 34 | 939\% | 51 28 | 15 $32 \%$ | 91 31 |
| Do Not Trust At All/Too Much (Net) | 80 $19 \%$ | ${ }^{46}{ }^{2} \%$ | 34 $15 \%$ | 24 $16 \%$ | 23 ${ }^{25}$ | 19\% | 17\% | 31 $19 \%$ | 21 $13 \%$ | 28\% | 24\% | 12\% | 410\% | 24\% | 26\% | 31\% | 44\% | 359\% | 18\% | 49\% |
| Do not trust too much | 54\% | 29 $14 \%$ | 26 $11 \%$ | 16\% | 15 | 10\% | 14\% | 22 $14 \%$ | 16\% | 16 | ${ }_{6}^{8}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 17 \% \\ \mathrm{~K} \end{array} \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & \text { 16\% } \end{aligned}$ | ${ }_{12 \%}^{16}$ | $19 \%$ | 19\% | 29 ${ }_{12}$ | 24\% | 17\% | 38 ${ }^{14 \%}$ |
| Do not trust at all | ${ }_{26}^{6 \%}$ | $\stackrel{18}{9 \%}$ | ${ }_{3}^{8}$ | ${ }_{5}^{8} \%$ | ${ }_{9}^{8}$ | ${ }_{9}^{7}$ | ${ }_{2}^{2}$ | ${ }_{5}^{8} \%$ | ${ }_{3}{ }^{\text {\% }}$ | 12\% | $\begin{aligned} & 16 \\ & 1_{11} \% \end{aligned}$ | 2\% | 7\% | ${ }_{6}^{8}$ | 7 $5 \%$ | 11\% | ${ }^{15} 6$ | ${ }^{10} 6$ | * ${ }^{\text {\% }}$ | 11 4 \% |
| I am not familiar with this company | 120 ${ }^{28 \%}$ | 50\% | 70 $31 \%$ | $\begin{gathered} 65 \\ 64 \% \\ E F G \end{gathered}$ | ${ }^{18} 20$ | 14 14 | ${ }_{23}^{22}$ | ${ }^{35}{ }^{2} \%$ | $\begin{gathered} 57 \\ 35 \% \\ h \end{gathered}$ | 27\% | 44\% | 19 $31 \%$ | ${ }_{27}^{47}$ | 29 $22 \%$ | 51 $34 \%$ | 27\% | 50 $21 \%$ | $\begin{aligned} & \text { 66 } 36 \% \\ & { }_{Q} \end{aligned}$ | $\stackrel{7}{16 \%}$ | 26\% |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | 277 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G-H $/$ /J-K/LM-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/GG-H/IJ-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
CMP02_168 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom King Arthur
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \text { \$50k } \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 409 | 169 | 240 | 195 | 101 | 68 | 45 | 155 | 169 | 85 | 236 | 52 | 99 | 101 | 151 | 157 | 203 | 188 | 41 | 232 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 419 | 203* | 216 | 159 | $83^{*}$ | 102* | 75** | 169* | 183* | $67^{*}$ | 151 | $55^{*}$ | 185* | 111* | 172* | 136* | 234 | 171* | 54** | 250 |
| Trust Somewhat/Very <br> Much (Net) | $\begin{gathered} 164 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 48 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 67 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 32 \% \end{aligned}$ | 29\% | $\begin{aligned} & 78 \\ & 46 \% \end{aligned}$ | ${ }_{36 \%}^{65}$ | 21 32 | $\begin{aligned} & 50 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & { }_{\text {K9L }} \end{aligned}$ | $\begin{aligned} & 39 \\ & 36 \% \end{aligned}$ | 75 | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 36 \% \end{aligned}$ | 39\% | 120 $48 \%$ |
| Trust very much | ${ }^{67}$ 16\% | $\begin{aligned} & 43 \\ & 21 \% \\ & C \end{aligned}$ | 24\% | 24\% | $\begin{aligned} & 22 \\ & 26 \% \\ & { }_{d} \% \end{aligned}$ | 15\% | ${ }_{8 \%}^{6}$ | 26\% | $\stackrel{9}{5 \%}$ | 13 19 1 | $\begin{aligned} & 19 \\ & 13 \% \\ & 1 \end{aligned}$ | 3\% | $\begin{aligned} & 4_{24}^{24} \\ & { }^{24 \%} \end{aligned}$ | $\stackrel{23}{20 \%}$ | 25 $14 \%$ | 19 $14 \%$ | $\begin{aligned} & 40 \% \\ & 20 \% \\ & \hline \end{aligned}$ | 19 | 22 $41 \%$ | 25\% |
| Trust somewhat | 23\% | ${ }_{25}{ }_{27}$ | 430\% | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | ${ }_{22}^{18}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 30 \% \end{aligned}$ | 33\% | $\begin{aligned} & 56 \\ & 31 \% \\ & \text { hJ } \end{aligned}$ | $\begin{gathered} 8 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | 122\% | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | 320 | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | ${ }_{23}^{45}$ | $\begin{aligned} & 16 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 26 \% \end{aligned}$ |
| Do Not Trust At All/Too Much (Net) | 50\% | 23 $11 \%$ | 27\% | 25\% | 14\% | 10\% | ${ }_{1}^{1 \%}$ | ${ }_{11 \%}^{18}$ | 22 $12 \%$ | 10\% | 19\% | 13\% | 20 $11 \%$ | 14 13 | ${ }^{11} 18$ | 17\% | 24\% | 14\% | 21\% | ${ }_{11 \%}^{29}$ |
| Do not trust too much | 29\% | 13\% | ${ }^{16} \%$ | $\stackrel{14}{9 \%}$ | 10\% | $5{ }_{5}$ | $1 \%$ | ${ }^{10} 6$ | 13\% | 5\% | ${ }_{5 \%}^{7}$ | ${ }_{2}^{1}$ | 18\% | ${ }^{10} 9$ | 12\% | 5\% | ${ }^{13} 6$ | 15\% | ${ }_{11}^{6} \%$ | ${ }^{18} \%$ |
| Do not trust at all | 21 ${ }^{\text {\% }}$ | 10 5 \% | ${ }^{11} 5 \%$ | ${ }^{11} \%$ | ${ }_{7}^{6}$ | $5{ }_{5}$ | - | ${ }_{5}^{8}$ | ${ }_{5}^{8}$ | 5\% | $\begin{aligned} & 18 \\ & { }_{8}^{1} \% \end{aligned}$ | ${ }^{11}{ }^{6} \%$ | ${ }_{1}^{2}$ | $4{ }_{4}$ | $7{ }_{7}^{7}$ | 10 $8 \%$ | 10 4 \% | ${ }_{5 \%}$ | 5\% | 11 $4 \%$ |
| I am not familiar with this company | 205\% | 82\% | $\begin{gathered} 123 \\ 57 \% \\ B \end{gathered}$ | 70\% | ${ }^{29} 9$ | $\begin{aligned} & \text { 600 } \\ & \text { 58\%\% } \\ & \hline \end{aligned}$ | 46 $61 \%$ | 74 | ${ }_{52 \%}{ }^{\text {2 }}$ | 53\% | $\begin{aligned} & 81 \\ & 54 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 34 \\ & 62 \% \\ & M \end{aligned}$ | 74 $40 \%$ | $5{ }_{51 \%}$ | 79 $46 \%$ | 69 $51 \%$ | 113 $48 \%$ | ${ }^{86}$ \% | ${ }_{8 \%}$ | 102 $41 \%$ |
| Sigma | 419 $100 \%$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 830\% | 102\% | -75\% | 169 $100 \%$ | 183 $100 \%$ | 67 $100 \%$ | 151 $100 \%$ | 100\% | 185 $100 \%$ | 111 $100 \%$ | 172 $100 \%$ | 136 $100 \%$ | 234 $100 \%$ | 171 $100 \%$ | 54 $100 \%$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 413 | 161 | 252 | 165 | 121 | 69 | 58 | 141 | 166 | 106 | 213 | 53 | 124 | 135 | 129 | 149 | 225 | 178 | 54 | 235 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 407 | 192* | 215 | 124 | 123* | 84* | 76* | 136* | 176* | 96* | 117 | $63^{*}$ | 209* | 151* | 126* | 131* | 242 | 158* | 77* | 271 |
| Trust Somewhat/Very Much (Net) | 178 $44 \%$ | $\begin{gathered} 116 \\ 60 \% \\ C \end{gathered}$ | ${ }_{29}^{69 \%}$ | $\begin{aligned} & 59 \\ & 48 \% \\ & \hline 8 g \end{aligned}$ | $\begin{aligned} & 73 \\ & 59 \% \\ & \text { FG } \end{aligned}$ | 23 27 | 23 $31 \%$ | 59 | 72 $41 \%$ | 37 $39 \%$ | 34\% | 27 $43 \%$ | $\begin{gathered} 113 \\ 54 \% \\ K \end{gathered}$ | 77 $51 \%$ | 499\% | 52\% | $\begin{gathered} 122 \\ 51 \% \\ R \end{gathered}$ | 54\% | 63 $81 \%$ | 142 53 |
| Trust very much | $\begin{aligned} & 87 \\ & 27 \end{aligned}$ | $\begin{gathered} 51 \\ 27 \% \\ \text { che } \end{gathered}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \begin{array}{l} 25 \% \\ \text { FG } \end{array} \end{aligned}$ | $\begin{gathered} 47 \\ 38 \% \\ \mathrm{dFG} \end{gathered}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | 3 4\% | $\begin{aligned} & 44 \\ & 33 \% \\ & 1 ; \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | ${ }_{17 \%}^{7}$ | $\begin{aligned} & 63 \\ & { }_{30}^{60} \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 48 \\ & 32 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 28 \\ 23 \% \\ \hline \end{gathered}$ | ${ }^{10} 8 \%$ | $\begin{gathered} \text { 299\% } \\ { }_{R}^{29} \end{gathered}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | 36 47 | 81 30 |
| Trust somewhat | 912\% | $\begin{aligned} & 64 \\ & 34 \% \\ & \mathrm{C} \end{aligned}$ | 27\% | ${ }_{23}^{28}$ | ${ }_{21 \%}^{26}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | 20\% | $\begin{aligned} & \text { 25 } \\ & \text { 19\% } \end{aligned}$ | ${ }_{27}^{47 \%}$ | 20\% | ${ }_{16}^{19}$ | $\begin{aligned} & 20 \\ & 32 \% \\ & K \end{aligned}$ | $\begin{aligned} & 50 \\ & 24 \% \end{aligned}$ | 29\% | 21\% | $\begin{aligned} & 42 \\ & 32 \% \\ & \mathrm{nO} \end{aligned}$ | 23\% | 37\% | 27 $34 \%$ t | 619\% |
| Do Not Trust At All/Too Much (Net) | 94\% | 42\% | 524\% | ${ }_{26}^{26}$ | 17\% | $\begin{gathered} 36 \\ { }^{362 \%} \\ \text { DEg } \end{gathered}$ | 150\% | 25 18 | $\begin{aligned} & 53 \\ & 30 \% \\ & \text { hj } \end{aligned}$ | 16\% | 23\% | 14\% | 51\% | ${ }_{21}^{32}$ | 33\% | 30 23 | 20\% | 24\% | 10 $13 \%$ | 24\% s |
| Do not trust too much | 615\% | 19\% | $\begin{aligned} & 42 \\ & \begin{array}{l} 19 \% \\ \mathrm{~b} \end{array} \end{aligned}$ | $14 \%$ | 13\% | $\begin{aligned} & 20 \\ & 203 \% \\ & \text { de } \end{aligned}$ | 149\% | ${ }_{16}^{12 \%}$ | ${ }^{37}{ }^{1} \%$ | $8 \%$ | ${ }_{12}^{12}$ | 22\% | 31 $15 \%$ | 23 | 22 17 | 17 13 | 14\% | 25 16 | 5\% | 44 $\substack{16 \% \\ \text { s }}$ |
| Do not trust at all | 33 8 \% | $\begin{gathered} 23 \\ 12 \% \\ \text { c } \end{gathered}$ | 10\% | $\begin{aligned} & 12 \\ & 10 \% \\ & \text { eg } \end{aligned}$ | $\stackrel{4}{3 \%}$ | $\begin{gathered} 16 \\ 19 \% \\ E G 9 \end{gathered}$ | ${ }_{1}^{1 \%}$ | $9{ }_{6}{ }^{\text {\% }}$ | $\stackrel{16}{9 \%}$ | $8 \%$ | $\begin{aligned} & 11 \\ & 9 \% \end{aligned}$ | * | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $9{ }_{6}{ }^{\text {\% }}$ | ${ }^{11} 9$ | 13 $10 \%$ | 13\% | $\begin{aligned} & 19 \\ & 12 \% \\ & \underset{q}{1} \end{aligned}$ | $\stackrel{4}{5 \%}$ | 20\% |
| I am not familiar with this company | 135 $33 \%$ | 34 $18 \%$ | $\begin{gathered} 101 \\ 47 \% \\ B \end{gathered}$ | 39 $31 \%$ | 33 $27 \%$ | 26 $31 \%$ | $\begin{aligned} & 37 \\ & 49 \% \\ & 4 \mathrm{CE} \end{aligned}$ | ${ }_{31}{ }^{1} \%$ | 51 29 | $\begin{aligned} & 43 \\ & 45 \% \\ & i \end{aligned}$ | $\begin{aligned} & 59 \\ & 50 \% \\ & M \end{aligned}$ | 22 35 | ${ }_{21}^{44}$ | 428\% | 44\% | 498\% | 72 $30 \%$ | 59\% | 5\% | 24 S |
| Sigma | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 271 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns T ested
Overlap formulae used. ${ }^{\star}$ small base

Fielding Period: May 20-22, 2020
COVID 19
23 May 2020
CMP02_170 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Telecom
Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 395 | 150 | 245 | 169 | 108 | 62 | 56 | 139 | 148 | 108 | 215 | 52 | 97 | 111 | 135 | 149 | 216 | 164 | 33 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 372 | 172* | 200 | 123* | $98 *$ | $73^{*}$ | 79** | 157* | $143^{*}$ | $72^{*}$ | 125 | $56 *$ | $160 *$ | 101* | $140 *$ | 131* | 204 | $158{ }^{*}$ | 29** | 229 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 225 \\ 60 \% \end{gathered}$ | ${ }_{63 \%}^{108}$ | $\begin{gathered} 117 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 53 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 63 \\ & 65 \% \end{aligned}$ | 50\% | $\begin{aligned} & 47 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 63 \% \\ & j \end{aligned}$ | $\begin{aligned} & 93 \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 33 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 115 \\ 72 \% \\ \mathrm{~kL} \end{gathered}$ | $59$ | $\begin{aligned} & 91 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 138 \\ \substack{88 \% \\ R} \end{gathered}$ | $\begin{aligned} & 83 \\ & 52 \% \end{aligned}$ | 182\% | $\begin{aligned} & 137 \\ & 60 \% \end{aligned}$ |
| Trust very much | ${ }_{23}^{87}$ | $\begin{gathered} 51 \\ 30 \% \\ \text { c } \end{gathered}$ | 36\% | 33 27 | ${ }_{26}^{26}$ | 14\% 19 | 15\% | $\begin{aligned} & 50 \\ & 32 \% \\ & 1 \end{aligned}$ | 22 $15 \%$ | 15\% | ${ }_{23}^{36}$ | 16\% | ${ }_{26}^{42}$ | ${ }_{21}^{21 \%}$ | 34\% | 31\% | 50\% | 35\% | 23\% | 50\% |
| Trust somewhat | 138 3 | $\begin{aligned} & 57 \\ & 33 \% \end{aligned}$ | $81 \%$ | 326\% | ${ }_{38}^{38}$ | $\begin{aligned} & 36 \\ & 50 \% \\ & \text { D } \end{aligned}$ | 32 $41 \%$ | 49 $31 \%$ | $\begin{aligned} & 71 \\ & 50 \% \\ & \mathrm{HJ} \end{aligned}$ | 185\% | 38\% | ${ }_{32}^{18}$ | $\begin{gathered} 73 \\ 46 \% \\ 4 \end{gathered}$ | ${ }_{38}^{38}$ | 57 | 44\% | $\begin{gathered} 88 \\ 43 \% \\ \hline \end{gathered}$ | ${ }_{30}^{48}$ | 12 40 | 878\% |
| Do Not Trust At All/Too Much (Net) | $\begin{aligned} & 61 \\ & 16 \% \end{aligned}$ | ${ }^{36}$ 21\% | ${ }^{25} 12 \%$ | 24\% | ${ }^{15} 16$ | $\stackrel{9}{13 \%}$ | 12 | 22 $14 \%$ | 25 | 13 $18 \%$ | 18 $14 \%$ | $\begin{aligned} & 16 \\ & { }_{29}^{16} \% \end{aligned}$ | ${ }_{14}^{22}$ | ${ }_{18}^{18}$ | 25 18 | 18\% | 23 $11 \%$ | $\begin{aligned} & 37 \\ & { }_{23}{ }^{23 \%} \end{aligned}$ | 7 24 | 418\% |
| Do not trust too much | ${ }_{11}^{42} \%$ | 23 $13 \%$ | 19\% | $\stackrel{19}{15}$ | $11 \%$ | 3\% | 114\% | 19\% | 14\% | 12\% | $9 \%$ | ${ }^{10} \mathrm{k} \%$ | 19\% | 13 $13 \%$ | $1{ }^{16} \%$ | 13 $10 \%$ | 14\% | $\begin{aligned} & 28 \\ & 18 \% \\ & { }^{2} \% \end{aligned}$ | 18\% | 32 $14 \%$ |
| Do not trust at all | 19 ${ }^{5}$ | 13 $8 \%$ | ${ }_{3}^{6} \%$ | ${ }_{5}^{6}$ | $5{ }_{5}$ | 10\% | ${ }_{1}^{1 \%}$ | $\stackrel{3}{2 \%}$ | 118\% | $4{ }_{6}$ | $9 \%$ | $\begin{gathered} 7 \\ 12 \% \\ M \end{gathered}$ | $\stackrel{3}{2 \%}$ | ${ }_{4}^{4}$ | $\stackrel{9}{7 \%}$ | 5 | 9 | $9{ }_{6}$ | ${ }_{7}{ }^{2}$ | 9 |
| I am not familiar with this company | ${ }_{23}^{86}$ | $\begin{aligned} & \text { 28 } \\ & 16 \% \end{aligned}$ | $\begin{gathered} 58 \\ 298 \% \\ \hline \end{gathered}$ | 34\% | 19\% | 13 $18 \%$ | 20\% | ${ }^{36}$ 23\% | 24\% | $\begin{aligned} & 26 \\ & 36 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 36 \\ & 29 \% \\ & M \end{aligned}$ | ${ }^{13} 23 \%$ | 23 $14 \%$ | 24\% | 25\% | 38\% | ${ }_{24}{ }^{1} \%$ | 38\% | 13\% | 51 $22 \%$ |
| Sigma | 372 $100 \%$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 1430\% | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | 140 $100 \%$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 204 $100 \%$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

| $\begin{gathered} \text { Wave } 13 \\ \begin{array}{c} \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{array} \end{gathered}$ |  |  | Age |  |  |  | Region |  |  | HH |  |  | Political party |  | Parent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |  |  |


| Unweighted Base | 404 | 152 | 252 | 145 | 120 | 74 | 65 | 135 | 165 | 104 | 220 | 55 | 100 | 126 | 131 | 147 | 215 | 174 | 32 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 416 | 193* | 223 | 109* | 110* | 100* | $96 *$ | 125* | 195* | 96* | 130 | 70* | 180* | 138* | 144* | 134* | 237 | 160* | $48^{* *}$ | 260 |
| Trust Somewhat/Very Much (Net) | $\begin{gathered} 267 \\ 64 \% \end{gathered}$ | $\begin{gathered} 114 \\ 59 \% \end{gathered}$ | $\begin{gathered} 153 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 68 \% \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & \text { 88\% } \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 53 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 75 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 124 \\ 64 \% \end{gathered}$ | $50$ | ${ }_{66 \%}^{66}$ | $\begin{aligned} & 42 \\ & 60 \% \end{aligned}$ | ${ }_{67 \%}^{121}$ | $\begin{aligned} & 91 \\ & 66 \% \end{aligned}$ | $95$ | $\begin{aligned} & 81 \% \\ & 61 \% \end{aligned}$ | $\begin{gathered} 163 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 66 \% \end{aligned}$ | ${ }^{162}$ 62\% |
| Trust very much | 110 270 | 59\% | 523\% | 30\% |  | $\stackrel{21}{21 \%}$ | ${ }^{18}{ }^{19}$ | $\begin{aligned} & 50 \\ & 40 \% \\ & 40 \% \end{aligned}$ | ${ }^{41}$ 1\% | 19\% | 34\% | 17 25 | 51 $29 \%$ | $\begin{aligned} & 46 \\ & 34 \% \\ & \hline \end{aligned}$ | $\stackrel{44}{31 \%}$ | 20 $15 \%$ | 75 $32 \%$ $r$ | 32 20 | 21 44 | 717\% |
| Trust somewhat | $\begin{gathered} 157 \\ 38 \% \end{gathered}$ | ${ }_{25}^{59 \%}$ | $\begin{gathered} 101 \\ 45 \% \\ \text { B } \end{gathered}$ | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 40 \% \end{aligned}$ | $32 \%$ | $\begin{aligned} & 42 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 35 \% \end{aligned}$ | 83 | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | 24\% | $\begin{aligned} & 69 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 46 \% \end{aligned}$ | ${ }_{37}^{87}$ | $\begin{aligned} & 65 \\ & 40 \% \end{aligned}$ | 11 $23 \%$ | 91 35 |
| Do Not Trust At All/Too Much (Net) | ${ }^{68}$ | $\begin{aligned} & 46 \\ & { }_{24}^{44 \%} \\ & \hline \end{aligned}$ | 22 $10 \%$ | 20\% | 17 $16 \%$ | 20\% | $11 \%$ | $14 \%$ | 27 $14 \%$ | $\begin{aligned} & 27 \\ & 28 \% \\ & { }^{28} \end{aligned}$ | 23 $17 \%$ | 14\% | 27 $15 \%$ | 17\% | ${ }^{26} 8$ | 24\% | 40\% | 22 $14 \%$ | ${ }^{7} 7$ | 49\% |
| Do not trust too much | 43\% | 27\% | ${ }^{16} \%$ | 13 $12 \%$ | $\stackrel{10}{9 \%}$ | 13 $13 \%$ | ${ }_{8}^{8} \%$ | ${ }_{5}^{6} \%$ | ${ }^{18} 9$ | $\begin{aligned} & 19 \\ & \begin{array}{l} 19 \% \\ \text { Hi } \end{array} \end{aligned}$ | 10\% | 13\% | ${ }^{16} 9$ | ${ }_{5}^{7} \%$ | 20 <br> $\substack{14 \% \\ \mathrm{n}}$ | 15 | 23 $10 \%$ | 15\% | 6\% | 12\% |
| Do not trust at all | 25 ${ }_{6}$ | $\begin{aligned} & 19 \\ & 10 \% \\ & { }_{C} \% \end{aligned}$ | ${ }_{3 \%}^{6}$ | $7{ }_{6}$ | ${ }_{7 \%}$ | ${ }_{8}^{8}$ | ${ }_{3}^{3}$ | ${ }_{6 \%}$ | $\stackrel{9}{5 \%}$ | $9{ }_{9}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & 10 \end{aligned}$ | * | 11 6 \% | ${ }^{10} \%$ | ${ }_{4}^{6}$ | 7\% | 17\% | ${ }_{5 \%}^{7}$ | ${ }_{9 \%}$ | 17 6 |
| I am not familiar with this company | 81 $19 \%$ | 33 $17 \%$ | ${ }_{21}{ }^{1} \%$ | $\begin{aligned} & 21 \\ & \text { 19\% } \\ & \text { E } \end{aligned}$ | $7 \%$ | $\underset{E}{27} \underset{\text { 27 }}{27}$ | $\begin{aligned} & { }_{25}^{26} \\ & \text { 26\% } \end{aligned}$ | ${ }_{14 \%}^{18}$ | 23\% | 19\% | 21 $16 \%$ | 19\% | 33 $18 \%$ | 30\% | 23 $16 \%$ | ${ }_{21 \%}$ | 34 $14 \%$ | $\begin{aligned} & 41 \\ & { }_{26 \%}^{4} \\ & \hline \end{aligned}$ | 19\% | 49\% |
| Sigma | ${ }_{100 \%}^{416}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | 110 $100 \%$ | 100\% | ${ }^{1006 \%}$ | 125 | 100\% | 96 $100 \%$ | 130 $100 \%$ | 70 $100 \%$ | 180\% | 138 $100 \%$ | 144 $100 \%$ | 134 $100 \%$ | 237 $100 \%$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T


Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Google | $\begin{gathered} 311 \% \\ 81 \% \end{gathered}$ | $\begin{gathered} 146 \\ 85 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 86 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 88 \% \end{aligned}$ | 62 74 | 119 84 | ${ }_{80 \%}^{143}$ | 79\% | 97\% | 55\% | $\begin{aligned} & 142 \\ & 79 \% \end{aligned}$ | ${ }^{96}$ 82\% | 116 $82 \%$ | 79\% | ${ }^{169} 77 \%$ | 131 $86 \%$ | 32\% | ${ }^{187} 78$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Netflix | 310 | ${ }^{153}$ | $\begin{aligned} & 158 \\ & 78 \% \end{aligned}$ | ${ }^{93} 7$ | $84 \%$ | $\begin{aligned} & 93 \\ & \stackrel{96 \%}{d} \end{aligned}$ | 41 75 | ${ }^{105} 79$ | ${ }^{142} 75$ | 63 $81 \%$ | 85\% | 59\% | 153 | $\begin{gathered} 92 \\ 96 \% \\ \mathrm{p} \end{gathered}$ | 125 $76 \%$ | ${ }^{93} 7$ | ${ }^{185} 76$ | 121\% | 29\% | 185\% |
| United States Postal Service | $\begin{gathered} 325 \\ 76 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 81 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 89 \\ 78 \% \\ d \end{gathered}$ | $\begin{gathered} 73 \\ 88 \% \\ D \end{gathered}$ | ${ }^{112} 76 \%$ | ${ }^{149}$ | $\frac{65}{77 \%}$ | $74 \%$ | $\frac{59}{79 \%}$ | $\begin{aligned} & 163 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 83 \% \end{aligned}$ | ${ }_{73 \%}^{117}$ | ${ }^{110} 73 \%$ | $\begin{aligned} & 172 \\ & 79 \% \end{aligned}$ | $\quad 149 \%$ | $\begin{aligned} & 21 \\ & 66 \% \end{aligned}$ | ${ }^{189} \%$ |
| Walgreens | 305 $75 \%$ | $\begin{aligned} & 140 \\ & 72 \% \end{aligned}$ | ${ }_{78 \%}^{165}$ | $\begin{aligned} & 83 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 79 \\ 77 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 68 \\ & 86 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 75 \\ & \text { 85\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 94 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 154 \\ 83 \% \\ H \end{gathered}$ | $\begin{aligned} & 57 \\ & 80 \% \\ & h \end{aligned}$ | 98\% | 829 | 124 | $\begin{gathered} 96 \\ \hline 8.9 \end{gathered}$ | 121 $76 \%$ | 89 | 166 $74 \%$ | $\begin{aligned} & 133 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 66 \% \end{aligned}$ | 192 76 |
| FedEx | 308\% | 132 68 | $\begin{gathered} 176 \\ 82 \% \\ B \end{gathered}$ | 783\% | $78 \%$ | $\begin{aligned} & 78 \\ & 83 \% \\ & \text { 83 } \end{aligned}$ | $\begin{gathered} 74 \\ 82 \% \\ \text { D } \end{gathered}$ | 94\% | 149\% | 65\% | ${ }^{123} 77$ | 54\% | ${ }^{125} 74 \%$ | 100\% | $\begin{gathered} 119 \\ 8 \mathrm{P} \end{gathered}$ | ${ }^{90} 6$ | 172\% | 131 $76 \%$ | 27\% | ${ }^{174}{ }^{7} \%$ |
| CVS | $\begin{gathered} 310 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 81 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 72 \\ & 85 \% \\ & 85 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 88 \% \\ & \text { D } \end{aligned}$ | ${ }_{72 \%}^{117}$ | $140$ | $54 \%$ | $\begin{aligned} & 96 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 74 \% \end{aligned}$ | 979\% | $\begin{aligned} & 131 \\ & 77 \% \end{aligned}$ | 82\% | $\begin{gathered} 187 \\ 75 \% \end{gathered}$ | $\begin{gathered} 119 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 63 \% \end{aligned}$ | 1974\% |
| Walmart | 322 $74 \%$ | $142 \%$ | $\begin{aligned} & 180 \\ & 77 \% \end{aligned}$ | 80 | $84 \%$ | $\begin{aligned} & 93 \\ & 94 \% \\ & { }^{94 \%} \end{aligned}$ | ${ }_{75 \%}^{66}$ | $\begin{aligned} & 121 \\ & 79 \% \end{aligned}$ | 131 $71 \%$ | 70\% | 95\% | 51\% | ${ }_{73}^{162}$ | 111 $74 \%$ | $\begin{aligned} & 115 \\ & 76 \% \end{aligned}$ | $\frac{96}{72 \%}$ | 20680\% | ${ }^{108} 68$ | 36\% | 190 $72 \%$ |
| UPS | ${ }^{282}$ 74\% | 114 $65 \%$ | $\begin{gathered} 168 \\ 81 \% \\ B \end{gathered}$ | 81\% | 72\% | $\begin{aligned} & 70 \\ & 86 \% \\ & \text { De } \end{aligned}$ | $\begin{gathered} 59 \\ 85 \% \\ \text { D } \end{gathered}$ | ${ }^{105} 75$ | ${ }^{122} 73 \%$ | ${ }^{55} 3$ | 90\% | 42\% | ${ }^{132} 71 \%$ | 92\% | 102 75 | 87 | 157 74 | 120 $74 \%$ | 45\% | 181 $73 \%$ |
| Samsung | $\begin{gathered} 301 \\ 74 \% \end{gathered}$ | ${ }_{72 \%}^{126}$ | $\begin{aligned} & 175 \\ & 75 \% \end{aligned}$ | 81\% | $\begin{gathered} 84 \\ 78 \% \\ \text { D } \end{gathered}$ | $\begin{array}{ll} 71 \\ 82 \% \end{array}$ | $\frac{66}{65 \%}$ | ${ }^{112} 76 \%$ | ${ }^{138}$ | $\begin{aligned} & 51 \\ & 67 \% \end{aligned}$ | $\text { 80 } 67$ | $\begin{aligned} & 43 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 164 \\ 78 \% \\ k \end{gathered}$ | ${ }^{102} 73 \%$ | $\begin{aligned} & 118 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 79 \% \end{aligned}$ | ${ }^{136} \%$ | 297\% | ${ }^{178} 74 \%$ |
| The Home Depot | 299\% | ${ }^{116} 69$ | 182\% | 55\% | $\begin{aligned} & 72 \\ & 74 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{gathered} 101 \\ 86 \% \\ \mathrm{D} \end{gathered}$ | 615\% | 90\% | ${ }^{129} 9$ | 79\% | 90\% | 475\% | 145 72 | $\begin{gathered} 119 \\ 85 \% \\ P \end{gathered}$ | $\begin{gathered} 100 \\ \substack{74 \% \\ \mathrm{p}} \end{gathered}$ | 80\% | 167\% | ${ }^{128}{ }_{7}{ }^{\text {\% }}$ | 77\% | ${ }^{183}$ |
| Ford | 313 $73 \%$ | ${ }^{153} 73 \%$ | 160 $73 \%$ | 90\% | $\begin{aligned} & 82 \\ & 80 \% \\ & d \end{aligned}$ | $79 \%$ | ${ }^{62}$ \% | ${ }^{104} \times 10$ | ${ }^{128} 76$ | 80\% | 98\% | 50\% | 145 76 | 117\% | 89\%\% | ${ }^{107} 75$ | 170\% | 139\% | ${ }_{83}^{49}$ | 189\% |
| Domino's | 304 ${ }_{73}$ | $\begin{aligned} & 118 \\ & 65 \% \end{aligned}$ | $\underset{\mathrm{B}}{185}$ | 72\% | $\begin{gathered} 85 \\ 78 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 84 \\ 73 \% \\ d \end{gathered}$ | ${ }^{63} 9$ | ${ }_{78 \%}^{120}$ | $\begin{gathered} 124 \\ 68 \% \end{gathered}$ | 60\% | $\begin{aligned} & 94 \\ & 71 \% \end{aligned}$ | 54\% | $1397 \%$ | 1159\% | 85\% | 103 $66 \%$ | $\underset{\mathrm{r}}{196}$ | 97\% | 43 $74 \%$ | 184 76 |
| AT\&T | ${ }^{306}$ | $\begin{aligned} & 133 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 173 \\ 75 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 95 \\ 79 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 77 \\ & 80 \% \\ & \mathrm{D} \end{aligned}$ | ${ }^{65} \%$ | 99\% | 151 $72 \%$ | 56\% | 84\% | $\begin{aligned} & 63 \\ & 84 \% \\ & k \end{aligned}$ | 133 $70 \%$ | 101 73 | $\begin{gathered} 124 \\ 80 \% \\ \mathrm{P} \end{gathered}$ | 82\% | ${ }^{175} 76$ | 121 70 | 33 $71 \%$ | 1966 |
| Ace Hardware | ${ }^{295}$ | 140\% | ${ }^{156} 71 \%$ | 83\% | 74\% | 56\% | $\begin{aligned} & 87 \\ & 81 \% \\ & d \end{aligned}$ | ${ }^{100} 72 \%$ | 143 $72 \%$ | ${ }^{52}$ | 90\% | 38\% | 150\% | $\begin{aligned} & 99 \\ & 83 \% \\ & \hline \end{aligned}$ | 91\% | ${ }^{104} 73 \%$ | ${ }^{168} 72 \%$ | ${ }^{127} 75$ | ${ }^{281 \%}$ | $177 \%$ |
| YouTube | ${ }^{287}{ }^{72}$ | $\begin{aligned} & 123 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 75 \% \end{aligned}$ | 94\% | $\begin{gathered} 81 \\ 84 \% \\ \text { DG } \end{gathered}$ | 68\% | 44\% | $\xrightarrow[1]{112}$ | 97\% | $\begin{gathered} 79 \\ 79 \\ i \end{gathered}$ | 92\% | 413\% | ${ }^{136} 74 \%$ | $\begin{gathered} 102 \\ \hline \mathrm{P} \end{gathered}$ | $\begin{gathered} 113 \\ { }_{7}^{18} \% \end{gathered}$ | 73 59 | 161 $73 \%$ | ${ }^{114} 72 \%$ | 37 $70 \%$ | ${ }^{168}{ }^{73 \%}$ |
| Pizza Hut | 270 $71 \%$ | ${ }^{113} 71 \%$ | 157\% | 77\% | ${ }^{68} \%$ | 61\% | $\begin{aligned} & 65 \\ & 81 \% \end{aligned}$ | 92\% | 119\% | 59\% | 94\% | 63\% | 10168 | 78\% | ${ }^{101} 67 \%$ | 92\% | 135\% | ${ }^{124} 71 \%$ | 33\% | ${ }^{155}$ |

[^29]Base: All Respondents (Variable Bases) Summary Of Somewhat/Very Good Response

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| PepsiCo | ${ }^{280} 71 \%$ | $\begin{gathered} 110 \\ 67 \% \end{gathered}$ | 170 74 | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 93 \\ 80 \% \\ D \end{gathered}$ | 73 $71 \%$ | $\begin{aligned} & 38 \\ & 79 \% \end{aligned}$ | ${ }_{72} 9$ | ${ }^{127} 71 \%$ | $\begin{aligned} & 61 \\ & 70 \% \end{aligned}$ | 76 $68 \%$ | 489\% | $\text { 142 } 70 \%$ | ${ }^{102} 72 \%$ | 101 $67 \%$ | $\begin{aligned} & 77 \\ & 75 \% \end{aligned}$ | 164 $72 \%$ | ${ }^{112} 71 \%$ | 40 $68 \%$ | 191\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Clorox | 298\% | 144 $67 \%$ | 154 74 | 77 | $\begin{gathered} 79 \\ \text { 72 } \\ \text { D } \end{gathered}$ | $\begin{gathered} 87 \\ \text { 82\% } \\ \text { D } \end{gathered}$ | 55\% | 89\% | ${ }^{130} 73 \%$ | 78 | 100 | 49\% | ${ }^{139} 73 \%$ | 96\% | $\stackrel{107}{66 \%}$ | 94\% | 186\% | 107\% | 34\% | 194\% |
| Verizon | $272 \%$ | $\begin{gathered} 112 \\ 64 \% \end{gathered}$ | $\begin{gathered} 161 \\ 75 \% \\ 5 \end{gathered}$ | $\begin{aligned} & 72 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 64 \\ 83 \% \\ \text { D } \end{gathered}$ | 80\% | $\begin{aligned} & 131 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 107 \\ 8 \mathrm{P} \% \end{gathered}$ | $\underset{p}{971 \%}$ | $\begin{aligned} & 68 \\ & 57 \% \end{aligned}$ | ${ }_{7146}$ | $\begin{gathered} 122 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 79 \% \end{aligned}$ | ${ }^{178} 78$ |
| Coca-Cola | 278\% | $\begin{aligned} & 128 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 150 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 61 \% \end{aligned}$ | $\underset{\mathrm{D}}{98}$ | 76 $71 \%$ | $\begin{aligned} & 36 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 130 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 75 \% \end{aligned}$ | $\text { 82 } 67$ | $43$ | $\begin{aligned} & 141 \\ & 72 \% \end{aligned}$ | 97\% | $\begin{aligned} & 97 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 91 \% \end{gathered}$ | $\begin{gathered} 168 \\ 74 \% \end{gathered}$ | ${ }^{105} 6$ | 42\% | 179 $73 \%$ |
| Little Caesars | 284 $69 \%$ | $\begin{gathered} 160 \\ 75 \% \\ c \end{gathered}$ | $\begin{aligned} & 124 \\ & 63 \% \end{aligned}$ | 77 $64 \%$ | $\begin{aligned} & 73 \\ & 72 \% \end{aligned}$ | 54\% | 80\% | 107 $74 \%$ | 120 $64 \%$ | 57\% | ${ }^{102}$ | $\begin{aligned} & 56 \\ & 68 \% \end{aligned}$ | 120 67 | 92\% | 104 $72 \%$ | ${ }^{88} \%$ | ${ }^{168}$ | 106\% | 36\% | 186\% |
| Burger King | ${ }^{286}{ }_{69 \%}$ | $\begin{aligned} & 120 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 711 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 78 \\ \substack{72 \% \\ D} \end{gathered}$ | $\underset{\mathrm{D}}{\substack{81 \\ \mathrm{D}}}$ | $\begin{aligned} & 56 \\ & 81 \% \end{aligned}$ | 92\% | $\begin{aligned} & 135 \\ & 69 \% \end{aligned}$ | $\frac{58}{79 \%}$ | 93\% | $\begin{aligned} & 48 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 110 \\ 83 \% \end{gathered}$ | $\begin{gathered} 104 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 711 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 73 \% \end{aligned}$ | 112 $64 \%$ | $\begin{aligned} & 39 \\ & 79 \% \end{aligned}$ | ${ }^{178}{ }^{7} \%$ |
| McDonald's | 304 $69 \%$ | 139 $64 \%$ | ${ }^{166}$ | 77 $64 \%$ | 78\% | 70\% | $79 \%$ | 90\% | 141\% | 74 66 | 98\% | $\begin{aligned} & 50 \\ & 71 \% \end{aligned}$ | ${ }^{136} 67 \%$ | $944$ p | ${ }^{123} 70 \%$ | ${ }^{88}{ }^{6} \%$ | 191\% | 110\% | 40\% | 187 $69 \%$ |
| Target | $\begin{gathered} 289 \\ 69 \% \end{gathered}$ | 126 63 | $\begin{gathered} 163 \\ \underset{b}{44 \%} \\ b \end{gathered}$ | 71 57 | $\begin{gathered} 71 \\ 72 \% \\ d \end{gathered}$ | $\begin{gathered} 71 \\ 80 \% \\ \mathrm{D} \end{gathered}$ | 750\% | 110 $69 \%$ | 120 $74 \%$ | 59 $61 \%$ | 90\% | $\begin{aligned} & 58 \\ & 82 \% \\ & { }^{5} \% \end{aligned}$ | ${ }^{127} 69 \%$ | 87\% | 103 $73 \%$ | ${ }^{99} 6$ | ${ }^{169} 71 \%$ | ${ }^{116}$ 69\% | 34 $63 \%$ | 164 $67 \%$ |
| Amazon | ${ }^{256}{ }_{69}$ | $\begin{aligned} & 130 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 126 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 68 \% \end{aligned}$ | $\stackrel{66}{66}$ | ${ }_{70}^{48}$ | $\frac{91}{73 \%}$ | $\begin{aligned} & 105 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 744 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 121 \\ 71 \% \end{gathered}$ | $\begin{gathered} 80 \\ 68 \% \end{gathered}$ | $\begin{gathered} 96 \\ 78 \% \end{gathered}$ | $\begin{aligned} & 81 \% \\ & 61 \% \end{aligned}$ | $\begin{gathered} 159 \\ 69 \% \end{gathered}$ | $76$ | 31 $69 \%$ | 150\% |
| The Walt Disney Company | $\begin{gathered} 254 \\ 69 \% \end{gathered}$ | $\begin{gathered} 117 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 54 \\ \begin{array}{c} 80 \% \\ d \end{array} \end{gathered}$ | $\begin{aligned} & 44 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 131 \\ 75 \% \\ \mathrm{~h} \end{gathered}$ | $\begin{aligned} & 47 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 68 \% \end{aligned}$ | $59$ | $\begin{aligned} & 109 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & \stackrel{74 \%}{p} \end{aligned}$ | ${ }^{106}$ | $\begin{aligned} & 63 \\ & 59 \% \\ & \hline \end{aligned}$ | ${ }_{7146}$ | ${ }_{67 \%}^{106}$ | 25 $64 \%$ | 174\% |
| General Motors | 261 $69 \%$ | $\begin{gathered} 127 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 66 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 65 \% \end{aligned}$ | ${ }_{68}^{58}$ | $\begin{aligned} & 76 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 67 \% \end{aligned}$ | 899\% | $\begin{aligned} & 47 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 69 \% \end{aligned}$ | 94\% <br> p | 98\% | $\begin{gathered} 69 \\ 59 \% \end{gathered}$ | 150 | $\begin{aligned} & 107 \\ & 66 \% \end{aligned}$ | 34\% | 164 $69 \%$ |
| Chick-fil-A | 289\% | ${ }^{138} 67 \%$ | 150\% | 74 $59 \%$ | $\begin{gathered} 82 \\ { }_{d} 2 \% \end{gathered}$ | $\begin{gathered} 85 \\ 76 \\ d \end{gathered}$ | 48 $69 \%$ | 97\% | ${ }^{129} 69 \%$ | $\begin{aligned} & 62 \\ & 68 \% \\ & 68 \end{aligned}$ | 83 6 | 27 53 | 167 76 | 107 | 80\% | ${ }^{102}$ | ${ }^{183} 72$ | 99\% | 40 64 | 167 $69 \%$ |
| Visa | $\begin{gathered} 272 \\ 68 \% \end{gathered}$ | $\begin{gathered} 141 \\ 69 \% \end{gathered}$ | $\begin{gathered} 131 \\ 67 \% \end{gathered}$ | $\begin{gathered} 65 \\ 55 \% \end{gathered}$ | $\begin{gathered} 78 \\ \\ 73 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 78 \\ 72 \% \\ d \end{gathered}$ | $\begin{aligned} & 51 \\ & 80 \% \end{aligned}$ | 99\% | 111 $65 \%$ | $\begin{aligned} & 61 \\ & 69 \% \end{aligned}$ | 85\% | $\begin{aligned} & 53 \\ & 76 \% \end{aligned}$ | ${ }^{127} 68$ | 109\% | 896\% | 74 $64 \%$ | ${ }^{163} 9$ | 106\% | 21 54 | 178 $68 \%$ |
| Costo | 282\% | 125 $67 \%$ | 157 $70 \%$ | 74 $57 \%$ | $\begin{aligned} & 66 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 74 \\ 74 \% \\ d \end{gathered}$ | $\begin{gathered} 69 \\ \substack{67 \%} \end{gathered}$ | 89 | ${ }^{135} 73$ | ${ }_{61 \%}^{68}$ | 76 | 52\% | $\begin{gathered} 140 \\ 69 \% \end{gathered}$ | 94\% | 113 $72 \%$ | 75 $61 \%$ | ${ }^{147}$ 69\% | 131 $69 \%$ | 41 65 | 172 $68 \%$ |
| General Electric | 267 $68 \%$ | 135 $74 \%$ | 132 $64 \%$ | 59 | 75 $66 \%$ | $\underset{\mathrm{D}}{\substack{67 \\ \hline}}$ | $\begin{gathered} 66 \\ 75 \% \\ d \end{gathered}$ | $883 \%$ | ${ }^{146} 73$ | ${ }^{38} 9$ | ${ }^{88} \%$ | 488\% | 120 | 99\% | 94\% | 74 $65 \%$ | 164 ${ }^{69 \%}$ | 101 69 | 300\% | $\stackrel{176}{72 \%}$ |
| Mastercard | $\begin{gathered} 305 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 132 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 77 \\ 77 \% \\ d \end{gathered}$ | 101 $64 \%$ | $\begin{gathered} 140 \\ 69 \% \end{gathered}$ | $74 \%$ | ${ }^{102}$ | $\frac{52}{71 \%}$ | $\begin{gathered} 132 \\ 66 \% \end{gathered}$ | $\begin{gathered} 112 \\ \text { 18\% } \\ 08 \end{gathered}$ | $\begin{aligned} & 96 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 179 \\ 68 \% \end{gathered}$ | $\underset{68 \%}{117}$ | 42\% | 181 $68 \%$ |
| Nestle | 249 $68 \%$ | $\begin{aligned} & 131 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 118 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 68 \% \\ & d \end{aligned}$ | $\begin{gathered} 74 \\ 80 \% \\ D \end{gathered}$ | $\begin{aligned} & 41 \\ & 82 \% \end{aligned}$ | 91\% | 104 $63 \%$ | $\begin{aligned} & 544 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 79 \% \end{aligned}$ | $\begin{gathered} 109 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 66 \% \end{aligned}$ | 25 | 141 $66 \%$ |



Base: All Respondents (Variable Bases)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lesn } \\
& \text { \$50k }
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Nike \& 262 68 \& ${ }^{127} 66$ \& 135 70 \& $$
\begin{aligned}
& 71 \\
& 63 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 87 \\
& 77 \% \\
& d f
\end{aligned}
$$ \& $$
\begin{aligned}
& 53 \\
& 59 \%
\end{aligned}
$$ \& $$
50
$$ \& $$
{ }^{88}{ }_{69}
$$ \& $$
\begin{aligned}
& 115 \\
& 67 \%
\end{aligned}
$$ \& 59\% \& $$
\text { 81 } 6
$$ \& 32\% \& $$
\begin{gathered}
132 \\
73 \%
\end{gathered}
$$ \& 94\% \& $$
\underset{\mathrm{p}}{112}
$$ \& 58\% \& 146 68 \& 109 $70 \%$ \& 27 $71 \%$ \& ${ }^{178}{ }^{76 \%}$ <br>
\hline Sam's Club \& $$
{ }_{67 \%}^{275}
$$ \& $$
\begin{gathered}
123 \\
62 \%
\end{gathered}
$$ \& $$
152 \%
$$ \& 75\% \& $$
\begin{aligned}
& 80 \\
& 71 \% \\
& \text { d }
\end{aligned}
$$ \& $$
\frac{51}{70 \%}
$$ \& $$
\begin{aligned}
& 688 \\
& 768 \% \\
& d
\end{aligned}
$$ \& $$
\begin{aligned}
& 106 \\
& 70 \%
\end{aligned}
$$ \& $$
\begin{gathered}
109 \\
66 \%
\end{gathered}
$$ \& 60\% \& 88\% \& 50\% \& 1733 \& 83 \& 100 68 \& 93\% \& 158\% \& 115 66 \& 47\% \& ${ }^{175} 68$ <br>
\hline Trader Joe's \& $$
\begin{gathered}
269 \\
67 \%
\end{gathered}
$$ \& $$
\begin{gathered}
128 \\
67 \%
\end{gathered}
$$ \& $$
\begin{gathered}
141 \\
67 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 65 \\
& 57 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 86 \\
& 72 \% \\
& d
\end{aligned}
$$ \& $$
\begin{aligned}
& 56 \\
& 65 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 62 \\
& 76 \%
\end{aligned}
$$ \& $$
{ }^{93}{ }_{69}
$$ \& $$
\begin{aligned}
& 121 \\
& 70 \%
\end{aligned}
$$ \& 55\% \& $$
\begin{aligned}
& 81 \% \\
& 59 \%
\end{aligned}
$$ \& $$
799
$$ \& $$
\begin{gathered}
124 \\
\substack{73 \% \\
K}
\end{gathered}
$$ \& $$
\begin{aligned}
& 90 \\
& 74 \% \\
& \hline \mathrm{P}
\end{aligned}
$$ \& $$
\begin{gathered}
110 \\
{ }_{P}^{71 \%}
\end{gathered}
$$ \& 599\% \& 136
$67 \%$ \& $$
\begin{gathered}
129 \\
69 \%
\end{gathered}
$$ \& 36\% \& 186\% <br>
\hline Microsoft \& 283\% \& 130
$63 \%$ \& ${ }^{153} 71 \%$ \& 74
$57 \%$ \& $$
\begin{aligned}
& 85 \\
& 76 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{gathered}
80 \\
74 \% \\
d
\end{gathered}
$$ \& 44\% \& $$
\begin{aligned}
& 106 \\
& \\
& \\
& \hline 55 \%
\end{aligned}
$$ \& $$
\begin{gathered}
131 \\
\text { 68\% } \\
\hline
\end{gathered}
$$ \& 462\% \& 75
$61 \%$ \& 78\% \& 149
$69 \%$ \& ${ }^{98}$ \& 116
$68 \%$ \& 70
55 \& 157\% \& ${ }^{123} 64 \%$ \& 495\% \& ${ }^{192}$ <br>
\hline Apple \& $$
{ }_{67 \%}^{271}
$$ \& $$
\begin{aligned}
& 121 \\
& 65 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 150 \\
& 68 \%
\end{aligned}
$$ \& 82\% \& $$
{ }_{66}^{66}
$$ \& $$
57
$$ \& $$
\begin{aligned}
& 666 \\
& 69 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 100 \\
& 70 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 123 \\
& 68 \%
\end{aligned}
$$ \& 48\% \& 91\% \& 40\% \& 125
$67 \%$ \& 87\% \& 108
$68 \%$ \& 77\% \& ${ }^{158} 8$ \& ${ }^{112} 67 \%$ \& 29\% \& 167 $72 \%$ <br>
\hline Papa John's \& $$
{ }_{67 \%}^{277}
$$ \& $$
140
$$ \& $$
\begin{aligned}
& 137 \\
& 63 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 68 \\
& 63 \%
\end{aligned}
$$ \& $$
\begin{gathered}
92 \\
78 \% \\
\hline
\end{gathered}
$$ \& $$
\begin{aligned}
& 82 \\
& 64 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 58 \%
\end{aligned}
$$ \& $$
\frac{92}{72 \%}
$$ \& $$
\begin{gathered}
118 \\
63 \%
\end{gathered}
$$ \& $$
\begin{gathered}
66 \\
67 \%
\end{gathered}
$$ \& 88\% \& 47\% \& $$
\begin{gathered}
130 \\
66 \%
\end{gathered}
$$ \& $$
78 \%
$$ \& 94\% \& 85\% \& 163 66 \& $$
\begin{gathered}
108 \\
69 \%
\end{gathered}
$$ \& 88\% \& $$
\begin{aligned}
& 173 \\
& 70 \%
\end{aligned}
$$ <br>
\hline Whole Foods \& 265\% \& 112 64 \& ${ }^{153} 6$ \& 73
$56 \%$ \& $$
\begin{aligned}
& 88 \\
& 75 \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 72 \\
& 72 \% \\
& d
\end{aligned}
$$ \& 33\% \& ${ }^{103} 71 \%$ \& 114\% \& 48\% \& 95\% \& 32
$61 \%$ \& ${ }^{126} 6$ \& 810\% \& $$
\underset{\mathrm{p}}{112}
$$ \& 73
$57 \%$ \& 151
$67 \%$ \& ${ }^{112} 69$ \& ${ }^{28} 88$ \& 173\% <br>
\hline Honda \& $$
{ }_{67 \%}^{275}
$$ \& $$
\begin{aligned}
& 148 \\
& 70 \%
\end{aligned}
$$ \& $$
\begin{gathered}
127 \\
63 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 82 \\
& 61 \%
\end{aligned}
$$ \& $$
70 \%
$$ \& $$
\begin{aligned}
& 61 \\
& 72 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 53 \\
& 67 \%
\end{aligned}
$$ \& 94\% \& $$
\begin{aligned}
& 135 \\
& 69 \%
\end{aligned}
$$ \& 462\% \& 75 63 \& 51\% \& 132 70 \& 89\% \& $\stackrel{103}{66 \%}$ \& 83
$62 \%$ \& 160\% \& ${ }^{108} 68$ \& 37 ${ }^{35}$ \& ${ }^{162} 6$ <br>
\hline Southwest Airlines \& 283\% \& 151\% \& $$
\begin{gathered}
132 \\
63 \%
\end{gathered}
$$ \& $$
{ }_{66}^{84}
$$ \& 62\% \& $$
76 \%
$$ \& $$
\begin{aligned}
& 61 \\
& 66 \%
\end{aligned}
$$ \& 97\% \& $$
\begin{gathered}
144 \\
68 \%
\end{gathered}
$$ \& 42\% \& 74
67 \& 43\% \& $$
\stackrel{156}{73 \%}
$$ \& $$
\begin{gathered}
977 \\
\hline \mathrm{P}
\end{gathered}
$$ \& 102
$68 \%$ \& 83\% \& ${ }^{174} 70 \%$ \& 108 ${ }_{64 \%}$ \& 31\% \& 202 $73 \%$ <br>
\hline Lowe's \& ${ }^{266}$ \& 112 63 \& 154 $70 \%$ \& 59 53 \& $$
\begin{aligned}
& 677 \\
& 67 \% \\
& d
\end{aligned}
$$ \& $$
\begin{aligned}
& 79 \\
& 83 \% \\
& \text { De }
\end{aligned}
$$ \& $$
\begin{aligned}
& 61 \\
& 66 \%
\end{aligned}
$$ \& $$
{ }_{63}{ }_{6}
$$ \& 123
$70 \%$ \& 60\% \& 88\% \& 42\% \& ${ }^{131}$ \& $$
\begin{gathered}
91 \\
\begin{array}{c}
76 \% \\
\hline
\end{array}
\end{gathered}
$$ \& 94\% \& 82\% \& 133
$65 \%$ \& ${ }^{130} 72 \%$ \& 40\% \& 163
$68 \%$ <br>
\hline Delta Air Lines \& 284\% \& 134
$70 \%$ \& 151
$64 \%$ \& 61\% \& $$
\begin{gathered}
78 \\
74 \% \\
D
\end{gathered}
$$ \& 768\% \& $$
\begin{aligned}
& 70 \\
& 71 \% \\
& d 1 \%
\end{aligned}
$$ \& $$
\begin{gathered}
108 \\
{ }_{82}^{1 / 5}
\end{gathered}
$$ \& 125 60 \& 519\% \& ${ }^{83}$ 62\% \& 42\% \& 141 $72 \%$ \& ${ }_{66 \%}$ \& 105
$68 \%$ \& 92\% \& 173
$69 \%$ \& 109
$64 \%$ \& 33
$80 \%$ \& 1999 <br>
\hline Campbell's \& $$
\begin{gathered}
251 \\
66 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 108 \\
& 60 \%
\end{aligned}
$$ \& $$
{ }_{7143}
$$ \& $$
\begin{aligned}
& 68 \\
& 53 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 64 \\
& 71 \% \\
& \hline 1 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 55 \\
& 64 \%
\end{aligned}
$$ \& $$
{ }_{83}^{64 \%}
$$ \& $$
69
$$ \& $$
\begin{aligned}
& 127 \\
& 68 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 56 \\
& 66 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 96 \\
& 69 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 57 \\
& \begin{array}{l}
81 \% \\
M
\end{array}
\end{aligned}
$$ \& 89\% \& 79

OP \& $$
{ }_{68}^{88}
$$ \& 85\% \& \[

$$
\begin{gathered}
145 \\
7 \\
7 \\
r
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
102 \\
60 \%
\end{gathered}
$$

\] \& 23 66 \& \[

$$
\begin{gathered}
152 \\
69 \%
\end{gathered}
$$
\] <br>

\hline Johnson \& Johnson \& 284\% \& 142\% \& 141 $63 \%$ \& 59\%\% \& 729\% \& 76\% \& 67\% \& ${ }^{105}$ \& 123\% \& 55\% \& 84\% \& \[
$$
\begin{gathered}
58 \\
\text { KM } \\
\text { KM }
\end{gathered}
$$

\] \& 132 ${ }^{64 \%}$ \& \[

$$
\begin{aligned}
& 91 \\
& 76 \% \\
& 0
\end{aligned}
$$
\] \& 59\% \& 97\% \& 163 68 \& ${ }^{118} 88$ \& 31 $73 \%$ \& ${ }^{180} 6$ <br>

\hline The Kraft Heinz Company \& 279 68 \& 121 $64 \%$ \& ${ }^{158} 6$ \& 64\% \& \[
$$
\begin{aligned}
& 71 \\
& 67 \% \\
& \mathrm{D} \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
81 \\
78 \% \\
\text { D }
\end{gathered}
$$
\] \& 63\% \& 99\% \& 121 64 \& 51\% \& 90\% \& 34\% \& 141

$66 \%$ \& 101 $73 \%$ \& 95\% \& 82\% \& ${ }^{156} 68$ \& 114
$68 \%$ \& 41\% \& ${ }^{180}$ <br>

\hline Sony \& $$
\begin{gathered}
257 \\
66 \%
\end{gathered}
$$ \& \[

$$
\begin{gathered}
134 \\
68 \%
\end{gathered}
$$

\] \& \[

{ }_{63 \%}^{124}

\] \& \[

$$
\begin{aligned}
& 66 \\
& 51 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 76 \\
& \hline 69 \% \\
& \hline \text { 2 }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { C66\% } \\
& 83 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 49 \\
& 68 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 103 \\
& \quad 66 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
106 \\
64 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 49 \\
& 68 \%
\end{aligned}
$$

\] \& \[

71 \%

\] \& \[

$$
\begin{aligned}
& 34 \\
& 63 \%
\end{aligned}
$$
\] \& 121

$64 \%$ \& \[
$$
\begin{gathered}
102 \\
69 \% \\
\mathrm{p}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
101 \\
\substack{70 \%}
\end{gathered}
$$

\] \& 54\% \& 149\% \& \[

$$
\begin{aligned}
& 102 \\
& 64 \%
\end{aligned}
$$

\] \& 53 68 \& \[

$$
\begin{aligned}
& 163 \\
& 66 \%
\end{aligned}
$$
\] <br>

\hline Macy's \& 255 66 \& 110 66 \& 146\% \& 77

$59 \%$ \& 765\% \& 675\% \& 35\% \& \[
$$
\begin{gathered}
103 \\
71_{1}
\end{gathered}
$$

\] \& ${ }^{105} 5$ \& 483\% \& ${ }^{69}$ 59\% \& \[

$$
\begin{aligned}
& 34 \\
& 78 \% \\
& \text { K }
\end{aligned}
$$
\] \& 134

$68 \%$ \& 89\% \& 92\% \& 74
57 \& $\stackrel{138}{67 \%}$ \& 113
$67 \%$ \& 34\% \& ${ }^{162} 69$ <br>

\hline Dell \& 260 65 \& $$
\begin{gathered}
130 \\
68 \%
\end{gathered}
$$ \& 130\% \& 750\% \& 81 66 \& 51 60 \& 54\% \& ${ }^{106} 7$ \& 99\% \& 55\% \& 87\% \& 37\% \& 131 68 \& 69\% \& ${ }^{108} 6$ \& 84

$61 \%$ \& 165
$66 \%$ \& ${ }^{89}$ 62\% \& 29\% \& 165 64 <br>
\hline
\end{tabular}



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Starbucks | 256\% | ${ }_{69 \%}^{129}$ | ${ }_{62 \%}^{128}$ | ${ }^{86} 6$ | $\begin{aligned} & 68 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 66 \% \end{aligned}$ | 129 68 | $\begin{aligned} & 43 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 60 \% \end{aligned}$ | 780\% | $\begin{gathered} 137 \\ 67 \% \end{gathered}$ | 75 ${ }^{7} \%$ | $\begin{gathered} 104 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 141 \\ 63 \% \end{gathered}$ | $\begin{gathered} 109 \\ 68 \% \end{gathered}$ |  | 154 $63 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| The Hershey Company | 254\% | ${ }^{125} 60 \%$ | ${ }^{129} 70$ | 67\% | 79\% | 55\% | 53\% | $\begin{aligned} & 93 \\ & 68 \% \\ & \hline 1 \end{aligned}$ | $\stackrel{121}{71 \%}$ | 39\% | $\begin{gathered} 100 \\ \begin{array}{c} 74 \% \\ M \end{array} \end{gathered}$ | 38\% | 105 $59 \%$ | 70\% | 114 $65 \%$ | 70\% | ${ }_{662}^{162}$ | ${ }^{88}{ }^{1}$ | 36\% | 144 $61 \%$ |
| General Mills | ${ }^{267} 65$ | ${ }_{\text {128 }}^{128}$ | 140 $67 \%$ | 58\% | $\begin{aligned} & 73 \\ & 67 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 70 \\ & 69 \% \\ & \text { D } \end{aligned}$ | 66\% | 91\% | 119 $64 \%$ | 57\% | ${ }_{71 \%}$ | 46\% | $\stackrel{121}{61 \%}$ | $\begin{gathered} 106 \\ 78 \% \\ 78 \end{gathered}$ | 94\% | ${ }^{67}$ 5\% | 157 $66 \%$ | 109 $64 \%$ | 22 $64 \%$ | 160 $64 \%$ |
| Nissan | $\begin{gathered} 275 \\ 65 \% \end{gathered}$ | $\begin{gathered} 137 \\ 67 \% \end{gathered}$ | ${ }_{62 \%}^{139}$ | 73 57 | $\begin{aligned} & 67 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 67 \% \end{aligned}$ | $\frac{63}{71 \%}$ | $\begin{aligned} & 94 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 123 \\ 67 \% \end{gathered}$ | ${ }^{58} 60 \%$ | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | $\frac{58}{75 \%}$ | $\begin{gathered} 133 \\ 64 \% \end{gathered}$ | $\begin{gathered} 93 \\ \hline 12 \% \end{gathered}$ | $\begin{gathered} 105 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 167 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 174 \\ 67 \% \end{gathered}$ |
| Best Buy | ${ }^{255} 6$ | $\begin{aligned} & 133 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 122 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 866 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 118 \\ 66 \% \end{gathered}$ | 51 $61 \%$ | $\begin{aligned} & 80 \\ & 59 \% \end{aligned}$ | 50\% | $\begin{aligned} & 113 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 101 \\ 70 \% \\ \mathrm{p} \end{gathered}$ | 900 | $\begin{aligned} & 64 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 152 \\ 67 \% \end{gathered}$ | $\begin{gathered} 100 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 80 \% \end{aligned}$ | 161 $66 \%$ |
| Procter \& Gamble | ${ }_{64 \%}^{267}$ | 114 $60 \%$ | 153 $67 \%$ | 64 48 | $\begin{aligned} & 77 \\ & 66 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{gathered} 59 \\ 74 \% \\ \hline \end{gathered}$ | $\frac{67}{78 \%}$ | $84 \%$ | 122 $67 \%$ | 61\% | 77\% | 38\% | 144 $66 \%$ | 76 | ${ }^{110} 66 \%$ | 81\% | 153 70 | 108 $60 \%$ | 52\% | 179 65 |
| Toyota | ${ }_{64 \%}^{248}$ | $\begin{gathered} 113 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 65 \% \end{aligned}$ | 75\% | $\begin{gathered} 62 \\ \substack{\text { 71\% } \\ \mathrm{D}} \end{gathered}$ | $\begin{aligned} & 66 \\ & 72 \% \\ & d \end{aligned}$ | 45 $64 \%$ | 70\% | 121 $68 \%$ | 57\% | $84 \%$ | 35\% | 121 $64 \%$ | 82\% | 100 64 | 56\% | ${ }^{138} 8$ | $\begin{aligned} & 105 \\ & 63 \% \end{aligned}$ | 31 $69 \%$ | 169\% |
| 3M | ${ }^{285}$ | $\begin{gathered} 176 \\ { }_{7}^{71 \%} \end{gathered}$ | 109 $54 \%$ | $\begin{aligned} & 54 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 65 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 59 \\ & 699 \% \\ & \end{aligned}$ | $\begin{gathered} 96 \\ 73 \\ \hline 1 \end{gathered}$ | ${ }_{68 \%}^{105}$ | 122 $63 \%$ | 58\% | $\begin{aligned} & 77 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 150 \\ \underset{K}{73 \%} \% \\ K \end{gathered}$ | $\begin{gathered} 109 \\ 65 \% \end{gathered}$ | $\begin{gathered} 105 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 175 \\ 66 \% \end{gathered}$ | $\begin{gathered} 108 \\ 63 \% \end{gathered}$ | 36\% | 184 $68 \%$ |
| NFL | 246 $64 \%$ | ${ }_{66 \%}^{126}$ | 120 $62 \%$ | 67 ${ }_{5}^{67}$ | $\begin{aligned} & 79 \\ & 68 \% \\ & d \end{aligned}$ | $\begin{aligned} & 52 \\ & 71 \% \\ & d \end{aligned}$ | $\begin{aligned} & 48 \\ & 67 \% \end{aligned}$ | $83 \%$ | 103 $63 \%$ | 60\% | 80 $61 \%$ | 44\% | $\begin{gathered} 116 \\ 69 \% \end{gathered}$ | ${ }^{88}{ }^{2} \%$ | 92\% | 66\% | 148 $64 \%$ | 94\% | 30 $71 \%$ | 163 $66 \%$ |
| Dollar General | $\begin{gathered} 241 \\ 64 \% \end{gathered}$ | $\begin{gathered} 101 \\ 60 \% \end{gathered}$ | ${ }_{66 \%}^{140}$ | $\begin{aligned} & 74 \% \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 74 \\ 74 \% \\ d \end{gathered}$ | $\begin{aligned} & 36 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 106 \\ 60 \% \end{gathered}$ | 55\% | $\begin{aligned} & 85 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 68 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 101 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 149 \\ 7 \\ \hline 1 \% \end{gathered}$ | ${ }^{85} 4 \%$ | 22\% | 157 $64 \%$ |
| IBM | ${ }^{277} 63 \%$ | $\begin{gathered} 128 \\ 61 \% \end{gathered}$ | $\begin{gathered} 149 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 51 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 67 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 84 \\ 72 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 59 \\ 70 \% \\ d \end{gathered}$ | $\begin{aligned} & 94 \% \\ & 64 \% \end{aligned}$ | 128 $63 \%$ | $\begin{aligned} & 54 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 73 \\ & 59 \% \end{aligned}$ | 54\% | $\begin{gathered} 139 \\ 66 \% \end{gathered}$ | 80\% | $\begin{gathered} 115 \\ 68 \% \end{gathered}$ | 82\% | 175 $66 \%$ | 99\% | 22 $51 \%$ | 183 $67 \%$ |
| DoorDash | ${ }_{248}^{248}$ | ${ }^{115} 63 \%$ | 133 $64 \%$ | ${ }^{66}$ \% | $\begin{gathered} 72 \\ 70 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 65 \\ & 74 \% \\ & \mathrm{dg} \end{aligned}$ | 45 $51 \%$ | 76 $61 \%$ | $\begin{gathered} 131 \\ \text { 69\% } \end{gathered}$ | 40\% | 78 $56 \%$ | $\begin{gathered} 47 \\ 75 \% \\ k \end{gathered}$ | 116 $68 \%$ | ${ }_{59}^{69}$ | $\begin{gathered} 100 \\ 73 \% \\ \mathrm{np} \end{gathered}$ | 80\% | ${ }_{67 \%}^{159}$ | 83\% | 29 73 | 150 $64 \%$ |
| Hallmark | ${ }^{280} 63$ | 117 57 | $\begin{gathered} 163 \\ 69 \% \\ b \end{gathered}$ | 72\% | $\begin{aligned} & 75 \\ & 67 \% \\ & d \end{aligned}$ | $\begin{gathered} 74 \\ 76 \% \\ \mathrm{D} \end{gathered}$ | 58\% | $\begin{gathered} 106 \\ \\ 69 \% \end{gathered}$ | 126 $61 \%$ | ${ }^{49} 9$ | 82\% | 51\% | $\begin{gathered} 140 \\ 67 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 108 \\ & { }_{82}^{82 \%} \end{aligned}$ | $\begin{gathered} 109 \\ \underset{\mathrm{P}}{65} \end{gathered}$ | 63\% | $\underset{r}{158}$ | 120 $58 \%$ | 80\% | $\stackrel{186}{69 \%}$ |
| Chipotle | ${ }^{269} 6$ | 140 $63 \%$ | $\begin{aligned} & 130 \\ & 63 \% \end{aligned}$ | ${ }^{66}$ \% | $\begin{aligned} & 88 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 68 \% \end{aligned}$ | 116 $63 \%$ | 52 | ${ }_{69}^{69}$ | 39 62 | $\begin{gathered} 149 \\ 67 \% \end{gathered}$ | 91\% | ${ }^{86}$ 61\% | 929\% | 147 $60 \%$ | 118 $69 \%$ | 39\% | 178 $68 \%$ |
| Cottonelle | 252 63 | 121 $63 \%$ | 131 $63 \%$ | ${ }_{50}^{68}$ | $\begin{gathered} 72 \\ 75 \% \\ \mathrm{D} \end{gathered}$ | 50 $63 \%$ | $\begin{gathered} 63 \\ 69 \% \\ d \end{gathered}$ | 99\% | 100 $63 \%$ | 54 60 | 92\% | 36\% | 108 $67 \%$ | ${ }_{68} 6$ | 101 $63 \%$ | 83 62 | 152 $68 \%$ | 96\% | 31 $66 \%$ | 142 $62 \%$ |
| Capitol One | $\begin{gathered} 253 \\ 62 \% \end{gathered}$ | $\begin{gathered} 117 \\ 64 \% \end{gathered}$ | $\begin{gathered} 136 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 83 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 49 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 117 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 66 \% \end{aligned}$ | ${ }_{64}^{63}$ | $\begin{gathered} 105 \\ 68 \% \end{gathered}$ | 85\% | 143 $63 \%$ | 103 $64 \%$ | 31 $67 \%$ | 172 $63 \%$ |
| Bank of America | $\begin{gathered} 246 \\ 62 \% \end{gathered}$ | $\begin{gathered} 135 \\ 71 \% \end{gathered}$ | $\begin{gathered} 111 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 64 \% \end{aligned}$ | 109 $62 \%$ | $\begin{aligned} & 56 \\ & 62 \% \end{aligned}$ | 81 63 | $49$ | $\begin{gathered} 107 \\ 63 \% \end{gathered}$ | $71 \%$ | 95\% | $\begin{aligned} & 69 \\ & 61 \% \end{aligned}$ | 153 $64 \%$ | 81\% | $\begin{aligned} & 36 \% \\ & 78 \% \end{aligned}$ | 170 $66 \%$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | Republi- can | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Wells Fargo | ${ }_{2}^{276} 68$ | $\begin{gathered} 137 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 62 \% \end{aligned}$ | ${ }^{67} 5$ | $\begin{aligned} & 87 \\ & 69 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 63 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 61 \% \end{aligned}$ | 46\% | 72 56 | 50\% | 146 $65 \%$ | ${ }^{98} 8$ | 96 $61 \%$ | 83 $61 \%$ | ${ }^{168} \times 1$ | ${ }^{106} 64 \%$ | 40 $71 \%$ | $\stackrel{171}{61 \%}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Hilton Hotels | 276 ${ }_{6} 6$ | 124 $59 \%$ | 152 | 88\% | 67\% | 71 $60 \%$ | 52\% | 97\% | ${ }^{138} 80$ | 41\% | ${ }_{61 \%}^{87}$ | ${ }_{65}^{55}$ | ${ }^{123} 6$ | 71\% | $\begin{gathered} 128 \\ \substack{70 \% \\ \text { np }} \end{gathered}$ | 76\% | 145 $62 \%$ | ${ }^{128} 86$ | 30\% | 177 ${ }^{174 \%}$ |
| Scott | ${ }^{252}$ 62\% | 108 $60 \%$ | 144 $64 \%$ | 63 44 | $\begin{gathered} 68 \\ 70 \% \\ { }^{6} \% \end{gathered}$ | $\begin{gathered} 65 \\ { }^{67 \%} \end{gathered}$ | 56\% | 92\% | ${ }^{112} 63$ | 488\% | $\begin{aligned} & 70 \\ & 56 \% \end{aligned}$ | 37 $59 \%$ | $\begin{gathered} 131 \\ 69 \% \\ k \end{gathered}$ | 84\% | $\begin{aligned} & 85 \\ & 62 \% \end{aligned}$ | 83\% | $\begin{gathered} 172 \\ \substack{71 \% \\ \mathrm{R}} \end{gathered}$ | 79 $51 \%$ | 35\% | 160 $67 \%$ |
| Purell | 252 | $\begin{gathered} 116 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 711 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 64 \% \\ & 64 \end{aligned}$ | $\begin{aligned} & 63 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 66 \% \end{aligned}$ | 82\% | $\begin{aligned} & 744 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | 42 64 | $\begin{gathered} 116 \\ 62 \% \end{gathered}$ | 73 57 | $\begin{gathered} 101 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 62 \% \end{aligned}$ | 142\% | $\begin{aligned} & 106 \\ & 59 \% \end{aligned}$ | 37\% | ${ }^{166}$ 65\% |
| SC Johnson | $\begin{gathered} 254 \\ 62 \% \end{gathered}$ | $\underset{64 \%}{124}$ | $\begin{aligned} & 130 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 68 \% \\ & \text { D } \end{aligned}$ | $52$ | $\begin{aligned} & 55 \\ & { }^{72} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 82 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 109 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 66 \% \end{aligned}$ | ${ }_{67 \%}^{126}$ | 83 | $\begin{gathered} 107 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 55 \% \\ & 54 \end{aligned}$ | $\begin{gathered} 154 \\ 66 \% \end{gathered}$ | 99\% | $42$ | $\begin{gathered} 156 \\ 63 \% \end{gathered}$ |
| American Express | ${ }^{236}$ 62\% | $\begin{aligned} & 102 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 78 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 43 \\ & 53 \% \\ & \end{aligned}$ | $\begin{aligned} & 49 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 123 \\ 67 \% \\ J \end{gathered}$ | $\begin{aligned} & 35 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 105 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 68 \% \\ & p \end{aligned}$ | $\begin{gathered} 106 \\ \substack{65 \% \\ p} \end{gathered}$ | $\begin{aligned} & 54 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 130 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 65 \% \end{aligned}$ | 29\% | ${ }^{166}$ 6\% |
| Pfizer | 243 $61 \%$ | $\begin{gathered} 127 \\ 67 \% \\ c \end{gathered}$ | 116 55 | 45 $41 \%$ |  | $\begin{aligned} & 70 \\ & 81 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & \text { 69\% } \end{aligned}$ | 87\% | 114 63 | 42\% | ${ }_{56}^{67}$ | 46\% | 122 ${ }_{6}$ | 75 $61 \%$ | ${ }^{102} 62$ | $\stackrel{67}{59 \%}$ | 146 65 | 56\% | 21 $67 \%$ | 161 $62 \%$ |
| Marriott | $\begin{gathered} 232 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 67 \\ 71 \% \\ \hline 1 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 67 \% \\ & d \end{aligned}$ | $50 \%$ | $\begin{aligned} & 72 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 124 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 85 \\ 74 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 92 \\ & 61 \% \\ & \text { p } \end{aligned}$ | 55\% | $\begin{gathered} 138 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 65 \% \end{aligned}$ |
| American Airlines | $\begin{gathered} 259 \\ 60 \% \end{gathered}$ | $\begin{gathered} 120 \\ 60 \% \end{gathered}$ | ${ }^{139} 60 \%$ | $\begin{aligned} & 65 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & { }^{82 \%} \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 61 \\ & 69 \% \% \\ & d \end{aligned}$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 129 \\ 61 \% \end{gathered}$ | 55 $61 \%$ | $\begin{aligned} & 78 \\ & \quad \begin{array}{l} 78 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | $\frac{56}{72 \%}$ | $\begin{gathered} 120 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 60 \% \end{aligned}$ | 859\% | $98$ | 139 $58 \%$ | $\begin{gathered} 114 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 68 \% \end{aligned}$ | 166 $62 \%$ |
| Hulu | 254 $60 \%$ | 92\% | 162 $65 \%$ | 82\% | 54\% | $\begin{aligned} & 65 \\ & 75 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 54 \\ & 62 \% \\ & 62 \end{aligned}$ | 59\% | $\begin{gathered} 142 \\ 66 \% \\ h \end{gathered}$ | 43\% | $\begin{aligned} & 74 \\ & 63 \% \end{aligned}$ | 34 55 | 134 ${ }^{1} \times$ | 84\% | ${ }_{\text {107 }}^{107}$ | ${ }_{56 \%}^{63}$ | 127 $58 \%$ | 123 $63 \%$ | 20\% | 154 $57 \%$ |
| Bayer | $\begin{gathered} 256 \\ 60 \% \end{gathered}$ | $\stackrel{125}{{ }_{6}^{6} \%}$ | $\begin{gathered} 131 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 69 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 66 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 58 \% \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 112 \\ 59 \% \end{gathered}$ | 57 | $\begin{aligned} & 74 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 522 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 57 \% \end{aligned}$ | 86 | 101 $59 \%$ | $\begin{aligned} & 70 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 60 \% \end{aligned}$ | 151 $57 \%$ |
| BP | ${ }^{258} \%$ | $\begin{aligned} & 125 \\ & 61 \% \end{aligned}$ | 133 $58 \%$ | $\begin{aligned} & 54 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & \text { 69\%\% } \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 59 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 64 \% \end{aligned}$ | 110 $58 \%$ | 50\% | $\begin{aligned} & 74 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 59 \% \end{aligned}$ | 126 $64 \%$ | $\begin{aligned} & 97 \\ & 67 \% \end{aligned}$ | 56\% | 68 55 | $\begin{gathered} 160 \\ 63 \% \end{gathered}$ | 58\% | 33 $68 \%$ | 173 $62 \%$ |
| Facebook | $\stackrel{246}{59 \%}$ | 100 $50 \%$ | $\begin{gathered} 146 \\ 68 \% \end{gathered}$ | 71 58 | 58\% | 82\% | 32\% | 90\% | 112 ${ }^{12}$ | 44\% | 73 $60 \%$ | 42\% | 114\% | 579\% | $\stackrel{107}{68 \%}$ | 88\% | 149 $60 \%$ | 53\% | 36\% | 159\% |
| Citigroup | $\begin{gathered} 242 \\ 59 \% \end{gathered}$ | $\begin{gathered} 131 \\ 66 \% \\ c \end{gathered}$ | $\begin{aligned} & 111 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 77 \\ 74 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 644 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 77 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 57 \% \end{aligned}$ | ${ }^{58}$ | $\begin{aligned} & 72 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 114 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 55 \% \\ & \hline \end{aligned}$ | 85\% | $\begin{aligned} & 147 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 56 \% \end{aligned}$ | 72\% | 158 $61 \%$ |
| Zoom Video | $\stackrel{229}{59 \%}$ | 96\% | $\begin{gathered} 133 \\ 66 \% \\ b \end{gathered}$ | 58\% | $\begin{aligned} & 61 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 622 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 55 \% \end{aligned}$ | ${ }_{6}^{128} \times 1$ | 32\% | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 63 \% \\ & k \end{aligned}$ | $\begin{gathered} 115 \\ 68 \% \\ K \end{gathered}$ | $\begin{aligned} & 71 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 822 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 61 \% \end{aligned}$ | 53\% | 300 | ${ }^{125}$ |
| UnitedHealth Group | $\stackrel{245}{59 \%}$ | 115 59 | $\begin{aligned} & 130 \\ & 59 \% \end{aligned}$ | 86\% | 51 5 | $\begin{aligned} & 69 \\ & 699 \% \\ & d \end{aligned}$ | 39\% | $\begin{gathered} 114 \\ \text { 110\% } \\ \text { IJ } \end{gathered}$ | 56\% | 35 <br> $49 \%$ | $\begin{aligned} & 82 \\ & 63 \% \end{aligned}$ | 41 $61 \%$ | ${ }^{106} 56$ | 76 58 | $\begin{gathered} 121 \\ 67 \% \\ \mathrm{P} \end{gathered}$ | 48\% | 148 $61 \%$ | 56\% | 33 $64 \%$ | 152\% |
| GrubHub | $\begin{gathered} 245 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 130 \\ 65 \% \\ b \end{gathered}$ | 67 $51 \%$ | 65 $54 \%$ | $\begin{aligned} & 57 \\ & 68 \% \\ & d \end{aligned}$ | $\frac{56}{71 \%}$ | $\begin{aligned} & 78 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 110 \\ 58 \% \end{gathered}$ | 57 <br> $65 \%$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 63 \% \end{aligned}$ | 117 $57 \%$ | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | ${ }_{64 \%}^{106}$ | $\begin{aligned} & 63 \\ & 54 \% \\ & \hline \end{aligned}$ | 153 $61 \%$ | 91\% | 33 58 | 170 $63 \%$ |



Base: All Respondents (Variable Bases) Summary Of Somewhat/Very Good Response

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ <br> Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Humana | $\begin{gathered} 234 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 63 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { 63 } \\ & 67 \% \\ & \mathrm{D} \end{aligned}$ | 52\% | $\begin{aligned} & 84 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 59 \% \end{aligned}$ | 48\% | $\begin{aligned} & 63 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 112 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 69 \% \\ & p \end{aligned}$ | $\begin{aligned} & 94 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 64 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 135 \\ 62 \% \end{gathered}$ | 97\% | 39\% | 129 $55 \%$ |
| Intel | 230\% | $\underset{c}{114} \underset{c}{14 \%}$ | ${ }^{116} 5$ | 73 $55 \%$ | ${ }_{69}^{69}$ | $56 \%$ | 31 $58 \%$ | 81\% | 108\% | $42 \%$ | 72\% | 33 $54 \%$ | 117 $65 \%$ | 83\% | 93\% | $54 \%$ | 141 $61 \%$ | 84\% | ${ }^{38} \%$ | 1599\% |
| Xfinity | 230 | $\begin{aligned} & 101 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 129 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 64 \% \\ & \mathbf{G} \% \end{aligned}$ | $\begin{gathered} 68 \\ { }^{68} \% \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 37 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 60 \% \end{aligned}$ | 50\% | $\begin{aligned} & 63 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 121 \\ 66 \% \\ K \end{gathered}$ | $\begin{aligned} & 83 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 144 \\ 63 \% \end{gathered}$ | ${ }^{85} 5$ | 31 $65 \%$ | ${ }^{159} 6$ |
| Aldi | 242 58 | $\stackrel{104}{57 \%}$ | 137 $59 \%$ | 57\% | $\begin{aligned} & 79 \\ & 699 \% \\ & \mathrm{Df} \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 51 \% \end{aligned}$ | 52\% | $\begin{aligned} & 74 \\ & 60 \% \end{aligned}$ | $\stackrel{110}{58 \%}$ | 58 | $\begin{aligned} & 74 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 47 \\ { }_{3 m} 4 \% \end{gathered}$ | 106 $55 \%$ | 82\% | 54\% | 59\% | 131 $55 \%$ | ${ }^{107}$ 65\% | 31 $72 \%$ | 155 $59 \%$ |
| Kroger | 235 5 | ${ }^{115} 5$ | 120 $59 \%$ | 46 | $\begin{aligned} & 83 \\ & 58 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 67 \\ & \begin{array}{l} 65 \% \\ \mathrm{De} \end{array} \end{aligned}$ | 39 $63 \%$ | 82\% | 859\% | 70\% | $\begin{aligned} & 84 \\ & 64 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{gathered} 49 \\ 77 \% \\ M \end{gathered}$ | 51\% | 73 $60 \%$ | 84\% | 78\% | $\stackrel{146}{59 \%}$ | 89\% | 34\% | 130 53 |
| JPMorgan Chase | 236 58 | $\begin{aligned} & 133 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & \text { 65 } \\ & 66 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 76 \\ & 68 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 43 \\ & 57 \% \end{aligned}$ | ${ }^{86}$ | $\begin{aligned} & 104 \\ & 59 \% \end{aligned}$ | $44 \%$ | $\begin{aligned} & 85 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 59 \% \end{aligned}$ | 99\% | $76 \%$ | ${ }^{98}{ }^{2} \%$ | ${ }^{62}$ 24\% | $\begin{gathered} 140 \\ 65 \% \\ r \end{gathered}$ | 92\% | 71\% | ${ }^{158} \times 1 \%$ |
| Anheuser-Busch | 239 58 | $\begin{gathered} 125 \\ 65 \% \\ c \end{gathered}$ | 114\% | 47\% | $\begin{aligned} & 68 \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & \text { 60\% } \\ & \hline \end{aligned}$ | $\begin{gathered} 63 \\ 72 \% \\ 7 \end{gathered}$ | 63\% | $\begin{gathered} 136 \\ 64 \% \\ H \end{gathered}$ | 40\% | 54\% | 37 ${ }^{37}$ | 130 $64 \%$ | 71\% | 101 57 | ${ }_{54 \%}^{67}$ | $\underset{r}{141} \underset{r}{14 \%}$ | 96\% | 34\% | 152 $61 \%$ |
| Nordstrom | 2288\% | 92\% | 137 | 63 $53 \%$ | ${ }_{63}^{63}$ | 56 | 47\% | 73 $55 \%$ | 111 $63 \%$ | 44\% | ${ }^{65}$ | 56\% | 113 $64 \%$ | 80 $61 \%$ | 98 $\substack{\text { c } \\ \mathrm{p}}$ | 51 | 139 ${ }^{61 \%}$ | ${ }^{86}$ | 23 $67 \%$ | 157 $66 \%$ |
| Boeing | 257 58 | $\begin{aligned} & 131 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 126 \\ 56 \% \end{gathered}$ | 72 $52 \%$ | $\begin{aligned} & 61 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 55 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 70 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 107 \\ 64 \% \\ j \end{gathered}$ | 114 $56 \%$ | $35{ }^{36}$ | $\begin{aligned} & 64 \\ & 51 \% \end{aligned}$ | 36\% | $\begin{gathered} 146 \\ 64 \% \\ k \end{gathered}$ | 81\% | 95\% | 81\% | ${ }^{138} 5$ | 113 $57 \%$ | 40 $61 \%$ | 165 ${ }_{5}$ |
| Prudential | 214 57 | $\begin{aligned} & 104 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 62 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 58 \\ & 67 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 46 \\ & 78 \% \end{aligned}$ | $59$ | ${ }^{108} 6$ | 37\% | 59\% | 34\% | $\begin{gathered} 115 \\ 65 \% \\ k \end{gathered}$ | 78 $64 \%$ $P$ | 87 61\% p | 49\% | ${ }^{115} 5$ | 97\% | 39 64 | 154 $63 \%$ |
| Gap | 210 57 | 90\% | 120 $59 \%$ | 46\% | $\begin{aligned} & 54 \\ & 63 \% \\ & d \end{aligned}$ | 46\% | 44\% | 78 65 | 90 53 | 42\% | 59\% | 32 $71 \%$ | 93 $60 \%$ | 73 <br> 65 | $\begin{aligned} & 79 \\ & 60 \% \\ & \mathrm{p} \end{aligned}$ | 58\% | $\begin{gathered} 133 \\ 64 \% \\ \mathrm{R} \end{gathered}$ | 711 | 23 $71 \%$ | 131 $58 \%$ |
| ExxonMobil | 230\% | 110 $60 \%$ | 120 $54 \%$ | 63 $51 \%$ | ${ }^{62}$ 60\% | 50\% | 55 6 | 57\% | ${ }^{109} 5$ | 55 | $\begin{aligned} & 83 \\ & 62 \% \\ & 6 \end{aligned}$ | 31 $45 \%$ | 96\% | 54\% | 59\% | 77 ${ }^{56 \%}$ | ${ }^{124} 5$ | ${ }^{105}$ | 19\% | 136 $58 \%$ |
| eBay | 245 57 | 103 58 | $\stackrel{142}{56 \%}$ | ${ }^{68}{ }^{\circ} \%$ | 70\% | ${ }_{56 \%}^{63}$ | 462\% | $\begin{gathered} 101 \\ 66 \% \\ i j \end{gathered}$ | $\stackrel{101}{52 \%}$ | 439 | $\begin{aligned} & 87 \\ & 67 \% \\ & M \end{aligned}$ | 28\% | 109 | 51\% | 51\% | 74\% | ${ }^{153}$ 6\% | 87\% | 59\% | 130 55 |
| TripAdvisor | 208\% | ${ }^{105} 5$ | 103 | ${ }_{56}^{61}$ | 70 $63 \%$ | 46\% | 52\% | $\begin{aligned} & 78 \\ & 60 \% \end{aligned}$ | 87\% | 43 | 55\% | 39 $61 \%$ | $\begin{gathered} 103 \\ 62 \% \\ k \end{gathered}$ | 77 $64 \%$ | 73 $53 \%$ | $58 \%$ | 119 55 | 85\% | 35 8 | 148 $64 \%$ |
| Hewlett-Packard Enterprise | 244 57 | 124\% | 119 $56 \%$ | 59 | $\begin{gathered} 71 \\ 70 \% \\ \mathrm{D} \end{gathered}$ | 50\% | $54 \%$ | ${ }^{88}{ }^{8} \%$ | ${ }^{108} 5$ | $47 \%$ | ${ }^{67}$ 5\% | $52 \%$ | 111 $57 \%$ |  | 82\% | 80\% | 145 $61 \%$ | ${ }^{98}{ }^{2} \%$ | 36 76 | 163 59 |
| Tyson Foods | 223 | $\begin{gathered} 106 \\ 57 \% \end{gathered}$ | $\begin{gathered} 117 \\ 56 \% \end{gathered}$ | $59$ | $\begin{gathered} \text { 699} \\ 71 \% \\ \hline \end{gathered}$ | 61 $58 \%$ | 34 $51 \%$ | $\begin{aligned} & 86 \\ & 66 \% \end{aligned}$ | $\stackrel{94}{54 \%}$ | 43\% | 74 55 | 34 $54 \%$ | 100 $59 \%$ | 81 $66 \%$ | 76 $52 \%$ | ${ }_{56}^{66}$ | ${ }_{61 \%}^{128}$ | 91 52 | 42\% | 127 $58 \%$ |
| Comcast | 221 $56 \%$ | $\stackrel{107}{58 \%}$ | 114 $55 \%$ | ${ }_{53}^{66}$ | 58\% | $\begin{aligned} & 62 \\ & 59 \% \end{aligned}$ | 35\% | 882\% | ${ }^{108} 5$ | 25\% | 73 $54 \%$ | 34\% | 99\% | 77 63 | 89\% | 56 | ${ }^{136} 58$ | 84\% | 33\% | 154 $63 \%$ |



Base: All Respondents (Variable Bases)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline NBA \& 223 56 \& 103
$56 \%$ \& 120\% \& 76
$60 \%$ \& $51 \%$ \& $$
\begin{aligned}
& 57 \\
& 53 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 40 \\
& 60 \%
\end{aligned}
$$ \& 75\% \& ${ }^{95} \%$ \& 53 48 \& ${ }^{65}$ \& 48\% \& 58\% \& 72
$51 \%$ \& $$
\begin{aligned}
& 91 \\
& 68 \% \\
& \text { nP }
\end{aligned}
$$ \& 59\% \& $\xrightarrow{117} 5$ \& 104 58 \& 34 63 \& 149 62 <br>
\hline United Airlines \& 240\% \& $$
\begin{aligned}
& 104 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 136 \\
& 60 \%
\end{aligned}
$$ \& 95\% \& 70\% \& 44\% \& $$
\begin{aligned}
& 32 \\
& 46 \%
\end{aligned}
$$ \& 91\% \& 101\% \& 485\% \& 72 \& 354\% \& 116 \& 70 63 \& 91\% \& 79\% \& 141
$57 \%$ \& ${ }_{56} 96$ \& 27 75 \& ${ }^{163} 6$ <br>
\hline Cigna \& 229 56 \& 112
59 \& ${ }^{118} 5$ \& 40\% \& $$
\begin{aligned}
& 74 \\
& 69 \% \% \\
& \text { ( }
\end{aligned}
$$ \& $$
\begin{aligned}
& 80 \\
& 63 \% \\
& \text { D }
\end{aligned}
$$ \& 35 ${ }^{35}$ \& $$
\begin{aligned}
& 86 \\
& 62 \%
\end{aligned}
$$ \& $$
\begin{gathered}
116 \\
59 \%
\end{gathered}
$$ \& 27\% \& ${ }^{61}$ 5\% \& $$
\begin{gathered}
44 \\
{ }^{44} \% \\
\hline
\end{gathered}
$$ \& $\stackrel{115}{57 \%}$ \& 77
$60 \%$ \& 86\% \& 66\% \& 126
$59 \%$ \& 100
$54 \%$ \& 22 44 \& 155 <br>
\hline Twitter \& 223 56 \& 99\% \& 125 5 \& $59 \%$ \& ${ }^{65}$ 62\% \& 59 63 \& $40 \%$ \& 77\% \& ${ }^{102} 51 \%$ \& 44\% \& 64\% \& 60\% \& ${ }^{114} 61 \%$ \& ${ }^{65}$ \& ${ }^{95}{ }^{6} \%$ \& 54\% \& 127 56 \& ${ }^{89} 6$ \& 250\% \& ${ }^{145} 60 \%$ <br>
\hline Etsy \& $$
\begin{gathered}
222 \\
55 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 99 \\
& 56 \%
\end{aligned}
$$ \& $$
\begin{gathered}
122 \\
55 \%
\end{gathered}
$$ \& $$
{ }^{80} \%
$$ \& $$
\begin{aligned}
& 744 \\
& 66 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 39 \\
& 47 \%
\end{aligned}
$$ \& $$
\begin{gathered}
29 \\
44 \%
\end{gathered}
$$ \& 86\% \& ${ }_{52 \%}^{88}$ \& $$
48
$$ \& 57 \& 35 ${ }^{42 \%}$ \& $$
\begin{aligned}
& 118 \\
& 65 \% \\
& \text { KL }
\end{aligned}
$$ \& 59 \& 91\% \& 72
$54 \%$ \& 131
$55 \%$ \& ${ }^{86}$ \% \& 46\% \& 157

$63 \%$ <br>
\hline Nintendo \& 229 55 \& 117

$56 \%$ \& \[
$$
\begin{gathered}
112 \\
54 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 81 \\
& 62 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 61 \\
& 63 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 67 \\
& 55 \% \\
& \hline
\end{aligned}
$$

\] \& 20\% \& \[

$$
\begin{aligned}
& 84 \\
& 65 \% \\
& \hline
\end{aligned}
$$

\] \& 10680 \& \[

$$
\begin{aligned}
& 39 \\
& 45 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 53 \\
& 49 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 33 \\
& 57 \%
\end{aligned}
$$
\] \& 129

$57 \%$ \& ${ }_{53 \%}^{66}$ \& 92\% \& 70 54 \& 128
$55 \%$ \& ${ }_{56}^{96}$ \& 33

57 \& | 145 |
| :---: |
| $55 \%$ | <br>

\hline T-Mobile \& 229\% \& 55\% \& 133\% \& 488 \& $$
\begin{aligned}
& 77 \\
& 60 \% \\
& d
\end{aligned}
$$ \& 44\% \& \[

$$
\begin{aligned}
& 60 \\
& 63 \% \\
& d
\end{aligned}
$$
\] \& 81

$61 \%$ \& $$
\begin{gathered}
116 \\
58 \% \\
j
\end{gathered}
$$ \& 32 \& 84\% \& 58\% \& 102\% \& 74\% \& 85\% \& 71\% \& 146

$60 \%$ \& 780\% \& 25\% \& 139 53 <br>

\hline Caterpillar \& 220 \& $$
\begin{gathered}
126 \\
{ }_{63 \%}
\end{gathered}
$$ \& \[

{ }_{47}^{93}
\] \& 46

$39 \%$ \& \[
$$
\begin{aligned}
& 56 \\
& 58 \% \\
& \text { 5 }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 666 } \\
& \text { 66\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 53 \\
& 62 \% \\
& 62 \% \\
& \hline
\end{aligned}
$$
\] \& 75

$54 \%$ \& 93

$54 \%$ \& 52. \& 649\% \& 36\% \& \[
$$
\begin{gathered}
109 \\
62 \% \\
\mathrm{k}
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 88 \\
& 68 \% \\
& 08
\end{aligned}
$$
\] \& 73

53 \& 59\% \& ${ }^{135}$ 60\% \& ${ }^{82}$ \% \& 30\% \& ${ }^{138} 5$ <br>

\hline John Deere \& 225 $54 \%$ \& \[
$$
\begin{gathered}
113 \\
62 \% \\
c
\end{gathered}
$$

\] \& ${ }^{112} 49 \%$ \& \[

$$
\begin{aligned}
& 51 \\
& 43 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 62 \\
& 61 \% \\
& \text { D }
\end{aligned}
$$

\] \& \[

49 \%

\] \& \[

$$
\begin{aligned}
& 63 \\
& 77 \%
\end{aligned}
$$

\] \& 77\% \& ${ }^{103} 51 \%$ \& 45\% \& ${ }_{53}^{62}$ \& \[

$$
\begin{aligned}
& 41 \\
& 65 \%
\end{aligned}
$$
\] \& 110

$53 \%$ \& 93
$64 \%$
0 \& 70\% \& ${ }_{5}^{62}$ \& 115 50 \& ${ }^{107}$ 61\% \& 159\% \& 134 <br>

\hline Expedia \& ${ }^{205} 5$ \& $$
\begin{gathered}
105 \\
61 \% \\
c
\end{gathered}
$$ \& 101

$48 \%$ \& 58. \& 56\% \& 44\% \& 40 $61 \%$ \& $$
\begin{aligned}
& 90 \\
& 64 \% \\
& \text { is }
\end{aligned}
$$ \& 780\% \& 37

$44 \%$ \& 80\% \& ${ }^{32} 9$ \& 51\% \& 51\% \& ${ }^{96} 9$ \& 52\% \& 122 5 \& 79 ${ }^{7}$ \& 19
$54 \%$ \& ${ }^{128} 5$ <br>
\hline NHL \& 229 54 \& 117

$55 \%$ \& 112 52 \& \[
$$
\begin{aligned}
& 66 \\
& 46 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 69 \\
& 61 \% \\
& d
\end{aligned}
$$

\] \& $44 \%$ \& \[

$$
\begin{gathered}
50 \\
66 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 78 \\
& 54 \%
\end{aligned}
$$
\] \& ${ }^{95} \%$ \& 56\% \& ${ }^{69} 1 \%$ \& 53 6 \& 94\% \& 80\% \& 83\% \& 64\% \& 121 51 \& 100 56 \& 290\% \& 136

$56 \%$ <br>
\hline Tesla \& 224 $54 \%$ \& 116
$58 \%$ \& ${ }^{108} 50$ \& 50\% \& 51 \& 60

53 \& $$
\begin{aligned}
& 63 \\
& 61 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 78 \\
& 60 \% \\
&
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
117 \\
55 \% \\
j
\end{gathered}
$$
\] \& ${ }^{28} 7 \%$ \& ${ }^{68}$ \& 39\% \& 104 55 \& 76

58 \& 75\% \& 73
$50 \%$ \& 106 50 \& 113
$60 \%$ \& 50\% \& 141
$57 \%$ <br>

\hline Quicken Loans \& 2184\% \& 59\% \& ${ }^{119} 5$ \& 54\% \& 49\% \& $$
\begin{aligned}
& 70 \\
& 68 \% \\
& \text { D }
\end{aligned}
$$ \& 45\% \& 79

$51 \%$ \& ${ }_{56 \%}$ \& 41\% \& ${ }^{65}$ \& 51\% \& ${ }^{108} 5$ \& 86\% \& 85\% \& 53\% \& 121 5 \% \& ${ }^{93}$ \% \& 22 54 \& 139 5 <br>

\hline U.S. Bank \& 211 $53 \%$ \& 50\% \& 121 57 \& 60\% \& $56 \%$ \& 485\% \& 46 $61 \%$ \& 76\% \& ${ }^{96}$ \% \& 39\% \& $$
\begin{aligned}
& 79 \\
& 62 \% \\
& \hline
\end{aligned}
$$ \& 23 38 \& ${ }^{98}{ }^{\text {\% }}$ \& ${ }^{65} \%$ \& 90\% \& 56 \& 106\% \& 95\% \& 27 59 \& 146

$54 \%$ <br>

\hline Chevron \& ${ }^{208} 5$ \& $$
56
$$ \& 121 $52 \%$ \& 57

$45 \%$ \& \[
$$
\begin{aligned}
& 70 \\
& 73 \% \\
& \text { DF }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 53 \\
& 48 \%
\end{aligned}
$$

\] \& 27 50 \& \[

$$
\begin{gathered}
75 \\
64 \% \\
j
\end{gathered}
$$

\] \& $\stackrel{89}{51 \%}$ \& 43 \& 58\% \& 39\% \& 93\% \& 72\% \& 85\% \& $49 \%$ \& 110 $49 \%$ \& \[

$$
\begin{aligned}
& 94 \\
& 62 \% \\
& \mathrm{q} \%
\end{aligned}
$$
\] \& 27\% \& 147 <br>

\hline Fox Corporation \& 215 $53 \%$ \& \[
$$
\begin{gathered}
124 \\
58 \% \\
c
\end{gathered}
$$

\] \& 917\% \& 55\% \& 50\% \& 47\% \& $53 \%$ \& \[

$$
\begin{aligned}
& 88 \\
& 65 \% \\
& 15
\end{aligned}
$$
\] \& 80\% \& $47 \%$ \& 76\% \& 33\% \& 97\% \& 74

$59 \%$ \& 78\% \& 63\% \& 137
$54 \%$ \& 74
$52 \%$ \& 71\% \& 130
$53 \%$ <br>

\hline Aetna \& ${ }^{205} 5$ \& ${ }^{96}$ \% \& 109\% \& 56 \& 50 \& $$
\begin{gathered}
56 \\
70 \%
\end{gathered}
$$ \& 42\% \& 78\% \& ${ }_{53}^{96}$ \& 31 49 \& 62\% \& 35\% \& 101

$55 \%$ \& 53 \& 85\% \& ${ }_{53}^{66}$ \& 113
$50 \%$ \& ${ }_{56 \%}$ \& 36 63 \& 141
$53 \%$ <br>
\hline
\end{tabular}



Base: All Respondents (Variable Bases) Summary Of Somewhat/Very Good Response

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| JetBlue Airways | $\begin{array}{r} 230 \\ 52 \% \end{array}$ | $\begin{gathered} 118 \\ 60 \% \\ C \end{gathered}$ | 112 $46 \%$ | 55 ${ }^{5}$ | $\begin{aligned} & 68 \\ & 60 \% \\ & d \end{aligned}$ | $47$ | $\begin{aligned} & 60 \\ & 59 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 97 \\ & 62 \% \end{aligned}$ | 105 $51 \%$ | ${ }^{28} 8$ | 60 46 | $\begin{aligned} & 54 \\ & 59 \% \end{aligned}$ | 103 55 | 82\% | 81 55 | $\begin{aligned} & 67 \\ & 49 \% \end{aligned}$ | 139 53 | ${ }^{86}{ }^{5}$ | 47 $67 \%$ | 153 $56 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ESPN | 211 52 | 120\% | 918\% | ${ }_{52 \%}^{68}$ | $\begin{aligned} & 61 \\ & 61 \% \\ & \mathrm{G} \end{aligned}$ | 53\% | 29\% | 750\% | 82\% | 55\% | 59\% | 25 ${ }^{4}$ \% | 110 $55 \%$ | 659\% | 94\% | 52\% | 127 $56 \%$ | ${ }^{83}$ | 39\% | 144 $56 \%$ |
| Uber | 210 $52 \%$ | $\begin{aligned} & 109 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 101 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 544 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 63 \% \\ & \\ & \hline \end{aligned}$ | 49\% | 39 $48 \%$ | $\begin{aligned} & 91 \\ & 66 \% \\ & \text { iJ } \end{aligned}$ | 88\% | 31 $39 \%$ | $\begin{aligned} & 85 \\ & 62 \% \\ & M \end{aligned}$ | 36 $54 \%$ | $84 \%$ | 70\% | 70 $52 \%$ | 70\% | 133 5 5 | 72 $48 \%$ | 24\% | 137 55 5 |
| MLB | $\begin{gathered} 217 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 106 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 68 \% \\ & \text { D } \end{aligned}$ | $59$ | $\begin{aligned} & 40 \\ & 499 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 55 \% \end{aligned}$ | $92$ | 55 | $\begin{aligned} & 55 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 43 \% \end{aligned}$ | 116 $52 \%$ | 988\% | 23 $67 \%$ | 124 $55 \%$ |
| Albertson's | 218 | 103 $52 \%$ | 115 $51 \%$ | 60\% | $\begin{gathered} 56 \\ 59 \% \end{gathered}$ | 54\% | 49\% | $\begin{aligned} & 77 \\ & 57 \% \end{aligned}$ | 102\% | 38\% | $\begin{aligned} & 57 \\ & 48 \% \end{aligned}$ | $\stackrel{42}{59}$ | 103 $53 \%$ | 80\% | $\stackrel{82}{54 \%}$ | 56\% | $\begin{gathered} 142 \\ 58 \% \\ r \end{gathered}$ | 74 $45 \%$ | 42 64 | 138 58 |
| Lyft | 203 $51 \%$ | 107 $53 \%$ | 96\% | ${ }_{54}^{64}$ | 54 | 44\% | 41 | $\begin{aligned} & 70 \\ & 56 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 101 \\ 56 \% \end{gathered}$ | 33 ${ }^{36 \%}$ | ${ }_{53}^{69}$ | 36\% | 80\% | ${ }_{54}^{69}$ | 64\% | 71 $54 \%$ | $\begin{gathered} 126 \\ 59 \% \\ \mathrm{R} \end{gathered}$ | 76 $44 \%$ | 26 $61 \%$ | 127 $54 \%$ |
| Honeywell | 204\% | 91\% | 113 $50 \%$ | ${ }^{56}$ 43\% | 51 $48 \%$ | $\begin{aligned} & 46 \\ & 59 \% \end{aligned}$ | 51\% | 72 $57 \%$ | $85 \%$ | 47\% | 619\% | $\begin{gathered} \frac{53}{72 \%} \\ \text { KM }^{2} \% \end{gathered}$ | $78 \%$ | 82\% | 59\% | 53 43 | $\begin{gathered} 134 \\ 57 \% \\ \mathrm{R} \end{gathered}$ | ${ }^{66}$ 42\% | 58\% | 130 $53 \%$ |
| Singer | 197 $50 \%$ | ${ }^{96}$ | 102\% | $\begin{aligned} & 544 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 60 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 42 \\ & 58 \% \\ & d \end{aligned}$ | $\begin{aligned} & 37 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 62 \% \\ & 1 . j \end{aligned}$ | ${ }_{43}^{68}$ | 37\% | 59\% | $\begin{aligned} & 30 \\ & 44 \% \end{aligned}$ | 104 $57 \%$ | ${ }_{51}^{61 \%}$ | ${ }^{69} 9$ | ${ }^{67} \%$ | 116 55 | ${ }^{75} 4$ | 22 $61 \%$ | 124 $51 \%$ |
| Publix | 208\% | 90\% | 117 $54 \%$ | 499 | 51\% | $\begin{aligned} & \text { 62 } 62 \% \\ & 62 \% \\ & \hline \end{aligned}$ | 46\% | 76 $52 \%$ | $\begin{gathered} 101 \\ 55 \% \end{gathered}$ | 31 $37 \%$ | 73 | $\begin{aligned} & 38 \\ & 67 \% \\ & \text { km } \end{aligned}$ | 90\% | $\begin{aligned} & 71 \\ & 54 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{gathered} 96 \\ \underset{p}{94 \%} \end{gathered}$ | 41 39 | 123 $51 \%$ | 829\% | 27 $55 \%$ | 122 $49 \%$ |
| Instacart | $\begin{gathered} 212 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 104 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 666 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 59 \\ & \hline \end{aligned}$ | $\begin{aligned} & 92 \\ & 48 \% \end{aligned}$ | ${ }_{43}^{43}$ | $\begin{aligned} & 66 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 49 \% \end{aligned}$ | 84\% | 400 | 127 $57 \%$ |
| Morgan Stanley | 196 $50 \%$ | $\begin{aligned} & 96 \\ & 58 \% \\ & c \end{aligned}$ | 100 $44 \%$ | ${ }_{35 \%}$ | $\begin{aligned} & 58 \\ & 62 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 42 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \text { 60\% } \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 711 \\ & 56 \% \end{aligned}$ | 90\% | 35\% | $\begin{aligned} & 63 \\ & 51 \% \end{aligned}$ | 24 $43 \%$ | 100 $52 \%$ | $\begin{aligned} & 69 \\ & 62 \% \\ & \text { op } \end{aligned}$ | 76 $46 \%$ | 52\% | 118 $54 \%$ | 78 | 284\% | 131 $58 \%$ |
| Perdue Farms | 190 $50 \%$ | 101 $54 \%$ | $89 \%$ | 47\% | ${ }_{42}^{46}$ | 50\% | $\begin{aligned} & 47 \\ & 67 \% \end{aligned}$ | 62\% | $84 \%$ | 44\% | ${ }_{53}^{63}$ | 36\% | 85\% | 622\% | 789\% | 51 $45 \%$ | ${ }^{132} 5$ | 57\% | 34\% | 132 $53 \%$ |
| Anthem Health | 206\% | $\begin{gathered} 113 \\ 57 \% \\ C \end{gathered}$ | 93 ${ }^{\text {42\% }}$ | 57\% | $\begin{aligned} & 58 \\ & 5 \delta_{d} \end{aligned}$ | $52 \%$ | 39\% | $\begin{aligned} & 77 \\ & 53 \% \\ & j \end{aligned}$ | $\begin{aligned} & 94 \\ & 52 \% \\ & j \end{aligned}$ | 34\% | 499\% | $44 \%$ | 104 $56 \%$ | 639\% | $\begin{aligned} & 87 \\ & 56 \% \\ & p \end{aligned}$ | ${ }^{55}{ }^{1} \%$ | 118 50 | 50\% | 28\% | 133 $50 \%$ |
| Snapchat | 209 $48 \%$ | 99\% | 110 $50 \%$ | $\begin{aligned} & 75 \\ & 62 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 63 \\ & 55 \% \\ & \text { G } \end{aligned}$ | 39 $39 \%$ | 32\% | $\begin{aligned} & 72 \\ & 59 \% \\ & i \end{aligned}$ | 85 | 534\% | $\begin{aligned} & 64 \\ & 54 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 103 \\ & 50 \% \end{aligned}$ | 566 | $\begin{aligned} & 81 \\ & \begin{array}{l} 60 \% \\ N \end{array} \end{aligned}$ | 72 $49 \%$ | 121 $50 \%$ | 80\% | 24 63 | 136 50 |
| Mars | 203 $48 \%$ | $82 \%$ | 121 $50 \%$ | ${ }_{36}^{48}$ | $\begin{aligned} & 53 \\ & 59 \% \\ & \text { 5 } \end{aligned}$ | $\begin{aligned} & 61 \\ & 62 \% \\ & 61 \% \end{aligned}$ | 41 | ${ }_{54 \%}^{64}$ | 101 $48 \%$ | 388\% | ${ }_{53 \%}^{68}$ | 28\% | ${ }^{96}$ \% | 76\% | 57 ${ }_{42}$ | 70 $52 \%$ | $\begin{gathered} 127 \\ 58 \% \\ R \end{gathered}$ | 73 $40 \%$ | 27 $54 \%$ | 122 48 |
| Charles Schwab | 179 $48 \%$ | ${ }_{53}^{93}$ | 86 | 54\% | 54\% | $\begin{aligned} & 36 \\ & 50 \% \\ & \hline \end{aligned}$ | 35\% | $\begin{aligned} & 79 \\ & 53 \% \\ & j \end{aligned}$ | 71 $48 \%$ | 29 ${ }^{2} \%$ | 50\% | 27 $42 \%$ | $\begin{aligned} & 95 \\ & 6{ }^{1} \% \\ & \mathrm{KI} \end{aligned}$ | 47 46 | $\begin{aligned} & 77 \\ & 58 \% \\ & P \end{aligned}$ | 559\% | 106 5 5 | 73 $45 \%$ | 37\% | 112 50 |
| Goldman Sachs | $\begin{gathered} 201 \\ 48 \% \end{gathered}$ | $\begin{gathered} 113 \\ 56 \% \\ C \end{gathered}$ | $\begin{aligned} & 88 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 50 \% \end{aligned}$ | 522 | $\begin{aligned} & 47 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 100 \\ 56 \% \end{gathered}$ | 34 $31 \%$ | 53 ${ }^{52}$ | 30\% | $\begin{aligned} & 105 \\ & 57 \% \\ & \mathrm{KI} \end{aligned}$ | $\begin{aligned} & 70 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 46 \% \end{aligned}$ | 113 $48 \%$ | 85 ${ }^{8} \%$ | 33 $61 \%$ | 133 $51 \%$ |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Kaiser Permanente | $\begin{gathered} 183 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 91 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 46 \% \end{aligned}$ | 48 $40 \%$ | $\begin{aligned} & 47 \\ & 51 \% \end{aligned}$ | $59$ | 29 ${ }^{29}$ | $\begin{aligned} & 75 \\ & 57 \% \\ & J \end{aligned}$ | $\begin{aligned} & 79 \\ & 47 \% \end{aligned}$ | 29 ${ }^{29}$ | ${ }_{33}^{44} \%$ | 23 $36 \%$ | $\begin{aligned} & 111 \\ & 65 \% \\ & \text { KL } \end{aligned}$ | ${ }_{37}^{43}$ | $\begin{aligned} & 83 \\ & 57 \% \\ & N \end{aligned}$ | ${ }_{44 \%}$ | $\begin{gathered} 119 \\ 54 \% \\ r \end{gathered}$ | ${ }_{4}^{64}$ | 42 $71 \%$ | ${ }^{125} 5$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Smithfield Foods | 185 ${ }^{46 \%}$ | 92\% | 93 43 | 519 | $\begin{aligned} & 53 \\ & 54 \% \\ & d \end{aligned}$ | $43 \%$ | 37\% | 618\% | 83 | 411 | 61 45 | 37\% | 76\% | 50\% | 696\% | 51 $42 \%$ | 116 $50 \%$ | ${ }^{66}$ 43\% | 33\% | 125 ${ }^{49 \%}$ |
| Merck | ${ }^{178} 48 \%$ | 66\% | 112 $47 \%$ | 37 $28 \%$ | $\begin{gathered} 47 \\ 47 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 63 \\ & 63 \% \\ & \text { D } \end{aligned}$ | 31 5 | 49 | $\begin{gathered} 100 \\ 52 \% \end{gathered}$ | 29 ${ }^{29} \%$ | ${ }^{43}$ | 25 ${ }^{25}$ | $\begin{aligned} & 100 \\ & 56 \% \\ & \text { KL } \end{aligned}$ | 48 | 50\% | ${ }^{46}$ 39\% | $\begin{gathered} 113 \\ 51 \% \\ r \end{gathered}$ | 30\% | 23 | 108 $44 \%$ |
| Airbnb | $\begin{gathered} 179 \\ 46 \% \end{gathered}$ | $\begin{gathered} 99 \\ 53 \% \\ \hline \end{gathered}$ | ${ }_{30}^{89 \%}$ | $\begin{aligned} & 56 \\ & 49 \% \\ & \hline 9 \end{aligned}$ | $$ | 43 | ${ }_{31}^{25}$ | $\begin{aligned} & 72 \\ & 555 \% \end{aligned}$ | 79 | 27 $34 \%$ | ${ }_{3}^{50} \%$ | 34 48 | $\begin{aligned} & 93 \\ & 57 \% \\ & K \end{aligned}$ | $\begin{aligned} & 44 \\ & 42 \% \end{aligned}$ | 78 $51 \%$ | 582\% | $\begin{gathered} 104 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 43 \% \end{aligned}$ | 32\% | 135 $56 \%$ |
| Cardinal Health | $\begin{gathered} 173 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & \\ & 58 \% \end{aligned}$ | ${ }^{65}$ | 54\% | $47 \%$ | 40\% | 32 $37 \%$ | $\begin{aligned} & \text { 666 } \\ & 53 / \% \end{aligned}$ | 76 $42 \%$ | 31 $34 \%$ | ${ }_{39 \%}^{49}$ | 29\% | 91 | $\begin{aligned} & 40 \\ & 40 \% \end{aligned}$ | 717\% | 62\% | 109 $46 \%$ | $\begin{aligned} & 58 \\ & 41 \% \end{aligned}$ | ${ }^{35}{ }^{\text {7 }}$ | 135 5 5 |
| Wegmans | 178 $42 \%$ | $\begin{gathered} 106 \\ 49 \% \\ C \end{gathered}$ | 72 35 | 417\% | 547\% | 37 $38 \%$ | 47 | $\begin{aligned} & 75 \\ & 51 \% \\ & J \end{aligned}$ | 76 $41 \%$ | 27 30 | 41 3 \% | 30\% | $\begin{aligned} & 99 \\ & 499 \% \\ & \end{aligned}$ | 67 $43 \%$ | 64 $42 \%$ | ${ }_{42 \%}$ | 109 $45 \%$ | ${ }_{34}^{64}$ | 31 $69 \%$ | 124 $48 \%$ |
| Molson Coors | ${ }^{186}{ }^{41 \%}$ | 105 $46 \%$ | 81 36 | 488\% | $\begin{aligned} & 62 \\ & 51 \% \\ & d \end{aligned}$ | ${ }_{4}^{44}$ | 32 $34 \%$ | $\begin{aligned} & 83 \\ & 55 \% \\ & { }^{515} \end{aligned}$ | 768\% | 27 26 | 31\% | $\begin{aligned} & 30 \\ & 45 \% \\ & K \end{aligned}$ | $\begin{gathered} 121 \\ 50 \% \\ \mathrm{~K} \end{gathered}$ | 37 $36 \%$ | 77 $44 \%$ | 72 $41 \%$ | 101 $42 \%$ | 80\% | 43 $62 \%$ | 134 48 |
| Shake Shack | 165 $41 \%$ | $86 \%$ | 79\% | $\stackrel{52}{45 \%}$ | ${ }_{43}^{48}$ | $\begin{aligned} & 28 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 47 \% \end{aligned}$ | 61 $39 \%$ | 37 $36 \%$ | $\begin{aligned} & 53 \\ & 38 \% \\ & \hline \end{aligned}$ | 11 $19 \%$ | $\begin{aligned} & 93 \\ & { }_{52}{ }^{2} \% \end{aligned}$ | 37 $37 \%$ | 76\% | 52\% | 101 $44 \%$ | 60 $38 \%$ | 219 | 115 50 |
| Peloton | ${ }^{158} 41 \%$ | 89 | 70\% | ${ }_{36}^{44}$ | $\begin{aligned} & 57 \\ & 51 \% \\ & d \end{aligned}$ | 43\% | 15 22 | 60 $43 \%$ | 74 ${ }^{\text {4 }}$ \% | 249\% | 39 34 | 30\% | $\begin{aligned} & 87 \\ & { }^{80} \% \\ & K \end{aligned}$ | 52 39 | 59 46 | 466 | $96 \%$ | 59\% | 36\% | 117 $49 \%$ |
| Unilever | $\begin{gathered} 168 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 36 \% \end{aligned}$ | ${ }_{36}^{46}$ | $\begin{aligned} & 39 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 38 \% \end{aligned}$ | ${ }_{45 \%}^{45}$ | $\begin{gathered} 68 \\ 45 \% \\ j \end{gathered}$ | $\begin{aligned} & 76 \\ & 41 \% \end{aligned}$ | ${ }_{28}^{28}$ | $\begin{aligned} & 34 \\ & 28 \% \end{aligned}$ | ${ }^{25}{ }^{36 \%}$ | $\begin{gathered} 102 \\ 51 \% \\ K \end{gathered}$ | 45 ${ }_{3}$ | $\begin{aligned} & 69 \\ & 46 \% \end{aligned}$ | 54\% | ${ }^{88} 8$ | 77 44 | 268\% | 118 $43 \%$ |
| Lockheed Martin | 159 $39 \%$ | 812\% | 78 37 | 420\% | $\begin{aligned} & 40 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 55 \% \\ & { }^{55} \% \end{aligned}$ | 24 42 | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | ${ }_{38}^{68}$ | 32 37 | $3{ }^{39}$ | 17 $31 \%$ | $\begin{gathered} 101 \\ 47 \% \\ K \end{gathered}$ | ${ }_{47}^{58}$ | 51 $38 \%$ | 50 $34 \%$ | 103 $42 \%$ | ${ }_{36} 36$ | 25 5 | 91\% |
| Roche | ${ }^{148} 8$ | $\begin{gathered} 84 \\ 45 \% \\ c \end{gathered}$ | 34\% | 44\% | ${ }^{53} 42 \%$ | 31\% | 20\% | ${ }_{41 \%}$ | 58\% | 299\% | 36\% | 19 ${ }^{19}$ | $\begin{aligned} & 92 \\ & 48 \% \\ & { }^{9} \% \end{aligned}$ | $49 \%$ | ${ }^{56} 42 \%$ | 43 $35 \%$ | 92\% | ${ }_{3}^{47} \%$ | 37 <br> 58 | 104 $43 \%$ |
| Airbus | 157 $39 \%$ | $\begin{gathered} 91 \\ 45 \% \\ \hline \end{gathered}$ | ${ }_{36}^{66}$ | 36\% | ${ }^{45}{ }^{4} \%$ | 40\% | 37 40 | $\begin{aligned} & 63 \\ & \text { 5i\% } \\ & \text { iJ } \end{aligned}$ | 72 $35 \%$ | ${ }_{22}^{29 \%}$ | 50\% | 23 $44 \%$ | 814\% | 59\% | ${ }^{56}$ 42\% | 42\% | $\begin{gathered} 100 \\ \stackrel{46 \%}{R} \end{gathered}$ | ${ }^{55} \%$ | 28\% | 109 $41 \%$ |
| Berkshire Hathaway | 164 38 | $\begin{gathered} 85 \\ 45 \% \\ c \end{gathered}$ | 78\% | ${ }_{3}^{35}$ | 492\% | $\begin{aligned} & 47 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 41 \% \end{aligned}$ | ${ }^{78} 89$ | 26 ${ }^{31 \%}$ | ${ }_{32}^{46}$ | ${ }_{21}^{12}$ | $\begin{aligned} & 87 \\ & 87 \% \\ & k 7 \end{aligned}$ | 568\% | ${ }_{35}^{55}$ | 52\% | 100 $39 \%$ | 62 37 | 26 $61 \%$ | 100 $40 \%$ |
| NY Life | ${ }^{152} 38$ | $\begin{gathered} 81 \\ 44 \% \\ c \end{gathered}$ | 71 $33 \%$ | 43 $35 \%$ | 50 $40 \%$ | ${ }^{25} 3$ | 34\% | $\begin{aligned} & 72 \\ & 47 \% \\ & i 7 \end{aligned}$ | ${ }_{36}^{56}$ | 24 $31 \%$ | $\stackrel{49}{42 \%}$ | 14\% | $\begin{aligned} & 87 \\ & 45 \% \\ & \text { 45 } \end{aligned}$ | 51 $36 \%$ | 60\% | ${ }_{41}^{41 \%}$ | 96 | ${ }_{34}^{55}$ | 28\% | 102 $41 \%$ |
| H-E-B Grocery | ${ }_{37 \%}$ | 76 44 | 75 $32 \%$ | 49 $39 \%$ | $\begin{aligned} & 30 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 50 \% \\ & 1 \mathrm{lj} \end{aligned}$ | 74 $34 \%$ | 26 ${ }^{26 \%}$ | $\begin{aligned} & 31 \\ & \quad 26 \% \end{aligned}$ | 29 38 | $\begin{aligned} & 88 \\ & 88 \\ & 46 \% \\ & K \end{aligned}$ | ${ }_{34}{ }_{3}$ | $\begin{aligned} & 72 \\ & 48 \% \\ & { }_{n P} \end{aligned}$ | 35\% | 829\% | ${ }_{36}^{66}$ | 21 44 | 108 $42 \%$ |
| GlaxoSmithKline | ${ }_{36 \%}^{149}$ | ${ }_{35}^{75 \%}$ | $\begin{aligned} & 76 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 48 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 42 \% \end{aligned}$ | $\text { 20 } 22$ | $\begin{aligned} & 46 \\ & 34 \% \end{aligned}$ | ${ }_{35}^{18}$ | $\begin{aligned} & 78 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | ${ }_{3}^{87}$ | $\begin{aligned} & 61 \\ & 35 \% \end{aligned}$ | 25 $42 \%$ | 93 37 |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E/F/G} \mathrm{H}$ H/IJ-K/LIM- $\mathrm{N} / \mathrm{O}$
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30 ) ineligible for sig testing

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| McKesson | $\begin{gathered} 136 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 50 \% \\ & { }_{C}^{2} \end{aligned}$ | 21 21 | 499\% | $\begin{aligned} & 42 \\ & 47 \% \\ & d \end{aligned}$ | 33 $41 \%$ | 12 $21 \%$ | $\begin{aligned} & 63 \\ & 49 \% \\ & 1 \end{aligned}$ | 433\% | 30 37 | 44\% | 12 $24 \%$ | $\begin{aligned} & 77 \\ & 45 \% \\ & \hline \mathrm{~L} \end{aligned}$ | ${ }_{44}^{46}$ | 419 | 50 35 | $\begin{gathered} 83 \\ 42 \% \\ r \end{gathered}$ | 51 $30 \%$ | 24 $71 \%$ | 96\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Abbot | ${ }^{143} 36$ | $\begin{gathered} 80 \\ 43 \% \\ 4 \end{gathered}$ | ${ }_{31}^{64}$ | ${ }_{27}^{22 \%}$ | $\begin{aligned} & 54 \\ & 52 \% \\ & 5 \mathrm{Df} \end{aligned}$ | ${ }_{3}^{23}$ | $\begin{gathered} 39 \\ 32 \% \\ 42 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & \quad 46 \% \\ & i j \end{aligned}$ | 55\% | 290\% | 29\% | 26\% | 73 $40 \%$ | $\begin{aligned} & 57 \\ & 44 \% \\ & \hline \end{aligned}$ | ${ }^{53}{ }^{3} \%$ | 33\% | ${ }^{89} 9$ | ${ }_{3}^{52}$ | 296\% | 97\% |
| MassMutual | ${ }_{36 \%}^{148}$ | $\begin{gathered} 82 \\ 42 \% \\ \hline \end{gathered}$ | ${ }_{3}^{65} \%$ | $\begin{aligned} & 48 \% \end{aligned}$ | $40 \%$ | $\begin{aligned} & 30 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 41 \% \end{aligned}$ | ${ }_{27}^{17}$ | $\begin{aligned} & 779 \end{aligned}$ | $37$ | $\begin{aligned} & 69 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 61 \% \end{aligned}$ | 97\% |
| Huawei | ${ }_{36 \%}^{143}$ | $\begin{aligned} & 90 \\ & 43 \% \\ & 43 \end{aligned}$ | 53\% | $\begin{aligned} & 59 \\ & 49 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 52 \\ & 47 \% \\ & F \end{aligned}$ | 20 ${ }^{23 \%}$ | 11 $14 \%$ | $\begin{aligned} & 70 \\ & 52 \% \\ & \text { IJ } \end{aligned}$ | $\begin{gathered} 59 \\ 33 \% \\ j \end{gathered}$ | 14 | $\begin{aligned} & 37 \\ & 27 \end{aligned}$ | $\stackrel{13}{23 \%}$ | $\begin{aligned} & 89 \\ & 48 \% \\ & \text { KL } \end{aligned}$ | 388\% | 53 ${ }_{3}$ | ${ }_{3}^{52}$ | $\begin{aligned} & 98 \\ & 42 \% \\ & \mathrm{R} \end{aligned}$ | 43\% | 42 74 | 109 $43 \%$ |
| Royal Dutch Shell | 145 35 | $\begin{aligned} & 91 \\ & 45 \% \\ & { }_{C}^{2} \end{aligned}$ | 54 26 | ${ }_{36}{ }^{46}$ | $\begin{gathered} 49 \\ 47 \% \\ f \end{gathered}$ | 34 30 | 15 | $\begin{aligned} & 69 \\ & 52 \% \\ & 1 . J \end{aligned}$ | $\begin{aligned} & 59 \\ & 30 \% \end{aligned}$ | 17 $22 \%$ | $\begin{gathered} 43 \\ 33 \% \\ 1 \end{gathered}$ | 11 $19 \%$ | $\begin{aligned} & 85 \\ & 44 \% \\ & { }^{85} \end{aligned}$ | ${ }_{34}^{49}$ | 59 $41 \%$ | ${ }_{31 \%}$ | 897\% | 52 34 | 33 $65 \%$ | 108 $44 \%$ |
| Gilead | ${ }_{35 \%}^{143}$ | $\begin{aligned} & 94 \\ & 945 \% \\ & C \end{aligned}$ | $\begin{aligned} & 48 \\ & 25 \% \end{aligned}$ | 32\% | $\begin{aligned} & 52 \\ & 47 \% \\ & \text { Df } \end{aligned}$ | 299\% | $\begin{aligned} & 30 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 48 \% \\ & \text { Ij } \end{aligned}$ | $\begin{aligned} & 52 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | 22\% | $\begin{aligned} & 85 \\ & 87 \% \\ & 47 \% \end{aligned}$ | 42\% | 59 $41 \%$ | ${ }_{33}^{43}$ | ${ }^{96}{ }^{39 \%}$ | ${ }_{3}^{47}$ | 23 | 105 $40 \%$ |
| Conagra | 134\% | ${ }_{36}^{66}$ | ${ }^{68} 8$ | 37 ${ }^{3}$ | 38\% | ${ }_{3}^{23}$ | 35\% | $\begin{gathered} 66 \\ 42 \% \\ j \end{gathered}$ | ${ }_{38}{ }^{2} \%$ | 25\% | ${ }_{34}^{45}$ | 169\% | 63 34 | $\begin{gathered} 53 \\ 44 \% \\ \mathrm{p} \end{gathered}$ | ${ }_{32}{ }^{2}$ | 33\% | ${ }_{3}^{83} \%$ | 50 34 | 25 | 78 $36 \%$ |
| WeWork | 144 34 | $\begin{gathered} 103 \\ 46 \% \\ C \end{gathered}$ | ${ }_{21} 1 \%$ | ${ }_{36}{ }^{4} \%$ | 39 4 $F$ | 24\% | ${ }_{33}^{36}$ | $\begin{aligned} & 66 \\ & 48 \% \end{aligned}$ | 51\% | 279\% | ${ }^{336}$ | ${ }_{38}^{28}$ | $\begin{aligned} & 77 \\ & \hline 45 \% \\ & \\ & \hline \end{aligned}$ | ${ }_{3}^{42}$ | ${ }_{3}^{52}$ | 50\% | 94 $34 \%$ | ${ }_{32}{ }^{4} \%$ | 71\% | 115 $44 \%$ |
| Cargill | $\begin{gathered} 131 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 43 \% \\ & 48 \end{aligned}$ | 53 $24 \%$ | $\begin{aligned} & 33 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 39 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 34 \% \end{aligned}$ | 13 $18 \%$ | 37\% | $\begin{gathered} 37 \\ 45 \% \\ 45 \end{gathered}$ | ${ }_{33}^{58}$ | ${ }_{34}^{47}$ | ${ }_{30}^{43}$ | 41 35 | 78 $36 \%$ | 519\% | 21 $49 \%$ | 949\% |
| King Arthur | $\begin{gathered} 132 \\ 31 \% \end{gathered}$ | $\begin{gathered} 70 \\ 38 \% \\ c \end{gathered}$ | $\begin{aligned} & 62 \\ & 26 \% \end{aligned}$ | 34\% | $\begin{gathered} 49 \\ { }^{46 \%} \\ \text { DFG } \end{gathered}$ | 26\% | $\begin{aligned} & 23 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & { }_{44 \%}^{15} \end{aligned}$ | $\stackrel{42}{24 \%}$ | 26\% | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ | ${ }_{26 \%}^{17}$ | 73 $36 \%$ | ${ }_{37}^{47 \%}$ | 51 $32 \%$ | ${ }^{35}$ | 90 $35 \%$ | 41 25 | $\stackrel{28}{53 \%}$ | 93\% |
| Seamless | ${ }^{122}$ 31\% | $\begin{aligned} & 73 \\ & 38 \% \\ & \\ & \hline \end{aligned}$ | 499\% | $\begin{aligned} & 47 \\ & 39 \% \\ & f \end{aligned}$ | 34\% | ${ }^{25}{ }^{23}$ | ${ }^{16}$ | $\begin{aligned} & 60 \\ & 46 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 46 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | ${ }^{396}$ | 21\% | ${ }_{34}^{59}$ | 32 $24 \%$ | $\begin{aligned} & 56 \\ & 41 \% \\ & \mathrm{~Np} \end{aligned}$ | 34\% | ${ }_{32}^{68}$ | ${ }_{32}{ }^{2}$ | $\stackrel{22}{46 \%}$ | 89\% |
| Patagonia | ${ }^{116} 30$ | $\begin{gathered} \text { } \begin{array}{c} 36 \% \\ 36 \% \\ \hline \end{array} \end{gathered}$ | 52 24 | $\stackrel{44}{36 \%} \underset{9}{4}$ | $\begin{gathered} 34 \\ 37 \% \\ \mathrm{~g} \end{gathered}$ | 23 | $\stackrel{16}{19 \%}$ | ${ }_{38}{ }^{3} \%$ | 47\% | 218\% | 30 | ${ }^{15} 3$ | $\begin{gathered} 64 \\ 38 \% \\ K \end{gathered}$ | 40 33 | ${ }_{31}^{42}$ | 34 ${ }^{36 \%}$ | 77 $34 \%$ | 38\% | 23 $51 \%$ | 85\% |
| Mondelez | ${ }^{116} 27$ | $\begin{aligned} & 70 \\ & 38 \% \\ & \end{aligned}$ | $\stackrel{46}{19 \%}$ | 42\% | $31{ }^{31}$ | 246 | 177 | ${ }_{3}^{43}$ \% | 59\% | 14 22 | 22\% | 19\% | $\begin{gathered} 69 \\ 33 \% \\ \hline \end{gathered}$ | 33\% | 43\% | 40 $31 \%$ | ${ }_{3}^{73}$ | 41 $24 \%$ | 33\% | 83\% |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ T \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { Lesn } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Uber

Tyson Foods
Facebook
Fox Corporation
United Airlines
Lyft
ESPN
Wells Fargo
Twitter
American Airlines
Snapchat
Gap
Tesla
Airbus
Perdue Farms
eBay


| ${ }_{\text {chem }}^{24}$ | ${ }_{30}^{40 \%}$ 56\% | ${ }^{69} 9$ | ${ }^{57} 8$ | ${ }^{19} 96$ |
| :---: | :---: | :---: | :---: | :---: |
| ${ }^{32}$ | ${ }_{318}^{46}$ | ${ }_{\text {6 }}^{50 \%}$ | ${ }_{\text {3 }}^{3}$ | ${ }^{18} 9$ |
| ${ }_{4}^{460 \%}$ | ${ }^{38} 88 \%$ | ${ }^{698 \%}$ | ${ }_{\text {5 }}^{53}$ | ${ }^{15} 5$ |
| ${ }^{328 \%}$ | ${ }_{39 \%}^{727 \%}$ | ${ }_{27 \%}^{67 \%}$ | ${ }_{\text {a }}^{48 \%}$ | ${ }^{17} 9$ |
| 24\% | ${ }_{35 \%}^{5725}$ |  | ${ }_{\text {a }}^{48 \%}$ | ${ }^{23 \%}$ |
| ${ }^{315 \%}$ | ${ }_{20}^{49 \%}$ | ${ }_{2}^{47 \%}$ | ${ }_{5}^{50 \%}$ | ${ }_{36 \%}^{16}$ |
| ${ }^{3}{ }^{3}$ | ${ }^{228 \%}$ 20\% | ${ }^{62} 7 \%$ | ${ }^{35 \%}$ | ${ }^{12 \%}$ |
| ${ }_{36 \%}^{60 \%}$ | ${ }_{36 \%}^{36}$ 324\% | ${ }^{26 \%}$ | ${ }_{\substack{38 \\ 38 \\ 38}}$ | ${ }^{145 \%}$ |
| ${ }_{30 \%}^{40}$ | ${ }^{35 \%}$ | ${ }^{688}$ | ${ }^{38} 4$ | ${ }^{129 \%}$ |
| ${ }_{\substack{3 \\ 9 \\ 8}}$ | 23\% 328 | ${ }^{6 \% \%}$ | ${ }^{457 \%}$ | ${ }^{13 \%}$ |
| ${ }_{\text {cto }}^{51}$ | ${ }^{26} 9 \%$ \% $32 \%$ | ${ }^{625 \%}$ | ${ }^{39} 8$ | ${ }^{29 \%}$ |
| ${ }_{\text {2 }}^{2} \mathrm{~m}$ | ${ }_{27 \%}^{35}$ | ${ }^{43}$ | ${ }_{\substack{45 \\ 4 \\ 4 \\ 4}}$ | $29 \%$ |
| ${ }^{2}+$ | ${ }_{24 \%}^{34 \%}{ }_{3}^{47 \%}$ | ${ }_{2}^{57 \%}$ | ${ }^{39}$ | ${ }_{3}^{13} 8$ |
| ${ }^{37}$ 27\% | ${ }_{26 \%}^{36 \%}$ | ${ }_{27 \%}^{47}$ | ${ }_{\text {L29\% }}^{48}$ | ${ }^{134}$ |
| 3\% | ${ }_{27}^{47 \%}$ 18\% | ${ }^{668 \%}$ | ${ }^{262 \%}$ | ${ }^{138 \%}$ |
| ${ }_{\text {2tar }}^{46}$ | ${ }_{2}^{27 \%}$ | ${ }_{2 \%}^{64 \%}$ | ${ }_{\text {20\% }}^{29}$ | 15\% |



Base: All Respondents (Variable Bases)

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 20 . \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 750 \mathbf{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| NHL | $\begin{gathered} 102 \\ 24 \% \end{gathered}$ | ${ }_{26}^{57 \%}$ | ${ }_{21}^{46}$ | $\text { 39 } 27 \%$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | 430\% | 44\% | ${ }^{15} 16 \%$ | 31 $23 \%$ | 14\% | $\begin{aligned} & 53 \\ & 30 \% \end{aligned}$ | 32\% | ${ }_{30}^{46}$ | 24\% | ${ }_{21}^{61 \%}$ | 37\% | ${ }_{11}{ }^{4}$ | 65\% |
| T-Mobile | ${ }^{98}{ }^{24 \%}$ | $\begin{gathered} 63 \\ 34 \% \\ { }^{6} \% \end{gathered}$ | 36\% | $\begin{gathered} 40 \\ 37 \% \\ \hline \end{gathered}$ | $\underset{\mathrm{G}}{35}$ | $\begin{aligned} & 20 \\ & 25 \% \\ & { }_{\mathrm{G}}^{2} \end{aligned}$ | $\stackrel{3}{3 \%}$ | 39\% | 47\% | 13 $16 \%$ | ${ }_{2}^{27}$ | ${ }^{14}$ 21\% | 55\% | 32\% | 44\% | 24\% | 57\% | 39\% | 10\% | 74\% |
| Expedia | $\begin{aligned} & 90 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | 45\% | 35\% | 25\% | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | 38\% | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | 19 23 | 25 | ${ }_{11 \%}^{6}$ | $\begin{aligned} & 58 \\ & 34 \% \end{aligned}$ | 25\% | 37\% | 28\% | ${ }_{27}^{61}$ | 29 ${ }^{19 \%}$ | 14 $41 \%$ | 70\% |
| NBA | 94\% | ${ }_{26 \%}^{48}$ | 47\% | 30 $24 \%$ | 21\% | 24\% | 198\% | 33\% | 27\% | ${ }_{34}^{34}$ | 29 24 | 12 | $\begin{aligned} & 50 \\ & 26 \% \end{aligned}$ | 40\% | 25 ${ }^{25}$ | 24\% | 51 $23 \%$ | ${ }_{24}^{43}$ | ${ }_{22}^{12}$ | 55\% |
| Hulu | 100 $24 \%$ | $\begin{gathered} 68 \\ 38 \% \\ \hline \end{gathered}$ | 34 13 | $\begin{gathered} 51 \\ 33 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 28 \\ & 30 \% \\ & { }^{20} \% \end{aligned}$ | ${ }_{9}^{8} \%$ | 12 $14 \%$ | $\begin{aligned} & 46 \\ & 34 \% \\ & 1 j \end{aligned}$ | 419\% | $\stackrel{13}{17 \%}$ | 17 $14 \%$ | $\begin{aligned} & \text { 298\% } \\ & \text { 29\% } \end{aligned}$ | $\begin{aligned} & { }_{28}^{28 \%} \\ & K \end{aligned}$ | 32\% | 40 24 | 27\% | 50 $23 \%$ | 49\% | 19 $44 \%$ | 81\% |
| Airbnb | $\begin{aligned} & 91 \\ & 23 \% \end{aligned}$ | ${ }_{26}{ }^{26}$ |  | 30\% | $24 \%$ | 25 24 | 13 $16 \%$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | 43\% | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 22 \% \end{aligned}$ | ${ }^{15} 2{ }^{2}$ | $\begin{aligned} & 37 \\ & 23 \% \end{aligned}$ | 20\% | $\begin{gathered} 46 \\ 30 \% \\ p \end{gathered}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | 55\% | $34 \%$ | ${ }_{18}^{8} \%$ | 62\% |
| Chevron | 90\% | $\begin{gathered} 47 \\ 30 \% \\ c \end{gathered}$ | ${ }_{18}{ }^{2} \%$ | $\begin{aligned} & 42 \\ & 33 \% \\ & E \end{aligned}$ | 13 $14 \%$ | 29\%\% | ${ }_{9}{ }^{\text {\% }}$ | 23 $19 \%$ | ${ }_{28}^{48}$ | 19\% | ${ }_{26}^{26}$ | 14\% | ${ }^{46} \%$ | 33 ${ }^{3} \%$ | 32\% | ${ }_{21}^{23}$ | 61\% | 26\% | 14 $34 \%$ | 67\% |
| U.S. Bank | 90 ${ }^{\text {23\% }}$ | $\begin{gathered} 58 \\ 32 \\ \hline \end{gathered}$ | 32\% | $\begin{aligned} & 47 \\ & 36 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 227 \\ & 27 \% \\ & \mathrm{fG} \end{aligned}$ | $\stackrel{9}{11 \%}$ | ${ }_{9}^{7} \%$ | 36 ${ }^{36 \%}$ | 423\% | ${ }_{12}^{18}$ | 17 $13 \%$ | ${ }^{15} 5$ | $\begin{aligned} & 55 \\ & 30 \% \\ & K \end{aligned}$ | 299\% | 40\% | 219\% | 59\% | 30 $18 \%$ | 13 $30 \%$ | 73 27 |
| NY Life | $\begin{aligned} & 91 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 13\% } \end{aligned}$ | $\begin{aligned} & 43 \\ & 35 \% \\ & \hline \mathrm{fG} \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \\ & \mathrm{~g} \end{aligned}$ | 3\% | 46 $30 \%$ | 39 ${ }^{33}$ | ${ }_{8 \%}^{6}$ | ${ }^{18}{ }^{16 \%}$ | 21 $28 \%$ | 50 | 36\% | 39 $24 \%$ | 16 | 55\% | ${ }^{34}$ 21\% | 23 $38 \%$ | 74 $30 \%$ |
| Toyota | ${ }_{23}^{88}$ | $\begin{gathered} 50 \\ 28 \% \\ c \end{gathered}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \\ & \mathrm{EF} \end{aligned}$ | 16\% | ${ }^{14} 15$ | 10 $15 \%$ | ${ }_{23}^{37}$ | 37\% | ${ }^{18} 20$ | 21 $16 \%$ | 11 20 | $\begin{aligned} & 53 \\ & 28 \% \\ & k \end{aligned}$ | 22 $19 \%$ | ${ }^{43} 8$ | 23\% | 53 ${ }^{5} \%$ | 34 | 13 $30 \%$ | 56\% |
| The Walt Disney Company | 83\% | 414\% | 21\% | $\begin{aligned} & 41 \\ & 32 \% \\ & \text { Eff } \end{aligned}$ | 14\% | 117\% | ${ }^{16} 5$ | $\begin{aligned} & 37 \\ & 30 \% \\ & j \end{aligned}$ | 36 ${ }^{31 \%}$ | 10\% | ${ }_{23}^{23}$ | 13\% | 24\% | 22\% | 34\% | 27\% | 410\% | 419\% | 11 $30 \%$ | 57\% |
| Starbucks | ${ }^{82}{ }^{2} \%$ | 22\% | ${ }^{48} 3$ | 36\% | 21\% | 13 | 17 $22 \%$ | 32\% | 39\% | ${ }^{18}{ }^{2} \%$ | $\stackrel{26}{23 \%}$ | 110\% | ${ }^{46} 23$ | 27\% | 39 ${ }^{39}$ | 23 | 57\% | 29 $18 \%$ | 18\% | 71 29\% s |
| MassMutual | 91\% | $\begin{gathered} \text { 322\% } \\ \text { C } \end{gathered}$ | 29 $14 \%$ | $\begin{gathered} 41 \\ { }_{29 \%}^{4} \\ \hline \end{gathered}$ | ${ }^{18} 8{ }^{8}$ | 23 $24 \%$ | 10\% | 30\% | $\begin{gathered} 49 \\ 26 \% \\ j \end{gathered}$ | $12 \%$ | ${ }_{18}^{18}$ | ${ }_{12 \%}$ | $\begin{aligned} & 65 \\ & 30 \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \\ & \hline 3 p \end{aligned}$ | 29\% | 23 $19 \%$ | 50\% | ${ }^{38} \%$ | 10\% | 77 $30 \%$ |
| Smithfield Foods | ${ }^{90} 2{ }^{2}$ | 49\% | 42\% | 37\% | 23 24 | 19\%\% | 12 $15 \%$ | ${ }^{39} \mathbf{3 9}$ | 34 $18 \%$ | 179\% | 30 $22 \%$ | 14 $20 \%$ | ${ }^{43} 26$ | 33 $25 \%$ | 36 $24 \%$ | 21 $18 \%$ | 53 ${ }^{53}$ | 33 | 158\% | 63\% |
| Visa | ${ }^{82}{ }^{2} \%$ | 48\% | 21\% | 38\% | ${ }_{21}^{22}$ | 20\% | ${ }_{13}^{8} \%$ | 32 ${ }^{3} \mathrm{~F}$ | 42\% | 14\% 15 | ${ }_{21}^{26}$ | 13\% | 47\% | 33\% | 33 24 | 22\% | 54\% | 31 $20 \%$ | 16 $43 \%$ | 68\% |
| Comeast | ${ }_{22}^{87}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | ${ }_{19}^{40}$ | $\begin{aligned} & 32 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 20 \% \end{aligned}$ | ${ }_{28}^{19}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | ${ }_{27}^{15}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | 25 ${ }^{21 \%}$ | ${ }_{26 \%}^{41}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 22 \% \end{aligned}$ | 30\% | 159\% | ${ }^{58} 24$ |
| Hallmark | ${ }^{98}{ }^{2} \%$ | $\begin{aligned} & \text { 290\% } \\ & \text { 290 } \end{aligned}$ | 38\% | $\begin{gathered} 53 \\ \text { EFG } \end{gathered}$ | 159 | 16\% | 14 $14 \%$ | 31 $20 \%$ | 49\% | ${ }^{18} 2{ }^{2}$ | 25 | 17 25 | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | 13 $10 \%$ | $\begin{aligned} & 45 \\ & { }_{27} \mathrm{~N}^{2} \end{aligned}$ | $\begin{aligned} & 40 \\ & 28 \% \\ & { }^{4} \% \end{aligned}$ | 39\% | 51 25 | $\stackrel{9}{19 \%}$ | ${ }_{23}^{62}$ |

Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{aligned} & \text { Republi- } \\ & \text { can } \end{aligned}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Aetna | ${ }^{85}{ }^{2} \%$ | $\begin{aligned} & 59 \\ & 31 \% \\ & { }_{C}^{2} \% \end{aligned}$ | ${ }^{26} 13 \%$ | $\begin{aligned} & 43 \\ & 31 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 26 \\ & 26 \% \\ & \hline \end{aligned}$ | ${ }_{11 \%}$ | 11\% | 359 | 41 $23 \%$ | $\stackrel{9}{14 \%}$ | $\begin{aligned} & \text { 194\% } \end{aligned}$ | ${ }_{9 \%}$ | $\begin{gathered} 50 \\ 27 \% \\ \hline \end{gathered}$ | ${ }_{2}^{25}$ | $\begin{aligned} & 47 \\ & 29 \% \end{aligned}$ | 14\% | $\begin{aligned} & \text { 295\% } \\ & \text { 29\% } \end{aligned}$ | ${ }_{12 \%}{ }^{2}$ | 19 ${ }^{19}$ | ${ }_{24}^{65}$ |
| GlaxoSmithKline | 892\% | $\begin{aligned} & 72 \\ & 35 \% \\ & 35 \end{aligned}$ | ${ }^{18} 9$ | $\begin{gathered} 39 \\ \text { 33\% } \\ \text { efG } \end{gathered}$ | $24 \%$ | 16\% | 10\% | 44\% | 30 $19 \%$ | 16\% | 22 16 | ${ }_{16 \%}$ | ${ }^{529}{ }^{29} \%$ | 27\% | 24\% | 39\% | 58\% | ${ }^{28} 16$ | 20\% | 74\% |
| Nintendo | 90\% | $\begin{aligned} & 48 \\ & 23 \% \end{aligned}$ | 20\% | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | 24\% | 299\% | ${ }_{9}^{5}$ | $\begin{aligned} & 32 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 50 \\ & 26 \% \\ & \hline \end{aligned}$ | ${ }^{8} 0 \%$ | ${ }^{22}$ 21\% | 10\% | 53 $24 \%$ | 32 25 | 36\% | 22\% | 56\% | 33 $19 \%$ | 19 $34 \%$ | 769\% |
| Bank of America | ${ }^{86}$ 2\% | 454\% | 410\% | 33\% | 27\% | 19\% | ${ }_{9}^{7} \%$ | 32\% | 31\% | 17\% | 22\% | 10\% | 43\% | $19 \%$ | 46\% | 22 $19 \%$ | 54\% | 31 $21 \%$ | ${ }_{18 \%}$ | ${ }^{60}$ 23\% |
| General Mills | 90\% | $\begin{aligned} & 56 \\ & { }_{28}^{8} \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 37 \% \\ & \mathrm{EF} \end{aligned}$ | 16\% | 20\% | ${ }_{10}{ }^{\circ}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | 38\% | ${ }_{9}^{7}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 18\% | 488\% | ${ }_{16}^{16}$ | $\begin{aligned} & 39 \\ & { }_{26}{ }^{2} \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 27 \% \\ & { }^{37} \% \end{aligned}$ | 47\% | 399\% | 25\% | ${ }_{28}^{68}$ |
| Sony | ${ }^{85}{ }^{2} \%$ | 50\% | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 36 \% \\ & F \end{aligned}$ | 28\% | ${ }_{9}^{7} \%$ | 3 | $\begin{aligned} & 40 \\ & 26 \% \\ & j \end{aligned}$ | 37\% | ${ }_{11 \%}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 28 \% \\ & k \end{aligned}$ | 46\% | ${ }^{36}$ 25\% | 30\% | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | 52 24 | 32\% | 19 ${ }^{25}$ | 70 |
| Honda | 892\% | 55\% | 17\% | $\underset{e}{38 \%}$ | 19 | 16\% | 16\% | 36\% | 39\% | 14 | 27\% | 11 16\% | 45\% | 21\% | 40\% | 28\% | 29\% | 33 | ${ }_{14 \%}^{6}$ | 53\% |
| Citigroup | ${ }^{81}{ }^{1} \%$ | 52\% | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 35 \\ 27 \% \\ e \end{gathered}$ | 15 $14 \%$ | 27 $25 \%$ | 117\% | $\begin{aligned} & 37 \\ & 27 \% \end{aligned}$ | 46 $25 \%$ | 5\% | 21 $17 \%$ | 17 $23 \%$ | 46\% | 20\% | 280\% | 23 $16 \%$ | 57\% | 27 $16 \%$ | 114\% | ${ }^{66}$ 25\% |
| Patagonia | $84 \%$ | $\begin{aligned} & 53 \\ & 30 \% \\ & { }_{C}^{2} \% \end{aligned}$ | 31 $14 \%$ | $\begin{aligned} & 38 \\ & 31 \% \\ & \text { FG } \end{aligned}$ | ${ }_{24}^{22}$ | 13 $14 \%$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | 40 $31 \%$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $12 \%$ | 19 | ${ }_{12}{ }^{2}$ | $\begin{aligned} & 49 \\ & 29 \% \\ & \text { K1 } \end{aligned}$ | 17 $14 \%$ | 34\% | $\begin{aligned} & 33 \\ & 25 \% \\ & \text { n } \end{aligned}$ | ${ }_{21}^{48}$ | ${ }^{28} 8$ | ${ }^{16} 9$ | ${ }^{68} 8$ |
| The Hershey Company | $84 \%$ | $\begin{gathered} \text { 290\% } \\ \text { Con } \end{gathered}$ | 24\% | $\begin{aligned} & 40 \\ & 33 \% \\ & \text { 33\% } \end{aligned}$ | 20\% | 20 23 | 3 | 30 $21 \%$ | ${ }^{28} 16$ | 26 ${ }^{26}$ | 19 $14 \%$ | 119\% | 46 $26 \%$ $k$ | $29 \%$ | 19\% | $\stackrel{23}{21 \%}$ | ${ }^{48}{ }^{2} \%$ | 33 ${ }^{33}$ | 21\% | 67\% |
| GrubHub | ${ }^{89} 9$ | 54\% | 34\% | $\begin{aligned} & 35 \\ & 26 \% \\ & f \end{aligned}$ | 38\% | 10\% | 10 $13 \%$ | 34\% | 412\% | 14 | ${ }^{25} 9$ | 22\% | 47\% | 34 ${ }^{36 \%}$ | 30 $18 \%$ | 25 | 55 22 | 32\% | ${ }_{31}^{18}$ | ${ }^{65}$ |
| Conagra | $\begin{aligned} & 822 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 31 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $28 \%$ | ${ }_{24}^{24}$ | 26 34 | 5\% | 32\% | 30\% | 20\% | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | ${ }_{11}{ }^{4}$ | $\begin{aligned} & 50 \\ & 27 \% \\ & \hline 1 \end{aligned}$ | ${ }_{2}^{25}$ | 30\% | 27\% | 50\% | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 13 $32 \%$ | 27\% |
| NFL | ${ }^{82}$ 21\% | 46\% | 19\% | $\begin{aligned} & 39 \\ & 31 \% \\ & \text { eG } \end{aligned}$ | 21 $18 \%$ | ${ }^{16} 1 \%$ | - ${ }^{7} \%$ | $\begin{aligned} & 40 \\ & 30 \% \\ & j \end{aligned}$ | 32\% | $11 \%$ | ${ }_{21}^{28}$ | 115\% | 39\% | 22\% | 38\% | 220\% | 523\% | 29 $20 \%$ | 22\% | 59\% |
| Dollar General | 80 ${ }^{11 \%}$ | 339 | 20\% | $\begin{aligned} & 42 \\ & 33 \% \\ & \hline F \end{aligned}$ | ${ }_{23}^{23}$ | 15\% | $\stackrel{2}{4 \%}$ | $\begin{aligned} & 33 \\ & 26 \% \\ & \end{aligned}$ | 22\% | 12\% | ${ }^{18} 18$ | 9 $14 \%$ | $\begin{aligned} & 49 \\ & { }_{29}{ }^{2} \% \end{aligned}$ | 20 $18 \%$ | $\begin{aligned} & 39 \\ & 30 \% \\ & \mathrm{p} \end{aligned}$ | 21 $16 \%$ | ${ }^{35}$ | $\begin{aligned} & 43 \\ & 28 \% \\ & \underset{q}{4} \end{aligned}$ | 14 $36 \%$ | ${ }^{65}{ }^{6} \%$ |
| Huawei | ${ }^{85}$ 21\% | $\begin{aligned} & 54 \\ & 26 \% \\ & c \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \end{aligned}$ | 24\% | 14 $16 \%$ | 21 $26 \%$ | 32 ${ }^{3}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 20\% | 31 ${ }^{33 \%}$ | ${ }_{16}{ }^{\text {\% }}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | 20 | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | 34\% | 19\% | ${ }_{21}^{32}$ | $\stackrel{3}{5 \%}$ | 26\% |
| Burger King | ${ }^{81}{ }^{1} \%$ | 33 $21 \%$ | 55\% | $\begin{aligned} & 49 \\ & 38 \% \\ & \text { EF } \end{aligned}$ | 21 | ${ }_{12}^{11} \%$ | ${ }_{7}^{5}$ | $\begin{aligned} & 40 \\ & 28 \% \\ & \hline \end{aligned}$ | 39 ${ }^{30}$ | 11\% | 21\% | 152\% | 31\% | $14 \%$ | $\begin{aligned} & 49 \\ & 30 \% \\ & N \end{aligned}$ | $\begin{gathered} 25 \\ 21 \% \\ n \end{gathered}$ | 49 ${ }^{19}$ | ${ }^{37}$ 21\% | 10\% | 57 ${ }^{23 \%}$ |
| Chipotle | ${ }^{90}$ 21\% | 50\% | 410\% | 32\% | 25 $19 \%$ | 20\% | 14 18 | 20\% | 48\% | 13 $13 \%$ | $\stackrel{27}{24 \%}$ | 12\% | 46 $21 \%$ | 24 $19 \%$ | 35\% | $\begin{aligned} & 31 \% \\ & 20 \% \end{aligned}$ | ${ }^{48} 20$ | 37 22 | ${ }_{26}^{16}$ | 60 23 |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | Leisure |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { Lesn } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| TripAdvisor | 78 $21 \%$ | 423\% | 36 $19 \%$ | $\begin{aligned} & 30 \\ & 27 \% \\ & f \end{aligned}$ | 27 $24 \%$ | 11 $13 \%$ | 10 $16 \%$ | $\begin{gathered} 37 \\ 28 \% \\ j 7 \end{gathered}$ | 29\% | 12 13 | 27 $24 \%$ | 16 $25 \%$ | 33 | 23 $19 \%$ | 29 $21 \%$ | 26 ${ }^{23}$ | 51 $24 \%$ | 27 $18 \%$ | - ${ }^{7} \%$ | 59\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Quicken Loans | ${ }^{81}$ 25 | $\stackrel{49}{27 \%} \underset{C}{49}$ | 37 $16 \%$ | $\begin{aligned} & 35 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 286\% } \\ & \hline \end{aligned}$ | 11 $10 \%$ | 14 16 | $\begin{aligned} & 49 \\ & 31 \% \\ & 19 \end{aligned}$ | 24\% | 13 $17 \%$ | 24\% | 13 $19 \%$ | 40 $22 \%$ | 26\% | 35\% | ${ }^{25}{ }^{2} \%$ | 544\% | 30\% | 13 $31 \%$ | 63\% |
| Cigna | ${ }^{86}$ 1\% | $\begin{gathered} 53 \\ 28 \% \\ C \end{gathered}$ | 34 $15 \%$ | $\begin{gathered} 32 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 17 \\ & 16 \% \\ & \hline \end{aligned}$ | 27 $22 \%$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 3131 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 34 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% \\ & 1 \end{aligned}$ | $\stackrel{3}{5 \%}$ | $\begin{aligned} & 53 \\ & 26 \% \\ & \hline \end{aligned}$ | 32\% | 33 | 21 $16 \%$ | $\begin{aligned} & 55 \\ & 26 \% \\ & 26 \end{aligned}$ | ${ }^{23} 12 \%$ | 12 $24 \%$ | 726\% |
| Best Buy | ${ }^{83}$ 21\% | ${ }^{30}{ }^{30} \%$ | ${ }^{45} 2$ | 25\% | 32\% | 19 ${ }^{19}$ | ${ }_{12}^{8}$ | 22\% | ${ }^{37}$ 21\% | 17 $20 \%$ | ${ }_{21}^{28}$ | ${ }_{11 \%}$ | $\begin{aligned} & 45 \\ & 27 \\ & \hline 1 \end{aligned}$ | 31 $22 \%$ | 24\% | 27 $24 \%$ | $\underset{r}{56}$ | 24\% | 10\% | 62\% |
| Kroger | ${ }^{85}$ | $\underset{C}{58}{ }_{C}^{58}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 36 \% \\ & F \end{aligned}$ | $\begin{gathered} 35 \\ 24 \% \\ { }^{3} \% \end{gathered}$ | ${ }_{6}^{5}$ | 8\% | 292\% | $\begin{gathered} 44 \\ 25 \% \\ j \end{gathered}$ | 12\% | $\begin{gathered} 17 \\ 13 \% \\ 1 \end{gathered}$ | ${ }_{3 \%}$ | $\begin{aligned} & 64 \\ & 33 \% \\ & \text { KL } \end{aligned}$ | $\begin{gathered} 32 \\ 26 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 334 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | 21 36 | 70\% |
| McDonald's | $\stackrel{92}{21 \%}$ | $\begin{gathered} 62 \\ { }_{2}^{69 \%} \% \end{gathered}$ | 30 $13 \%$ | 31 25 | 18\% | 28\% | $\stackrel{15}{15 \%}$ | 32 $24 \%$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | 25 23 | 23 18 | 14 $20 \%$ | $\begin{aligned} & 46 \\ & 23 \% \end{aligned}$ | 24 $19 \%$ | 35\% | 33 ${ }^{33}$ | 42 $17 \%$ | 38\% | 13 $24 \%$ | 69\% |
| Goldman Sachs | 81\% | $\underset{\mathrm{c}}{52}{ }_{2}^{52}$ | 36\% | 26 $19 \%$ | ${ }_{22}^{21 \%}$ | 17\% | 23 27 | 31\% | ${ }^{35} 19$ | ${ }^{2} 20 \%$ | 26 ${ }^{2} \%$ | 149\% | 433\% | ${ }^{37}$ 27\% | ${ }^{28} 8$ | 23 $18 \%$ | $\begin{gathered} 62 \\ { }^{266 \%} \\ \hline \end{gathered}$ | 24\% | 13 $25 \%$ | 60\% |
| PepsiCo | ${ }^{82}$ 21\% | $\begin{aligned} & 50 \\ & 31 \% \\ & C \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | ${ }^{15} 13 \%$ | ${ }_{23}^{23}$ | ${ }_{9}^{5}$ | ${ }_{21 \%}^{28}$ | ${ }_{21 \%}^{38}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 18 \% \\ & \end{aligned}$ | ${ }_{23}^{43}$ | $\stackrel{29}{21 \%}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 22 \% \end{aligned}$ | 14\% | 61\% |
| MLB | ${ }^{87}$ 21\% | $\underset{c}{52} \underset{c}{52}$ | 36 $16 \%$ | $\begin{gathered} 45 \\ 36 \% \\ \text { EFG } \end{gathered}$ | 13 $12 \%$ | ${ }^{16}$ | 14\% | ${ }^{26}$ 21\% | 469\% | 15\% | $\underset{L}{33}{ }_{2}^{37}$ | 11 $13 \%$ | 39\% | 31 $22 \%$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | ${ }_{21}^{27}$ | 179\% | 433\% | 22\% | 61\% |
| Johnson \& Johnson | 81\% | ${ }^{38} 8$ | 51 $23 \%$ | 31 ${ }^{36 \%}$ | 20\% | 18\% | $\stackrel{21}{21 \%}$ | ${ }^{35}$ | ${ }^{35}$ | 21\% | $\begin{gathered} 30 \\ 23 \% \\ \text { L } \end{gathered}$ | $\stackrel{6}{8 \%}$ | $\begin{aligned} & 46 \\ & 22 \% \\ & 1 \end{aligned}$ | 16 $14 \%$ | $\begin{gathered} 41 \\ { }_{n}^{45 \%} \end{gathered}$ | 31 $21 \%$ | $\begin{gathered} 62 \\ 25 \% \\ \hline \end{gathered}$ | 24 14 | 111\% | 21\% |
| Publix | ${ }_{21}^{85}$ | $\underset{\mathrm{C}}{28}{ }^{58}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 35 \\ 29 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 28 \\ { }_{28}^{28} \% \\ \mathrm{fG} \end{gathered}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | 359 | ${ }_{21 \%}^{38}$ | 12 $15 \%$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | ${ }_{9}^{5}$ | $\begin{aligned} & 56 \\ & { }_{2} 59 \% \\ & \hline \text { KL } \end{aligned}$ | 26\% | 44\% | 15 $15 \%$ | $\begin{aligned} & 59 \\ & 25 \% \\ & \hline \end{aligned}$ | 25 | 15 $31 \%$ | 69\% |
| Lockheed Martin | $\begin{aligned} & 83 \\ & 21 \% \end{aligned}$ | 49\% | 35 ${ }^{3} \%$ | $\begin{gathered} 59 \\ 41 \% \\ \text { EFG } \end{gathered}$ | 15 $14 \%$ | ${ }_{6}^{6} \%$ | $\stackrel{4}{7 \%}$ | 25\% | ${ }^{35}$ | 12 $14 \%$ | $\stackrel{11}{9 \%}$ | 10 $19 \%$ | $\begin{aligned} & 57 \\ & \stackrel{56 \%}{26 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 20 \% \end{aligned}$ | 34\% | ${ }^{45}$ | 35 $24 \%$ | 128\% | 25\% |
| Marriott | 79\% | $\underset{C}{53} \underset{C}{53}$ | 26\% | $\begin{aligned} & 44 \\ & 33 \% \\ & \text { 33\% } \end{aligned}$ | 13 $13 \%$ | 17 $25 \%$ | 3\% | 26\% | 37\% | 159 | 22\% | 17 $24 \%$ | 32\% | 19\% | 38\% | 21 $18 \%$ | 420\% | 33 $21 \%$ | 13 $26 \%$ | 60\% |
| Morgan Stanley | ${ }^{81}$ 21\% | ${ }_{26 \%}^{44}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \\ & 26 \% \\ & \text { E } \end{aligned}$ | 7 | $\begin{aligned} & 29 \\ & \text { 32\% } \\ & \text { E } \end{aligned}$ | 14 15 | $\begin{aligned} & 21 \\ & 16 \% \\ & \end{aligned}$ | $\begin{aligned} & 46 \\ & 24 \% \end{aligned}$ | 15 $19 \%$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 13 $22 \%$ | ${ }_{21}^{41 \%}$ | ${ }^{18} 16$ | $\begin{gathered} 45 \\ \stackrel{4}{\mathrm{p}} \% \end{gathered}$ | ${ }^{18}{ }^{18} \%$ | 40\% | 39\% | 20\% | 50\% |
| Honeywell | ${ }_{20}^{82}$ | $\begin{gathered} 51 \\ 28 \% \\ \hline \mathrm{C} \end{gathered}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | 32 ${ }^{3}$ | 24 22 | 21 | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 39 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 15 18 | $\stackrel{\substack{24 \\{ }_{\text {19 }}}}{ }$ | $3{ }_{4}^{3}$ | ${ }_{2}^{59}{ }_{2}^{52}$ | 20\% | 30\% | 24 20 | 54 23 | 25 ${ }^{2}$ \% | 20 3 \% | ${ }^{67}$ 27\% |
| ExxonMobil | 82\% | 45\% | 37 $17 \%$ | $\begin{aligned} & 34 \\ & 28 \% \\ & \underset{G}{2} \end{aligned}$ | 24\% | 16\% | $\stackrel{9}{10 \%}$ | $\begin{gathered} 37 \% \\ \text { 27\% } \end{gathered}$ | ${ }^{38} 2$ | 13 $13 \%$ | 23 | 14 $19 \%$ | ${ }^{45}$ \% | $\begin{aligned} & 33 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | 33 $21 \%$ | 17 $12 \%$ | 53 ${ }^{33}$ | $\stackrel{29}{17 \%}$ | 25 5 | 655 |
| Cottonelle | $\begin{aligned} & 81 \\ & 20 \% \end{aligned}$ | 44\% | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 36 \\ 27 \% \\ \hline \end{gathered}$ | $7{ }_{8}^{7}$ | $\begin{gathered} 19 \\ 25 \% \\ E \end{gathered}$ | $\stackrel{18}{20 \%}$ | $\begin{aligned} & 300 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{36}$ | 15\% | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | ${ }^{18} 8$ | ${ }^{26} 16$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | 38 24 | 23 $17 \%$ | 180\% | 38\% | $\xrightarrow{7}$ | ${ }^{48}{ }^{1} \%$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G: H/I/J-K/LIM- N/O
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | Leisure |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { Lesn } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Peloton | 78 $20 \%$ | $\underset{C}{58}{ }_{\text {298 }}^{5}$ | 20 $11 \%$ | $\begin{aligned} & 40 \\ & 33 \% \\ & \mathrm{EFF} \end{aligned}$ | ${ }_{16}^{16}$ | 13 $15 \%$ | ${ }_{13}^{9} \%$ | 34 ${ }^{35}$ | 26\% | 17 $20 \%$ | $\stackrel{16}{14 \%}$ | 16 ${ }^{16}$ | $\stackrel{41}{24 \%}$ | 34\% | 24 $19 \%$ | 19 $16 \%$ | 43 20 | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | ${ }_{29}^{16}$ | 55 ${ }^{23}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Albertson's | ${ }^{85}{ }^{\text {\% }}$ | 49\% | 36\% | $\begin{aligned} & 34 \\ & 26 \% \\ & \mathbf{2 6 \%} \end{aligned}$ | $\begin{gathered} 22 \\ 23 \% \\ \text { 23\% } \end{gathered}$ | 21 $19 \%$ | ${ }^{8} \%$ | $\begin{gathered} 36 \\ \text { 26 } \\ j \end{gathered}$ | ${ }^{38}$ 19\% | 11 $13 \%$ | ${ }_{12}^{14}$ | ${ }^{15}$ | $\begin{aligned} & 47 \\ & 24 \% \\ & K \end{aligned}$ | 27 ${ }^{27}$ | 35\% | 20 $15 \%$ | 55\% | 25 ${ }^{15}$ | 21 32 | ${ }^{63}{ }^{6} \%$ |
| Little Caesars | 820 | ${ }^{44}$ 21\% | ${ }^{38} 19$ | 24\% | ${ }^{18} 8$ | 21 21 | 14 $13 \%$ | 27 ${ }_{19}$ | 22\% | 13 | ${ }_{14}^{18}$ | 13 $16 \%$ | $\begin{aligned} & 44 \\ & 25 \% \\ & k \end{aligned}$ | 27\% | 32\% | 24\% | ${ }^{45}$ \% | ${ }^{36} 2$ | ${ }_{30}^{16}$ | 52 $21 \%$ |
| Hilton Hotels | ${ }_{20}^{80}$ | $\begin{aligned} & 60 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | ${ }^{28} 12$ | 418\% | ${ }_{20 \%}^{20}$ | 22\% | 5\% | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | 43\% | 15 $18 \%$ | 24\% | 13 $15 \%$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | 26\% | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | ${ }_{19}^{25}$ | 50 $21 \%$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | 11 $24 \%$ | ${ }_{23}^{63}$ |
| Walmart | ${ }_{20}^{86}$ | $\begin{aligned} & 46 \\ & 23 \end{aligned}$ | ${ }^{40} \%$ | $\begin{aligned} & 30 \\ & 25 \% \end{aligned}$ | 25 ${ }^{2}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | 16 $18 \%$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 22 \% \end{aligned}$ | 33 $22 \%$ | ${ }_{23}^{23}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 20 \% \end{aligned}$ | 20\% | ${ }_{18}^{8} \%$ | ${ }^{67}$ 25\% |
| Nestle | $\begin{aligned} & 72 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | 31 $17 \%$ | $\begin{aligned} & 38 \\ & 33 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | 11 $12 \%$ | $\stackrel{3}{7 \%}$ | ${ }_{20}^{26}$ | $\begin{aligned} & 41 \\ & 25 \% \\ & \hline \end{aligned}$ | $5{ }_{8}$ | $\stackrel{15}{15 \%}$ | $\stackrel{9}{14 \%}$ | $\begin{gathered} 44 \\ 26 \% \\ k \end{gathered}$ | 22 19 | 25 ${ }_{19}$ | ${ }_{25}^{25}$ | $\begin{aligned} & 49 \\ & 20 \% \end{aligned}$ | 21 $19 \%$ | ${ }_{38}^{18}$ | $\stackrel{53}{25 \%}$ |
| Boeing | 80\% | 429\% | 39\% | $\begin{gathered} 37 \\ 27 \% \\ \mathrm{~g} \end{gathered}$ | 15\% | 22\% | 13 $12 \%$ | ${ }^{32}$ 2\% | 37 $18 \%$ | 13 $17 \%$ | ${ }^{24} 19 \%$ | 14\% | ${ }^{47}$ 21\% | 24\% | $\begin{aligned} & 48 \\ & { }_{2}^{48} \% \end{aligned}$ | $\stackrel{16}{11 \%}$ | 41 $18 \%$ | 24\% | 20\% | 24\% |
| Microsoft | ${ }^{80}$ | $\begin{aligned} & 49 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 33 \% \\ & \text { EF } \end{aligned}$ | 13 $12 \%$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | ${ }_{22}^{42}$ | 18\% | ${ }_{23}^{28}$ | ${ }_{12}^{8} \%$ | $\begin{aligned} & 43 \\ & 20 \% \end{aligned}$ | 15 $12 \%$ | $\begin{gathered} 39 \\ 23 \% \\ \mathrm{n} \end{gathered}$ | 29\% | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | 44\% | ${ }^{8} 5 \%$ | 49\% |
| Humana | 78 $20 \%$ | $\begin{gathered} 48 \\ \underset{c}{44 \%} \end{gathered}$ | 31 $15 \%$ | $\begin{aligned} & 48 \\ & 37 \% \\ & \mathrm{EF}^{2} \end{aligned}$ | 11 $10 \%$ | 13 $14 \%$ | $\stackrel{7}{7} \%$ | ${ }^{33}$ 23\% | 35\% | 11 $13 \%$ | ${ }_{14}^{12 \%}$ | ${ }_{15}^{19}$ | $\begin{gathered} 41 \\ 23 \% \\ k \end{gathered}$ | 17\% | 34\% | $\stackrel{26}{19 \%}$ | 38\% | ${ }^{37}$ 21\% | 17 $30 \%$ | ${ }^{63}$ 27\% |
| Prudential | 73 $20 \%$ | $\begin{gathered} 46 \\ { }_{26} \% \\ \hline \end{gathered}$ | 27 14 | $\begin{gathered} 39 \\ 30 \% \\ f \end{gathered}$ | 19 $19 \%$ | 13 $15 \%$ | $\stackrel{2}{4 \%}$ | 31 | ${ }^{28} 17 \%$ | 13 | 19\% | 16\% | 32\% | 24\% | ${ }^{26} 18 \%$ | $\stackrel{23}{21 \%}$ | 410\% | 28\% | 20 31 | 54 22 |
| American Express | $\begin{aligned} & 744 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 45 \\ { }_{2}^{6} \% \end{gathered}$ | 29 $14 \%$ | $\begin{aligned} & 40 \\ & 29 \% \\ & \hline \end{aligned}$ | ${ }_{12}^{12}$ | 21 | ${ }_{2 \%}^{1}$ | ${ }_{26}^{26}$ | 34 $18 \%$ | 14\% | 21 $18 \%$ | ${ }^{15}$ | ${ }^{28} 17 \%$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | ${ }_{23}^{32}$ | ${ }_{23}^{24}$ | ${ }_{21}^{46}$ | 26\% | ${ }_{38}^{18}$ | ${ }^{47}$ \% |
| Intel | 76 $19 \%$ | 40 $23 \%$ | ${ }^{36} 16$ | $\begin{aligned} & 33 \\ & 24 \% \\ & f \end{aligned}$ | 20 $19 \%$ | 12 ${ }_{12}$ | 11 20 | 34 ${ }^{35}$ | ${ }^{28} 17 \%$ | 14 $15 \%$ | 23 $18 \%$ | 13 $21 \%$ | 37 ${ }^{3} \%$ | ${ }_{22}^{28}$ | 33\% | $\xrightarrow{14} 15$ | 43 $18 \%$ | 29 $19 \%$ | 10 $21 \%$ | 57 |
| Target | 819\% | $\begin{aligned} & 50 \\ & \\ & 25 \% \\ & C \end{aligned}$ | 31 $14 \%$ | $\begin{gathered} 41 \\ \text { 33\% } \\ \text { eFG } \end{gathered}$ | 19 $19 \%$ | 11 $12 \%$ | ${ }^{10} 9$ | $\begin{gathered} 37 \\ 23 \% \\ i \end{gathered}$ | 21 $13 \%$ | 23 24 | ${ }^{23} 16 \%$ | 19\% | 46\% | ${ }_{21}^{26}$ | ${ }^{26} 18$ | ${ }_{19}^{29}$ | 47\% | 32\% | ${ }^{17} \times$ | 63\% |
| Bayer | $\stackrel{82}{19 \%}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | 45 18 | ${ }_{2}^{21 \%}$ | 21 $19 \%$ | 22\% | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | 35 | 24\% | 14 $12 \%$ | 10 $13 \%$ | $\begin{aligned} & 49 \\ & 24 \% \\ & K \end{aligned}$ | 19 $15 \%$ | 32\% | 30 | $\underset{\mathrm{r}}{57}$ | 21 $13 \%$ | 15 | 64\% |
| Verizon | 74 $19 \%$ | 41 $23 \%$ | 33 $15 \%$ | $\begin{aligned} & 36 \\ & 30 \% \\ & \text { eG } \end{aligned}$ | 15\% | 17\% | ${ }_{7 \%}^{6}$ | 24 20 | 33 $18 \%$ | 17 $19 \%$ | $\stackrel{22}{19 \%}$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | 29 ${ }^{16 \%}$ | 18 $14 \%$ | 299 | ${ }_{26}^{26}$ | 410\% | 30 | ${ }_{19}{ }^{8}$ | ${ }^{48}{ }^{19}$ |
| Aldi | $\xrightarrow{79} 19$ | 31\% | 418\% | $\begin{aligned} & 36 \\ & 30 \% \\ & \text { ef } \end{aligned}$ | 19\% | 17 $16 \%$ | ${ }_{9}^{7} \%$ | $\begin{aligned} & 36 \\ & 26 \% \\ & \hline \end{aligned}$ | ${ }^{30} 80$ | $8{ }_{8}^{8}$ | 20 | ${ }_{9}^{6} \%$ | $\begin{aligned} & 51 \\ & \begin{array}{l} 57 \% \\ \text { kL } \end{array}, ~ \end{aligned}$ | ${ }^{12} 9$ | $\begin{aligned} & 39 \\ & { }_{24}^{24} \% \\ & \hline \end{aligned}$ | ${ }_{22}^{28}{ }_{\mathrm{N}}^{2}$ | 52\% | ${ }^{25} 15$ | ${ }_{2}{ }^{8} \%$ | 60 ${ }^{63 \%}$ |
| Macy's | $\xrightarrow{74} 19 \%$ | ${ }^{39}$ 23\% | ${ }^{35} 16$ | 30 $23 \%$ | ${ }_{21}^{25}$ | 11 $13 \%$ | 15\% | ${ }^{18} 13 \%$ | 45 25 | 12 $15 \%$ | $\text { 23 } 23$ | $\stackrel{4}{9 \%}$ | $\begin{aligned} & 41 \\ & 21 \% \end{aligned}$ | 24\% | 25 ${ }_{19}$ | $\stackrel{25}{19 \%}$ | ${ }^{45} 2$ | 24\% | 20 ${ }_{36 \%}$ | 55\% |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G: H/I/J-K/LIM- N/O
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { TTotal } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Zoom Video \& $$
\begin{aligned}
& 73 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \\
& 28 \% \\
& \text { 28\% }
\end{aligned}
$$ \& $$
\begin{aligned}
& 22 \\
& 11 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 384 \\
& 28 \%
\end{aligned}
$$ \& $$
{ }_{20}^{18}
$$ \& 20\% \& $1 \%$ \& $$
27 \%
$$ \& $$
\begin{aligned}
& 38 \\
& 19 \%
\end{aligned}
$$ \& $\stackrel{8}{13 \%}$ \& 20 $15 \%$ \& ${ }_{11 \%}^{7}$ \& $$
\begin{aligned}
& 45 \\
& 27 \% \\
& \mathrm{kl}
\end{aligned}
$$ \& 22\% \& $$
27 \%
$$ \& 18\% \& $$
\begin{aligned}
& 45 \\
& 21 \%
\end{aligned}
$$ \& 26\% \& 16 $35 \%$ \& 50\% <br>
\hline Scott \& 77
$19 \%$ \& 40\% \& 37
$16 \%$ \& 219\% \& 17\% \& 10\% \& 11\% \& 39
26\% \& ${ }^{26}$ 15\% \& 12\% \& 23
$19 \%$ \& 17\% \& 32
$17 \%$ \& 27\% \& 28\% \& 21 15 \& 37 15 \& 38\% \& 20\% \& 48\% <br>
\hline Roche \& 72
$19 \%$ \& $$
\begin{aligned}
& 49 \\
& 26 \% \\
& { }_{C}^{2}
\end{aligned}
$$ \& ${ }_{12}^{22}$ \& ${ }_{24}^{29}$ \& 22 $18 \%$ \& 16
$19 \%$ \& 5\% \& $$
\begin{aligned}
& 323 \\
& 22 \%
\end{aligned}
$$ \& 31 20 \& ${ }_{11 \%}$ \& 23
$19 \%$ \& 14\% \& 34
$18 \%$ \& $$
\begin{aligned}
& 33 \\
& 27 \% \\
& 0
\end{aligned}
$$ \& 13
$10 \%$ \& $$
\begin{gathered}
25 \\
21 \% \\
0
\end{gathered}
$$ \& 46\% \& 23
$16 \%$ \& 18\% \& 22\% <br>
\hline Delta Air Lines \& $$
\begin{aligned}
& 80 \\
& 19 \%
\end{aligned}
$$ \& $$
{ }_{23}^{43}
$$ \& $$
\begin{aligned}
& 37 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 31 \\
& 28 \% \\
& \text { eg }
\end{aligned}
$$ \& $$
{ }^{15}
$$ \& 22\% \& 12 13\% \& $$
\begin{aligned}
& 177 \\
& 13 \%
\end{aligned}
$$ \& $$
{ }_{23}^{48}
$$ \& 15\% \& $$
\begin{aligned}
& 23 \\
& 17 \%
\end{aligned}
$$ \& 14\% \& 40\% \& 22\% \& $$
\begin{aligned}
& 31 \\
& 20 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 20 \\
& 14 \%
\end{aligned}
$$ \& $$
{ }^{45}
$$ \& 34\% \& 8\% \& 19\% <br>
\hline AT\&T \& 79\% \& ${ }^{45} 3$ \& 34\% \& $$
\begin{gathered}
31 \\
28 \% \\
\text { f }
\end{gathered}
$$ \& 217\% \& 14\% \& 13
$15 \%$ \& 26\% \& 410\% \& 12
$15 \%$ \& 25
$20 \%$ \& ${ }_{8 \%}^{6}$ \& $$
\begin{aligned}
& 43 \\
& 23 \\
& \hline 1
\end{aligned}
$$ \& 25 ${ }^{18}$ \& 27\% \& $\stackrel{27}{21 \%}$ \& 42\% \& 21\% \& 13
$28 \%$ \& 19\% <br>
\hline Singer \& 73
$19 \%$ \& $$
\begin{aligned}
& 54 \\
& { }^{29} \% \\
& \hline
\end{aligned}
$$ \& 19
$10 \%$ \& 32
$24 \%$ \& 19\% \& 12\% \& 11
$14 \%$ \& 30\% \& 29\% \& 15\% \& 19\% \& 10 $15 \%$ \& 44\% \& 27\% \& ${ }^{28} 20$ \& $18 \%$ \& 44\% \& 23
$14 \%$ \& ${ }_{32}^{12}$ \& 61\% <br>
\hline The Kraft Heinz Company \& 79\% \& ${ }^{44}$ \% \& 35\% \& $$
\begin{gathered}
\text { 288\% } \\
\hline
\end{gathered}
$$ \& 21 ${ }_{\text {20\% }}$ \& $7{ }_{7}$ \& 14\% \& 30
$19 \%$ \& 39 ${ }^{1} \%$ \& 10
$13 \%$ \& 19\% \& $\stackrel{4}{7 \%}$ \& 20 ${ }_{\text {24 }}$ \& 28\% \& 26\% \& 25 ${ }^{2}$ \& 50\% \& 22 $13 \%$ \& 154\% \& 57\% <br>
\hline Nissan \& ${ }^{80} 19 \%$ \& 45\% \& 35 $16 \%$ \& $$
\begin{gathered}
43 \\
\text { EFG }
\end{gathered}
$$ \& $$
\begin{gathered}
18 \\
17 \% \\
9
\end{gathered}
$$ \& 15
$14 \%$ \& $5{ }_{5}$ \& 36
$25 \%$

j \& 33
$18 \%$ \& 11\% \& 23
$18 \%$ \& 12\% \& ${ }_{21}{ }^{1} \%$ \& 20\% \& 29 $18 \%$ \& 31\% \& $\stackrel{57}{21 \%}$ \& 19\% \& 14
$33 \%$ \& 634\% <br>
\hline Coca-Cola \& 75\% \& 37 20 \& 17\% \& 28\% \& 22\% \& 20\% \& 10\% \& 30\% \& 31 16 \& 14\% \& 23\% \& ${ }_{14 \%}$ \& 40 ${ }^{21 \%}$ \& ${ }_{16}^{16}$ \& 33\% \& 26
$19 \%$ \& 16\% \& 25\% \& 119\% \& 49\% <br>
\hline Dell \& 75
$19 \%$ \& 39\% \& 36\% \& 27 22 \& 20\% \& 20\% \& 12\% \& 22\% \& 43\% \& ${ }_{10}^{12 \%}$ \& 24\% \& 11
$19 \%$ \& 36\% \& 27\% \& 29\% \& 19
$14 \%$ \& 44\% \& ${ }_{21}^{29}$ \& 148\% \& 59\% <br>
\hline SC Johnson \& 76

$19 \%$ \& 39\% \& 37\% \& $$
\begin{aligned}
& 33 \\
& 26 \% \\
& \text { 20 }
\end{aligned}
$$ \& $19 \%$ \& 191\% \& ${ }_{8}^{6}$ \& 26

$19 \%$ \& ${ }^{38} \%$ \& 13
$14 \%$ \& ${ }_{21}^{28}$ \& 14\% \& 35 ${ }^{18}$ \& ${ }^{23} 9$ \& 31
$18 \%$ \& 23\% \& 37
$16 \%$ \& 38\% \& ${ }_{23}^{13}$ \& 58\% <br>
\hline Campbell's \& 71

$19 \%$ \& $$
\begin{aligned}
& 48 \\
& 27 \% \\
& C
\end{aligned}
$$ \& ${ }_{11}^{22}$ \& 32\% \& 179\% \& 21\% \& ${ }^{1} \%$ \& 25\% \& 30 $16 \%$ \& 15\% \& ${ }^{18} 18$ \& 13\% \& 35 ${ }^{33}$ \& 16 \& 32\% \& 23\% \& 35\% \& 32\% \& 10\% \& 47\% <br>

\hline Abbot \& 73

$19 \%$ \& \[
$$
\begin{aligned}
& 47 \\
& { }^{25} \% \\
& \hline
\end{aligned}
$$

\] \& ${ }^{26} 13 \%$ \& \[

$$
\begin{aligned}
& 39 \\
& 32 \% \\
& \text { FG }
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
22 \\
21 \% \\
\hline
\end{gathered}
$$

\] \& 11\% \& $4 \%$ \& $\stackrel{26}{21} \%$ \& $\stackrel{41}{24} \%$ \& ${ }_{6}^{5}$ \& ${ }_{13}^{18}$ \& $\stackrel{4}{7 \%}$ \& \[

$$
\begin{aligned}
& 48 \\
& { }_{26}^{66 \%} \\
& \hline
\end{aligned}
$$
\] \& 24\% \& 23

$16 \%$ \& $2{ }^{27}$ \& 491\% \& 20\% \& 15 33 \& 618\% <br>
\hline JetBlue Airways \& 81
$18 \%$ \& ${ }^{45} 3$ \& 37
$15 \%$ \& 326\% \& 219\% \& 14\% \& 13
$13 \%$ \& 28\% \& 43\% \& 11
$14 \%$ \& 24 $18 \%$ \& 12
$14 \%$ \& 423\% \& 40
P \& 31
$21 \%$ \& 118\% \& 52\% \& 25\% \& 11
$16 \%$ \& ${ }^{62}$ 23\% <br>
\hline Pfizer \& 74
$18 \%$ \& 37

$19 \%$ \& 37\% \& \[
$$
\begin{aligned}
& 29 \\
& 27 \% \\
& { }_{2}^{27} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 25 \% \\
& { }_{2}^{25 \%}
\end{aligned}
$$
\] \& ${ }_{7 \%}$ \& $\underset{11 \%}{9}$ \& 33

$22 \%$ \& 33
$18 \%$ \& 11\% \& ${ }_{18}^{15}$ \& 117\% \& ${ }^{41}$ 1\% \& 21\% \& 33 20 \& 19\% \& 22\% \& 24\% \& 28\% \& 59\% <br>
\hline Amazon \& ${ }_{18}^{68}$ \& 31 $17 \%$ \& 37
$19 \%$ \& 27\% \& 17\% \& 20 $21 \%$ \& $\stackrel{4}{6 \%}$ \& 24\% \& 18\% \& 16

$18 \%$ \& 18\% \& $$
\begin{gathered}
20 \\
30 \% \\
\mathrm{~m}
\end{gathered}
$$ \& 27

$16 \%$ \& 22\% \& 21\% \& 21 $16 \%$ \& 36\% \& 31\% \& 127\% \& ${ }^{45}$ 21\% <br>

\hline Sam's Club \& 75\% \& $$
\begin{aligned}
& 51 \\
& 26 \% \\
& \text { C }
\end{aligned}
$$ \& 24\% \& \[

$$
\begin{aligned}
& 41 \\
& 31 \% \\
& E G
\end{aligned}
$$
\] \& 154\% \& 13

$18 \%$ \& 6\% \& ${ }^{29} 9$ \& $$
\begin{aligned}
& \text { 29 } \\
& 17 \%
\end{aligned}
$$ \& ${ }_{18}^{18}$ \& ${ }^{14} 11 \%$ \& 12

$16 \%$ \& \[
$$
\begin{aligned}
& 42 \\
& { }_{23}^{4} \%
\end{aligned}
$$

\] \& 20\% \& 35\% \& 20\% \& \[

{ }^{45}
\] \& 29\% \& 13

$23 \%$ \& 22\% <br>
\hline
\end{tabular}

Base: All Respondents (Variable Bases)

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \multirow[b]{2}{*}{\[
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
\]} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{\[
\begin{aligned}
\& \text { Business } \\
\& \text { Travelers }
\end{aligned}
\]} \& \multirow[b]{2}{*}{\[
\begin{aligned}
\& \text { Leisure } \\
\& \text { Travelers }
\end{aligned}
\]} \\
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& \[
\begin{aligned}
\& \text { Less } \\
\& \text { than } \\
\& \$ 50 \mathrm{k}
\end{aligned}
\] \& \[
\$ 50 \mathrm{k}-
\] \& \$75k+ \& \[
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
\] \& Democrat \& Independent/ Othe \& Yes \& No \& \& \\
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) \\
\hline Gilead \& 73
\(18 \%\) \& \[
\begin{aligned}
\& 50 \\
\& { }_{24}^{24 \%} \\
\& \hline
\end{aligned}
\] \& 23 \({ }^{2}\) \& \[
\begin{aligned}
\& 39 \\
\& 34 \% \\
\& \text { EF }
\end{aligned}
\] \& \[
\begin{aligned}
\& 20 \\
\& 18 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 10 \% \\
\& 10 \%
\end{aligned}
\] \& \({ }_{6}^{5} \%\) \& \({ }_{26}^{26}\) \& 33
\(19 \%\) \& 15
\(15 \%\) \& 19
\(16 \%\) \& \({ }_{11 \%}^{8}\) \& 22\% \& 21
\(16 \%\) \& 32\% \& 20\% \& \[
{ }_{20}^{40}
\] \& \({ }_{13}^{19}\) \& 18\% \&  \\
\hline Etsy \& 73\% \& 36\% \& 37\% \& 21\% \& 220\% \& 13
\(16 \%\) \& 13\% \& 32 \({ }^{21 \%}\) \& 33\% \& 18\% \& 24\% \& 14\% \& 18\% \& 23\% \& 31
\(19 \%\) \& 17\% \& 44\% \& 27\% \& 20\% \& \({ }^{48} \%\) \\
\hline Merck \& \[
\begin{aligned}
\& 71 \\
\& 18 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 334 \% \\
\& 23
\end{aligned}
\] \& \[
\begin{aligned}
\& 36 \\
\& 15 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 33 \\
\& 25 \% \\
\& \hline
\end{aligned}
\] \& 20\% \& \(12 \%\) \& \({ }_{11 \%}^{6}\) \& \[
\begin{aligned}
\& 25 \\
\& 21 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 40 \\
\& 21 \%
\end{aligned}
\] \& \(5{ }_{6}\) \& 16
\(14 \%\) \& \({ }^{16} 2{ }^{2} \%\) \& 35\% \& 19 \& \[
\begin{aligned}
\& 32 \\
\& 19 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 20 \\
\& 17 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 36 \\
\& 16 \%
\end{aligned}
\] \& 34\% \& 21\% \& 59\% \\
\hline Nordstrom \& 72
\(18 \%\) \& 34\% \& 38\% \& 23 \& 17\% \& \({ }_{18}^{18}\) \& 13
\(17 \%\) \& 29\% \& 32\% \& 10\% \& 24 \(19 \%\) \& \({ }^{15} 23\) \& 28\% \& 18
\(14 \%\) \& 39 \({ }^{39}\) \& 15
\(14 \%\) \& 449\% \& 25 \({ }^{16 \%}\) \& 22\% \& 46\% \\
\hline Capitol One \& 73
\(18 \%\) \& 20\% \& 33
\(15 \%\) \& \[
\begin{aligned}
\& 34 \\
\& 26 \% \\
\& \mathrm{~F}
\end{aligned}
\] \& \begin{tabular}{l}
27 \\
26\% \\
\hline
\end{tabular} \& 7 \& \({ }_{7 \%}^{6}\) \& 35\% \& 27 \(15 \%\) \& 11
\(15 \%\) \& 21
\(18 \%\) \& \({ }^{12} 19 \%\) \& 37 \({ }_{19}\) \& 21\% \& 25 \(17 \%\) \& 27\% \& \({ }^{48} \%\) \& 23
\(14 \%\) \& 14 29 \& 20\% \\
\hline Papa John's \& 75
\(18 \%\) \& 20\% \& 35\% \& \[
\underset{\mathrm{e}}{26}
\] \& 17
14 \& 22 \(17 \%\) \& \(\underset{13 \%}{8}\) \& \(\stackrel{27}{21 \%}\) \& 31\% \& 17\% \& 22 \(17 \%\) \& \(\stackrel{8}{13 \%}\) \& \({ }_{22}{ }^{2} \%\) \& 21\% \& 25 \({ }^{17} \%\) \& 21 \(16 \%\) \& 479\% \& 25
\(16 \%\) \& 7
\(16 \%\) \& 51 \\
\hline Molson Coors \& 82\% \& \[
\begin{gathered}
53 \\
24 \% \\
C
\end{gathered}
\] \& 29\% \& \[
\begin{aligned}
\& 39 \\
\& 28 \% \\
\& \mathrm{Eff}
\end{aligned}
\] \& \({ }_{15}^{15}\) \& 14\% \& 14\% \& 23
\(16 \%\) \& 24\% \& 15\% \& 17\% \& 13\% \& 24\% \& 24\% \& 29\% \& \({ }^{28} 16\) \& 45\% \& 34\% \& 16\% \& 27\% \\
\hline Caterpillar \& 72
\(18 \%\) \& \[
\begin{aligned}
\& 46 \\
\& { }_{23}^{4} \%
\end{aligned}
\] \& 25 \(13 \%\) \& \[
\begin{gathered}
33 \\
\text { 28\% } \\
\text { FG }
\end{gathered}
\] \& 19\% \& \({ }_{12}^{12}\) \& \({ }_{9}^{7} \%\) \& 31
\(22 \%\) \& 30\% \& 11
\(13 \%\) \& \({ }_{14}^{18}\) \& \({ }_{11 \%}^{7}\) \& \[
\begin{aligned}
\& 47 \\
\& { }_{27} 7 \% \\
\& \text { KI }
\end{aligned}
\] \& \(19 \%\) \& 25 180 \& \({ }_{21}^{28}\) \& \(\underset{\mathrm{R}}{\substack{50 \\ \mathrm{R}}}\) \& \({ }_{12}^{19}\) \& 127\% \& \({ }^{58} 24\) \\
\hline Royal Dutch Shell \& 73
\(18 \%\) \& 24\% \& 29 \(14 \%\) \& \[
\begin{aligned}
\& 35 \\
\& 27 \% \\
\& \text { ef }
\end{aligned}
\] \& \({ }^{16} 15\) \& 15
\(13 \%\) \& \(\stackrel{8}{13 \%}\) \& 25 \(19 \%\) \& 33
\(17 \%\) \& 150\% \& \({ }_{20}^{28}\) \& \(\underset{11 \%}{7}\) \& 20\% \& 24 16 \& \({ }^{28}{ }^{19}\) \& 22 19 \& 480\% \& 214\% \& 11 \(22 \%\) \& \({ }^{61}\) \\
\hline General Motors \& \[
\begin{aligned}
\& 68 \\
\& \text { 18\% }
\end{aligned}
\] \& \[
\begin{aligned}
\& 44 \\
\& 24 \% \\
\& C
\end{aligned}
\] \& 24\% \& 23\% \& 20\% \& 19 \(23 \%\) \& \({ }_{7 \%}^{6}\) \& 32 \({ }^{35}\) \& 19
\(12 \%\) \& 170\% \& 21
\(16 \%\) \& 14\% \& 33 \& 26\% \& 21
\(16 \%\) \& 21\% \& 39 18 \& 27\% \& 20\% \& 51 \(22 \%\) \\
\hline Berkshire Hathaway \& 76
\(18 \%\) \& 40 \({ }^{21 \%}\) \& 36\% \& 25
24
\(f\) \& \({ }^{22} 19 \%\) \& 110\% \& \({ }^{18}{ }^{19}\) \& \({ }_{2}^{32} \times\) \& 36
\(18 \%\) \& 10\% \& 16 \(11 \%\) \& \({ }_{23}^{14}\) \& \[
\begin{aligned}
\& 45 \\
\& 24 \% \\
\& { }_{\mathrm{K}}^{4} \%
\end{aligned}
\] \& 17
\(14 \%\) \& 32\% \& 27 \(19 \%\) \& 50\% \& 24\% \& \(\stackrel{8}{19 \%}\) \& 49\% \\
\hline Cargill \& 71
\(18 \%\) \& \[
\begin{aligned}
\& { }^{26} 8 \\
\& { }_{C}^{2}
\end{aligned}
\] \& 24\% \& \(\underset{\substack{28 \\ \mathrm{e}}}{28}\) \& 14\% \& 20\% \& -9\% \& 32
\(24 \%\) \& \({ }^{28}{ }^{15}\) \& 11
\(15 \%\) \& 19 \({ }^{15 \%}\) \& 114\% \& 339 \& 25 \& 24 \(16 \%\) \& 23
\(19 \%\) \& 419\% \& 29 \({ }^{16 \%}\) \& 15
\(35 \%\) \& 53\% \\
\hline Nike \& \({ }_{18}^{69}\) \& \[
\begin{aligned}
\& 45 \\
\& { }_{23}^{33} \%
\end{aligned}
\] \& 24\% \& 26\% \& 17
\(15 \%\) \& 20\% \& \({ }^{5} \%\) \& 22\% \& 32\% \& 15\% \& 21
\(17 \%\) \& \({ }_{26 \%}^{14}\) \& 31\% \& 23
\(17 \%\) \& 26\% \& 19\% \& 430\% \& 23 \& \({ }^{8} 2 \%\) \& 37
\(16 \%\) \\
\hline Xfinity \& 70
\(18 \%\) \& 32\% \& 31
\(14 \%\) \& \[
\begin{aligned}
\& 30 \\
\& 30 \% \\
\& { }^{26 \%}
\end{aligned}
\] \& 23 \({ }_{\text {23 }}\) \& \({ }_{8 \%}^{7}\) \& 10\% \& 39
\(29 \%\) \& 25
\(14 \%\) \& \({ }_{7 \%}^{6}\) \& 19
\(15 \%\) \& 11
\(16 \%\) \& 37 \& 22
\(17 \%\) \& 31 22 \& 17
\(14 \%\) \& 40\% \& \({ }^{26} 16\) \& 14 29 \& 25\% \\
\hline Mastercard \& 79
\(18 \%\) \& 27\% \& 32\% \& \[
\begin{gathered}
300 \\
\text { 23\% } \\
\mathrm{g}
\end{gathered}
\] \& \({ }^{26} 2{ }^{2}\) \& 14
\(14 \%\) \& \(9{ }_{9}{ }^{\text {\% }}\) \& 37\% \& 31
\(15 \%\) \& 11
\(13 \%\) \& 18
\(13 \%\) \& 11
\(15 \%\) \& \({ }_{22}{ }^{2} \%\) \& 17 \({ }_{12}\) \& 36

24\% \& 25 ${ }_{17}$ \& 51
$19 \%$ \& 24\% \& 14 23 \& 22\% <br>
\hline UnitedHealth Group \& 73

$18 \%$ \& $$
\begin{aligned}
& 50 \\
& 26 \% \\
& \hline \mathrm{C}
\end{aligned}
$$ \& 23

$10 \%$ \& \[
$$
\begin{aligned}
& 42 \\
& { }^{25} \% \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
\text { 230 } \\
\text { 23\% }
\end{gathered}
$$

\] \& $\stackrel{4}{4 \%}$ \& ${ }_{10}^{6} \%$ \& ${ }^{28} 7$ \& \[

$$
\begin{gathered}
39 \\
22 \% \\
j
\end{gathered}
$$
\] \& ${ }_{8 \%}^{6}$ \& 23

$18 \%$ \& ${ }_{9}^{6} \%$ \& 21 2 \% \& 21 16 \& 33
$19 \%$ \& 18
18 \& 50 $21 \%$ \& 22 $13 \%$ \& 14 28 \& 58\% <br>
\hline JPMorgan Chase \& 71
$18 \%$ \& 23\% \& 29 ${ }^{29}$ \& 29\% \& ${ }^{15} 16 \%$ \& 16
$14 \%$ \& 11
$14 \%$ \& 25
$19 \%$ \& 31
$17 \%$ \& 15
$16 \%$ \& 26 $18 \%$ \& 12
$16 \%$ \& 30

$19 \%$ \& $\underset{\substack{21 \\ p}}{28}$ \& $$
\begin{gathered}
33 \\
21 \% \\
p
\end{gathered}
$$ \& $\stackrel{10}{9 \%}$ \& 176\% \& ${ }^{28} 16$ \& 14 27 \& 22\% <br>

\hline
\end{tabular}

Base: All Respondents (Variable Bases)

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { TTotal } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Apple | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 43 \\ { }_{23} \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \\ & \text { 27ef } \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\stackrel{9}{11 \%}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | 22\% | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 11\% | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | 35 $19 \%$ | 18 $14 \%$ | 336 | $\begin{aligned} & 177 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 18 \% \end{aligned}$ | 25\% | 16 $34 \%$ | 29 ${ }^{19}$ |
| Southwest Airlines | 74\% | 35\% | 39 $19 \%$ | $18 \%$ | 25 ${ }_{\text {d }}$ | 14\% | 16 | 32\% | 32\% | 10\% | 14 | ${ }_{2}^{27}{ }_{\text {k }}$ | 189\% | 19\% | 26\% | 20\% | 35\% | 35\% | ${ }^{8} 9 \%$ | 47\% |
| Anthem Health | 73 $17 \%$ | $\begin{aligned} & 47 \\ & 24 \% \\ & C \end{aligned}$ | ${ }^{25} 12 \%$ | $\begin{aligned} & 39 \\ & 27 \% \\ & \hline \end{aligned}$ | 110\% | 19\% | 6\% | ${ }^{28}{ }^{2} \%$ | 35 $19 \%$ | 10\% | ${ }^{15} 13 \%$ | 13 $14 \%$ | 21 21 | 24 18 | ${ }^{26} 16$ | 23 $17 \%$ | $\stackrel{44}{19 \%}$ | 23 $13 \%$ | $\stackrel{9}{18 \%}$ | 55 ${ }^{51}$ |
| Charles Schwab | ${ }_{17}^{65}$ | $\begin{gathered} 41 \\ 23 \% \\ \hline \mathrm{C} \end{gathered}$ | 24\% | $\begin{gathered} 31 \\ 24 \% \\ \mathrm{~g} \end{gathered}$ | 18 | 11 $15 \%$ | 5\% | 25 ${ }_{17}$ | 30\% | 11 $14 \%$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 15\% | 18\% | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | 19 | 31\% | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | 11\% | ${ }^{48}$ |
| Lowe's | ${ }^{69} 7$ | 39\% | 30 $13 \%$ | $\begin{gathered} 32 \\ 29 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 23 \\ & 23 \% \\ & \mathrm{Fg}^{2} \% \end{aligned}$ | $5{ }_{5}$ | $\stackrel{9}{10 \%}$ | 25\% | 27 | 10\% | 22\% | 15\% | ${ }^{35} 19$ | 17 $14 \%$ | 27 $19 \%$ | 25 $18 \%$ | 44\% | 24\% | 11\% | 50 |
| Shake Shack | 69\% | 41\% | ${ }^{28} 13 \%$ | 27 $24 \%$ | 20\% | 14\% | ${ }^{7} 9$ | ${ }^{28} 9$ | 27\% | 14\% | $\begin{aligned} & 34 \\ & 35 \% \\ & { }^{35 \%} \end{aligned}$ | 10\% | 25 ${ }^{25}$ | 17\% | 21\% | 19\% | 40\% | 27\% | ${ }^{5} 6 \%$ | 46\% |
| BP | 73\% | ${ }_{22}^{42 \%}$ | 29 $13 \%$ | $\begin{aligned} & 30 \\ & 27 \% \\ & \mathrm{fG} \% \end{aligned}$ | $\begin{gathered} \text { 202 } \\ 20 \% \\ 9 \end{gathered}$ | 14\% | ${ }_{6}^{6}$ | 20 $14 \%$ | $\begin{aligned} & 43 \\ & 23 \% \\ & j \end{aligned}$ | 10\% | 14\% | 11\% | $\begin{aligned} & 49 \\ & 25 \% \\ & \text { K } \end{aligned}$ | 24\% | 33\% | 17 $14 \%$ | 42\% | 29\% | 18\% | 21\% |
| Clorox | 71\% | 20\% | ${ }^{28} 13 \%$ | $\begin{aligned} & 35 \\ & 266 \% \\ & \text { eF } \end{aligned}$ | 154\% | 110\% | 10 $14 \%$ | ${ }_{21}^{28}$ | ${ }^{23} 13 \%$ | 20 $18 \%$ | ${ }^{18} 8$ | 12\% | 26 14 | 21 16 | 31 $19 \%$ | 19 | 45\% | 21 $14 \%$ | 17 $30 \%$ | 53 $19 \%$ |
| YouTube | ${ }_{1}^{66}$ | $\begin{gathered} 39 \\ 22 \% \\ c \end{gathered}$ | 27 $12 \%$ | $\begin{aligned} & 35 \\ & \begin{array}{l} 25 \% \\ \text { Eg } \end{array} \end{aligned}$ | 11\% | 12 $14 \%$ | ${ }_{11}{ }^{8}$ | ${ }^{23} 16$ | 23\% | $9{ }_{9}^{9}$ | 20\% | 12 $21 \%$ | 32\% | 15 $11 \%$ | 27 | 25\% | 34\% | 31 $19 \%$ | 159\% | ${ }^{45} 9$ |
| Kaiser Permanente | 65\% | $\begin{aligned} & 46 \\ & { }_{24}{ }^{2} \% \end{aligned}$ | 20\% | $\begin{aligned} & 35 \\ & 38 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | 15 $13 \%$ | ${ }_{8 \%}^{6}$ | 21 16 | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | ${ }_{12}^{13 \%}$ | 25 ${ }^{29}$ | 11 $16 \%$ | 29 ${ }^{17}$ | 22\% | 27 $18 \%$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | 22 $14 \%$ | ${ }_{14 \%}$ | 21\% |
| Anheuser-Busch | 69\% | $\begin{gathered} 43 \\ 22 \% \\ c \end{gathered}$ | ${ }^{26} 12 \%$ | $\begin{gathered} \text { 238 } \\ \text { 23\% } \end{gathered}$ | 14\% | 17\% | ${ }_{10}^{9} \%$ | 24\% | ${ }^{35}$ | 12\% | 20\% | 10\% | 36\% | 20 $18 \%$ | 29 ${ }_{17}$ | 20\% | 30 $14 \%$ | ${ }^{36}$ 19\% | 13 $24 \%$ | ${ }^{46}$ \% |
| Chick-fil-A | 70\% | $\begin{aligned} & 44 \\ & 21 \% \\ & \hline \end{aligned}$ | ${ }_{12}^{26}$ | $\begin{aligned} & 37 \\ & 29 \% \\ & \text { eF } \end{aligned}$ | 18\% | ${ }_{6}^{6}$ | ${ }^{7} 9$ | 31 22 | 30\% | 10\% | 20 16 | 17\% | 18\% | 214\% | 31 <br> $25 \%$ | 19 | 159\% | 26\% | ${ }^{16} 5$ | 24\% |
| IBM | 72 $17 \%$ | ${ }^{48}{ }^{43} \%$ | 25 $11 \%$ | 26 $20 \%$ 9 | 23 2 9 | 17 15 | ${ }_{7}^{6}$ | 26\% | ${ }^{35}$ | 12 | $19 \%$ | 10\% | 420\% | $\begin{aligned} & \text { 323\% } \\ & \\ & \hline 10 \% \end{aligned}$ | ${ }^{15} 9$ | 259\% 0 | 51 $19 \%$ $r$ | 16\% | 159\% | 52\% |
| Whole Foods | 65\% | $\begin{aligned} & 44 \\ & 25 \% \\ & C \end{aligned}$ | 22 $10 \%$ | $\begin{gathered} 36 \\ \text { 328\% } \\ \text { EfG } \end{gathered}$ | 12 | ${ }_{12}^{12}$ | ${ }^{5} \mathrm{O} \%$ | ${ }^{28} 9$ | ${ }_{16}^{29}$ | 12\% | ${ }^{16}$ | 123\% | 36\% | 159 | 30\% | 20\% | 41 $18 \%$ | 22 $14 \%$ | ${ }_{2}^{8} \%$ | 37 $16 \%$ |
| H-E-B Grocery | 67 $17 \%$ | $\begin{aligned} & 40 \\ & { }_{23}^{43 \%} \\ & \hline \end{aligned}$ | 27 $12 \%$ | $\begin{gathered} 29 \\ 22 \% \\ f \end{gathered}$ | 30 29\% | ${ }_{9 \%}$ | * | 17\% | 189\% | 112\% | 17 $14 \%$ | ${ }_{9}^{7}$ | 39\% | $\begin{aligned} & 34 \\ & 26 \% \\ & 26 \% \end{aligned}$ | ${ }^{14} 9$ | 18 | 188\% | 27 $15 \%$ | 23 49 | 56\% |
| UPS | ${ }^{63} 16$ | $\begin{aligned} & 42 \\ & 24 \% \\ & C \end{aligned}$ | 210\% | $\begin{aligned} & 32 \\ & 325 \% \\ & \hline \mathrm{fG} \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \\ & \mathrm{~g} \end{aligned}$ | 10\% | 5\% | 24\% | $\begin{aligned} & 30 \% \\ & 18 \% \end{aligned}$ | 12\% | ${ }^{15} 13$ | ${ }_{13}^{8}$ | 31\% | $19 \%$ | 20 | 24\% | 430\% | 19\% | 120\% | ${ }^{53}$ |
| FedEx | ${ }_{168}^{68}$ | $\begin{aligned} & 44 \\ & { }_{24}^{4} \% \end{aligned}$ | $\stackrel{20}{9 \%}$ | $\begin{gathered} 36 \\ { }_{299}^{29} \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 19 \\ & 19 \% \% \\ & \text { G } \end{aligned}$ | ${ }_{9 \%}$ | $4 \%$ | $\stackrel{27}{21} \%$ | 34\% | ${ }_{9}^{7} \%$ | ${ }_{12}^{18}$ | 14\% | $\begin{aligned} & 38 \\ & { }_{23}^{3} \% \\ & \hline \end{aligned}$ | ${ }^{25} 9$ | ${ }_{11 \%}^{16}$ | 27\% | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | 17 $38 \%$ | 24\% |



Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\$ \$ 0 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unilever | $\begin{aligned} & 69 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 20 \% \end{aligned}$ | 29 $13 \%$ | $\begin{aligned} & 31 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | $\begin{gathered} 18 \\ \underset{\mathrm{~g}}{18 \%} \end{gathered}$ | 14 $14 \%$ | ${ }_{6}^{6}$ | $\begin{aligned} & 30 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \\ & j \end{aligned}$ | ${ }_{6}^{5}$ | 22 $18 \%$ | 14 20 | 30 $15 \%$ | ${ }^{11} 9$ | $\begin{gathered} 32 \\ 21 \% \\ n \end{gathered}$ | 26 180 | 38\% | 29 $17 \%$ | $\stackrel{5}{13 \%}$ | 488\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Samsung | ${ }_{16 \%}^{66}$ | $\begin{gathered} 41 \\ { }_{23}{ }_{C} \% \end{gathered}$ | ${ }^{25} 11 \%$ | $\begin{gathered} 31 \\ 24 \% \\ 9 \\ \hline \end{gathered}$ | 17\% | 10 $11 \%$ | ${ }_{10}{ }^{8}$ | 21\% | 31\% | ${ }_{15}^{19}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 6\% | 34 16 | 25 ${ }^{2}$ | 23 | ${ }_{18}^{16}$ | 32\% | 30 | 3 $10 \%$ | 43 $18 \%$ |
| King Arthur | $\begin{aligned} & 68 \\ & { }_{16 \%} \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | 31 $13 \%$ | 25\% | 18\% | 14 $13 \%$ | $\begin{aligned} & 111 \\ & 13 \% \end{aligned}$ | 26\% | ${ }^{26}$ 15 | ${ }^{16} 15$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | 5\% | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | ${ }_{13}^{19}$ | ${ }_{18}^{28}$ | 21 $17 \%$ | ${ }^{48} 9$ | ${ }^{18} \%$ | 122\% | 21\% |
| Ford | $\begin{aligned} & 68 \\ & { }_{16 \%} \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 32 \\ 24 \% \\ E \end{gathered}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & { }_{11}^{11} \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \\ & j \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | ${ }_{9}^{10}$ | 14 $10 \%$ | $\begin{aligned} & \begin{array}{l} 14 \\ 19 \% \end{array} \end{aligned}$ | $\begin{gathered} 40 \\ 21 \% \\ k \end{gathered}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & \begin{array}{l} 35 \% \end{array} \end{aligned}$ | ${ }^{13} 9$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | 24\% | 10\% | 57\% |
| Mars | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 26 \% \\ & C \end{aligned}$ | ${ }^{21} 9$ | $\begin{gathered} 36 \\ \begin{array}{c} 37 \% \\ \mathrm{FG} \end{array} \end{gathered}$ | ${ }^{15}$ | ${ }_{11 \%}$ | ${ }_{6}^{6}$ | 21\% | 14\% | 12 14 | $\stackrel{17}{13 \%}$ | ${ }_{13}{ }^{\circ} \mathrm{F}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | 25\% | ${ }_{19}^{25}$ | $\stackrel{16}{12 \%}$ | ${ }^{25} 11 \%$ | 31\% | 19\% | 24\% |
| Purell | ${ }^{65}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | ${ }^{26} 13 \%$ | 23 $19 \%$ | 20 | 14 $16 \%$ | $9{ }_{9} 9$ | 21 15 | $\begin{aligned} & 34 \\ & 22 \% \end{aligned}$ | $9{ }_{9}{ }^{\text {\% }}$ | 21 $17 \%$ | $4{ }_{6}{ }^{4}$ | $\begin{aligned} & 37 \\ & 20 \% \\ & \hline \end{aligned}$ | $\stackrel{27}{21 \%}$ | 19 $12 \%$ | 19 $15 \%$ | $\begin{gathered} 45 \\ \stackrel{41}{21 \%} \\ \mathrm{R} \end{gathered}$ | 18\% | 14 25 | 20\% |
| Procter \& Gamble | ${ }^{66}$ 16\% | $\stackrel{42}{22} \mathrm{C}$ | 24\% | $\begin{aligned} & 33 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | 22\% | ${ }_{8 \%}^{6}$ | $5{ }_{5}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | 28\% | $7 \%$ | $\stackrel{17}{14 \%}$ | $\stackrel{7}{72 \%}$ | 39 $18 \%$ | 219\% | 29 | 16 | 42\% | $\stackrel{22}{12 \%}$ | ${ }_{19}^{19}$ | 51 $19 \%$ |
| Mondelez | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 41 \\ 22 \% \\ C \end{gathered}$ | ${ }^{26} 11 \%$ | $\begin{gathered} 36 \\ \text { efg } \\ \text { 29G } \end{gathered}$ | $\begin{aligned} & 17 \\ & 17 \% \\ & { }_{\mathrm{G}} \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \\ & \mathrm{~g} \% \end{aligned}$ | ${ }_{1}^{1 \%}$ | $\stackrel{25}{18 \%}$ | 32 ${ }_{14}$ | 10 $16 \%$ | 21 18 | $\stackrel{7}{11 \%}$ | 31 $15 \%$ | ${ }_{22}^{28}$ | $\xrightarrow{25}$ | $14 \%$ | 43 $18 \%$ | 17 $10 \%$ | 11 20 | ${ }_{19}^{47}$ |
| Pizza Hut | ${ }_{16 \%}^{60}$ | 29\% | 314\% | $\begin{aligned} & 25 \\ & 20 \% \\ & { }_{\mathrm{G}} \end{aligned}$ | $\begin{gathered} 16 \\ \begin{array}{c} 17 \% \\ \mathrm{~g} \end{array} \end{gathered}$ | $\begin{aligned} & \begin{array}{c} 16 \\ 19 \% \\ \mathrm{~g} \end{array} \end{aligned}$ | 3\% | ${ }^{18} 15$ | ${ }^{35} 19$ | ${ }_{9}^{7} \%$ | $\stackrel{13}{11 \%}$ | $\stackrel{12}{14 \%}$ | $\begin{gathered} 32 \\ 22 \% \\ k \end{gathered}$ | 14 13 | 30\% | 16 $12 \%$ | 317\% | ${ }^{26} 15$ | 10\% | 39 $18 \%$ |
| The Home Depot | $\begin{aligned} & 64 \\ & \begin{array}{l} 64 \% \end{array} \end{aligned}$ | $\begin{aligned} & 37 \\ & { }_{C}^{32} \% \end{aligned}$ | ${ }^{27} 11 \%$ | $\begin{aligned} & 33 \\ & 29 \% \\ & \text { EF } \end{aligned}$ | 10\% | $8 \%$ | 14\% | 20\% | 31\% | 13 $12 \%$ | ${ }_{19}^{19 \%}$ | ${ }_{13}^{8} \%$ | $\begin{aligned} & 34 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | 23 $17 \%$ | 26\% | 17\% | 24\% | 10 $19 \%$ | $\stackrel{52}{21 \%}$ |
| United States Postal Service | - ${ }_{15}^{66}$ | 18\% | ${ }_{12 \%}$ | $\begin{gathered} 34 \\ \text { EFG } \\ \text { EFG } \end{gathered}$ | 15 $14 \%$ | 11 $10 \%$ | ${ }_{7 \%}$ | 23\% | 29\% | 13 $16 \%$ | ${ }_{16}^{19}$ | 13 18 | 30 $14 \%$ | 13 $11 \%$ | 27 | 26 $18 \%$ | 32 $14 \%$ | ${ }^{28} 14 \%$ | 10 $32 \%$ | 43 $18 \%$ |
| Seamless | ${ }^{60} 15 \%$ | $\begin{aligned} & 40 \\ & 21 \% \\ & C \end{aligned}$ | 20\% | $\begin{aligned} & 30 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | $\stackrel{20}{21 \%}$ | ${ }_{6}^{6} \%$ | 3\% | ${ }_{21 \%}^{27}$ | 21 $12 \%$ | 12 $13 \%$ | 20 16 | ${ }_{12}{ }^{8}$ | ${ }^{28} 16$ | 20\% | ${ }_{14 \%}^{20}$ | 20 $16 \%$ | ${ }^{35} 16$ | 19\% | 12 $26 \%$ | ${ }_{19}^{45}$ |
| WeWork | - 64 | 37 | 27 $14 \%$ | $\begin{gathered} 34 \\ \text { EFG } 27 \% \end{gathered}$ | 112\% | 9 | 11 $10 \%$ | 22 16 | 35 | 7 | 26\% | ${ }_{9}^{7} \%$ | 29\% | $9 \%$ | $\begin{aligned} & 38 \\ & 38 \\ & { }^{4} \mathrm{p} \end{aligned}$ | ${ }_{18}^{18}$ | 42\% | 20 | 14\% | 47 $18 \%$ |
| General Electric | 159\% | 31\% | ${ }^{28} 13$ | $\begin{aligned} & 24 \\ & 23 \\ & \% \end{aligned}$ | 20\% | ${ }^{8} 0 \%$ | 7\% | $\begin{gathered} 27 \\ 22_{j} \% \end{gathered}$ | ${ }_{13}^{27}$ | 5 | 20 16 | $\stackrel{2}{4 \%}$ | 34\% | 21 15 | $\begin{gathered} 27 \\ 20 \% \\ p \end{gathered}$ | 11 $10 \%$ | 17\% | 17 $12 \%$ | 11 25 | ${ }_{17}^{42}$ |
| John Deere | - $15 \%$ | $\begin{aligned} & 40 \\ & 22 \% \\ & C \end{aligned}$ | ${ }^{22} 9$ | 26\% | 20\% | ${ }_{14}^{15}$ | ${ }_{2 \%}^{1}$ | 24\% | 29\% | 12\% | 218\% | 8\% | 36\% | ${ }^{28} 9$ | 15 $10 \%$ | 20\% | 418\% | 20 $11 \%$ | 14 $35 \%$ | ${ }_{19}^{47}$ |
| Trader Joe's | 59\% | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | ${ }_{25}^{25}$ | 18 $15 \%$ | 14 17 | 3\% | 25 $19 \%$ | 200 | 15 $16 \%$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | 10 $14 \%$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | 24 $13 \%$ | ${ }_{16 \%}$ | 40\% |
| Domino's | $\stackrel{62}{15 \%}$ | $\begin{gathered} 39 \\ \text { 22\% } \\ \hline \end{gathered}$ | ${ }^{22} 9$ | $\begin{aligned} & 37 \\ & 30 \% \\ & \text { EF } \end{aligned}$ | 13 $12 \%$ | 11 $10 \%$ | ${ }^{1} \%$ | $\stackrel{23}{15 \%}$ | ${ }^{25} 14 \%$ | 14\% | 20 | $\stackrel{8}{11 \%}$ | 29 | 27 $18 \%$ | 14 $13 \%$ | 20 $13 \%$ | 37 $15 \%$ | 21 $14 \%$ | 14 $23 \%$ | 47 $19 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G- H/IJJ-K/L/M-N/O
Overlap formulae used. ${ }^{*}$ small base;** very small base (under 30) ineligible for sig testing

Base: All Respondents (Variable Bases)

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 220- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOndent | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| McKesson | $\begin{aligned} & 55 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | 24 $13 \%$ | $\begin{aligned} & 41 \\ & 28 \% \\ & E F \end{aligned}$ | ${ }_{7 \%}^{6}$ | ${ }_{8 \%}^{6}$ | 3\% | 19 15 | 28\% | $\stackrel{8}{8} \mathrm{O}$ | ${ }_{11}^{14}$ | $\stackrel{9}{18 \%}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $9{ }_{9}{ }^{\text {\% }}$ | $\begin{gathered} 25 \\ 20 \% \\ n \end{gathered}$ | 21 $14 \%$ | 30 $15 \%$ | ${ }^{22} 13 \%$ | ${ }_{23}^{8} \%$ | $\stackrel{44}{19 \%}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 3M | ${ }^{65}$ | 148\% | 22 $11 \%$ | $\begin{aligned} & 30 \\ & 20 \% \\ & \text { EG } \end{aligned}$ | $9{ }_{8}^{9}$ | 16\% | 10\% | ${ }^{25}$ 16\% | 30\% | 11\% | 19\% | 10\% | - $17 \%$ | 22 $13 \%$ | ${ }^{25}$ | ${ }^{18}{ }^{15}$ | 40\% | 21 $12 \%$ | 17\% | 47\% |
| DoorDash | 57 $15 \%$ | 28\% | ${ }_{14 \%}$ | $\begin{aligned} & 29 \\ & 26 \% \\ & \hline{ }^{2} G \% \end{aligned}$ | $\begin{gathered} 16 \\ \stackrel{16}{16 \%} \\ \mathrm{~g} \end{gathered}$ | 10 $11 \%$ | 3\% | $\begin{gathered} 29 \\ 23 . \\ i j \end{gathered}$ | ${ }_{11 \%}$ | ${ }_{9}^{7}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $4{ }_{6}$ | 24\% | $\begin{gathered} 21 \\ 18 \% \\ 0 \end{gathered}$ | ${ }_{10}^{10}$ | $\begin{gathered} 26 \\ 19 \% \\ 0 \end{gathered}$ | 29 $12 \%$ | 25 $17 \%$ | 23\% | 43 $18 \%$ |
| Walgreens | $\begin{aligned} & 59 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 39 \\ \text { EFG } \end{gathered}$ | 88 | 5\% | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 35 \\ & 24 \% \\ & 1 \mathrm{l} \end{aligned}$ | ${ }_{9}^{17}$ | ${ }_{6}^{6}$ | 23 $17 \%$ | ${ }_{6}^{6}$ | $\stackrel{28}{17 \%}$ | 13 $11 \%$ | 29 $18 \%$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | 22 $13 \%$ | 11\% | 40 16 |
| CVS | 60 $14 \%$ | ${ }^{28} 14 \%$ | 32\% | $\begin{aligned} & 32 \\ & 25 \% \\ & \mathrm{EFF}^{2} \end{aligned}$ | 12\% | 6\% | ${ }_{12}^{12}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | ${ }^{26} 14 \%$ | $\stackrel{4}{5 \%}$ | ${ }_{14}^{18}$ | $\stackrel{9}{13} \%$ | 30 $15 \%$ | $\stackrel{16}{13 \%}$ | 21 ${ }_{12 \%}$ | 23 $18 \%$ | ${ }^{35} 14 \%$ | 21 $13 \%$ | 117\% | ${ }_{18}^{48}$ |
| Cardinal Health | 56 $14 \%$ | 29\% | 27\% | 25\% | 14 $14 \%$ | 11 $13 \%$ | ${ }_{6}^{6}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 22\% | 10\% | 17 $14 \%$ | 15 $21 \%$ | 212\% | 20\% | 19\% | ${ }_{12}^{18}$ | 30 ${ }^{3} \mathbf{1 3}$ | 21 15 | ${ }^{7} 7$ | 42\% |
| Instacart | 59 $14 \%$ | 31 $15 \%$ | ${ }^{28} 13 \%$ | $\begin{gathered} 33 \\ \text { 330 } \\ \text { EFG } \end{gathered}$ | ${ }^{10} 9$ | ${ }_{9}^{7} \%$ | ${ }_{7}^{8} \%$ | $\stackrel{19}{15 \%}$ | ${ }_{14 \%}$ | 13 $13 \%$ | 14\% | ${ }_{13}{ }^{9}$ | 29 | ${ }_{19}^{19}$ | 20\% | ${ }^{13} 9$ | 37 $15 \%$ | 20\% | ${ }_{10}^{19 \%}$ | 40 $18 \%$ |
| Wegmans | 59 $14 \%$ | 36 16 | 23 $11 \%$ | $\begin{gathered} 28 \\ \text { e55\% } \\ \text { efg } \end{gathered}$ | $\begin{gathered} 16 \\ 14 \% \\ f \end{gathered}$ | $\stackrel{4}{4 \%}$ | 11 $10 \%$ | 23 | ${ }_{14 \%}$ | 10 $11 \%$ | $\stackrel{18}{14 \%}$ | ${ }_{9}^{7} \%$ | 33 $16 \%$ | $\stackrel{19}{12 \%}$ | 24 16 | 16 $14 \%$ | 31 $13 \%$ | $\stackrel{26}{15 \%}$ | $\stackrel{7}{7} \%$ | 42 $16 \%$ |
| Ace Hardware | 57 ${ }_{14}$ | 28\% | ${ }_{13}^{29}$ | 21 $16 \%$ | 11 $12 \%$ | ${ }_{9}^{7} \%$ | ${ }_{18}^{18}$ | $\begin{gathered} 28 \\ 20 \% \\ i \end{gathered}$ | 20\% | ${ }_{12 \%}$ | 21 16 | $\stackrel{8}{14 \%}$ | ${ }^{25} 13 \%$ | ${ }^{10} 8$ | $\begin{gathered} \text { 28\% } \\ { }_{n}^{28} \end{gathered}$ | ${ }_{13}^{18}$ | ${ }^{36} 15$ | 18\% | ${ }_{17}^{6} \%$ | ${ }^{39} 16$ |
| Hewlett-Packard Enterprise | 59 $14 \%$ | $\begin{aligned} & 41 \\ & { }_{\mathrm{C}}^{\mathrm{C}} \% \end{aligned}$ | ${ }^{18} 8$ | 27 22 | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | ${ }_{14}^{14}$ | ${ }^{1} \%$ | 21 $15 \%$ | 30 | $8{ }_{8}^{8 \%}$ | 11 $10 \%$ | 11 $13 \%$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | 21 $15 \%$ | 19 $12 \%$ | 19 $14 \%$ | ${ }^{36}$ 15\% | 20 $11 \%$ | $\stackrel{7}{7}$ | 51 $19 \%$ |
| Google | ${ }_{13}^{48}$ | 22 $13 \%$ | ${ }_{12}^{26}$ | 20\% | 11\% | ${ }_{11 \%}^{8}$ | 11 $13 \%$ | 14 $10 \%$ | 25 $14 \%$ | $10 \%$ $16 \%$ | 100 | 12\% | ${ }^{28} 16 \%$ | 16 13 | 14 $10 \%$ | 19 $15 \%$ | 34\% | 139 | 3\% | 37 ${ }^{37}$ |
| Netflix | 50 $13 \%$ | ${ }^{26} 13 \%$ | ${ }^{25} 12 \%$ | $\begin{aligned} & 27 \\ & 21 \% \\ & \underset{F}{27} \end{aligned}$ | 14\% | $5{ }_{5}$ | $\stackrel{4}{8 \%}$ | 20 | 20 $11 \%$ | 10 $12 \%$ | ${ }_{12}^{14}$ | ${ }_{11 \%}$ | ${ }^{26} 13 \%$ | $\stackrel{8}{8 \%}$ | 24\% | 18 $14 \%$ | 31 $13 \%$ | 17 $12 \%$ | ${ }^{8} \%$ | ${ }^{35} 15$ |
| Costco | ${ }_{11}{ }^{1} \%$ | $\begin{gathered} 30 \\ 16 \% \\ c \end{gathered}$ | 17\% | $\begin{gathered} 26 \\ { }_{20}^{20} \% \end{gathered}$ | $\begin{gathered} 15 \\ \stackrel{16}{16 \%} \\ \hline \end{gathered}$ | $1 \%$ | $5{ }_{5}$ | $\begin{gathered} 23 \\ 17 \% \\ i \end{gathered}$ | ${ }^{15} 8$ | $9 \%$ | 11 $10 \%$ | ${ }_{6}^{6}$ | 27 $13 \%$ | 13 $10 \%$ | ${ }^{15} 9$ | $\xrightarrow{19} 15$ | 29 $14 \%$ | ${ }^{15} 8$ | 130\% | ${ }^{38} 15$ |

[^30]Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 396 | 148 | 248 | 177 | 105 | 54 | 60 | 140 | 169 | 87 | 215 | 52 | 107 | 120 | 131 | 145 | 205 | 180 | 35 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 384 | 173* | 211 | 131* | $92^{*}$ | $77^{*}$ | $84^{*}$ | 142* | 179* | 63* | 120 | $63^{*}$ | 180* | 118* | 142* | 125* | 219 | 152* | $37^{* *}$ | 238 |
| Somewhat/Very Good Response (Net) | 311 $81 \%$ | 146\% | ${ }^{165} 78$ | ${ }^{103} 78$ | 796\% | 878\% | ${ }^{62} 44$ | ${ }^{119} 84$ | 143\% | 49\% | $\begin{aligned} & 97 \\ & 81 \% \end{aligned}$ | 55\% | 142\% | ${ }^{96}$ | ${ }^{116} 8{ }_{8}$ | 79\% | 169\% | 131 $86 \%$ | 32\% | ${ }^{187} 78$ |
| Very good response | $\begin{aligned} & 133 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 73 \\ 42 \% \\ 43 \end{gathered}$ | $\begin{aligned} & 60 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 48 \% \\ & F G \end{aligned}$ | $\begin{aligned} & 39 \\ & 39 \\ & f \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 182 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 49 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 43 \% \\ & 24 \% \end{aligned}$ | 21 31 | ${ }_{37}^{47 \%}$ | $\text { 20 } 32 \%$ | ${ }_{33}^{60}$ | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | ${ }_{36}$ | $\begin{aligned} & 79 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 33 \% \end{aligned}$ | 18 48 | 89\% |
| Somewhat good response | $\begin{gathered} 178 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 50 \% \end{aligned}$ | $39 \%$ | $\begin{gathered} 43 \\ 47 \% \\ 47 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 67 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 44 \\ & 52 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 56 \% \\ & H \end{aligned}$ | $\begin{aligned} & 29 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 48 \% \end{aligned}$ | $55$ | $\begin{aligned} & 91 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | 14 $38 \%$ | ${ }^{98}{ }^{1} \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{48}$ \% | 22 $13 \%$ | ${ }_{12 \%}$ | 20\% | 10\% | ${ }_{11 \%}^{8}$ | 11 $13 \%$ | 14\% | 25 $14 \%$ | 10\% | 10\% | ${ }_{12}^{8} \%$ | ${ }^{28} 16$ | ${ }_{16}^{16}$ | 14\% | 19 $15 \%$ | 34\% | ${ }^{13} 9$ | 3\% | 37 $16 \%$ |
| Somewhat bad response | ${ }^{26} \%$ | 7 | 19\% | $9 \%$ | $7{ }_{7}$ | ${ }_{6}{ }^{\text {\% }}$ | ${ }_{7}^{6}$ | 12\% | 74 | 12\% ${ }_{\text {i }}$ | ${ }_{5}^{6}$ | ${ }_{9}^{6} \%$ | 12\% | 8\% | ${ }_{5}^{7}$ | $\stackrel{10}{8 \%}$ | ${ }^{17} 8$ | $\stackrel{8}{5}^{\text {\% }}$ | ${ }^{1}$ | 24\% |
| Very bad response | 22 6 | ${ }^{15} 9$ | ${ }_{3}^{7}$ | 11 $8 \%$ | $3{ }_{3}$ | $\stackrel{3}{5 \%}$ | ${ }_{6}^{5}$ | ${ }_{1}^{2}$ | $\begin{aligned} & 18 \\ & 10 \% \\ & { }^{1} \% \end{aligned}$ | 3\% | ${ }_{3}^{4}$ | 3\% | ${ }^{16} 9$ | $7{ }_{6} \mathbf{6}$ | ${ }_{5}^{7}$ | ${ }_{7 \%}$ | ${ }^{17} 8$ | ${ }_{3 \%}$ | ${ }_{6}{ }^{2}$ | ${ }^{13} 6$ |
| I am not familiar with this company | ${ }^{25} 6$ | ${ }_{3}^{4} \%$ | $\begin{aligned} & 20 \\ & 10 \% \\ & \text { b } \end{aligned}$ | $\stackrel{9}{7 \%}$ | 3 | ${ }_{2 \%}^{1}$ | $\begin{aligned} & 11 \\ & 13 \% \\ & f \end{aligned}$ | $9 \%$ | 11 6 | $4{ }_{6}$ | $\begin{aligned} & 13 \\ & { }^{11 \%} \mathrm{~L} \end{aligned}$ | - | ${ }^{10} 5$ | ${ }_{5}^{6}$ | 118\% | $7{ }_{6}$ | ${ }^{16} 7$ | $\stackrel{8}{5 \%}$ | 2\% | ${ }^{14} 6$ |
| Sigma | $\begin{aligned} & 384 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 404 | 154 | 250 | 174 | 109 | 54 | 67 | 145 | 157 | 102 | 229 | 48 | 101 | 127 | 145 | 132 | 202 | 193 | 34 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 405 | 186* | 219 | $130^{*}$ | 98* | 81* | $96 *$ | $143^{*}$ | 180* | $83^{*}$ | 135 | $56^{* *}$ | 186* | 125* | 159* | 122* | 232 | 166* | $46^{* *}$ | 231 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 271 \\ 67 \% \end{gathered}$ | $\begin{gathered} 121 \\ 65 \% \end{gathered}$ | $\begin{gathered} 150 \\ 68 \% \end{gathered}$ | ${ }_{63 \%}$ | $\begin{gathered} 66 \\ 67 \% \end{gathered}$ | $57$ | $\begin{aligned} & 66 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 68 \% \end{aligned}$ | 48 | $\begin{aligned} & 91 \% \\ & 67 \% \end{aligned}$ | $40 \%$ | ${ }_{67 \%}^{125}$ | ${ }_{70 \%}$ | $\begin{gathered} 108 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 158 \\ 68 \% \end{gathered}$ | $\begin{gathered} 112 \\ 67 \% \end{gathered}$ | 29\% | $\begin{aligned} & 167 \\ & 72 \% \end{aligned}$ |
| Very good response | ${ }^{85}{ }^{1} \%$ | $\begin{aligned} & 52 \\ & 28 \% \\ & \hline \end{aligned}$ | 33 $15 \%$ | 29\% | 27\% | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 31 \% \\ & \text { ij } \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 19 \% \end{aligned}$ | ${ }_{22}^{42}$ | ${ }_{28}^{28}$ | $\begin{aligned} & 42 \\ & 26 \% \\ & 26 \% \end{aligned}$ | 15 ${ }^{12}$ | ${ }^{43} 18$ | $\begin{aligned} & 41 \\ & 25 \% \end{aligned}$ | 16 $35 \%$ | 58\% |
| Somewhat good response | 187 $46 \%$ | ${ }_{39}^{69}$ | $\begin{gathered} 117 \\ 53 \% \\ B \end{gathered}$ | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | 39 $40 \%$ | 46\% | 480\% | 56\% | $\begin{aligned} & 96 \\ & 53 \% \\ & h \end{aligned}$ | 35 43 | 63\% | 29 $51 \%$ | 83 | 59\% | ${ }^{65}$ 41\% | ${ }_{51}^{62}$ | 115 50 | 71 | 12 27 | 109 $47 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 71 \% \\ & 17 \% \end{aligned}$ | $\begin{gathered} 43 \\ { }_{23}^{4} \% \end{gathered}$ | ${ }^{28} 13$ | $\begin{aligned} & 35 \\ & 27 \% \\ & \text { eff } \end{aligned}$ | 15\% | ${ }_{11}{ }^{9}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 322 \% \\ & 22 \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\stackrel{9}{11 \%}$ | 22 $17 \%$ | ${ }_{21}^{12} \%$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | ${ }_{14 \%}^{18}$ | $\begin{aligned} & \text { 336 } \end{aligned}$ | 17 $14 \%$ | 18\% | 25 15 | 16 $34 \%$ | ${ }_{21}^{49}$ |
| Somewhat bad response | ${ }_{11}{ }^{1} \%$ | 25 ${ }^{13}$ | 19\% | $\begin{gathered} 28 \\ \text { EFG } \\ \hline 1 \% \end{gathered}$ | $7 \%$ | 3 | ${ }_{6}^{6}$ | 20\% | 19\% | 6\% | ${ }^{12} 9$ | 5\% | 27 $14 \%$ | ${ }_{7}^{8}$ | 26 $16 \%$ $n$ | ${ }^{10} 8$ | 25 $11 \%$ | 17\% | $\stackrel{7}{7}$ | 33 ${ }^{3} 4$ |
| Very bad response | ${ }^{27} \%$ | ${ }^{18}$ | $9{ }_{4}^{9}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | ${ }_{8}^{8} \%$ | 6\% | $7 \%$ | 12\% | 11 $6 \%$ | ${ }_{5 \%}^{4}$ | 118\% | ${ }^{7} 7$ \% | ${ }_{4 \%}^{8}$ | $\stackrel{10}{8 \%}$ | 10\% | ${ }_{6 \%}$ | ${ }^{18} 8$ | ${ }_{5}^{8} \%$ | 19\% | 15\% |
| I am not familiar with this company | ${ }^{63} 16$ | ${ }_{12}^{22}$ | 19\% | 13 $10 \%$ | 17 18 | 159\% | 17 $18 \%$ | 10\% | 27 $15 \%$ | $\begin{aligned} & 25 \\ & 31 \% \\ & \mathrm{HI} \end{aligned}$ | 22 16 | ${ }_{5}^{5}$ | 27 $14 \%$ | 20 $16 \%$ | 16 | $\begin{aligned} & 28 \\ & 23 \% \\ & \hline \end{aligned}$ | 32 $14 \%$ | 30\% | $\stackrel{2}{4 \%}$ | 15\% |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G-H/IJ-K/LIM - N/O/P - Q/R-S/T


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 403 | 146 | 257 | 163 | 111 | 75 | 54 | 148 | 165 | 90 | 219 | 54 | 104 | 112 | 150 | 141 | 215 | 179 | 42 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 415 | 201* | 214 | 121* | 106* | 114* | 74** | $143^{*}$ | $188{ }^{*}$ | $83^{*}$ | 123 | $63^{*}$ | 204* | 115* | 157* | 142* | 248 | 159* | 59** | 259 |
| Somewhat/Very Good Response (Net) | 246 $59 \%$ | 100 $50 \%$ | $\begin{gathered} 146 \\ 68 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 58 \% \end{aligned}$ | 82\% | 32 44 | 90\% | ${ }^{112} 60$ | 44\% | 73 $60 \%$ | 427\% | 114 56 | 57 49 | $\begin{gathered} 107 \\ 68 \% \\ N \end{gathered}$ | 82\% | 149 $60 \%$ | 93\% | 36\% | 159 $61 \%$ |
| Very good response | $\begin{aligned} & 88 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 19 \end{aligned}$ | 43\% | $24$ | 32\% | 26\% | $\frac{5}{7 \%}$ | ${ }^{49}{ }^{49} \%$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | 32\% | $\begin{aligned} & 12 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | 28\% | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{gathered} \text { }{ }^{265 \%} \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | 21 36 | 717\% |
| Somewhat good response | $\begin{gathered} 159 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 97 \\ 45 \% \\ 45 \end{gathered}$ | $\begin{aligned} & 46 \\ & 38 \% \end{aligned}$ | 280 | $\begin{aligned} & 56 \\ & { }^{599 \%} \\ & \hline \end{aligned}$ | 27\% | ${ }_{34}{ }^{48}$ | $77 \%$ | $34 \%$ | ${ }_{34}^{42}$ | 30\% | 73 36 | 39 $34 \%$ | 63 $40 \%$ | 57 | 84\% | $\begin{gathered} 73 \\ 46 \% \\ 9 \end{gathered}$ | 15 $24 \%$ | 899\% |
| Somewhat/Very Bad Response (Net) | 124 $30 \%$ | $\begin{aligned} & 80 \\ & 40 \% \\ & C \end{aligned}$ | 44 20 | 39\% | 28\% | 25\% | 27 37 | 39\% | ${ }_{34}^{64}$ | 21\% | 37 | 154\% | 66\% | $\begin{aligned} & 46 \\ & 40 \% \\ & 0 \end{aligned}$ | 38\% | 40\% | 69\% | 52\% | 15 | 74 |
| Somewhat bad response | 75\% | $\begin{aligned} & 49 \\ & 25 \% \\ & C \end{aligned}$ | 26\% | 23 $19 \%$ | 15 $14 \%$ | $18 \%$ | 18\% | 17\% | $\begin{aligned} & 47 \\ & 25 \% \\ & H \end{aligned}$ | 114\% | 19\% | 14\% | ${ }^{45}{ }^{2} \%$ | 26\% | 26\% | 22 $16 \%$ | ${ }^{35} 4$ | $\begin{gathered} 38 \\ 24 \% \\ \mathrm{q} \end{gathered}$ | 5\% | 49\% |
| Very bad response | ${ }_{12}{ }^{2}$ | 31 $15 \%$ | ${ }^{18} 8$ | 16\% | 13 $12 \%$ | ${ }^{11} 9$ | ${ }_{13}{ }^{\text {\% }}$ | 23 $16 \%$ | ${ }^{17} 9$ | $\stackrel{9}{11 \%}$ | ${ }^{18}{ }^{15}$ | ${ }_{11}{ }^{7} \%$ | 22 $11 \%$ | $\begin{aligned} & 20 \\ & \text { 18\% } \\ & \text { O } \end{aligned}$ | 11\% | 17 $12 \%$ | 34\% | 14\% | ${ }_{16}{ }^{9}$ | ${ }^{25} 9$ |
| I am not familiar with this company | ${ }^{45}$ 1\% | 20 $10 \%$ | 25 $11 \%$ | 12\% | $\begin{aligned} & 16 \\ & 15 \% \\ & { }^{2} \% \end{aligned}$ | $3{ }_{3}$ | 149\% | 15 | 12\% | $\begin{aligned} & 18 \\ & 22 \% \\ & { }^{2} \% \end{aligned}$ | 13 $10 \%$ | 8\% | 24\% | ${ }_{12}^{10}$ | 12\% | 214\% | 30 $12 \%$ | 1380 | $\stackrel{9}{15 \%}$ | 27 $10 \%$ |
| Sigma | $\begin{aligned} & 415 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk Ievel) - B/C-D/E/F/G- H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 417 | 158 | 259 | 186 | 118 | 68 | 45 | 147 | 176 | 94 | 223 | 64 | 102 | 111 | 144 | 162 | 215 | 191 | 35 | 221 |
| Weighted Base | 401 | 199* | 203 | 128 | 110* | $108 *$ | $54^{* *}$ | 134* | 190* | 78* | 113 | $70^{*}$ | 198* | $107 *$ | $164 *$ | $130^{*}$ | 243 | 151* | $38 * *$ | 235 |
| Somewhat/Very Good Response (Net) | 310 $77 \%$ | $153$ | ${ }^{158} 78 \%$ | $\frac{93}{72 \%}$ | ${ }_{76 \%}$ | $\begin{aligned} & 93 \\ & 86 \% \\ & d \end{aligned}$ | $41 \%$ | $\begin{aligned} & 105 \\ & 79 \% \end{aligned}$ | ${ }^{142}$ | $\begin{aligned} & 63 \\ & 81 \% \end{aligned}$ | $75 \%$ | ${ }_{83}^{59}$ | $\begin{aligned} & 153 \\ & 77 \% \end{aligned}$ | $\begin{gathered} 92 \\ 86 \% \\ p \end{gathered}$ | $\begin{gathered} 125 \\ 76 \% \end{gathered}$ | 93\% | ${ }^{185}$ | $\begin{gathered} 121 \\ 81 \% \end{gathered}$ | 29\% | 185 78 |
| Very good response | 90\% | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | 51 25 | 38\% | 30\% | 16\% | ${ }_{10}^{6}$ | 31 $23 \%$ | 22\% | 17\% | 32\% | ${ }^{15} 2{ }^{2}$ | 38 $19 \%$ | 29\% | 38\% | 22 $17 \%$ | 59\% | ${ }^{29} 9$ | 12 $31 \%$ | 60\% |
| Somewhat good response | $\begin{gathered} 221 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 107 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 72 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 35 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 60 \% \end{aligned}$ | ${ }_{4}^{53}$ | $\begin{aligned} & 43 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 59 \% \end{aligned}$ | ${ }_{57}^{87}$ | $\begin{aligned} & 71 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 61 \% \end{aligned}$ | 17 $46 \%$ | $\begin{gathered} 125 \\ 53 \% \end{gathered}$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 50 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \\ & \end{aligned}$ | $\underset{\mathrm{F}}{21} \mathrm{~L}$ | $\begin{aligned} & 144 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\stackrel{4}{8 \%}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 12 \% \end{aligned}$ | 11\% | ${ }^{26} 13 \%$ | 88 | 24\% | 18 $14 \%$ | $\begin{aligned} & 31 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | 21\% | 35 ${ }^{15}$ |
| Somewhat bad response | 32\% | 16\% | 15\% | 15\% | ${ }^{10} 9$ | $3{ }_{3}^{3}$ | $4 \%$ | $14 \%$ | 12\% | $5{ }_{6}$ | 7\% | ${ }_{9}^{6} \%$ | ${ }^{18} 9$ | 5 | ${ }_{12}^{12}$ | $8{ }_{6}$ | 19\% | 11\% | ${ }_{11}^{4} \%$ | 24\% |
| Very bad response | 19 5 \% | ${ }_{5}^{9} \%$ | ${ }_{5}^{9}$ | ${ }^{12} 9$ | ${ }_{3}^{4}$ | ${ }_{2 \%}^{2}$ | ${ }_{1 \%}$ | ${ }_{5}^{6} \%$ | $8{ }_{4 \%}$ | $5{ }_{6}$ | 7\% | $\stackrel{2}{2 \%}$ | 8 | $\stackrel{4}{3 \%}$ | ${ }_{3}^{5}$ | ${ }^{10} 8$ | 11 5 | ${ }_{5 \%}^{7}$ | $\stackrel{4}{10 \%}$ | 12 ${ }^{1}$ \% |
| I am not familiar with this company | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | 20\% | 20\% | 9\% | 13 $12 \%$ | $\stackrel{10}{9 \%}$ | 17\% | $8 \%$ | $\begin{aligned} & 28 \\ & 15 \% \\ & \text { h } \end{aligned}$ | 5\% | 15 $13 \%$ | 5\% | ${ }^{19} 9$ | 7\% | ${ }^{15} 9$ | 15 | 27 $11 \%$ | 12\% | ${ }_{2}^{1}$ | ${ }^{16} 7$ |
| Sigma | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 788 | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | 164 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 100\% | 235 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 392 | 159 | 233 | 164 | 113 | 59 | 56 | 144 | 156 | 92 | 211 | 56 | 98 | 124 | 130 | 138 | 210 | 174 | 36 | 206 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 373 | 182* | 191 | 111 | $10{ }^{*}$ | 92* | 69** | 125* | 158* | 90* | 108 | $68 *$ | 171* | 117* | 123* | 132* | 229 | 137* | 45** | 214 |
| Somewhat/Very Good Response (Net) | ${ }_{69 \%}^{256}$ | 130 $72 \%$ | 126 $66 \%$ | 74\% | ${ }^{68} 8$ | ${ }^{66}$ 72\% | 48\% | 913\% | ${ }^{105} 66$ | $61 \%$ | 74 $69 \%$ | 45 66 | ${ }^{121} 71 \%$ | 80\% | $\begin{aligned} & 96 \\ & 78 \% \\ & \hline 1 \end{aligned}$ | $81 \%$ | ${ }^{159} 9$ | 96\% | 31 $69 \%$ | 150\% |
| Very good response | $\begin{aligned} & 115 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 67 \\ 37 \% \\ c \end{gathered}$ | ${ }^{45} 2$ | $\begin{aligned} & 344 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \\ & \hline \end{aligned}$ | 180\% | $\begin{aligned} & 23 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 39 \% \end{aligned}$ | 32\% | $\begin{aligned} & 34 \\ & 37 \% \\ & i \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 44 \\ 36 \% \\ \mathrm{p} \end{gathered}$ | 29\% | $\begin{aligned} & 72 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | 23 $51 \%$ | ${ }_{31 \%}^{66}$ |
| Somewhat good response | $\begin{gathered} 142 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 41 \% \end{aligned}$ | ${ }_{36}^{46}$ | 28\% | $\begin{aligned} & 48 \\ & 52 \% \\ & E \end{aligned}$ | $\begin{aligned} & 26 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 46 \% \\ & j \end{aligned}$ | 27 $30 \%$ | $\begin{aligned} & 366 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 44 \% \end{aligned}$ | 39 33 | 52\% | 51 39 | 878\% | $\begin{aligned} & 55 \\ & 40 \% \end{aligned}$ | 18\% | 849\% |
| Somewhat/Very Bad Response (Net) | ${ }^{68} 8$ | 31\% | 37 $19 \%$ | ${ }_{24}^{27}$ | 17\% | 21\% | 6\% | 24\% | ${ }_{18}^{28}$ | ${ }_{16}^{16}$ | 18\% | $\begin{gathered} 20 \\ 30 \% \\ \mathrm{~m} \end{gathered}$ | 27 16 | 26\% | 21\% | 21 $16 \%$ | 36\% | 31 22 | 127\% | ${ }^{45}$ 21\% |
| Somewhat bad response | ${ }^{47}$ 13\% | 18 | 29\% | 220\% | $12 \%$ | 112\% | ${ }_{3}^{2} \%$ | 17\% | 17\% | 13 $15 \%$ | 13 $12 \%$ | 14\% | 18\% | 19\% | ${ }^{11} 9$ | 17\% | 24\% | 21 15 | 10 $21 \%$ | 33\% |
| Very bad response | 21 6 \% | 13\% | $8{ }^{8}$ | ${ }_{5}^{6}$ | $5{ }_{5}$ | 10\% | ${ }_{3}^{2}$ | $7{ }_{6}$ | ${ }^{11} \%$ | $\stackrel{3}{3 \%}$ | 5 | ${ }_{9}^{6}$ | ${ }_{5 \%}$ | $7{ }_{6}$ | 10 $8 \%$ | $\stackrel{4}{3 \%}$ | 11 5 | 10\% | ${ }_{6}^{3}$ | 12\% |
| I am not familiar with this company | ${ }_{13}^{48}$ | 20 $11 \%$ | 28\% | ${ }^{10} 9$ | 15 $15 \%$ | ${ }_{7}^{6} \%$ | 16 $24 \%$ | 10 ${ }_{8}$ | 25 ${ }^{16 \%}$ | 13 $15 \%$ | $\begin{gathered} 15 \\ 14 \% \\ 1 \end{gathered}$ | 3\% | 24\% | 12\% | ${ }_{5}^{6}$ | $\begin{aligned} & 30 \\ & 23 \% \\ & \text { nO } \end{aligned}$ | 35 $15 \%$ | 118\% | ${ }_{4}^{2}$ | ${ }^{20} 9$ |
| Sigma | $\begin{aligned} & 373 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 45 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 400 | 134 | 266 | 165 | 112 | 63 | 60 | 125 | 179 | 96 | 225 | 59 | 95 | 121 | 139 | 140 | 209 | 170 | 31 | 212 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 401 | 177* | 225 | $113^{*}$ | 105* | 94* | 90* | 123* | 201* | 77* | 129 | $63^{*}$ | 189* | 134* | 152* | 116* | 227 | 160* | $42^{* *}$ | 244 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 223 \\ 56 \% \end{gathered}$ | $\begin{gathered} 99 \\ 56 \% \end{gathered}$ | $\begin{gathered} 125 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 62 \% \\ & 62 \end{aligned}$ | ${ }_{69}^{59 \%}$ | $\begin{aligned} & 40 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 102 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 58 \% \end{aligned}$ | ${ }_{49}^{64}$ | $\begin{aligned} & 38 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 61 \% \end{aligned}$ | 65\% | 95\% | 64\% | 127 $56 \%$ | 89 | 25 6 | 145 $60 \%$ |
| Very good response | ${ }_{21}^{81 \%}$ | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | $\text { 22 } 20$ | $\begin{aligned} & 21 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 24 \% \end{aligned}$ | ${ }^{15}$ | 32\% | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | ${ }^{13} 20$ | ${ }^{45} 4$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | 36\% | 26\% | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | ${ }^{40}$ | 32\% | 54\% |
| Somewhat good response | ${ }_{35 \%}^{142}$ | 57\% | 858\% | 37 | $44 \%$ | $\begin{aligned} & 36 \\ & 38 \% \end{aligned}$ | ${ }_{28}^{25}$ | ${ }_{36 \%}^{44}$ | $\begin{aligned} & 71 \\ & 35 \% \end{aligned}$ | ${ }_{34}^{26}$ | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | 25 | ${ }_{37}^{69}$ | ${ }_{34}^{45}$ | ${ }_{39}^{59 \%}$ | 38\% | 89\% | 49 $31 \%$ | 128\% | 91\% |
| Somewhat/Very Bad Response (Net) | 103 $26 \%$ | 529\% | 51 $23 \%$ | $\begin{gathered} 36 \\ 32 \% \\ \mathrm{e} \end{gathered}$ | $19 \%$ | 25 ${ }^{27}$ | 22 24 | ${ }^{33}$ 27\% | $\begin{aligned} & 59 \\ & 30 \% \\ & j \end{aligned}$ | 10\% | 36\% | $\stackrel{13}{21 \%}$ | ${ }^{48}{ }^{26}$ | 40\% | 38\% | 24\% | 63\% | 38\% | 129\% | 62\% |
| Somewhat bad response | 55\% | $\begin{aligned} & 33 \\ & 19 \% \\ & c \end{aligned}$ | 22\% | 20\% | 10\% | 15\% | 11\% | $14 \%$ | 37 18 j | $\stackrel{4}{6 \%}$ | 20\% | $\stackrel{4}{7 \%}$ | 27 $14 \%$ | $\begin{gathered} 27 \\ \text { 20\% } \\ \hline \end{gathered}$ | ${ }_{12 \%}^{18}$ | ${ }^{10} 9$ | 33 $15 \%$ | 21 $13 \%$ | ${ }^{5} 1{ }^{\text {\% }}$ | 30 $12 \%$ |
| Very bad response | ${ }_{12} 12$ | 19 | 29 $13 \%$ | 16 $14 \%$ | 98 | 11\% | 12 $14 \%$ | 19\% | 23 $11 \%$ | ${ }_{8 \%}^{6}$ | ${ }_{16}^{16}$ | 14\% | 21\% | 13 $10 \%$ | 20 $13 \%$ | 14 | 30 $13 \%$ | 17\% | ${ }^{8} 8 \%$ | 32\% |
| I am not familiar with this company | ${ }^{75}{ }^{19}$ | ${ }^{26}{ }^{15}$ | 429\% | 17 $15 \%$ | 20\% | 10 $10 \%$ | $\begin{aligned} & 28 \\ & \begin{array}{l} 21 \% \\ \mathrm{dF} \end{array} \end{aligned}$ | 14 | 39\% | $\underset{\text { 29 }}{\substack{29 \\ 7}}$ | 30 ${ }^{3} \mathrm{~F}$ | 12\% | ${ }_{14 \%}^{26}$ | 29\% | ${ }_{12 \%}^{18}$ | $\underset{\substack{24 \% \\ 0}}{28}$ | 36\% | 33 ${ }^{31 \%}$ | $\stackrel{5}{11 \%}$ | 36\% |
| Sigma | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 42 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\% 10\% risk


Fielding Period: May 20-22, 2020
COVID

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-\mathbf{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 420 | 154 | 266 | 176 | 115 | 71 | 58 | 141 | 191 | 88 | 222 | 59 | 109 | 118 | 155 | 147 | 217 | 190 | 30 | 236 |
| Weighted Base | 437 | $210 *$ | 226 | 128* | $107 *$ | $117^{*}$ | $84^{*}$ | $147^{*}$ | 203* | 87* | 123 | 75* | $211^{*}$ | $137^{*}$ | 169* | $131 *$ | 265 | $158{ }^{*}$ | $43^{* *}$ | 275 |
| Somewhat/Very Good Response (Net) | 277 ${ }_{63}$ | $\begin{gathered} 128 \\ 61 \% \end{gathered}$ | $\stackrel{149}{66 \%}$ | $\begin{aligned} & 66 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 72 \% \\ & { }^{8} \% \end{aligned}$ | $\begin{gathered} 59 \\ 70 \% \\ d \end{gathered}$ | $\begin{aligned} & 94 \\ & 64 \% \end{aligned}$ | ${ }_{63 \%}^{128}$ | $\begin{aligned} & 54 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 59 \% \end{aligned}$ | $54 \%$ | $\begin{aligned} & 139 \\ & 66 \% \end{aligned}$ | 80\% | $\begin{gathered} 115 \\ 68 \% \end{gathered}$ | 82\% | ${ }_{66 \%}^{175}$ | 999 | $\begin{aligned} & 22 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 183 \\ 67 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 74 \% \\ & 17 \% \end{aligned}$ | ${ }^{40} 9$ | 34 $15 \%$ | 17 $14 \%$ | 27 $26 \%$ df | 13 $11 \%$ | 15\% | $\xrightarrow{38} \times$ | $\xrightarrow{27} 14$ | ${ }_{9}^{8}$ | 23 ${ }^{19 \%}$ | $12 \%$ | 32\% | 24 $18 \%$ | 34 20 | ${ }_{16}^{16}$ | 17\% | ${ }^{28} 8$ | 10\% | 518\% |
| Somewhat good response | $\begin{gathered} 203 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 116 \\ 51 \% \end{gathered}$ | 488\% | $39{ }_{3}$ | $\begin{aligned} & 71 \\ & 61 \% \\ & \text { CE } \end{aligned}$ | $\begin{aligned} & 44 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | 101 50 | 46\% | 50\% | 41 51 | 107 $51 \%$ | 55 | 818\% | 57\% | 131 $50 \%$ | 71 45 | 139\% | 132 $48 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 72 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & { }^{433} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 20 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{gathered} 23 \\ 22 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | ${ }_{7}^{6} \%$ | 18\% | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $12 \%$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 10\% | 420\% | $\begin{aligned} & 32 \\ & 23 \% \\ & \hline 1 \end{aligned}$ | ${ }^{15} 9$ | $\begin{aligned} & \text { 25 } \\ & 19 \% \\ & 0 \end{aligned}$ | 51 $19 \%$ r | 16 $10 \%$ | 159\% | 52 $19 \%$ |
| Somewhat bad response | 55\% | 16\% | 209\% | ${ }_{16}^{12 \%}$ | 20\% | $12 \%$ | ${ }^{6} \%$ | ${ }^{12} 8$ | 31 $15 \%$ | 12\% | 17 $14 \%$ | ${ }_{9}^{7} \%$ | ${ }^{28} 13$ | 24\% | ${ }^{13} 8$ | $18 \%$ | 37 $14 \%$ | ${ }^{13} 8$ | 10\% | 37 $14 \%$ |
| Very bad response | ${ }^{18} 4$ | 13 ${ }_{6}$ | 2\% | $\begin{gathered} 10 \\ 8 \% \\ 9 \end{gathered}$ | $3 \%$ | 5 | - | $\begin{aligned} & 14 \\ & { }_{15}^{9} \% \end{aligned}$ | 2\% | - | ${ }_{2}^{2}$ | ${ }_{1}^{1 \%}$ | 14\% | $\begin{aligned} & 9 \\ & 6 \% \\ & 0 \end{aligned}$ | ${ }_{1}^{2}$ | $\begin{aligned} & 8 \\ & { }_{6}^{6} \% \end{aligned}$ | 14 5 | $\stackrel{4}{2 \%}$ | ${ }_{13}^{6}$ | ${ }^{15} 5$ |
| I am not familiar with this company | 88\% | 35 $17 \%$ | 53\% | $\begin{aligned} & 37 \\ & 29 \% \\ & \text { eF } \end{aligned}$ | 17 $16 \%$ | 15 $13 \%$ | 192\% | 26\% | 40\% | 24\% | $\begin{aligned} & 31 \\ & 25 \% \\ & \mathrm{~m} \end{aligned}$ | 149\% | 30 $14 \%$ | 25 | 39\% | 24\% | 39 ${ }^{15}$ | $\begin{aligned} & 43 \\ & { }_{27} \% \end{aligned}$ | ${ }_{13}^{6}$ | 40 |
| Sigma | $\begin{aligned} & 437 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | 870\% | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 100\% | 211 $100 \%$ | 137 $100 \%$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 265 ${ }_{100 \%}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 100\% | 100\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 418 | 155 | 263 | 179 | 123 | 58 | 58 | 147 | 170 | 101 | 227 | 49 | 121 | 128 | 155 | 135 | 205 | 206 | 30 | 216 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | 175* | 233 | 126 | 108* | 86** | 88* | 147* | 184* | $77^{*}$ | 119 | $52^{*}$ | 210* | 139* | 156* | $113^{*}$ | 205 | 192* | $34^{* *}$ | 239 |
| Somewhat/Very Good Response (Net) | 301 $74 \%$ | ${ }^{126}$ | 175\% | 81\% | $\begin{aligned} & 84 \\ & 78 \% \\ & \text { in } \end{aligned}$ | 71 82 | ${ }^{66} 75 \%$ | 112\% | 138 | 51\% | $\text { 80 } 6$ | 43\% | $\begin{gathered} 164 \\ 78 \% \\ \mathrm{k} \end{gathered}$ | ${ }^{102}$ | ${ }^{118} 76$ | 81 72 | 163 $79 \%$ | ${ }^{136}$ | 29\% | 178 $74 \%$ |
| Very good response | $\begin{aligned} & 97 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 32 \% \\ & C \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | 34\% | $32 \%$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \% \\ & 17 \end{aligned}$ | $\begin{aligned} & 50 \\ & 34 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & \text { 169 } \end{aligned}$ | 19 24 | $28 \%$ | $\begin{aligned} & 17 \\ & 32 \% \end{aligned}$ | ${ }_{23}^{48}$ | 38\% | $\begin{aligned} & 337 \\ & 23 \% \end{aligned}$ | 23 | 54\% | 422\% | 15 45 | 56\% |
| Somewhat good response | $\begin{aligned} & 204 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 134 \\ 58 \% \\ B \end{gathered}$ | ${ }_{36 \%}^{46}$ | $\begin{aligned} & 52 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 65 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 50 \\ & 57 \% \\ & { }^{5} \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 59 \% \\ & \mathrm{Hj} \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 55 \% \end{aligned}$ | 64\% | 82\% | $58$ | ${ }_{53 \%}^{108}$ | $\begin{aligned} & 94 \\ & 49 \% \end{aligned}$ | 14 | 122 $51 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{66}$ 16\% | $\begin{aligned} & 41 \\ & { }^{23 \%} \% \end{aligned}$ | 25 $11 \%$ | $\begin{aligned} & 31 \\ & 24 \% \\ & 9 \\ & \hline \end{aligned}$ | 17 $16 \%$ | 11\% | ${ }^{10} \%$ | 21 14 | 31 $17 \%$ | ${ }_{15}^{15}$ | $\begin{aligned} & 23 \\ & 19 \% \\ & 1 \end{aligned}$ | 3\% | 34\% | 25 ${ }^{2}$ | 23 $15 \%$ | ${ }_{18}^{16}$ | 32 $15 \%$ | 30 $15 \%$ | 3 $10 \%$ | 43 $18 \%$ |
| Somewhat bad response | 10\% | 23 $13 \%$ | 17\% | ${ }_{14 \%}$ | 14\% | ${ }_{2 \%}$ | 6\% | 15\% | ${ }^{17} 9$ | 10\% | 15\% | ${ }_{4 \%}$ | 22 $11 \%$ | $\begin{gathered} 21 \\ 15 \% \\ 0 \end{gathered}$ | ${ }^{10} 6$ | 8\% | 19\% | ${ }^{16} 8$ | ${ }^{3} 9$ | 30 $13 \%$ |
| Very bad response | ${ }^{26} 6$ | $\begin{aligned} & 18 \\ & 11 \% \\ & { }_{C} \end{aligned}$ | ${ }_{3 \%}^{8}$ | $\begin{aligned} & \begin{array}{l} 13 \\ 10 \% \\ e \end{array} \end{aligned}$ | ${ }_{3}^{4}$ | ${ }_{10}{ }^{\text {\% }}$ | $2 \%$ | ${ }_{4 \%}^{6}$ | ${ }^{14} 7$ | ${ }^{7} \%$ | ${ }_{7 \%}$ | ${ }_{2}^{1 \%}$ | 12\% | ${ }_{3}^{5}$ | 13 ${ }_{8 \%}$ | $\stackrel{9}{8 \%}$ | 12\% | 14\% | * ${ }^{\text {\% }}$ | 13 5 |
| I am not familiar with this company | 410\% | 8 | $\begin{aligned} & 33 \\ & 14 \% \\ & \text { B } \end{aligned}$ | ${ }_{15}^{15}$ | 7\% | 5\% | 14 | ${ }^{15}$ | ${ }^{15}$ | 11 $14 \%$ | $\begin{aligned} & 16 \\ & 136 \\ & { }^{3} \% \end{aligned}$ | ${ }_{12 \%}^{6}$ | 12\% | ${ }^{12} 9$ | 15\% | 13 $12 \%$ | 11 $5 \%$ | $\begin{aligned} & 27 \\ & 14 \% \\ & Q \end{aligned}$ | 4\% | ${ }^{18} 8$ |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 34 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020
COVID-19

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 408 | 148 | 260 | 164 | 118 | 68 | 58 | 138 | 166 | 104 | 217 | 48 | 111 | 128 | 136 | 144 | 215 | 175 | 39 | 198 |
| Weighted Base | 433 | 179* | 255 | $136 *$ | 113* | $111^{*}$ | $73^{*}$ | 152* | 193* | 88* | 130 | $53^{*}$ | $212^{*}$ | 149* | 159* | 126* | 254 | 159* | $58 * *$ | 235 |
| Somewhat/Very Good Response (Net) | 245 57 | 103 $58 \%$ | 142 56 | 50\% | 70 62 | 53\% | 462\% | $\begin{gathered} 101 \\ 66 \% \\ i j \end{gathered}$ | 101 $52 \%$ | 43 | $\begin{aligned} & 87 \\ & 67 \% \\ & M \end{aligned}$ | ${ }^{28} 5$ | 109 $51 \%$ | 84\% | 91\% | 74 $59 \%$ | 153 $60 \%$ | 87\% | 34 $59 \%$ | 130 $55 \%$ |
| Very good response | ${ }_{21}^{89}$ | ${ }_{24 \%}^{44 \%}$ | $\begin{aligned} & 45 \\ & \\ & \hline 18 \% \end{aligned}$ | 27\% | $\begin{gathered} 37 \\ \text { 33\% } \\ \text { dFG } \end{gathered}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | 12\% | $\begin{aligned} & 54 \\ & 35 \% \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | 13 $15 \%$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 17\% | ${ }^{565}$ | 34\% | 31 $19 \%$ | $\begin{aligned} & \text { 194 } \end{aligned}$ | 25\% | 23 | 21\% | 27\% |
| Somewhat good response | ${ }_{36 \%}^{156}$ | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 28 \% \end{aligned}$ | 46\% | $\begin{aligned} & 37 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | 47\% | $\begin{aligned} & 79 \\ & 41 \% \end{aligned}$ | 30 | $\begin{aligned} & 66 \\ & 51 \% \\ & M \end{aligned}$ | ${ }_{36 \%}$ | 53 | ${ }_{31}^{46}$ | 60\% | 499\% | 90 35 | 64\% | ${ }_{23}^{13}$ | ${ }_{28}^{68}$ |
| Somewhat/Very Bad Response (Net) | ${ }^{105} 24 \%$ | 45\% | 60 $23 \%$ | $\begin{aligned} & 44 \\ & 32 \% \\ & \mathfrak{f G} \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \\ & \text { fG } \end{aligned}$ | ${ }_{16}^{18}$ | ${ }_{8 \%}^{6}$ | 37 $24 \%$ | 48\% | 20\% | 23 18 | 14 $26 \%$ | $\begin{gathered} 64 \\ 30 \% \\ k \end{gathered}$ | 418\% | 427\% | ${ }^{22} 17 \%$ | 60\% | 40\% | 15 26 | 75 $32 \%$ |
| Somewhat bad response | 71 $16 \%$ | 32\% | 39\% | $\begin{aligned} & 25 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 31 \\ & 217 \% \\ & \mathrm{fG} \end{aligned}$ | 14 13 9 | ${ }_{2}^{1}$ | 20 $13 \%$ | 40\% | 11 $13 \%$ | ${ }_{17}^{13}$ | ${ }_{11 \%}^{6}$ | ${ }_{21}{ }^{1} \%$ | 32\% | ${ }^{28} 8$ | ${ }^{11} 9$ | ${ }^{45} 8$ | 214\% | 119\% | 48\% |
| Very bad response |  | 13\% | 218\% | $\begin{aligned} & 20 \\ & 14 \% \\ & \text { eF } \end{aligned}$ | ${ }_{6}^{6}$ | $\stackrel{3}{3 \%}$ | ${ }_{6}^{5}$ | 16 $11 \%$ | $\stackrel{9}{5 \%}$ | 10\% | 5\% | ${ }^{14} \times$ | 199\% | $9{ }_{6}$ | ${ }^{14} 9$ | ${ }^{11} 9$ | ${ }^{15}{ }_{6}$ | 19\% | $\stackrel{4}{7 \%}$ | ${ }_{11 \%}^{27}$ |
| I am not familiar with this company | 83\% | 31 $17 \%$ | 53 $21 \%$ | $\begin{aligned} & 24 \\ & \text { 18\% } \\ & \text { E } \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 31 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 22 \\ & 30 \% \\ & E \end{aligned}$ | ${ }^{14} 9$ | $\begin{aligned} & { }^{23} \% \\ & { }^{4} \% \end{aligned}$ | $\begin{aligned} & 25 \\ & { }^{29} \% \\ & \hline \end{aligned}$ | $\stackrel{19}{15 \%}$ | ${ }^{11}$ 21\% | 39 $18 \%$ | 27 $18 \%$ | ${ }^{26} 16$ | 30 $24 \%$ | 416\% | 31 $20 \%$ | -9 ${ }^{\text {\% }}$ | 31 $13 \%$ |
| Sigma | $\begin{aligned} & 433 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 100\% | 235 $100 \%$ |


Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Tech
YouTube
Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 418 | 157 | 261 | 180 | 119 | 60 | 59 | 158 | 157 | 103 | 226 | 57 | 109 | 137 | 137 | 144 | 232 | 169 | 42 | 218 |
| Weighted Base | 398 | $178{ }^{*}$ | 220 | 140 | 96* | 89* | 73* | $144 *$ | 155* | 99* | 129 | $56^{*}$ | $183 *$ | 129* | $145 *$ | 123 * | 221 | $160 *$ | $52^{* *}$ | 230 |
| Somewhat/Very Good Response (Net) | 287 $72 \%$ | $\begin{gathered} 123 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 75 \% \end{aligned}$ | 94\% | $\begin{gathered} 81 \\ 84 \% \\ \text { DG } \end{gathered}$ | 68\% | $\begin{aligned} & 44 \\ & 61 \% \end{aligned}$ | $\text { 112 } 7$ | 97\% | 79\% | $72 \%$ | $41 \%$ | 136 $74 \%$ | $\begin{gathered} 102 \\ 79 \% \end{gathered}$ | $\begin{gathered} 113 \\ { }_{P}^{18 \%} \end{gathered}$ | $\begin{aligned} & 73 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 73 \% \end{aligned}$ | ${ }^{114} 72 \%$ | 37 $70 \%$ | ${ }^{168} 73 \%$ |
| Very good response | ${ }^{118} 80$ | ${ }^{63} 9$ | 55\% | $\begin{aligned} & 45 \\ & 32 \% \\ & G \end{aligned}$ | $\begin{aligned} & 39 \\ & 40 \% \\ & \text { G } \end{aligned}$ | $\begin{gathered} 27 \\ 30 \% \\ g \end{gathered}$ | 10\% | $\begin{aligned} & 56 \\ & 39 \% \\ & \hline \end{aligned}$ | 34 22 | ${ }^{28} 9$ | 32\% | 15 $26 \%$ | 60 ${ }_{3}^{6}$ | ${ }_{22}{ }^{2} \%$ | 34\% | 32\% | 71 $32 \%$ | 40\% | ${ }_{42}^{22}$ | 75 3 \% |
| Somewhat good response | $\begin{gathered} 169 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 109 \\ 49 \% \\ \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 50 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 41 \% \end{aligned}$ | $50 \%$ | $\begin{gathered} 60 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 69 \\ 54 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 43 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 90 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 47 \% \end{aligned}$ | 14 28 | 93\% |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 66 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 32 \\ \text { 22\% } \end{gathered}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 25 \% \\ & { }^{35} \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | 11\% | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | ${ }_{\text {23 }}^{3} \mathrm{j}$ | $9{ }_{9}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | ${ }_{2}^{12} \%$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & { }^{15} \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | 25\% | $\begin{aligned} & 344 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \end{aligned}$ | 159\% | 45\% |
| Somewhat bad response | 33 8 \% | $\begin{gathered} 21 \\ 12 \% \\ \text { c } \end{gathered}$ | 12\% | 14\% | $4{ }_{4}$ | $12 \%$ | ${ }_{5}^{4}$ | ${ }_{5}^{7}$ | $\begin{aligned} & 21 \\ & 13 \% \\ & \mathrm{~h} \end{aligned}$ | 5 | ${ }^{12} 9$ | 13\% | 13\% | ${ }_{4 \%}^{6}$ | ${ }^{12} 8$ | $\begin{aligned} & { }_{16}^{136} \\ & \text { n } \end{aligned}$ | ${ }^{16} \%$ | 17\% | ${ }_{11 \%}^{6}$ | 19\% |
| Very bad response | ${ }^{33} 8$ | ${ }^{18} 10 \%$ | 15\% | 21 ${ }^{15}$ | 78 | $1 \%$ | $4{ }_{6}$ | ${ }_{11}^{16}$ | ${ }^{14} 9$ | $3{ }_{3}^{3}$ | ${ }_{6 \%}$ | $\stackrel{4}{8 \%}$ | 19\% | $9 \%$ | 15 $10 \%$ | $\stackrel{9}{8 \%}$ | 17\% | ${ }^{14} 9$ | 18\% | ${ }^{26} 11 \%$ |
| I am not familiar with this company | ${ }_{11}^{44}$ | 15 ${ }^{8} \%$ | 29\% | 11 $8 \%$ | $5_{5}$ | ${ }^{8} \%$ | $\begin{gathered} 21 \\ \text { 28\% } \\ \text { DEf } \end{gathered}$ | 9\% | $\begin{aligned} & 23 \\ & 15 \% \\ & \text { h } \end{aligned}$ | 12\% | 17 $13 \%$ | $4 \%$ | ${ }^{16} 9$ | 13 $10 \%$ | 5 | $\begin{aligned} & 26 \\ & { }_{21}^{21} \% \\ & \mathrm{nO} \end{aligned}$ | ${ }^{26} 12$ | ${ }^{14} 9$ | ${ }^{1} \%$ | 17\% |
| Sigma | $\begin{aligned} & 398 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 129\% | 145 $100 \%$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 221 $100 \%$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | 230 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { can }}{\text { Republi- }}
$$ \& Democrat \& Indepe-
ndent/ \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 412 \& 159 \& 253 \& 174 \& 113 \& 73 \& 52 \& 145 \& 173 \& 94 \& 219 \& 54 \& 117 \& 121 \& 147 \& 144 \& 204 \& 198 \& 42 \& 226 <br>
\hline Weighted Base \& 423 \& 206* \& 217 \& $130 *$ \& 111* \& 109* \& 73** \& 141* \& 194* \& $88^{*}$ \& 123 \& $62^{*}$ \& $218 *$ \& 127* \& 170* \& 126* \& 224 \& 192 \& $57^{* *}$ \& 259 <br>
\hline Somewhat/Very Good Response (Net) \& $$
{ }_{67 \%}^{283}
$$ \& $$
\begin{gathered}
130 \\
63 \%
\end{gathered}
$$ \& $$
{ }^{153}
$$ \& $$
\begin{aligned}
& 74 \% \\
& 57 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 85 \\
& 76 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{gathered}
80 \\
74 \% \\
d
\end{gathered}
$$ \& $$
\begin{aligned}
& 44 \\
& 61 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 106 \\
& 75 \%
\end{aligned}
$$ \& $$
\begin{gathered}
131 \\
\quad 68 \% \\
j
\end{gathered}
$$ \& 46 5 \& $$
\begin{aligned}
& 75 \\
& 61 \%
\end{aligned}
$$ \& $$
48 \%
$$ \& $$
\begin{gathered}
149 \\
69 \%
\end{gathered}
$$ \& ${ }_{\text {P }}^{77}{ }_{\mathrm{P}}$ \& 116
$68 \%$ \& 70
$55 \%$ \& 157 70 \& 123

$64 \%$ \& 49\% \& 192 74 <br>
\hline Very good response \& 90 ${ }^{21 \%}$ \& 53\% \& 37\% \& 34
26\%

$F$ \& 39 ${ }^{35 \%}$ \& 8\% \& 11\% \& $$
\begin{aligned}
& 46 \\
& 32 \% \\
& 15
\end{aligned}
$$ \& 34 $17 \%$ \& 10 \& $3{ }^{35 \%}$ \& 14 21 \& 43 20 \& 25\% \& 339 \& ${ }^{26} \%$ \& 57 \& 31

$16 \%$ \& 30\% \& 70 <br>

\hline Somewhat good response \& $$
\begin{gathered}
194 \\
46 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 77 \% \\
& 38 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
116 \\
54 \% \\
B
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 40 \\
& 31 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 46 \\
& 41 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 71 \\
& 66 \% \\
& \text { DE }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 37 \\
& 50 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 61 \\
& 43 \%
\end{aligned}
$$

\] \& 50\% \& 36\% \& \[

{ }_{37}^{45}
\] \& 34

54

$k$ \& $$
\begin{gathered}
106 \\
49 \% \\
k
\end{gathered}
$$ \& 73

P
P \& 77 \& 44\% \& 100
$45 \%$ \& $92 \%$ \& 19 33 \& 121 47 <br>

\hline Somewhat/Very Bad Response (Net) \& $$
{ }_{20}^{80}
$$ \& \[

$$
\begin{aligned}
& 49 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 34 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 43 \\
& 33 \% \\
& \text { EF }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 16 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 10 \\
& 14 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 23 \\
& 16 \%
\end{aligned}
$$

\] \& 22\% \& \[

{ }_{20}^{18}

\] \& 23\% \& ${ }_{12}{ }^{\text {\% }}$ \& \[

{ }_{23}^{43}

\] \& 15 ${ }^{12}$ \& 239 \& 29\% \& \[

$$
\begin{aligned}
& 38 \\
& 17 \%
\end{aligned}
$$
\] \& 44\% \& 15\% \& 49\% <br>

\hline Somewhat bad response \& 60
$14 \%$ \& 35\% \& 25

$11 \%$ \& $$
\begin{gathered}
28 \\
22_{E}^{2} \%
\end{gathered}
$$ \& $8 \%$ \& 13

$12 \%$ \& 10\% \& ${ }^{13} 9$ \& 33\% \& 14. \& 23
19

1 \& 4\% \& ${ }^{28} 13 \%$ \& 10\% \& $$
\underset{\mathrm{n}}{29}
$$ \& 21\% \& 27 ${ }^{12 \%}$ \& 32 16 \& 12\% \& 33

$13 \%$ <br>

\hline Very bad response \& 24 6 \& 14\% \& 9 \& $$
\begin{aligned}
& 15 \\
& 11 \%
\end{aligned}
$$ \& 5\% \& $4 \%$ \& * \& 10\% \& $\stackrel{9}{5 \%}$ \& $\stackrel{4}{5 \%}$ \& ${ }_{4}^{4}$ \& $\stackrel{3}{5 \%}$ \& 15\% \& 5 \& 10 6 \& ${ }_{6}^{8}$ \& 11 5 \& 12\% \& ${ }_{3}^{2}$ \& ${ }^{17} 6$ <br>

\hline I am not familiar with this company \& $$
\begin{aligned}
& 56 \\
& 13 \%
\end{aligned}
$$ \& ${ }^{26}{ }^{13}$ \& 30

$14 \%$ \& $$
\begin{aligned}
& 13 \\
& 10 \%
\end{aligned}
$$ \& 13

$12 \%$ \& \[
$$
\begin{aligned}
& 11 \\
& 10 \%
\end{aligned}
$$

\] \& 19 25 \& ${ }^{12} 9$ \& 20\% \& \[

$$
\begin{aligned}
& 24 \\
& 27 \% \\
& 271
\end{aligned}
$$
\] \& 20

$16 \%$ \& ${ }_{11 \%}$ \& ${ }^{25} 12 \%$ \& 14 \& ${ }^{15} 9$ \& $$
\begin{aligned}
& 28 \\
& { }_{22}^{28} \% \\
& \mathrm{nO}
\end{aligned}
$$ \& 29 $13 \%$ \& 25 ${ }^{13}$ \& - \& ${ }^{18} 7$ <br>

\hline Sigma \& $$
\begin{aligned}
& 423 \\
& 100 \%
\end{aligned}
$$ \& 206\% \& 217

$100 \%$ \& \[
$$
\begin{aligned}
& 130 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 111 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 109 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
73 \\
100 \%
\end{gathered}
$$
\] \& 141

$100 \%$ \& 194

$100 \%$ \& \[
$$
\begin{gathered}
88 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 123 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 218

$100 \%$ \& 127
$100 \%$ \& 170

$100 \%$ \& \[
$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& 224 $100 \%$ \& \[

$$
\begin{aligned}
& 192 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 259\% <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 409 | 153 | 256 | 169 | 112 | 73 | 55 | 141 | 177 | 91 | 235 | 56 | 101 | 120 | 148 | 141 | 216 | 182 | 37 | 194 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 387 | 185* | 202 | 120* | $90^{*}$ | 102* | 74** | 124* | 202* | $60^{*}$ | 135 | 68* | 169* | 128* | 134* | 125* | 217 | 162* | $46^{* *}$ | 204 |
| Somewhat/Very Good Response (Net) | 229 $59 \%$ | $\begin{aligned} & 96 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 133 \\ 66 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 69 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 55 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 128 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 32 \% \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 63 \% \\ & k \end{aligned}$ | $\begin{gathered} 115 \\ 68 \% \\ K \end{gathered}$ | 71 5 | $\begin{aligned} & 82 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 132 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 65 \% \end{aligned}$ | 125 $61 \%$ |
| Very good response | ${ }_{26 \%}^{102}$ | 45\% | ${ }_{28}^{58 \%}$ | 34\% | 27 30 | ${ }_{28}^{28}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | 31\% | 54\% | 29\% | 32\% | 210\% | ${ }_{27}^{47}$ | 36\% | 35\% | 32\% | 64\% | 32\% | 15 $33 \%$ | 49\% |
| Somewhat good response | $\begin{gathered} 127 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 37 \% \end{aligned}$ | 295\% | $\begin{aligned} & 34 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 32 \% \end{aligned}$ | 38\% | $\begin{aligned} & 74 \\ & 37 \% \end{aligned}$ | 14 24 | 32\% | 22 3 | $\begin{aligned} & \text { 68 } \\ & { }_{40} \mathrm{~K} \end{aligned}$ | ${ }_{27}^{35}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 35 \% \end{aligned}$ | 15 ${ }^{15}$ | $\begin{aligned} & 76 \\ & 37 \% \end{aligned}$ |
| Somewhat/Very Bad Response (Net) | 73 $19 \%$ | $\begin{aligned} & 51 \\ & \text { 28\% } \\ & \text { C } \end{aligned}$ | ${ }^{22} 11 \%$ | 34\% | ${ }_{20}^{18}$ | 20\% | $1 \%$ | 27 22 | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\stackrel{8}{13 \%}$ | 20\% | 11\% | $\begin{aligned} & 45 \\ & { }_{27}^{47 \%} \end{aligned}$ | ${ }_{22}{ }^{2} \%$ | 27\% | 18 $14 \%$ | 45\% | 26\% | 16 $35 \%$ | 50\% |
| Somewhat bad response | ${ }_{11}^{43}$ | $\begin{aligned} & 33 \\ & 18 \% \\ & \\ & \hline \end{aligned}$ | 11 5 | ${ }_{16}^{13} 1$ | $12 \%$ | ${ }^{15} 4$ | ${ }^{1} \%$ | ${ }_{15}^{15}$ | ${ }_{11 \%}$ | ${ }_{11 \%}^{6}$ | 14\% | $3{ }_{4}^{3}$ | 25 ${ }^{15}$ | 21\% | 13 $10 \%$ | $9 \%$ | 24\% | 19\% | 20\% | 34\% |
| Very bad response | 30 8 \% | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | 11 6 \% | $\stackrel{18}{15} \%$ | ${ }_{7 \%}$ | ${ }_{5}^{6}$ | - | 12\% | 17\% | ${ }_{2}^{1}$ | ${ }_{5}^{6}$ | 4\% | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\stackrel{7}{5 \%}$ | 15 | $9 \%$ | 21 $10 \%$ | $7{ }_{4}^{7}$ | $\stackrel{7}{15 \%}$ | 178\% |
| I am not familiar with this company | 85\% | 37 | ${ }^{48}{ }^{4} \%$ | 174\% | 11 $12 \%$ | 20\% | 36 $49 \%$ | ${ }_{23}^{28}$ | 36 | $\begin{gathered} 20 \\ 34 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 55 \\ & \begin{array}{c} 51 \% \\ 41 \% \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 27 \\ 27 \% \\ M \end{array} \end{aligned}$ | $\stackrel{9}{5 \%}$ | 29\% | 25 ${ }^{19}$ | 31 $24 \%$ | 40\% | 44\% | - | 28 $14 \%$ |
| Sigma | $\begin{aligned} & 387 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | 124 $100 \%$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | 60 $100 \%$ | 135 $100 \%$ | 68 $100 \%$ | 169 $100 \%$ | ${ }^{128} 100 \%$ | 134 $100 \%$ | 125 $100 \%$ | 217 $100 \%$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | ${ }^{46} 10 \%$ | $\begin{aligned} & 204 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means Columns Tested (5\% 10\% risk level)-B/C - D/E/F/G-HITS-KITM-N/O/P-Q/R S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 422 | 138 | 284 | 198 | 113 | 55 | 56 | 135 | 188 | 99 | 218 | 56 | 122 | 131 | 153 | 138 | 202 | 212 | 34 | 232 |
| Weighted Base | 423 | 173* | 251 | 155 | 94* | 86* | 88* | 134* | $214 *$ | 75* | 118 | $61^{*}$ | $223 *$ | 141* | 171* | 111* | 218 | 197 | 44** | 268 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 254 \\ 60 \% \end{gathered}$ | 52\% | $\begin{aligned} & 162 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 80 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 75 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 54 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 69 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 142 \\ 66 \% \\ h \end{gathered}$ | $\begin{aligned} & 43 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 60 \% \end{aligned}$ | 84\% | $\begin{gathered} 107 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 56 \% \end{aligned}$ | 127 58 | 123 $63 \%$ | 20 45 | 154 $57 \%$ |
| Very good response | $\begin{aligned} & 75 \\ & 18 \% \end{aligned}$ | ${ }^{36}$ 21\% | ${ }^{39} 16$ | ${ }^{26} 16$ | ${ }^{18} 9$ | 14 $16 \%$ | 18\% | ${ }_{21}^{29}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | 17\% | $\begin{aligned} & 31 \\ & \begin{array}{l} 36 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | ${ }_{14 \%}$ | 34\% | 25\% | ${ }^{28} 16$ | ${ }^{22} 20$ | 40\% | 34\% | 21\% | 17\% |
| Somewhat good response | $\begin{gathered} 179 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 123 \\ 49 \% \\ \text { B } \end{gathered}$ | $\begin{aligned} & 55 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 59 \% \\ & \text { De } \end{aligned}$ | 37 | 40\% | $\begin{aligned} & 113 \\ & 53 \% \\ & \mathrm{HJ} \end{aligned}$ | ${ }^{26}{ }^{6} \%$ | 44\% | ${ }^{25} 2{ }^{2}$ | 99\% | 59\% | 80\% | 40\% | 870\% | 89 | 11 $24 \%$ | 107 $40 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{24 \%}^{100}$ | $\begin{aligned} & \text { 68\% } \\ & 38 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 33 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 28 \\ & 30 \% \\ & \mathrm{Fg} \end{aligned}$ | ${ }_{9}^{8}$ | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 34 \% \\ & 1 j \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 29 \% \\ & k \end{aligned}$ | $\begin{aligned} & 63 \\ & 28 \% \\ & K \end{aligned}$ | 32\% | 40\% | 27\% | 50\% | 49\% | 19 $44 \%$ | 81 30 |
| Somewhat bad response | 62 $15 \%$ | $\begin{aligned} & 37 \\ & 21 \% \\ & C \end{aligned}$ | 25 ${ }^{2}$ | $\begin{aligned} & 31 \\ & \text { 20\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \\ & f \end{aligned}$ | $4{ }_{4}$ | $12 \%$ | 25\% | 30 $14 \%$ | 10\% | $8 \%$ | ${ }_{10}^{17} \mathrm{k}$ | $\begin{aligned} & 42 \\ & \begin{array}{l} 19 \% \\ \text { 19\% } \end{array} \end{aligned}$ | ${ }_{13}^{18}$ | 34 $\substack{30 \% \\ p}$ | ${ }^{10} 9$ | ${ }_{13}^{28}$ | 34\% | 10\% | 50 $19 \%$ |
| Very bad response | ${ }^{38}{ }_{9 \%}$ | $\begin{aligned} & 29 \\ & { }_{17} \% \\ & \hline \end{aligned}$ | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 20 \\ & 13 \% \\ & { }_{\mathrm{G}} \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 12 \\ 13 \% \\ \mathrm{G} \end{array} \end{aligned}$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \\ & 1 \end{aligned}$ | ${ }^{11} 5 \%$ | ${ }_{8}^{6}$ | 7\% | $\stackrel{8}{12 \%}$ | 21 $10 \%$ | 14 $10 \%$ | ${ }_{4 \%}^{6}$ | $\begin{aligned} & 17 \\ & 16 \% \\ & 0 \end{aligned}$ | 22 $10 \%$ | $\stackrel{16}{8 \%}$ | 20\% | 31\% |
| I am not familiar with this company | $\begin{aligned} & 70 \\ & 17 \% \end{aligned}$ | 159\% | $\begin{gathered} 55 \\ { }_{22}^{52} \% \\ \hline \end{gathered}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $12 \%$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | 21\% | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 15 \% \end{aligned}$ | 195\% | $\begin{aligned} & 27 \\ & { }_{23}^{27} \% \\ & M \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | 27 $12 \%$ | 26\% | ${ }^{23} 14 \%$ | 219\% | 42\% | ${ }_{12}^{25}$ | 11\% | 34 $13 \%$ |
| Sigma | $\begin{aligned} & 423 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | 214 $100 \%$ | 100\% | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | 141 $100 \%$ | 171 $100 \%$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 100\% | 268\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 158 | 244 | 171 | 111 | 66 | 54 | 155 | 164 | 83 | 220 | 51 | 110 | 131 | 143 | 128 | 204 | 182 | 44 | 216 |
| Weighted Base | 392 | 197* | 195 | 130 | 110* | $80^{*}$ | 72** | 156* | $166 *$ | $71^{*}$ | 129 | $53^{*}$ | $188 *$ | $147^{*}$ | 145* | 99* | 219 | 159* | $78 * *$ | 249 |
| Somewhat/Very Good Response (Net) | 257 ${ }^{6} 6$ | $\begin{aligned} & 134 \\ & 68 \% \end{aligned}$ | ${ }^{124} 63 \%$ | $\begin{aligned} & 66 \\ & 51 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 76 \\ & 69 \% \\ & { }^{7} \% \end{aligned}$ | $\begin{gathered} \text { 636\% } \\ 83 \\ \hline \end{gathered}$ | $\begin{aligned} & 49 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 106 \\ 64 \% \end{gathered}$ | 49\% | $91 \%$ | $\begin{aligned} & 34 \\ & 63 \% \end{aligned}$ | 121 | $\underset{\mathrm{p}}{102}$ | $\begin{gathered} 101 \\ \substack{70 \% \\ \mathrm{p}} \end{gathered}$ | 54\% | $\begin{gathered} 149 \\ 68 \% \end{gathered}$ | $\begin{gathered} 102 \\ 64 \% \end{gathered}$ | 53 $68 \%$ | 163 $66 \%$ |
| Very good response | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | 41\% | 31 $16 \%$ | 24\% | $\begin{aligned} & 33 \\ & 30 \% \\ & \text { F } \end{aligned}$ | 10\% | ${ }^{7} \%$ | 37 $24 \%$ $i$ | 23 $14 \%$ | 13 $18 \%$ | ${ }^{23} 18 \%$ | ${ }_{12}^{6} \%$ | ${ }^{36} 19 \%$ | 32\% | 24\% | 17\% | 27\% | ${ }^{22} 14 \%$ | 29 38 | ${ }_{22} 21$ |
| Somewhat good response | $\begin{aligned} & 185 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 47 \% \end{aligned}$ | $92$ | $\begin{aligned} & 42 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 73 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 42 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 42 \% \end{aligned}$ | 83\% | 50\% | $\begin{gathered} 68 \\ 53 \% \end{gathered}$ | 27\% | 84\% | $\begin{aligned} & 70 \\ & 48 \% \end{aligned}$ | 77 53\% p | $37 \%$ | 101 $46 \%$ | ${ }^{80}$ | 24\% | 111 $45 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{22}^{85}$ | $\begin{aligned} & 50 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 47 \\ & 36 \% \\ & \stackrel{7}{5} \end{aligned}$ | $\stackrel{28}{25}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | 3 | $\begin{aligned} & 40 \\ & 26 \% \\ & j \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 8 \\ 11 \% \end{gathered}$ | 19 | $\begin{aligned} & 15 \\ & 28 \% \\ & \text { k } \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | 36\% | 30\% | $19 \%$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | 32\% | 19 ${ }^{5} \%$ | 70 28 |
| Somewhat bad response | 49\% | 28\% | 21\% | ${ }_{\text {21 }}^{27}$ | ${ }_{16}^{15}$ | ${ }_{5}^{4}$ | 3\% | 27\% | 170\% | ${ }_{6}^{6} \%$ | ${ }^{10} 8$ | $\begin{aligned} & 11 \\ & 20 \% \\ & k \end{aligned}$ | 27 $14 \%$ | 20\% | ${ }_{19}^{19}$ | $11 \%$ | 32\% | $17 \%$ | 12 | 38 $15 \%$ |
| Very bad response | ${ }_{96}^{96}$ | 22 $11 \%$ | 13\% | 20 ${ }_{\text {15 }}$ | 12 | $3{ }_{4}^{3}$ | ${ }_{1}^{1 \%}$ | ${ }^{14} 9$ | 20 $12 \%$ | 3\% | 9\% | $\stackrel{4}{8 \%}$ | 19 | $17 \%$ | 11\% | 88 | ${ }^{20} 9$ | ${ }^{15} 9$ | ${ }_{9}^{7} \%$ | ${ }^{32} 13 \%$ |
| I am not familiar with this company | $\begin{aligned} & 50 \\ & 13 \% \end{aligned}$ | 13\% | $\begin{gathered} 36 \\ { }^{39} \% \\ \text { B } \end{gathered}$ | ${ }_{13}^{18}$ | 7 | ${ }_{8 \%}^{6}$ | 19\% | 12\% | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 20 \% \\ & h \end{aligned}$ | 19 $14 \%$ | $\stackrel{4}{8 \%}$ | 21\% | 9\% | 14\% | $\begin{aligned} & 26 \\ & { }_{26}^{26} \% \\ & \text { NO } \end{aligned}$ | ${ }^{18} 8$ | $\begin{aligned} & 25 \\ & 16 \% \\ & \text { q } \end{aligned}$ | ${ }_{7 \%}^{6}$ | 16\% |
| Sigma | $\begin{aligned} & 392 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 147 $100 \%$ | 145 $100 \%$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 100\% | 2490\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Tech
Snapchat
Base: All Respondents


| Unweighted Base | 410 | 156 | 254 | 171 | 111 | 68 | 60 | 127 | 172 | 111 | 205 | 69 | 103 | 131 | 133 | 146 | 196 | 198 | 28 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 432 | 209* | 222 | 122* | 115* | $98^{*}$ | $97^{*}$ | 122* | 191* | 119* | 118 | 76* | 206* | 148* | 135* | 148* | 243 | 171* | $38^{* *}$ | 271 |
| Somewhat/Very Good Response (Net) | 209 $48 \%$ | $99$ | $\begin{aligned} & 110 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 62 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 63 \\ & 55 \% \\ & \\ & \hline \text { 2 } \end{aligned}$ | $399$ | $\begin{aligned} & 33 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 59 \% \\ & i \end{aligned}$ | 854\% | 53 44 | $\begin{aligned} & 64 \\ & 54 \% \end{aligned}$ | $309$ | $\begin{aligned} & 103 \\ & 50 \% \end{aligned}$ | 56\% | $\begin{aligned} & 81 \\ & 60 \% \\ & \mathrm{~N} \end{aligned}$ | 72 | 121 $50 \%$ | $\text { 80 } 47 \%$ | 24 63 | 136 $50 \%$ |
| Very good response | - $15 \%$ | 37 $18 \%$ | ${ }_{12 \%}{ }^{26}$ | $\begin{aligned} & 29 \\ & { }_{2}^{44 \%} \\ & \mathrm{Fg}^{2} \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \\ & { }_{F} \end{aligned}$ | ${ }_{3 \%}^{3}$ | 10\% | $\begin{aligned} & 32 \\ & 26 \% \\ & \text { 15 } \end{aligned}$ | ${ }^{18} 9$ | 13 $11 \%$ | ${ }_{16}^{14 \%}$ | ${ }^{8} 0 \%$ | 30 $15 \%$ | 20 $14 \%$ | $\begin{gathered} 20 \\ \text { 20\% } \\ \hline \end{gathered}$ | 15\% | 37 ${ }^{3}$ | 23 $13 \%$ | 14 $36 \%$ | 42\% |
| Somewhat good response | $\begin{gathered} 146 \\ 34 \% \end{gathered}$ | 62\% | $\begin{aligned} & 84 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | $47$ | $\text { 22 } 29 \%$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 53 \\ 39 \% \\ n \end{gathered}$ | $\begin{gathered} 57 \\ 38 \% \\ n \end{gathered}$ | ${ }_{34}^{84}$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ | 10\% | 94\% |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 109 \\ & \\ & \hline 25 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 35 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | 35 ${ }^{38}$ | ${ }_{24 \%}$ | 27 $28 \%$ | 20\% | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 30 \% \end{aligned}$ | 28\% | $\begin{aligned} & 14 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 28 \\ 28 \% \\ K \end{gathered}$ | $\begin{aligned} & 65 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 51 \\ & 34 \% \\ & 0 \end{aligned}$ | ${ }^{26} 9$ | 32 ${ }^{21}$ | 61 25 | 39 ${ }^{3} \mathrm{~F}$ | 23\% | ${ }^{83}$ 31\% |
| Somewhat bad response | 75\% | 45\% | 30 $13 \%$ | 22 $18 \%$ | 17\% | 22\% | 14\% | ${ }_{15}^{15}$ | ${ }_{21} 1 \%$ | 19\% | 119\% | $\begin{aligned} & 16 \\ & 21 \% \\ & k \end{aligned}$ | $\begin{aligned} & { }_{2}^{42} \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \\ & p \end{aligned}$ | 215\% | 172\% | 13\% | 30\% | ${ }_{5}^{2}$ | 55\% |
| Very bad response | 34\% | $\begin{aligned} & 27 \\ & { }_{13}{ }^{2} \% \end{aligned}$ | ${ }_{3 \%}^{6}$ | 13 $11 \%$ | $\stackrel{10}{9 \%}$ | ${ }_{6}^{5}$ | $5{ }_{5}$ | ${ }_{7 \%}$ | ${ }^{17} 9$ | 8\% | ${ }_{3 \%}$ | 5\% | $\begin{aligned} & \text { 19 } \\ & { }_{\mathrm{k}}^{\mathrm{k}} \end{aligned}$ | ${ }^{14} 9$ | 5\% | 15\% | ${ }^{18} 8$ | ${ }^{10} 6$ | 18\% | ${ }^{28} 10 \%$ |
| I am not familiar with this company | $\begin{gathered} 114 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 76 \\ 34 \% \\ B \end{gathered}$ | 12\% | $\begin{aligned} & 24 \\ & 21 \% \\ & d \end{aligned}$ | $\begin{gathered} 33 \\ 33 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 46 \\ & 47 \% \\ & \mathrm{DE} \end{aligned}$ | $\stackrel{27}{22 \%}$ | 49\% | $38{ }_{3}{ }^{\text {3 }}$ | $\begin{aligned} & 40 \\ & 34 \% \\ & M \end{aligned}$ | ${ }_{32}^{25}$ | 39 $19 \%$ | 418\% | 29 | 44\% | 62\% | 51 30 | ${ }^{5} 4 \%$ | 52\% |
| Sigma | $\begin{aligned} & 432 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 115\% | ${ }^{108 \%}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | 122\% | 1910\% | 119\% | 118 $100 \%$ | 76 $100 \%$ | 206\% | ${ }^{148} 100$ | 135 $100 \%$ | 148 $100 \%$ | 243 $100 \%$ | 17100\% | 100\% | $\begin{aligned} & 271 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 420 | 162 | 258 | 167 | 116 | 73 | 64 | 161 | 155 | 104 | 218 | 62 | 117 | 127 | 142 | 151 | 226 | 185 | 36 | 231 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 431 | 207* | 224 | 119* | 105* | 109* | 98* | $163 *$ | 175* | $93 *$ | 129 | $70^{*}$ | 207* | $120 *$ | $163 *$ | $148 *$ | 249 | 173* | $43^{* *}$ | 274 |
| Somewhat/Very Good Response (Net) | 284\% | 142\% | 141 $63 \%$ | 59 | 729\% | 76\% | ${ }_{67}^{67}$ | ${ }^{105}$ | 123 | 55\% | 84\% | $\begin{gathered} 58 \\ { }_{82}^{82} \\ K_{2} \end{gathered}$ | 132 $64 \%$ | $\begin{aligned} & 91 \\ & 76 \% \end{aligned}$ | 59\% | 97 $65 \%$ | ${ }^{163} 6$ | ${ }^{118} 88$ | 31 $73 \%$ | 180 $66 \%$ |
| Very good response | ${ }_{26 \%}^{112}$ | $\begin{aligned} & \text { }{ }_{3}^{63} \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | 39\% | $\begin{aligned} & 35 \\ & 33 \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 19\% } \end{aligned}$ | $\text { 22 } 22 \%$ | ${ }_{30}^{48}$ | $\begin{aligned} & 40 \\ & 23 \% \end{aligned}$ | 24\% | 230 | $\begin{aligned} & 25 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 31 \% \end{aligned}$ | 39\% | $\begin{aligned} & 35 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 21 \% \end{aligned}$ | 22 ${ }^{2}$ | 82\% |
| Somewhat good response | $\begin{gathered} 172 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 44 \% \end{aligned}$ | 39\% | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 51 \% \\ & 51 \% \end{aligned}$ | $\begin{gathered} 45 \\ 47 \% \\ d \end{gathered}$ | $\begin{aligned} & 57 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 42 \% \end{aligned}$ | 33\% | 79\% | 54\% | 56\% | 62\% | ${ }^{88}{ }^{3} \%$ | $\begin{gathered} 82 \\ 47 \% \\ \text { q } \end{gathered}$ | 21\% | 99\% |
| Somewhat/Very Bad Response (Net) | 89 | ${ }^{38}{ }^{18}$ | 51\% | 31 $26 \%$ | 20 $19 \%$ | ${ }_{18}^{16}$ | $\stackrel{21}{21 \%}$ | 31\% | 35\% | 20 $21 \%$ | $\begin{aligned} & 30 \\ & 23 \% \\ & \text { 23\% } \end{aligned}$ | ${ }_{8}^{6}$ | $\begin{aligned} & 46 \\ & 21_{1} \% \end{aligned}$ | 16 $14 \%$ | 41 25\% n | 31 $21 \%$ | $\underset{r}{62}{ }_{2}^{65 \%}$ | 24\% | 117\% | 26 ${ }^{51 \%}$ |
| Somewhat bad response | 73 $17 \%$ | 32 $15 \%$ | ${ }^{42} 9$ | ${ }_{21}^{25}$ | 16\% | 16\% | 16\% | 27 $16 \%$ | 29\% | 17\% | $\begin{aligned} & 24 \\ & 19 \% \% \end{aligned}$ | 2\% | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $14 \%$ | 33\% | 27 $18 \%$ | 51\% | 20\% | 10\% | 47\% |
| Very bad response | ${ }^{16} 4{ }^{\text {\% }}$ | ${ }_{3}^{7}$ | 9 | ${ }_{5}^{6}$ | $4{ }_{4}$ | $1 \%$ | $\stackrel{4}{4 \%}$ | $\stackrel{8}{5 \%}$ | 5\% | ${ }_{2 \%}$ | ${ }_{4}^{6}$ | 6\% | ${ }_{3}^{6}$ | ${ }_{2}^{3}$ | $\stackrel{8}{5 \%}$ | ${ }_{3}^{5}$ | 11\% | $\stackrel{3}{2 \%}$ | $\stackrel{2}{4 \%}$ | 3\% |
| I am not familiar with this company | ${ }^{58} 8$ | ${ }_{13}^{26}$ | 32 $14 \%$ | 20\% | 13 $12 \%$ | 159 | 10\% | 23 $14 \%$ | 17\% | ${ }^{18}{ }^{19} \%$ | ${ }^{15}$ | 7 $10 \%$ | 29 $14 \%$ | $12 \%$ | ${ }^{26} 16 \%$ | 20 $13 \%$ | 24\% | $\begin{aligned} & 32 \\ & \begin{array}{l} 18 \% \\ \mathrm{q} \end{array} \end{aligned}$ | * ${ }^{\text {\% }}$ | 37 $14 \%$ |
| Sigma | $\begin{aligned} & 431 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 93 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 70 $100 \%$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 43 $100 \%$ | $\begin{aligned} & 274 \% \\ & 100 \% \end{aligned}$ |


Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G- H/IJJ- K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 /(202) \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 157 | 248 | 147 | 126 | 69 | 63 | 140 | 166 | 99 | 225 | 53 | 105 | 125 | 148 | 132 | 206 | 185 | 32 | 221 |
| Weighted Base | 400 | 190* | 210 | 111* | 115* | 87* | 87* | $146 *$ | 181* | $73 *$ | 120 | 69* | 192* | 122* | 165* | $113^{*}$ | 226 | 160 * | 31** | 258 |
| Somewhat/Very Good Response (Net) | ${ }_{61 \%}^{243}$ | $\underset{c}{127} \underset{c}{127 \%}$ | $\begin{aligned} & 116 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & \text { 688 } \\ & 599 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 70 \\ & 81 \% \\ & \mathrm{BE}^{2} \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & \text { 69\%\% } \end{aligned}$ | $\begin{aligned} & 87 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 114 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 122 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 102 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 146 \\ 65 \% \end{gathered}$ | ${ }^{89} 9$ | 21 $67 \%$ | 161 $62 \%$ |
| Very good response | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | 30\% | 30 $14 \%$ | 15 $14 \%$ | $\begin{gathered} 27 \\ { }_{23}^{23 \%} \\ \hline \end{gathered}$ | 181\% | ${ }_{9 \%}$ | 31\% | 24\% | 13 $18 \%$ | 20\% | 10 $14 \%$ | 35\% | 23 $19 \%$ | 300 | 14 $13 \%$ | $\stackrel{47}{21 \%}$ | 18 | 10\% | 47\% |
| Somewhat good response | $\begin{gathered} 175 \\ \hline 44 \% \end{gathered}$ | $\text { 90 } 47 \%$ | $\begin{aligned} & 86 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 60 \% \\ & \text { CE } \end{aligned}$ | $\begin{aligned} & 52 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | 57 39 | 90\% | 299\% | 479\% | 536 | $8{ }^{86}$ | 52\% | 71 43 | $53 \%$ | 99\% | 71 | 11 $35 \%$ | 114 $44 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 74 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 27 \% \\ & { }_{2}^{27} \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 25 \% \\ & { }_{25} 5 \% \end{aligned}$ | $\frac{6}{7}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | 33\% | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 11\% | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | 117\% | $\begin{aligned} & 41 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | 233\% | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 22 \% \end{aligned}$ | 24\% | 28\% | 59\% |
| Somewhat bad response | ${ }_{11 \%}^{46}$ | 27 $14 \%$ | 199\% | $\begin{aligned} & 20 \\ & 18 \% \\ & \mathrm{Fg}^{2} \end{aligned}$ | 17 | $4 \%$ | 5\% | ${ }^{13} 9$ | 27\% | ${ }_{8}^{6} \%$ | ${ }^{10} 9$ | ${ }_{12}{ }^{8}$ | 25 ${ }^{2} 3$ | $1{ }^{15}$ | 17\% | 110\% | ${ }^{28}{ }^{2} \%$ | 17 $11 \%$ | 23\% | 38\% |
| Very bad response | ${ }^{28} 7$ | 5\% | ${ }^{18} 9$ | 8\% | $12 \%$ | $2 \%$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 19 \\ & 13 \% \\ & 13 \% \end{aligned}$ | ${ }_{4}^{6}$ | 3\% | $8 \%$ | $\stackrel{3}{5 \%}$ | ${ }^{16} 8$ | $3{ }_{3}$ | 17 $10 \%$ | $7 \%$ | $\stackrel{21}{9 \%}$ | 4\% | 5\% | 21\% |
| I am not familiar with this company | ${ }_{21}^{83}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 57 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 36 \\ & 33 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 112\% | ${ }_{20}^{18}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | 34 $19 \%$ | $\begin{gathered} 23 \\ 31 \% \\ \text { 31\% } \end{gathered}$ | $\begin{aligned} & 34 \\ & { }^{29} \% \\ & M \end{aligned}$ | 119\% | 29\% | ${ }_{21}^{26}$ | $\begin{aligned} & 30 \% \\ & \text { 18\% } \end{aligned}$ | 24\% | 31 $14 \%$ | $\begin{aligned} & 47 \\ & 30 \% \\ & Q \end{aligned}$ | $\stackrel{2}{5 \%}$ | 15\% |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 31 100\% | ${ }_{100 \%}^{258}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 407 | 166 | 241 | 163 | 127 | 61 | 56 | 152 | 161 | 94 | 222 | 52 | 106 | 118 | 143 | 146 | 211 | 185 | 39 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | 205* | 203 | 117* | 112* | $87^{*}$ | 91* | 157* | 157* | 94* | 136 | $52^{*}$ | 188* | 123* | 133* | 152* | 227 | 171* | $58^{* *}$ | 254 |
| Somewhat/Very Good Response (Net) | ${ }^{149} 36$ | 73 $35 \%$ | 76\% | 35\% | $\begin{aligned} & 48 \\ & 43 \% \\ & d \end{aligned}$ | 33 38 | 32\% | $\begin{gathered} 69 \% \\ 39 \end{gathered}$ | $\begin{aligned} & 67 \\ & 42 \% \\ & \hline \end{aligned}$ | 22\% | 46\% | 185\% | 78 $41 \%$ | ${ }^{43}{ }^{3} \%$ | 44\% | 52 34 | ${ }^{85} \%$ | 61 ${ }^{65}$ | 25 ${ }^{2}$ \% | 93\% |
| Very good response | ${ }_{11}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \\ & 18 \mathrm{GG} \end{aligned}$ | $\frac{6}{7 \%}$ | ${ }_{2 \%}$ | $\begin{aligned} & 30 \\ & 19 \% \\ & 195 \end{aligned}$ | 12 81 | ${ }_{2 \%}$ | ${ }^{12} 9$ | ${ }_{9}^{5}$ | $\begin{aligned} & \text { 25 } \\ & 13 \% \end{aligned}$ | 13 $10 \%$ | 19 | ${ }^{12} 8$ | $\begin{aligned} & 32 \\ & 14 \% \\ & \text { r } \end{aligned}$ | ${ }^{10} 6 \%$ | 10\% | 31 $12 \%$ |
| Somewhat good response | ${ }_{26 \%}^{105}$ | 51\% | 54\% | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $28 \%$ | ${ }_{32}^{28} \%$ | $\begin{aligned} & 30 \\ & 33 \% \\ & \text { d } \end{aligned}$ | 20\% | $\begin{aligned} & 54 \\ & 35 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 18 \% \\ & \end{aligned}$ | 35\% | 13 $26 \%$ | 28\% | 30 $24 \%$ | 35\% | 400 | 52\% | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | 14 24 | 614\% |
| Somewhat/Very Bad Response (Net) | 89\% | $\begin{aligned} & 72 \\ & 35 \% \\ & C \end{aligned}$ | ${ }^{18} 9$ | $\begin{gathered} 39 \\ \text { 333 } \\ \text { efG } \end{gathered}$ | ${ }_{24}^{24}$ | ${ }^{16} 9$ | 10 $11 \%$ | 44\% | 30 $19 \%$ | 17\% | 22 16 | ${ }_{16 \%}$ | $\begin{aligned} & 55 \\ & { }_{29}^{29} \% \\ & \hline \end{aligned}$ | $\stackrel{27}{22 \%}$ | 24 18 | 39\% | 58\% | ${ }^{28}{ }^{16 \%}$ | 20 34 | 74 $29 \%$ |
| Somewhat bad response | 59\% | $\begin{aligned} & 46 \\ & { }_{2}^{2} \% \\ & C \end{aligned}$ | $1{ }^{13} 7$ | $19 \%$ | $\begin{aligned} & 20 \\ & 18 \% \\ & \mathrm{~g} \end{aligned}$ | 15\% | 5\% | 25 ${ }^{16 \%}$ | ${ }_{12 \%}^{18}$ | 17\% | 14\% | $\stackrel{4}{7 \%}$ | $\begin{aligned} & 37 \\ & 20 \% \\ & k \end{aligned}$ | 23 $19 \%$ | 14\% | 22 $15 \%$ | ${ }^{38} \%$ | 17\% | 13 22 | ${ }^{53}$ 21\% |
| Very bad response | 30\% | $\begin{aligned} & 26 \\ & { }_{13}{ }_{C}^{2} \% \end{aligned}$ | ${ }_{2}^{4}$ | $\begin{gathered} 20 \\ 17 \% \\ \text { EFg } \end{gathered}$ | $4{ }_{4}^{4}$ | ${ }_{1}{ }^{1}$ | 5 | $\begin{aligned} & 18 \\ & 12 \% \\ & { }_{j}^{2} \end{aligned}$ | $\begin{gathered} 12 \\ \underset{j}{2} \% \end{gathered}$ | $1 \%$ | ${ }_{6}^{8}$ | ${ }_{9}^{5}$ | ${ }^{17} 9$ | ${ }_{3}^{3}$ | 10 ${ }_{8}$ | $\begin{gathered} 17 \\ \begin{array}{c} 11 \% \\ \text { n } \end{array} \end{gathered}$ | ${ }^{20} 9$ | 11 $6 \%$ | $\stackrel{7}{12 \%}$ | 21 8 \% |
| I am not familiar with this company | 170 $42 \%$ | 61 30 | $\begin{gathered} 109 \\ 54 \% \\ B \end{gathered}$ | 43 3 | 40 36 | 37 $43 \%$ | $\begin{aligned} & 49 \\ & 54 \% \\ & \text { de } \end{aligned}$ | 52\% | 60\% | $\begin{aligned} & 58 \\ & \text { 61\% } \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 68 \\ & 50 \% \\ & M \end{aligned}$ | $\begin{aligned} & 26 \\ & 49 \% \\ & \mathrm{~m} \end{aligned}$ | 559\% | 54\% | 55 | 610\% | 85\% | 883 | 14 $24 \%$ | 87 34 |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 254 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means Columns Tecter $5 \%$ risk
Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G- H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 404 | 158 | 246 | 187 | 110 | 63 | 44 | 143 | 161 | 100 | 223 | 54 | 105 | 110 | 139 | 155 | 209 | 183 | 35 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 374 | 189* | 185 | 146 | 89* | 80* | 59** | 128* | 165* | 81* | 132 | 48* | 171* | 104* | 126* | 144* | 198 | $168 *$ | $33^{* *}$ | 227 |
| Somewhat/Very Good Response (Net) | 136 $36 \%$ | $\begin{aligned} & 95 \\ & 50 \% \\ & C \end{aligned}$ | 41\% | 49\% | $\begin{aligned} & 42 \\ & 47 \% \\ & d \end{aligned}$ | 33 $41 \%$ | ${ }^{12} 12$ | $\begin{aligned} & 63 \\ & 49 \% \\ & \hline 1 \end{aligned}$ | 43 26 | 30\% | 44\% | 124\% | $\begin{aligned} & 77 \\ & 45 \% \\ & \hline \end{aligned}$ | 46\% | 41 $32 \%$ | 50 35 | $\begin{gathered} 83 \\ 42 \% \\ r \end{gathered}$ | 51 30 | 24\% | 96\% |
| Very good response | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \\ & { }_{C} \% \end{aligned}$ | 14\% | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \\ & 2 \mathrm{C}^{2} \% \end{aligned}$ | ${ }_{6}^{5}$ | $1 \%$ | $\begin{aligned} & 23 \\ & 18 \% \\ & i \end{aligned}$ | 13 ${ }_{8 \%}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | 14 $10 \%$ | ${ }_{8 \%}^{4}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | ${ }^{15} 9$ | ${ }_{38}^{13}$ | 32 $14 \%$ |
| Somewhat good response | $\begin{aligned} & 90 \\ & 24 \% \end{aligned}$ | ${ }_{33}^{62}$ | 28\% | 32\% | $\begin{aligned} & 18 \\ & 21 \% \end{aligned}$ | ${ }^{28} 5 \%$ | 20\% | $\begin{aligned} & 40 \\ & 31 \% \\ & \hline 1 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | 20\% | 30\% | 16\% | 290\% | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | 27\% | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | 52\% | 32\% | 11 $33 \%$ | 64\% |
| Somewhat/Very Bad Response (Net) | 55\% | 31 $16 \%$ | 24\% | $\begin{aligned} & 41 \\ & \begin{array}{l} 48 \% \\ \text { EF } \end{array} \end{aligned}$ | ${ }_{7 \%}$ | ${ }_{8 \%}^{6}$ | ${ }_{3 \%}$ | 19\% | ${ }^{28} 7$ | ${ }^{8} 0 \%$ | ${ }_{11}^{14}$ | $\stackrel{9}{18 \%}$ | 31 $18 \%$ | $9{ }_{9}$ | 25 $20 \%$ $n$ | 21 14 | 30\% | ${ }^{22} 13 \%$ | ${ }^{83}{ }^{8}$ | ${ }^{49} 9$ |
| Somewhat bad response | 11\% | 21\% | 19\% | $\begin{aligned} & 31 \\ & 21 \% \\ & \mathrm{EFF}^{2} \% \end{aligned}$ | $3{ }_{3}$ | ${ }_{6}{ }^{\text {\% }}$ | 3\% | ${ }^{10} 80$ | 26 $16 \%$ | 4\% | ${ }_{6}^{8}$ | ${ }_{5}{ }^{\text {\% }}$ | $\begin{aligned} & 26 \\ & \begin{array}{l} 15 \% \\ k \end{array} \\ & \hline \end{aligned}$ | ${ }_{8}^{8}$ | $\begin{aligned} & 21 \\ & 16 \% \\ & \mathrm{p} \end{aligned}$ | ${ }^{11} \%$ | 22 $11 \%$ | ${ }^{15} 9$ | ${ }_{17}^{6} \%$ | 33 $15 \%$ |
| Very bad response | 15 ${ }^{4}$ | 10 $5 \%$ | ${ }_{3}^{5}$ | 10\% | $4{ }_{4}^{4}$ | $\stackrel{2}{2 \%}$ | - | $\frac{9}{7} \%$ | ${ }_{1 \%}^{2}$ | 5\% | ${ }_{4}^{6}$ | $\stackrel{4}{9} \%$ | 5\% | ${ }_{1}^{1} \%$ | 3\% | $\begin{aligned} & 10 \\ & { }^{7} \% \\ & \mathrm{n} \end{aligned}$ | 8 | $7{ }_{4}^{7}$ | ${ }_{6}{ }^{2}$ | 11 5 |
| I am not familiar with this company | 183 $49 \%$ | 63 $34 \%$ | $\begin{gathered} 120 \\ 65 \% \\ B \end{gathered}$ | 56\% | 41 | 41\% | 45\% | 47 $36 \%$ | $\begin{aligned} & 93 \\ & 57 \% \\ & { }^{97 \%} \end{aligned}$ | $\begin{aligned} & 43 \\ & 53 \% \\ & h \end{aligned}$ | $\begin{aligned} & 74 \\ & 56 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 58 \% \\ & M \end{aligned}$ | 62\% | $49 \%$ | 618\% | 73 $51 \%$ | $85{ }^{83}$ | $\begin{aligned} & 95 \\ & 57 \% \\ & 9 \end{aligned}$ | ${ }_{6}{ }^{2}$ | 878\% |
| Sigma | $\begin{aligned} & 374 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 180 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 59 \\ 100 \% \end{array}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 33 $100 \%$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IIJ-K/L/M-N/O/P-Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathrm{k}-
$$ \& \$75k+ \& $$
\underset{\text { Republi- }}{\text { Repun }}
$$ \& Democrat \& Independent Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 412 \& 150 \& 262 \& 165 \& 118 \& 69 \& 60 \& 140 \& 175 \& 97 \& 202 \& 58 \& 122 \& 117 \& 161 \& 134 \& 222 \& 181 \& 50 \& 233 <br>
\hline Weighted Base \& 428 \& $180 *$ \& 248 \& 132* \& 112* \& $107 *$ \& 77* \& $141^{*}$ \& 190 \& 98* \& 113 \& 76* \& 203* \& $127 *$ \& $170 *$ \& 131* \& 255 \& 166* \& $61^{*}$ \& 266 <br>
\hline Somewhat/Very Good Response (Net) \& $$
{ }_{60 \%}^{256}
$$ \& $$
\begin{gathered}
125 \\
{ }_{69}^{69 \%}
\end{gathered}
$$ \& 131
$53 \%$ \& $$
\begin{aligned}
& 61 \\
& 46 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 78 \\
& 69 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& 66 \\
& 61 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 52 \\
& 68 \% \\
& \text { Co }
\end{aligned}
$$ \& $$
{ }_{67} 87
$$ \& $$
\begin{aligned}
& 112 \\
& 59 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 57 \\
& 59 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 74 \\
& 65 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 52 \\
& 68 \%
\end{aligned}
$$ \& 116
$57 \%$ \& ${ }^{86}$ 6\% \& 101
$59 \%$ \& 70 \& 147 \& $$
\begin{aligned}
& 107 \\
& 65 \%
\end{aligned}
$$ \& 37
$60 \%$ \& 151
$57 \%$ <br>
\hline Very good response \& $$
\begin{aligned}
& 76 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 47 \\
& 26 \% \\
& C
\end{aligned}
$$ \& ${ }_{12}^{29}$ \& 19 \& $$
\begin{gathered}
37 \\
\text { 3FG } \\
\text { DFG }
\end{gathered}
$$ \& 14
$13 \%$ \& $\stackrel{6}{8 \%}$ \& $$
\begin{aligned}
& 36 \\
& 36 \% \\
& \text { iis }
\end{aligned}
$$ \& 30 $16 \%$ \& ${ }^{10} 10 \%$ \& 22\% \& 10
$13 \%$ \& ${ }_{21}^{43}$ \& 26\% \& 27 \& 23 \& ${ }^{53}$ 21\% \& ${ }^{21} 13 \%$ \& 159\% \& 19\% <br>
\hline Somewhat good response \& $$
\begin{gathered}
180 \\
42 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 77 \\
& 43 \%
\end{aligned}
$$ \& $$
{ }_{4103}^{103}
$$ \& $$
\begin{aligned}
& 42 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 46 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 52 \\
& 48 \% \\
& d
\end{aligned}
$$ \& $$
\begin{aligned}
& 45 \\
& 59 \% \\
& \text { DE }
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 82 \\
& 43 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 47 \\
& 48 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 52 \\
& 46 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 42 \\
& 55 \% \\
& \mathrm{~m}
\end{aligned}
$$ \& $$
\begin{aligned}
& 73 \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 60 \\
& 47 \%
\end{aligned}
$$ \& 73
$43 \%$ \& $$
\begin{aligned}
& 47 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 94 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 86 \\
& 52 \% \\
& \text { Q }
\end{aligned}
$$ \& 21 ${ }^{1}$ \& 100 37 <br>
\hline Somewhat/Very Bad Response (Net) \& $$
\begin{aligned}
& 82 \\
& 19 \%
\end{aligned}
$$ \& 20\% \& $$
\begin{aligned}
& 45 \\
& 18 \%
\end{aligned}
$$ \& $$
281 \%
$$ \& $$
\begin{aligned}
& 21 \\
& 19 \%
\end{aligned}
$$ \& 22\% \& $$
\begin{aligned}
& 11 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 18 \%
\end{aligned}
$$ \& 24\% \& $$
\begin{aligned}
& 14 \\
& 12 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 10 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{gathered}
44 \\
{ }_{2}^{4} \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 19 \\
& 15 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 23 \%
\end{aligned}
$$ \& $\underset{\substack{57 \\ \text { r }}}{\text { \% }}$ \& $$
\begin{aligned}
& 21 \\
& 13 \%
\end{aligned}
$$ \& 15 ${ }^{25}$ \& 24\% <br>
\hline Somewhat bad response \& 65 ${ }_{15}$ \& 30\% \& 35 ${ }^{3} 4$ \& 12\% \& 17
$15 \%$ \& 220\% \& 11\% \& 19 \& 23
$12 \%$ \& ${ }_{23}^{23}$ \& ${ }^{10} 9$ \& 10\% \& 39

19\%
K \& 17\% \& ${ }^{22} 13 \%$ \& 26\% \& 47
18
$r$ \& ${ }_{16}^{10 \%}$ \& 118\% \& 51
$19 \%$ <br>

\hline Very bad response \& 17\% \& ${ }_{4}^{6}$ \& 10 4 \% \& $$
\begin{aligned}
& 12 \\
& { }_{9}^{9} \%
\end{aligned}
$$ \& 5 \& - \& * \& $\stackrel{3}{2 \%}$ \& 12\% \& ${ }_{2 \%}$ \& ${ }_{3}^{4}$ \& 3\% \& 10 ${ }^{5}$ \& ${ }_{2 \%}$ \& 11 6 \& ${ }_{3}^{4}$ \& 10 4 \% \& 5\% \& $4{ }_{6}$ \& ${ }^{13} 5$ <br>

\hline I am not familiar with this company \& $$
\begin{aligned}
& 90 \\
& 21 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 18 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 72 \\
& 29 \% \\
& \text { 29\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 43 \\
& 33 \% \\
& \text { Eff }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 20 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \\
& 18 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \% \\
& 22 \%
\end{aligned}
$$

\] \& \[

{ }_{23}^{43}

\] \& \[

$$
\begin{aligned}
& 16 \\
& 17 \%
\end{aligned}
$$
\] \& ${ }^{25}$ \& 14

$18 \%$ \& $$
\begin{aligned}
& 37 \\
& 18 \%
\end{aligned}
$$ \& 22 $17 \%$ \& 32\% \& 31

$24 \%$ \& 51 ${ }^{5}$ \& 37\% \& ${ }^{10} 16 \%$ \& 190 <br>

\hline Sigma \& $$
\begin{aligned}
& 428 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 180 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 248 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 132 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 112 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 107 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
77 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 190 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 113 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 203 \\
& 100 \%
\end{aligned}
$$
\] \& 127

$100 \%$ \& \[
$$
\begin{aligned}
& 170 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 131 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 255 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 166 \\
& 100 \%
\end{aligned}
$$
\] \& 61

$100 \%$ \& ${ }_{100 \%}^{266}$ <br>
\hline
\end{tabular}

Proporions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 162 | 239 | 165 | 116 | 79 | 41 | 131 | 157 | 113 | 210 | 59 | 105 | 126 | 133 | 142 | 204 | 182 | 43 | 227 |
| Weighted Base | 403 | 210 * | 193 | 114* | 112* | 102* | 75** | 129* | 175* | 99* | 123 | $70^{*}$ | 179* | $128^{*}$ | $146 *$ | 129* | 243 | $143 *$ | 51** | 260 |
| Somewhat/Very Good Response (Net) | $\begin{aligned} & 143 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 95 \% \\ & 45 \% \end{aligned}$ | ${ }^{48} 2$ | 282\% | $\begin{aligned} & 52 \\ & 47 \% \\ & \text { dif } \end{aligned}$ | 299\% | 30\% | $\begin{aligned} & 61 \\ & 48 \% \\ & \text { i8j } \end{aligned}$ | 52\% | $30 \%$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | 22 $32 \%$ | 85 ${ }^{87}$ \% | 423\% | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | $42 \%$ | $\begin{aligned} & 96 \\ & 39 \% \end{aligned}$ | ${ }_{33}^{47}$ | 23 46 | 105 $40 \%$ |
| Very good response | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 30 \\ 14 \% \\ c \end{gathered}$ | 13\% | 8\% | $\begin{aligned} & 20 \\ & 18 \% \\ & \text { d } \end{aligned}$ | $7 \%$ | $\stackrel{6}{8 \%}$ | $\begin{aligned} & 18 \\ & 14 \% \\ & 1 \end{aligned}$ | $\stackrel{8}{5 \%}$ | 17\% | ${ }_{5}^{6}$ | $\stackrel{8}{12 \%}$ | 28 15\% K | 15 $12 \%$ | ${ }^{15} 10$ | 13 $10 \%$ | 31 $13 \%$ | 12\% | ${ }_{2}^{12}$ 23\% | 30 $12 \%$ |
| Somewhat good response | $\begin{aligned} & 100 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 64 \\ 31 \% \\ c \end{gathered}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\text { 23 } 20$ | $\begin{aligned} & 32 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 221 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 34 \% \\ & j \end{aligned}$ | ${ }^{45} \%$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $24 \%$ | 20\% | $\begin{aligned} & 57 \\ & 32 \% \\ & k \end{aligned}$ | ${ }_{21}^{27}$ | ${ }_{30}^{44}$ | 239 | ${ }_{27}^{65}$ | 359 | ${ }_{2}^{12}$ \% | $75{ }^{79 \%}$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 24 \% \\ & C \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 34 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 10 \% \end{aligned}$ | ${ }_{6 \%}^{5}$ | 26\% | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \\ & \hline 15 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 11\% | 32\% | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 22\% | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 48\% | 19\% | ${ }_{36 \%}^{18}$ | ${ }_{26}{ }^{21 \%}$ |
| Somewhat bad response | 19\% | 32 15 | ${ }^{17} 9$ | $\stackrel{25}{22}$ | 13 $12 \%$ | ${ }_{6}^{6} \%$ | ${ }_{5}^{4}$ | $14 \%$ | 22\% | 13 $14 \%$ | $\xrightarrow{13} 11 \%$ | $4{ }^{4}$ | 25 ${ }_{14}$ | ${ }^{10} 8$ | 23 $16 \%$ | ${ }_{16}^{12}$ | 33 $14 \%$ | 118\% | 11\% | 14\% |
| Very bad response | 24 6 | ${ }^{18} 9$ | ${ }_{3 \%}^{6}$ | 12\% ${ }_{\text {f }}^{12}$ | ${ }_{6}^{6}$ | $4 \%$ | ${ }^{1} \%$ | ${ }^{12}{ }_{9} \%$ | 11 6 \% | $2{ }_{2}$ | ${ }_{5}^{6}$ | $\stackrel{3}{5 \%}$ | 14 8 | 11 ${ }_{8}$ | 6\% | ${ }_{3}^{4}$ | ${ }^{15}{ }_{6}$ | ${ }_{6 \%}$ | ${ }_{15 \%}$ | 20\% |
| I am not familiar with this company | $\begin{gathered} 187 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 122 \\ 6 \times 3 \% \\ B \end{gathered}$ | $\begin{aligned} & 44 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 40 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 63 \\ & 62 \% \\ & \text { DE } \end{aligned}$ | 41\% | $\begin{aligned} & 42 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 52 \% \\ & H \end{aligned}$ | $\begin{aligned} & 55 \\ & 55 \% \\ & { }_{H} \end{aligned}$ | $\begin{aligned} & 74 \\ & 60 \% \\ & M \end{aligned}$ | $\begin{aligned} & 40 \\ & 57 \% \\ & M \end{aligned}$ | 36 ${ }^{51 \%}$ | 56 | 54\% | $\begin{aligned} & 67 \\ & 52 \% \\ & 0 \end{aligned}$ | 99 ${ }^{41 \%}$ | $\begin{aligned} & 77 \\ & 54 \% \\ & q \end{aligned}$ | 17\% | 99\% |
| Sigma | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 175\% | 100\% | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | 100\% | 179\% | 128 | 146 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 5100\% | 260 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 393 | 155 | 238 | 162 | 125 | 61 | 45 | 156 | 146 | 91 | 207 | 50 | 113 | 120 | 136 | 137 | 209 | 173 | 50 | 228 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 380 | 187* | 192 | 117* | 125* | $83^{*}$ | $54^{* *}$ | 149* | 157* | $74^{*}$ | 122 | 51* | 192* | 123* | 134* | 122* | 230 | $143 *$ | $63^{*}$ | 240 |
| Somewhat/Very Good Response (Net) | 148 $39 \%$ | $\begin{gathered} 84 \\ 45 \% \\ c \end{gathered}$ | 64 310 | 44\% | 53 $42 \%$ | 31 $37 \%$ | 20\% | 61\% | 58\% | 299\% | 36 $30 \%$ | 19 38 | $\begin{aligned} & 92 \\ & 48 \% \\ & 4_{K}^{\prime} \end{aligned}$ | $49 \%$ | 56 $42 \%$ | 43\% | ${ }^{98}{ }^{2} \%$ | 47\% | 37 <br> 58 | 104 $43 \%$ |
| Very good response | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | 21\% | ${ }_{7}^{8}$ | $\begin{aligned} & 29 \\ & 23 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | 6\% | 199\% | 14 ${ }^{\text {\% }}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\stackrel{9}{7 \%}$ | 16\% | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | ${ }^{13} 9$ | $\begin{aligned} & 18 \\ & 28 \% \\ & \hline \end{aligned}$ | 36 $15 \%$ |
| Somewhat good response | $\begin{gathered} 104 \\ 27 \% \end{gathered}$ | 61 $33 \%$ | 43\% | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | ${ }_{33}^{28}$ | $\begin{aligned} & 17 \\ & 31 \% \end{aligned}$ | 42\% | 43\% | 19\% | 27 22 | $\begin{aligned} & 11 \% \\ & 21 \% \end{aligned}$ | $\begin{gathered} \text { }{ }_{34}^{64 \%} \\ k \end{gathered}$ | 359\% | 40\% | 29\% | ${ }^{67} 9$ | 34\% | 30\% | 67\% |
| Somewhat/Very Bad Response (Net) | 72 $19 \%$ | $\begin{aligned} & 49 \\ & 26 \% \\ & C \end{aligned}$ | 22 ${ }^{2}$ \% | 29\% | 22 $18 \%$ | $\stackrel{16}{19 \%}$ | ${ }_{9}^{5}$ | 33 $22 \%$ | 31 ${ }^{20 \%}$ | ${ }_{11 \%}$ | 23 $19 \%$ | 14\% | 34\% | $\begin{aligned} & 33 \\ & 27 \% \\ & 0 \end{aligned}$ | 13 $10 \%$ | $\begin{gathered} 25 \\ 21 \% \\ 0 \end{gathered}$ | ${ }^{46}$ \% | 23 $16 \%$ | ${ }^{18} 8$ | 52\% |
| Somewhat bad response | 50 $13 \%$ | $\begin{gathered} 39 \\ 29 \% \end{gathered}$ | 11\% | 20\% | 15\% | 13 $16 \%$ | ${ }_{2}^{1}$ | $17 \%$ | 27\% | ${ }_{6}^{6}$ | $12 \%$ | 17\% | ${ }^{28}{ }^{14 \%}$ | $\begin{aligned} & 25 \\ & 20 \% \\ & \hline \end{aligned}$ | 5 | $\begin{aligned} & 20 \\ & 16 \% \\ & 0 \end{aligned}$ | 32 $14 \%$ | ${ }^{16}$ | 154\% | 37 $15 \%$ |
| Very bad response | ${ }^{22} 6$ | 10 $6 \%$ | 12\% | $\stackrel{9}{7 \%}$ | $\stackrel{7}{5 \%}$ | $\stackrel{3}{3 \%}$ | $\stackrel{4}{7 \%}$ | $\begin{aligned} & 16 \\ & 10 \% \\ & i 0 \end{aligned}$ | ${ }_{3}^{5}$ | 3\% | ${ }^{11} 9$ | 10\% | ${ }_{3 \%}^{7}$ | ${ }_{7}^{8}$ | ${ }_{6}^{8} \%$ | ${ }_{5}^{6}$ | 14 6 | $\stackrel{8}{5 \%}$ | 3 | ${ }^{15} 6$ |
| I am not familiar with this company | 161 $42 \%$ | 54\% | $\begin{aligned} & 106 \\ & 55 \% \\ & B \end{aligned}$ | 45\% | 50\% | 37 $44 \%$ | 29 ${ }^{29}$ | 55\% | ${ }^{68}{ }^{2} \%$ | 50\% | $\begin{aligned} & 63 \\ & 52 \% \\ & M \end{aligned}$ | 18\% | 36\% | 41\% | $\begin{gathered} 65 \\ 49 \% \\ \mathrm{n} \end{gathered}$ | 54\% | 878\% | $\begin{aligned} & 72 \\ & 51 \% \\ & q \end{aligned}$ | ${ }_{13}^{8}$ | 35 ${ }_{\text {35 }}$ |
| Sigma | $\begin{aligned} & 380 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 63 $100 \%$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 164 | 248 | 172 | 116 | 73 | 51 | 146 | 155 | 111 | 220 | 63 | 105 | 129 | 131 | 152 | 226 | 175 | 39 | 224 |
| Weighted Base | 427 | 209* | 218 | 135* | 102* | 104* | 86** | 152* | $168{ }^{*}$ | 107* | 132 | 72* | 191* | 151* | 132* | 144* | 227 | 187* | 59** | 270 |
| Somewhat/Very Good Response (Net) | ${ }^{313} 73 \%$ | ${ }^{153} 73$ | 160 | 90 | $\begin{aligned} & 82 \\ & 80 \% \\ & d \end{aligned}$ | $79$ | 622 | $\begin{gathered} 104 \\ 69 \% \end{gathered}$ | 128\% | 80\% | $78 \%$ | 50\% | 145 ${ }^{76 \%}$ | 1177\% | 897\% | 107 75 | 170 75 | 139 75 | 493\% | 189\% |
| Very good response | ${ }^{126} \%$ | ${ }_{38}^{68}$ | 58\% | 35\% | 37 $36 \%$ | 36\% | 18\% | 53 ${ }^{5}$ | 39\% | 33 $31 \%$ | ${ }_{22 \%}$ | 19 $26 \%$ | $\begin{gathered} 75 \\ 39 \% \\ k \end{gathered}$ | 428\% | 36\% | 48\% | 69\% | 559\% | 35\% | 87\% |
| Somewhat good response | $\begin{gathered} 187 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | $\stackrel{102}{47 \%}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | ${ }_{45}^{45}$ | $\begin{aligned} & 42 \\ & 41 \% \end{aligned}$ | 45\% | $\begin{aligned} & 51 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 53 \% \\ & H \end{aligned}$ | $47 \%$ | $\begin{aligned} & 69 \\ & 52 \% \\ & M \end{aligned}$ | 31 $43 \%$ | $70$ | 750\% | 53 | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | 101 $45 \%$ | $\begin{aligned} & 84 \\ & 45 \% \end{aligned}$ | 14 $23 \%$ | 102\% |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 68 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & { }^{23 \%} \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \\ & \hline \end{aligned}$ | ${ }^{10} 9$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & { }^{19 \%} \end{aligned}$ | 40 $21 \%$ $k$ | 21 $14 \%$ | 34 $25 \%$ nP | ${ }^{13} 9$ | 40\% | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | 10\% | 57\% |
| Somewhat bad response | 43 $10 \%$ | 22 $11 \%$ | 21 $10 \%$ | 17\% | 5 | 13 $13 \%$ | 10\% | 23 15 | $\stackrel{18}{11}$ | $3{ }_{3}$ | ${ }^{8} \%$ | 10\% | 25 ${ }^{13}$ \% | ${ }^{13} 9$ | 23 <br> 17 | ${ }_{5}^{8}$ | 25\% | ${ }^{16} 9$ | ${ }_{10}^{6} \%$ | 36\% |
| Very bad response | 25 ${ }_{6}$ | 14\% | 11 $5 \%$ | 15 $11 \%$ 1 | ${ }_{6}^{6}$ | ${ }_{1}^{1 \%}$ | $\stackrel{3}{3 \%}$ | 12\% | ${ }_{3 \%}^{5}$ | $7{ }_{7}$ | ${ }_{4 \%}^{6}$ | ${ }_{5}^{4}$ | ${ }^{15} 8$ | ${ }_{5}^{8}$ | 11 81 | ${ }_{4}^{6}$ | 15\% | 8 | $\stackrel{4}{8 \%}$ | 21 8 \% |
| I am not familiar with this company | ${ }_{11 \%}$ | ${ }^{20} 9$ | ${ }_{12 \%}$ | 13 $10 \%$ | ${ }^{9} \%$ | 11\% | $12 \%$ | ${ }^{12} 8$ | 170\% | 176\% | $\begin{aligned} & 21 \\ & 16 \% \\ & M \end{aligned}$ | $\begin{gathered} 9 \\ 12 \% \\ \mathrm{~m} \end{gathered}$ | ${ }_{3 \%}^{6}$ | ${ }^{13} 9$ | 10\% | 23 $16 \%$ | 17\% | 23 $12 \%$ | - | ${ }^{23} 9$ |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | 100\% | 270\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents


| Unweighted Base | 405 | 147 | 258 | 166 | 110 | 67 | 62 | 130 | 166 | 109 | 221 | 53 | 104 | 140 | 146 | 119 | 216 | 179 | 34 | 214 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 380 | 185* | 195 | 115* | 93* | 86* | 86** | 129* | $164^{*}$ | 88* | 132* | 59* | 167* | 127* | 135* | 118* | 209 | 162* | 44** | 236 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 261 \\ 69 \% \end{gathered}$ | ${ }_{69 \%}^{127}$ | $\begin{aligned} & 134 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 65 \% \end{aligned}$ | 58\% | $\begin{aligned} & 76 \\ & 89 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 72 \% \end{aligned}$ | $59$ | ${ }_{67}^{89}$ | $\begin{aligned} & 47 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 94 \\ \hline 94 \% \\ p \end{gathered}$ | $\frac{98}{72 \%}$ | $\begin{gathered} 69 \% \\ 59 \end{gathered}$ | $\begin{gathered} 150 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 164 \\ 69 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 97 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 28 \% \end{aligned}$ | ${ }_{23}^{46}$ | 23 | 24\% | 23 26 | 27 ${ }^{27}$ | 37\% | 34\% | ${ }_{26}^{29 \%}$ | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | 16\% | $\begin{aligned} & 47 \% \\ & 28 \% \end{aligned}$ | ${ }_{27}^{37 \%}$ | $\begin{gathered} 41 \\ 30 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | 55\% | ${ }_{26}{ }^{2} \%$ | 19 $43 \%$ | 59\% |
| Somewhat good response | 164 $43 \%$ | 76 $41 \%$ | 85\% | 437\% | 36 | 36\% | 50\% | 47 $36 \%$ | $\begin{aligned} & 84 \\ & 51 \% \\ & \text { hio } \end{aligned}$ | 33 $38 \%$ | 54\% | $\begin{aligned} & 38 \\ & \text { K5 } \\ & \text { KM } \end{aligned}$ | ${ }^{68} 1{ }^{1} \%$ | 57 | 57 | 50\% | 95\% | 65 $40 \%$ | 16 $36 \%$ | 104 $44 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & \text { 68 } \\ & 18 \% \end{aligned}$ | $\begin{aligned} & { }_{24}^{24} \% \\ & C \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | 23\% | 20\% | $\begin{aligned} & 19 \\ & 23 \% \end{aligned}$ | $\frac{6}{7} \%$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 8 \\ 14 \% \end{gathered}$ | 20\% | ${ }_{20}^{26}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | 20\% | 51 22 |
| Somewhat bad response | ${ }_{18}^{48}$ | $\begin{gathered} 32 \\ 17 \% \\ c \end{gathered}$ | ${ }^{16} 8$ | 13\% | 17\% | $12 \%$ | 5\% | $19 \%$ | 159\% | 14 | ${ }_{16}^{12}$ | $4{ }^{4}$ | 25 ${ }^{15}$ | ${ }_{16}^{12 \%}$ | 15\% | 17\% | 25 ${ }_{12 \%}$ | 20 $13 \%$ | $2{ }_{4}$ | 34\% |
| Very bad response | ${ }^{20} 5$ | $12 \%$ | 8 | ${ }^{10} 9$ | $\stackrel{3}{3 \%}$ | ${ }_{9}^{7} \%$ | * | $\begin{aligned} & 13 \\ & 10 \% \\ & i \end{aligned}$ | ${ }_{2 \%}$ | 3 | 5\% | $\stackrel{4}{8 \%}$ | $\stackrel{8}{5 \%}$ | ${ }^{10} 8$ | ${ }_{4}^{6}$ | $4{ }_{4}^{4}$ | 14 6 | $7{ }_{4}^{7}$ | 17\% | 17\% |
| I am not familiar with this company | $\begin{aligned} & 51 \\ & 13 \% \end{aligned}$ | 14 8 \% | $\begin{gathered} 37 \\ 19 \% \\ \text { B } \end{gathered}$ | $\underset{f}{26}{ }_{\text {23\% }}^{26}$ | 13 $14 \%$ | ${ }_{9}^{8}$ | 5\% | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | 27 ${ }^{27}$ | $12 \%$ | $\begin{aligned} & 22 \\ & 16 \% \\ & 1 \end{aligned}$ | $\stackrel{3}{5 \%}$ | 19 $12 \%$ | ${ }_{6}^{7} \%$ | ${ }_{16}^{16}$ | $\begin{aligned} & 27 \\ & { }_{23}^{23 \%} \\ & \hline \end{aligned}$ | 21 $10 \%$ | ${ }^{28}{ }^{17} \%$ | $1 \%$ | ${ }^{21} 9$ |
| Sigma | $\begin{aligned} & 380 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 44 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 396 | 146 | 250 | 165 | 96 | 74 | 61 | 137 | 168 | 91 | 218 | 50 | 98 | 110 | 125 | 161 | 188 | 188 | 32 | 215 |
| Weighted Base | 418 | 201* | 217 | 111* | 88* | $115^{*}$ | 104* | 131* | $212^{*}$ | 75* | 128 | $67^{*}$ | 191* | $130 *$ | $141^{*}$ | $148^{*}$ | $212^{*}$ | 188* | 39** | 245 |
| Somewhat/Very Good Response (Net) | 224 54 | $\begin{gathered} 116 \\ 58 \% \end{gathered}$ | $\begin{gathered} 108 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & \text { 60\%\% } \end{aligned}$ | $\begin{gathered} 117 \\ 55 \% \\ j \end{gathered}$ | ${ }^{28} 7 \%$ | $\begin{aligned} & 68 \\ & 53 \% \end{aligned}$ | 59\% | $\begin{aligned} & 104 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 58 \% \end{aligned}$ | 75 ${ }^{\text {53\% }}$ | $\begin{aligned} & 73 \\ & 50 \% \end{aligned}$ | 106 $50 \%$ | $\begin{gathered} 113 \\ 60 \% \end{gathered}$ | 19 $50 \%$ | 141 $57 \%$ |
| Very good response | $\begin{aligned} & 75 \\ & 18 \% \end{aligned}$ | 37 $19 \%$ | 17\% | 22 19 | 18\% | 15 $13 \%$ | ${ }_{21}^{21}$ | 35\% | 29 $14 \%$ | 12 | 23 $18 \%$ | -7\% | ${ }^{36}$ 19\% | 29\% | 23 $16 \%$ | 24 16 | 420\% | 30 $16 \%$ | 10 25 | 44\% |
| Somewhat good response | $\begin{gathered} 149 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 32 \% \end{aligned}$ | $28 \%$ | $\begin{aligned} & 34 \\ & 39 \% \\ & d \end{aligned}$ | $\begin{aligned} & 45 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 39 \% \end{aligned}$ | ${ }_{34}{ }_{33}$ | $\begin{gathered} 89 \\ 42 \% \\ \hline \end{gathered}$ | ${ }^{16}$ | 45 | $\begin{aligned} & 32 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ | ${ }_{31}^{65}$ | $\begin{gathered} 83 \\ 44 \% \\ q \end{gathered}$ | 10\% | 979\% |
| Somewhat/Very Bad Response (Net) | 103 | $\begin{aligned} & 60 \\ & 30 \% \end{aligned}$ | ${ }_{23}^{40 \%}$ | $35 \%$ | 20\% | $\begin{aligned} & \text { 22 } \end{aligned}$ | $\begin{aligned} & 27 \\ & 26 \% \end{aligned}$ | 28\% | $\begin{aligned} & 51 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | 299\% | 16 $24 \%$ | 48\% | $\stackrel{22}{17 \%}$ | 34\% | $\begin{gathered} 47 \\ 32 \% \\ \mathrm{n} \end{gathered}$ | 57\% | ${ }^{39}$ 21\% | 13 $34 \%$ | 70\% |
| Somewhat bad response | 73\% | ${ }^{38} \%$ | 35\% | 219\% | 16\% | 14\% | 22\% | 21\% | 35\% | 14\% | ${ }_{17}^{13}$ | 130\% | 18\% | 16\% | 22\% | 35\% | 188\% | 30\% | 19\% | 55\% |
| Very bad response | ${ }^{30} \%$ | $\begin{aligned} & 22 \\ & 11 \% \\ & c \end{aligned}$ | 8 | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | ${ }_{5}^{4}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | ${ }_{4}^{4}$ | 9\% | ${ }^{16} 8$ | ${ }_{6 \%}$ | 13 $10 \%$ | $\stackrel{3}{5 \%}$ | ${ }^{13} 7$ | ${ }_{4}^{6}$ | 12\% | 13\% | ${ }^{19} 9$ | $\stackrel{9}{5 \%}$ | ${ }_{14 \%}$ | ${ }^{15} 6$ |
| I am not familiar with this company | 91 $22 \%$ | 25 ${ }_{12 \%}$ | $\begin{aligned} & \text { 66\% } \\ & 30 \% \\ & \hline \end{aligned}$ | 26\% | ${ }_{20 \%}^{17}$ | $\begin{aligned} & 38 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | ${ }_{24}^{41 \%}$ | $\begin{aligned} & 31 \\ & 42 \% \\ & 4 \mathrm{HI} \end{aligned}$ | 31 $24 \%$ | 12\% | 30\% | 32\% | 22\% | 27 $18 \%$ | 493\% | 37 $19 \%$ | ${ }_{16 \%}$ | 34 $14 \%$ |
| Sigma | $\begin{aligned} & 418 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 212\% | 100\% | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 67 $100 \%$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 141 $100 \%$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 100\% | 245 |




Base: All Respondents


| Unweighted Base | 409 | 163 | 246 | 169 | 121 | 64 | 55 | 133 | 178 | 98 | 208 | 58 | 112 | 122 | 147 | 140 | 205 | 187 | 34 | 204 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 411 | 212* | 200 | 134* | 114* | $84^{*}$ | 79** | $142^{*}$ | 195* | 74* | 119* | $67 *$ | 189* | 122* | 156* | $133^{*}$ | 225 | 165* | $43^{* *}$ | 235 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 275 \\ 67 \% \end{gathered}$ | ${ }^{148}$ | $\begin{gathered} 127 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 822 \\ & 61 \% \end{aligned}$ | ${ }_{70}^{80}$ | $\begin{aligned} & 61 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 63 \% \end{aligned}$ | 51\% | ${ }^{132}$ | $79$ | $\begin{aligned} & 103 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 71 \% \end{aligned}$ | ${ }_{66 \%}^{108}$ | $\begin{aligned} & 37 \\ & 85 \% \end{aligned}$ | $\begin{gathered} 162 \\ 69 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 25 $19 \%$ | ${ }_{21}^{24}$ | 11\% | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | ${ }^{28} 14 \%$ | $\begin{aligned} & 14 \% \\ & 19 \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\stackrel{7}{7} \%$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | 19\% | 30 $19 \%$ | 19 $14 \%$ | 418\% | 23 $14 \%$ | 11 26 | 40\% |
| Somewhat good response | 206\% | ${ }^{112} 5$ | 95\% | 57 $42 \%$ | 56\% | $\begin{aligned} & 51 \\ & 61 \% \\ & d \end{aligned}$ | 42\% | ${ }^{68} 8$ | 107 $55 \%$ | 32\% | ${ }^{53} 4$ | $\begin{aligned} & 44 \\ & 67 \% \\ & K \end{aligned}$ | 100 $53 \%$ | 70\% | 72 $46 \%$ | 64\% | 119 $53 \%$ | ${ }^{86}$ \% | 260\% | 122 52 |
| Somewhat/Very Bad Response (Net) | ${ }_{22}^{82 \%}$ | $\text { 55 } 26 \%$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | $\underset{\mathrm{e}}{38}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | ${ }_{20}^{16}$ | ${ }_{26}^{36}$ | 399\% | $\begin{aligned} & 14 \% \\ & 18 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | ${ }_{21}^{28}$ | $\begin{aligned} & 49 \\ & 22 \% \end{aligned}$ | 20\% | ${ }_{14 \%}^{6}$ | 53\% |
| Somewhat bad response | ${ }^{66}$ 16\% | 420\% | 24\% | ${ }^{28} \%$ | 14\% | 13 $15 \%$ | 11\% | ${ }^{23} 16$ | 31 $16 \%$ | $12 \%$ | ${ }^{15}$ | 10\% | 19\% | ${ }_{16}^{16}$ | 27\% | 22\% | 33\% | ${ }^{26}$ 16\% | ${ }_{8}^{4}$ | 418\% |
| Very bad response | ${ }_{23}^{63}$ | 13 $6 \%$ | 10 ${ }^{5}$ | 10 $8 \%$ | 4 | 3 | $5{ }_{6}$ | 13 | $8{ }_{4 \%}$ | 2\% | $12 \%$ | ${ }_{2}^{1}$ | 5\% | $\stackrel{4}{4 \%}$ | 12\% | ${ }_{4}^{6}$ | 15\% | ${ }_{4}^{6}$ | 5\% | 12 5 |
| I am not familiar with this company | ${ }_{12}^{47}$ | 8 | $\begin{gathered} 39 \\ 20 \% \\ B \end{gathered}$ | 140\% | 15 $13 \%$ | ${ }_{9}^{8}$ | 10 $13 \%$ | 12 81 | 21\% | $\begin{aligned} & \text { 14 } \\ & \text { 19\% } \\ & \text { h } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 17 \\ 14 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | 5\% | ${ }^{13} 7$ | 12\% | ${ }^{14} 9$ | 22 16 | ${ }^{16} \%$ | $\begin{aligned} & 24 \\ & { }_{15}^{24} \% \end{aligned}$ | * ${ }^{\text {\% }}$ | 19\% |
| Sigma | 411 $100 \%$ | 212\% | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | 67 $100 \%$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 122\% | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 43 $100 \%$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 148 | 254 | 174 | 110 | 71 | 47 | 134 | 166 | 102 | 225 | 53 | 102 | 130 | 141 | 131 | 198 | 189 | 39 | 210 |
| Weighted Base | 388 | $180 *$ | 208 | 140* | 87* | 92* | 70** | 122* | $178{ }^{*}$ | 87* | 129 | 55* | 189* | $116{ }^{*}$ | 155* | 116* | 212 | 168* | 45** | 239 |
| Somewhat/Very Good Response (Net) | 248\% | 113 63 | $\begin{gathered} 134 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 62 \\ 71 \% \\ { }^{61 \%} \end{gathered}$ | $\begin{aligned} & 66 \\ & 72 \% \\ & { }^{6} \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 121 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 64 \% \end{aligned}$ | 121 $64 \%$ | 82\% | $\begin{gathered} 100 \\ 64 \% \end{gathered}$ | 56\% | $\begin{gathered} 138 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 63 \% \end{aligned}$ | 31 69 | 169\% |
| Very good response | 73 $19 \%$ | ${ }^{37}$ 21\% | ${ }^{36} 17 \%$ | 27 ${ }_{19}$ | 20\% | 16\% | 10 $15 \%$ | $32 \%$ i | 25 $14 \%$ | 17\% | ${ }_{21 \%}^{27}$ | -7\% | 37 20 | 19 | $38 \%$ | 17 $14 \%$ | 45\% | 27 16 | ${ }^{12} 27$ | 20\% |
| Somewhat good response | $\begin{aligned} & 175 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 43 \% \end{aligned}$ | 98\% | $\begin{aligned} & 48 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 48 \% \\ & d \end{aligned}$ | $\begin{aligned} & \text { 50 } \\ & 55 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 344 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 54 \% \\ & H \end{aligned}$ | $40 \%$ | $\begin{gathered} 57 \\ 44 \% \end{gathered}$ | 29 $52 \%$ | $\begin{aligned} & 84 \% \end{aligned}$ | 63 $54 \%$ 0 | $\begin{aligned} & 62 \\ & 40 \% \end{aligned}$ | $49 \%$ | $\begin{aligned} & 92 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 46 \% \end{aligned}$ | 19 $42 \%$ | 120 $50 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{83} 8$ | $\begin{gathered} 50 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \\ & \mathrm{EF} \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | ${ }_{23}^{37 \%}$ | 20\% | 18\% | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 211 | $\begin{aligned} & 53 \\ & 28 \% \\ & k \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | 23\% | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | ${ }_{23}^{53}$ | 20\% | 13 $30 \%$ | 56\% |
| Somewhat bad response | ${ }^{67} \%$ | $\begin{aligned} & { }_{26}^{26} \\ & 26 \% \end{aligned}$ | 21 $10 \%$ | $\begin{aligned} & 39 \\ & 28 \% \\ & \mathrm{Eff} \end{aligned}$ | 11\% | 13 $14 \%$ | ${ }_{9}^{6}$ | 19\% | 33 $19 \%$ | 15\% | ${ }_{11}^{14}$ | 14\% | $\begin{aligned} & 43 \\ & { }_{23} \% \\ & K \end{aligned}$ | ${ }_{18}^{15}$ | 31\% | $19 \%$ | 39\% | 28\% | 127\% | 44\% |
| Very bad response | ${ }^{20} 5$ | ${ }_{2 \%}^{4}$ | $\begin{gathered} 16 \\ 8 \% \\ b \end{gathered}$ | ${ }_{6}^{8}$ | $7 \%$ $8 \%$ | ${ }_{1}{ }^{1}$ | $4{ }_{6}$ | 14 11 1 | $\stackrel{3}{2 \%}$ | 3 | $7 \%$ | $\stackrel{3}{5 \%}$ | 11 6 | 5 | 12\% | ${ }_{3}^{4}$ | 14\% | ${ }_{3 \%}^{6}$ | ${ }_{2}^{1}$ | 12\% |
| I am not familiar with this company | $\begin{aligned} & 52 \\ & 14 \% \end{aligned}$ | ${ }_{9}^{16}$ | $\begin{gathered} 37 \\ 18 \% \\ \text { b } \end{gathered}$ | 17 $12 \%$ | 10\% | $12 \%$ | 151\% | 19 | 21 $12 \%$ | $12 \%$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 199 \\ M \end{array} \end{aligned}$ | 16\% | 1580 | 12\% | ${ }^{13} 8$ | $\begin{aligned} & 28 \\ & 24 \% \\ & \mathrm{NO} \end{aligned}$ | 21 $10 \%$ | 29\% | * ${ }^{\text {\% }}$ | ${ }^{14} 6$ |
| Sigma | $\begin{aligned} & 388 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\stackrel{92}{100 \%}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 870\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \% \\ & 100 \% \end{aligned}$ | 100\% | 239 $100 \%$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KILLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents


| Unweighted Base | 406 | 152 | 254 | 155 | 118 | 72 | 61 | 148 | 151 | 107 | 212 | 55 | 121 | 123 | 132 | 151 | 218 | 171 | 35 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 436 | 204* | 232 | 122* | 114* | 111* | 88* | 153* | 184* | 98* | 122 | 72* | 221* | 149* | 153* | 134* | 265 | 159* | $46^{* *}$ | 264 |
| Somewhat/Very Good Response (Net) | ${ }^{322} 74 \%$ | 142\% | 180\% | 80\% | 84\% | $\begin{aligned} & 93 \\ & 94 \% \\ & 8_{D} \end{aligned}$ | ${ }^{66} \%$ | $\begin{gathered} 121 \\ 79 \% \end{gathered}$ | ${ }^{131}$ 71\% | 70 | 95\% | 51\% | 162 $73 \%$ | 1114\% | ${ }^{115} 76$ | 96\% | ${ }^{206}$ | ${ }^{108} \times$ | 36\% | 190 72 |
| Very good response | ${ }_{33}^{145}$ | $\begin{aligned} & 71 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 39 \% \end{aligned}$ | 21\% | $\begin{aligned} & 69 \\ & 45 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 35 \\ 36 \% \\ i \end{gathered}$ | ${ }_{33}^{43}$ | ${ }_{23}^{16}$ | $\begin{aligned} & 81 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 103 \\ 39 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 38 \% \\ & 24 \% \end{aligned}$ | 24 5 | ${ }_{31}^{83}$ |
| Somewhat good response | $\begin{gathered} 178 \\ 41 \% \end{gathered}$ | 72 ${ }^{3} \%$ | 106 $46 \%$ | $39 \%$ | $\begin{aligned} & 43 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 51 \% \\ & d \end{aligned}$ | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 49 \% \\ & h \end{aligned}$ | $\begin{aligned} & 35 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 48 \% \end{aligned}$ | 817\% | 59 | $\begin{gathered} 73 \\ 48 \% \\ \mathrm{p} \end{gathered}$ | 45 $34 \%$ | 103 $39 \%$ | 70\% | 12\% | 108 $41 \%$ |
| Somewhat/Very Bad Response (Net) | 86\% | ${ }^{46} 23$ | 40\% | 30\% | 25 $22 \%$ | 15 $14 \%$ | ${ }_{16}^{16}$ | 29\% | 35\% | ${ }_{23}^{23}$ | 17 $14 \%$ | ${ }^{18} 8$ | 50\% | 33 $22 \%$ | 35 ${ }^{33}$ | ${ }_{14 \%}$ | 53\% | 32\% | 18\% | 67 $25 \%$ |
| Somewhat bad response | 50 $11 \%$ | 22 $11 \%$ | 27 ${ }^{12 \%}$ | 17\% | 13 $12 \%$ | 110\% | ${ }^{8} \%$ | $17 \%$ | $\begin{aligned} & 27 \\ & 15 \% \\ & j \end{aligned}$ | $5{ }_{5}$ | ${ }^{10} 8$ | 12\% | 29 $13 \%$ | 172\% | 21 14 | 118\% | 30 $11 \%$ | $18 \%$ | 10\% | 39 ${ }^{15}$ |
| Very bad response | 37\% | $\begin{aligned} & 24 \\ & 12 \% \\ & c \end{aligned}$ | 12 5 | 13 $11 \%$ | 11 $10 \%$ | 5 | ${ }_{9}^{8}$ | 11\% | 8 | $\begin{aligned} & 18 \\ & 18 \% \\ & \text { 181/ } \end{aligned}$ | $\stackrel{7}{5 \%}$ | $\stackrel{9}{12 \%}$ | $\stackrel{21}{9 \%}$ | ${ }^{15} 10 \%$ | $\stackrel{14}{9 \%}$ | ${ }_{6}^{8}$ | ${ }^{23} 9$ | $\stackrel{14}{9 \%}$ | 8\% | ${ }_{11 \%}{ }^{28}$ |
| I am not familiar with this company | 27 6 | 15\% | 12 5 | 12\% | ${ }_{5}^{6}$ | 3\% | ${ }_{7 \%}^{6}$ | $\stackrel{4}{2 \%}$ | $\begin{aligned} & 18 \\ & 10 \% \\ & \text { h } \end{aligned}$ | $5{ }_{5}$ | ${ }^{11} 9$ | 3 | 9 | 5 | $\stackrel{3}{2 \%}$ | $\begin{gathered} 19 \\ 14 \% \\ \text { NO } \end{gathered}$ | ${ }_{2}^{6} \%$ | $\begin{aligned} & 19 \\ & 12 \% \\ & \text { Q } \end{aligned}$ | $\stackrel{2}{5 \%}$ | 7\% |
| Sigma | $\begin{aligned} & 436 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 265 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 264 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C-D/E/F/G - H/IJ-K/LM-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 164 | 243 | 165 | 110 | 66 | 66 | 148 | 146 | 113 | 219 | 60 | 104 | 126 | 128 | 153 | 225 | 171 | 39 | 217 |
| Weighted Base | 419 | $200 *$ | 219 | 125* | 98* | 89* | 107* | 159* | $162^{*}$ | 97* | 141 | 70* | $183 *$ | 126* | $142^{*}$ | 151* | 238 | $168 *$ | $54 * *$ | 246 |
| Somewhat/Very Good Response (Net) | ${ }^{289} 9$ | 126 63 | $\begin{gathered} 163 \\ \underset{b}{44 \%} \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 72 \% \\ & d \end{aligned}$ | $\begin{aligned} & 71 \\ & 80 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 75 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 110 \\ 69 \% \end{gathered}$ | 120 $74 \%$ | 59\% | $\begin{aligned} & 90 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 82 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{gathered} 127 \\ 69 \% \end{gathered}$ | 87\% | ${ }^{103} \%$ | $\begin{aligned} & 99 \\ & 66 \% \end{aligned}$ | $\quad 169$ | $\begin{gathered} 116 \\ 69 \% \end{gathered}$ | 34 $63 \%$ | 164 $67 \%$ |
| Very good response | $\begin{aligned} & 79 \\ & 19 \% \end{aligned}$ | 27 $13 \%$ | $\begin{gathered} 53 \\ 24 \% \\ { }^{5} \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 22 \% \\ & { }_{\mathrm{G}}^{2} \end{aligned}$ | $\begin{aligned} & 25 \\ & 26 \% \\ & \mathrm{G} \end{aligned}$ | 18\% | 8\% | 29 $18 \%$ | 31 $19 \%$ | 19\% | ${ }^{27} 19$ | ${ }^{18}{ }^{6} \%$ | 31 $17 \%$ | ${ }^{21} 17 \%$ | 27 $19 \%$ | 31 $20 \%$ | 51\% | 27 $16 \%$ | 14 25 | 14\% |
| Somewhat good response | $\begin{gathered} 209 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & \text { 60\% } \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { 66 } \\ & 62 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 80 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 52 \% \end{aligned}$ | 65 $52 \%$ | $\begin{aligned} & 76 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 52 \% \end{aligned}$ | 21 38 | 120 $49 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 81 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 25 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 41 \\ \text { 43\% } \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 19 \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | ${ }^{10} 9$ | $\begin{aligned} & 37 \\ & 23 \% \\ & i \end{aligned}$ | 21 $13 \%$ | ${ }_{23}^{23}$ | $\begin{aligned} & 23 \\ & 16 \% \\ & 1 \end{aligned}$ | $\stackrel{9}{13 \%}$ | 46\% | 21\% | ${ }^{26} 18 \%$ | 19\% | 47\% | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | 17 $31 \%$ | ${ }_{26 \%}$ |
| Somewhat bad response | ${ }^{43} 10 \%$ | ${ }_{13}^{26}$ | 17\% | $\begin{gathered} \begin{array}{c} 25 \\ \text { EfG } \\ \text { EfG } \end{array} . \end{gathered}$ | ${ }_{6 \%}$ | ${ }_{7}^{6}$ | ${ }_{6}^{6}$ | 13 | ${ }^{13} 8$ | 17 $18 \%$ hi | 14 $10 \%$ | 3 | 24\% | ${ }^{11} 9$ | ${ }_{12}^{16}$ | 15 | ${ }^{21} 9$ | $19 \%$ | ${ }_{11}^{6} \%$ | 33 $14 \%$ |
| Very bad response | ${ }^{38}{ }_{9 \%}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | ${ }^{14} 6 \%$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $5{ }_{5}$ | $\stackrel{4}{4 \%}$ | $\begin{aligned} & 24 \\ & 15 \% \\ & 1 \end{aligned}$ | ${ }_{5}^{8}$ | ${ }_{6}^{6}$ | ${ }_{7}^{7}$ | ${ }_{9}^{6}$ | ${ }_{12}^{22}$ | ${ }^{15} 12 \%$ | 7\% | ${ }^{14} 9$ | 25 $11 \%$ | ${ }^{13} 8$ | 10\% | 30 $12 \%$ |
| I am not familiar with this company | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | 24 $12 \%$ | 25 $11 \%$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | ${ }_{9}^{9 \%}$ | 7 | 22\% | ${ }^{13} 8$ | 21 $13 \%$ | 15 | $\begin{aligned} & 28 \\ & 20 \% \\ & \text { LM } \end{aligned}$ | $\stackrel{3}{5 \%}$ | ${ }^{10} 6$ | 14 | ${ }^{13} 9$ | 23 | ${ }^{22} 9$ | 21 $12 \%$ | 3\% | 19\% |
| Sigma | $\begin{aligned} & 419 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | 219\% | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 142 $100 \%$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \% \\ & 100 \% \end{aligned}$ | 540\% | 100\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G-HIIJ- K/LIM- N/O
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 411 | 155 | 256 | 186 | 110 | 65 | 50 | 133 | 173 | 105 | 232 | 52 | 100 | 132 | 129 | 150 | 210 | 187 | 34 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 396 | 190* | 206 | 124 | 115* | $90^{*}$ | $66^{* *}$ | 134* | 178* | 84* | 136 | $72^{*}$ | 167* | $143^{*}$ | 140 * | 114* | 226 | 159 | 51** | 244 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 255 \\ 64 \% \end{gathered}$ | ${ }^{133} 70 \%$ | $\begin{gathered} 122 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 62 \% \end{aligned}$ | $\text { 44 } 6$ | $\begin{aligned} & 86 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 118 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 59 \% \end{aligned}$ | 50\% | $\begin{gathered} 113 \\ 67 \% \end{gathered}$ | $\begin{gathered} 101 \\ \substack{70 \% \\ p} \end{gathered}$ | $\begin{aligned} & 90 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 152 \\ 67 \% \end{gathered}$ | $\begin{gathered} 100 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 80 \% \end{aligned}$ | $\begin{gathered} 161 \\ 66 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 74 \% \\ & 19 \% \end{aligned}$ | 37 $19 \%$ | 37\% | ${ }_{26}^{26}$ | 23\% | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | ${ }^{71 \%}$ | 23 $17 \%$ | 37\% | 14\% | 24\% | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $3{ }^{34}$ | 25\% | 31 $22 \%$ | 19\% | 42\% | 23\% | 123\% | 58\% |
| Somewhat good response | $\begin{gathered} 181 \\ 46 \% \end{gathered}$ | 96\% | 85 | 52\% | 53 | 39\% | 36 $55 \%$ | 63\% | 815\% | 374 | 566 | 38\% | $\begin{gathered} 78 \\ 47 \% \end{gathered}$ | 76 53 | 60 $43 \%$ | $45 \%$ | 102 $45 \%$ | 77 | 29\% | 102 $42 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{21}^{83}$ | 20\% | ${ }_{22}^{45}$ | 25\% | 28\% | ${ }_{21}^{19}$ | $\underset{12 \%}{8}$ | 30\% | 37 $21 \%$ | ${ }_{20}^{17}$ | ${ }_{21 \%}{ }^{28}$ | ${ }_{11 \%}$ | $\begin{aligned} & 45 \\ & 27 \% \\ & \hline \end{aligned}$ | 31 22 | 24\% | 24\% | $\underset{r}{56}$ | 24\% | 10\% | 626\% |
| Somewhat bad response | ${ }_{17}^{66}$ | 32\% | 34\% | 20\% | ${ }_{26}^{26}$ | 18\% | ${ }_{4 \%}$ | 20\% | 32\% | 14 | 18 $14 \%$ | ${ }_{9}^{6} \%$ | 339\% | ${ }^{26}$ | ${ }_{18}^{18}$ | 219\% | ${ }_{19}{ }^{3} \%$ | 20\% | ${ }^{5} 0$ | ${ }^{52}$ 2 $\%$ |
| Very bad response | 17\% | ${ }_{3 \%}^{7}$ | 11 5 \% | 5 | ${ }_{5}^{6}$ | $1 \%$ | ${ }_{9}^{6}$ | 10\% | $5{ }_{3}$ | $3{ }_{4}$ | ${ }^{10} 7$ | ${ }_{2}^{1 \%}$ | ${ }_{4}^{6}$ | $5{ }_{3}$ | ${ }_{5}^{6}$ | ${ }_{5}^{6} \%$ | 14\% | ${ }_{2 \%}^{4}$ | - | 11\% |
| I am not familiar with this company | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & \text { 19\%\% } \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \\ & \text { 17\% } \end{aligned}$ | ${ }_{6 \%}$ | $\begin{gathered} 15 \\ 17 \% \\ \text { en } \end{gathered}$ | 142\% | ${ }_{14 \%}$ | 24\% | 16\% | $\begin{aligned} & 28 \\ & 20 \% \\ & M \end{aligned}$ | $\begin{aligned} & 14 \\ & 20 \% \\ & M \end{aligned}$ | ${ }^{10} 6$ | 118\% | $\begin{gathered} 25 \\ 18 \% \\ \mathrm{n} \end{gathered}$ | $\stackrel{22}{20 \%} \underset{N}{2}$ | ${ }^{18} 8$ | $\begin{aligned} & 36 \\ & { }_{23}^{33} \% \end{aligned}$ | 10\% | 219\% |
| Sigma | $\begin{aligned} & 396 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 143 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | 244 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$ \%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 408 | 137 | 271 | 166 | 111 | 66 | 65 | 136 | 168 | 104 | 226 | 57 | 103 | 137 | 126 | 145 | 202 | 196 | 39 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | 169* | 238 | 112* | $97^{*}$ | 118* | 81** | 114* | 186* | 107* | 121 | $63^{*}$ | 202* | $140^{*}$ | 134* | $134 *$ | 230* | 171* | $52^{* *}$ | 245 |
| Somewhat/Very Good Response (Net) | ${ }^{299}$ | ${ }_{69 \%}^{116}$ | ${ }^{182}$ | $\begin{aligned} & 65 \\ & 58 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 72 \\ & 74 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 101 \\ 86 \% \\ \text { 86\% } \end{gathered}$ | $\begin{aligned} & 61 \\ & 75 \% \end{aligned}$ |  | $\begin{gathered} 129 \\ 69 \% \end{gathered}$ | $79$ | 900 | $\frac{47}{75 \%}$ | ${ }^{145} 72 \%$ | $\begin{gathered} 119 \\ 85 \% \\ P \end{gathered}$ | $\begin{gathered} 100 \\ \substack{74 \% \\ \mathrm{p}} \end{gathered}$ | 80\% | $\begin{aligned} & 167 \\ & 72 \% \end{aligned}$ | ${ }^{128} \%$ | $40 \%$ | ${ }_{74 \%}^{183}$ |
| Very good response | 90\% | $\begin{aligned} & 42 \\ & 25 \% \end{aligned}$ | ${ }_{28}^{40 \%}$ | $\stackrel{23}{21 \%}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $29$ | ${ }_{20}^{16}$ | 29\% | ${ }^{43} 2$ | ${ }_{18}^{18} 1$ | 32 27 | 14 $22 \%$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | 33 $25 \%$ | 18\% | ${ }_{19}^{44}$ | 44\% | ${ }_{16 \%}$ | 53 ${ }^{52}$ |
| Somewhat good response | $\stackrel{209}{51 \%}$ | 75 44 | $\begin{gathered} 135 \\ 5 \% \% \\ b \end{gathered}$ | 42\% | $\begin{aligned} & 51 \\ & 52 \% \\ & d \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 73 \\ 61 \% \\ \mathrm{D} \end{array} \end{aligned}$ | 44\% | 61\% | 86 | ${ }_{58}^{62}$ | 57\% | 34 5 | $\stackrel{103}{51 \%}$ | 81\% | 50\% | $62 \%$ | ${ }^{123} 5$ | 84\% | 32 $61 \%$ | 130 53 |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \\ & C \end{aligned}$ | $\begin{aligned} & 27 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 29 \% \\ & { }^{2} \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\frac{8}{7 \%}$ | $\begin{aligned} & 14 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & \text { 20 } \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\stackrel{8}{13 \%}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | ${ }^{26} 2$ | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | 24\% | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | ${ }^{52}$ |
| Somewhat bad response | ${ }_{11}^{4} \%$ | 24\% | 20\% | ${ }_{18}^{18}{ }_{\text {f }}$ | ${ }_{8 \%}^{8}$ | ${ }_{6}^{7} \%$ | 12\% | 14\% | 21\% | $8{ }_{8}^{8}$ | 120 | 5\% | 25 ${ }^{13}$ | $\stackrel{7}{5 \%}$ | 17\% | 20 $15 \%$ n | ${ }_{12}^{27}$ | 159\% | 18\% | 39\% |
| Very bad response | 20 ${ }^{\text {\% }}$ | 13 $8 \%$ | ${ }_{3 \%}^{7}$ | 15 $14 \%$ EF | ${ }_{2 \%}$ | ${ }_{1 \%}$ | ${ }_{2 \%}$ | $5{ }_{5}$ | 10 5 | 5 | 7\% | $\stackrel{3}{5 \%}$ | 9 | $\stackrel{7}{5 \%}$ | ${ }_{5}^{6}$ | ${ }_{5}^{6}$ | 11 $5 \%$ | $\stackrel{9}{5 \%}$ | $1 \%$ | 13 5 |
| I am not familiar with this company | ${ }_{11 \%}^{45}$ | ${ }^{16} 9$ | 29 $12 \%$ | 14\% | 15 $16 \%$ | $\stackrel{9}{8 \%}$ | ${ }_{8 \%}^{7}$ | ${ }_{3}^{4}$ | $\begin{aligned} & 26 \\ & { }^{24} \% \\ & H \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 15 \\ 14 \% \\ h \end{array} \end{aligned}$ | 13 $10 \%$ | $\stackrel{8}{13 \%}$ | 23 $11 \%$ | ${ }_{5}^{7}$ | 118\% | $\begin{gathered} 27 \\ { }_{2}^{20 \%} \\ \text { No } \end{gathered}$ | 26 $11 \%$ | 19 | ${ }_{4}^{2}$ | 11 5 \% |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 107 $100 \%$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\stackrel{202}{100 \%}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | 230 $100 \%$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 520\% | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 408 | 151 | 257 | 159 | 118 | 61 | 70 | 135 | 170 | 103 | 207 | 54 | 120 | 127 | 141 | 140 | 209 | 183 | 45 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 188* | 225 | 128* | 95* | $100^{*}$ | $90^{*}$ | 134* | 184* | 95* | 109 | 70* | 203* | 133* | 157* | 123* | 213 | 189* | $63^{* *}$ | 252 |
| Somewhat/Very Good Response (Net) | 282 | $\begin{aligned} & 125 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 666 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 74 \% \\ & d \end{aligned}$ | $\begin{gathered} 69 \\ { }_{7} 9 \end{gathered}$ | ${ }_{69}^{89}$ | ${ }_{73}^{135}$ | $\begin{aligned} & 58 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 70 \% \end{aligned}$ | 52\% | $\begin{gathered} 140 \\ 69 \% \end{gathered}$ | $74 \%$ | 113 ${ }^{72}$ | $\begin{aligned} & 75 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 147 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 172 \\ 68 \% \end{gathered}$ |
| Very good response | 944 | ${ }^{46} 25 \%$ | ${ }_{21}^{48}$ | $\begin{aligned} & 35 \\ & 27 \end{aligned}$ | 232 | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 26 \% \end{aligned}$ | ${ }^{36} 5$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $20$ | $\begin{aligned} & 27 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 28 \% \end{aligned}$ | ${ }_{21}^{40 \%}$ | 26\% | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | ${ }_{21}^{42 \%}$ | 154\% | 58\% |
| Somewhat good response | $\begin{aligned} & 188 \\ & 46 \% \end{aligned}$ | 79 | 109 $48 \%$ | $39 \%$ | $\begin{aligned} & 44 \\ & 46 \% \\ & \text { 4. } \end{aligned}$ | $\begin{aligned} & \text { 60\% } \\ & \text { 60\% } \end{aligned}$ | $\begin{aligned} & 46 \\ & 51 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 54 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 52 \% \end{aligned}$ | $38 \%$ | 49\% | 32\% | 99\% | 59 45 | 76 | 53 $43 \%$ | 95\% | 90\% | ${ }^{26} 11 \%$ | 114 $45 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{11}{ }^{1} \%$ | $\begin{aligned} & 30 \\ & 16 \% \\ & c \end{aligned}$ | ${ }^{17} 8$ | $\begin{gathered} 26 \\ 20 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 15 \\ & 16 \% \\ & { }^{16 \%} \end{aligned}$ | $1 \%$ | $5{ }_{5}$ | $\begin{aligned} & 23 \\ & 17 \% \\ & i \% \end{aligned}$ | 15 8 \% | 9 | 110\% | ${ }_{9}^{6}$ | 27 $13 \%$ | 13 $10 \%$ | ${ }^{15} 9$ | 19\% | 29 $14 \%$ | ${ }^{15} 8$ | 13 $20 \%$ | 38 ${ }^{15}$ |
| Somewhat bad response | ${ }^{26} 6$ | $\begin{aligned} & 19 \\ & 10 \% \\ & { }_{C} \end{aligned}$ | 7\% | $\begin{gathered} 15 \\ \begin{array}{l} 12 \% \\ F \end{array} \end{gathered}$ | 7\% | : | $3{ }_{3}$ | $\begin{aligned} & 16 \\ & { }_{12}^{12 \%} \\ & \end{aligned}$ | 7 | $3{ }_{3}$ | $7 \%$ | 3 4\% | 14\% | ${ }_{5}^{6}$ | 5\% | ${ }^{11} 9$ | ${ }^{14} \%$ | ${ }^{10} 5$ | 11\% | ${ }^{22} 9$ |
| Very bad response | 21 5 \% | 11 $6 \%$ | 10 4 \% | ${ }^{10} 8$ | ${ }_{8}^{8} \%$ | $1 \%$ | ${ }_{2}^{2}$ | ${ }_{5 \%}^{7}$ | 74 | ${ }_{6}^{6}$ | ${ }_{3}^{4} \%$ | 4\% | 13\% | ${ }_{5 \%}^{7}$ | ${ }_{4 \%}^{6}$ | ${ }_{6 \%}$ | 15\% | ${ }_{3}^{5}$ | ${ }_{10}^{6} \%$ | ${ }_{16}^{6 \%}$ |
| I am not familiar with this company | 840\% | 33 $17 \%$ | 51 $23 \%$ | 239 | 14 $15 \%$ | 25\% | ${ }_{16}^{18}$ | 22 $16 \%$ | 34 $19 \%$ | 298\% | 22 20 | 13 $18 \%$ | 36 $18 \%$ | ${ }^{26} 9$ | 30\% | 293\% | 37\% | 44\% | $\stackrel{9}{15 \%}$ | 419\% |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P - Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 148 | 254 | 171 | 126 | 60 | 45 | 137 | 169 | 96 | 217 | 42 | 117 | 126 | 136 | 140 | 200 | 186 | 40 | 218 |
| Weighted Base | 389 | $166{ }^{*}$ | 223 | $130 *$ | $118 *$ | $90^{*}$ | $51^{* *}$ | 133* | $180 *$ | $76 *$ | 118 | $43^{*}$ | 197* | $128 *$ | 131* | 130* | 207 | $168 *$ | 55** | 234 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 255 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 146 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 77 \% \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 75 \% \end{aligned}$ | 65\% | $\begin{gathered} 103 \\ 7 \\ \hline 1 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 58 \% \end{aligned}$ | $48$ | $\begin{gathered} 69 \% \\ 59 \end{gathered}$ | 34 $78 \%$ | $\begin{aligned} & 134 \\ & \quad 68 \% \end{aligned}$ | ${ }_{69}^{89}$ | $72 \%$ | $\begin{aligned} & 74 \% \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 113 \\ 67 \% \end{gathered}$ | 34 $61 \%$ | $\begin{gathered} 162 \\ 69 \% \end{gathered}$ |
| Very good response | 872\% | 44\% | 24\% | 35\% | 36 $31 \%$ $f$ | 12 13\% | ${ }_{11 \%}^{6}$ | 33 ${ }^{4}$ | 23 $13 \%$ | 218\% | 20\% | 20\% | $\begin{aligned} & 56 \\ & 28 \% \\ & k \end{aligned}$ | 26\% | 33 $25 \%$ | 229\% | ${ }^{48}{ }^{3} \%$ | 37\% | 20\% | 53 23 |
| Somewhat good response | $\begin{gathered} 168 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 40 \% \end{aligned}$ | 102 $46 \%$ | 44\% | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 62 \% \\ & \text { CE } \end{aligned}$ | 29\% | 60\% | $\begin{aligned} & 81 \\ & 45 \% \end{aligned}$ | 27 ${ }_{36}$ | 49\% | $\begin{aligned} & 26 \\ & 59 \% \\ & \mathrm{~km} \end{aligned}$ | $79 \%$ | $\begin{aligned} & 63 \\ & 49 \% \end{aligned}$ | 59\% | 46\% | 914\% | 75 | 14 25 | ${ }^{108} 46$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 74 \\ & 19 \% \end{aligned}$ | 339 | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | 15\% | ${ }_{13}^{18}$ | $\begin{aligned} & 4_{25}^{25} \\ & h \end{aligned}$ | 12 | ${ }_{23}^{28}$ | ${ }_{9 \%}^{4}$ | ${ }_{21}^{41 \%}$ | 24\% | ${ }^{25} 9$ | 25\% | 25\% | 24\% | 20\% | 55\% |
| Somewhat bad response | ${ }_{12}^{48}$ | 27 $16 \%$ | 22\% | 21 16 | 17 $15 \%$ | ${ }_{9}^{8}$ | $\stackrel{2}{5 \%}$ | ${ }^{12} 9$ | ${ }^{28}{ }^{16 \%}$ | 11\% | $19 \%$ | 5\% | 27 $14 \%$ | ${ }_{16}^{12}$ | $1{ }_{1}^{13} 10$ | 20\% | ${ }_{\text {17 }}^{35} \mathrm{R}$ | ${ }^{10} 6$ | 15\% | 36\% |
| Very bad response | 25\% | ${ }^{12} 7$ | ${ }^{13} 6$ | $9 \%$ | $8 \%$ | 3\% | 11\% | ${ }_{5}^{6}$ | $\stackrel{16}{9 \%}$ | 3 | $\stackrel{9}{8 \%}$ | 5\% | 13\% | $8{ }_{6}^{8}$ | ${ }^{12} 9$ | 5 | 11 5 | 14 81 | ${ }_{9}^{5}$ | 20 8 \% |
| I am not familiar with this company | $\begin{aligned} & 60 \\ & 15 \% \end{aligned}$ | ${ }_{11}^{18}$ | 42\% | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 17 $14 \%$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | 17\% | 13 $10 \%$ | 30\% | $\begin{aligned} & 17 \\ & 22 \% \\ & h \end{aligned}$ | 21 $18 \%$ | 12\% | ${ }^{22} 11 \%$ | 16 $12 \%$ | 13 $10 \%$ | $\begin{aligned} & 31 \\ & 24 \% \\ & \text { nO } \end{aligned}$ | 24 $12 \%$ | 31 $19 \%$ | ${ }_{3}^{2}$ | 17\% |
| Sigma | $\begin{aligned} & 389 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 760\% | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 128 | 131 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 207\% | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 100\% | 234 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G -H/IJ-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. * small base;*** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 398 | 149 | 249 | 176 | 103 | 69 | 50 | 129 | 168 | 101 | 218 | 44 | 97 | 119 | 129 | 150 | 200 | 180 | 29 | 214 |
| Weighted Base | 368 | $163{ }^{*}$ | 205 | $138^{*}$ | 86* | 74* | 70** | $120 *$ | $172^{*}$ | 76* | 129 | $45^{* *}$ | 155* | $112^{*}$ | $132^{*}$ | 125* | 210 | 145 | $33^{* *}$ | 225 |
| Somewhat/Very Good Response (Net) | 210 57 | 90 | 120 59 | $\begin{aligned} & 66 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 63 \% \\ & d \end{aligned}$ | $\begin{aligned} & 46 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 65 \% \end{aligned}$ | $\text { 90 } 93 \%$ | $\begin{aligned} & 42 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 69 \% \\ 53 \% \end{gathered}$ | $\frac{32}{71 \%}$ | 93\% | 73 $65 \%$ | 79 $60 \%$ $p$ | 58\% | $\begin{gathered} 133 \\ 64 \% \\ \mathrm{R} \% \end{gathered}$ | 719\% | 23 $71 \%$ | 131 $58 \%$ |
| Very good response | $\begin{aligned} & 53 \\ & 14 \% \end{aligned}$ | ${ }^{29} 8$ | 24\% | 20\% | $\begin{gathered} 24 \\ 28 \% \\ \text { DF } \end{gathered}$ | ${ }_{8 \%}^{6}$ | ${ }_{3 \%}$ | 23 | ${ }^{16} 9$ | 14 $18 \%$ | ${ }_{14}^{18}$ | 11\% | 26\% | 220\% | 19 | $12 \%$ | 34\% | 15\% | 12 $37 \%$ | 34\% |
| Somewhat good response | $\begin{gathered} 157 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 61 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 47 \% \end{aligned}$ | ${ }_{36}^{46}$ | $30$ | $\begin{aligned} & 40 \\ & 54 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 42 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 744 \\ & 43 \% \end{aligned}$ | ${ }_{37}^{28}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | 27\% | $\begin{aligned} & 67 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 45 \% \end{aligned}$ | 61 46 | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $99$ | 56\% | 11 $33 \%$ | 98\% |
| Somewhat/Very Bad Response (Net) | 922\% | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 34 \% \end{aligned}$ | ${ }_{23}^{19}$ | 20\% | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $27$ | ${ }_{29}^{49}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | ${ }_{26}^{36}$ | 18\% | $\begin{aligned} & 43 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | 35\% | $\begin{aligned} & 396 \\ & \hline 29 \end{aligned}$ | 430\% | 45 $31 \%$ 9 | 28\% | 617\% |
| Somewhat bad response | 60\% | 29\% | 30\% | 279\% | $\stackrel{13}{15}$ | 115\% | 13\% | 15\% | 34\% | 14\% | 21 16 | $\stackrel{4}{8 \%}$ | 29\% | 15\% | ${ }^{25}$ 19\% | 19\% | 30\% | 26\% | 22\% | 17\% |
| Very bad response | ${ }^{32} 9$ | 20 $12 \%$ | ${ }^{13} 6$ | 20\% | 7\% | 4\% | ${ }_{2 \%}$ | 13 $10 \%$ | $\stackrel{15}{9 \%}$ | $5{ }_{5}$ | ${ }^{12}{ }_{9}$ | 10\% | ${ }^{15} 9$ | 5\% | 108\% | $\begin{gathered} 17 \\ 14 \% \\ \mathrm{n} \% \end{gathered}$ | ${ }^{13} 6$ | 19 13 9 | 6\% | 24 $10 \%$ |
| I am not familiar with this company | $\begin{aligned} & 66 \\ & 18 \% \end{aligned}$ | 24\% | 420\% | 25 18 | 12 | 13\% | 162\% | 159 | 32 $19 \%$ | $\begin{aligned} & 19 \\ & \text { 24\% } \\ & h \end{aligned}$ | $\underset{\substack{21 \\ \mathrm{~m}}}{\substack{28 \\ \hline}}$ | 11\% | 19\% | ${ }_{18}^{16 \%}$ | 17 $13 \%$ | $\begin{gathered} 30 \\ 24 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 34 \% \\ & 16 \% \end{aligned}$ | 20\% | * ${ }^{\text {\% }}$ | 32 $14 \%$ |
| Sigma | $\begin{aligned} & 368 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 45 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 100\% | 225 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 411 | 168 | 243 | 163 | 127 | 64 | 57 | 140 | 175 | 96 | 220 | 56 | 114 | 135 | 151 | 125 | 221 | 174 | 36 | 217 |
| Weighted Base | 387 | 193* | 194 | 112* | 114* | $90^{*}$ | 71** | $127 *$ | 171* | 89* | 123 | 55* | 181* | 134* | 156* | 97* | 220 | 156* | $38 * *$ | 236 |
| Somewhat/Very Good Response (Net) | 262 68 | 127 ${ }^{127}$ | $135$ | $\begin{aligned} & 71 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 77 \% \\ & \text { df } \end{aligned}$ | $\begin{aligned} & 53 \\ & 59 \% \end{aligned}$ | $50$ | 88\% | $\begin{gathered} 115 \\ 67 \% \end{gathered}$ | 59\% | $81 \%$ | $\begin{aligned} & 32 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 132 \\ 73 \% \end{gathered}$ | 940\% | $\underset{\mathrm{p}}{112}$ | 56\% | ${ }^{146}$ 66\% | 109 $70 \%$ | 27 $71 \%$ | ${ }^{178} 8$ |
| Very good response | 91 $23 \%$ | ${ }^{48}{ }^{2} \%$ | ${ }_{23}^{43}$ | 26\% | 35 $\substack{31 \%}$ f | 14\% | 15\% | 31 $24 \%$ | 22\% | 22 24 | ${ }_{29}^{29}$ | 15\% | ${ }^{48}{ }^{6} \%$ | 35\% | ${ }^{38} 8$ | ${ }_{19}^{19}$ | 29\% | 27 $18 \%$ | 17 $45 \%$ | 24\% |
| Somewhat good response | $\begin{gathered} 171 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 41 \% \end{aligned}$ | $92$ | $45$ | $52$ | $399$ | $\begin{aligned} & 35 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 43 \% \end{aligned}$ | 24 $43 \%$ | 84\% | $\begin{aligned} & 60 \\ & 45 \% \end{aligned}$ | $74 \%$ | $\begin{aligned} & 38 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 52 \% \\ & \mathrm{q} \end{aligned}$ | 10\% | 114 $48 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 69 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & { }_{23} \% \\ & C \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | 20\% | $\frac{5}{7} \%$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \% \\ & 17 \% \end{aligned}$ | ${ }_{26 \%}^{14}$ | $\begin{aligned} & 31 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | 26\% | 19\% | 230\% | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | ${ }_{2}^{8} \%$ | 37 $16 \%$ |
| Somewhat bad response | ${ }_{96}{ }^{\%}$ | $\begin{gathered} \begin{array}{c} 25 \\ 13 \% \\ c \end{array} \end{gathered}$ | 11 $6 \%$ | 15\% | ${ }_{7 \%}$ | 11 $13 \%$ | ${ }_{3}{ }^{2}$ | ${ }^{11} 9$ | 18 | $7{ }_{7}$ | ${ }_{12}^{15}$ | $\stackrel{4}{7 \%}$ | ${ }^{15}$ | ${ }^{10} \%$ | $17 \%$ | 9\% | 25 $11 \%$ | ${ }^{10} 6$ | $3{ }^{3}$ | 20\% |
| Very bad response | ${ }^{33} 8$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | ${ }^{13} 7 \%$ | 12 $11 \%$ | 8\% | -9\% | $\stackrel{3}{5 \%}$ | 1180 | ${ }_{8 \%}^{14}$ | 10\% | $5{ }^{6}$ | $\begin{aligned} & \text { 190 } \\ & \text { 19\% } \\ & \text { K } \end{aligned}$ | ${ }^{16} 9$ | 13 $10 \%$ | $9 \%$ | $11 \%$ | ${ }^{18} 8$ | ${ }^{13} 8$ | ${ }_{15}^{6}$ | 17\% |
| I am not familiar with this company | $\begin{aligned} & 56 \\ & 15 \% \end{aligned}$ | 21\% | 35\% | 15\% | 9\% | 17\% | 152\% | 17 $14 \%$ | 24\% | 15\% | 21 $17 \%$ | 16\% | ${ }^{18} 10$ | 12\% | 18 | $\begin{aligned} & 22 \\ & 23 \% \\ & \text { no } \end{aligned}$ | 31 $14 \%$ | 24\% | $3 \%$ | ${ }^{21} 9$ |
| Sigma | $\begin{aligned} & 387 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/LM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 413 | 155 | 258 | 163 | 118 | 67 | 65 | 141 | 165 | 107 | 234 | 59 | 97 | 128 | 133 | 152 | 202 | 195 | 38 | 216 |
| Weighted Base | 399 | $178 *$ | 221 | 111* | $100 *$ | 95* | $93^{*}$ | 134* | 176* | $90^{*}$ | 135 | 59* | 185* | $120 *$ | 139* | $140 *$ | 204 | 181* | $54^{* *}$ | 240 |
| Somewhat/Very Good Response (Net) | ${ }_{67 \%}^{266}$ | $\begin{gathered} 112 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 70 \% \end{aligned}$ | $59$ | $\begin{aligned} & \text { 677 } \\ & 67 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 79 \\ & 83 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 61 \\ & 66 \% \end{aligned}$ | ${ }_{63}^{83}$ | $\begin{aligned} & 123 \\ & 70 \% \end{aligned}$ | 60\% | ${ }^{88}$ | 42\% | ${ }^{131} 71 \%$ | 91 ${ }_{\text {P }}$ | 94\% | 82\% | $\begin{gathered} 133 \\ 65 \% \end{gathered}$ | ${ }^{130} 72 \%$ | 40\% | $\begin{gathered} 163 \\ 68 \% \end{gathered}$ |
| Very good response | ${ }^{93}{ }^{3} \%$ | 44\% | 42\% | 23\% | 33 $32 \%$ g | 21\% | 14\% | 41 ${ }^{41 \%}$ | 30\% | 22 25 | ${ }^{32}$ 23\% | 14\% | 44\% | 34\% | 32\% | 20\% | 51 25 | 40\% | 22 $40 \%$ | 58\% |
| Somewhat good response | $\begin{gathered} 174 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 68 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & { }^{51 \%} \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 47 \\ & 51 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 53 \% \\ & H \end{aligned}$ | $\begin{aligned} & 38 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | 28\% | $\begin{aligned} & 86 \\ & 47 \% \end{aligned}$ | 56\% | 63\% | 34\% | $\begin{aligned} & 82 \\ & 40 \% \end{aligned}$ | 50\% | 184\% | 105 $44 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | 329\% | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 32 \\ 29 \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & { }_{23}^{23} \\ & { }_{2} 3 \% \end{aligned}$ | 5 | -9\% | 23\% | 27 15 | 10\% | 22 $16 \%$ | $\stackrel{9}{15 \%}$ | 35 $19 \%$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | 27 $19 \%$ | 25\% | ${ }_{24}{ }^{1} \%$ | 24\% | 11\% | 20 |
| Somewhat bad response | ${ }_{12}{ }^{2} \%$ | $\begin{aligned} & 33 \\ & 18 \% \\ & 18 \% \end{aligned}$ | 17\% | $\begin{gathered} 26 \\ 24 \% \\ F G \end{gathered}$ | $\begin{gathered} 17 \\ 17 \% \\ 17 \end{gathered}$ | $4 \%$ | $3{ }_{3}$ | $\begin{aligned} & 22 \\ & 17 \% \\ & \text { j } \end{aligned}$ | ${ }_{12}^{22}$ | $5_{6 \%}$ | 14 $10 \%$ | 5\% | 28\% | 13 $11 \%$ | $11 \%$ | 21 15 | ${ }^{28}{ }^{14 \%}$ | 20 $11 \%$ | $\underset{14 \%}{7}$ | 39\% |
| Very bad response | ${ }^{20} 5$ | $7{ }_{4}^{7}$ | ${ }^{13} 6$ | $5{ }^{6}$ | ${ }_{6 \%}$ | $1 \%$ | ${ }_{7 \%}^{6}$ | 11 81 | ${ }_{3}^{5}$ | $4{ }_{4}$ | ${ }_{6}^{8}$ | 7\% | $7 \%$ | 5 | 1180 | $\stackrel{4}{3 \%}$ | $\begin{gathered} 15 \\ 8 \% \\ \mathrm{r} \end{gathered}$ | $\stackrel{4}{2 \%}$ | $\stackrel{4}{7 \%}$ | 11 5 |
| I am not familiar with this company | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ | 27 ${ }^{15}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | 10 $10 \%$ | 11 $12 \%$ | $\begin{gathered} 23 \\ 25 \% \end{gathered}$ | ${ }_{13}^{18}$ | ${ }^{26}$ | 20\% | 26 $19 \%$ | ${ }^{8} 8{ }^{\text {\% }}$ | 19 $10 \%$ | $12 \%$ | 19 $14 \%$ | $\begin{aligned} & \frac{33}{24} \% \\ & { }^{24} \% \end{aligned}$ | 27 $13 \%$ | 27 | $\stackrel{3}{5 \%}$ | ${ }_{11 \%}$ |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | 176\% | 100\% | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 120\% | 139 $100 \%$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 204 $100 \%$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | 100\% | 240\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 402 | 140 | 262 | 175 | 110 | 61 | 56 | 143 | 164 | 95 | 215 | 54 | 103 | 121 | 152 | 129 | 207 | 183 | 29 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 395 | 157* | 238 | 118 | 101* | $100^{*}$ | 76* | 134* | 177* | 85* | 125 | 65* | 175* | $130^{*}$ | 159* | 106* | 227 | 158* | $34^{* *}$ | 237 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 228 \\ 58 \% \end{gathered}$ | 52\% | $\begin{aligned} & 137 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 62 \% \end{aligned}$ | $56$ | $\begin{aligned} & 47 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 111 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 52 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 36 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 113 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 61 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 51 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 157 \\ 66 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 53 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | 31 $13 \%$ | 14\% | $\begin{gathered} 18 \\ 18 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 18 \\ & 18 \% \\ & \mathrm{~g} \end{aligned}$ | 3 | ${ }_{19}^{19}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | ${ }^{8} 0 \%$ | ${ }^{11} 9$ | -9\% | $\begin{aligned} & 31 \\ & 18 \% \\ & k \end{aligned}$ | ${ }_{14 \%}^{19}$ | 214\% | 13 $12 \%$ | ${ }^{32} 14 \%$ | ${ }_{12}^{19}$ | 15\% | 42\% |
| Somewhat good response | 175 $44 \%$ | 70 45 | 105 $44 \%$ | $49 \%$ | 45 | $\begin{aligned} & 38 \\ & 38 \% \end{aligned}$ | 44\% | 54\% | 86\% | 36\% | 54\% | 27 $42 \%$ | 816\% | 617\% | 76 | $38 \%$ | 107 47 | 672\% | 181\% | 115 $49 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 72 \\ & 18 \% \end{aligned}$ | 324\% | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\stackrel{23}{20 \%}$ | $\begin{aligned} & 177 \% \\ & 17 \end{aligned}$ | $\begin{aligned} & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | 29\% | $\begin{aligned} & 32 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 19 \end{aligned}$ | ${ }^{15} 23$ | ${ }^{28}{ }^{16 \%}$ | ${ }_{14 \%}^{18}$ | 39 ${ }^{39}$ | 15 $14 \%$ | ${ }_{19 \%}$ | ${ }^{25} 16$ | ${ }^{8} 2$ \% | 46 $19 \%$ |
| Somewhat bad response | ${ }_{12}^{46}$ | $\begin{aligned} & 27 \\ & 17 \% \\ & { }_{C}^{27} \end{aligned}$ | 19\% | 17 14 | 99 | 14\% | ${ }_{8 \%}$ | ${ }_{12 \%}^{16}$ | 21 $12 \%$ | 11\% | 13 $11 \%$ | ${ }^{13} 20$ | ${ }^{17} 9$ | $9 \%$ | 25\% | $12 \%$ | ${ }_{12}^{26}$ | 11\% | 10\% | 27\% |
| Very bad response | ${ }^{26} 6$ | 7 | 19\% | $7{ }_{6} \mathbf{\%}$ | ${ }_{8}^{8} \%$ | $\stackrel{4}{4 \%}$ | ${ }_{9}^{7} \%$ | $\begin{aligned} & 13 \\ & 10 \% \\ & 10 \% \end{aligned}$ | 11 6 \% | $1 \%$ | 10\% | $\stackrel{2}{4 \%}$ | 11 6 | $9 \%$ | $\stackrel{14}{9 \%}$ | 3\% | ${ }^{18} 8$ | $\stackrel{8}{5 \%}$ | ${ }_{12}{ }^{4}$ | 19 ${ }_{8}$ |
| I am not familiar with this company | $\begin{aligned} & 95 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 311 \\ & 20 \% \end{aligned}$ | 64\% | 27\% | 21 20 | ${ }^{26} 26$ | ${ }_{21 \%}^{16}$ | 32 24 | 33 $19 \%$ | $\begin{aligned} & 30 \\ & 36 \% \\ & \hline \end{aligned}$ | 35\% | ${ }^{14}$ 21\% | 35\% | 32 25 | 23 $14 \%$ | $\begin{aligned} & 40 \\ & 38 \% \\ & \text { nO } \end{aligned}$ | ${ }_{19}^{44}$ | $\begin{gathered} 47 \\ 30 \% \\ q \end{gathered}$ | ${ }^{4} 1{ }^{4}$ | 34 $14 \%$ |
| Sigma | 395 $100 \%$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | 177 $100 \%$ | -850 | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | 227 $100 \%$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 34 $100 \%$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G-H/IJ-K/LIM - N/O/P - Q/R-S/T


Base: All Respondents


| Unweighted Base | 405 | 140 | 265 | 167 | 100 | 71 | 67 | 127 | 174 | 104 | 223 | 50 | 101 | 120 | 137 | 148 | 214 | 183 | 28 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 427 | 191* | 236 | 111* | 104* | 112* | 99* | 131* | 209* | $87^{*}$ | 135 | 59* | 197* | 134* | 154* | 139* | 250 | 171* | $42^{* *}$ | 268 |
| Somewhat/Very Good Response (Net) | ${ }^{284}$ | $\begin{aligned} & 134 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 151 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 74 \% \\ & { }^{7} \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 71 \% \\ & d \end{aligned}$ | $\begin{aligned} & 108 \\ & 82 \% \\ & 1.5 \end{aligned}$ | ${ }_{60 \%}^{125}$ | $\begin{aligned} & 51 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 62 \% \end{aligned}$ | $42 \%$ | $\begin{aligned} & 141 \\ & 72 \% \end{aligned}$ | ${ }^{88} 6 \%$ | $\begin{aligned} & 105 \\ & 68 \% \end{aligned}$ | 92\% | $\begin{aligned} & 173 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 109 \\ 64 \% \end{gathered}$ | 33 $80 \%$ | 199\% |
| Very good response | $\begin{gathered} 103 \\ 24 \% \end{gathered}$ | $\begin{gathered} 57 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 46 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & { }^{14} \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 46 \\ & 35 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{18}$ | 26\% | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & \text { 586\% } \end{aligned}$ | $\stackrel{44}{33 \%}$ | $\begin{gathered} 40 \\ 26 \% \\ p \end{gathered}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | 29\% ${ }_{\text {r }}^{72}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | 16 $38 \%$ | ${ }^{82} 1 \%$ |
| Somewhat good response | $\begin{gathered} 182 \\ 43 \% \end{gathered}$ | 77 | 105 $44 \%$ | $45 \%$ | 45\% | $\begin{aligned} & 56 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 37 \% \end{aligned}$ | 62\% | 87\% | 33\% | $\begin{aligned} & 57 \\ & 42 \% \end{aligned}$ | 51\% | $8{ }^{86}$ | 44\% | 64\% | $\begin{aligned} & 73 \\ & 53 / \% \\ & N \end{aligned}$ | 101 $41 \%$ | 80\% | 182\% | 117 $44 \%$ |
| Somewhat/Very Bad Response (Net) | 80 $19 \%$ | ${ }^{43}$ 23\% | 37 $16 \%$ | $\begin{aligned} & 31 \\ & 28 \% \\ & \text { eg } \end{aligned}$ | 15 $14 \%$ | 220\% | 12 $13 \%$ | 17\% | ${ }^{48}{ }^{3} \%$ | 15 | 23 $17 \%$ | ${ }_{14 \%}$ | 20\% | 29\% | 31 $20 \%$ | 20 $14 \%$ | ${ }^{45} 8$ | 34\% | 8\% | 52\% |
| Somewhat bad response | 136 | ${ }^{28} 14$ | 29 ${ }_{12 \%}$ | 20 $18 \%$ | 12 $11 \%$ | $14 \%$ | 11\% | $9 \%$ | $\begin{aligned} & 41 \\ & 20 \% \\ & \mathrm{CHj} \end{aligned}$ | $6 \%$ | 16\% | ${ }_{11 \%}^{6}$ | $\begin{aligned} & 32 \\ & \text { 16\% } \end{aligned}$ | 22\% | 20 $13 \%$ | 15\% | 25 ${ }^{2}$ | 31 $18 \%$ | 5\% | 39 $14 \%$ |
| Very bad response | 24\% | 16 $8 \%$ | ${ }_{3 \%}^{8}$ | ${ }^{11} 9$ | 3\% | ${ }_{8 \%}^{8}$ | ${ }_{2}^{2}$ | ${ }_{6}^{7} \%$ | 7 | ${ }_{11}^{9} \%$ | ${ }_{5 \%}^{7}$ | 3\% | 9 | 7 | ${ }^{12} 8$ | 5 | $\begin{gathered} 21 \\ 8 \% \\ \mathrm{r} \end{gathered}$ | $\stackrel{3}{2 \%}$ | ${ }^{1} \%$ | $\stackrel{13}{5 \%}$ |
| I am not familiar with this company | 62 $14 \%$ | 14\% | $\begin{gathered} 48 \\ 20 \% \\ \text { B } \end{gathered}$ | 20\% | 12 $11 \%$ | 14\% | 16\% | ${ }_{5 \%}^{7}$ | $\begin{gathered} 35 \\ 17 \% \\ H \end{gathered}$ | $\begin{gathered} 23 \\ { }_{23}^{23} \end{gathered}$ | $\begin{aligned} & 29 \\ & \begin{array}{c} 21 \% \\ M \end{array} \end{aligned}$ | $\stackrel{8}{14 \%}$ | 16 $8 \%$ | 17 $13 \%$ | ${ }_{12 \%}^{18}$ | 27 $20 \%$ | 31 $13 \%$ | ${ }_{16 \%}$ | ${ }^{5} 2 \%$ | 17\% |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 42 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 268 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents


| Unweighted Base | 412 | 161 | 251 | 184 | 117 | 59 | 52 | 140 | 181 | 91 | 206 | 55 | 121 | 106 | 151 | 155 | 209 | 189 | 30 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 430 | 203* | 227 | 153 | 123* | 85* | $68^{* *}$ | 145* | 197* | 88* | 131* | 55* | 213* | 111* | 170* | 149* | 247 | 169* | $37 * *$ | 256 |
| Somewhat/Very Good Response (Net) | 240 56 | 104 ${ }^{51 \%}$ | 136 $60 \%$ | 95\% | 70\% | 44\% | 32\% | 91\% | 101\% | 48\% | 72 5 | 35 64 | 116 $54 \%$ | 70 $63 \%$ | 91\% | 79\% | 141 $57 \%$ | ${ }^{96}$ \% | 27 75 | 163\% |
| Very good response | $\begin{aligned} & 79 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 41 \\ 27 \% \\ \mathrm{~F} \end{gathered}$ | 21\% | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | 31 21 | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | 11 $12 \%$ | 21 $16 \%$ | 15 ${ }^{18}$ | ${ }_{19 \%}^{40}$ | 26\% | 29 $17 \%$ | 24\% | ${ }^{45} 8$ | 33 $19 \%$ | 16 $43 \%$ | 24\% |
| Somewhat good response | $\begin{gathered} 161 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 100 \\ 44 \% \\ B \end{gathered}$ | $\begin{aligned} & 54 \\ & 35 \% \end{aligned}$ | $49 \%$ | $\begin{aligned} & 37 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 21 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 39 \% \end{aligned}$ | 20 36 | $\begin{aligned} & 76 \\ & 36 \% \end{aligned}$ | 44\% | ${ }^{62} \%$ | 55\% | 96\% | ${ }_{3}^{63}$ | 11 $31 \%$ | 109 $42 \%$ |
| Somewhat/Very Bad Response (Net) | 119\% | 67 ${ }_{3}^{67}$ | 52\% | 427\% | 32\% | 24\% | 21\% | 429\% | 59\% | 18\% | 27\% | 8 $14 \%$ | $\begin{gathered} 71 \\ 33 \% \\ \hline \text { 3 } \end{gathered}$ | 27\% | 552\% | 37 | ${ }^{66}$ | ${ }^{48}{ }^{2} \%$ | ${ }_{23}^{8} \%$ | 74 $29 \%$ |
| Somewhat bad response | 819\% | 25\% | 37 $16 \%$ | 23 $15 \%$ | ${ }_{21}^{26}$ | 19\% | 14\% | 22 $15 \%$ | $\begin{aligned} & 45 \\ & 25 \% \\ & j \end{aligned}$ | 11\% | 23 $18 \%$ | 7\% | $\begin{aligned} & \text { 514 } \\ & \text { 24\% } \end{aligned}$ | $\stackrel{23}{21 \%}$ | 42 P\% | $17 \%$ | 18\% | 35\% | ${ }^{4} 1{ }^{4}$ | 20\% |
| Very bad response | ${ }^{38} 9$ | $\stackrel{22}{11 \%}$ | ${ }^{16} \%$ | $\begin{aligned} & 19 \\ & 13 \% \\ & \mathrm{e} \% \end{aligned}$ | ${ }_{5}^{6}$ | ${ }_{7}^{6}$ | ${ }^{7} 0$ \% | $\begin{aligned} & 19 \\ & 13 \% \\ & 1 \end{aligned}$ | 10 5 | ${ }_{9 \%}$ | 13 $10 \%$ | 7\% | $\stackrel{20}{9 \%}$ | $\stackrel{4}{3 \%}$ | 13 81 | $\begin{aligned} & 21 \\ & { }^{14 \%} \\ & \mathrm{~N}^{2} \end{aligned}$ | ${ }^{22} 9$ | 14 81 | ${ }_{11}{ }^{4} \%$ | ${ }_{9}^{24}$ |
| I am not familiar with this company | 71 $16 \%$ | 32 $16 \%$ | 17\% | ${ }^{16} \%$ | 22\% | 17 $20 \%$ | 16 23 | 12 81 | $\begin{aligned} & 37 \\ & { }^{39 \%} \\ & H^{2} \end{aligned}$ | $\begin{aligned} & 22 \\ & { }_{25}^{25 \%} \\ & \hline \end{aligned}$ | 23 ${ }^{23}$ | 22\% | ${ }^{26} 12$ | 14\% | 24\% | 32\% | 40\% | ${ }^{26} 15$ | 3\% | ${ }^{19} 8$ |
| Sigma | $\begin{aligned} & 430 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 256 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 409 | 159 | 250 | 162 | 109 | 79 | 59 | 139 | 176 | 94 | 204 | 61 | 119 | 119 | 127 | 163 | 219 | 178 | 36 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 431 | 200* | 232 | $133 *$ | 93* | 116* | 89* | 129* | 212* | 91* | 116 | 79* | 216* | 125* | 145* | 162* | 238 | 180* | 50** | 266 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 259 \\ 60 \% \end{gathered}$ | $\begin{gathered} 120 \\ 60 \% \end{gathered}$ | $\begin{gathered} 139 \\ 60 \% \end{gathered}$ | 659\% | $\begin{aligned} & 50 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & \begin{array}{c} 22 \% \\ \text { De } \end{array} \end{aligned}$ | $\begin{aligned} & \text { 61 } 69 \% \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 129 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 61 \% \\ & 61 \end{aligned}$ | $\begin{aligned} & 78 \\ & 68 \% \\ & \mathrm{~m} \end{aligned}$ | 56\% | 120 $56 \%$ | 750\% | 859\% | 98\% | 139 $58 \%$ | $\begin{gathered} 114 \\ 63 \% \end{gathered}$ | 34 $68 \%$ | 166 $62 \%$ |
| Very good response | $\begin{aligned} & 82 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 21 $23 \%$ | $26 \%$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | ${ }_{20}^{18}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | ${ }_{26}^{36}$ | ${ }^{523} 2$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 32 \% \end{aligned}$ | 21\% |
| Somewhat good response | $\begin{gathered} 177 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 41 \% \end{aligned}$ | $94 \%$ | ${ }_{33}^{44}$ | 280\% | $\begin{aligned} & 57 \\ & 50 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 44 \\ & 53 \% \\ & \text { dE } \end{aligned}$ | ${ }^{43} 4 \%$ | 96\% | 37\% | $\begin{aligned} & 56 \\ & 48 \% \\ & \text { m } \end{aligned}$ | $\begin{aligned} & 42 \\ & 54 \% \\ & \mathrm{~m} \end{aligned}$ | 75 ${ }^{35}$ | 50\% | 655\% | 62\% | ${ }_{36}{ }^{6}$ | $84 \%$ | 18\% | 110 $41 \%$ |
| Somewhat/Very Bad Response (Net) | 109 25 | $\begin{gathered} 63 \\ 31 \% \\ c \end{gathered}$ | 47\% | $\begin{aligned} & 49 \\ & 36 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 31 \\ & 33 \% \\ & \text { Fg } \end{aligned}$ | 15 $13 \%$ | 15\% | 37\% | 51 24 | 21 23 | 21 $18 \%$ | 10 $13 \%$ | $\begin{aligned} & 74 \\ & 34 \% \\ & \text { KL } \end{aligned}$ | $\begin{gathered} 41 \\ 33 \% \\ \mathrm{p} \end{gathered}$ | 37\% | 32\% | ${ }^{63}$ 26\% | 44\% | 13 $27 \%$ | 78 $29 \%$ |
| Somewhat bad response | 70\% | 37 19 | 32 $14 \%$ | $\begin{aligned} & 27 \\ & 20 \% \\ & f \end{aligned}$ | 20 ${ }_{\text {21 }}^{\text {f }}$ | ${ }^{10} 9$ | 13 $15 \%$ | 22 $17 \%$ | 34 $16 \%$ | 14\% | 16\% | ${ }_{7}^{6} \%$ | 21\% | $\begin{gathered} 31 \\ 34 \% \\ { }^{24 \%} \end{gathered}$ | 22 $15 \%$ | 170\% | 40\% | 29 ${ }^{16 \%}$ | 12\% | 50 $19 \%$ |
| Very bad response | ${ }^{39} 9$ | ${ }^{25}{ }^{13}$ | 14 6 | $\begin{gathered} 21 \\ 16 \% \\ F G \end{gathered}$ | $\begin{gathered} 11 \\ \begin{array}{c} 12 \% \\ 9 \end{array} \end{gathered}$ | 5 | 2\% | ${ }_{15}^{15}$ | 17 ${ }_{8}$ | 7\% | ${ }_{5}^{5}$ | 5\% | $\begin{aligned} & \text { 29} \\ & 13 \% \\ & k \end{aligned}$ | ${ }^{10} 8$ | 14\% | ${ }^{15} 9$ | 23 $10 \%$ | ${ }^{16} 9$ | ${ }^{1} \%$ | 28\% |
| I am not familiar with this company | - $15 \%$ | 17\% | $\begin{aligned} & 46 \\ & 20 \% \\ & B \end{aligned}$ | 19 | 13 $14 \%$ | ${ }_{18}^{18}$ | 13 $15 \%$ | ${ }_{16}^{16}$ | 32 $15 \%$ | 14 | 16\% | 12 $15 \%$ | ${ }^{22} 10 \%$ | $9 \%$ | 23 $16 \%$ | $\begin{aligned} & \begin{array}{l} 31 \\ 19 \% \\ { }^{2} \% \end{array} \end{aligned}$ | 36\% | 21 $12 \%$ | 5\% | 23 8 \% |
| Sigma | $\begin{aligned} & 431 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 266 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 403 | 141 | 262 | 160 | 114 | 60 | 69 | 141 | 173 | 89 | 216 | 61 | 102 | 128 | 133 | 142 | 212 | 178 | 38 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 440 | 195* | 245 | 125* | 114* | $100^{*}$ | 102* | 156* | 205* | 79* | $130 *$ | $92^{*}$ | 188* | 156* | 149* | 136* | 264 | 164* | 70** | 271 |
| Somewhat/Very Good Response (Net) | 230 $52 \%$ | $\begin{gathered} 118 \\ 60 \% \\ C \end{gathered}$ | $\begin{gathered} 112 \\ 46 \% \end{gathered}$ | 55 | $\begin{aligned} & 68 \\ & 60 \% \\ & d \end{aligned}$ | $47 \%$ | $\begin{aligned} & 60 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 51 \% \end{aligned}$ | 28\% | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $54 \%$ | $\begin{aligned} & 103 \\ & 55 \% \end{aligned}$ | ${ }^{82}$ \% | 81 $55 \%$ | 679\% | 139 $53 \%$ | ${ }_{53}^{86}$ | 47\% | 153 $56 \%$ |
| Very good response | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \% \\ & 11 \% \end{aligned}$ | ${ }^{22}{ }_{9 \%}$ | $\begin{aligned} & 15 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 19 \\ 17 \% \\ \stackrel{17}{F} \end{gathered}$ | $1 \%$ | ${ }_{7 \%}$ | $\begin{aligned} & 25 \\ & 16 \% \\ & 1 \end{aligned}$ | ${ }_{4 \%}^{8}$ | $\begin{gathered} 10 \\ 13 \% \\ i \end{gathered}$ | $\frac{9}{7 \%}$ | 5 | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | 14\% | 9\% | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | 14 8 \% | 19\% | 13\% |
| Somewhat good response | $\begin{gathered} 188 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 50 \% \\ & c \end{aligned}$ | $\begin{aligned} & 91 \% \end{aligned}$ | $\begin{aligned} & 40 \% \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 43 \% \end{aligned}$ |  | $\begin{aligned} & 53 \\ & 52 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 72 \\ & 46 \% \\ & j \end{aligned}$ | 977\% | 18\% | 51 39 | 49\% | 77 $41 \%$ | 63 $40 \%$ | 67 45 | 58\% | 114 $43 \%$ | 73 $44 \%$ | 28\% | 117 $43 \%$ |
| Somewhat/Very Bad Response (Net) | 818\% | ${ }^{45} 23$ | 37 $15 \%$ | 32 26 | 21 $19 \%$ | 14 | 13 13 | ${ }^{28} 8$ | ${ }^{43}$ 21\% | 114 | 24\% | 12 | ${ }^{42} 3$ | $\stackrel{40}{25 \%}$ | 31 ${ }_{\text {P }}$ | 11 8 \% | 520\% | 25 $15 \%$ | 11 16 | ${ }_{23}^{62}$ |
| Somewhat bad response | 62 $14 \%$ | 31 $16 \%$ | 30\% | 24\% | 15 $13 \%$ | $11 \%$ | 12 $11 \%$ | ${ }^{18} \%$ | 35\% | 12\% | ${ }^{18} 8$ | 112\% | 32 $17 \%$ | $\begin{gathered} 27 \\ \begin{array}{c} 27 \% \\ p \end{array} \end{gathered}$ | 25 $\substack{17 \% \\ p}$ | ${ }^{10} \%$ | 38\% | $19 \%$ | ${ }_{9}^{6}$ | ${ }_{17}^{46}$ |
| Very bad response | 20 5\% | 14\% | ${ }_{3 \%}^{6}$ | $9 \%$ | ${ }_{6}^{6} \%$ | $3{ }_{3}^{3}$ | $2 \%$ | ${ }^{10} 6$ | 8 | $2 \%$ | ${ }_{5}^{6}$ | ${ }_{2 \%}$ | 10 ${ }^{\text {\% }}$ | $\begin{aligned} & 12 \\ & { }^{18 \%} \\ & \mathrm{p} \end{aligned}$ | ${ }_{4 \%}^{6}$ | ${ }_{1 \%}^{2}$ | 14 5 \% | ${ }_{4}^{6}$ | 5\% | ${ }^{16}$ \% |
| I am not familiar with this company | $\begin{gathered} 129 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 96 \\ 39 \% \\ \hline \end{gathered}$ | 37 | 24\% | $\begin{gathered} 39 \\ 39 \% \\ e \end{gathered}$ | 29\% | 31 $20 \%$ | 57\% | $\begin{aligned} & \begin{array}{l} 40 \\ 51 \% \\ H 1 \end{array} \end{aligned}$ | $\begin{aligned} & 46 \\ & 36 \% \\ & \mathrm{~m} \end{aligned}$ | 25\% | 423\% | 34 22 | 37 ${ }^{35}$ | $\begin{gathered} 58 \\ 42 \% \\ \mathrm{NO} \end{gathered}$ | 73 ${ }^{78}$ | 532\% | $\stackrel{12}{17 \%}$ | 21\% |
| Sigma | $\begin{aligned} & 440 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\stackrel{92}{100 \%}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 264 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 271 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


## Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 159 | 253 | 161 | 118 | 61 | 72 | 141 | 167 | 104 | 234 | 54 | 105 | 139 | 140 | 133 | 226 | 172 | 39 | 216 |
| Weighted Base | 446 | $247^{*}$ | 199 | 113* | 115* | 87* | 131* | 154* | 195* | 97* | 145 | 76* | 207* | $168 *$ | 156* | 122* | 264 | 170 * | $50^{* *}$ | 270 |
| Somewhat/Very Good Response (Net) | ${ }^{285}$ | $\begin{gathered} 176 \\ { }_{C 1}^{71 \%} \end{gathered}$ | $\begin{gathered} 109 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 65 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 59 \\ & 69 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 96 \\ & 73 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 105 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 122 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 67 \% \end{aligned}$ | $\begin{gathered} 150 \\ \underset{K}{73 \%} \\ \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 109 \\ & \quad 65 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & \quad 66 \% \end{aligned}$ | $\begin{gathered} 108 \\ 63 \% \end{gathered}$ | 36 $72 \%$ | 184 $68 \%$ |
| Very good response | ${ }^{103}$ | 58\% | ${ }^{45} 3$ | 24\% | 32\% | 25\% | ${ }^{22} 17 \%$ | 46 $30 \%$ $i$ | 36 $18 \%$ | ${ }_{22}^{22}$ | 20\% | 14 $18 \%$ | 59\% | 47\% | 33 $21 \%$ | 23 $19 \%$ | ${ }^{68}{ }^{6} \%$ | 33 $19 \%$ | 24\% | ${ }_{22}^{62}$ |
| Somewhat good response | $\begin{gathered} 182 \\ 41 \% \end{gathered}$ | $\begin{gathered} 119 \\ 48 \% \\ C \end{gathered}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | 30\% | $\begin{aligned} & 43 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 74 \\ 57 \% \\ \text { De } \end{array} \end{aligned}$ | $59$ | $\begin{aligned} & 87 \% \end{aligned}$ | 36\% | 48\% | $\begin{aligned} & 37 \\ & 49 \% \end{aligned}$ | 90\% | ${ }_{37}^{63}$ | 71 | 48 39 | ${ }^{107} 41 \%$ | $\begin{aligned} & 75 \\ & 44 \% \end{aligned}$ | 13 $25 \%$ | 122 $45 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 65 \\ & 15 \% \end{aligned}$ | ${ }_{18 \%}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 30 \\ 27 \% \\ \text { EG } \end{gathered}$ | 9\% | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | ${ }^{10} \%$ | $\begin{aligned} & \text { 25 } \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 19 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | 36\% | 22\% | 25 ${ }^{2}$ | ${ }_{15}^{18}$ | 40\% | 21 $12 \%$ | 17\% | 47\% |
| Somewhat bad response | 46\% | 33 $13 \%$ | ${ }^{13} 7 \%$ | $\begin{aligned} & \begin{array}{l} 19 \\ 17 \% \\ \text { eg } \end{array} \end{aligned}$ | 7\% | 13 $15 \%$ | $\stackrel{7}{5 \%}$ | 17 $11 \%$ | 22 $11 \%$ | ${ }_{8}^{8}$ | 11\% | 11\% | 27 ${ }^{27}$ \% | ${ }^{16} 9$ | 20 $12 \%$ | ${ }^{11} 9$ | 32\% | ${ }^{10} 6$ | 13\% | 35 $13 \%$ |
| Very bad response | 19 ${ }_{4}$ | 10 $4 \%$ | ${ }_{4 \%}^{9}$ | $\begin{aligned} & 11 \\ & 10 \% \\ & \text { Eg } \end{aligned}$ | ${ }_{2 \%}$ | 3 | ${ }_{2 \%}^{3}$ | $\stackrel{8}{5 \%}$ | 9 | $\stackrel{3}{3 \%}$ | ${ }_{6 \%}$ | ${ }_{2 \%}$ | 9\% | ${ }_{6}^{6}$ | ${ }_{3 \%}$ | 7 | ${ }_{3 \%}$ | 11 6 \% | $\stackrel{2}{4 \%}$ | ${ }^{13} 5$ |
| I am not familiar with this company | ${ }^{96}$ 2\% | 27\% | $\begin{gathered} 69 \\ 35 \% \\ B \end{gathered}$ | 26\% | 36\% | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | ${ }^{25} 9$ | ${ }^{25} 16$ | $\begin{aligned} & 43 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 29 \% \\ & \text { 28 } \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \\ & M \end{aligned}$ | 14 $19 \%$ | 210\% | 36\% | 27 $17 \%$ | 33 $27 \%$ | ${ }^{48} 8$ | 42\% | ${ }_{11 \%}^{6}$ | 39 $14 \%$ |
| Sigma | $\begin{aligned} & 446 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 100\% | 207 $100 \%$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 156 $100 \%$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 264 $100 \%$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 100\% | 270 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 406 | 149 | 257 | 173 | 118 | 62 | 53 | 141 | 168 | 97 | 214 | 59 | 108 | 133 | 143 | 130 | 226 | 167 | 43 | 226 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 402 | 179* | 223 | 130 | 106* | 78* | 88** | 127* | 191* | 84* | 124 | 74* | 180* | 146* | 133* | 124* | 234 | 160* | $61^{* *}$ | 244 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 204 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 91 \% \\ & 51 \end{aligned}$ | $\begin{aligned} & 113 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 53 \\ { }^{52 \%} \\ \text { KM }^{2} \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 44 \% \end{aligned}$ | 82\% | 52\% | 53 $43 \%$ | $\begin{gathered} 134 \\ 57 \% \\ \mathrm{R} \end{gathered}$ | 66\% | 36 58 | 130 $53 \%$ |
| Very good response | $\begin{aligned} & 44 \\ & { }_{2}^{4} \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | ${ }^{12}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | * | $\begin{aligned} & 21 \\ & 17 \% \\ & i \end{aligned}$ | $14 \%$ | $\underset{11 \%}{9}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | 13 $10 \%$ | $9 \%$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | ${ }^{14} 9$ | $\begin{aligned} & 12 \\ & 20 \% \end{aligned}$ | 31 $13 \%$ |
| Somewhat good response | $\begin{gathered} 160 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 91 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 34 \% \end{aligned}$ | 32\% | $\begin{aligned} & 33 \\ & 42 \% \end{aligned}$ | $51 \%$ | $\begin{aligned} & 51 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 38 \% \end{aligned}$ | 374 | $47 \%$ | $\begin{gathered} 47 \\ { }_{64} \% \end{gathered}$ | 54 30 | 60 $41 \%$ | $5{ }_{42 \%}$ | ${ }_{36}{ }^{45}$ | $\begin{gathered} 106 \\ 45 \% \\ r \end{gathered}$ | 52\% | 249\% | 99 $41 \%$ |
| Somewhat/Very Bad Response (Net) | 820\% | $\begin{aligned} & 51 \\ & 28 \% \\ & \text { Co } \end{aligned}$ | 32 $14 \%$ | 32 $24 \%$ | 24\% | 219\% | ${ }_{7}^{6} \%$ | $\begin{aligned} & 37 \\ & 29 \% \\ & \hline \end{aligned}$ | 30 $16 \%$ | 15 | $\begin{aligned} & 24 \\ & { }_{19}^{29 \%} \\ & \hline \end{aligned}$ | 3 | $\begin{aligned} & 529 \\ & \text { 29\% } \end{aligned}$ | 28\% | 32\% | 24\% | 54 23 | 25 ${ }^{2}$ \% | 20 3 \% | ${ }^{67}$ 27\% |
| Somewhat bad response | 52\% | 28\% | 23 $11 \%$ | $14 \%$ | 15\% | $\begin{aligned} & 19 \\ & 25 \% \\ & { }^{2} \% \end{aligned}$ | $4 \%$ | 21 16 | ${ }^{18} 9$ | 13 | ${ }^{15}{ }_{\text {12\% }}$ | - | $\begin{aligned} & 34 \\ & \hline 19 \% \\ & \hline \end{aligned}$ | 17\% | 17 $13 \%$ | $18 \%$ | 32 $14 \%$ | 17 $11 \%$ | 5\% | 38\% |
| Very bad response | 318 | $\begin{aligned} & 23 \\ & { }^{23} \% \\ & C^{2} \% \end{aligned}$ | 8 | 18 14 $F$ | $9{ }_{8}^{9}$ | 2\% | 3\% | $\begin{aligned} & 17 \\ & 13 \% \\ & 13 \% \end{aligned}$ | 13\% | ${ }_{2 \%}^{1}$ | 7\% | 3\% | 17\% | 12 8 \% | ${ }^{12} 9$ | ${ }_{5}^{6}$ | ${ }^{22} 9$ | $\stackrel{8}{5 \%}$ | 15 $24 \%$ | ${ }_{12}^{29}$ |
| I am not familiar with this company | ${ }^{116}$ 29\% | ${ }^{37}$ 27\% | $\begin{gathered} 79 \\ 35 \% \\ B \end{gathered}$ | $\begin{aligned} & 42 \\ & 32 \% \\ & F \end{aligned}$ | $\begin{aligned} & 32 \\ & 30 \% \\ & f \end{aligned}$ | 11 15 | 31 $35 \%$ | ${ }_{14}^{18}$ | $\begin{aligned} & \text { 75\% } \\ & \hline \mathbf{H} \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 27 \% \\ & h \end{aligned}$ | ${ }_{32}{ }^{4}$ | 17 $24 \%$ | 50\% | 35 $24 \%$ | 36\% | 46\% | 45\% | $\begin{aligned} & { }_{4}^{68} \% \\ & { }_{Q} \end{aligned}$ | ${ }_{9}^{5}$ | ${ }_{19}^{49}$ |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 244 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$ \%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 158 | 244 | 154 | 119 | 66 | 63 | 133 | 183 | 86 | 227 | 44 | 102 | 127 | 139 | 136 | 207 | 183 | 38 | 211 |
| Weighted Base | 390 | $183 *$ | 207 | 103* | 115* | 85* | 87* | 125* | 201* | $65^{*}$ | 130 | 55** | 180* | 139* | $137^{*}$ | 115* | 237 | 147* | 44** | 246 |
| Somewhat/Very Good Response (Net) | 267\% | 135 $74 \%$ | $\begin{gathered} 132 \\ 64 \% \end{gathered}$ | $59$ | $\begin{aligned} & 75 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & \text { 67 } 79 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & \text { 66 } \\ & 75 \% \\ & \hline \end{aligned}$ | ${ }^{83} 6 \%$ | ${ }^{146} \%$ | $\begin{aligned} & 38 \\ & 59 \% \end{aligned}$ | ${ }_{68}^{88}$ | $\begin{aligned} & 48 \\ & 88 \% \end{aligned}$ | $\begin{gathered} 120 \\ 67 \% \end{gathered}$ | $79$ | $\begin{aligned} & 94 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 101 \\ 69 \% \end{gathered}$ | 30\% | ${ }^{176} 72$ |
| Very good response | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 25 \% \\ & \hline \mathrm{C} \end{aligned}$ | 24 ${ }_{\text {21 }}^{\text {G }}$ | $\begin{gathered} 17 \\ 20 \% \\ \mathrm{~g} \end{gathered}$ | $5{ }_{5}$ | ${ }_{23}^{29}$ | 35\% | ${ }_{1}^{7} \%$ | ${ }^{25}$ | ${ }_{13}{ }^{7} \%$ | 34 $19 \%$ | 25 ${ }^{18 \%}$ | 20\% | $19 \%$ | 480\% | 23 | 17 $38 \%$ | 24\% |
| Somewhat good response | $\begin{gathered} 196 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 45 \% \\ & d \end{aligned}$ | $\begin{aligned} & 50 \\ & 59 \% \\ & 59 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 61 \\ & \text { 67\% } \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 544 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 48 \% \end{aligned}$ | 74 ${ }^{7}$ | ${ }^{66}$ \% | $\begin{aligned} & 56 \\ & 48 \% \end{aligned}$ | ${ }^{116}$ 49\% | $\begin{aligned} & 78 \\ & 53 \% \end{aligned}$ | 14 $31 \%$ | 122 $50 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 59 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & \text { 13\% } \end{aligned}$ | $\begin{aligned} & 24 \\ & 23 \\ & \mathrm{fG} \% \end{aligned}$ | 20\% | 10\% | $7{ }_{8}^{7}$ | $\begin{gathered} 27 \\ 22 \% \\ j \end{gathered}$ | 27 $13 \%$ | 5\% | 20 $16 \%$ | ${ }_{4 \%}^{2}$ | 34 $19 \%$ | 21 | 27 $20 \%$ $p$ | 11 $10 \%$ | $\begin{aligned} & 41 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | 11 25 | 42\% |
| Somewhat bad response | $34 \%$ | $\begin{aligned} & 24 \\ & 13 \% \\ & \text { C } \end{aligned}$ | 10 5 | 10\% | 14 | $\stackrel{4}{5 \%}$ | ${ }_{7 \%}$ | 17 $14 \%$ $j$ | 15\% | 3\% | 14\% | ${ }_{2}^{1}$ | ${ }^{18}{ }^{10}$ | 14\% | ${ }^{13} 9$ | ${ }_{6}^{7}$ | 27\% | 5\% | 20\% | 25\% |
| Very bad response | 24 6 | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | ${ }^{18} 8 \%$ | $\begin{aligned} & 14 \\ & 13 \% \\ & { }_{\mathrm{G}} / \mathrm{C} \end{aligned}$ | 7\% | $4{ }_{4}^{4}$ | $1 \%$ | ${ }^{10}{ }_{8 \%}$ | 11 6 \% | $\stackrel{3}{5 \%}$ | $5{ }^{6}$ | ${ }_{2 \%}$ | ${ }^{15} 9$ | ${ }_{4}^{6}$ | 14\% | $4 \%$ | 14 6 | 10\% | $\stackrel{2}{4 \%}$ | ${ }^{17} 7$ |
| I am not familiar with this company | $\begin{aligned} & 65 \\ & 17 \% \end{aligned}$ | ${ }^{17} 9$ | $\begin{gathered} 48 \\ { }_{23}^{43} \% \end{gathered}$ | 210\% | 19\% | 10 $12 \%$ | 15\% | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 33 \% \\ & 331 \end{aligned}$ | 22 $17 \%$ | 5\% | ${ }_{14}^{26}$ | 19\% | ${ }_{12}^{16}$ | $\begin{aligned} & 29 \\ & \text { 26\% } \end{aligned}$ | 33 $14 \%$ | ${ }^{29} 9$ | 3\% | ${ }^{28} 11 \%$ |
| Sigma | $\begin{aligned} & 390 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | 201\% | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | 237 $100 \%$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | 100\% | 246 $100 \%$ |




Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 157 | 248 | 178 | 97 | 67 | 63 | 154 | 166 | 85 | 205 | 59 | 115 | 128 | 151 | 126 | 197 | 197 | 54 | 226 |
| Weighted Base | 446 | $223 *$ | 223 | 137* | $100 *$ | 101* | 109* | 168* | 202* | 77* | 125* | $61^{*}$ | $228 *$ | $134 *$ | $168 *$ | $145 *$ | 235 | 197* | $66^{*}$ | 278 |
| Somewhat/Very Good Response (Net) | 257 58 | 131 $59 \%$ | 126 $56 \%$ | 72 | 61\% | 55 | 70 $64 \%$ | $\begin{gathered} 107 \\ 64 \% \\ j \end{gathered}$ | 114 56 | 35 ${ }^{3} \%$ | ${ }^{64} \%$ | ${ }^{36} 5$ | $\begin{gathered} 146 \\ 64 \% \\ k \end{gathered}$ | 819\% | 95\% | 81\% | ${ }^{138} 59$ | 113 $57 \%$ | 40 $61 \%$ | 165 $59 \%$ |
| Very good response | $\begin{aligned} & 78 \\ & 17 \% \end{aligned}$ | 22\% | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { 23\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 23 } \\ & 23 \% \\ & \hline \end{aligned}$ | ${ }_{7 \%}^{7}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | 14\% | $\begin{aligned} & 21 \% \\ & 17 \% \end{aligned}$ | ${ }_{10}^{6} \%$ | $\begin{aligned} & 48 \\ & 21 \% \end{aligned}$ | 229 | 25\% | 23 $16 \%$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | 199\% | 25\% |
| Somewhat good response | 179 $40 \%$ | $\begin{aligned} & 82 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 43 \% \end{aligned}$ | 29\% | $\begin{aligned} & 37 \% \\ & 38 \% \end{aligned}$ | 48 D | $\begin{aligned} & 53 \\ & { }^{49 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 67 \\ & 40 \% \end{aligned}$ | 90\% | 22\% | 43 $34 \%$ | $\begin{aligned} & 30 \\ & 49 \% \\ & k \end{aligned}$ | 98\% | 52\% | 69 $41 \%$ | 580\% | 100 $43 \%$ | $79 \%$ | 21 $32 \%$ | 110 $40 \%$ |
| Somewhat/Very Bad Response (Net) | 88\% | 29\% | 17\% | 37 $27 \%$ 9 | 15\% | ${ }_{22}^{22}$ | 13 $12 \%$ | 32\% | 37 $18 \%$ | 13 $17 \%$ | 24 $19 \%$ | 14\% | $\stackrel{47}{21 \%}$ | 24 18 | 48 P\% | 16\% | 418\% | 24\% | 20\% | 23\% |
| Somewhat bad response | ${ }_{14}^{62}$ | 33 $15 \%$ | ${ }^{29} 13 \%$ | 23 | 10\% | 20 $19 \%$ | $9{ }_{8}{ }^{\text {\% }}$ | 22 $13 \%$ | 32 $16 \%$ | 11\% | 119\% | ${ }_{12}^{19}$ | 36\% | 17 $13 \%$ | + ${ }_{\text {33 }}^{\text {19\% }}$ | 12\% | 30 $13 \%$ | 31 $16 \%$ | 11 16 | 46\% |
| Very bad response | ${ }^{26} 6$ | ${ }^{16} \%$ | 10 ${ }^{4}$ \% | 14\% | 5 | $3{ }_{3}^{3}$ | $\stackrel{4}{4 \%}$ | $\begin{aligned} & 16 \\ & 10 \% \\ & 10 \% \end{aligned}$ | ${ }_{3}^{6} \%$ | 4\% | 13 $10 \%$ | 3\% | 11 5 | $7 \%$ | ${ }^{15} 9$ | $\stackrel{4}{3 \%}$ | 12 5 | ${ }^{13} 6$ | $\underset{14}{14} \mathrm{~m}$ | ${ }^{18} 7$ |
| I am not familiar with this company | ${ }^{102} 23 \%$ | 439\% | 58\% | ${ }_{21}^{29}$ | $\xrightarrow[23]{23}$ | 23 ${ }^{23}$ | 26\% | 23 $14 \%$ | $\begin{aligned} & 51 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | ${ }_{3}^{28}{ }^{37} \%$ | $\begin{aligned} & 37 \\ & 30 \% \\ & M \end{aligned}$ | 11 $18 \%$ | 35 $16 \%$ | ${ }_{21 \%}^{29}$ | ${ }^{26} 15$ | $\begin{aligned} & 47 \\ & 33 \% \\ & \hline \end{aligned}$ | 56\% | 20\% | ${ }_{8 \%}^{6}$ | 49 18 s |
| Sigma | $\begin{aligned} & 446 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 278 \\ & 100 \% \end{aligned}$ |

Proporions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T
Overlap formulae used. * small base

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 155 | 252 | 173 | 111 | 64 | 59 | 152 | 177 | 78 | 213 | 62 | 111 | 128 | 147 | 132 | 214 | 181 | 38 | 231 |
| Weighted Base | 418 | 201* | 217 | 127* | 111* | 84* | 95* | $163 *$ | 185* | 70* | 130 | 69* | 201* | 124* | 171* | 124* | 248 | $162^{*}$ | $42^{* *}$ | 266 |
| Somewhat/Very Good Response (Net) | 310 $74 \%$ | 150 $74 \%$ | 161 $74 \%$ | $\begin{aligned} & 71 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 91 \% \\ & { }^{9} \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 85 \% \\ & 8 . \end{aligned}$ | $\begin{aligned} & 78 \\ & 81 \% \\ & \hline \end{aligned}$ | ${ }^{117} 72 \%$ | $\begin{aligned} & 140 \\ & 75 \% \end{aligned}$ | ${ }_{76 \%}$ | $\begin{aligned} & 96 \\ & 74 \% \end{aligned}$ | $74 \%$ | $\begin{aligned} & 148 \\ & 74 \% \end{aligned}$ | 979\% | 131\% | 82\% | 187 75 | 119 $74 \%$ | 26 $63 \%$ | 1974 |
| Very good response | ${ }^{106} 25$ | ${ }_{22}^{42}$ | $\begin{aligned} & 64 \\ & 30 \% \end{aligned}$ | ${ }_{21}^{27}$ | 36\% | 19 $23 \%$ | 24\% | 41 25 | 50\% | 15 $21 \%$ | $\begin{aligned} & 39 \\ & 30 \% \\ & M \end{aligned}$ | $\begin{aligned} & 30 \\ & 43 \% \\ & 43 \% \end{aligned}$ | 30 | 36\% | 42\% | 27\% | 59\% | 45\% | ${ }^{8} 8 \%$ | 64\% |
| Somewhat good response | $\begin{gathered} 205 \\ 49 \% \end{gathered}$ | $\begin{gathered} 108 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 45 \% \end{aligned}$ | ${ }_{34}$ | $\begin{aligned} & 55 \\ & 49 \\ & \hline \mathrm{~d} \end{aligned}$ | $\begin{aligned} & 53 \\ & 63 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 54 \\ & 56 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 77 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 48 \% \end{aligned}$ | 59\% | $58$ | $\begin{aligned} & 24 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 117 \\ 59 \% \\ \text { kL } \end{gathered}$ | $\begin{aligned} & 61 \% \\ & 49 \% \end{aligned}$ | 59\% | ${ }_{45}^{55}$ | 129 52 | $\begin{aligned} & 74 \\ & 46 \% \end{aligned}$ | ${ }_{48}^{18}$ | 134 $50 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 60 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 148 } \end{aligned}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \mathrm{EFF}^{2} \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \% \\ & 6 \% \end{aligned}$ | 12\% | $\begin{aligned} & 30 \\ & \text { 18\% } \\ & \text { j } \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | ${ }_{5}^{4}$ | $\stackrel{18}{14 \%}$ | $\stackrel{9}{13 \%}$ | 30 $15 \%$ | ${ }_{1}^{16} 1$ | 21 $12 \%$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 35\% | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | 117\% | ${ }_{18}^{48}$ |
| Somewhat bad response | 27\% | 11 6 \% | ${ }^{16} \%$ | $12 \%$ | ${ }_{7 \%}$ | ${ }_{2 \%}$ | ${ }_{6}^{6}$ | ${ }^{15} 9$ | 10 5 | 3 | ${ }^{7} \%$ | ${ }_{6}^{6}$ | ${ }^{13}{ }_{6}$ | ${ }_{3}^{4}$ | ${ }_{3 \%}^{6}$ | $\begin{gathered} 17 \\ { }^{14 \%} \\ \text { NO } \end{gathered}$ | 14\% | 12\% | $3{ }_{7}$ | ${ }^{22} \%$ |
| Very bad response | ${ }^{33} 8$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | ${ }^{16}$ | $\begin{aligned} & \text { 19 } \\ & 15 \% \\ & \hline \end{aligned}$ | $3{ }_{3}^{3}$ | $\stackrel{4}{5 \%}$ | ${ }_{6}^{6}$ | ${ }^{15}{ }_{9 \%}$ | ${ }^{17} 9$ | ${ }_{1}^{1 \%}$ | 11 81 | 3\% | ${ }^{17} 9$ | ${ }^{12} 9$ | ${ }^{15} 9$ | $\stackrel{6}{5}$ | ${ }^{22} 9$ | 9\% | ${ }^{8} 8 \%$ | ${ }^{26} 10 \%$ |
| I am not familiar with this company | ${ }_{11 \%}{ }^{\text {a }}$ | 23 ${ }^{2}$ | 24\% | $\begin{aligned} & 25 \\ & 20 \% \\ & \text { eg } \end{aligned}$ | 9\% | 7 | ${ }_{7}^{6}$ | 16 $10 \%$ | 19 $10 \%$ | 13 $18 \%$ | ${ }_{12}^{16}$ | ${ }_{9}^{6}$ | 23 $11 \%$ | ${ }^{10} 8$ | ${ }^{18} \%$ | 19 $15 \%$ | 26 $10 \%$ | ${ }^{21} 13 \%$ | 10\% | 21 8 \% |
| Sigma | $\begin{aligned} & 418 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 171 $100 \%$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | 100\% | ${ }_{100 \%}^{266 \%}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{KLL/M-N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

## CMP03_50 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

 Healthcare/Health insuranceBase: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Indepe- ndent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 154 | 253 | 171 | 115 | 58 | 63 | 145 | 168 | 94 | 222 | 69 | 96 | 111 | 147 | 149 | 213 | 180 | 37 | 217 |
| Weighted Base | 406 | 195* | 211 | $137^{*}$ | 102* | 78* | 89* | 149* | $185 *$ | 72* | 138 | 84* | $167^{*}$ | $115^{*}$ | 159* | 131* | 224 | 170* | $52^{* *}$ | 253 |
| Somewhat/Very Good Response (Net) | ${ }^{305} 75$ | $\begin{aligned} & 140 \\ & 72 \% \end{aligned}$ | ${ }_{78 \%}^{165}$ | ${ }_{61}^{83}$ | $\begin{gathered} 79 \\ 77 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 86 \% \\ & \text { 80 } \end{aligned}$ | $\begin{aligned} & 75 \\ & 85 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 94 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 154 \\ 83 \% \\ H \end{gathered}$ | $\begin{aligned} & 57 \\ & 80 \% \\ & h \end{aligned}$ | $78$ | 89\% | ${ }^{124} 75 \%$ | $\begin{aligned} & 96 \\ & 83 \% \\ & \hline \text { p } \end{aligned}$ | 121 $76 \%$ | 89\% | 1666 | $\begin{aligned} & 133 \\ & 78 \% \end{aligned}$ | 35 6 | 192 76 |
| Very good response | ${ }^{106} 26 \%$ | 39 ${ }^{30}$ | $\begin{gathered} \text { }{ }_{32}^{22 \%} \\ \text { b } \end{gathered}$ | 31 ${ }^{33 \%}$ | $\begin{aligned} & 38 \\ & 37 \% \\ & \text { Df } \end{aligned}$ | 160\% | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | 439\% | 41 21 | 220\% | 40\% | 23 27 | 38\% | 36 $31 \%$ | 35\% | 36 ${ }^{37}$ | 67 ${ }^{67}$ | 32\% | 17 33 | ${ }^{68}{ }^{27}$ |
| Somewhat good response | $\begin{gathered} 199 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 52 \% \end{aligned}$ | $98$ | $\begin{aligned} & 52 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 66 \% \\ & D E \end{aligned}$ | $\begin{aligned} & 53 \\ & 50 \% \\ & \text { Be } \end{aligned}$ | $\begin{aligned} & 51 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 113 \\ 61 \% \\ H \end{gathered}$ | $\begin{aligned} & 36 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 55 \% \end{aligned}$ | ${ }_{57}^{87 \%}$ | $\begin{gathered} 60 \\ 52 \% \end{gathered}$ | 56 p p | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | $98{ }^{9} \%$ | $\begin{aligned} & 96 \\ & 56 \% \\ & 9 \end{aligned}$ | 17 3 \% | 124 $49 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{14 \%}^{59}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 39 \\ \text { EFG } \end{gathered}$ | 88 | 5\% | ${ }_{7 \%}$ | $\begin{aligned} & 35 \\ & 24 \% \\ & i j \end{aligned}$ | ${ }^{17} 9$ | ${ }_{9}^{6}$ | 23 | ${ }_{8}^{6}$ | 28\% | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | 29 ${ }^{18}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | 34\% | 22 $13 \%$ | 11 $21 \%$ | 40\% |
| Somewhat bad response | ${ }^{28} \%$ | 179\% | 11 5 \% | $\begin{gathered} 20 \\ 15 \% \\ E G \end{gathered}$ | 5 | $3 \%$ | * | $\begin{aligned} & 18 \\ & { }_{1}^{2} \% \\ & \\ & \end{aligned}$ | ${ }_{5}{ }^{\text {\% }}$ | ${ }_{2 \%}$ | ${ }_{6}^{8}$ | ${ }_{5}^{4}$ | ${ }^{15} 9$ | ${ }^{8} \%$ | ${ }^{14} 9$ | ${ }_{5}^{7}$ | 19\% | $\stackrel{9}{5 \%}$ | 15\% | ${ }^{23} 9$ |
| Very bad response | ${ }^{30} \%$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | 12 5 | $\begin{aligned} & 19 \\ & 14 \% \\ & \text { Ef } \end{aligned}$ | $3{ }_{3}^{3}$ | $3{ }_{3}$ | ${ }_{7 \%}$ | 17 $11 \%$ $i$ | ${ }_{4 \%}$ | 5\% | $\xrightarrow{15}$ | 3\% | ${ }^{13} 8$ | 5 | 150\% | 10\% | ${ }^{15} 7$ | ${ }^{13} 8$ | $\stackrel{3}{6 \%}$ | ${ }^{17} \%$ |
| I am not familiar with this company | 42\% | ${ }^{18} 9$ | 23 $11 \%$ | $14 \%$ | 15 $14 \%$ | 5\% | 7 | 20 $13 \%$ | 14 81 | 11\% | 17 $12 \%$ | $\stackrel{9}{10 \%}$ | ${ }^{14} 8$ | 7\% | ${ }^{10} 6$ | $\begin{gathered} 26 \\ 20 \% \\ \mathrm{NO} \end{gathered}$ | 24\% | ${ }^{15} 9$ | - ${ }^{7} \%$ | 21 8 \% |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | 211 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | 84\% | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 115 $100 \%$ | 159 $100 \%$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 224 $100 \%$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 500\% | 253 $100 \%$ |


Overlap formulae used. *small base, ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOdent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 171 | 230 | 181 | 100 | 74 | 46 | 143 | 170 | 88 | 209 | 61 | 107 | 113 | 156 | 132 | 202 | 196 | 38 | 231 |
| Weighted Base | 414 | 193* | 221 | 165 | 89* | $100 *$ | 60** | $162^{*}$ | 182* | $70^{*}$ | 131 | 67* | 190* | 131* | $180 *$ | 103* | 242 | 171 | 51** | 257 |
| Somewhat/Very Good Response (Net) | ${ }^{245} 59$ | $\begin{gathered} 115 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 51 \% \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 69 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 39 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 114 \\ \text { 170\% } \\ \text { IJ } \end{gathered}$ | $\begin{aligned} & 96 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 49 \% \end{aligned}$ | ${ }_{62}^{62}$ | $\begin{aligned} & 41 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 58 \% \end{aligned}$ | $\stackrel{121}{67 \%} \underset{\mathrm{P}}{1}$ | $48$ | $\begin{aligned} & 148 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 56 \% \end{aligned}$ | 33 $64 \%$ | 152 |
| Very good response | 91\% | $\begin{aligned} & 54 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | 25\% | 25\% | ${ }_{12}^{12}$ | 15\% | ${ }^{48}{ }_{1}{ }^{1}$ | ${ }^{28} 16$ | ${ }^{15} 21 \%$ | ${ }_{21 \%}^{27}$ | ${ }^{14}$ 21\% | 454\% | 324\% | ${ }^{31 \%}$ | $\stackrel{21}{21 \%}$ | $\begin{gathered} 65 \\ 27 \% \\ { }^{6} \% \end{gathered}$ | 26 ${ }^{2}$ | 19\% | 27\% |
| Somewhat good response | ${ }_{37 \%}^{154}$ | $\begin{aligned} & 61 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 42 \% \end{aligned}$ | ${ }_{24}$ | 299\% | $\begin{aligned} & 57 \\ & 57 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 24 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 41 \% \end{aligned}$ | ${ }_{37}^{68}$ | 20\% | 55\% | 27 $40 \%$ | $\begin{aligned} & 62 \\ & 33 \% \end{aligned}$ | 44\% | 838\% | 27\% | 83 34 | $\begin{aligned} & 70 \\ & 41 \% \end{aligned}$ | 14 27 | 94\% |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 26 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \\ & \hline \end{aligned}$ | 23\% | $\stackrel{4}{4 \%}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{aligned} & \text { 28 } \\ & 17 \% \end{aligned}$ | $\begin{gathered} 39 \\ \text { 22\% } \\ \text { j } \end{gathered}$ | ${ }_{8}^{6}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | ${ }_{9}^{6}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | 50 $21 \%$ | 22 $13 \%$ | 14\% | 58\% |
| Somewhat bad response | ${ }_{12 \%}{ }^{2}$ | $\begin{aligned} & 36 \\ & { }_{1}^{9} \% \\ & C \end{aligned}$ | 12\% | $\stackrel{28}{17 \%}$ | 20\% ${ }_{\text {F }}$ | ${ }^{1} \%$ | ${ }_{2 \%}$ | 18 | 27 15 | 3 | ${ }^{11} 9$ | 4\% | $\begin{aligned} & \begin{array}{l} 33 \\ 177 \% \\ \mathrm{kl} \end{array} \end{aligned}$ | 15\% | 20 $11 \%$ | 13 $13 \%$ | 35 $14 \%$ | ${ }^{13} 8$ | 17\% | 174\% |
| Very bad response | ${ }^{25}{ }_{6 \%}$ | ${ }^{14} 7 \%$ | ${ }^{11} 5 \%$ | ${ }^{14} 9$ | $\frac{2}{2 \%}$ | ${ }_{3 \%}^{3}$ | $\stackrel{5}{8 \%}$ | ${ }_{6 \%}^{9}$ | ${ }^{13}$ | 3 | ${ }^{12} 9$ | $\stackrel{2}{4 \%}$ | 8 | ${ }_{5}^{6} \%$ | $13 \%$ | $5{ }_{5}$ | ${ }^{15} 6$ | 5\% | ${ }^{5} 1 \%$ | 14 5 |
| I am not familiar with this company | ${ }_{26}^{96}$ | 28\% | $\begin{gathered} 68 \\ 31 \% \\ 31 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 23 \% \end{aligned}$ | ${ }_{20}^{18}$ | 27\% | $\begin{aligned} & 15 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & { }^{25 \%} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 30 \\ & 43 \% \\ & 43 \end{aligned}$ | ${ }_{19}^{25}$ | 20\% | 42\% | $\begin{aligned} & 34 \\ & 26 \% \\ & 0 \end{aligned}$ | ${ }_{14 \%}$ | $\begin{aligned} & 37 \\ & 36 \% \\ & 0 \end{aligned}$ | 44\% | $\begin{aligned} & 53 \\ & 31 \% \\ & \text { Q } \end{aligned}$ | 8\% | 47\% |
| Sigma | 414 $100 \%$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 67 $100 \%$ | 190\% | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 180 $100 \%$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | 2420 | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 5100\% | 257 |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P - Q/R-S/T


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Business } \\
& \text { Travelers }
\end{aligned}
$$} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\begin{aligned}
& \$ 50 \mathbf{k}- \\
& \$ 75 \mathbf{k}
\end{aligned}
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 413 \& 172 \& 241 \& 188 \& 113 \& 66 \& 46 \& 145 \& 164 \& 104 \& 224 \& 57 \& 108 \& 113 \& 158 \& 142 \& 215 \& 188 \& 45 \& 260 <br>
\hline Weighted Base \& 389 \& 190* \& 199 \& 138 \& 97* \& 81* \& $73^{* *}$ \& 145* \& $180 *$ \& $64^{*}$ \& 128 \& $61^{*}$ \& 182* \& $100 *$ \& $163 *$ \& 126* \& 226 \& 156* \& $58^{*}$ \& 266 <br>
\hline Somewhat/Very Good Response (Net) \& 205 53 \& 96\% \& 109 \& 56 $41 \%$ \& $5{ }^{5} \%$ \& $$
\begin{aligned}
& 56 \\
& { }^{50 \%} \\
& \text { De }
\end{aligned}
$$ \& 42\% \& 78
$54 \%$ \& ${ }^{96}$ \& 31
$49 \%$ \& 62\% \& 34\% \& 101
$55 \%$ \& $5{ }_{5}^{53}$ \& 85\% \& ${ }^{66}$ 53\% \& 113
$50 \%$ \& ${ }^{88}{ }^{\text {\% }}$ \& 36\% \& 141
$53 \%$ <br>
\hline Very good response \& $$
\begin{aligned}
& 65 \\
& 17 \%
\end{aligned}
$$ \& 37\% \& $$
\begin{aligned}
& \text { 14\% }
\end{aligned}
$$ \& $$
\begin{aligned}
& 18 \\
& 13 \%
\end{aligned}
$$ \& $$
\text { 22 } 22 \%
$$ \& $$
\begin{aligned}
& 13 \\
& 16 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 12 \\
& 17 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 26 \\
& 14 \%
\end{aligned}
$$ \& 130\% \& 19 \& $\stackrel{3}{5 \%}$ \& ${ }_{\text {21 }}^{\text {21 }}$ L \& 14 \& $$
\begin{aligned}
& 29 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 22 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 38 \\
& 17 \%
\end{aligned}
$$ \& 24\% \& 21
3
T \& ${ }_{19}^{49}$ <br>
\hline Somewhat good response \& $$
\begin{aligned}
& 140 \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 59 \\
& 31 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 81 \% \\
& 41 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 38 \\
& 27 \%
\end{aligned}
$$ \& 29\% \& $$
\begin{aligned}
& 44 \\
& 54 \% \\
& \text { DE }
\end{aligned}
$$ \& 30\% \& $$
\begin{aligned}
& 51 \\
& 36 \%
\end{aligned}
$$ \& 70\% \& 199\% \& 43
$34 \%$ \& 31
$50 \%$
$k$ \& 62 34 \& $40 \%$ \& ${ }_{34}^{56}$ \& 44\% \& 75 ${ }^{3} \%$ \& 64
$41 \%$ \& 15 26 \& 91
$34 \%$ <br>
\hline Somewhat/Very Bad Response (Net) \& 85\% \& 59
31\%
c \& ${ }_{13}^{26}$ \& 43

F \& $\stackrel{26}{26}$ \& ${ }_{11 \%}$ \& 11\% \& 35\% \& 41 $23 \%$ \& $\stackrel{9}{14 \%}$ \& ${ }^{24} 19$ \& ${ }_{9}^{6} \%$ \& 20 ${ }^{5}$ \& ${ }_{\text {25 }}^{25}$ \& 29\%

P \& 14\% \& $$
\begin{aligned}
& { }^{295}{ }_{2}^{29}
\end{aligned}
$$ \& ${ }_{12 \%}^{18}$ \& 19 3 \% \& ${ }_{24}^{65}$ <br>

\hline Somewhat bad response \& 53

$14 \%$ \& $$
\begin{aligned}
& 39 \\
& 20 \% \% \\
& \hline
\end{aligned}
$$ \& 14\% \& ${ }^{26} 9$ \& $18{ }^{18}$ \& ${ }_{9 \%}$ \& 3 \& 20 $14 \%$ \& 26 $14 \%$ \& ${ }_{1}{ }^{7} \%$ \& $\stackrel{15}{11 \%}$ \& ${ }_{4 \%}$ \& 31

$17 \%$ \& 17
17
$P$ \& 30
$18 \%$ \& ${ }_{5}^{6}$ \& 18\% ${ }_{\text {R }}$ \& 10\% \& 14\% \& 415\% <br>

\hline Very bad response \& 32\% \& 21\% \& 12\% \& $$
\begin{aligned}
& 17 \\
& 13 \% \\
& 1
\end{aligned}
$$ \& 88 \& ${ }_{2 \%}$ \& 5\% \& 15

$11 \%$ \& 15\% \& ${ }_{4 \%}$ \& ${ }^{10} 8$ \& $\stackrel{3}{5 \%}$ \& ${ }_{18}^{18}$ \& $7 \%$ \& $17 \%$ \& ${ }_{6 \%}$ \& 11\% \& $\stackrel{8}{5 \%}$ \& 5\% \& ${ }_{9 \%}$ <br>

\hline I am not familiar with this company \& 99\% \& 34\% \& $$
\begin{gathered}
64 \\
32 \% \\
B
\end{gathered}
$$ \& 39\% \& 21\% \& 160\% \& ${ }_{3}^{23}$ 32\% \& 32\% \& ${ }_{24}{ }^{4} \%$ \& ${ }_{\text {23 }}^{\text {23 }}$ h \& \[

$$
\begin{aligned}
& 41 \\
& 32 \% \\
& M
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 36 \% \\
& M
\end{aligned}
$$
\] \& 31

$17 \%$ \& 21\% \& 19\% \& $$
\begin{aligned}
& 46 \\
& 36 \% \\
& \text { no }
\end{aligned}
$$ \& ${ }^{48}{ }^{1} \%$ \& 50

$32 \%$
9 \& ${ }_{4 \%}$ \& 60
23\% <br>

\hline Sigma \& $$
\begin{aligned}
& 389 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 190 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 138 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
97 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
81 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
73 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 145 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 180 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
64 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 128 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
61 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 100 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 163 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 226 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 156 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
58 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 266 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents


| Unweighted Base | 397 | 151 | 246 | 154 | 113 | 76 | 54 | 139 | 168 | 90 | 205 | 50 | 115 | 112 | 145 | 140 | 194 | 191 | 35 | 238 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 411 | 190* | 220 | $113 *$ | 108* | 126* | $63^{* *}$ | 139* | 198 | 74* | 117 | 59* | 202* | 128* | 149* | 133* | 212 | 184* | 50** | 273 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 229 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 118 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 69 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 80 \\ & 63 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 35 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 116 \\ 59 \% \end{gathered}$ | 27\% | $\begin{aligned} & 61 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 44 \\ 74 \% \\ \mathrm{Km} \end{gathered}$ | $\stackrel{115}{57 \%}$ | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | 58\% | 49\% | $\stackrel{126}{59 \%}$ | $\begin{aligned} & 100 \\ & 54 \% \end{aligned}$ | 22 44 | 155 5 |
| Very good response | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | ${ }_{22}^{42 \%}$ | $\begin{aligned} & 31 \% \\ & 14 \% \end{aligned}$ | 23\% | $25 \%$ | $\begin{aligned} & 21 \% \\ & 17 \% \end{aligned}$ | $\frac{5}{7 \%}$ | $\begin{aligned} & 34 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | 5\% | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 25 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \end{aligned}$ | ${ }_{24}^{41 \%}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | 13 $25 \%$ | 54 |
| Somewhat good response | $\begin{gathered} 156 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 37 \% \end{aligned}$ | ${ }_{39}^{87}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 46 \% \\ & 46 \% \end{aligned}$ | $\begin{gathered} 59 \\ 47 \% \\ 47 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 53 \% \\ & \text { km } \end{aligned}$ | 73 $36 \%$ | $\begin{aligned} & 64 \\ & 50 \% \\ & \text { OP } \end{aligned}$ | 499\% | 43 ${ }^{3} \%$ | 82\% | 74 $40 \%$ | 19\% | 101 37 |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 86 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 28 \% \\ & \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 28 \% \\ & e \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | ${ }_{22}^{27}$ | 10 | 31 22 | 30 $15 \%$ | 25 ${ }^{25}$ | $\begin{aligned} & 20 \\ & 17 \% \\ & 1 \end{aligned}$ | 5\% | $\begin{aligned} & \text { 53 } \\ & \text { 26\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | ${ }_{22 \%}^{33}$ | 21 16 | $\begin{aligned} & { }^{26} \\ & 26 \% \\ & R \end{aligned}$ | ${ }_{12}^{23}$ | 124\% | 726\% |
| Somewhat bad response | 50 $12 \%$ | 28\% | 22 $10 \%$ | $19 \%$ | 13 | 18 $14 \%$ | * ${ }^{\text {\% }}$ | ${ }^{13} 9$ | 23 $12 \%$ | 14 $18 \%$ | 13 $12 \%$ | ${ }^{3}$ | 32 $16 \%$ | $\begin{aligned} & 22 \\ & 17 \% \\ & \text { p } \end{aligned}$ | 19\% | 9\% | 31 $15 \%$ | ${ }^{16} 9$ | $\stackrel{7}{7}$ | 42\% |
| Very bad response | ${ }^{37} 9$ | 25 $13 \%$ $c$ | 12 5 | $\begin{gathered} 13 \\ 12 \% \\ e \end{gathered}$ | 5 | 7\% | 10 $15 \%$ | $\begin{aligned} & 18 \\ & 13 \% \\ & 1 \end{aligned}$ | 7 | 11 15 | ${ }_{5}^{6}$ | - | 21 $10 \%$ | 10 $8 \%$ | 14\% | ${ }^{12} 9$ | 24 $11 \%$ R | $7 \%$ | ${ }^{5} 0 \%$ | 30 $11 \%$ |
| I am not familiar with this company | 95\% | 26 $14 \%$ | $\begin{gathered} \text { 691\% } \\ 31 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 36 \% \\ & \text { EF } \end{aligned}$ | 17 $15 \%$ | 19 | ${ }^{18} 9$ | ${ }^{22} 16 \%$ | 52\% | 219\% | 36 $31 \%$ $M$ | ${ }_{21}^{12}$ | 35\% | 19\% | 20\% | $\begin{gathered} 46 \\ 35 \% \\ \text { NO } \end{gathered}$ | 31 $15 \%$ | $\begin{aligned} & \text { 613\% } \\ & \hline 1 \end{aligned}$ | 162\% | 17\% |
| Sigma | $\begin{aligned} & 411 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 273 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 398 | 157 | 241 | 167 | 117 | 59 | 55 | 145 | 154 | 99 | 197 | 62 | 108 | 117 | 140 | 141 | 216 | 171 | 41 | 217 |
| Weighted Base | 399 | $198 *$ | 201 | 130* | 103* | 94* | $73^{* *}$ | 144* | 171* | $84 *$ | 113 | 75* | 177* | $110^{*}$ | 151* | $138 *$ | 219 | 171* | $56^{* *}$ | 232 |
| Somewhat/Very Good Response (Net) | 234 59 | ${ }^{119} 60$ | ${ }^{116} 57 \%$ | 55 ${ }^{5}$ | $\begin{aligned} & 64 \\ & 63 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 63 \\ & 67 \% \\ & \text { 67\% } \end{aligned}$ | 52\% | 84\% | 101 $59 \%$ | 488\% | ${ }^{63}$ \% | 51 68 | ${ }^{112} 63$ | 76 $69 \%$ | - $\begin{aligned} & 94 \\ & 62 \%\end{aligned}$ | 64\% | ${ }^{135} 62 \%$ | 97\% | 39 $68 \%$ | 129 5 |
| Very good response | $\begin{aligned} & 75 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | ${ }^{18} 2 \%$ | $\underset{\mathrm{m}}{29}{ }_{2}^{29}$ | ${ }^{15} 20$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | 28\% | - $\begin{aligned} & 21 \\ & 14 \%\end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | ${ }^{45}$ 21\% | 29\% | 14 24 | 45\% |
| Somewhat good response | $\begin{aligned} & 159 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 44 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 533 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | 48\% | $\begin{gathered} 81 \\ 47 \% \\ \mathrm{~h} \end{gathered}$ | $30 \%$ | ${ }_{31}^{35}$ | $\begin{aligned} & 36 \\ & 48 \% \\ & k \end{aligned}$ | $\begin{aligned} & 86 \\ & 49 \% \\ & { }^{2} \% \end{aligned}$ | ${ }_{\text {4 }}^{4} \mathrm{p}$ \% | ( $\begin{aligned} & 73 \\ & 48 \% \\ & P\end{aligned}$ | 38\% | 90 $41 \%$ | 67 $39 \%$ | ${ }^{25} 4{ }^{\text {\% }}$ | 836\% |
| Somewhat/Very Bad Response (Net) | ${ }^{78} 8$ | $\stackrel{48}{48} \mathrm{C}$ | 31 $15 \%$ | $\begin{aligned} & \begin{array}{l} 48 \\ 37 \% \\ \mathrm{FF}^{2} \end{array} \end{aligned}$ | 110\% | 13 $14 \%$ | -7\% | 33 $23 \%$ | 35 ${ }^{3} \mathrm{\%}$ | 11 $13 \%$ | ${ }_{12}^{14}$ | 15 | $\xrightarrow{41}$ | 19\% | - ${ }^{34}$ | 26\% | 38\% | 37\% | 17 $30 \%$ | ${ }_{23}^{63}$ |
| Somewhat bad response | ${ }_{12}^{47}$ | 27 $13 \%$ | 210\% | 25 ${ }_{\text {19\% }}$ | $7 \%$ | ${ }_{9}^{8} \%$ | 10\% | 17\% | 24\% | ${ }_{7}^{6} \%$ | $8 \%$ | 12\% | 26\% | $12 \%$ | - ${ }^{23}$ | ${ }^{13} 9$ | ${ }^{19} 9$ | 27 16 | $\stackrel{7}{13 \%}$ | 17\% |
| Very bad response | 31 $8 \%$ | 21\% | 10 ${ }^{5}$ | $\begin{aligned} & 22 \\ & 17 \% \\ & \text { Ef } \end{aligned}$ | $4 \%$ | $5{ }_{5}$ | - | 16 $11 \%$ | 11 6 \% | ${ }_{5}^{4}$ | 5\% | ${ }_{8}^{6}$ | 15 8 | 7\% | - $\quad 11 \%$ | ${ }^{13} 9$ | ${ }^{19} 9$ | 10 6 | 10\% | 23 $10 \%$ |
| I am not familiar with this company | 87\% | 32 $16 \%$ | $\begin{aligned} & 55 \\ & 27 \% \\ & \text { B } \end{aligned}$ | 21\% | ${ }^{28} 27$ | ${ }^{18} 9$ | 14\% | ${ }^{27} 19 \%$ | ${ }^{35}$ 21\% | 259\% | $\begin{aligned} & 36 \\ & 32 \% \\ & \text { LM } \end{aligned}$ | 12\% | 24 $13 \%$ | 15 $14 \%$ | - ${ }^{23}$ | $\begin{gathered} 48 \\ 35 \% \\ \mathrm{NO} \end{gathered}$ | ${ }^{46}$ 21\% | 32\% | ${ }_{1}^{1 \%}$ | 418\% |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 844 | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{array}{ll}  & 151 \\ \hline & 100 \% \end{array}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 560\% | 232 |



Base: All Respondents


| Unweighted Base | 405 | 159 | 246 | 175 | 112 | 65 | 53 | 132 | 173 | 100 | 222 | 56 | 94 | 113 | 146 | 146 | 219 | 176 | 35 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 395 | 192* | 203 | $128 *$ | 98* | $87^{*}$ | 81** | 126* | $178 *$ | $91^{*}$ | 128 | $67^{*}$ | 169* | $113^{*}$ | $168{ }^{*}$ | 114* | 239 | 145* | $46^{* *}$ | 258 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 246 \\ 62 \% \end{gathered}$ | $\begin{gathered} 135 \\ 71 \% \\ C \end{gathered}$ | $\begin{gathered} 111 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 109 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 62 \% \\ & \end{aligned}$ | $\begin{aligned} & 81 \\ & 63 \% \end{aligned}$ | $49 \%$ | $\begin{gathered} 107 \\ 63 \% \end{gathered}$ | $\begin{gathered} 81 \\ 72 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 95 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 153 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 170 \\ 66 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 72 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | 31 $24 \%$ | 23 $24 \%$ | 12 $14 \%$ | ${ }_{7 \%}$ | 32 25 | 27 $15 \%$ | 13 $14 \%$ | $27 \%$ | 14\% | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | ${ }_{20}^{23}$ | ${ }^{35}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | 49 ${ }^{19}$ | 22 $15 \%$ | 19 | ${ }^{60}$ 23\% |
| Somewhat good response | 174 $44 \%$ | 50\% | 799\% | 466\% | 37 | 44\% | 47\% | 499\% | $82 \%$ | 43 | 53 $42 \%$ | 35\% | 76 | $\begin{gathered} 59 \\ 52 \% \\ 0 \end{gathered}$ | ${ }_{36}^{60}$ | 54\% | 104 $43 \%$ | 67 $46 \%$ | 17 $36 \%$ | 110 $43 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{22}^{86 \%}$ | $\begin{aligned} & 45 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | $27 \%$ | 192\% | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | 32\% | $\begin{aligned} & 38 \\ & 28 \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | 22\% | $\begin{aligned} & 10 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | ${ }^{46}$ \% | 22 $19 \%$ | 24\% | $\begin{aligned} & 31 \% \\ & 21 \% \end{aligned}$ | 18\% | 60 ${ }^{63}$ |
| Somewhat bad response | 57 | 27 $14 \%$ | 30\% | 15\% | 19\% | 16\% | 7\% | 17\% | 27\% | 14\% | 20\% | 13\% | 25\% | 11 $10 \%$ | 34 20\% n | $12 \%$ | 35\% | 21 $14 \%$ | 5\% | 39\% |
| Very bad response | 29\% | ${ }^{18} 9$ | ${ }^{11} 6$ | $\begin{gathered} 18 \\ 14 \% \\ f \end{gathered}$ | ${ }_{8 \%}^{8}$ | 3\% | ${ }_{1}^{1 \%}$ | ${ }_{1}^{15}$ | 11 6 \% | $3{ }_{3}$ | ${ }_{6 \%}$ | ${ }_{2}^{1}$ | 19 $11 \%$ | 8 \% | 12\% | 9 | ${ }^{18} 8$ | 10\% | ${ }_{13}^{6}$ | 21 8 \% |
| I am not familiar with this company | $\begin{aligned} & 62 \\ & 16 \% \end{aligned}$ | $\stackrel{11}{11} 6$ | $\begin{gathered} 51 \\ 25 \% \\ 25 \% \end{gathered}$ | 18 $14 \%$ | 11\% | $\begin{aligned} & 12 \\ & 14 \% \end{aligned}$ | 21 ${ }^{1}$ | 14 $11 \%$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | 18\% | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | ${ }_{12 \%}$ | 19\% | 12 | 27 $16 \%$ | 23 $20 \%$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | ${ }^{26}$ | $\stackrel{2}{5 \%}$ | ${ }^{28} 11 \%$ |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 91 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$ \%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJ - K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 424 | 165 | 259 | 171 | 121 | 76 | 56 | 141 | 192 | 91 | 223 | 56 | 124 | 135 | 140 | 149 | 231 | 179 | 42 | 230 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 443 | $218 *$ | 226 | 126* | 125* | 103* | 88* | 145* | 214 | 85* | 129 | $72^{*}$ | 225* | 152* | 157* | 135* | 268 | 165* | $56 * *$ | 282 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 276 \\ 62 \% \end{gathered}$ | ${ }_{63 \%}^{137}$ | $\begin{gathered} 139 \\ \quad 62 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 69 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 63 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 60 \\ 68 \% \end{gathered}$ | $\begin{gathered} 100 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 56 \% \end{aligned}$ | 50\% | $\begin{aligned} & 146 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 61 \% \end{aligned}$ | ${ }_{63 \%}^{168}$ | $\begin{gathered} 106 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 171 \% \\ 61 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 86 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 25 \% \\ & \hline \end{aligned}$ | 32 $14 \%$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 29 \% \\ & \text { dF } \end{aligned}$ | 12 $11 \%$ | ${ }_{20}^{18}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | 50 | $\begin{aligned} & 40 \\ & 26 \% \\ & 26 \% \end{aligned}$ | $\begin{gathered} 32 \\ 21 \% \\ \mathrm{p} \end{gathered}$ | 14\% | 57\% | ${ }^{29} 8$ | 27 48 | ${ }^{62} 2$ |
| Somewhat good response | 190\% | 828\% | ${ }^{108} 48$ | $\begin{aligned} & 46 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | 51 $49 \%$ | $\begin{aligned} & 43 \\ & 48 \% \end{aligned}$ | $59$ | 101 $47 \%$ | 31 $36 \%$ | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | 39\% | 96 $43 \%$ | 58\% | 64\% | 51\% | 111 $41 \%$ | $77 \%$ | 133\% | 109 $39 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{26 \%}^{114}$ | $\begin{aligned} & 70 \\ & 32 \% \\ & \text { 30 } \end{aligned}$ | ${ }_{19}^{49}$ | $\begin{aligned} & 42 \\ & 33 \% \\ & \text { eg } \end{aligned}$ | ${ }_{21}^{27}$ | 30\% | $\begin{aligned} & 15 \\ & 17 \% \end{aligned}$ | ${ }^{33} 23 \%$ | ${ }_{26}^{56 \%}$ | 24\% | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 149 \% \\ & 19 \end{aligned}$ | ${ }_{29}^{66}$ | ${ }_{30}^{46}$ | 36\% | 32 24 | $\begin{aligned} & 70 \\ & 26 \% \end{aligned}$ | ${ }^{38}{ }^{23}$ | 14 25 | ${ }^{81}{ }^{8} \%$ |
| Somewhat bad response | 75\% | $\begin{aligned} & 49 \\ & 22 \\ & { }_{C}^{2} \% \end{aligned}$ | ${ }_{12}^{26}$ | ${ }_{2}^{28}{ }^{2} \%$ | 17\% | 19\% | 112\% | 19\% | ${ }^{38} 8$ | 192\% | 15\% | 119\% | 24\% | 33 | 26\% | 17\% | 415\% | 31 $19 \%$ | ${ }_{14 \%}$ | 23\% |
| Very bad response | ${ }^{38} 9$ | 210\% | 17\% | ${ }_{11}^{14}$ | 7\% | 10\% | ${ }_{5}^{5}$ | 14\% | ${ }^{18} 9$ | ${ }_{7 \%}$ | 13 $10 \%$ | ${ }_{3 \%}$ | 22\% | ${ }^{13} 9$ | ${ }^{10} 6$ | 15 $11 \%$ | ${ }_{11 \%}^{29}$ | 74 | ${ }_{11 \%}^{6}$ | 24\% |
| I am not familiar with this company | $\begin{aligned} & 53 \\ & 12 \% \end{aligned}$ | 10 5 \% | $\begin{aligned} & 43 \\ & 19 \% \\ & 19 \% \end{aligned}$ | 17\% | 12\% | 11\% | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | 12 81 | 27 $13 \%$ | 14\% | $\begin{aligned} & 29 \\ & 23 \% \\ & { }_{2} \end{aligned}$ | ${ }^{8} 1{ }^{\text {\% }}$ | 13 6 | ${ }_{5}^{8}$ | $\begin{aligned} & 25 \\ & 16 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{gathered} 20 \\ 15 \% \\ \mathrm{n} \end{gathered}$ | 30 $11 \%$ | 20\% | ${ }_{4 \%}$ | ${ }^{23} 8$ |
| Sigma | ${ }_{143}^{400}$ | 218 $100 \%$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 214 $100 \%$ | 85 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 72 $100 \%$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | 152\% | 157 $100 \%$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 56 $100 \%$ | $\begin{aligned} & 282 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 162 | 242 | 177 | 108 | 67 | 52 | 133 | 170 | 101 | 213 | 63 | 97 | 116 | 154 | 134 | 210 | 187 | 39 | 239 |
| Weighted Base | 382 | 175* | 206 | 136 | 89* | 82* | $74^{* *}$ | 114* | 185* | $83^{*}$ | 114 | $73^{*}$ | 161* | $113 *$ | $163 *$ | 106* | 219 | 158* | $46^{* *}$ | 251 |
| Somewhat/Very Good Response (Net) | ${ }_{62 \%}^{236}$ | $\begin{gathered} 102 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 78 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 43 \\ & 53 \% \end{aligned}$ | ${ }_{66 \%}$ | $\begin{aligned} & 78 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 123 \\ 67 \% \\ J \end{gathered}$ | $\begin{aligned} & 35 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 68 \% \\ & \hline \text { P } \end{aligned}$ | $\begin{gathered} 106 \\ 65 \% \\ \mathrm{p} \end{gathered}$ | $54 \%$ | $\begin{gathered} 130 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 65 \% \end{aligned}$ | 29 62 | $\begin{aligned} & 166 \\ & 66 \% \end{aligned}$ |
| Very good response | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & \text { 19\% } \end{aligned}$ | 24\% | 20\% | $\begin{aligned} & 22 \\ & 25 \% \\ & \hline \end{aligned}$ | 8\% | 11\% | $\begin{aligned} & 29 \\ & 25 \% \\ & \\ & \hline 15 \end{aligned}$ | 21 $11 \%$ | ${ }_{9}^{8}$ | 21 $18 \%$ | 16 $21 \%$ | 20 $12 \%$ | 16 $14 \%$ | ${ }^{25}$ | 17 $16 \%$ | 35 ${ }^{3} 6$ | 23 $14 \%$ | 14 $31 \%$ | 40\% |
| Somewhat good response | $\begin{gathered} 178 \\ 47 \% \end{gathered}$ | ${ }_{39}^{69 \%}$ | $\begin{aligned} & 109 \\ & 53 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 54 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 53 \% \\ & d \end{aligned}$ | $\begin{aligned} & 36 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 102 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 39 \% \end{aligned}$ | ${ }_{53}^{85}$ | 61 $54 \%$ | $\begin{aligned} & 81 \\ & 50 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{aligned} & 37 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 81 \% \\ & 51 \% \end{aligned}$ | 14 $31 \%$ | 126 $50 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 74 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & { }^{26 \%} \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & \text { 29\%\% } \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 26 \% \end{aligned}$ | ${ }_{2 \%}$ | 23\% | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | 14\% | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{15}$ | 28\% | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 20 \% \end{aligned}$ | $22^{2} \%$ | ${ }_{26}^{46}$ | ${ }^{26}$ 17\% | 188\% | ${ }_{19}^{47}$ |
| Somewhat bad response | 43 $11 \%$ | $\stackrel{\substack{28 \\ 16 \%}}{\text { c }}$ | 15\% | 27\% | 5\% | 10\% | $1 \%$ | $12 \%$ | 25 ${ }_{14}$ | ${ }_{6}^{6}$ | 11 $10 \%$ | 12\% | 19 | ${ }^{10} 9$ | 17\% | 176\% | ${ }^{28} 13$ | 159\% | 127\% | 29 ${ }_{11 \%}$ |
| Very bad response | 30 ${ }_{8}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }^{13} 6$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $6 \%$ | 100 | * | 13 $12 \%$ $i$ | ${ }_{5}{ }^{\text {\% }}$ | ${ }_{10 \%}$ | ${ }^{10} 8$ | ${ }_{9}^{6} \%$ | 5\% | 7\% | $16 \%$ | $7 \%$ | ${ }^{18} 8$ | 12\% | 12\% | 19\% |
| I am not familiar with this company | 72 19 | ${ }^{28}{ }^{16 \%}$ | 21\% | 22 $16 \%$ | 8\% | $\begin{gathered} 17 \\ 21 \% \\ e \end{gathered}$ | 24\% | ${ }^{10} 8$ | 28\% | 34 $41 \%$ HI | ${ }^{22} 20$ | 14 19 | 28 $17 \%$ | 19\% | 24\% | $\begin{gathered} 28 \\ 26 \% \\ 0 \end{gathered}$ | ${ }^{43}{ }^{\text {\% }}$ | ${ }^{28} 8$ | - | 38\% |
| Sigma | $\begin{aligned} & 3822 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | 114\% | 185\% | 100\% | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | 100\% | 161 $100 \%$ | 113 $100 \%$ | 163 $100 \%$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | 219\% | 158\% | 100\% | 251 |


Overlap formulae used. * small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 158 | 254 | 178 | 121 | 58 | 55 | 151 | 161 | 100 | 211 | 57 | 116 | 109 | 153 | 150 | 209 | 189 | 37 | 235 |
| Weighted Base | 405 | $183 *$ | 222 | 132 | 103* | 89* | 82** | $148{ }^{*}$ | 182* | 75* | 120 | $60^{*}$ | 198* | 98* | 153* | 153* | 226 | $160 *$ | 47** | 273 |
| Somewhat/Very Good Response (Net) | 253 $62 \%$ | $\begin{gathered} 117 \\ 64 \% \end{gathered}$ | $\begin{gathered} 136 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 83 \% \\ & D E \end{aligned}$ | $49 \%$ | 95\% | $\begin{gathered} 117 \\ 64 \% \end{gathered}$ | 41 55 | $\begin{aligned} & 71 \\ & 59 \% \end{aligned}$ | $41 \%$ | $\begin{gathered} 130 \\ 66 \% \end{gathered}$ | 63 $64 \%$ | $\begin{aligned} & 105 \\ & \\ & 68 \% \end{aligned}$ | 85\% | $\begin{gathered} 143 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 64 \% \end{aligned}$ | 31 $67 \%$ | 172 $63 \%$ |
| Very good response | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | 36\% | 32\% | 22 $17 \%$ | 21\% | 192\% | ${ }_{7 \%}$ | 34 $23 \%$ | 20 $11 \%$ | 149\% | 21\% | ${ }^{13}$ 21\% | 33 $17 \%$ | 17 18 | 33 ${ }^{32 \%}$ | ${ }_{12}^{12}$ | 37 $16 \%$ | 29 $18 \%$ | 16 $34 \%$ | 44\% |
| Somewhat good response | $\begin{aligned} & 184 \\ & 46 \% \end{aligned}$ | 80\% | $\begin{gathered} 104 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 64 \\ & 6 E \end{aligned}$ | 43\% | $\begin{aligned} & 61 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 53 \% \\ & j \end{aligned}$ | 27 ${ }_{36}$ | 50 ${ }^{2}$ | 28\% | 979 | $46 \%$ | $72 \%$ | 67\% | 106\% | $74 \%$ | 16 33 | ${ }^{128} 47 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & \mathrm{~F} \end{aligned}$ | $\stackrel{27}{26 \%}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | ${ }_{7 \%}^{6}$ | 24\% | 27 $15 \%$ | 11 $15 \%$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | ${ }_{12}^{19}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | 21\% | 25 | 27 $18 \%$ | 48\% | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | 14 29 | 22\% |
| Somewhat bad response | 42\% | 22 ${ }^{2}$ \% | ${ }^{20} 9$ | 24 $18 \%$ | 9\% | ${ }_{5}^{4}$ | ${ }_{5}^{4}$ | $1{ }^{16} \%$ | $19 \%$ | ${ }_{9}^{7} \%$ | 15 $13 \%$ | ${ }_{10}^{6} \%$ | 20\% | 10\% | ${ }^{14} 9$ | 18 | 23\% | 15\% | ${ }_{12 \%}$ | 32\% |
| Very bad response | ${ }^{32}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\stackrel{13}{6 \%}$ | ${ }^{10} 8 \%$ | $\begin{aligned} & 17 \\ & 17 \% \\ & 17 \% \end{aligned}$ | ${ }_{3}{ }^{2}$ | ${ }_{2 \%}$ | 19 13 1 | ${ }_{4 \%}$ | 6\% | ${ }_{5}^{6}$ | ${ }_{9}^{6}$ | ${ }^{18}{ }_{9}$ | 11\% | 11\% | ${ }^{10} 6$ | 24\% | ${ }_{5}^{7}$ | 17\% | 27 10 |
| I am not familiar with this company | 79\% | 27 ${ }^{27}$ | 523\% | 24\% | 19\% | ${ }_{9}^{8}$ | 27\% | 17 ${ }_{12}$ | 39 ${ }^{31 \%}$ | ${ }_{\text {23 }}^{3} \mathrm{H}$ | ${ }_{23}^{28}$ | $\stackrel{8}{13 \%}$ | 30 $15 \%$ | 159 | ${ }^{23} 15$ | $\begin{gathered} 41 \\ 27 \% \\ 0 \end{gathered}$ | 36 $16 \%$ | ${ }^{34}$ 21\% | $\stackrel{2}{4 \%}$ | 415\% |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | 100\% | 2730\% |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 409 | 168 | 241 | 172 | 104 | 81 | 52 | 133 | 177 | 99 | 235 | 61 | 86 | 123 | 148 | 138 | 205 | 187 | 36 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 407 | 216* | 191 | 122* | 97* | 112* | 76** | 132* | 178* | 97* | 148 | 75* | 159* | 134* | 158* | 115* | 216 | 174* | 50** | 258 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 236 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & \text { 65 } \\ & 665 \% \\ & \text { 2 } \end{aligned}$ | $\begin{aligned} & 76 \\ & 68 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 43 \\ & 57 \% \end{aligned}$ | ${ }^{86}$ | $\begin{aligned} & 104 \\ & 59 \% \end{aligned}$ | $44 \%$ | 85\% | $\begin{aligned} & 44 \\ & 59 \% \end{aligned}$ | 99\% | 76 57 | $\begin{aligned} & 98 \\ & 68 \% \end{aligned}$ | 54\% | $\begin{gathered} 140 \\ 65 \% \\ \mathrm{r} \end{gathered}$ | 92\% | 71\% | 158 $61 \%$ |
| Very good response | $\begin{aligned} & 57 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | ${ }_{9 \%}^{7}$ | 26\% | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | 88 | ${ }_{9 \%}^{14}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & { }_{1}^{39} \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 14 \% \end{aligned}$ | 26 $15 \%$ | 162\% | ${ }_{17}^{44 \%}$ |
| Somewhat good response | 179 $44 \%$ | 106\% | $\begin{aligned} & 73 \\ & 38 \% \end{aligned}$ | 37 | $\begin{aligned} & 44 \\ & 45 \% \\ & d \end{aligned}$ | $\begin{aligned} & \text { 62 } \\ & 55 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 46 \% \end{aligned}$ | $82 \%$ | 36 | $\begin{aligned} & 71 \\ & 48 \% \end{aligned}$ | 33 $44 \%$ | 69\% | 60 | 70\% | $49 \%$ | $\begin{gathered} 109 \\ 51 \% \\ r \end{gathered}$ | 67 $38 \%$ | 20\% | 114 $44 \%$ |
| Somewhat/Very Bad Response (Net) | 71 $18 \%$ | 23\% | ${ }^{29} 5$ | ${ }_{24 \%}^{29}$ | ${ }^{15}$ 16\% | ${ }^{16} 14$ | 11 $14 \%$ | 25 $19 \%$ | 31 $17 \%$ | 15 | ${ }^{26}$ | $12 \%$ | 30 $19 \%$ | ${ }_{21}^{21 \%}$ | $\begin{gathered} 33 \\ 21 \% \\ \mathrm{p} \end{gathered}$ | ${ }^{10} 9$ | 36\% | ${ }^{28}{ }_{16}$ | 14\% | 52\% |
| Somewhat bad response | ${ }_{11}^{45}$ | 31 $14 \%$ | 15\% | $\begin{aligned} & 19 \% \\ & 16 \end{aligned}$ | $11 \%$ | 8\% | 9\% | ${ }_{13}^{18}$ | $19 \%$ | $9 \%$ | ${ }^{16} \%$ | ${ }^{6} \%$ | 21 $13 \%$ | ${ }_{12}^{12}$ | ${ }^{21} 13$ | 8\% | 25\% | 159\% | ${ }_{16 \%}$ | 416\% |
| Very bad response | ${ }^{26} 6$ | 12\% | 14\% | $\stackrel{10}{9 \%}$ | 5 | 7\% | ${ }_{5}^{4}$ | ${ }_{6}^{8}$ | 12\% | $6_{6 \%}$ | ${ }^{10} \%$ | ${ }_{8 \%}^{6}$ | 9\% | $\begin{aligned} & 12 \\ & 9 \% \\ & \hline \end{aligned}$ | ${ }^{12} 7$ | ${ }_{2 \%}$ | 11 5 \% | ${ }^{12} \%$ | ${ }_{11 \%}^{6}$ | ${ }^{11} 4 \%$ |
| I am not familiar with this company | 100 | 40\% | $\begin{gathered} \text { C10 } \\ 31 \% \\ B \end{gathered}$ | $\begin{aligned} & \text { 430} \\ & 33 \% \\ & \text { Eff } \end{aligned}$ | 17 18 | 20\% | 229\% | 20 $15 \%$ | $\stackrel{42}{24 \%}$ | $\begin{aligned} & 38 \\ & 39 \% \\ & \mathrm{Hi} \end{aligned}$ | 36 $24 \%$ | 18\% | ${ }_{19}^{29}$ | 22\% | 27 $17 \%$ | $\begin{aligned} & 43 \\ & 37 \% \\ & \text { nO } \end{aligned}$ | 189\% | $\begin{aligned} & 54 \\ & 31 \% \\ & Q \end{aligned}$ | $\stackrel{1}{2 \%}$ | ${ }_{19}^{49}$ |
| Sigma | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 410 | 167 | 243 | 165 | 116 | 72 | 57 | 140 | 178 | 92 | 224 | 61 | 102 | 115 | 135 | 160 | 224 | 172 | 36 | 228 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | 200* | 208 | 129* | 104* | 108* | $67^{*}$ | 139* | 185 | 83* | 124 | $77^{*}$ | 184* | 104* | 156* | $148 *$ | 236 | 161* | $46^{* *}$ | 261 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 242 \\ 59 \% \end{gathered}$ | $\begin{gathered} 131 \\ 66 \% \\ \mathrm{c} \end{gathered}$ | $\begin{gathered} 111 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 74 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 64 \\ & 59 \% \end{aligned}$ | 42\% | $\begin{aligned} & 77 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 57 \% \end{aligned}$ | 58\% | $\begin{aligned} & 72 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 114 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 147 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 158 \\ 61 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 56 \\ 28 \% \\ \hline \end{gathered}$ | 20\% | ${ }^{26} 20$ | $\begin{aligned} & 33 \\ & 32 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 10 \% \end{aligned}$ | ${ }_{9}^{6} \%$ | $\begin{aligned} & 38 \\ & 28 \% \\ & \hline \end{aligned}$ | ${ }_{11 \%}$ | 16\% | 22 17 | ${ }_{10}{ }^{\circ}$ | $\begin{aligned} & 47 \\ & 25 \% \\ & \hline 1 \end{aligned}$ | 27 26 | ${ }^{26} 16$ | 24\% | 29 ${ }^{19}$ | ${ }^{23} 15 \%$ | 21 46 | 24\% |
| Somewhat good response | 166 $41 \%$ | 75\% | 914 | 34\% | $\begin{aligned} & 43 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 49 \% \\ & 49 \end{aligned}$ | $\begin{aligned} & 35 \\ & 53 \% \\ & \text { D } \end{aligned}$ | ${ }^{38}{ }^{27}$ | $\begin{aligned} & 86 \\ & 46 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 42 \\ & 50 \% \\ & H \end{aligned}$ | 51\% | $\begin{aligned} & 41 \\ & 53 \% \\ & \mathrm{~m} \end{aligned}$ | ${ }_{37}^{67}$ | $44 \%$ | 61 $39 \%$ | 62\% | ${ }^{98}{ }^{2} \%$ | 67 $41 \%$ | 126\% | 105 $40 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{21}^{88}$ | 52\% | 35\% | $\begin{gathered} 35 \\ 27 \% \\ e \end{gathered}$ | 15\% | $\stackrel{27}{25 \%}$ | $\begin{aligned} & 11 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \\ & \hline \end{aligned}$ | $5_{6 \%}$ | 21 $17 \%$ | $\begin{aligned} & 17 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | 20\% | $\begin{aligned} & 48 \\ & { }_{28}^{48} \% \end{aligned}$ | 23 $16 \%$ | $\begin{aligned} & 57 \\ & 24 \% \end{aligned}$ | 27 ${ }^{16 \%}$ | 11 $24 \%$ | 25\% |
| Somewhat bad response | 57 $14 \%$ | 30 $15 \%$ | ${ }^{28}{ }^{13} \%$ | 17 $13 \%$ | ${ }_{8 \%}^{8}$ | 21 $19 \%$ | 116\% | $\begin{aligned} & 21 \\ & 15 \% \\ & \text { j } \end{aligned}$ | 33\% | $4{ }_{4}$ | ${ }^{15} 12 \%$ | $13 \%$ | ${ }^{28}{ }^{15}$ | $9{ }_{9}^{9}$ | 30 $19 \%$ | ${ }_{12}^{18}$ | 33 $14 \%$ | 21 $13 \%$ | ${ }_{1}^{5} \%$ | ${ }_{17}{ }^{4} \%$ |
| Very bad response | 30\% | $\begin{aligned} & 23 \\ & \begin{array}{l} 11 \% \\ C \end{array} \end{aligned}$ | 8 | $\begin{aligned} & 18 \\ & 14 \% \\ & G \end{aligned}$ | ${ }_{6}^{6}$ | ${ }_{5}^{6}$ | ${ }_{1}^{1 \%}$ | $\begin{aligned} & 17 \\ & 12 \% \\ & 12 \% \end{aligned}$ | 13\% | $1 \%$ | ${ }_{5}^{6}$ | $4{ }_{6}{ }^{\text {\% }}$ | ${ }_{18}^{18}$ | $\begin{gathered} 11 \\ 11 \% \\ \text { p } \end{gathered}$ | ${ }^{14} 9$ | 5\% | $\begin{aligned} & 24 \\ & 10 \% \\ & \text { r } \end{aligned}$ | ${ }_{3 \%}^{6}$ | ${ }_{12}^{6}$ | 22 81 |
| I am not familiar with this company | ${ }^{78}{ }^{19} \%$ | 17\% | $\begin{gathered} 62 \\ 30 \% \\ B \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \\ 26 \end{gathered}$ | 13 $12 \%$ | ${ }_{18}^{18} 1$ | ${ }^{14}$ 21\% | 25 | 33 $18 \%$ | 20\% | $\begin{aligned} & 31 \\ & 25 \% \\ & M \end{aligned}$ | 11 $14 \%$ | 24 $13 \%$ | 13 $12 \%$ | 26\% | $\begin{aligned} & 39 \\ & 27 \% \\ & { }^{2} \% \end{aligned}$ | 32 $14 \%$ | $\begin{aligned} & 45 \\ & 28 \% \\ & \text { 2 } \end{aligned}$ | ${ }_{4}^{2}$ | 36 $14 \%$ |
| Sigma | 408 $100 \%$ | $\begin{aligned} & \text { 200 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 108 } \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | ${ }^{46} 10 \%$ | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level)-B/C-D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 398 | 144 | 254 | 169 | 103 | 65 | 61 | 129 | 179 | 90 | 219 | 53 | 109 | 126 | 143 | 129 | 206 | 178 | 33 | 235 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 394 | $180 *$ | 214 | $130 *$ | $100 *$ | $88^{*}$ | $76 *$ | $138 *$ | 184* | 71* | 128 | $61^{*}$ | 187* | $120 *$ | $163 *$ | 111* | 217 | 164* | 45** | 272 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 211 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 121 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $56$ | $\begin{aligned} & 48 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 55 \% \end{aligned}$ | $79$ | $\begin{aligned} & 23 \\ & 38 \% \end{aligned}$ | $58$ | $\begin{aligned} & 65 \\ & 54 \% \\ & 5 \end{aligned}$ | $\begin{aligned} & 90 \\ & 55 \% \end{aligned}$ | $56 \%$ | $\begin{gathered} 106 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 59 \% \end{aligned}$ | 146 $54 \%$ |
| Very good response | $\begin{aligned} & 65 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \\ & { }^{4} \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 26 \% \\ & { }_{\mathrm{G}}^{2} \end{aligned}$ | 11 $13 \%$ | 5\% | $\begin{aligned} & 38 \\ & 27 \% \\ & 15 \end{aligned}$ | 22\% | 5\% | $\begin{aligned} & 24 \% \\ & 18 \% \end{aligned}$ | $\stackrel{9}{15 \%}$ | 33 17 | ${ }^{18} 9$ | 27 $16 \%$ | 20\% | 37\% | 24\% | 22 49 | 50\% |
| Somewhat good response | 146 3 | 279\% | $\begin{aligned} & 96 \\ & 45 \% \\ & 45 \end{aligned}$ | 39\% | $\begin{aligned} & 30 \\ & 30 \% \end{aligned}$ | 37 $42 \%$ | $\begin{aligned} & 41 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | 38 | $\begin{gathered} 74 \\ 40 \% \\ h \end{gathered}$ | $\begin{aligned} & 34 \\ & 48 \% \\ & 48 \% \end{aligned}$ | $\begin{gathered} 55 \\ 43 \% \\ 4 L^{2} \end{gathered}$ | 14 23 | 36\% | 47\% | 339\% | 35 | ${ }_{32}^{69}$ | $\begin{aligned} & 71 \\ & 43 \% \end{aligned}$ | 10\% | ${ }_{36}^{96}$ |
| Somewhat/Very Bad Response (Net) | $\text { 90 } 23 \%$ | ${ }_{32}^{58}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 36 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 27 \\ & 27 \% \\ & \mathrm{fG} \end{aligned}$ | ${ }_{11 \%}$ | ${ }_{9 \%}^{7}$ | $\begin{aligned} & 366 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $12 \%$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & { }_{25 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% \\ & 30 \end{aligned}$ | 29\% | $\begin{aligned} & 40 \\ & 25 \% \end{aligned}$ | 21 $19 \%$ | 27\% | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | 13 $30 \%$ | 73 $27 \%$ |
| Somewhat bad response | ${ }^{65}$ | $\begin{aligned} & 44 \\ & 25 \% \\ & C \end{aligned}$ | ${ }^{20} 9$ | $\begin{gathered} \left.\begin{array}{c} 36 \\ e 28 \% \end{array}\right) \end{gathered}$ | $14 \%$ | 11\% | 5\% | 26\% | 28\% | 11 $15 \%$ | ${ }^{12} 9$ | $\begin{gathered} 120 \% \\ 20 \\ k \end{gathered}$ | $\begin{aligned} & 38 \\ & 20 \% \\ & \text { K } \end{aligned}$ | $19 \%$ | 27\% | $18 \%$ | 37\% | 26\% | 13 $29 \%$ | 50\% |
| Very bad response | ${ }^{26} 7 \%$ | ${ }^{14} 8$ | ${ }^{12}$ | $\begin{gathered} \text { } \\ \stackrel{11}{9} \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \\ & \text { Fg } \end{aligned}$ | - | $2{ }_{2}$ | 10\% | 14 81 | $3 \%$ | 5\% | $\stackrel{3}{5 \%}$ | ${ }^{17} 9$ | 10 $8 \%$ | 13808 | $3 \%$ | $\begin{aligned} & 22 \\ & 10 \% \\ & \mathrm{R} \end{aligned}$ | $\stackrel{4}{2 \%}$ | * | ${ }^{23} 8$ |
| I am not familiar with this company | $\begin{aligned} & 93 \\ & 24 \% \end{aligned}$ | 33 $18 \%$ | $\begin{aligned} & \text { 280\% } \\ & \text { 28\% } \end{aligned}$ | 22 $17 \%$ | 17\% | $\begin{aligned} & 30 \\ & 35 \% \\ & 35 \% \end{aligned}$ | 23 30 | 27\% | 25\% | 28\% | 32\% | $\begin{aligned} & 22 \\ & 37 \% \\ & M \end{aligned}$ | $\begin{aligned} & 33 \\ & \text { 18\% } \end{aligned}$ | ${ }_{26}^{26}$ | 33 ${ }^{3} \mathrm{O}$ | 34 $31 \%$ | ${ }_{22} 24$ | 39 ${ }^{39}$ | ${ }^{5} 2 \%$ | 53 $19 \%$ |
| Sigma | $\begin{aligned} & 394 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | 217 $100 \%$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | - 45 | $\begin{aligned} & 272 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 417 | 180 | 237 | 166 | 116 | 62 | 73 | 141 | 181 | 95 | 217 | 58 | 112 | 136 | 146 | 135 | 227 | 173 | 49 | 239 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 446 | $240 *$ | 206 | 127 | 118* | 99* | 101* | 156* | 203* | $87^{*}$ | 141 | $72^{*}$ | 199* | 144* | 155* | $148 *$ | 262 | 172* | $59 *$ | 269 |
| Somewhat/Very Good Response (Net) | ${ }^{305} 68 \%$ | ${ }^{173} 72 \%$ | 132 $64 \%$ | 78 $61 \%$ | 76 $64 \%$ | $72 \%$ | $\begin{gathered} 77 \\ 77 \% \\ d \end{gathered}$ | 101 64 | ${ }^{140} 69$ | 74\% | ${ }^{102}$ | $52 \%$ | 132 66 | $\begin{gathered} 112 \\ 78 \% \\ \text { Op } \end{gathered}$ | 962\% | 96\% | 179 $68 \%$ | 117 $68 \%$ | 42\% | 181 $68 \%$ |
| Very good response | $\begin{gathered} 104 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | 29\% | $\begin{aligned} & 36 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 29 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | 23\% | $\begin{aligned} & 36 \\ & 25 \% \\ & \hline 1 \end{aligned}$ | 12\% | $\begin{aligned} & 54 \\ & 27 \% \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 367 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\text { 20 } 27$ | $\begin{aligned} & 73 \\ & 28 \% \\ & \mathrm{r} \end{aligned}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 46 \% \\ & 46 \end{aligned}$ | ${ }^{68}{ }^{2} \%$ |
| Somewhat good response | $\begin{gathered} 200 \\ 45 \% \end{gathered}$ | $\begin{gathered} 111 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 43 \% \end{aligned}$ | $49 \%$ | 45 38 | $43 \%$ | $\begin{aligned} & 62 \\ & 62 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 52 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 418 | $\begin{aligned} & 66 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 599 \% \\ & M \end{aligned}$ | $\begin{aligned} & 78 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 53 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{aligned} & 68 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 40 \% \end{aligned}$ | 51\% | 15\% | 114 $42 \%$ $S$ |
| Somewhat/Very Bad Response (Net) | 79 $18 \%$ | 47\% | 32\% | $\begin{gathered} 30 \\ 23 \% \\ 9 \end{gathered}$ | ${ }_{26}^{26}$ | 14\% | $9 \%$ | 37 $24 \%$ | 31 $15 \%$ |  | ${ }^{18}{ }^{13}$ | 11 15 | 22 21 | 17 $12 \%$ | $\begin{aligned} & 36 \\ & 24 \% \\ & \text { n } \end{aligned}$ | ${ }^{25} 7$ | 51 $19 \%$ | 24\% | 14 23 | 20\% |
| Somewhat bad response | 46\% | ${ }^{22} 9$ | 23 $11 \%$ | ${ }_{14 \%}^{18}$ | ${ }^{10} 9$ | ${ }_{8 \%}^{8}$ | $9 \%$ | $\begin{aligned} & 21 \\ & \text { 13\% } \\ & \text { j } \end{aligned}$ | $\stackrel{22}{11 \%}$ | $3 \%$ | ${ }^{12} 9$ | ${ }_{13}{ }^{9}$ | 22 $11 \%$ | ${ }_{4 \%}^{6}$ | $\begin{aligned} & \begin{array}{l} 25 \\ 16 \% \\ N \end{array} \end{aligned}$ | 15\% | ${ }^{23} 9$ | 21 $12 \%$ | 2 | 36 13 s |
| Very bad response | $33 \%$ | $\begin{aligned} & 25 \\ & 10 \% \\ & c \end{aligned}$ | 8 | $\begin{aligned} & \begin{array}{l} 19 \\ 9 \% \\ \hline \end{array} \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \\ & { }_{\mathrm{G}} \% \end{aligned}$ | ${ }_{6}^{6} \%$ | * | $17 \%$ | 9 | ${ }_{9 \%}$ | 5 | 2\% | 20\% | 118\% | ${ }^{12} 8$ | 10\% | $\begin{aligned} & 28 \\ & \begin{array}{l} 11 \% \\ \mathrm{R} \end{array} \end{aligned}$ | ${ }_{2}^{4}$ | ${ }_{\text {20, }}^{12}$ | $\stackrel{24}{9 \%}$ |
| I am not familiar with this company | ${ }^{63} 14 \%$ | 20 8 \% | $\begin{aligned} & 43 \\ & 21 \% \\ & { }_{8}^{2} \% \end{aligned}$ | 19\% | ${ }_{16}^{14}$ | 13 $13 \%$ | 14\% | ${ }_{18}^{12}$ | 33 $16 \%$ | 12 | 21 15 | 10 | ${ }_{13}^{26}$ | 140\% | ${ }_{14}^{22}$ | 27 18 | 12\% | 30\% | 5\% | 27 $10 \%$ |
| Sigma | $\begin{aligned} & 446 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | 87 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 269 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R-S/T
Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 398 | 148 | 250 | 170 | 100 | 73 | 55 | 138 | 167 | 93 | 231 | 48 | 93 | 119 | 139 | 140 | 197 | 187 | 39 | 201 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 396 | 186* | 210 | 128* | $97^{*}$ | 104* | $67 * *$ | $138{ }^{*}$ | 176* | 82* | 135 | $63^{* *}$ | 169* | 123* | 146* | $127 *$ | 210* | $174 *$ | $61^{* *}$ | 219 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 223 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 117 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 69 \\ 71 \% \\ \hline 1 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 344 \% \\ & 51 \% \end{aligned}$ | ${ }_{66}^{86}$ | $\begin{aligned} & 94 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 55 \% \end{aligned}$ | 34\% | $\begin{aligned} & 100 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 81 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 52 \% \end{aligned}$ | ${ }^{128} 81 \%$ | 91\% | 429\% | 127 58 |
| Very good response | ${ }_{17}^{68}$ | 37\% | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | ${ }_{15}^{15}$ | $\begin{aligned} & 31 \\ & 32 \% \\ & \text { DF } \end{aligned}$ | 15 $14 \%$ | ${ }_{1}^{7} \%$ | 27 $20 \%$ | 22 ${ }_{12}$ | 24\% | 26 $19 \%$ | ${ }_{9}^{6} \%$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | 25 20 | 24\% | 19\% | ${ }_{\text {22 }}^{\substack{45 \\ \mathrm{r}}}$ | 21 $12 \%$ | 15 $24 \%$ | 36 $16 \%$ |
| Somewhat good response | ${ }_{39 \%}^{155}$ | ${ }_{37}^{69}$ | $\begin{aligned} & 86 \\ & 41 \% \end{aligned}$ | 44~ | $38 \%$ | $\begin{aligned} & 46 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 41 \% \end{aligned}$ | ${ }_{29}^{29 \%}$ | ${ }_{36 \%}^{48}$ | 28\% | $\begin{aligned} & 68 \\ & 40 \% \end{aligned}$ | 56\% | $\begin{aligned} & 52 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 40 \% \end{aligned}$ | 27 $44 \%$ | 90 $41 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{gathered} 119 \\ 30 \% \end{gathered}$ | ${ }_{36}^{66}$ | $\begin{aligned} & 53 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | 22 $23 \%$ | $\begin{aligned} & 344 \\ & 32 \end{aligned}$ | 29 ${ }^{29}$ | 35\% | 61 $35 \%$ | ${ }_{23}^{23}$ | ${ }_{20}^{49 \%}$ | 24\% | ${ }_{28}^{49 \%}$ | 23\% | ${ }^{46}$ 31\% | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | ${ }_{30}^{62}$ | 54\% | 189\% | 70 $32 \%$ |
| Somewhat bad response | 718\% | ${ }^{36}$ 19\% | 35\% | 22\% | 17\% | 10\% | 22\% | ${ }_{19}^{19}$ | 36\% | 16\% | 24\% | $12 \%$ | 31 $18 \%$ | 23 $18 \%$ | ${ }^{28} 9$ | 20 $16 \%$ | ${ }^{46} 2 \%$ | 23 $13 \%$ | 12\% | 45\% |
| Very bad response | ${ }_{12}{ }^{2}$ | 30\% | ${ }^{18} 9$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | 5 | $\begin{aligned} & \begin{array}{c} 24 \\ 233 \\ \text { dE } \end{array} \end{aligned}$ | 11\% | 16 $11 \%$ | 26\% | 7\% | 16 $12 \%$ | 120\% | 18\% | ${ }^{10} 8$ | ${ }_{18}^{18}$ | 21 $16 \%$ | ${ }_{8}^{16}$ | $\begin{aligned} & 31 \\ & 18 \% \\ & \text { Q } \end{aligned}$ | ${ }_{10}^{6}$ | 25 $11 \%$ |
| I am not familiar with this company | 53 $13 \%$ | ${ }^{14} \%$ | $\begin{gathered} 40 \\ 19 \% \\ \text { B } \end{gathered}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & \text { EF } \end{aligned}$ | $6_{6}^{6}$ | ${ }^{10} 9$ | 4\% | ${ }_{13}^{18}$ | 20\% | 15 $18 \%$ | 22 $16 \%$ | 5\% | 20\% | 8\% | 24\% | 19\% | ${ }^{20} 9$ | 29 ${ }_{16 \%}$ | ${ }_{3 \%}$ | 23 $11 \%$ |
| Sigma | $\begin{aligned} & 396 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | 61 $100 \%$ | 219 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 399 | 141 | 258 | 163 | 110 | 70 | 56 | 132 | 175 | 92 | 222 | 59 | 101 | 124 | 137 | 138 | 207 | 184 | 31 | 208 |
| Weighted Base | 399 | $180 *$ | 219 | 115* | 103* | 92* | 89** | 133* | 194* | $72^{*}$ | 126 | 82* | 175* | $136 *$ | 145* | 118* | 218 | 175* | $44^{* *}$ | 239 |
| Somewhat/Very Good Response (Net) | 131 ${ }_{3}$ | $\begin{aligned} & 78 \\ & 43 \% \\ & 43 \end{aligned}$ | 53\% | 33 $29 \%$ | ${ }^{40}{ }^{49} \%$ | ${ }^{18} 9$ | 40 45 | 51 $39 \%$ | 67 $34 \%$ | 13 $18 \%$ | 35\% | ${ }^{37}{ }^{45 \%}$ | 58\% | 47 $34 \%$ | 43 $30 \%$ | 419\% | ${ }^{78}{ }^{\text {\% }}$ | 519\% | 21 $49 \%$ | 94 $39 \%$ |
| Very good response | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 26 \\ 14 \% \\ c \end{gathered}$ | ${ }^{14} 9 \%$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 6 \% \\ & 6 \end{aligned}$ | $5{ }_{6}$ | $\begin{aligned} & 21 \\ & 16 \% \\ & j \end{aligned}$ | ${ }^{17} 9$ | $\stackrel{2}{2 \%}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 13 \\ 16 \% \\ k \end{gathered}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | 15 $11 \%$ | ${ }^{12} 9$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { 14\% } \\ & \text { R } \end{aligned}$ | 8 | ${ }_{18 \%}$ | ${ }_{11 \%}$ |
| Somewhat good response | 91 $23 \%$ | $\underset{c}{52}{ }_{c}^{52}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | 23\% | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\text { 35 } 40 \%$ | 31 $23 \%$ | 49\% | 11 $15 \%$ | $\begin{aligned} & 27 \\ & 22 \% \end{aligned}$ | ${ }_{24}^{29 \%}$ | 32\% | 32\% | $31 \%$ | 24\% | 27\% | 43\% | 13 $31 \%$ | ${ }_{28}^{68}$ |
| Somewhat/Very Bad Response (Net) | 71 $18 \%$ | $\begin{aligned} & 48 \\ & 26 \% \\ & C \end{aligned}$ | 24\% | $\underset{\text { 24\% }}{\substack{28 \\ \mathrm{e}}}$ | 14 | 20\% | 10\% | 32 24 | ${ }^{28}{ }^{15}$ | 11 $15 \%$ | 19 | 114\% | 39\% | 25 ${ }^{2} \%$ | 24\% | $\xrightarrow{23} 19$ | ${ }_{19}{ }^{19}$ | ${ }^{29} 16$ | 159\% | 23\% |
| Somewhat bad response | ${ }^{45} 11 \%$ | $\begin{aligned} & 31 \\ & 117 \% \\ & \text { C } \end{aligned}$ | 14\% | 20\% | 88 | 14\% | $\stackrel{4}{4 \%}$ | 22 16 | $\stackrel{16}{8 \%}$ | 10\% | ${ }^{10} 8$ | ${ }_{6}^{5}$ | 30 $17 \%$ $k$ | 19 | 14\% | 13 $11 \%$ | 32\% | ${ }^{14} 8$ | 128\% | 17\% |
| Very bad response | 26\% | ${ }^{16} 9$ | 10 ${ }_{4}$ | 8\% | ${ }_{5}^{6}$ | ${ }_{7 \%}$ | 6\% | 10\% | 12\% | ${ }_{5}^{4} \%$ | 9\% | ${ }_{8 \%}^{6}$ | ${ }^{10} 6$ | ${ }_{5}^{6} \%$ | 10\% | 10\% | $9{ }_{4}^{9}$ | ${ }^{15} 9$ | $3 \%$ | 12\% |
| I am not familiar with this company | ${ }^{197}{ }^{49 \%}$ | 54\% | $\begin{gathered} 143 \\ 65 \% \\ B \end{gathered}$ | 55\% | $49 \%$ | 54 | 39\% | 50\% | $\begin{aligned} & 99 \\ & 51 \% \\ & h \end{aligned}$ | $\begin{aligned} & 49 \\ & 67 \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & 72 \\ & 57 \% \\ & \mathrm{~m} \end{aligned}$ | 34\% | 78 $44 \%$ | 65\% | 78 $54 \%$ | 54\% | 99 | 96\% | $\stackrel{7}{16 \%}$ | 939\% |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | 115 $100 \%$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\stackrel{92}{100 \%}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KILLIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. *small base:** very small base (under 30) ineligible for sig testing


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 408 | 146 | 262 | 179 | 101 | 70 | 58 | 123 | 183 | 102 | 225 | 58 | 95 | 129 | 145 | 134 | 223 | 170 | 42 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 403 | 186* | 217 | 132 | $97^{*}$ | $94^{*}$ | 80** | 126* | 185* | $93 *$ | 136 | 68* | $168{ }^{*}$ | $133^{*}$ | $150 *$ | 121* | 232 | 153* | 56* | 253 |
| Somewhat/Very Good Response (Net) | 185 ${ }_{46}$ | 92 $49 \%$ | 93 ${ }^{\text {43\% }}$ | 51 39 | $\begin{aligned} & 53 \\ & 54 \% \\ & d \end{aligned}$ | $43 \%$ | 37\% | 618\% | 83\% | 41 | 61 45 | 37 54 | 76\% | ${ }^{66}$ 50\% | 69\%\% | 51\% | 116 $50 \%$ | 66 $43 \%$ | 33 5 | 125 $49 \%$ |
| Very good response | $\begin{aligned} & 56 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 38 \\ 20 \% \\ \hline \end{gathered}$ | ${ }^{18} 8$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $20$ | $9{ }_{9}^{9}$ | 11\% | $\begin{aligned} & 29 \\ & 23 \% \\ & { }_{2}^{23} \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | ${ }_{9}^{8}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\frac{5}{7} \%$ | $\begin{aligned} & \text { 179 } \end{aligned}$ | 20\% | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 4_{19 \%}^{19 \%} \\ & \mathbf{R}^{2} \end{aligned}$ | 10\% | 16 28 2 | 38 ${ }^{15}$ |
| Somewhat good response | ${ }_{32}^{130}$ | ${ }_{24}^{59 \%}$ | 76 $35 \%$ | 34\% | 33 $34 \%$ | $35{ }_{3}{ }^{3}$ | 29\% | 32\% | 65 ${ }^{65}$ | $\begin{aligned} & 33 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 32 \\ 47 \% \\ K_{M} \end{gathered}$ | $\begin{aligned} & 46 \\ & 28 \% \end{aligned}$ | ${ }_{35}^{46}$ | 54 36 | 35\% | 72 $31 \%$ | ${ }_{36}^{56}$ | 17\% | 87 $34 \%$ |
| Somewhat/Very Bad Response (Net) | 92\% | 49\%\% | ${ }_{19}{ }^{2}$ | 37\% | $\stackrel{23}{24 \%}$ | 19 ${ }^{20 \%}$ | 12 $15 \%$ | 39 $31 \%$ | 34\% | 179\% | 32\% | 14 20 | 43\% | 33\% | ${ }^{36}$ | 21 $18 \%$ | ${ }_{23}^{53}$ | 33\% | 15 28 | 63\% |
| Somewhat bad response | 60\% | $\begin{gathered} 37 \\ 20 \% \\ \hline \end{gathered}$ | 24\% | 23\% | ${ }_{16}^{16}$ | $12 \%$ | 10\% | 22 $17 \%$ | 26\% | 13 $14 \%$ | 21 | 11\% | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | 24\% | 21 14 | 159\% | ${ }^{38} \%$ | 20 $13 \%$ | ${ }_{23}^{13}$ | 46\% |
| Very bad response | ${ }^{30} 7$ | 12\% | 18\% | $14 \%$ | $7{ }_{7}$ | $7 \%$ | 3\% | 174\% | 8 | 5 | 9\% | ${ }_{9}^{6} \%$ | ${ }^{13} 8$ | $9 \%$ | 15 $10 \%$ | ${ }_{5}^{6} \%$ | 15 6 | ${ }^{14} 9$ | ${ }_{5}^{3}$ | ${ }^{17} \%$ |
| I am not familiar with this company | ${ }_{32}^{128}$ | ${ }^{46} 24$ | $\begin{aligned} & 82 \\ & 38 \% \\ & B \end{aligned}$ | 44\% | 21\% | 32 | 30\% | ${ }_{21}^{26}$ | $\begin{gathered} 68 \\ 37 \% \\ \mathbf{H}^{6} \end{gathered}$ | $\begin{gathered} 34 \\ 37 \% \\ \text { 37\% } \end{gathered}$ | ${ }_{3}^{45}$ | ${ }^{18}{ }^{6} \%$ | 50\% | 34\% | 45\% | $\begin{gathered} 49 \\ 40 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{63}$ 27\% | 54\% | ${ }_{13}^{8}$ | $\stackrel{65}{26 \%}$ |
| Sigma | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 397 | 154 | 243 | 166 | 114 | 65 | 52 | 133 | 172 | 92 | 220 | 54 | 100 | 129 | 147 | 121 | 220 | 169 | 37 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 384 | 189* | 195 | 115* | 111* | $87^{*}$ | 70** | 120* | 175* | 88* | 119 | $67^{*}$ | 169* | 113* | 158* | 113* | 254 | 120* | 51** | 251 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 190 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 42 \% \end{aligned}$ | $50$ | $\begin{gathered} 47 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 84 \% \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 50 \% \end{aligned}$ | $\begin{gathered} 63 \% \\ 53 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 53 \% \end{aligned}$ | ${ }^{85} 50 \%$ | $\begin{aligned} & 62 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 66 \% \end{aligned}$ | 132 53 |
| Very good response | 72 19 | 39 ${ }^{31}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | 17 $15 \%$ | 19\% | 20\% | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | 17 $14 \%$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | 21\% | ${ }_{21 \%}$ | 10\% | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | 23 ${ }^{20 \%}$ | ${ }^{28} 8$ | 21 $19 \%$ | 50\% | 22 ${ }^{19}$ | 10 $19 \%$ | 58\% |
| Somewhat good response | ${ }_{31 \%}^{118}$ | $\begin{aligned} & 62 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 20 \end{aligned}$ | $\stackrel{27}{24 \%}$ | 29 31 | 32\% | 45\% | $\begin{aligned} & 50 \\ & 29 \% \end{aligned}$ | 23 26 | 39 3 | 26 39 | ${ }_{28}^{47}$ | 39 $34 \%$ | 50 $31 \%$ | 30 27 | ${ }^{83} 3$ | 35\% | 24\% | 74 $30 \%$ |
| Somewhat/Very Bad Response (Net) | 25\% | ${ }_{23}^{43}$ | $\begin{aligned} & 50 \\ & 26 \% \end{aligned}$ | 25 ${ }^{22}$ | $\begin{gathered} 41 \\ 37 \% \\ d \end{gathered}$ | 22 25 | ${ }_{8}^{6}$ | 31 $26 \%$ | 48\% | 14\% | 21 18 | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 31 \% \\ & { }_{5}^{2} \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 30 \% \\ & \mathrm{p} \end{aligned}$ | ${ }_{27}^{47}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | ${ }^{666}$ | 26\% | 13 $25 \%$ | $\begin{aligned} & 65 \\ & 26 \% \end{aligned}$ |
| Somewhat bad response | ${ }_{13}{ }^{3} \%$ | 16\% | $\begin{aligned} & 33 \\ & 17 \% \% \\ & \mathrm{~b} \end{aligned}$ | $14 \%$ | $\stackrel{23}{21 \%}$ | 7 | 5\% | 20\% | 24\% | 5\% | ${ }^{11} \%$ | $\xrightarrow{9} 4$ | ${ }^{26}$ 16\% | ${ }_{17}^{15 \%}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 16 \% \\ \text { p } \end{array} \end{aligned}$ | $7{ }_{6}$ | 31 $12 \%$ | ${ }^{16} 13$ | $3 \%$ | 32 $13 \%$ |
| Very bad response | ${ }_{12}{ }^{2}$ | ${ }^{28}{ }^{15}$ | ${ }^{17} 9$ | 12\% | ${ }^{18} 16$ | 15\% | * | ${ }^{11} 9$ | ${ }^{25} 4$ | 10\% | ${ }^{10} 9$ | $3{ }_{4}$ | 25\% | ${ }_{16}^{15}$ | 17\% | 110\% | 35 $14 \%$ | 10\% | ${ }^{9} 8 \%$ | ${ }^{32}$ 13\% |
| I am not familiar with this company | $\begin{aligned} & 99 \% \\ & 26 \end{aligned}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 56 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 37 \% \\ & \mathrm{EF} \end{aligned}$ | ${ }_{24}^{24}$ | 15\% | 17 $24 \%$ | 27 22 | 43\% | $30$ | ${ }_{29}^{39 \%}$ | 199\% | $\begin{aligned} & 32 \\ & \text { 19\% } \end{aligned}$ | ${ }_{18}^{18}$ | 38\% | $\begin{aligned} & 43 \\ & 38 \% \\ & \text { No } \end{aligned}$ | 55 ${ }^{2} \%$ | $\begin{aligned} & 37 \% \\ & 31 \% \end{aligned}$ | ${ }^{5} \%$ | 53\% |
| Sigma | $\begin{aligned} & 384 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 51 \\ 100 \% \end{array}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 403 | 155 | 248 | 172 | 114 | 65 | 52 | 141 | 164 | 98 | 210 | 53 | 116 | 111 | 140 | 152 | 205 | 188 | 47 | 228 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 416 | 189* | 227 | 134* | 117* | $80^{*}$ | 85** | 141* | $183 *$ | 92* | 118 | 59* | 217* | $107 *$ | 165* | $144 *$ | 220 | $180^{*}$ | 71** | 277 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 267 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 153 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 66 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 59 \\ & 74 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 67 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 60 \% \end{aligned}$ | $\underset{67 \%}{122}$ | $\begin{aligned} & 61 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 144 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 110 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 60 \% \end{aligned}$ | $\frac{52}{74 \%}$ | $\begin{aligned} & 179 \\ & 65 \% \end{aligned}$ |
| Very good response | 999 | $\begin{aligned} & 51 \% \\ & 27 \% \end{aligned}$ | ${ }_{21 \%}^{48}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \\ & d \end{aligned}$ | 202\% | ${ }_{27}^{37}$ | ${ }^{39} 21 \%$ | 21\% | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 28 \% \end{aligned}$ | ${ }_{27}^{60}$ | $\stackrel{29}{27 \%}$ | 34 20 | ${ }^{356}$ | 58\% | 36\% | ${ }_{31}^{22}$ | 70 |
| Somewhat good response | $\begin{gathered} 168 \\ 40 \% \end{gathered}$ | ${ }_{33}^{63}$ | $\begin{gathered} 105 \\ 46 \% \\ b \end{gathered}$ | ${ }_{3}^{45}$ | 42\% | 35 43 | 47 55 | ${ }_{36}^{46}$ | 83 | 39\% | 56\% | 21 36 | 859\% | 47 | $\begin{gathered} 76 \\ 46 \% \\ p \end{gathered}$ | ${ }_{31}^{45}$ | 95\% | $72 \%$ | 31 $43 \%$ | 109 $39 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 66 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 42 \\ 22 \% \\ C \end{gathered}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \\ & \hline \end{aligned}$ | 22 $19 \%$ | ${ }_{8 \%}^{6}$ | $\frac{5}{5 \%}$ | $\begin{aligned} & 31 \\ & 22 \% \\ & \text { 22\% } \end{aligned}$ | 28\% | 7\% | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\stackrel{7}{7} \mathrm{~F}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | 21 $19 \%$ | 29 ${ }^{18}$ | 16 $11 \%$ | ${ }_{19}{ }^{2}$ | ${ }_{12}{ }^{2}$ | 14 $19 \%$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ |
| Somewhat bad response | 11\% | 27\% | 17\% | 17\% | 19\% | $5 \%$ | $3{ }_{3}$ | ${ }_{12}^{18}$ | 21 $12 \%$ | $5 \%$ | 10\% | ${ }_{7 \%}$ | ${ }^{28} 18$ | 110\% | 23 $14 \%$ | 10\% | ${ }^{28} 13$ | $13 \%$ | ${ }^{11} \%$ | 12\% |
| Very bad response | ${ }^{22} 5$ | $\begin{aligned} & 16 \\ & { }_{\mathrm{C}}^{16} \end{aligned}$ | ${ }_{3 \%}^{6}$ | $\begin{aligned} & 16 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\stackrel{3}{2 \%}$ | ${ }_{2 \%}$ | ${ }_{2 \%}$ | $\begin{aligned} & 14 \\ & 10 \% \\ & \text { jo } \end{aligned}$ | ${ }_{3}^{6}$ | ${ }_{2 \%}$ | 7\% | 6\% | 11 5 | ${ }^{10} 9$ | ${ }_{4}^{6}$ | ${ }_{4 \%}^{6}$ | 14 6 | ${ }_{5}^{8}$ | ${ }_{8 \%}^{6}$ | ${ }^{18} 6$ |
| I am not familiar with this company | ${ }^{83}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 37 \\ 27 \% \\ \hline \end{gathered}$ | ${ }_{16}^{18}$ | 15\% | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | 25 ${ }^{18 \%}$ | 33 $18 \%$ | 25\% | ${ }_{21}^{24}$ | ${ }_{23}^{13}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | 10\% | 26\% | $\begin{gathered} 47 \\ 32 \% \\ \mathrm{NO} \end{gathered}$ | ${ }^{26} 12$ | $\begin{gathered} 50 \\ 28 \% \\ \hline \end{gathered}$ | 5\% | $\begin{aligned} & 47 \\ & 17 \% \end{aligned}$ |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | 92 $100 \%$ | $\begin{aligned} & 118 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | 220 $100 \%$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | 71 $100 \%$ | 277 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{gathered} \text { Less } \\ \text { than } \\ \$ 50 \mathrm{k} \end{gathered}$ | $\begin{aligned} & \$ 50 \mathrm{k} \\ & \$ 75 \mathrm{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 401 | 157 | 244 | 159 | 131 | 66 | 45 | 133 | 169 | 99 | 212 | 54 | 108 | 115 | 141 | 145 | 205 | 180 | 43 | 210 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 399 | $180 *$ | 219 | 113* | $130 *$ | $106 *$ | $50^{* *}$ | 122* | 192* | $84^{*}$ | 122 | $56 *$ | 196* | 117* | 147* | 135* | 228 | 159* | $56^{* *}$ | 245 |
| Somewhat/Very Good Response (Net) | $\quad 278 \%$ | $\begin{gathered} 128 \\ 71 \% \end{gathered}$ | $\begin{gathered} 150 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 75 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 76 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 71 \% \end{aligned}$ | ${ }_{706}^{86}$ | $\begin{gathered} 130 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 75 \% \end{aligned}$ | 82\% | $\frac{43}{77 \%}$ | ${ }^{141}$ | $\text { 90 } 77 \%$ | 97 | $\begin{aligned} & 91 \% \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 66 \% \end{aligned}$ | $42 \%$ | 179\% |
| Very good response | ${ }_{26 \%}^{104}$ | 55\% | 50 | 22\% | $\begin{aligned} & 46 \\ & 36 \% \\ & \text { B6 } \end{aligned}$ | 28\% | ${ }_{16 \%}$ | $\begin{aligned} & 48 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | 24\% | 27\% | $\begin{aligned} & 13 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 36 \% \\ & P \end{aligned}$ | ${ }^{38}{ }^{26 \%}$ | $\begin{aligned} & \text { 25 } \\ & \text { 18\% } \end{aligned}$ | $\begin{gathered} 77 \\ 34 \% \\ \mathrm{R} \end{gathered}$ | 27\% | 31 | 71 29 |
| Somewhat good response | 174 $44 \%$ | 74 $41 \%$ | $\begin{gathered} 100 \\ 46 \% \end{gathered}$ | 46 | $52 \%$ | $48 \%$ | 285\% | 39\% | $\begin{aligned} & 96 \\ & 50 \% \\ & H \end{aligned}$ | $39 \%$ | 55\% | 30\% | $81 \%$ | ${ }_{41}^{48}$ | 59\% | 46\% | 910\% | 77 $49 \%$ | 11 $19 \%$ | 108 $44 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 75 \\ & \\ & \hline \end{aligned}$ | 37\% | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | 28\% | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | 20\% | 10\% | $\begin{aligned} & 300 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 8 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & 13 \% \end{aligned}$ | $\begin{aligned} & \text { 333 } \\ & 23 \end{aligned}$ | $\begin{aligned} & \text { 26 } \\ & \hline 19 \end{aligned}$ | ${ }^{38}{ }^{16}$ | 35\% | 119\% | 20\% |
| Somewhat bad response | 54\% | 29\% | 24\% | 15\% | 17 $13 \%$ | 15 | 10\% | ${ }_{16}^{16}$ | 25 ${ }^{13}$ | $12 \%$ | 16\% | ${ }_{10}^{6} \%$ | 29 $15 \%$ | ${ }^{10} 8$ | 24\% | 20 $14 \%$ | 29 $13 \%$ | 23 | ${ }^{7}$ 2\% | 31 $13 \%$ |
| Very bad response | 21 5 | $8 \%$ | 14 6 | $\begin{gathered} 12 \\ 11 \% \\ \mathrm{e} \end{gathered}$ | 5 | $4 \%$ |  | $\begin{aligned} & 13 \\ & 11 \% \\ & \text { 11\% } \end{aligned}$ | ${ }_{3}^{6}$ | ${ }_{2 \%}$ |  | $\stackrel{2}{4 \%}$ | 12\% | ${ }_{5}^{6}$ | $9{ }_{6}$ | ${ }_{5}^{6} \%$ | 8 | 12\% | 7\% | ${ }^{18} \%$ |
| I am not familiar with this company | ${ }_{12}^{46}$ | ${ }^{15} 8$ | 31 $14 \%$ | 16 $14 \%$ | 10\% | 110\% | 10\% | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 177 \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }^{7} 9$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | ${ }_{9}^{5}$ | 15\% | 110\% | 16\% | 18 | 23 $10 \%$ | 19\% | 6\% | ${ }^{18} \%$ |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 192\% | 84 $100 \%$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | 147 $100 \%$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 145 | 267 | 173 | 123 | 71 | 45 | 140 | 164 | 108 | 213 | 57 | 115 | 135 | 142 | 135 | 226 | 172 | 45 | 229 |
| Weighted Base | 395 | $165 *$ | 230 | 128* | 116* | 102* | $48^{* *}$ | 129* | $178{ }^{*}$ | 87* | 112 | $61^{*}$ | 201* | $142^{*}$ | $150 *$ | 104* | 228 | 158* | 59** | 267 |
| Somewhat/Very Good Response (Net) | 280\% | $\begin{aligned} & 110 \\ & 67 \% \end{aligned}$ | 170\% | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 80 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 73 \\ & 71 \% \end{aligned}$ | ${ }_{79}{ }^{3}$ | $\frac{93}{72 \%}$ | ${ }^{127} 71 \%$ | 610\% | $\begin{aligned} & 76 \\ & 68 \% \end{aligned}$ | ${ }_{78}^{78 \%}$ | $\begin{aligned} & 142 \\ & 70 \% \end{aligned}$ | 102 $72 \%$ | 101 $67 \%$ | $77$ | 164 $72 \%$ | $\begin{gathered} 112 \\ 71 \% \end{gathered}$ | 40\% | 191\% |
| Very good response | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | ${ }^{38} 2$ | 17\% | 30 23 | ${ }_{24}^{28}$ | 13 $13 \%$ | 10\% | 31 $24 \%$ | 27 15 | 170\% | ${ }_{22}^{25}$ | ${ }^{16} 26$ | 30\% | 27 19 | 31\% | 18\% | 50\% | 23 $15 \%$ | 23 38 | 26 ${ }^{1}$ \% |
| Somewhat good response | $\begin{gathered} 205 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 132 \\ 57 \% \\ b \end{gathered}$ | $47 \%$ | $\begin{aligned} & 64 \\ & 55 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & 599 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 33 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 48 \% \end{aligned}$ | 599 | $\begin{aligned} & 44 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 112 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 114 \\ 50 \% \end{gathered}$ | ${ }^{89} 9$ | 17 29 | 135 $51 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{82} \%$ | $\begin{aligned} & 50 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 31 \% \\ & \text { E } \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | 23\% | ${ }_{9}^{5}$ | ${ }_{21}^{28}$ | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 23 \% \end{aligned}$ | 21\% | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | ${ }_{20}^{46}$ | 32\% | 14 24 | 61 $23 \%$ |
| Somewhat bad response | 57 $15 \%$ | ${ }_{\text {21 }}^{\text {C }}$ C | 22\% | 22 17 | ${ }^{10} 9$ | 20\% | ${ }_{9}^{5}$ | ${ }_{13}^{16}$ | 29\% | $12 \%$ | $\stackrel{13}{12 \%}$ | ${ }_{10}^{6} \%$ | 36\% | 24\% | 23\% | $11 \%$ | 34\% | 22 $14 \%$ | 15\% | 44\% |
| Very bad response | 25 ${ }_{6}$ | 159\% | ${ }_{4 \%}^{9}$ | 18 $14 \%$ EF | 5 | $\stackrel{3}{2 \%}$ | - | ${ }^{11} 9$ | $\stackrel{9}{5 \%}$ | $5{ }_{5}$ | ${ }^{8} \%$ | 8\% | 12\% | 5 | ${ }^{14} 9$ | 5 | 12\% | 13 ${ }_{8 \%}$ | ${ }_{10}^{6} \%$ | ${ }^{18} 7$ |
| I am not familiar with this company | ${ }^{32}$ | ${ }_{2}^{4}$ | $\begin{aligned} & 28 \\ & 12 \% \\ & { }_{B}^{2} \end{aligned}$ | ${ }^{11} 9$ | 9\% | ${ }_{6}^{6}$ | ${ }_{12 \%}$ | 9\% | 14\% | 11\% | $\begin{aligned} & 15 \\ & 14 \% \\ & 14 \% \end{aligned}$ | ${ }_{3}{ }^{2}$ | 12\% | ${ }^{10} 7$ | ${ }^{12} 8$ | 10 $10 \%$ | ${ }^{18} 8$ | 12 8 \% | 5\% | ${ }^{15}{ }_{6}$ |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | 129 | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 870\% | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | 6100\% | 201 | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 100\% | 267 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 417 | 168 | 249 | 184 | 115 | 57 | 61 | 143 | 178 | 96 | 237 | 53 | 101 | 123 | 154 | 140 | 211 | 192 | 38 | 234 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 400 | 192* | 208 | 135 | 96* | 78* | 91* | 154* | 158 | 89* | 145 | 64* | 161* | 104* | 161* | 135* | 224 | 163* | $47^{* *}$ | 227 |
| Somewhat/Very Good Response (Net) | $252$ | $\begin{gathered} 121 \\ 63 \% \end{gathered}$ | $\begin{gathered} 131 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 75 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 50 \\ 63 \% \end{gathered}$ | $\begin{aligned} & \text { 63 } \\ & 699 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 100 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 60 \% \end{aligned}$ | 62\% | $\begin{aligned} & 36 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 108 \\ 67 \% \end{gathered}$ | ${ }^{68}{ }^{2} \%$ | $\begin{gathered} 101 \\ 63 \% \end{gathered}$ | 83 62 | 152 $68 \%$ | ${ }^{96} \%$ | 31 $66 \%$ | 142 $62 \%$ |
| Very good response | $\begin{aligned} & 79 \% \end{aligned}$ | 38\% | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $244$ | ${ }_{21}^{16}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | 33\% | ${ }_{10}^{6} \%$ | 20\% | 27\% | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | 21 $15 \%$ | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | 20\% | 13 $28 \%$ | 18\% |
| Somewhat good response | 175 $44 \%$ | 83 | $\begin{aligned} & 92 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 50 \% \\ & \mathrm{D} \end{aligned}$ | 33 $42 \%$ | $\begin{aligned} & 51 \\ & 56 \% \\ & \text { D } \end{aligned}$ | 65 $42 \%$ | 70 45 | 39 ${ }^{39}$ | $59$ | 30\% | 76 | 40\% | 72 $45 \%$ | 63 46 | 108 $48 \%$ | 649\% | 188\% | 100 $44 \%$ |
| Somewhat/Very Bad Response (Net) | 810\% | 44\% | 37 $18 \%$ | $\begin{gathered} 36 \\ 27 \% \\ { }_{2} \end{gathered}$ | 7\% | $\begin{aligned} & \text { 19 } \\ & \text { 25\% } \end{aligned}$ | ${ }_{\text {20\% }}^{18}$ | 30 $19 \%$ | ${ }^{36}$ 23\% | 15\% | 30\% | ${ }^{18} 8$ | ${ }^{26}$ 16\% | 19\% | 38\% | 23 $17 \%$ | 40\% | ${ }^{38}{ }^{23}$ | ${ }^{7} 5$ | 48\% |
| Somewhat bad response | 39 $10 \%$ | 25 ${ }^{13}$ | ${ }^{15} \%$ | $\begin{aligned} & 22 \\ & 16 \% \\ & \hline 169 \end{aligned}$ | $5{ }_{5}$ | 10\% | 5 | ${ }^{10} 6$ | $\begin{aligned} & 24 \\ & 15 \% \\ & \text { h } \end{aligned}$ | $6 \%$ | 15\% | 5\% | 17\% | 110\% | ${ }^{14} 9$ | 15 $11 \%$ | ${ }^{15} \%$ | $\begin{aligned} & 22 \\ & 14 \% \\ & \text { q } \end{aligned}$ | 10\% | 27 ${ }_{12 \%}$ |
| Very bad response | 410\% | 19\% | ${ }_{11 \%}^{22}$ | $\begin{aligned} & 14 \\ & 11 \% \\ & \text { 11\% } \end{aligned}$ | ${ }_{2 \%}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 14 \% \\ \text { E } \end{array} \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \\ & \text { E } \end{aligned}$ | 20 $13 \%$ | 12 81 | 10\% | ${ }^{15}$ | $\begin{aligned} & 13 \\ & { }_{20}{ }^{2} \% \end{aligned}$ | $\stackrel{9}{6 \%}$ | $\stackrel{9}{8 \%}$ | $\begin{aligned} & 24 \\ & 15 \% \\ & \mathrm{p} \end{aligned}$ | ${ }_{6}^{8}$ | 25 $11 \%$ | ${ }_{16}^{10} \%$ | $\stackrel{2}{5 \%}$ | ${ }^{21} 9$ |
| I am not familiar with this company | 17\% | 27\% | 19\% | 32\% | 17\% | 12\% | 11\% | 26\% | 22 $14 \%$ | 20\% | ${ }^{23} 16$ | 10\% | 27\% | 17\% | 21 $13 \%$ | 22\% | 33\% | 17\% | 19\% | 37 $16 \%$ |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 167 | 238 | 163 | 124 | 73 | 45 | 138 | 157 | 110 | 218 | 59 | 104 | 136 | 130 | 139 | 224 | 170 | 41 | 230 |
| Weighted Base | 424 | $214 *$ | 209 | $137 *$ | 110* | $106 *$ | 72** | $134 *$ | 179* | 111* | 130 | 72* | 190* | 131* | $163 *$ | 130* | 257 | 154* | $56 * *$ | 272 |
| Somewhat/Very Good Response (Net) | ${ }^{298}{ }^{70}$ | $\stackrel{144}{67 \%}$ | 154 $74 \%$ | $\begin{aligned} & 77 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 72 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 87 \\ & 82 \% \\ & \text { D } \end{aligned}$ | $\frac{55}{76 \%}$ | 899\% | ${ }^{130} 73 \%$ | $78{ }^{71 \%}$ | ${ }^{100} 77 \%$ | 49\% | $\begin{aligned} & 139 \\ & 73 \% \end{aligned}$ | 74\% | $\begin{aligned} & 107 \\ & 66 \% \end{aligned}$ | $74 \%$ | ${ }^{186}$ | ${ }^{107}$ | 34 $60 \%$ | 194\% |
| Very good response | ${ }^{136}$ | ${ }_{30}^{65}$ | 70 $34 \%$ | 38\% | 27 $25 \%$ | 418\% | 30 | 32 24 | 50\% | $\begin{aligned} & 54 \\ & 49 \% \\ & 4 \mathrm{HI} \end{aligned}$ | $\begin{aligned} & 54 \\ & 42 \% \\ & 4 \end{aligned}$ | 26 36 | 51 27 | 50\% | 27\% | 42\% | 83\% | 49\% | 13 $23 \%$ | 89\% |
| Somewhat good response | $\begin{gathered} 162 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 40 \% \end{aligned}$ | 28\% | $\begin{aligned} & 52 \\ & 47 \% \\ & \hline \mathrm{D} \end{aligned}$ |  | 25\% | $\begin{aligned} & 58 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 45 \% \\ & \end{aligned}$ | 25 ${ }^{22}$ | 46\% | 23 3 \% | $88 \%$ | $\begin{aligned} & 46 \\ & 36 \% \end{aligned}$ | 64 $39 \%$ | $52 \%$ | 102\% | $\begin{aligned} & 58 \% \\ & 38 \% \end{aligned}$ | 21\% | ${ }^{105}$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | ${ }_{24}^{40 \%}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 26 \% \\ & \text { eF } \end{aligned}$ | 159 | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | 21\% | $\stackrel{23}{13 \%}$ | 20\% | ${ }_{18}^{18}$ | $12 \%$ | 26 $14 \%$ | 21 16 | 31 $19 \%$ | 19\% | 45 18 | 21 $14 \%$ | 170\% | 53 $19 \%$ |
| Somewhat bad response | 54\% | 35\% | 19\% | 25\% | ${ }^{10} 9$ | 110\% | 12\% | 23 $17 \%$ $i$ | 14\% | 17\% | ${ }_{11}^{14}$ | 13\% | ${ }^{17} 9$ | 17\% | 23 $14 \%$ | $14 \%$ | ${ }_{12}^{32}$ | ${ }_{18}^{12 \%}$ | ${ }_{23}^{13}$ | 38 $14 \%$ |
| Very bad response | ${ }^{17} 4 \%$ | 8 | 9 | $\begin{aligned} & 10 \\ & \stackrel{8}{\mathrm{f}} \end{aligned}$ | 5 | - | ${ }_{2 \%}$ | 5\% | ${ }_{5}{ }^{\text {\% }}$ | $\stackrel{3}{2 \%}$ | ${ }_{3}^{4}$ | 3 $4 \%$ | 10 ${ }^{5}$ | ${ }_{3}^{4}$ | $\stackrel{8}{5 \%}$ | 5\% | 14\% | ${ }_{2 \%}$ | ${ }_{8}^{5}$ | 15 ${ }^{\text {\% }}$ |
| I am not familiar with this company | $\begin{aligned} & 55 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & { }^{14} \% \end{aligned}$ | ${ }_{7}^{8}$ | -7\% | $\begin{aligned} & { }^{16} \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | ${ }^{11} 9 \%$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | 24 $13 \%$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }^{25} 5$ | 17 $13 \%$ | 25 $10 \%$ | 26\% | 10\% | ${ }^{25} 9$ |
| Sigma | ${ }^{424} 0$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 111 $100 \%$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \% \\ & 100 \% \end{aligned}$ | 56\% | 272 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

## Anheuser-Busch

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 415 | 161 | 254 | 160 | 113 | 75 | 67 | 137 | 180 | 98 | 217 | 64 | 112 | 132 | 149 | 134 | 214 | 195 | 39 | 213 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 412 | 193* | 219 | 121* | 102* | 101* | $88 *$ | 131* | 210* | 70* | 121 | $69^{*}$ | 204* | 110* | 177* | $124 *$ | 221 | 186* | 55** | 249 |
| Somewhat/Very Good Response (Net) | ${ }^{239} 5$ | $\begin{gathered} 125 \\ 65 \% \\ c \end{gathered}$ | 114 $52 \%$ | 478\% | $\begin{aligned} & \text { 688 } \\ & 67 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & \text { 600 } \\ & \text { 60\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 63 } \\ & 72 \% \\ & { }^{2} \end{aligned}$ | 638\% | $\begin{gathered} 136 \\ \underset{H}{64} \end{gathered}$ | 40\% | ${ }^{66} 4$ | 37 53 | 130 $64 \%$ | 71 64 | 101 57 | 54\% | $\begin{gathered} 141 \\ 64 \% \\ r \end{gathered}$ | 96\% | 34 $63 \%$ | 152 $61 \%$ |
| Very good response | $\begin{aligned} & 76 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 26 \% \\ & \text { Co } \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 36 \\ \text { } 36 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \% \\ & 27 \% \end{aligned}$ | $\begin{gathered} 36 \\ 17 \% \\ \text { j } \end{gathered}$ | 5\% | ${ }_{2}^{21}{ }^{21 \%}$ | 5\% | $\begin{gathered} 42 \\ { }_{22}^{4} \% \end{gathered}$ | 28\% | $\begin{aligned} & \text { 16\% } \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 23 \% \\ & \hline \end{aligned}$ | 24 $13 \%$ | 22 39 | 57\% |
| Somewhat good response | ${ }_{39}^{162}$ | $\begin{aligned} & 78 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 89 \\ & 41 \% \end{aligned}$ | 34\% | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 560 \\ & \text { DE } \end{aligned}$ | $28 \%$ | $\begin{aligned} & 99 \\ & 47 \% \\ & H \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \\ & H \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 84 \% \\ & 41 \% \end{aligned}$ | ${ }_{39}^{43}$ | $\begin{aligned} & 73 \\ & 41 \% \end{aligned}$ | $47 \%$ | $\begin{aligned} & 90 \\ & 41 \% \end{aligned}$ | 72 $39 \%$ | 13 23 | 95\% |
| Somewhat/Very Bad Response (Net) | ${ }_{17}^{69}$ | $\begin{gathered} 42 \\ 22 \% \\ c \end{gathered}$ | ${ }_{12 \%}$ | $\begin{gathered} 28 \\ 23 \% \\ \\ \hline \end{gathered}$ | 14 | 17\% | 10\% | 24\% | 35 | $\stackrel{9}{12 \%}$ | 20\% | 10 | ${ }^{36}$ | 20 180 | $\stackrel{29}{17 \%}$ | 20\% | 30 $14 \%$ | 36 $19 \%$ | 13 $24 \%$ | ${ }_{18}^{46}$ |
| Somewhat bad response | ${ }_{11}{ }^{1} \%$ | $\begin{aligned} & 31 \\ & 16 \% \\ & 16 \% \end{aligned}$ | 14\% | $\begin{aligned} & 21 \\ & 17 \% \\ & 17 \% \end{aligned}$ | 10\% | $11 \%$ | 3\% | 17\% | 24\% | 5\% | ${ }^{11} 9$ | $\stackrel{7}{7} \%$ | 24\% | 14\% | 17\% | 13 $11 \%$ | ${ }^{20} 9$ | ${ }_{12}^{22}$ | 11\% | 29 ${ }_{12}$ |
| Very bad response | 24 6 | 12\% | 13 6 | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | 5 | 5 | $7 \%$ $8 \%$ | 7 | 12\% | 5 | 9 | $\stackrel{3}{5 \%}$ | 12\% | ${ }_{5}^{6} \%$ | ${ }^{12} 7 \%$ | ${ }_{5}^{6} \%$ | ${ }^{10} 4 \%$ | 14\% | ${ }_{3 \%}$ | ${ }^{16} \%$ |
| I am not familiar with this company | ${ }^{105}$ | ${ }_{13 \%}$ | $\begin{gathered} 79 \\ 36 \% \\ B \end{gathered}$ | $\begin{gathered} 46 \\ \text { 38\% } \\ \text { EfG } \end{gathered}$ | 19\% | 24\% | 16\% | 344\% | 19\% | 21 $30 \%$ | $\begin{aligned} & 35 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | 22\% | ${ }^{38}{ }^{19}$ | 20\% | 47\% | $\begin{gathered} 38 \\ 31 \% \\ \mathrm{n} \end{gathered}$ | 50 $23 \%$ | 54\% | ${ }^{7} 7$ \% | 51\% |
| Sigma | $\begin{aligned} & 412 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | 70 $100 \%$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C- $\mathrm{D} / \mathrm{E} / \mathrm{FI} / \mathrm{G}-\mathrm{HIIJ}-\mathrm{K} / \mathrm{IM}-\mathrm{N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 407 | 158 | 249 | 180 | 109 | 62 | 56 | 145 | 162 | 100 | 211 | 62 | 107 | 126 | 136 | 145 | 225 | 172 | 37 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 406 | 180* | 226 | 143 | 98* | $84^{*}$ | 81** | 147* | $176{ }^{*}$ | 82* | 125 | $63^{*}$ | 190* | 126* | 137* | $143 *$ | 241 | 156* | 47** | 240 |
| Somewhat/Very Good Response (Net) | $\text { 252 } 62 \%$ | $\begin{gathered} 108 \\ 60 \% \end{gathered}$ | $\begin{gathered} 144 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & \text { 688 } \\ & 70 \\ & \hline \end{aligned}$ | $\begin{gathered} 65 \\ 77 \% \\ \hline \text { 7 } \end{gathered}$ | 56\% | 92\% | 112 $63 \%$ | ${ }^{48}$ | $\begin{aligned} & 70 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 131 \\ 69 \% \\ \mathrm{k} \end{gathered}$ | 84\% | 85\% | 83\% | $\begin{gathered} 172 \\ \substack{71 \% \\ \mathrm{R}} \end{gathered}$ | 79 $51 \%$ | 35\% | ${ }^{160} 67$ |
| Very good response | $\begin{aligned} & 60 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 29 $13 \%$ | 21 15 | $\begin{aligned} & 23 \\ & 24 \% \\ & f \end{aligned}$ | ${ }_{10 \%}^{8}$ | ${ }^{8} \mathrm{O} \%$ | 27 ${ }_{19}$ | 20 $11 \%$ | 13 | ${ }^{27}$ 22\% | ${ }^{8} 3$ \% | 25 ${ }^{2}$ \% | $\begin{aligned} & 25 \\ & 20 \% \\ & \mathrm{P} \end{aligned}$ | 26 19\% | 9\% | 43\% | ${ }_{11 \%}^{18}$ | 11 $23 \%$ | 37 $15 \%$ |
| Somewhat good response | $\stackrel{191}{47 \%}$ | $\begin{aligned} & 76 \\ & 42 \% \\ & \end{aligned}$ | $\begin{aligned} & 115 \\ & 51 \% \end{aligned}$ | ${ }_{29}^{49 \%}$ | $\begin{aligned} & 45 \\ & 46 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 57 \\ & 67 \% \\ & \text { De } \end{aligned}$ | ${ }_{58}^{48 \%}$ | $\begin{aligned} & 65 \\ & 44 \% \end{aligned}$ | 92\% | 34\% | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | 29\% | $\begin{aligned} & 107 \\ & 56 \% \\ & K \end{aligned}$ | $59$ | 59\% | 73 $51 \%$ | $\begin{gathered} 130 \\ 54 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 61 \% \\ & 39 \% \end{aligned}$ | 24 $52 \%$ | 123 $51 \%$ |
| Somewhat/Very Bad Response (Net) | 77 ${ }^{19 \%}$ | 20\% | 37 $16 \%$ | $\begin{aligned} & 41 \\ & 28 \% \\ & f \end{aligned}$ | 17\% | 10\% | ${ }^{9} 1 \%$ | $\begin{aligned} & 39 \\ & \text { 26\% } \\ & \hline \end{aligned}$ | 26\% | $\stackrel{12}{14 \%}$ | 23 $19 \%$ | 17 26 | 32 | 27 22 | ${ }_{21}^{28}$ | 21 $15 \%$ | 37 $15 \%$ | 38\% | 20\% | 480\% |
| Somewhat bad response | 19\% | ${ }^{25} 14 \%$ | 23 $10 \%$ | $\begin{aligned} & 28 \\ & 19 \% \\ & { }^{2} \% \end{aligned}$ | 16 $16 \%$ | $3 \%$ | $4 \%$ | 23 | ${ }^{18} 10$ | ${ }^{8} \mathrm{O} \%$ | $14 \%$ | 117\% | 21\% | $14 \%$ | 21 16 | ${ }^{13} 9$ | 219\% | $\begin{aligned} & 26 \\ & \begin{array}{c} 17 \% \\ q \end{array} \end{aligned}$ | $\stackrel{4}{8 \%}$ | 34 $14 \%$ |
| Very bad response | ${ }^{28} 7$ | 14 8 | 14\% | $\begin{aligned} & 13 \\ & { }^{9} \% \end{aligned}$ | ${ }_{2 \%}$ | ${ }^{8} \%$ | 5\% | $\stackrel{16}{11 \%}$ | ${ }_{5}^{8}$ | $3{ }^{3}$ | ${ }_{7 \%}$ | ${ }_{6}^{6}$ | 11 6 | 13 $10 \%$ | 7 5 | 8\% | ${ }^{16} \%$ | 12\% | ${ }_{12}^{6}$ | ${ }^{13} 5$ |
| I am not familiar with this company | ${ }^{78}{ }^{19 \%}$ | 33 $18 \%$ | 450\% | $\begin{aligned} & 40 \\ & 28 \% \\ & \text { EF } \end{aligned}$ | 13 $13 \%$ | ${ }^{9} 11 \%$ | ${ }^{16}{ }^{6} \%$ | ${ }_{11}^{16}$ | $\begin{aligned} & 39 \\ & 22 \% \\ & \text { he } \end{aligned}$ | $\begin{aligned} & 23 \\ & 28 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \\ & 35 \% \\ & \mathrm{~m} \% \end{aligned}$ | 10 $15 \%$ | ${ }_{14 \%}$ | 15\% | 23 $17 \%$ | $\begin{aligned} & 39 \\ & 27 \% \\ & { }^{3} \% \end{aligned}$ | 31 $13 \%$ | $\begin{aligned} & 40 \\ & { }_{25}^{25 \%} \end{aligned}$ | $\stackrel{3}{5 \%}$ | 33 $14 \%$ |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | 8100\% | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | 176 $100 \%$ | 100\% | 125 | 100\% | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 137 $100 \%$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | 156 $100 \%$ | $\stackrel{47}{100 \%}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ- K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline Unweighted Base \& 401 \& 162 \& 239 \& 167 \& 116 \& 66 \& 52 \& 152 \& 156 \& 93 \& 233 \& 47 \& 102 \& 109 \& 163 \& 129 \& 215 \& 174 \& 46 \& 213 <br>
\hline Weighted Base \& 391 \& 208* \& 183 \& 122* \& 116* \& $87^{*}$ \& $66^{* *}$ \& 138* \& 172* \& 82* \& 135 \& $61^{* *}$ \& 178* \& 110* \& 175* \& 106* \& 244 \& 139* \& $63^{* *}$ \& 236 <br>
\hline Somewhat/Very Good Response (Net) \& $$
\begin{gathered}
254 \\
65 \%
\end{gathered}
$$ \& $$
\begin{gathered}
125 \\
60 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 129 \\
& 70 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 67 \\
& 55 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 79 \\
& 68 \%
\end{aligned}
$$ \& $$
{ }_{65}^{65}
$$ \& $$
\begin{aligned}
& 53 \\
& 81 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 93 \\
& 68 \%
\end{aligned}
$$ \& $$
\stackrel{121}{71 \%}
$$ \& $$
\begin{aligned}
& 39 \\
& 48 \%
\end{aligned}
$$ \& $$
\begin{gathered}
100 \\
\begin{array}{c}
74 \% \\
M
\end{array}
\end{gathered}
$$ \& $$
\begin{aligned}
& 38 \\
& 63 \%
\end{aligned}
$$ \& $$
\begin{gathered}
105 \\
59 \%
\end{gathered}
$$ \& 70 64 \& $$
\begin{aligned}
& 114 \\
& 65 \%
\end{aligned}
$$ \& 76\% \& $$
\begin{gathered}
162 \\
66 \%
\end{gathered}
$$ \& 88\% \& 36\% \& $$
\begin{gathered}
144 \\
61 \%
\end{gathered}
$$ <br>
\hline Very good response \& $$
{ }_{22}^{82 \%}
$$ \& 54\% \& 34
$18 \%$ \& $$
\begin{aligned}
& \text { 395 } \\
& \text { 29\%\% }
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 38\% } \\
& \hline
\end{aligned}
$$ \& ${ }_{9}^{8}$ \& 13
$19 \%$ \& $$
\begin{aligned}
& 48 \\
& 35 \% \\
& 15
\end{aligned}
$$ \& $$
\begin{aligned}
& 30 \\
& 17 \%
\end{aligned}
$$ \& 10\% \& $$
\begin{aligned}
& 33 \% \\
& 23 \%
\end{aligned}
$$ \& 19 32 \& 35 ${ }^{30}$ \& ${ }_{16}^{15 \%}$ \& 44\% \& ${ }^{28}{ }^{26}$ \& $$
\begin{gathered}
67 \\
28 \% \\
R
\end{gathered}
$$ \& ${ }_{18}^{18}$ \& 20\% \& 22\% <br>
\hline Somewhat good response \& $$
\begin{gathered}
166 \\
42 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 71 \% \\
& 34 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 95 \\
& 52 \% \\
& B
\end{aligned}
$$ \& $$
\begin{aligned}
& 32 \% \\
& 26
\end{aligned}
$$ \& $$
\begin{aligned}
& 47 \\
& 40 \% \\
& d
\end{aligned}
$$ \& $$
\begin{aligned}
& 47 \\
& 54 \% \\
& \mathrm{D}
\end{aligned}
$$ \& $$
\begin{aligned}
& 40 \\
& 62 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 45 \\
& 33 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 92 \\
& 533 \% \\
& \mathrm{Hj}
\end{aligned}
$$ \& $$
\begin{aligned}
& 29 \\
& 36 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 70 \\
& 52 \%
\end{aligned}
$$ \& 19 ${ }^{2} \%$ \& $$
\begin{aligned}
& 70 \\
& 39 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 549 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 70 \\
& 40 \%
\end{aligned}
$$ \& $$
42 \%
$$ \& $$
95{ }^{95 \%}
$$ \& $$
\begin{aligned}
& 70 \\
& 50 \%
\end{aligned}
$$ \& 16\% \& $$
\begin{aligned}
& 91 \\
& 39 \%
\end{aligned}
$$ <br>
\hline Somewhat/Very Bad Response (Net) \& $8{ }^{84}$ \& $$
\begin{gathered}
\text { 290\% } \\
\text { 290 }
\end{gathered}
$$ \& 24\% \& $$
\begin{aligned}
& 40 \\
& 33 \% \\
& { }_{5}^{4}
\end{aligned}
$$ \& 20\% \& 20\% \& 3\% \& 30
$21 \%$ \& ${ }^{28}$ 16\% \& 32\% ${ }^{26}$ \& 19
$14 \%$ \& $$
\begin{aligned}
& 11 \% \\
& \\
& \hline
\end{aligned}
$$ \& $$
\begin{aligned}
& { }^{46} \\
& 26 \% \\
& k
\end{aligned}
$$ \& 29\% \& 19\% \& $\xrightarrow{23}$ \& ${ }^{48} 20$ \& 33 ${ }^{33}$ \& 21 34 \& 67\% <br>
\hline Somewhat bad response \& 55 14 \& 38

c \& ${ }^{17} 9$ \& 25 \& 14\% \& 14\% \& ${ }_{2 \%}^{1}$ \& ${ }_{16}^{12 \%}$ \& 20 $11 \%$ \& \[
$$
\begin{aligned}
& 19 \\
& { }_{2}^{14 \%} \\
& \text { hi }
\end{aligned}
$$

\] \& ${ }^{10} 8$ \& ${ }_{11 \%}$ \& \[

$$
\begin{aligned}
& 36 \\
& 30 \% \\
& \text { 20\% }
\end{aligned}
$$
\] \& 23

$21 \%$
0 \& ${ }^{18} 10$ \& 14\% \& 34\% \& 20\% \& 15\% \& 27\% <br>

\hline Very bad response \& 29\% \& $$
\begin{aligned}
& 22 \\
& 11 \% \\
& c
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 7 \% \\
& 4 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 15 \\
& 13 \%
\end{aligned}
$$

\] \& ${ }_{5}^{6}$ \& \[

\frac{6}{7} \%

\] \& \[

$$
\begin{aligned}
& 1 \% \\
& 2 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 14 \\
& 10 \%
\end{aligned}
$$

\] \& ${ }_{5}^{8}$ \& \[

{ }_{8 \%}^{7}

\] \& \[

\frac{9}{7 \%}

\] \& 5\% \& \[

$$
\begin{gathered}
10 \\
6 \%
\end{gathered}
$$
\] \& ${ }_{5}^{6}$ \& 14 8 \& 88 \& 14 6 \& 13 ${ }_{9}$ \& ${ }^{7} 1 \%$ \& 20\% <br>

\hline I am not familiar with this company \& 54
$14 \%$ \& 24\% \& 30\% \& 15\% \& 17\% \& 12 \& 10
$15 \%$ \& 15
$11 \%$ \& 13\% \& ${ }^{16} 0$ \& 16\% \& 11
$18 \%$ \& ${ }_{15 \%}^{26}$ \& 11
$10 \%$ \& 29\% \& 14
13 \& 34
$14 \%$ \& $19 \%$ \& ${ }_{9}^{6} \%$ \& ${ }_{11 \%}^{26}$ <br>

\hline Sigma \& $$
\begin{aligned}
& 391 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 208 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 183 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 122 \\
& 100 \%
\end{aligned}
$$
\] \& 116

$100 \%$ \& 870\% \& -66\% \& 138
$100 \%$ \& 172
$100 \%$ \& 100\% \& 135
$100 \%$ \& -61\% \& 178
$100 \%$ \& 110
$100 \%$ \& 175
$100 \%$ \& 106
$100 \%$ \& 244

$100 \%$ \& $$
\begin{aligned}
& 139 \\
& 100 \%
\end{aligned}
$$ \& 63

$100 \%$ \& 236
$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 400 | 155 | 245 | 166 | 118 | 55 | 61 | 128 | 174 | 98 | 198 | 60 | 117 | 99 | 138 | 163 | 200 | 187 | 45 | 212 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 453 | 225* | 228 | $138{ }^{*}$ | 121* | 102* | $92^{*}$ | 149* | 200* | 104* | 116* | $67^{*}$ | 242* | 102* | 176* | 176* | 241 | 200* | 69** | 281 |
| Somewhat/Very Good Response (Net) | ${ }_{4186}$ | $\begin{gathered} 105 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 51 \% \\ & d \end{aligned}$ | $\begin{aligned} & 44 \\ & 43 \% \end{aligned}$ | $32 \%$ | $\begin{aligned} & 83 \\ & 55 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 76 \% \\ & 38 \% \end{aligned}$ | 27\% | $\begin{aligned} & 31 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 45 \% \\ & 45 \% \end{aligned}$ | $\begin{gathered} 121 \\ 50 \% \\ K \end{gathered}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 101 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 62 \% \end{aligned}$ | 134 $48 \%$ |
| Very good response | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 31 \\ 14 \% \\ \mathrm{c} \end{gathered}$ | 15\% | $\begin{aligned} & 20 \\ & 15 \% \\ & 15 \mathrm{FG} \end{aligned}$ | $\begin{aligned} & 23 \\ & 199 \\ & F G \end{aligned}$ | $\stackrel{4}{3 \%}$ | $1 \%$ | $\begin{aligned} & 31 \\ & 21 \% \\ & \text { iJ } \end{aligned}$ | 13 6 | $3{ }_{3}$ | 5\% | ${ }_{6 \%}^{4}$ | $\begin{aligned} & 36 \\ & \hline 15 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \\ & \text { P/ } \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \\ & \mathrm{p} \end{aligned}$ | ${ }_{5}^{8}$ | ${ }_{12}^{29}$ | 15\% | 21\% | 415\% |
| Somewhat good response | 139 $31 \%$ | 73 31 | ${ }^{66}$ 29\% | ${ }_{21}^{21 \%}$ | 39\% | $\begin{aligned} & \text { 40\% } \\ & \text { 39\% } \end{aligned}$ | 31 $34 \%$ | 52 | ${ }_{32}^{63}$ | 23\% | 27\% | $\begin{gathered} 26 \\ 39 \% \\ { }_{k}^{2} \end{gathered}$ | $\begin{aligned} & 85 \\ & 35 \% \\ & k \end{aligned}$ | 20\% | 55\% | $\begin{gathered} \text { 63 } \\ 36 \% \\ \mathrm{n} \end{gathered}$ | 720\% | ${ }_{3}^{65}$ \% | 21\% | 93 ${ }_{3}$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 82 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 24 \% \\ & C \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 28 \% \\ & \mathrm{Eff} \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | 14 $14 \%$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | 15 $14 \%$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | 13\% | $\begin{aligned} & 54 \\ & 22 \% \end{aligned}$ | 24\% | 29 $17 \%$ | $\begin{aligned} & \text { 16\% } \end{aligned}$ | ${ }_{19}^{45}$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | ${ }^{16}$ 23\% | 57 |
| Somewhat bad response | 50 $11 \%$ | 29 $13 \%$ | ${ }^{20} 9$ | 17\% | ${ }^{11} 9$ | $14 \%$ | $8{ }_{8}^{8}$ | 16\% | 24\% | ${ }^{10} 9$ | 13 $11 \%$ | ${ }_{6}^{6}$ | 30 $12 \%$ | $\begin{aligned} & 20 \\ & 20 \% \\ & \text { 20p } \end{aligned}$ | ${ }^{16} 9$ | 14\% | 29 ${ }_{12 \%}$ | ${ }^{18} 9$ | ${ }^{8}{ }^{2} \%$ | 29\% |
| Very bad response | 32 $7 \%$ | $\begin{gathered} 24 \\ 10 \% \\ c \end{gathered}$ | 8 | $\begin{aligned} & 23 \\ & 16 \% \\ & { }^{6} \% \end{aligned}$ | $3{ }_{3 \%}$ | - | ${ }_{7 \%}^{6}$ | $\stackrel{7}{5 \%}$ | 20\% | 5 | ${ }_{4 \%}$ | $\stackrel{3}{5 \%}$ | 24 $10 \%$ | $\stackrel{4}{4 \%}$ | 14 81 | 14 81 | ${ }^{16} 7$ | ${ }^{16} 8$ | ${ }_{11 \%}$ | ${ }^{28} 10$ |
| I am not familiar with this company | $\begin{gathered} 185 \\ 41 \% \end{gathered}$ | ${ }_{30}^{68}$ | $\begin{gathered} 118 \\ 52 \% \\ \text { B } \end{gathered}$ | ${ }_{36} 0$ | 45\% | 45 | 46\% | ${ }^{43} 9$ | 810\% | $\begin{aligned} & \text { 62 } \\ & 60 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 67 \\ & 58 \% \\ & \text { IM } \end{aligned}$ | ${ }^{28}{ }_{4}{ }^{\text {\% }}$ | 28\% | $\begin{aligned} & 41 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 40 \% \end{aligned}$ | 75\% | 959\% | 86\% | 10\% | 90\% |
| Sigma | $\begin{aligned} & 453 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 200\% | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | 69 $100 \%$ | $\begin{aligned} & 281 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 413 | 156 | 257 | 177 | 111 | 70 | 55 | 140 | 171 | 102 | 239 | 55 | 96 | 105 | 148 | 160 | 204 | 194 | 32 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 381 | 180* | 201 | 127* | $90^{*}$ | $85^{*}$ | 78** | 110* | 186* | $84^{*}$ | 138 | 70* | 149* | 101* | 142* | 138* | 199 | 169* | $35^{* *}$ | 221 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 251 \\ 66 \% \end{gathered}$ | $\begin{gathered} 108 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 53 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 64 \\ 71 \% \\ \hline 1 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 64 \% \end{aligned}$ | ${ }_{83}^{64 \%}$ | $\begin{aligned} & 69 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 127 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 81 \% \\ & M \end{aligned}$ | 89 | $\begin{aligned} & 79 \\ & \text { OP } \end{aligned}$ | ${ }^{88}{ }^{6} \%$ | 852\% | $\underset{\mathrm{r}}{145 \%}$ | $\begin{gathered} 102 \\ 60 \% \end{gathered}$ | 23 $66 \%$ | 152 $69 \%$ |
| Very good response | $\begin{aligned} & 70 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | 25\% | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | ${ }_{23}^{23}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | ${ }_{26}^{16}$ | 25 $17 \%$ | 23 ${ }_{23}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | 27 $20 \%$ | $\begin{aligned} & 34 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & \text { 19\% } \end{aligned}$ | 11 $31 \%$ | 36\% |
| Somewhat good response | $\begin{gathered} 181 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 113 \\ 56 \% \\ B \end{gathered}$ | $\begin{aligned} & 43 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 52 \% \\ & \text { 52\% } \end{aligned}$ | $\begin{aligned} & 44 \\ & 52 \% \\ & \text { in } \end{aligned}$ | $\begin{aligned} & 47 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 42 \% \end{aligned}$ | 97\% | $\begin{aligned} & 39 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 71 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 43 \% \end{aligned}$ | 56\% | ${ }^{68} 8$ | 57\% | $\begin{gathered} 111 \\ 56 \% \\ R \end{gathered}$ | $\begin{aligned} & 69 \\ & 41 \% \end{aligned}$ | 12 35 | 116 $52 \%$ |
| Somewhat/Very Bad Response (Net) | 71 $19 \%$ | ${ }_{27}^{47}$ | ${ }_{11}^{22}$ | 32 25 | 179\% | 24\% | 2\% | 25\% | 30 $16 \%$ | 15 | ${ }^{18} 1{ }^{1} \%$ | 13\% | 35 ${ }^{33}$ | ${ }_{16}^{16}$ | 32\% | 23 $17 \%$ | 17\% | ${ }^{32} 19$ | 10\% | 47\% |
| Somewhat bad response | ${ }_{12}^{45}$ | $\begin{aligned} & 32 \\ & 18 \% \\ & 18 \% \end{aligned}$ | 14\% | $18 \%$ | 14\% | 13 $15 \%$ | $1 \%$ | 18\% ${ }^{18}$ | 15\% | $12 \%$ | 13 $10 \%$ | $3 \%$ | 22 $15 \%$ | ${ }^{8} \%$ | ${ }_{18}^{18}$ | 20 $14 \%$ | 24\% | $19 \%$ | ${ }_{18}^{6}$ | 30 $14 \%$ |
| Very bad response | 25\% | ${ }^{17} 9$ | 9 | 13 $11 \%$ | 3 $4 \%$ | ${ }_{9}^{8} \%$ | $1 \%$ | $7 \%$ | 15 8 | $3{ }_{4}^{3}$ | 5 | ${ }_{10}{ }^{\text {\% }}$ | 13 8 | $9{ }_{9}^{9}$ | $\begin{aligned} & 13 \\ & { }_{\mathrm{p}} \% \end{aligned}$ | $\stackrel{3}{2 \%}$ | 10 ${ }^{5}$ | 14 81 | 3 $10 \%$ | 16\% |
| I am not familiar with this company | 58\% | 23 $13 \%$ | 35 18 | ${ }_{22}^{28}$ | 10\% | 10\% | 12 | 16 $14 \%$ | ${ }^{29} 16 \%$ | 13 $16 \%$ | $\begin{aligned} & 24 \\ & 17 \% \\ & 1 \end{aligned}$ | $\stackrel{4}{5 \%}$ | 25\% | ${ }_{6}^{6} \%$ | $\begin{aligned} & 23 \\ & 16 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 30 \\ & { }_{22}^{2} \% \\ & \mathrm{~N} \end{aligned}$ | 20\% | $\begin{gathered} 35 \\ 21 \% \\ 21 \% \end{gathered}$ | ${ }_{6}^{2}$ | 23 $10 \%$ |
| Sigma | $\begin{aligned} & 381 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 35 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 397 | 144 | 253 | 164 | 122 | 62 | 49 | 138 | 172 | 87 | 210 | 53 | 106 | 116 | 148 | 133 | 229 | 154 | 40 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 366 | 182* | 184 | 115* | 108* | 93* | $50^{* *}$ | $133^{*}$ | 166* | $67^{*}$ | 104 | $67^{*}$ | $170 *$ | 117* | 132* | 117* | 243 | 114* | $48^{* *}$ | 215 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 249 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 118 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 68 \% \\ & \text { d } \end{aligned}$ | $\begin{aligned} & \text { 74 } \\ & 80 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 41 \\ & 82 \% \end{aligned}$ | 91\% | ${ }_{63 \%}^{104}$ | $\begin{aligned} & 54 \\ & 81 \% \\ & \hline \end{aligned}$ | $74 \%$ | 53 | $\begin{gathered} 109 \\ 64 \% \end{gathered}$ | ${ }_{74 \%}^{87}$ | $\begin{aligned} & 91 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 66 \% \end{aligned}$ | 25 $53 \%$ | $\begin{gathered} 141 \\ 66 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 76 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 48 \\ 26 \% \\ c \end{gathered}$ | ${ }^{28}{ }^{15}$ | 219\% | $\begin{aligned} & 35 \\ & 32 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\stackrel{2}{5 \%}$ | $\begin{aligned} & 40 \\ & 30 \% \\ & \text { ij } \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | ${ }_{2}^{27}{ }_{2}^{2} \%$ | $\stackrel{7}{7} \%$ | 37 ${ }^{3} \mathrm{~F}$ | ${ }^{22} 19 \%$ | 31 $24 \%$ | 23 | $\xrightarrow[\substack{59 \\ r}]{ }$ | 14 $13 \%$ | 188\% | 51 24 |
| Somewhat good response | 173 $47 \%$ | $\begin{aligned} & 83 \\ & 46 \% \end{aligned}$ | 90\% | 39 $34 \%$ | $38{ }^{3} \%$ | $\begin{aligned} & 57 \\ & 61 \% \\ & \text { DE } \end{aligned}$ | 39\% | $\begin{aligned} & 51 \\ & 38 \% \end{aligned}$ | $78 \%$ | $\begin{aligned} & 44 \\ & 66 \% \\ & \mathrm{Hi}^{2} \end{aligned}$ | 46\% | $\begin{aligned} & 47 \\ & \text { KM } \\ & \hline 0 \% \end{aligned}$ | 72 | 55\% | 60 $45 \%$ | $49 \%$ | 110 $45 \%$ | ${ }^{61} 4$ | $\stackrel{7}{15 \%}$ | 91 $42 \%$ |
| Somewhat/Very Bad Response (Net) | 720\% | ${ }_{23}^{42}$ | $\begin{aligned} & 311 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 33 \% \\ & \text { EF } \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\frac{3}{7 \%}$ | 20\% | $\begin{aligned} & 41 \\ & 25 \% \\ & \hline \end{aligned}$ | ${ }_{8}^{5}$ | 15\% | $\underset{14 \%}{9}$ | $\begin{aligned} & 44 \\ & 26 \% \\ & k \end{aligned}$ | ${ }^{22} 19 \%$ | 25 $19 \%$ | 25 2 \% | 29\% | 21 $19 \%$ | 18 38 | 53 |
| Somewhat bad response | 47\% | 29\% | 18\% | ${ }^{22} 9$ | 110\% | 112\% | 3\% | 17\% | 27 16 | 6\% | 11\% | ${ }_{9}^{6} \%$ | ${ }^{26}$ 15\% | 15\% | 17\% | 15\% | 29\% | 17\% | 13\% | 31 $15 \%$ |
| Very bad response | 25\% | 13 | 13 | 16 $14 \%$ | $\stackrel{9}{8} \%$ |  | * | 10\% | ${ }^{14} 9$ | ${ }_{2 \%}$ | $4 \%$ | 3 $4 \%$ | $\begin{aligned} & 18 \\ & 10 \% \\ & \text { 10\% } \end{aligned}$ | ${ }_{5}^{6}$ | $9{ }_{6}$ | ${ }^{11} 9$ | 20\% | 5 | ${ }_{12 \%}^{6}$ | 22\% |
| I am not familiar with this company | 12\% | $\stackrel{9}{5 \%}$ | $\begin{aligned} & 35 \\ & 19 \% \\ & \text { 19\% } \end{aligned}$ | 16\% | 15 $14 \%$ | 7\% | 11\% | ${ }_{16}^{12 \%}$ | 21 $13 \%$ | ${ }^{7} 1{ }^{7}$ | 15\% | 5\% | 17\% | ${ }_{7 \%}$ | ${ }_{16}^{16}$ | 20\% | ${ }^{25} 10 \%$ | 17 $15 \%$ | $\stackrel{4}{9 \%}$ | ${ }^{20} 9$ |
| Sigma | $\begin{aligned} & 366 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 182 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | 117 $100 \%$ | 132 $100 \%$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | 488\% | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 408 | 154 | 254 | 165 | 119 | 66 | 58 | 148 | 165 | 95 | 214 | 51 | 120 | 117 | 150 | 141 | 220 | 170 | 40 | 232 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 423 | 187* | 236 | 133* | 106* | 104* | 80** | 152* | 190* | 82* | 131 | $53^{*}$ | 213* | 139* | 150* | 135* | 237 | 168* | 62** | 270 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 279 \\ 66 \% \end{gathered}$ | $\begin{gathered} 121 \\ 64 \% \end{gathered}$ | $\begin{gathered} 158 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 67 \% \\ & \mathrm{D} \% \end{aligned}$ | $\begin{gathered} 81 \\ 78 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 63 \% \\ & 799 \end{aligned}$ | $\begin{aligned} & 99 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 121 \\ 64 \% \end{gathered}$ | 58\% | 90\% | $\begin{aligned} & 34 \% \\ & 64 \% \end{aligned}$ | $\begin{gathered} 141 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 156 \\ 66 \% \end{gathered}$ | 114 68 | 41\% | $\begin{gathered} 180 \\ 67 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 80 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | ${ }_{21}^{17}$ | $27 \%$ | $\stackrel{8}{14 \%}$ | ${ }_{19}^{40}$ | $\begin{aligned} & 32 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | ${ }_{20}^{46}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\stackrel{8}{14 \%}$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ |
| Somewhat good response | ${ }^{199} 9$ | $82 \%$ | $\begin{aligned} & 117 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 51 \\ 48 \% \\ d \end{gathered}$ | $\begin{aligned} & \text { 63 } \\ & 60 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 39 \\ & 49 \% \end{aligned}$ | 73 $48 \%$ | 85 | 41\% | 63 48 | 27 50 | 100 | 71\% | 674\% | $\begin{aligned} & 62 \\ & 46 \% \end{aligned}$ | 110 $46 \%$ | 85\% | 33 ${ }^{3} \mathrm{~F}$ | 129 $48 \%$ |
| Somewhat/Very Bad Response (Net) | 79\% | ${ }^{44} 24$ | 35\% | 288\% | $\begin{aligned} & 21 \\ & 20 \% \\ & f \end{aligned}$ | $7 \%$ | $14 \%$ | 30 $19 \%$ | ${ }^{39}$ 21\% | 10\% | ${ }_{14}^{19}$ | 7\% | $\begin{gathered} 50 \\ \text { 24\% } \\ \hline \end{gathered}$ | 28\% | ${ }^{26} 17 \%$ | 25 $19 \%$ | 50 $21 \%$ | ${ }_{13}^{22}$ | 154\% | 57\% |
| Somewhat bad response | 58\% | 32\% | 26 $11 \%$ | $\begin{gathered} 33 \\ 24 \% \\ \hline \end{gathered}$ | $1{ }_{15}^{15}$ | ${ }_{5}^{6}$ | 5\% | 15\% | $\begin{aligned} & 39 \\ & 20 \% \% \\ & \mathrm{hJ} \end{aligned}$ | 5\% | 12\% | 3\% | $\begin{aligned} & 43 \\ & { }_{2}^{20} \% \\ & \mathrm{KLL}^{2} \end{aligned}$ | 24\% | 15\% | 19 | 38\% | 18\% | ${ }^{13}$ 21\% | 43\% |
| Very bad response | 21 5 \% | ${ }^{12} \%$ | 9 | 5\% | 5 | $1 \%$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | ${ }_{14}^{14}$ | $\stackrel{1}{*}$ | ${ }^{6}$ | ${ }_{5 \%}^{7}$ | ${ }_{4 \%}^{2}$ | ${ }_{3 \%}^{7}$ | $\stackrel{4}{3 \%}$ | 11\% | ${ }_{5}^{6} \%$ | 12\% | ${ }_{2}^{4} \%$ | $3 \%$ | 14 5 |
| I am not familiar with this company | ${ }^{65} 5$ | ${ }^{22} 12 \%$ | 43\% | 32 22\% e | 13 $13 \%$ | 16 | ${ }_{5}^{4}$ | 23 $15 \%$ | 29 ${ }^{15}$ | 13 | 23 $17 \%$ | $\begin{aligned} & 15 \\ & { }^{19} 9 \\ & M \end{aligned}$ | 23 $11 \%$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 30 \\ & 20 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 27 \\ & 20 \% \\ & N \end{aligned}$ | 31 $13 \%$ | 32\% | ${ }_{10}^{6}$ | ${ }^{32} 12 \%$ |
| Sigma | $\begin{aligned} & 423 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 270 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G- H/IJJ- K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 401 | 165 | 236 | 179 | 124 | 55 | 43 | 143 | 169 | 89 | 216 | 62 | 104 | 119 | 144 | 138 | 215 | 178 | 36 | 237 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 369 | 174 | 195 | 128 | 108* | $67^{*}$ | 65** | 125* | 176* | 68* | 118 | $77^{*}$ | 165* | 114* | 149* | 107* | 207 | 159* | $38^{* *}$ | 248 |
| Somewhat/Very Good Response (Net) | 254\% | $\begin{gathered} 117 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 70 \% \end{aligned}$ | 79 | 76 | $\begin{aligned} & 54 \\ & 80 \% \\ & d \end{aligned}$ | 44\% | 76 $61 \%$ | $\begin{gathered} 131 \\ \substack{75 \% \\ \mathrm{~h}} \end{gathered}$ | 47\% | 80\% | 59\% | $\begin{aligned} & 109 \\ & 66 \% \end{aligned}$ | $75$ | 106 $71 \%$ | 53\% | ${ }^{146}$ 71\% | ${ }^{106} 67 \%$ | 25 6 | 174 $70 \%$ |
| Very good response | ${ }_{23}^{86}$ | 329\% | ${ }_{24}^{48}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 34 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 17 \\ & 25 \% \end{aligned}$ | 13\% | ${ }_{20}^{25}$ | ${ }_{28}{ }_{2}$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | $29$ | ${ }_{32}^{25}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | ${ }^{28}{ }^{2} \%$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | 220\% | $\begin{aligned} & 56 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | 10\% | 24\% |
| Somewhat good response | $\begin{gathered} 167 \\ 45 \% \end{gathered}$ | $78{ }^{75}$ | $89 \%$ | 55 43 | $\begin{aligned} & 40 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 55 \% \\ & e \end{aligned}$ | 36\% | 51 $41 \%$ | 83 | 34\% | 51 43 | 34\% | 79 $48 \%$ | 57 | 69\% | 419\% | 90\% | 76 48 | 15 $39 \%$ | 115 $46 \%$ |
| Somewhat/Very Bad Response (Net) | 83\% | 44\% | ${ }_{2} 21 \%$ | $\begin{aligned} & 41 \\ & 32 \% \\ & \text { Ef } \end{aligned}$ | 14 $13 \%$ | 117\% | 16\% | 37 30 $j$ | ${ }^{36}$ 21\% | $10 \%$ | 23\% | 13 $17 \%$ | 44\% | ${ }^{22} 19 \%$ | 34\% | 27 $26 \%$ | 410\% | 419\% | 11 $30 \%$ | 57\% |
| Somewhat bad response | 13\% | 11\% | 12\% | $18 \%$ | 7\% | 12\% | 15\% | 21\% | 16\% | 10\% | 12\% | ${ }_{11 \%}$ | 12\% | 110\% | 17\% | 15\% | 11\% | 12\% | ${ }_{4 \%}^{2}$ | 12\% |
| Very bad response | 40 $11 \%$ | 21 ${ }_{12}$ | ${ }^{18} 9$ | $\begin{aligned} & 23 \\ & 18 \% \\ & \text { EF } \end{aligned}$ | $7{ }_{6} \mathbf{7}$ | ${ }_{4}^{3}$ | ${ }_{10}^{6} \%$ | ${ }_{13}^{16}$ | 20\% | ${ }_{4}^{3}$ | 8\% | ${ }_{6}^{5} \%$ | 25 ${ }^{15}$ | ${ }^{11} 9$ | $17 \%$ | 12\% | ${ }^{17} 8$ | 22 $14 \%$ | 10\% | ${ }^{28} 11 \%$ |
| I am not familiar with this company | ${ }^{32} 9$ | $\stackrel{16}{9 \%}$ | ${ }^{17} 9$ | ${ }_{6}^{8}$ | $\begin{aligned} & 18 \\ & 16 \% \\ & 16 \% \end{aligned}$ | $\stackrel{2}{4 \%}$ | 5\% | 12\% | $\stackrel{9}{5 \%}$ | $\begin{aligned} & 12 \\ & 17 \% \\ & 1 \end{aligned}$ | 15 $12 \%$ | 6\% | 11\% | 8 | $9{ }_{6}{ }^{\text {\% }}$ | $\begin{aligned} & 16 \\ & 15 \% \\ & 0 \end{aligned}$ | 20 $10 \%$ | 12 81 | ${ }_{6 \%}$ | 17\% |
| Sigma | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \left(\begin{array}{c} \text { Total } \\ (5 / 22) \\ 5 / 22) \end{array}\right. \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 417 | 158 | 259 | 164 | 124 | 69 | 60 | 145 | 179 | 93 | 235 | 54 | 106 | 115 | 139 | 163 | 224 | 179 | 33 | 224 |
| Weighted Base | 403 | 201* | 202 | $117^{*}$ | $108{ }^{*}$ | 96* | 82** | $138{ }^{*}$ | 186* | 79* | 137 | $67^{*}$ | 181* | $117^{*}$ | $135 *$ | $150 *$ | 240 | 150* | $43^{* *}$ | 250 |
| Somewhat/Very Good Response (Net) | 210 $52 \%$ | 109 $54 \%$ | $\begin{aligned} & 101 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & \text { 68 } \\ & \text { 63\% } \\ & \text { 2 } \end{aligned}$ | $\begin{aligned} & 49 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 66 \% \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 62 \% \\ & M \end{aligned}$ | $\begin{aligned} & 36 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 46 \% \end{aligned}$ | 133 | 72 | 24 $57 \%$ | 137 $55 \%$ |
| Very good response | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ | 34\% | 30 | $\begin{aligned} & 22 \\ & 19 \% \\ & f \end{aligned}$ | 27\% | $7 \%$ | ${ }_{9}^{8}$ | $\begin{aligned} & 38 \\ & 28 \% \\ & 13 \end{aligned}$ | 20 $11 \%$ | 5\% | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | 13\% | 31\% | $\underset{\substack{26 \\ \mathrm{p}}}{2}$ | 21 15 | 17 $11 \%$ | 44\% | ${ }^{16} 11 \%$ | 17\% | 20\% |
| Somewhat good response | ${ }_{36 \%}^{146}$ | ${ }_{37}^{75}$ | $\begin{aligned} & 71 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 44 \% \\ & d \end{aligned}$ | $32 \%$ | $\begin{aligned} & 53 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 63 \\ 46 \% \\ 4 \end{gathered}$ | $\begin{aligned} & 28 \\ & 41 \% \end{aligned}$ | ${ }^{53}{ }^{59 \%}$ | $\begin{aligned} & 44 \% \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 37 \% \end{aligned}$ | ${ }_{35}^{53}$ | ${ }_{37}^{88}$ | 56\% | $\begin{aligned} & 17 \\ & 40 \% \end{aligned}$ | 87 $35 \%$ |
| $\begin{aligned} & \text { Somewhat/Very Bad } \\ & \text { Response (Net) } \end{aligned}$ | ${ }_{32 \%}^{128}$ | $\begin{aligned} & 69 \\ & 34 \% \end{aligned}$ | 299\% | $\begin{aligned} & 45 \\ & 38 \% \\ & E \end{aligned}$ | 25 ${ }^{23}$ | $\begin{aligned} & 34 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | 32 $41 \%$ $h$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | 20\% | $\begin{aligned} & 73 \\ & 40 \% \\ & { }_{K} \% \end{aligned}$ | 34\% | 40\% | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | 29\% | 57\% | 19 $43 \%$ | ${ }^{83}{ }^{83}$ |
| Somewhat bad response | ${ }^{84}{ }^{4} \%$ | ${ }^{46}$ \% | 38 $19 \%$ | 26\% | 14\% | $24 \%$ | 20\% | 15\% | $\begin{aligned} & \frac{44}{24} \% \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }_{\text {25 }}^{32} \mathrm{H}$ | 22 16 | ${ }^{13} 20$ | 47\% | 19\% | 24\% | 42\% | ${ }^{48}{ }^{2} \%$ | 35\% | 11 $25 \%$ | 22\% |
| Very bad response | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 10 \% \end{aligned}$ | 10\% | ${ }_{5 \%}^{4}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | ${ }_{9}^{7}$ | ${ }^{10}{ }_{7 \%}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | 15 $13 \%$ | $1{ }^{16}$ | 12 $8 \%$ | $\stackrel{21}{9 \%}$ | 22 $14 \%$ | 18\% | ${ }_{11 \%}$ |
| I am not familiar with this company | ${ }^{66}$ | 23 $11 \%$ | $\begin{aligned} & 43 \\ & 21 \% \\ & b \end{aligned}$ | 19 $16 \%$ | 15 $14 \%$ | 13 $14 \%$ | ${ }_{22}^{18}$ | $\begin{aligned} & 14 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | 16\% | 20 $14 \%$ | 11 $16 \%$ | 24\% | 12\% | 25 ${ }^{2}$ | 27 $18 \%$ | ${ }^{38}{ }^{16}$ | 214\% | - | 30\% |
| Sigma | $\begin{aligned} & 403 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 79 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | -67 | 181 $100 \%$ | 117 $100 \%$ | 135 $100 \%$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 240 $100 \%$ | 150 $100 \%$ | 100\% | 250\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 161 | 251 | 176 | 119 | 58 | 59 | 144 | 164 | 104 | 225 | 55 | 109 | 132 | 141 | 139 | 208 | 192 | 36 | 228 |
| Weighted Base | 395 | 201* | 195 | 123* | 103* | 80* | 89** | 124* | 181* | $90^{*}$ | 130 | $64^{*}$ | 175* | 126* | $137 *$ | 132* | 212 | 174* | $43^{* *}$ | 233 |
| Somewhat/Very Good Response (Net) | $\stackrel{203}{51 \%}$ | ${ }^{107} 53$ | ${ }^{96} 9$ | 54\% | 54\% | 44\% | 41 | 70 $56 \%$ | $\begin{gathered} 101 \\ 56 \% \\ \hline \end{gathered}$ | 33 36 | ${ }^{69}$ 5\% | 36 5 | 87\% | 59\% | 647\% | 71 $54 \%$ | $\begin{gathered} 126 \\ { }_{\mathrm{R}}^{29} \% \end{gathered}$ | 76 $44 \%$ | 26 $61 \%$ | 127 $54 \%$ |
| Very good response | $\begin{aligned} & 55 \\ & 14 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 24 \% \\ & f \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | ${ }_{5 \%}^{4}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | 19 | $\begin{aligned} & 111 \% \\ & 17 \end{aligned}$ | ${ }_{12}^{21}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 19 | 14 | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | 20 $12 \%$ | $\stackrel{7}{16 \%}$ | 37 $16 \%$ |
| Somewhat good response | ${ }_{37 \%}^{148}$ | $\begin{aligned} & 76 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 72 \% \\ & 37 \% \end{aligned}$ | ${ }_{36}$ | 28\% | 38 <br> 4 <br> e <br> e | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ | 48 38 $j$ | 79 ${ }^{74}$ | 21\% | 50\% | 25 ${ }^{29}$ | 36\% | ${ }_{37}{ }^{7} \%$ | ${ }_{33}^{45}$ | 56\% | 91 43 | 56\% | 19 $44 \%$ | 90\% |
| Somewhat/Very Bad Response (Net) | 104\% | 57 | 474\% | 33\% | 39\% | ${ }_{31}^{24}$ | ${ }_{18}^{16}$ | 39 31 | 22\% | ${ }^{26} 29$ | ${ }_{21}^{28}$ | 15 $23 \%$ | 53\% | 31\% | 29\% | 35\% | 42\% | 51 30 | ${ }_{38}^{16}$ | 39\% |
| Somewhat bad response | 80\% | ${ }_{21} 1 \%$ | 39\% | 22\% | 18\% | 19 $23 \%$ |  | ${ }_{23}^{29}$ | 33 $18 \%$ | 180\% | ${ }_{17}^{23}$ | 118\% | 43\% | 23 $18 \%$ | 31 23 | 26\% | 29 $14 \%$ | $\begin{aligned} & 4_{25}^{26 \%} \\ & \text { a } \end{aligned}$ | 16\% | 53 23 |
| Very bad response | 24 6 | 16 $8 \%$ | 8 | ${ }_{5}^{6}$ | $\begin{aligned} & 12 \\ & 12 \% \\ & d \end{aligned}$ | ${ }_{7 \%}$ | * | ${ }^{10} 8$ | ${ }_{3}^{6}$ | ${ }^{8} \%$ | 5\% | $\stackrel{3}{5 \%}$ | 10 5 \% | ${ }_{7}^{8} \%$ | 9\% | 7 | ${ }^{18} 9$ | ${ }_{3 \%}^{6}$ | * | ${ }^{16}$ |
| I am not familiar with this company | ${ }^{82}{ }^{2} \%$ | 36 $18 \%$ | 527\% | ${ }_{21}^{26}$ | 20\% | 114\% | 32 35\% | 16 $13 \%$ | 41 $23 \%$ | 31 $35 \%$ $H$ | 36\% | 14 $22 \%$ | 34\% | ${ }_{21}^{26}$ | 34\% | 21\% | 18\% | 47\% | $1 \%$ | 37 $16 \%$ |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 43 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 154 | 248 | 153 | 118 | 69 | 62 | 140 | 148 | 114 | 211 | 56 | 108 | 122 | 141 | 139 | 207 | 184 | 40 | 218 |
| Weighted Base | 407 | 199* | 208 | 118* | $108{ }^{*}$ | 85* | 95* | $144 *$ | 152* | $110^{*}$ | 128 | 66* | 186* | $128{ }^{*}$ | 152* | 126 * | 218 | 179* | 55** | 254 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 252 \\ 62 \% \end{gathered}$ | $\begin{gathered} 116 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 66 \% \end{aligned}$ | 54\% | ${ }_{66}^{63}$ | $\begin{aligned} & 96 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 82 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 116 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 101 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 67 \% \end{aligned}$ | ${ }^{166} 6$ |
| Very good response | 120\% | 50\% | 70 $34 \%$ | 31 $27 \%$ | 34 | 26 $31 \%$ | ${ }^{28} 9$ | 47\% | 37 $24 \%$ | 36\% | 37 $29 \%$ | 24\% | 50\% | ${ }_{31}{ }^{4} \%$ | $\begin{aligned} & 46 \\ & 30 \% \end{aligned}$ | 34\% | 71 $32 \%$ | ${ }^{46} 26$ | 15\% | 76 $30 \%$ |
| Somewhat good response | ${ }_{32}^{132}$ | ${ }_{33}^{66}$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | 27\% | $\begin{aligned} & 37 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 33 \% \end{aligned}$ | $35 \%$ | $\begin{aligned} & 449 \end{aligned}$ | ${ }_{29}^{49 \%}$ | $38$ | $\begin{aligned} & 40 \\ & 31 \% \end{aligned}$ | ${ }_{27}^{18}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | 36\% | $\begin{aligned} & 54 \\ & 36 \% \end{aligned}$ | ${ }_{35}^{45 \%}$ | 72 3 \% | $\begin{aligned} & 60 \\ & 33 \% \end{aligned}$ | 22 $40 \%$ | 90\% |
| $\begin{aligned} & \text { Somewhat/Very Bad } \\ & \text { Response (Net) } \end{aligned}$ | $\begin{aligned} & 65 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $9{ }_{9}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | 23\% | 9\% | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 6 \% \end{aligned}$ | 37 $20 \%$ | ${ }_{21}^{27}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 4_{21}^{21 \%} \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | 14 25 | 52\% |
| Somewhat bad response | 43 $10 \%$ | 24 $12 \%$ | ${ }^{19} 9$ | 12\% | 11 $10 \%$ | 10\% | 7\% | $\stackrel{7}{5 \%}$ | $\begin{aligned} & 28 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $7 \%$ | 13 $10 \%$ | ${ }_{4 \%}$ | 27 $14 \%$ | ${ }_{13}^{16}$ | 10\% | ${ }_{13}^{16}$ | 32 ${ }_{\text {15\% }}$ | $\stackrel{9}{5 \%}$ | ${ }_{10}^{6} \%$ | 34 $13 \%$ |
| Very bad response | 22 5 | ${ }^{15}$ | ${ }_{3 \%}^{7}$ | ${ }_{8 \%}^{9}$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \\ & j \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | ${ }_{2 \%}$ | ${ }_{6 \%}$ | 3\% | 10 ${ }^{5}$ | 11 81 | $\stackrel{8}{5 \%}$ | $\stackrel{3}{3 \%}$ | ${ }^{13}{ }_{6}$ | $\stackrel{9}{5 \%}$ | 15\% | ${ }^{18} \%$ |
| I am not familiar with this company | 90\% | 24\% | 26\% | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | 177 | 24\% | 27 19 | $\begin{aligned} & 37 \\ & 24 \% \end{aligned}$ | 26\% | 239 | 19\% | $\begin{aligned} & 33 \\ & \text { 18\% } \end{aligned}$ | 28\% | 33 ${ }^{32 \%}$ | 29\% | 30 $14 \%$ | $\begin{gathered} 55 \\ 31 \% \\ \text { B } \end{gathered}$ | $\stackrel{4}{8 \%}$ | 37 $14 \%$ |
| Sigma | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 110 $100 \%$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 100\% | 254 $100 \%$ |



Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 415 | 135 | 280 | 157 | 115 | 70 | 73 | 144 | 164 | 107 | 230 | 59 | 96 | 140 | 121 | 154 | 223 | 183 | 35 | 197 |
| Weighted Base | 421 | 204* | 218 | $110 *$ | $110^{*}$ | 82* | 119* | $128 *$ | 191* | 102* | 130 | 69* | 190* | $148^{*}$ | 135* | $138 *$ | 252 | 161* | $54^{* *}$ | 223* |
| Somewhat/Very Good Response (Net) | 212 50 | ${ }^{107} 53$ | 104 $48 \%$ | 51 46 | 66\% | 34\% | 50\% | 76 59 | 92\% | $44 \%$ | ${ }^{66}$ | 31 $45 \%$ | 109 $57 \%$ | 85\% | 637\% | 64\% | 123 $49 \%$ | 84\% | 40\% | 127 $57 \%$ |
| Very good response | $\begin{aligned} & 76 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 28 \\ { }_{256} \mathrm{FG} \end{gathered}$ | $\begin{gathered} 30 \\ 22 \% \\ { }^{27 G} \end{gathered}$ | $\begin{aligned} & 7 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | 13 $13 \%$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | 32\% | $\begin{aligned} & 177 \\ & \end{aligned}$ | 27\% | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | 36 ${ }^{32 \%}$ | 20\% | 51 $23 \%$ |
| Somewhat good response | ${ }_{32}^{135}$ | ${ }_{34}^{64}$ | $\begin{aligned} & 71 \\ & 33 \% \end{aligned}$ | ${ }_{21}^{24}$ | $\begin{aligned} & 36 \\ & 33 \% \end{aligned}$ | ${ }^{28} 4{ }^{2}$ | $\begin{aligned} & 48 \\ & 40 \% \\ & \text { D } \end{aligned}$ | 43 34 | ${ }_{31}^{61}$ | 31 $30 \%$ | 47 36 | 29\% | 67 $35 \%$ | 53 ${ }_{36}$ | 466\% | ${ }_{26}^{36}$ | 84\% | 49\% | 20\% | 76 $34 \%$ |
| Somewhat/Very Bad Response (Net) | 59 $14 \%$ | 31 $15 \%$ | ${ }_{13}^{28}$ | $\begin{gathered} \left.\begin{array}{c} 33 \\ 30 \% \\ \text { EFG } \end{array}\right] \end{gathered}$ | ${ }^{10} 9$ | ${ }_{9 \%}^{7}$ | ${ }_{7 \%}$ | 19\% | ${ }_{14 \%}$ | 13 $13 \%$ | 14 $10 \%$ | ${ }_{13}{ }^{9}$ | 29 ${ }^{29}$ | 19 13 | 26\% | 13\% | 37 $15 \%$ | 20 $12 \%$ | 10\% | 18\% |
| Somewhat bad response | 32\% | 14\% | ${ }^{18} 8$ | $\begin{gathered} 19 \\ 17 \% \\ \text { EFg } \end{gathered}$ | ${ }_{4}^{4} \%$ | ${ }_{3}{ }^{\text {\% }}$ | $7{ }_{6}$ | 13 $10 \%$ | ${ }^{16} 9$ | $3{ }_{3}$ | ${ }^{10} \%$ | ${ }_{10}{ }^{\text {\% }}$ | ${ }^{13} 7$ | ${ }^{13} 9$ | 13 $10 \%$ | 5 | 14 6 | 17\% | 10\% | 22\% |
| Very bad response | 27 6 | 17\% | 10 4 \% | $\begin{aligned} & 14 \\ & 13 \% \\ & { }_{\mathrm{G}} / 2 \end{aligned}$ | ${ }_{6}^{7} \%$ | 5\% | ${ }_{1}^{1 \%}$ | 7 $5 \%$ | 10 $5 \%$ | 10\% | $3 \%$ | $3 \%$ | ${ }^{16} 8$ | 4\% | 13 $10 \%$ | ${ }_{6 \%}$ | $\stackrel{23}{9 \%}$ | $\stackrel{3}{2 \%}$ | 5\% | ${ }^{18} 8$ |
| I am not familiar with this company | 151 $36 \%$ | ${ }^{65}{ }^{2} \%$ | 869\% | 24\% | 33 ${ }^{3}$ | $\begin{aligned} & 41 \\ & 49 \% \\ & \mathrm{De}^{2} \end{aligned}$ | $\begin{aligned} & 51 \\ & 43 \% \\ & 43 \% \end{aligned}$ | 33 ${ }^{6} \%$ | 72 $38 \%$ | 46 $45 \%$ $H$ | 50\% | 29 $43 \%$ | 52\% | 439\% | ${ }_{34}^{46}$ | $\begin{gathered} 62 \\ 45 \% \\ \mathrm{n} \end{gathered}$ | 93 37 | 57 $35 \%$ | 4\% | 25\% |
| Sigma | $\begin{aligned} & 421 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C-D/E/F/G-H/IJ-K/LIM-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 156 | 250 | 179 | 111 | 63 | 53 | 143 | 162 | 101 | 213 | 54 | 109 | 125 | 134 | 147 | 202 | 193 | 44 | 220 |
| Weighted Base | 387 | $198{ }^{*}$ | 189 | 121 | 112* | 85* | 69** | $138 *$ | $164 *$ | 84* | 115 | 78* | 174* | $136 *$ | 129* | 122* | 210 | 166* | 57** | 240 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 158 \\ 41 \% \end{gathered}$ | 899 | $\begin{aligned} & 70 \\ & 37 \% \end{aligned}$ | ${ }_{36}$ | $\begin{aligned} & 57 \\ & 51 \% \\ & d \end{aligned}$ | $\begin{aligned} & 43 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 45 \% \end{aligned}$ | ${ }_{24}^{24}$ | $\begin{aligned} & 39 \\ & 34 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 87 \\ & 50 \% \\ & k \end{aligned}$ | ${ }_{39}^{52}$ | $59$ | $\begin{aligned} & 46 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 35 \% \end{aligned}$ | 36 $64 \%$ | 117 $49 \%$ |
| Very good response | $\begin{aligned} & 49 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | ${ }^{17} 9$ | 20\% | $\underset{\substack{21 \\ f \\ \text { ¢ }}}{ }$ | ${ }_{7}^{6} \%$ | - | $\begin{aligned} & 30 \\ & 22 \% \\ & { }_{2}^{2} \% \end{aligned}$ | ${ }^{14} 8$ | 6\% | ${ }^{15} 13$ | ${ }_{10}{ }^{\text {\% }}$ | 27 | 11 81 | 19 | 19\% | 33 ${ }_{16 \%}$ | ${ }^{15} 9$ | ${ }_{32}^{18}$ | ${ }^{35}$ |
| Somewhat good response | ${ }^{109} 28$ | $\begin{aligned} & 56 \\ & 28 \% \end{aligned}$ | 53\% | 24\% | $\begin{aligned} & 33 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 44 \% \\ & \text { D } \end{aligned}$ | 152\% | 30 $21 \%$ | $\begin{gathered} 61 \\ 37 \% \\ \mathbf{H}^{2} \end{gathered}$ | 22\% | ${ }_{21 \%}^{24}$ | 23\% | 60 $35 \%$ | 410\% | ${ }_{31}^{40}$ | 22\% | 33\% | 24\% | 182\% | 814\% |
| Somewhat/Very Bad Response (Net) | 78\% | $\begin{gathered} 58 \\ \text { 29웅 } \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & \begin{array}{l} 433 \% \\ E F \end{array} \end{aligned}$ | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | 13\% | 13\% | 34\% | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | 17\% | ${ }^{16}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\stackrel{41}{24 \%}$ | 34\% | 24\% | $19 \%$ | 23\% | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | 169\% | 55\% |
| Somewhat bad response | $\stackrel{36}{9 \%}$ | 23 | $13 \%$ | ${ }^{16} 13$ | ${ }^{11} 9$ | ${ }_{7}^{6} \%$ | $\stackrel{4}{6 \%}$ | 15 | ${ }^{15} 9$ | ${ }_{8 \%}^{6}$ | ${ }_{12}^{14}$ | $\stackrel{4}{5 \%}$ | 17\% | ${ }^{12} 9$ | 16\% | ${ }_{6 \%}$ | 210\% | 11\% | 13\% | ${ }_{12}{ }^{2}$ |
| Very bad response | ${ }_{11}{ }^{2} \%$ | $\begin{aligned} & 35 \\ & 18 \% \\ & 18 \% \end{aligned}$ | 74 | $\begin{aligned} & 24 \\ & 20 \% \\ & \text { 20\% } \end{aligned}$ | ${ }_{5 \%}^{6}$ | 7\% | 5\% | 20\% | ${ }^{12} \%$ | 11 $13 \%$ | 2\% | 13 ${ }^{16}$ | 24 $14 \%$ $K$ | 22 $16 \%$ 0 | $8 \%$ | ${ }^{11} 9$ | 22\% | 19\% | ${ }_{16 \%}$ | ${ }_{11 \%}^{26}$ |
| I am not familiar with this company | $\begin{gathered} 151 \\ 39 \% \end{gathered}$ | 52 | $\begin{gathered} 99 \\ 53 \% \\ \text { B } \end{gathered}$ | 388 | 39\% | 30\% | 45\% | 34 32 | 64 $39 \%$ | 43 $51 \%$ $H$ | $\begin{aligned} & 60 \\ & 52 \% \\ & M \end{aligned}$ | 31 $40 \%$ | 46\% | 50\% | 45\% | 57 | 71 $34 \%$ | 77 $46 \%$ 9 | $\stackrel{4}{8 \%}$ | 28\% |
| Sigma | $\begin{aligned} & 387 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 557 | 240 $100 \%$ |




Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 399 | 154 | 245 | 152 | 108 | 73 | 66 | 126 | 181 | 92 | 214 | 64 | 94 | 121 | 136 | 142 | 237 | 150 | 38 | 221 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 425 | 225* | 199 | 124* | 89* | 103* | 109* | $138{ }^{*}$ | 193* | $93^{*}$ | 155 | $74^{*}$ | $170 *$ | $130 *$ | 155* | $140^{*}$ | 277 | 135* | $52^{* *}$ | 258 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 144 \\ 34 \% \end{gathered}$ | $\begin{gathered} 103 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 41 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 44 \% \\ & { }^{3} \% \end{aligned}$ | $24 \%$ | $\begin{aligned} & 36 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 48 \% \\ & 4.5 \end{aligned}$ | $\begin{array}{ll} 51 \% \\ 27 \% \end{array}$ | $27 \%$ | $\begin{aligned} & 36 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \% \\ & k \end{aligned}$ | $\begin{aligned} & 77 \\ & 45 \% \\ & 45 \% \end{aligned}$ | ${ }_{33}^{42}$ | $\begin{aligned} & 52 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 94 \% \end{aligned}$ | ${ }_{32} 4$ | $\begin{array}{ll} 37 \\ 71 \% \end{array}$ | 115 $44 \%$ |
| Very good response | $\begin{aligned} & 49 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | ${ }^{16} 8$ | ${ }^{16} 13 \%$ | $\begin{gathered} 20 \\ 22 \% \\ \text { FG } \end{gathered}$ | ${ }_{6}^{6}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 31 \\ & 23 \% \\ & \hline 1 \end{aligned}$ | 7 | 10 | 16\% | 5\% | ${ }^{28}{ }^{16}$ | 21 $16 \%$ | ${ }^{14} 9$ | 15 $10 \%$ | 37 $13 \%$ | 10 $8 \%$ | 20\% | 10\% |
| Somewhat good response | 25\% | $\begin{aligned} & 70 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | ${ }^{25} 13 \%$ | 28\% | 22\% | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | 279 | 35\% | 23\% | 17\% | 20 $13 \%$ | 23 $31 \%$ $K$ | $\begin{aligned} & 49 \\ & 29 \% \\ & K \end{aligned}$ | 22 $17 \%$ | 38\% | 35\% | 57\% | 33 | 17 32 | 759\% |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 644 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | 27 14 | $\begin{gathered} 34 \\ \text { 27\% } \\ \text { EFG } \end{gathered}$ | 11 $12 \%$ | $\stackrel{9}{8 \%}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | 22 $16 \%$ | $\begin{aligned} & 35 \\ & 18 \% \end{aligned}$ | ${ }_{8 \%}^{7}$ | 26\% | ${ }_{9}^{7}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 38 \\ & 34 \% \\ & \mathrm{~Np} \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | ${ }_{15}{ }^{2} \%$ | 20\% | 14\% | $\begin{aligned} & 47 \% \\ & 18 \% \end{aligned}$ |
| Somewhat bad response | ${ }_{11}^{45}$ | ${ }_{12 \%}$ | ${ }^{17} 9$ | $\begin{gathered} 25 \\ e \mathrm{eFG} \% \end{gathered}$ | ${ }^{9} 0$ | 5 | 5 | 10\% | $\begin{aligned} & 31 \\ & 16 \% \\ & \text { j } \end{aligned}$ | 5\% | ${ }^{13} 8$ | 5\% | 27 $16 \%$ | ${ }_{5}^{7}$ | 24 $16 \%$ n | 15\% | 12\% | ${ }^{12} 9$ | 22\% | 36\% |
| Very bad response | 19 ${ }_{4}$ | 9 | 10 5 \% | 7\% | ${ }_{2 \%}$ | $3{ }^{3}$ | ${ }_{5}^{6} \%$ | ${ }_{9}^{12}$ | $\stackrel{4}{2 \%}$ | $3{ }_{3}$ | $\begin{aligned} & 13 \\ & 9 \% \\ & M \end{aligned}$ | 4\% | ${ }_{1}^{2}$ | $2{ }_{2}$ | $\begin{aligned} & 14 \\ & 9 \% \\ & \text { np } \end{aligned}$ | $\stackrel{3}{2 \%}$ | 10 ${ }_{4}$ | ${ }_{6}^{8}$ | $\stackrel{3}{5 \%}$ | 10 4 \% |
| I am not familiar with this company | $\begin{gathered} 217 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 131 \\ \underset{B}{66 \%} \end{gathered}$ | $\begin{aligned} & 45 \\ & 36 \% \end{aligned}$ | 39\% | $\begin{aligned} & 70 \\ & 68 \% \\ & \text { 8E } \end{aligned}$ | $\begin{aligned} & \text { 62 } \\ & 57 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 50 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 107 \\ \stackrel{5}{5} \% \\ H \end{gathered}$ | $\begin{aligned} & 59 \\ & 64 \% \\ & H \end{aligned}$ | $\begin{aligned} & 92 \\ & 60 \% \\ & M \end{aligned}$ | 39\% | 65\% | $\begin{aligned} & 79 \\ & 61 \% \\ & 0 \end{aligned}$ | 66\% | 72 $51 \%$ | 140 $51 \%$ | 72 ${ }^{\text {53\% }}$ | ${ }_{2 \%}$ | 97\% |
| Sigma | $\begin{aligned} & 425 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 190 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 277 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 258 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20- \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& IndepeOther Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 400 \& 161 \& 239 \& 182 \& 115 \& 57 \& 46 \& 128 \& 169 \& 103 \& 208 \& 61 \& 106 \& 117 \& 150 \& 133 \& 202 \& 184 \& 43 \& 229 <br>
\hline Weighted Base \& 383 \& $198 *$ \& 185 \& 141 \& 95* \& 71* \& $76 * *$ \& $110^{*}$ \& 187* \& $86^{*}$ \& 122 \& 73* \& $167^{*}$ \& 115* \& 151* \& 117* \& 213 \& 157* \& $51^{* *}$ \& 250 <br>
\hline Somewhat/Very Good Response (Net) \& ${ }^{232} 61 \%$ \& ${ }^{121} 61 \%$ \& 111 60 \& 48\% \& $$
\begin{aligned}
& 667 \\
& 71 \% \\
& \mathbf{D}^{2} \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 47 \\
& 67 \% \\
& d
\end{aligned}
$$ \& 50\% \& $$
\begin{aligned}
& 72 \\
& 65 \% \\
& \hline
\end{aligned}
$$ \& $$
\begin{gathered}
124 \\
66 \% \\
\hline
\end{gathered}
$$ \& 37 43 \& 76 62 \& 44\% \& ${ }^{101} 61 \%$ \& 759 ${ }^{85}$ \& 92
$61 \%$
$p$ \& 55\% \& ${ }^{138} 84 \%$ \& ${ }^{86}{ }^{8}$ \& 30\% \& ${ }^{162}$ 65\% <br>
\hline Very good response \& $$
\begin{aligned}
& 71 \\
& 19 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 43 \% \\
& 22 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 28 \\
& 15 \%
\end{aligned}
$$ \& 23\% \& $$
\begin{aligned}
& 23 \\
& 25 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 10 \\
& 15 \%
\end{aligned}
$$ \& $5 \%$ \& 23\% \& 20\% \& 10\% \& ${ }^{15}$ \& 10\% \& $$
\begin{aligned}
& 48 \\
& { }_{28}^{48}
\end{aligned}
$$ \& 23 \& 26\% \& 22 $19 \%$ \& $\stackrel{48}{22 \%}$ \& 19\% \& 17
$34 \%$ \& 61\% <br>
\hline Somewhat good response \& 161 ${ }_{42 \%}$ \& $$
\begin{aligned}
& 79 \\
& 40 \%
\end{aligned}
$$ \& 83\% \& $$
\begin{aligned}
& 366 \\
& \\
& \hline
\end{aligned}
$$ \& $$
\begin{gathered}
44 \\
46 \% \\
46 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 37 \\
& 52 \% \\
& \mathrm{D}
\end{aligned}
$$ \& $$
\begin{aligned}
& 45 \\
& 59 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 46 \\
& 42 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 87 \\
& 47 \% \\
& j
\end{aligned}
$$ \& ${ }_{32}{ }^{2}$ \& $$
\begin{aligned}
& 61 \\
& 50 \% \\
& \mathrm{M}
\end{aligned}
$$ \& $$
\begin{aligned}
& 37 \\
& 51 \% \\
& \mathrm{~m}
\end{aligned}
$$ \& 34\% \& 62
54 \& 66
$44 \%$ \& 33\% \& 90\% \& 69\% \& ${ }_{24}^{12}$ \& 101
$40 \%$ <br>
\hline Somewhat/Very Bad Response (Net) \& 79 ${ }^{71 \%}$ \& $$
\begin{aligned}
& 53 \\
& 27 \% \\
& C
\end{aligned}
$$ \& 26 $14 \%$ \& $$
\begin{aligned}
& 47 \\
& 33 \% \\
& \text { Be }
\end{aligned}
$$ \& 13
$13 \%$ \& 17
$25 \%$ \& 3\% \& $\stackrel{26}{24 \%}$ \& 37 ${ }^{3}$ \& 15 \& 22 $18 \%$ \& 17
$24 \%$ \& 22\% \& 19\% \& 35\% \& 21
$18 \%$ \& 220\% \& 33
$21 \%$ \& 13
$26 \%$ \& 24\% <br>
\hline Somewhat bad response \& 55 $14 \%$ \& 38

19\%
\% \& ${ }^{17} 9$ \&  \& $7 \%$
$8 \%$ \& 10\% \& 3\% \& 18 \& 24\% \& 13
$15 \%$ \& 17 \& 10\% \& 29\% \& 13
$11 \%$ \& 25\% \& 17\% \& 34\% \& $18 \%$ \& ${ }_{24}^{12}$ \& 14\% <br>

\hline Very bad response \& 24\% \& 15\% \& $9{ }_{5}$ \& 1180 \& 5 \& 10\% \& - \& 88 \& ${ }^{13} 7$ \& 3\% \& ${ }_{4}^{5}$ \& $$
\begin{gathered}
10 \\
{ }_{14 \%}^{14 \%}
\end{gathered}
$$ \& $7 \%$

$4 \%$ \& ${ }_{6}^{6} \%$ \& ${ }^{13} 9$ \& $4{ }_{4}^{4}$ \& $7 \%$
$3 \%$ \& 16
10
10
9 \& ${ }_{2 \%}^{1}$ \& ${ }^{16} \%$ <br>
\hline I am not familiar with this company \& 72

$19 \%$ \& ${ }_{12}^{23}$ \& $$
\begin{aligned}
& 48 \\
& 26 \% \\
& B
\end{aligned}
$$ \& 279\% \& ${ }^{15} 6$ \& ${ }_{8 \%}^{6}$ \& 24\% \& 12 \& ${ }^{26} 14 \%$ \& 34

$39 \%$

$H$ \& 20\% \& 119\% \& 30\% \& ${ }^{11} 9$ \& 214\% \& $$
\begin{gathered}
41 \\
35 \% \\
\text { NO }
\end{gathered}
$$ \& 34\% \& 36\% \& ${ }_{16 \%}$ \& ${ }_{11 \%}^{28}$ <br>

\hline Sigma \& $$
\begin{aligned}
& 383 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 198 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 185 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 141 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
95 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
71 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
76 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 110 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 187 \\
& 100 \%
\end{aligned}
$$

\] \& \[

{ }^{86}

\] \& \[

$$
\begin{aligned}
& 122 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
73 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 167 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 115 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 151 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 117 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 213 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 157 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
51 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 250 \\
& 100 \%
\end{aligned}
$$
\] <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 166 | 236 | 160 | 109 | 77 | 56 | 133 | 170 | 99 | 220 | 61 | 102 | 109 | 139 | 154 | 203 | 187 | 37 | 219 |
| Weighted Base | 393 | 189* | 204 | $114^{*}$ | 94* | 103* | 82* | 133* | 181* | $80^{*}$ | 138 | 71* | $163 *$ | 104* | 151* | $137^{*}$ | 217 | $166{ }^{*}$ | $44^{* *}$ | 243 |
| Somewhat/Very Good Response (Net) | ${ }^{179} 46$ | $\begin{gathered} 99 \\ 53 \% \\ c \end{gathered}$ | 80\% | $\begin{aligned} & 56 \\ & { }_{9}^{49 \%} \end{aligned}$ | $\begin{aligned} & 54 \\ & 58 \% \\ & 5 \mathrm{GG} \% \end{aligned}$ | $43 \%$ | 25 $31 \%$ | 72 $55 \%$ | 79\% | 27 $34 \%$ | 50 | 34\% | 93 57 | 44 | 78 $51 \%$ | 52\% | 104 $48 \%$ | 71 | 32\% | ${ }^{135} 5$ |
| Very good response | $\begin{aligned} & 45 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 29 \\ 16 \% \\ c \end{gathered}$ | ${ }^{16}{ }_{8 \%}$ | $\begin{aligned} & 22 \\ & 199 \\ & \mathrm{FG}^{2} \end{aligned}$ | $\begin{gathered} 20 \\ 22 \% \\ \mathrm{FG} \end{gathered}$ | ${ }_{2 \%}$ | ${ }_{1 \%}$ | 25 19 | 13\% | 10\% | ${ }^{10} 8$ | ${ }_{9}^{7} \%$ | 28 $17 \%$ $k$ | 13 $12 \%$ | - $\quad 19$ | 14 10 | 32 $15 \%$ r | ${ }^{12} 7$ | 19 $43 \%$ | 37 |
| Somewhat good response | 134 $34 \%$ | $70 \%$ | $\begin{aligned} & 64 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 36 \% \end{aligned}$ | ${ }_{31}^{49 \%}$ | $\begin{aligned} & 25 \\ & 30 \% \end{aligned}$ | 48 | $\begin{aligned} & 67 \% \end{aligned}$ | 194\% | ${ }_{20}^{40}$ | 27 38 | 64 $39 \%$ | 31 $30 \%$ | - ${ }^{59} 9$ | 34\% | 72 3 \% | 59\% | 13 $29 \%$ | 99 |
| Somewhat/Very Bad Response (Net) | 91 $23 \%$ | ${ }^{48} 26$ | ${ }_{23}^{43}$ | 36\% | 25\% | 24\% | 13 $16 \%$ | 33\% | 43\% | 159\% | 31 21 | 15 $22 \%$ | 37\% | ${ }^{20} 19 \%$ | - $\begin{gathered}46 \\ 30 \% \\ \mathrm{p}\end{gathered}$ | 25 ${ }^{2}$ \% | 55\% | 34\% | ${ }_{18 \%}$ | 62\% |
| Somewhat bad response | 65\% | 30 $16 \%$ | 35\% | $\begin{aligned} & 21 \\ & \begin{array}{c} 19 \% \\ 9 \end{array} \end{aligned}$ | 20 21\% | $\begin{gathered} 19 \\ 19 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{6 \%}$ | 23 $18 \%$ | 31\% | 10\% | ${ }^{22} 16 \%$ | 13\% | ${ }^{26}$ 16\% | 17\% | - ${ }^{32}$ | ${ }_{16}^{12 \%}$ | ${ }_{19}^{41}$ | 22 $14 \%$ | 12\% | ${ }_{17}{ }^{2}$ |
| Very bad response | ${ }^{26} 7$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | 8 | 8\% | $4 \%$ | $5{ }_{5}$ | 10\% | 9\% | 12\% | $5_{6}{ }^{\text {\% }}$ | 7\% | ${ }_{8}^{6} \%$ | 11\% | $\stackrel{4}{4 \%}$ | - ${ }^{13} 9$ | 9\% | 14\% | ${ }^{11} \%$ | ${ }_{6}{ }^{\text {\% }}$ | ${ }^{21} 9$ |
| I am not familiar with this company | ${ }^{123} 31 \%$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 81 \\ 40 \% \\ 40 \% \end{gathered}$ | 28\% | 15\% | $\begin{gathered} 35 \\ 34 \% \\ \text { En } \end{gathered}$ | $\begin{aligned} & 44 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | $\stackrel{27}{21 \%}$ | 58\% | 37 $47 \%$ $H$ | $\begin{aligned} & 57 \\ & { }^{41 \%} \\ & M \end{aligned}$ | ${ }_{31}^{22}$ | 33 | $\begin{aligned} & 41 \\ & 39 \% \\ & 0 \end{aligned}$ | - $\quad 18$ 18 | $\begin{aligned} & 54 \\ & 40 \% \\ & 0 \end{aligned}$ | 58\% | - 62 \% | 10\% | ${ }^{45} 9$ |
| Sigma | $\begin{aligned} & 393 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 100\% | 243 $100 \%$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 406 | 155 | 251 | 173 | 101 | 80 | 52 | 139 | 178 | 89 | 218 | 65 | 99 | 119 | 149 | 138 | 200 | 191 | 35 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 443 | 209* | 235 | 147* | 99* | $118 *$ | 79** | $148 *$ | 215* | 81* | 142 | $87^{*}$ | 184* | 126* | 182* | 135* | 234 | 193* | $47^{* *}$ | 277 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 276 \\ 62 \% \end{gathered}$ | $\begin{gathered} 124 \\ 59 \% \end{gathered}$ | $\begin{gathered} 152 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 67 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 60 \% \end{aligned}$ | $52$ | 97\% | $\begin{gathered} 138 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 41 \% \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 63 \% \\ & \end{aligned}$ | $\begin{gathered} 123 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 71 \% \\ & 57 \% \end{aligned}$ | $\begin{gathered} 128 \\ 70 \% \\ \mathrm{np} \end{gathered}$ | $\begin{aligned} & 76 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 145 \\ 62 \% \end{gathered}$ | ${ }_{66 \%}^{128}$ | $\begin{aligned} & 30 \\ & 65 \% \end{aligned}$ | $\underset{64 \%}{177}$ |
| Very good response | $\begin{aligned} & 70 \\ & 16 \% \end{aligned}$ | 30 $14 \%$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 31 \% \\ & 21 \end{aligned}$ | $\begin{aligned} & 28 \\ & 13 \% \end{aligned}$ | $12 \%$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \\ & k \end{aligned}$ | $\begin{aligned} & \text { 20 } \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | ${ }^{43} 18$ | $\begin{aligned} & 26 \\ & 13 \% \end{aligned}$ | 13 $29 \%$ | ${ }_{18} 18$ |
| Somewhat good response | ${ }_{466}{ }_{46}$ | 94\% | 112 $48 \%$ | 62\% | $46 \%$ | 42\% | 482\% | 67\% | 110 $51 \%$ | 29\% | 71 50 | $42 \%$ | 85 | 52 $41 \%$ | 95\% | 60\% | 103 $44 \%$ | 102\% | 17 $36 \%$ | ${ }^{128} 8$ |
| $\begin{aligned} & \text { Somewhat/Very Bad } \\ & \text { Response (Net) } \end{aligned}$ | 88\% | $\begin{aligned} & \text { 290\% } \\ & \text { 29\% } \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | 20\% | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\frac{5}{7 \%}$ | 20\% | ${ }_{23}^{43}$ | 15\% | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | 26\% | 20\% | 25 ${ }^{19}$ | $\begin{aligned} & 50 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | 11 $24 \%$ | 23\% |
| Somewhat bad response | 62 $14 \%$ | $\begin{aligned} & 43 \\ & 21 \\ & 21 \% \\ & C \end{aligned}$ | ${ }^{19} 8$ | 26\% | $12 \%$ | 20\% | 4\% | 16\% | 37\% | 12\% | ${ }^{16} \%$ | 10\% | 31\% | ${ }^{20} 16 \%$ | ${ }^{26} 14 \%$ | 17\% | 34\% | 24\% | $\stackrel{7}{7}$ | ${ }_{17}^{46}$ |
| Very bad response | ${ }_{26}^{6 \%}$ | 17\% | 9 | $\begin{aligned} & 15 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $7 \%$ | ${ }_{2 \%}$ | $1 \%$ | $\begin{gathered} 14 \\ 9 \end{gathered}$ | ${ }_{3}^{7}$ | 5\% | ${ }_{6}^{8}$ | $\stackrel{3}{3 \%}$ | 15 ${ }_{8}$ | ${ }_{5}^{6}$ | 11 6 | ${ }_{6 \%}$ | ${ }^{16} 7$ | 8 | ${ }_{9 \%}$ | ${ }^{17}$ 6\% |
| I am not familiar with this company | $\begin{aligned} & 80 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 54 \\ { }^{23 \%} \% \end{gathered}$ | 21 $14 \%$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | ${ }_{21}^{25}$ | $\begin{aligned} & 21 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 25 \\ 31 \% \\ \mathrm{Hi} \end{array} \end{aligned}$ | $\begin{aligned} & 32 \\ & 222 \% \\ & M \end{aligned}$ | $\begin{aligned} & 19 \\ & 22 \% \\ & M \end{aligned}$ | 15\% | $\begin{aligned} & 29 \\ & 23 \% \\ & \end{aligned}$ | ${ }^{17} 9$ | $\begin{aligned} & 34 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | ${ }^{5} 1 \%$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ |
| Sigma | $\begin{aligned} & 443 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 215 | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | 184 $100 \%$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | 100\% | 277 $100 \%$ |

Proportions/Means: Columns Tested (5\% 10\% risk [evel)-B/C - D/E/F/G-H/TJ K/LM-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 147 | 259 | 170 | 116 | 62 | 58 | 143 | 154 | 109 | 229 | 51 | 103 | 105 | 156 | 145 | 220 | 176 | 32 | 227 |
| Weighted Base | 380 | 172* | 209 | 116* | 115* | $84^{*}$ | $65^{*}$ | $140^{*}$ | 156* | $84 *$ | 139 | 54* | 169* | $92^{*}$ | $164^{*}$ | $124^{*}$ | 222 | $150 *$ | $35^{* *}$ | 232 |
| Somewhat/Very Good Response (Net) | ${ }^{205} 54 \%$ | $\begin{gathered} 105 \\ 61 \% \\ c \end{gathered}$ | 101 $48 \%$ | $58 \%$ | 56\% | 44\% | 40 $61 \%$ | $\begin{aligned} & 90 \\ & 94 \% \\ & \text { iif } \end{aligned}$ | 780\% | 374\% | 80\% | 32\% | 51\% | 47\% | 56\% | 52\% | ${ }^{122} 55$ | 79 53 | 19 $54 \%$ | ${ }^{128} 5$ |
| Very good response | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 24 \% \\ & C \end{aligned}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\begin{gathered} 25 \\ 222 \% \\ { }_{5}^{2} \end{gathered}$ | $\begin{aligned} & 19 \\ & 16 \% \\ & f \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 17 \% \\ & f \end{aligned}$ | 23\% | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | 10 | $28 \%$ | 5\% | 24\% | 14\% | 24\% | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 33 $15 \%$ | 23 $15 \%$ | 12 $34 \%$ | 17\% |
| Somewhat good response | ${ }^{147}$ 39\% | $\begin{aligned} & 63 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & \text { 383 } \\ & 28 \% \end{aligned}$ | 459\% | $\begin{gathered} 41 \\ 48 \% \\ \text { 48\% } \end{gathered}$ | 29\% | $\begin{aligned} & 58 \\ & 41 \% \end{aligned}$ | 62\% | 27 ${ }^{2}$ \% | 52\% | 27\% | 62 37 | $\begin{aligned} & 33 \\ & 36 \% \end{aligned}$ | 72 44 | 42\% | 90\% | 57\% | 20\% | 88\% |
| Somewhat/Very Bad Response (Net) | 909\% | ${ }^{46}$ \% | ${ }^{45}$ 21\% | 35\% | 25\% | 14\% | 13 $19 \%$ | 38\% | ${ }^{33}$ 21\% | 193\% | ${ }^{25}$ | ${ }_{11}^{6} \%$ | ${ }_{34 \%}^{58}$ | 25\% | 32\% | ${ }_{23}^{28}$ | 617\% | 29 ${ }^{19 \%}$ | 14\% | 70\% |
| Somewhat bad response | 56 $15 \%$ | 29\% | 27 $13 \%$ | ${ }^{15} 8$ | $1{ }^{14} \%$ | $12 \%$ | $10 \%$ | ${ }_{19}^{13}$ | ${ }_{12 \%}$ | 17\% | ${ }_{17}^{17}$ | 3\% |  | 19 $21 \%$ 0 | 17\% | $19 \%$ | 37 $16 \%$ | ${ }_{12 \%}^{18}$ | 25\% | ${ }_{19}^{49}$ |
| Very bad response | 359\% | 170\% | ${ }^{18} 9$ | $\begin{aligned} & 17 \\ & { }_{15 \%}^{15 \%} \\ & \mathrm{Fg} \end{aligned}$ | 13 $11 \%$ | ${ }_{2 \%}$ | $\stackrel{2}{4 \%}$ | 19 $14 \%$ | ${ }^{13} 9$ | $2{ }_{2}$ | $8{ }_{6}^{8}$ | 8\% | 22 $13 \%$ | ${ }_{6}^{6} \%$ | 20\% | 7\% | 24\% | 10\% | ${ }_{16 \%}$ | 26 $11 \%$ |
| I am not familiar with this company | 852\% | 21 $12 \%$ | $\begin{aligned} & 63 \\ & 30 \% \\ & B \end{aligned}$ | 23\% | ${ }^{22} 19$ | 27 ${ }^{27}$ | 13 $19 \%$ | ${ }^{12} 9$ | $\begin{aligned} & 4_{4}^{29} \% \\ & H \end{aligned}$ | ${ }_{\text {23 }}^{3} \mathrm{H}$ | 34\% | $\begin{aligned} & 16 \\ & 30 \% \\ & \mathrm{~m} \end{aligned}$ | 25\% | 22\% | 31 $19 \%$ | 34 | 39 $18 \%$ | $\stackrel{43}{28 \%}$ | 1 | 35 ${ }^{3}$ |
| Sigma | $\begin{aligned} & 380 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & \text { 1700\% } \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 154 | 249 | 166 | 121 | 60 | 56 | 144 | 159 | 100 | 212 | 56 | 112 | 132 | 139 | 132 | 221 | 173 | 40 | 231 |
| Weighted Base | 369 | $180 *$ | 188 | 109* | 112* | 85* | 61** | $130 *$ | $148^{*}$ | $91^{*}$ | 114 | $63^{*}$ | 166* | $120 *$ | $138 *$ | 111* | 214 | $148 *$ | $43^{* *}$ | 232 |
| Somewhat/Very Good Response (Net) | 208\% | $\begin{gathered} 105 \\ 58 \% \end{gathered}$ | $\stackrel{103}{\stackrel{103}{5} \%}$ | $\begin{aligned} & 61 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 53 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 60 \% \end{aligned}$ | ${ }_{59}^{87}$ | $\begin{aligned} & 43 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 103 \\ 62 \% \\ k \end{gathered}$ | $\begin{aligned} & 77 \\ & 64 \% \end{aligned}$ | 73 $53 \%$ | $58$ | $\begin{aligned} & 119 \\ & 55 \% \end{aligned}$ | $\text { 85 } 57$ | 35 82 | 148 $64 \%$ |
| Very good response | $\begin{aligned} & 62 \\ & 17 \% \end{aligned}$ | $\underset{\substack{32 \\ C}}{ }$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | ${ }_{\text {21 }}^{23}$ | 28\% | $5{ }_{6}$ | ${ }_{9}^{6} \%$ | 35 27 1 | $9{ }_{6}$ | 20\% | ${ }_{11}^{12}$ | 117\% | $\begin{aligned} & 37 \\ & 22 \% \\ & { }^{2} \% \end{aligned}$ | 22 18 | 17 $13 \%$ | 23 | 37\% | ${ }^{23} 16 \%$ | 20 $48 \%$ | 26\% |
| Somewhat good response | $\begin{gathered} 146 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 41 \% \\ & 47 \% \end{aligned}$ | ${ }_{4}^{26}$ | 44 34 | $\begin{aligned} & 78 \\ & 53 \% \\ & \mathrm{HJ} \end{aligned}$ | 24\% | $43 \%$ | ${ }^{28}{ }^{2} \%$ | $\begin{aligned} & 66 \\ & 40 \% \end{aligned}$ | 55 | ${ }^{56}$ 41\% | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | 818\% | ${ }^{62}$ \% | 14 $34 \%$ | 102 $44 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 78 \\ & 21 \% \end{aligned}$ | ${ }_{23}^{42}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 30 \\ 27 \% \\ f \end{gathered}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 387 \\ & \text { 28\% } \\ & \hline \end{aligned}$ | $29 \%$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | ${ }_{24}^{27}$ | $\begin{aligned} & 16 \\ & 25 \% \end{aligned}$ | 20\% | ${ }^{23} 9$ | 21\% | 26\% | 51 24 | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | 17\% | 59\% |
| Somewhat bad response | 59\% | ${ }^{28} 16$ | 31\% | 23\% | 17\% | 10\% | 14\% | 22\% | 22\% | 11\% | 218 | 118\% | ${ }^{26}$ 16\% | 16 $14 \%$ | 17\% | 17\% | 20\% | 17 | 12\% | 19\% |
| Very bad response | 19 ${ }_{5}$ | ${ }^{13} 7$ | ${ }_{3 \%}^{5}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $8 \%$ | $3{ }_{3}^{3}$ | ${ }_{2 \%}^{1}$ | $9 \%$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | ${ }_{3 \%}$ | ${ }_{6}^{6}$ | $\stackrel{4}{7 \%}$ | 74 | ${ }_{5 \%}^{7}$ | ${ }_{4 \%}^{6}$ | ${ }_{6}^{6} \%$ | 9 | ${ }^{10} 6$ | $\stackrel{2}{5 \%}$ | ${ }^{15} \%$ |
| I am not familiar with this company | $\begin{aligned} & 82 \% \\ & 22 \end{aligned}$ | $\begin{aligned} & 34 \% \\ & 19 \% \end{aligned}$ | ${ }_{26 \%}^{49}$ | 19\% | 15 $13 \%$ | $\begin{aligned} & 29 \\ & 33 \\ & \text { dE } \end{aligned}$ | 20 31 | $\begin{aligned} & 14 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & \text { 22\% } \\ & h \end{aligned}$ | 36 $40 \%$ HI | $\begin{aligned} & 32 \\ & 28 \% \\ & \hline \end{aligned}$ | 14\% | 30\% | 20\% | 35\% | 27\% | 45 | 36 $24 \%$ | $1 \%$ | 25 $11 \%$ |
| Sigma | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | 120\% | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \% \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (55\%, 10\% risklevel) - B/C - D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 406 | 159 | 247 | 173 | 112 | 64 | 57 | 135 | 172 | 99 | 223 | 62 | 95 | 119 | 142 | 145 | 204 | 193 | 40 | 205 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 404 | 182* | 222 | 123 | 103* | 92* | $86^{*}$ | 114* | 189* | 101* | 134 | $70^{*}$ | 172* | 114* | 153* | 137* | 226 | 172* | $48^{* *}$ | 234 |
| Somewhat/Very Good Response (Net) | 230 $57 \%$ | $\begin{aligned} & 110 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 120 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 60 \% \end{aligned}$ | $50$ | $\begin{aligned} & 55 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 59 \% \end{aligned}$ | 109 58 | 55 | $\begin{aligned} & 83 \\ & 62 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 56 \% \end{aligned}$ | 124 $55 \%$ | $\begin{aligned} & 105 \\ & 61 \% \end{aligned}$ | 199\% | 136 58 |
| Very good response | ${ }^{60} 15$ | 32 $18 \%$ | 27 $12 \%$ | 15 $12 \%$ | $\begin{aligned} & 23 \\ & 23 \% \\ & { }_{20} 9 \end{aligned}$ | 14\% | ${ }_{9}^{7} \%$ | 17 15 | 24 $13 \%$ | 18 | 20\% | -7\% | 26 | ${ }_{16}^{16}$ | 20 $13 \%$ | 24 $17 \%$ | 36\% | 23 $13 \%$ | 18\% | 32 $14 \%$ |
| Somewhat good response | $\begin{gathered} 171 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 42 \% \end{aligned}$ | ${ }_{39}^{49}$ | $\begin{aligned} & 38 \\ & 37 \end{aligned}$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 56 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 49 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 45 \% \end{aligned}$ | $37 \%$ | $\begin{aligned} & 64 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 244 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 41 \% \end{aligned}$ | ${ }_{42 \%}$ | $\begin{aligned} & 69 \\ & 45 \% \end{aligned}$ | ${ }_{39}^{59 \%}$ | ${ }^{88}{ }^{8} \%$ | 82\% | 10 $21 \%$ | 104 $45 \%$ |
| Somewhat/Very Bad Response (Net) | 820\% | 45\% | 37\% | $\begin{aligned} & 34 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | 24 23 | 16\% | 10\% | $\begin{aligned} & 31 \\ & 27 \% \\ & j \end{aligned}$ | 38\% | 13 $13 \%$ | 23 $17 \%$ | 149\% | ${ }_{26 \%}^{45}$ | $\begin{aligned} & 33 \\ & 29 \% \\ & { }^{3} \% \end{aligned}$ | ${ }^{33}$ 21\% | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | 53\% | 29\% | 25 | 65\% |
| Somewhat bad response | - 150 | 32\% | ${ }^{28} 13 \%$ | $\begin{gathered} { }_{25}^{25} \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | 17\% | 11 $12 \%$ | 7 | 218\% | 29 ${ }^{16 \%}$ | 10\% | 14\% | 119\% | $\begin{aligned} & 35 \\ & \text { 20\% } \\ & k \end{aligned}$ | 21\% | 27\% | ${ }^{13} 9$ | 40\% | 20 $12 \%$ | 199\% | 491\% |
| Very bad response | ${ }_{5}^{22}$ | ${ }^{13} 7 \%$ | 9 | 9\% | $7{ }_{7}$ | ${ }_{5}^{4}$ | 2\% | ${ }^{10} 9$ | $\stackrel{9}{5 \%}$ | $3{ }_{3}$ | 9\% | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 10 \% \\ & \mathrm{p} \% \end{aligned}$ | ${ }_{4}^{6}$ | ${ }_{3}^{4}$ | ${ }^{13} 6$ | $\stackrel{9}{5 \%}$ | ${ }_{13}^{6} \%$ | ${ }^{17} \%$ |
| I am not familiar with this company | 91 23 | 27 | $\begin{gathered} 64 \\ 29 \% \\ \text { B } \end{gathered}$ | ${ }_{21}^{26}$ | 18\% | 26\% | 22\% | 16\% | 22\% | $\begin{aligned} & 33 \\ & 32 \% \\ & \mathrm{H}^{2} \end{aligned}$ | 21\% | $\begin{aligned} & 25 \\ & { }_{36} \% \\ & \text { KM } \end{aligned}$ | 31 $18 \%$ | ${ }_{18}^{18}{ }^{1}$ | 31 20 | $\begin{aligned} & 43 \\ & 31 \% \\ & N \end{aligned}$ | 429\% | 39\% | $\stackrel{4}{8 \%}$ | 32 $14 \%$ |
| Sigma | $\begin{aligned} & 404 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 180 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | 100\% | 234 $100 \%$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level)-B/C-D/E/F/G-H/IJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 403 | 158 | 245 | 170 | 117 | 72 | 44 | 134 | 169 | 100 | 231 | 54 | 101 | 128 | 144 | 131 | 213 | 175 | 39 | 213 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 409 | 201* | 208 | 130* | 105* | 116* | 57** | 132* | 200* | 77* | 141 | 59* | 195* | 147* | 146* | 116* | 241 | 153* | $51^{* *}$ | 243 |
| Somewhat/Very Good Response (Net) | ${ }_{35 \%}^{145}$ | $\begin{aligned} & 91 \\ & 45 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 54 \\ & 26 \% \end{aligned}$ | ${ }_{36 \%}^{46}$ | $\begin{aligned} & 49 \\ & 47 \% \\ & f \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | ${ }_{27}^{15}$ | $\begin{aligned} & 69 \\ & 52 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 59 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 44 \% \\ & \hline \end{aligned}$ | 49\% | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | 89\% | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | 33 $65 \%$ | $\begin{gathered} 108 \\ 44 \% \end{gathered}$ |
| Very good response | ${ }^{37}$ | $\begin{aligned} & 32 \\ & 16 \% \\ & 16 \% \end{aligned}$ | ${ }_{2}^{5}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 10 \% \\ \text { F } \end{array} \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \\ & { }_{2} 1 \% \end{aligned}$ | $1 \%$ | * | $\begin{aligned} & 25 \\ & \begin{array}{l} 19 \% \\ \text { ij } \end{array} \end{aligned}$ | ${ }_{3}^{7}$ | 5 | $9 \%$ | * | $\begin{aligned} & 27 \\ & { }_{1}^{24 \%} \end{aligned}$ | 15\% | 16 $11 \%$ | ${ }_{5}^{6} \%$ | ${ }_{11 \%}$ | $9{ }_{6}$ | 15 $30 \%$ | 31 $13 \%$ |
| Somewhat good response | ${ }_{27 \%}^{108}$ | 59\% | $\begin{aligned} & 49 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 35 \% \\ & 25 \% \end{aligned}$ | 28\% | ${ }^{33}{ }^{29 \%}$ | ${ }_{26}^{15}$ | $\begin{aligned} & 44 \\ & 33 \% \end{aligned}$ | 53\% | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 19 \% \end{aligned}$ | ${ }_{30} 8$ | $\begin{aligned} & 355 \\ & 24 \% \end{aligned}$ | ${ }_{30}$ | 26\% | $\begin{aligned} & \text { 622 } \\ & \hline \end{aligned}$ | ${ }^{49} \%$ | 18 35 | $\begin{aligned} & 77 \\ & 32 \% \end{aligned}$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 73 \\ & 18 \% \end{aligned}$ | 22\% | 29 14 | $\begin{aligned} & 35 \\ & 27 \% \% \\ & \text { eff } \end{aligned}$ | ${ }_{16}^{16}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{array}{\|l} 8 \\ 13 \% \end{array}$ | 25 ${ }^{19}$ | 33 $17 \%$ | 150\% | 20\% | 11\% | 39\% | 24 16 | ${ }^{28} 9$ | 22 ${ }^{19}$ | 48\% | 21 14 | 11 $22 \%$ | 61 25 |
| Somewhat bad response | ${ }_{11}^{43}$ | 27 $14 \%$ | ${ }^{16} 8$ | $\begin{gathered} 21 \\ 16 \% \\ \mathrm{e} \end{gathered}$ | ${ }_{6}^{6}$ | 13 $11 \%$ | 6\% | 17 $13 \%$ | 14\% | 12\% | 17 $12 \%$ | 5\% | 21\% | 14\% | $1{ }^{16}$ | 13 $11 \%$ | ${ }^{28}{ }^{2} \%$ | 11\% | 7\% | 37 |
| Very bad response | ${ }^{30} \%$ | ${ }^{17} 9$ | ${ }^{13}{ }_{6 \%}$ | $\begin{aligned} & 14 \\ & 11 \% \\ & f \end{aligned}$ | $9{ }_{9}^{9}$ | $\stackrel{3}{2 \%}$ | 7\% | ${ }_{6}^{8}$ | 19\% | 3 | 11\% | ${ }_{2 \%}$ | ${ }^{18} 9$ | 10\% | 12\% | ${ }_{7 \%}$ | 20 ${ }_{8}$ | 10\% | ${ }^{8} 5$ | 24\% |
| I am not familiar with this company | 190 | ${ }_{33}^{65}$ | $\begin{gathered} 125 \\ 60 \% \\ B \end{gathered}$ | 49\% | 40\% | $\begin{aligned} & 67 \\ & 57 \% \\ & \text { Dee } \end{aligned}$ | 34 $60 \%$ | ${ }^{38}{ }^{29 \%}$ | $\begin{gathered} 107 \\ 54 \% \\ \mathrm{H} \end{gathered}$ | $\begin{aligned} & 45 \\ & 599 \% \\ & H \end{aligned}$ | 66\% | $\begin{gathered} 41 \\ 70 \% \\ \text { KM } \end{gathered}$ | $\begin{aligned} & 71 \\ & 37 \% \end{aligned}$ | 74 $50 \%$ | $59 \%$ | 58 | 103 $43 \%$ | 79\% | 13\% | 73 $30 \%$ |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | 116 $100 \%$ | 57 | 132 $100 \%$ | 200\% | 77 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | 109\% | 195\% | 147 $100 \%$ | 146 $100 \%$ | 116 $100 \%$ | 241 $100 \%$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 51 $100 \%$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 413 | 165 | 248 | 160 | 125 | 69 | 59 | 149 | 172 | 92 | 228 | 51 | 110 | 131 | 158 | 124 | 216 | 182 | 45 | 233 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 431 | 204* | 228 | 114* | 113* | $110^{*}$ | 93* | 137* | 190* | 105* | 127 | $81^{*}$ | 196* | 144* | 164* | 123* | 254 | 164* | $48^{* *}$ | 281 |
| Somewhat/Very Good Response (Net) | ${ }^{258}{ }_{60 \%}$ | ${ }_{61 \%}^{125}$ | $\begin{aligned} & 133 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 69 \% \\ & \text { D } \end{aligned}$ | $59$ | ${ }_{68}^{88}$ | $\begin{gathered} 110 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 59 \% \end{aligned}$ | ${ }_{64 \%}^{126}$ | $\begin{aligned} & 97 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 160 \\ 63 \% \end{gathered}$ | 95\% | $\begin{aligned} & 33 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 173 \\ \quad \\ \hline 2 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 64 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | ${ }^{32} 14 \%$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | ${ }_{24}^{24}$ | 13 $12 \%$ | ${ }_{9}^{8}$ | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | 20\% | ${ }_{12}^{12 \%}$ | 24\% | ${ }_{10}{ }^{\circ}$ | ${ }^{28} 14$ | 23 $16 \%$ | 19 $12 \%$ | 22\% | 40\% | 24\% | 14 29 | 47\% |
| Somewhat good response | 194 45 | $\begin{aligned} & 93 \\ & 46 \% \end{aligned}$ | 101 $44 \%$ | $\begin{aligned} & 35 \\ & 31 \% \end{aligned}$ | 44\% | $\begin{aligned} & 63 \\ & 57 \% \\ & \mathrm{Ce}^{2} \end{aligned}$ | $\begin{aligned} & 51 \\ & 55 \% \\ & \text { D5 } \end{aligned}$ | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | 90\% | $48 \%$ | 50\% | $40 \%$ | 59\% | 74 $51 \%$ | 73 $45 \%$ | 46\% | 120 | 70 $43 \%$ | 199\% | 126 $45 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 73 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 27 \% \\ & \mathrm{fG} \% \end{aligned}$ | $\begin{gathered} \text { 202 } \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 23 \% \\ & j \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | 14 | $\stackrel{9}{11 \%}$ | $\begin{aligned} & 49 \\ & 25 \% \\ & \text { K } \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | 20\% | $\begin{aligned} & 177 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | 29\% | 18\% | 29\% |
| Somewhat bad response | 53 $12 \%$ | 32\% | 219\% | $18 \%$ | 16\% | 13 $12 \%$ | ${ }_{6}^{6}$ | 15\% | 29\% | $9 \%$ | 119\% | ${ }_{6}^{5}$ | $\begin{aligned} & 36 \\ & \begin{array}{l} 39 \% \\ k \end{array} \end{aligned}$ | 15\% | 21 $13 \%$ | 17 $14 \%$ | 26\% | 25\% | ${ }_{16}{ }^{8}$ | $\stackrel{43}{15 \%}$ |
| Very bad response | 20 ${ }^{5}$ | 13 6 | ${ }_{3}^{8} \%$ | $\begin{gathered} 12 \\ 11 \% \\ F G \end{gathered}$ | 7 | ${ }_{1}^{1 \%}$ | - | 5 | 14 81 | $1 \%$ | 3\% | $\stackrel{4}{5 \%}$ | 13\% | $\begin{aligned} & 8 \\ & 6 \% \\ & n \end{aligned}$ | $\begin{aligned} & 12 \\ & \mathrm{P}^{2} \% \end{aligned}$ |  | 17\% | ${ }_{2 \%}^{4}$ | ${ }_{1}^{1 \%}$ | ${ }^{15}$ |
| I am not familiar with this company | 100 $23 \%$ | 35\% | $\begin{gathered} \text { 66\% } \\ 29 \% \\ \hline \end{gathered}$ | 30\% | 220\% | 20\% | ${ }^{28} 80$ | ${ }_{21}^{29}$ | 37 $19 \%$ | 34 33\% | $\begin{aligned} & 38 \\ & 30 \% \\ & M \end{aligned}$ | $\begin{aligned} & 24 \\ & 30 \% \\ & M \end{aligned}$ | 21\% | 23 $16 \%$ | ${ }^{38}{ }^{3} \%$ | $\begin{gathered} 39 \\ 31 \% \\ \mathrm{n} \end{gathered}$ | $\stackrel{52}{21 \%}$ | 41 ${ }^{25}$ | $\stackrel{7}{14 \%}$ | 49\% |
| Sigma | 431 $100 \%$ | 204\% | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | 105\% | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 144 $100 \%$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 281 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJT-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & (50121 \\ & 5 / 22) \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | \$50k- | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | IndepeOndent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 162 | 243 | 153 | 111 | 68 | 73 | 134 | 165 | 106 | 216 | 52 | 108 | 117 | 150 | 138 | 218 | 173 | 39 | 210 |
| Weighted Base | 441 | $217^{*}$ | 223 | 121* | 105* | 113* | 102* | $133^{*}$ | 197* | 111* | 132 | 71* | 202* | $124 *$ | 175* | 142* | 257 | 165* | 56** | 270 |
| Somewhat/Very Good Response (Net) | 304\% | 139 $64 \%$ | 166 ${ }^{74 \%}$ | 77\% | 78\% | 70 $62 \%$ | $79 \%$ | 90\% | 141 $72 \%$ | $\begin{aligned} & 74 \\ & 66 \% \end{aligned}$ | $98$ | 50 $71 \%$ | $\begin{gathered} 136 \\ 67 \% \end{gathered}$ | 946\% | $\begin{aligned} & 123 \\ & 70 \% \end{aligned}$ | 88\% | ${ }_{74 \%}^{191}$ | $\begin{aligned} & 110 \\ & 66 \% \end{aligned}$ | 40\% | 187 $69 \%$ |
| Very good response | ${ }_{23 \%}^{103}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 36 \\ & 34 \% \\ & \mathrm{~g} \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | ${ }_{26}^{36}$ | ${ }_{26}^{46}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | ${ }_{31}^{41 \%}$ | 20\% | ${ }_{21}^{40 \%}$ | 25\% | $\begin{aligned} & 42 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | ${ }_{26}^{66}$ | 20\% | ${ }^{18} \%$ | 24\% |
| Somewhat good response | 202 46 | 92 93\% | ${ }^{109} 49 \%$ | 52\% | $42 \%$ | 50\% | $\begin{aligned} & 60 \\ & 59 \% \\ & \text { de } \end{aligned}$ | 54\% | 95\% | 53\% | 57\% | 51\% | 95\% | 70 56 | 818\% | 51 36 | ${ }^{125} 49$ | $76 \%$ | ${ }^{22} 9 \%$ | ${ }^{122} 45$ |
| Somewhat/Very Bad Response (Net) | ${ }_{21}^{92}$ | $\begin{gathered} \text { 292\% } \\ \text { C2 } \end{gathered}$ | 30 $13 \%$ | 31 25 | 18\% | ${ }^{28} 8$ | 15\% | 32\% | 35 $18 \%$ | 25 23 | 23 $18 \%$ | 14 20 | ${ }^{46}$ 23\% | 24\% | 35\% | 33\% | 42\% | ${ }^{38}{ }^{3} \%$ | 13 $24 \%$ | 69\% |
| Somewhat bad response | 11\% | 33 $15 \%$ | ${ }^{18} 8{ }_{8}$ | 17\% | ${ }_{6}^{6}$ | $\stackrel{17}{15 \%}$ | 88 | $14 \%$ | 27 $14 \%$ | 8\% | 12\% | ${ }_{8 \%}$ | 30 | 10\% | 22 $13 \%$ | $13 \%$ | 29 $11 \%$ | 16\% | $\stackrel{2}{4 \%}$ | 39 $14 \%$ |
| Very bad response | 419\% | 29 $14 \%$ | 12 ${ }^{12}$ | ${ }^{10} 9$ | $12 \%$ | 11 $10 \%$ | 8\% | 17 13 1 | $8{ }_{4 \%}$ | 16 14 1 | ${ }^{12} 9$ | $\stackrel{9}{12 \%}$ | ${ }^{16}$ | 13 $11 \%$ | 13 ${ }_{8}$ | 15 $10 \%$ | 14 5 | $\begin{aligned} & 22 \\ & 13 \% \\ & \text { Q } \end{aligned}$ | 110\% | 30 $11 \%$ |
| I am not familiar with this company | 14\% | ${ }^{16} \%$ | ${ }^{28} 12$ | 12 | $9 \%$ | ${ }^{15} 13$ | 88 | 11 8 \% | 21\% | 12 | 11 8 \% | ${ }_{9}^{6}$ | 210\% | ${ }_{5}^{6} \%$ | 170\% | $\begin{gathered} 21 \\ \substack{15 \% \\ \mathrm{n}} \end{gathered}$ | ${ }^{23} 9$ | 17\% | $\stackrel{3}{6 \%}$ | 14 5 |
| Sigma | $\begin{aligned} & 441 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | 560\% | 270 |




Base: All Respondents

|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 396 | 153 | 243 | 178 | 97 | 60 | 61 | 133 | 163 | 100 | 215 | 50 | 107 | 110 | 141 | 145 | 210 | 172 | 49 | 224 |
| Weighted Base | 394 | 187* | 207 | $140 *$ | 98* | 79* | 77** | 127* | 195* | $72^{*}$ | 113 | 54* | 206* | 117* | $164^{*}$ | $113 *$ | 225 | 159* | 51* | 246 |
| Somewhat/Very Good Response (Net) | 256\% | 1299\% | ${ }^{128} 62 \%$ | 81\% | ${ }^{68}{ }^{2} \%$ | 50\% | 53\% | 84\% | ${ }^{129} 6$ | 439\% | ${ }^{67} \%$ | 38\% | 137 ${ }^{137}$ | 75 64 | 104 $63 \%$ | 77\% | 141 $63 \%$ | ${ }^{109} 68$ | 38 74 $t$ | 154 $63 \%$ |
| Very good response | 79\% | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 344 \% \\ & 24 \% \end{aligned}$ | 28\% | $\begin{aligned} & 111 \\ & 14 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | $\begin{aligned} & 34 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | ${ }_{21}^{43}$ | $\begin{aligned} & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 19 \% \end{aligned}$ | 26\% | 55 ${ }_{\text {25 }}$ | 21 $13 \%$ | 369\% | ${ }_{22}{ }^{21 \%}$ |
| Somewhat good response | 177 $45 \%$ | ${ }_{47}^{87}$ | $\begin{aligned} & 89 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 49 \% \end{aligned}$ | 30\% | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 56 \% \\ & K \end{aligned}$ | 94\% | $\begin{aligned} & 53 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 45 \% \end{aligned}$ | 86\% | ${ }_{\text {55 }}^{\text {8 }}$ \% | 19\% | 102 $41 \%$ |
| Somewhat/Very Bad Response (Net) | 82\% | 42\% | ${ }^{48}{ }^{3} \%$ | 37 ${ }^{36 \%}$ | 21 21 | $\stackrel{13}{17 \%}$ | 17 22 | 32\% | 39\% | 18\% | ${ }^{26}$ 23\% | 110\% | ${ }^{46} 23$ | 27\% | 39\% | 23 $20 \%$ | 57 | 29\% | 18\% | 71 29\% c |
| Somewhat bad response | 52\% | 19\% | 33 $16 \%$ | 21 15\% E | ${ }_{4}^{4} \%$ | 14\% | 15\% | 17\% | 20\% | 15\% | 15 $13 \%$ | 12\% | 27 $13 \%$ | 12\% | 24\% | 13 $12 \%$ | 33 $15 \%$ | ${ }^{16} 10 \%$ | 4\% | 41 $\substack{\text { 17\% } \\ \mathrm{s}}$ |
| Very bad response | 379\% | 11\% | 15\% | ${ }_{11}^{16}$ | $\stackrel{17}{17} \%$ | ${ }_{3}^{2}$ | ${ }_{2 \%}$ | 15 $11 \%$ | 19 | ${ }_{5}{ }^{\text {\% }}$ | 11 $10 \%$ | 8\% | 19\% | 12\% | ${ }^{15} 9$ | ${ }_{8 \%}^{10}$ | 10\% | 13\% | ${ }_{11}^{6} \%$ | 30\% |
| I am not familiar with this company | 50 $13 \%$ | ${ }_{10}^{18}$ | 32\% | 18\% | $9 \%$ | 20\% | ${ }_{9 \%}^{7}$ | ${ }^{11} 9$ | ${ }_{14 \%}^{28}$ | 11 $15 \%$ | 20\% | 10\% | 22 $11 \%$ | 15\% | 13\% | $\stackrel{14}{12 \%}$ | 27\% | 21 $13 \%$ | 8\% | ${ }^{22} 9$ |
| Sigma | $\begin{aligned} & 394 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 180 | 230 | 157 | 132 | 70 | 51 | 140 | 172 | 98 | 209 | 51 | 122 | 116 | 132 | 162 | 214 | 184 | 45 | 234 |
| Weighted Base | 427 | $221 *$ | 206 | 114* | 131* | 106* | 76** | $148{ }^{*}$ | $184 *$ | 96* | 114 | $63^{*}$ | $225 *$ | $128{ }^{*}$ | $141^{*}$ | 158* | 245 | 173* | $60^{*}$ | 263 |
| Somewhat/Very Good Response (Net) | ${ }^{269} 6$ | ${ }^{140} 63$ | $\begin{aligned} & 130 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 58 \% \end{aligned}$ | ${ }_{67}^{88}$ | $\begin{aligned} & 64 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 101 \\ 68 \% \end{gathered}$ | $\begin{gathered} 116 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 61 \% \end{aligned}$ | 39\% | $\begin{gathered} 149 \\ 67 \% \end{gathered}$ | 91\% | $\begin{aligned} & 86 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 147 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 69 \% \end{aligned}$ | 39 65 | ${ }^{178} 88$ |
| Very good response | 64\% | 31 $14 \%$ | 33 $16 \%$ | 20\% | 21 16 | 19\% | 5\% | 24\% | 29 $16 \%$ | 112\% | 17 $15 \%$ | 11\% | 34\% | ${ }^{18} 14$ | ${ }_{19}^{13}$ | 27\% | 35 14 | 27 16 | 11 $18 \%$ | 12\% |
| Somewhat good response | $\begin{gathered} 205 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 97 \% \\ & 47 \end{aligned}$ | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 52 \% \end{aligned}$ | ${ }_{47}^{87}$ | 41\% | $\begin{aligned} & 52 \\ & 46 \% \end{aligned}$ | 29\% | $\begin{aligned} & 116 \\ & 51 \% \end{aligned}$ | 73 p p | $\begin{aligned} & 67 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 41 \% \end{aligned}$ | 112 $46 \%$ | 91\% | 287\% | $\begin{aligned} & 136 \\ & 52 \% \end{aligned}$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 90 \\ & 21 \% \end{aligned}$ | 20\% | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | 28\% | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & \text { 200 } \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | 30\% | 48\% | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 12 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | ${ }^{35} 5$ | $\begin{aligned} & 31 \% \\ & 20 \% \end{aligned}$ | ${ }_{20}^{40}$ | $\begin{aligned} & 32 \% \\ & 22 \% \end{aligned}$ | ${ }^{16} \%$ | 60 ${ }^{63}$ |
| Somewhat bad response | ${ }^{66}$ 15\% | 40\% | ${ }_{12}^{26}$ | 23 $20 \%$ | $1{ }^{16}$ | $19 \%$ | 12\% | $19 \%$ | 36\% | $11 \%$ | $\stackrel{17}{15 \%}$ | 14\% | 17\% | ${ }^{18} 18$ | 24\% | 24\% | 33 $13 \%$ | 29\% | 119\% | ${ }_{17}^{45}$ |
| Very bad response | ${ }^{25}{ }_{6 \%}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | ${ }^{15}$ | $\stackrel{9}{8 \%}$ | 9\% | $2{ }_{2}$ | $5{ }_{6}$ | 11\% | ${ }^{12} \%$ | $2{ }_{2}$ | ${ }^{10} 9$ | 3 3\% | 9\% | 5\% | 118\% | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | ${ }^{15}$ | 5\% | 5\% | ${ }^{15} 6$ |
| I am not familiar with this company | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | 12 $16 \%$ | $\begin{aligned} & 177 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { 33\% } \\ & \text { HI } \end{aligned}$ | ${ }^{18} 15$ | 120\% | 29\% | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | 20\% | $\begin{gathered} 34 \\ \text { 22\% } \\ \text { n } \end{gathered}$ | $\begin{aligned} & 50 \\ & 20 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 5\% | ${ }^{25} 9$ |
| Sigma | $\begin{aligned} & 427 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | 141 $100 \%$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 600\% | 263 $100 \%$ |




Base: All Respondents


| Unweighted Base | 402 | 165 | 237 | 169 | 114 | 68 | 51 | 133 | 173 | 96 | 214 | 45 | 118 | 133 | 116 | 153 | 213 | 176 | 46 | 216 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 421 | 206* | 215 | 125 | 115* | 111* | 70** | $143^{*}$ | 187* | 90* | 125 | $52^{* *}$ | 218* | $143^{*}$ | 121* | 157* | 254 | 155* | $63^{*}$ | 242 |
| Somewhat/Very Good Response (Net) | ${ }^{289} 9$ | ${ }_{67 \%}^{138}$ | $\begin{aligned} & 150 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 82 \\ 72 \% \\ d \end{gathered}$ | $\begin{aligned} & 85 \\ & 76 \% \\ & d \end{aligned}$ | $48 \%$ | 67\% | $\begin{gathered} 129 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 68 \% \end{aligned}$ | ${ }_{66 \%}$ | $\begin{aligned} & 27 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 76 \% \end{aligned}$ | ${ }^{107}$ | ${ }_{60}^{80}$ | $\begin{aligned} & 102 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 72 \% \end{aligned}$ | 999 | $\text { 40 } 64 \%$ | $\begin{gathered} 167 \\ 69 \% \end{gathered}$ |
| Very good response | ${ }_{26 \%}^{110}$ | ${ }_{26}^{56}$ | $\begin{aligned} & 56 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | 220\% | ${ }^{18} 8$ | ${ }^{42} 29$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 30 \% \end{aligned}$ | 32\% | $\begin{aligned} & 11 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 28 \% \end{aligned}$ | ${ }_{30}^{40}$ | 28\% | 38\% | 728\% | 33 $22 \%$ | 19 $31 \%$ | 64\% |
| Somewhat good response | 179 $42 \%$ | 85 | 944\% | 41 33 | $46 \%$ | $\begin{aligned} & \text { 62 } 56 \% \\ & 56 \% \end{aligned}$ | 30 ${ }^{3}$ | 56\% | $88 \%$ | 35 | 51\% | 172\% | $\stackrel{106}{48 \%}$ | ${ }^{63} 4{ }^{4}$ | 51 $42 \%$ | ${ }_{41 \%}^{64}$ | 111 $44 \%$ | 66\% | 21 31 | 103 $43 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 70 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 44 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 29 \% \\ & \text { eF } \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \\ & f \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | ${ }_{9 \%}^{7}$ | $\begin{aligned} & 321 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 10\% | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 17\% | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | 19 | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | 26\% | 16\% | 54\% |
| Somewhat bad response | 50\% | 29 $14 \%$ | 21 $10 \%$ | $\begin{aligned} & 30 \\ & 240 \% \\ & \text { eF } \end{aligned}$ | $\stackrel{14}{12}{ }^{12}$ | : | ${ }_{9}^{6}$ | 22 $15 \%$ | ${ }_{12}^{22}$ | 5\% | 12\% | ${ }_{1}^{6} \%$ | 30 $14 \%$ | ${ }^{12} 9$ | $\begin{gathered} 26 \\ { }_{21}^{26} \% \end{gathered}$ | 12\% | 33 $13 \%$ | 13\% | 15 ${ }^{15}$ | 38 ${ }^{16 \%}$ |
| Very bad response | 20 ${ }^{5}$ | $\begin{gathered} 15 \\ 7 \% \\ c \end{gathered}$ | 2\% | $\stackrel{7}{5 \%}$ | 6\% | ${ }_{6}^{6}$ | * | $9{ }_{6}$ | 8 | 4\% | ${ }_{6}^{8}$ | $\stackrel{2}{5 \%}$ | 10 5 | ${ }_{6}^{8} \%$ | 5 | $7 \%$ | ${ }_{3 \%}^{6}$ | $\begin{gathered} 13 \\ \stackrel{8}{8} \% \end{gathered}$ | 2\% | ${ }^{16} 6$ |
| I am not familiar with this company | ${ }_{15}^{62}$ | 23 $11 \%$ | 39\% | 15 $12 \%$ | 12\% | 21 18 | 15 ${ }^{15}$ | 15 $10 \%$ | ${ }^{28}{ }^{15}$ | 22\% | $\begin{aligned} & 23 \\ & 18 \% \\ & M \end{aligned}$ | 16\% | 12 5 | 15 $11 \%$ | ${ }^{10} 9$ | $\begin{aligned} & 37 \\ & 23 \% \\ & \text { nO } \end{aligned}$ | ${ }^{32} 13$ | 30 $19 \%$ | ${ }_{1}^{7} \%$ | $\stackrel{21}{9 \%}$ |
| Sigma | 421 $100 \%$ | 206\% | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | 218 $100 \%$ | 143 $100 \%$ | 121 $100 \%$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 254 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 408 | 146 | 262 | 171 | 109 | 71 | 57 | 140 | 170 | 98 | 216 | 59 | 99 | 138 | 117 | 153 | 215 | 173 | 49 | 213 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 417 | 183* | 235 | 125* | 109* | 115* | $68^{* *}$ | 153* | 182* | 82* | 132 | 71* | 181* | 149* | 112* | 156* | 252 | 146* | 59* | 243 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 304 \\ 73 \% \end{gathered}$ | ${ }^{118} 6$ | $\begin{gathered} 185 \\ { }_{\mathrm{B}}^{18 \%} \end{gathered}$ | 72 $57 \%$ | $\begin{gathered} 85 \\ 78 \% \\ \\ \hline \end{gathered}$ | $\begin{aligned} & 84 \\ & 73 \% \\ & d \end{aligned}$ | $\begin{aligned} & \text { 933 } \\ & 93 \end{aligned}$ | 120 78 | 124 $68 \%$ | 60\% | 94\% | 54\% | $139 \%$ | 1157\% | 85 | $\begin{aligned} & 103 \\ & 66 \% \end{aligned}$ | $\underset{\substack{196 \\ \hline \\ \hline}}{ }$ | 97\% | 43\% | 184\% |
| Very good response | ${ }_{27 \%}^{113}$ | $\text { 49 } 27 \%$ | ${ }_{27}^{64}$ | 34\% | $\begin{gathered} 42 \\ 38 \% \\ f \end{gathered}$ | $\begin{aligned} & 24 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 37 \% \\ & i j \end{aligned}$ | 39 ${ }^{21 \%}$ | ${ }_{21}^{18}$ | $\begin{aligned} & 333 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 20 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 31 \% \end{aligned}$ | ${ }_{30}^{45}$ | $\text { 30 }{ }^{37}$ | 38\% | 72\% | 35 ${ }^{34}$ | 21 36 | 75 $31 \%$ |
| Somewhat good response | $\begin{gathered} 190 \\ 46 \% \end{gathered}$ | 69\% | $\begin{gathered} 121 \\ 52 \% \\ b \end{gathered}$ | 37\% | ${ }_{39}^{43}$ | $\begin{aligned} & 60 \\ & 52 \% \\ & \mathrm{D} \end{aligned}$ | $\text { 50 } 73 \%$ | $\begin{aligned} & 63 \\ & 41 \% \end{aligned}$ | 85\% | 42\% | $\begin{gathered} 62 \\ 47 \% \end{gathered}$ | 32\% | $\begin{aligned} & 82 \\ & 46 \% \end{aligned}$ | 70\% | 559\% | 65\% | 125 $49 \%$ | 62\% | 22\% | 109 45 |
| Somewhat/Very Bad Response (Net) | ${ }^{62}$ 15\% | $\begin{aligned} & 39 \\ & 22 \% \\ & C \end{aligned}$ | ${ }^{22} 9$ | $\begin{aligned} & 37 \\ & 30 \% \\ & \mathrm{EF} \end{aligned}$ | 13 | 110\% | $1 \%$ | 23 $15 \%$ | 25 $14 \%$ | 14\% | 20 $15 \%$ | ${ }^{8} 11 \%$ | 29 $16 \%$ | 27 $18 \%$ | 14 $13 \%$ | 20 $13 \%$ | 37 $15 \%$ | 214\% | 14 23 | 19\% |
| Somewhat bad response | ${ }_{96}^{96}$ |  | ${ }^{13} 6$ | 18 | $8 \%$ | 8\% | $1 \%$ | 10\% | ${ }^{16} 9$ | 10\% | 15\% | 5\% | $13 \%$ | 17\% | 7\% | 11\% | ${ }^{22} \%$ | 10\% | 12\% | 24\% |
| Very bad response | ${ }_{26}^{66}$ | ${ }^{17} 9$ | 9 | 19 $15 \%$ EF | 5 | ${ }_{2 \%}$ | - | 13 81 | $\stackrel{9}{5 \%}$ | 5\% | 5 | ${ }_{5}^{4}$ | $\stackrel{16}{9 \%}$ | 10\% | 7\% | $9{ }_{6}$ | ${ }^{15} 6$ | 118\% | ${ }^{7} 1{ }^{7}$ | ${ }^{22} 9$ |
| I am not familiar with this company | 52 $13 \%$ | 25 $14 \%$ | ${ }^{27} 12 \%$ | 17\% | 12 $11 \%$ | 20\% | 6\% | ${ }^{10} 6$ | $\begin{aligned} & 34 \\ & \begin{array}{l} 19 \% \% \\ H \end{array} \end{aligned}$ | ${ }_{10 \%}$ | ${ }_{18}^{18}$ | 10 $15 \%$ | ${ }^{13} 7$ | ${ }_{5}^{7}$ | 13 $11 \%$ | $\begin{aligned} & 32 \\ & 21 \% \\ & \mathrm{~N} \end{aligned}$ | 19\% | $\begin{aligned} & \text { 289 } \\ & { }_{Q} \% \end{aligned}$ | ${ }_{3}^{2}$ | 13 |
| Sigma | $\begin{aligned} & 417 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risklevel) - B/C-D/E/F/G-H/IJ-K/LM-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/GG-H/IJ- K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 413 | 137 | 276 | 183 | 106 | 71 | 53 | 145 | 181 | 87 | 222 | 59 | 108 | 120 | 156 | 137 | 217 | 185 | 40 | 224 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 161* | 252 | 131 | 108* | 105* | 69** | 141* | 197* | 74* | 136 | 70* | 182* | 133* | 164* | 116* | 231 | 174* | $50^{* *}$ | 243 |
| Somewhat/Very Good Response (Net) | ${ }^{286}$ | 120 | $\begin{aligned} & 165 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 72 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{gathered} 81 \\ 77 \% \\ { }^{8} \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 81 \% \end{aligned}$ | 92\% | ${ }_{69 \%}^{135}$ | 78\% | $\begin{aligned} & 93 \\ & 69 \% \end{aligned}$ | $48 \%$ | ${ }^{130} 71 \%$ | $\begin{aligned} & 110 \\ & 83 \% \\ & 8 \mathrm{OP} \end{aligned}$ | $\begin{gathered} 104 \\ 64 \% \end{gathered}$ | 71 $61 \%$ | 170 $73 \%$ | $\begin{gathered} 112 \\ 64 \% \end{gathered}$ | 39\% | ${ }^{178} 78$ |
| Very good response | $\begin{aligned} & 84 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & { }^{48} \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 34 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | 40\% | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | ${ }_{21}^{29}$ | $\begin{aligned} & 12 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 41 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | ${ }^{36}$ | 16 $14 \%$ | $\text { 52 } 23 \%$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | 23 45 | 24\% |
| Somewhat good response | 202 | 81\% | 120 $48 \%$ | $\begin{aligned} & 50 \\ & 38 \% \end{aligned}$ | $44 \%$ | $\begin{aligned} & 62 \\ & 59 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 46 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 102 \\ 52 \% \\ h \end{gathered}$ | $\begin{aligned} & 47 \\ & 64 \% \\ & H \end{aligned}$ | 64\% | 51\% | 89 | $\begin{aligned} & 78 \\ & 598 \% \end{aligned}$ | 69\% | 55\% | 117 $51 \%$ | 817\% | 17 $34 \%$ | 118 $49 \%$ |
| Somewhat/Very Bad Response (Net) | 81\% | 33 $21 \%$ | 25\% | $\begin{aligned} & 49 \\ & 38 \% \\ & E F \end{aligned}$ | 21 $20 \%$ | 12 $11 \%$ | 5\% | $\begin{aligned} & 40 \\ & 28 \% \end{aligned}$ | 39\% | ${ }_{11 \%}$ | 21\% | 15\% | ${ }^{39}$ 21\% | 14\% | $\begin{aligned} & 49 \\ & 30 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{gathered} 25 \\ 21 \% \\ n \end{gathered}$ | 491\% | 37 $21 \%$ | 10\% | 57\% |
| Somewhat bad response | - $15 \%$ | $\stackrel{22}{14 \%}$ | 416\% | $\begin{aligned} & 34 \\ & 26 \% \\ & { }^{36} \% \end{aligned}$ | 17\% | 110\% | ${ }_{2 \%}$ | 27 19 | 30\% | ${ }_{9}^{7}$ | 20\% | 11 $15 \%$ | ${ }^{28}{ }^{16 \%}$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 35 \\ & { }^{222 \%} \\ & \hline \end{aligned}$ | ${ }_{18}^{18}$ | 36\% | 26\% | ${ }_{11 \%}^{6}$ | 39\% |
| Very bad response | ${ }^{25} 6$ | 11\% | 14 5 | $\begin{aligned} & 16 \\ & 12 \% \\ & \text { eF } \end{aligned}$ | $4{ }_{4}^{4}$ | ${ }_{1}{ }^{1}$ | $4{ }_{6}$ | 140\% | 10 5 | ${ }_{2}^{1}$ | ${ }_{6}^{8} \%$ | 5\% | 11 6 | 5 | 13 $8 \%$ | ${ }_{5}^{6}$ | 13 | 11 6 \% | ${ }_{9 \%}$ | ${ }^{18} 7$ |
| I am not familiar with this company | 10\% | ${ }_{5 \%}^{7}$ | $\begin{gathered} 32 \\ 13 \% \\ \text { b } \end{gathered}$ | $\stackrel{10}{8 \%}$ | $9{ }_{8}^{9}$ | 13 $12 \%$ | 11\% | $9{ }_{6}$ | 23 $11 \%$ | 10\% | ${ }_{11}^{14}$ | ${ }_{9}^{6} \%$ | 13 | ${ }_{6}^{8} \%$ | ${ }^{10} 6$ | $\begin{aligned} & 20 \\ & 18 \% \\ & \text { nO } \end{aligned}$ | 13 5 | $\begin{aligned} & 26 \\ & { }_{15}^{2} \% \end{aligned}$ | * | ${ }^{8} \%$ |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \% \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & \text { 182 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HITJ-K/LIM - N/O/P - Q/R - S/T


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lhan } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 396 \& 144 \& 252 \& 169 \& 104 \& 62 \& 61 \& 136 \& 165 \& 95 \& 215 \& 62 \& 99 \& 111 \& 148 \& 137 \& 193 \& 184 \& 36 \& 211 <br>
\hline Weighted Base \& 379 \& $161 *$ \& 218 \& 121 \& 95* \& 82* \& $81^{*}$ \& 126* \& 179* \& $74^{*}$ \& 123 \& $84^{*}$ \& $148^{*}$ \& 103* \& $150 *$ \& 125* \& 184 \& $174 *$ \& $38 * *$ \& 215 <br>
\hline Somewhat/Very Good Response (Net) \& 270 $71 \%$ \& ${ }^{113} 71 \%$ \& ${ }^{157} 72$ \& 77 63 \& ${ }^{68}$ \& 614\% \& $$
\begin{gathered}
65 \\
81 \% \\
d
\end{gathered}
$$ \& 92\% \& 119\% \& 59\% \& 94\% \& 63\% \& 101
$68 \%$ \& 78\% \& ${ }^{101} 67 \%$ \& 92\% \& ${ }^{135} 74 \%$ \& ${ }^{124} 71 \%$ \& 33 87 \& ${ }^{155}$ <br>
\hline Very good response \& 24\% \& $$
\begin{aligned}
& 41 \\
& 26 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 52 \\
& 24 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& { }_{36}^{36} \\
& \underset{G}{2}
\end{aligned}
$$ \& $$
\begin{aligned}
& 24 \\
& 26 \% \\
& \text { G }
\end{aligned}
$$ \& $$
\begin{gathered}
20 \\
25 \% \\
\mathrm{~g}
\end{gathered}
$$ \& $$
\frac{6}{7 \%}
$$ \& $$
{ }^{36}{ }^{39}
$$ \& $$
\begin{aligned}
& 36 \\
& 20 \%
\end{aligned}
$$ \& $$
\text { 22 } 29 \%
$$ \& 30\% \& 192\% \& 42\% \& 27\% \& 29\% \& $$
\begin{aligned}
& 37 \\
& 30 \%
\end{aligned}
$$ \& 28\% \& $$
\begin{aligned}
& 36 \\
& 21 \%
\end{aligned}
$$ \& 21
$55 \%$ \& 618\% <br>
\hline Somewhat good response \& $$
{ }^{177}
$$ \& $$
\begin{aligned}
& 72 \\
& 45 \%
\end{aligned}
$$ \& $$
\begin{gathered}
105 \\
48 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 34 \\
& 28 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 43 \\
& 46 \% \\
& 46
\end{aligned}
$$ \& $$
\begin{aligned}
& 40 \\
& 49 \% \\
& \text { D }
\end{aligned}
$$ \& $$
\begin{gathered}
60 \\
\text { 7EF }
\end{gathered}
$$ \& ${ }_{44}{ }^{6}$ \& 837\% \& $$
\begin{aligned}
& 38 \\
& 51 \%
\end{aligned}
$$ \& 54\% \& 44\% \& $$
\begin{aligned}
& 59 \\
& 40 \%
\end{aligned}
$$ \& 50\% \& 72 \& 544\% \& 84 \& ${ }^{88} \%$ \& ${ }_{32}^{12}$ \& 94\% <br>
\hline Somewhat/Very Bad Response (Net) \& ${ }^{60} 16 \%$ \& $\stackrel{29}{18 \%}$ \& 31
$14 \%$ \& $$
\begin{aligned}
& 25 \\
& 20 \% \\
& \text { G }
\end{aligned}
$$ \& $$
\begin{gathered}
16 \\
17 \% \\
\mathrm{~g} \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 16 \\
& \begin{array}{l}
19 \% \\
\mathrm{~g}
\end{array}
\end{aligned}
$$ \& 3\% \& 18 \& 35\% \& ${ }_{9}^{7}$ \& $\xrightarrow{13} 11 \%$ \& 12 \& 32

22\% \& 14\% \& - $\begin{aligned} & 30 \\ & 20 \%\end{aligned}$ \& ${ }_{12}^{16}$ \& 31
$17 \%$ \& ${ }^{26}$ \& 10\% \& 39
$18 \%$ <br>
\hline Somewhat bad response \& ${ }_{11} 1{ }^{1}$ \& $17 \%$ \& 23
$11 \%$ \& ${ }^{16} 13$ \& 13
$14 \%$ \& 10\% \& 3 \& 13
$11 \%$ \& 23
$13 \%$ \& $4{ }_{6}$ \& ${ }^{10} 8$ \& $4{ }_{4}$ \& 24\% \& 11
$10 \%$ \& - 17 \& 13
$10 \%$ \& 19\% \& 20 $11 \%$ \& $\stackrel{2}{4 \%}$ \& ${ }^{28} 13$ <br>

\hline Very bad response \& 19 ${ }^{\text {\% }}$ \& ${ }^{12} 7 \%$ \& ${ }_{3 \%}^{7}$ \& \[
$$
\begin{aligned}
& 9 \\
& 7 \% \\
& 9
\end{aligned}
$$

\] \& $3{ }_{3}^{3}$ \& \[

$$
\begin{aligned}
& 9_{9}^{8} \\
& \hline
\end{aligned}
$$

\] \& - \& 5\% \& 12\% \& 3\% \& ${ }_{3}^{3}$ \& ${ }_{10}{ }^{8}$ \& $\stackrel{8}{5 \%}$ \& $3{ }_{3}^{3}$ \& \[

$$
\begin{aligned}
& 13 \\
& \stackrel{9}{\mathrm{p}} \mathrm{~F}
\end{aligned}
$$
\] \& ${ }_{2}^{3}$ \& 12 6 \& ${ }_{4}^{6}$ \& ${ }_{6}{ }^{\text {\% }}$ \& 11 5 <br>

\hline I am not familiar with this company \& ${ }_{13}^{48}$ \& ${ }_{11 \%}^{18}$ \& 30
$14 \%$ \& 20\% \& 112\% \& 6\% \& 12
$15 \%$ \& 16
13 \& 25 $14 \%$ \& 11\% \& 15
$12 \%$ \& ${ }_{11} 9$ \& 16
$10 \%$ \& $12 \%$ \& - 19 \& 18
14 \& ${ }_{18}^{18}$ \& 24\% \& ${ }_{3 \%}^{1}$ \& 210\% <br>

\hline Sigma \& $$
\begin{aligned}
& 379 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 161 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 218 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 121 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
95 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
82 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
81 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 179 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
74 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 123 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
84 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 148 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 103 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 125 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 184 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 174 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
38 \\
100 \%
\end{gathered}
$$
\] \& 215 <br>

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$ 10\%


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 400 | 157 | 243 | 152 | 115 | 84 | 49 | 137 | 161 | 102 | 215 | 52 | 109 | 133 | 121 | 146 | 215 | 173 | 31 | 205 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 414 | 196* | 218 | 108* | 118* | 128* | $61^{* *}$ | 128* | 187* | 99* | 130 | $66^{*}$ | 195* | $140 *$ | 142* | 132* | 248 | 156* | 45** | 248 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 277 \\ 67 \% \end{gathered}$ | 140 $71 \%$ | $\begin{gathered} 137 \\ 63 \% \end{gathered}$ | $68$ | $\begin{aligned} & 92 \\ & 78 \% \\ & \hline \text { 20 } \end{aligned}$ | 82 | 35 ${ }^{3}$ | 92\% | ${ }_{63 \%}^{118}$ | 66\% | 88\% | $77 \%$ | $\begin{aligned} & 130 \\ & 66 \% \end{aligned}$ | 980\% | 94\% | 854\% | $\begin{gathered} 163 \\ 66 \% \end{gathered}$ | ${ }_{69 \%}^{108}$ | 38\% | 173 $70 \%$ |
| Very good response | $\begin{aligned} & 98 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 30 \% \\ & C \end{aligned}$ | $\begin{aligned} & 39 \\ & 18 \% \end{aligned}$ | 21 20 | $\begin{aligned} & 46 \\ & 39 \% \\ & \text { DF } \end{aligned}$ | 26\% | $\frac{4}{7 \%}$ | $\begin{aligned} & 39 \\ & 31 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 17 \% \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 35 \% \\ & 25 \end{aligned}$ | $\begin{aligned} & 111 \% \end{aligned}$ | $\text { 53 } 27 \%$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | ${ }_{31}$ | 26\% | ${ }_{27}^{67}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | 24 $55 \%$ | 73 |
| Somewhat good response | 179 $43 \%$ | $81 \%$ | ${ }^{98}{ }^{\text {\% }}$ | $47 \%$ | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | 56 44 | 31 $50 \%$ | 53 $41 \%$ | 86 | $40 \%$ | 56\% | 36 $54 \%$ | 77\% | 72 $51 \%$ | ${ }_{34 \%}$ | 58\% | 979\% | 77 | 13 $30 \%$ | 100 $40 \%$ |
| Somewhat/Very Bad Response (Net) | 75\% | 20\% | ${ }^{35} 16$ | $\underset{\mathrm{e}}{28}{ }_{2}^{28}$ | 17 $14 \%$ | 22 $17 \%$ | ${ }_{13}^{8}$ | ${ }_{21}^{27}$ | 31 $17 \%$ | 17\% | ${ }_{17}^{22}$ | ${ }_{13}^{8} \%$ | ${ }_{21}{ }^{1} \%$ | 29 $21 \%$ | 25\% | 21 $16 \%$ | ${ }_{19}{ }^{4} \%$ | ${ }^{25} 9$ | ${ }^{7} 6$ | 51\% |
| Somewhat bad response | 58\% | 30\% | 27 $13 \%$ | 17\% | 16\% | 19 | 10\% | 19\% | ${ }^{26} 14 \%$ | 13 | ${ }_{16}^{12 \%}$ | 5\% | ${ }^{36}$ | 25 $18 \%$ | 17\% | $1{ }^{16}$ \% | 35\% | 21 $13 \%$ | 8\% | ${ }^{42}$ 17\% |
| Very bad response | ${ }^{17} 4 \%$ | $\stackrel{10}{5 \%}$ | ${ }_{3 \%}^{7}$ | 11 $10 \%$ Ef | $\stackrel{1}{*}$ | ${ }_{3}^{4} \%$ | 3\% | $7{ }_{6}$ | ${ }_{3}^{5}$ | ${ }_{4 \%}$ | ${ }_{5}^{6} \%$ | ${ }_{5}^{3}$ | ${ }_{3}^{6} \%$ | ${ }_{3}^{4}$ | ${ }_{5}^{8} \%$ | 4\% | 12\% | ${ }_{3}^{4} \%$ | 8\% | ${ }_{3 \%}$ |
| I am not familiar with this company | ${ }^{62}$ 15\% | 1680 | $\begin{aligned} & 46 \\ & 21 \% \\ & { }_{B} \end{aligned}$ | 12 $11 \%$ | $9{ }^{7}$ | $\begin{aligned} & 24 \\ & 18 \% \\ & \mathrm{e} \% \end{aligned}$ | ${ }^{18} 9$ | 9 | $\begin{aligned} & 37 \\ & 20 \% \\ & H \end{aligned}$ | 16 | 20\% | 11 $16 \%$ | 24 $12 \%$ | ${ }^{12} 9$ | 24\% | $\begin{gathered} 20 \\ 20 \% \\ n \end{gathered}$ | 37 $15 \%$ | 23 ${ }^{15 \%}$ | - | 24\% |
| Sigma | $\begin{aligned} & 414 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 45 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 397 | 167 | 230 | 164 | 101 | 65 | 67 | 144 | 163 | 90 | 209 | 60 | 112 | 121 | 134 | 142 | 205 | 181 | 36 | 217 |
| Weighted Base | 409 | $214 *$ | 195 | 120* | 102* | 82* | 104* | $143 *$ | $188^{*}$ | 77* | 129* | 82* | $178{ }^{*}$ | $133^{*}$ | $145 *$ | 132* | 232 | 165* | 55** | 252 |
| Somewhat/Very Good Response (Net) | 2849\% | $\begin{gathered} 160 \\ 75 \% \\ c \end{gathered}$ | ${ }^{124} 63$ | $\begin{aligned} & 77 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 65 \% \end{aligned}$ | $\text { 80 } 77 \%$ | $\begin{aligned} & 107 \\ & 74 \% \end{aligned}$ | $\begin{gathered} 120 \\ 64 \% \end{gathered}$ | 57\% | ${ }^{102}$ | $\begin{aligned} & 56 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 120 \\ 67 \% \end{gathered}$ | $92$ | ${ }^{104}$ | 88\% | ${ }_{72 \%}^{168}$ | $\begin{gathered} 106 \\ 64 \% \end{gathered}$ | ${ }^{36} 6$ | ${ }^{186}$ 74\% |
| Very good response | 97\% | 58\% | 39 $20 \%$ | $\begin{aligned} & 42 \\ & 35 \% \\ & \text { FG } \end{aligned}$ | 23\% | 13 $16 \%$ | ${ }^{18} \%$ | 42\% | 412\% | 14\% | 33\% | ${ }^{16} 9$ | 47\% | 34\% | 23\% | 33\% | 59 | 31 $19 \%$ | ${ }^{16} 9$ | 66\% |
| Somewhat good response | $\begin{gathered} 187 \\ 46 \% \end{gathered}$ | $\begin{gathered} 102 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 44 \% \end{aligned}$ | 35\% | $\begin{aligned} & 50 \\ & 48 \% \\ & 48 \end{aligned}$ | $\begin{aligned} & 40 \\ & 49 \% \\ & \hline \text { 4 } \end{aligned}$ | $\begin{aligned} & \text { 62 } 60 \% \\ & \text { D0\% } \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 42 \% \end{aligned}$ | 43 56 | ${ }_{53}^{68}$ | 40\% | $\begin{aligned} & 73 \\ & 41 \% \end{aligned}$ | 57 | 71 | 58\% | ${ }^{108} 47 \%$ | 75 | 20\% | 120 $48 \%$ |
| Somewhat/Very Bad Response (Net) | 20\% | ${ }_{24}^{41 \%}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | ${ }_{22}^{42}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \% \\ & 25 \% \\ & \hline \end{aligned}$ | 27\% | 22\% | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \% \\ & 19 \end{aligned}$ | 32\% | 16\% | ${ }^{52}$ 21\% |
| Somewhat bad response | 55 ${ }^{5}$ | ${ }_{12 \%}$ | 28\% | $\underset{\text { e }}{\substack{23 \\ e}}$ | $8 \%$ | $12 \%$ | 11\% | 21 | 28\% | 5\% | 14\% | 12\% | 27 | 15\% | ${ }_{19}^{19}$ | 21 16 | 29\% | 26\% | 11\% | 34 $14 \%$ |
| Very bad response | ${ }^{28} \%$ | ${ }^{18} 8$ | ${ }^{10} 5$ | ${ }_{5}^{6}$ | ${ }^{10} 9$ | ${ }_{11 \%}$ | $3{ }_{3 \%}$ | ${ }_{6}^{6}$ | 14\% | ${ }_{10}{ }^{\circ}$ | ${ }_{3}^{4}$ | ${ }_{2}^{1 \%}$ | ${ }^{16} 9$ | $\begin{aligned} & 12 \\ & 9 \% \\ & \mathrm{p} \end{aligned}$ | 13 p | $\stackrel{3}{2 \%}$ | ${ }^{16} 7$ | 11 6 \% | 10\% | ${ }^{18} \%$ |
| I am not familiar with this company | ${ }_{11}^{43}$ | 10 4 \% | $\begin{aligned} & \begin{array}{l} 34 \\ 17 \% \\ B \end{array} \end{aligned}$ | ${ }_{12}^{14}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | 10\% | 100 | 10\% | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | 10\% | ${ }^{10} 8$ | 13 $15 \%$ | 15 ${ }_{8}$ | 14\% | 6\% | $\begin{aligned} & 20 \\ & 15 \% \\ & 0 \end{aligned}$ | 19\% | 23 $14 \%$ | $\stackrel{2}{4 \%}$ | 14 6 |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 700\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 55 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |


Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{KLL/M-N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { can }}{\text { Republi- }}$ | Democrat | Independent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 159 | 251 | 161 | 125 | 64 | 60 | 153 | 158 | 99 | 239 | 52 | 94 | 108 | 146 | 156 | 205 | 191 | 28 | 220 |
| Weighted Base | 402 | $188{ }^{*}$ | 215 | $115^{*}$ | $114 *$ | 94* | 80** | 142* | $158{ }^{*}$ | 102* | 137 | $56^{*}$ | 177* | 98* | 156* | 148* | 229 | 161* | $32^{* *}$ | 233 |
| Somewhat/Very Good Response (Net) | ${ }^{165} 41 \%$ | $\begin{aligned} & 86 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | ${ }^{53} 5$ | $\begin{aligned} & 11 \% \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 522 \% \\ & \text { kL } \end{aligned}$ | 37 $37 \%$ | 76\% | 52 $35 \%$ | 101 $44 \%$ | 60\% | 21\% | 115 $50 \%$ |
| Very good response | 33 80 | 20 $11 \%$ | 12\% | 15 13 13\% | 13 12 $F$ | - | $\stackrel{4}{5 \%}$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 17 \% \\ 17 \% \end{array} \end{aligned}$ | $\stackrel{4}{3 \%}$ | $4{ }_{4}$ | 11 8 | 4\% | ${ }^{18} 10$ | $9{ }_{9}^{9}$ | 17 $11 \%$ | 4\% | $\stackrel{20}{9 \%}$ | 12\% | 11 $33 \%$ | ${ }^{28}{ }^{2} \%$ |
| Somewhat good response | ${ }_{33}^{132}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 31 \% \end{aligned}$ | 280\% | $\begin{aligned} & 32 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | $57$ | 33 ${ }^{3}$ | $\begin{gathered} 42 \\ 31 \% \\ \text { Li } \end{gathered}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 42 \% \\ & L \end{aligned}$ | 28\% | 58\% | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 49 \% \end{aligned}$ | 11 $33 \%$ | 878\% |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 69 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & \text { 13\% } \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 15 \% \end{aligned}$ | $7{ }_{9}{ }^{\text {\% }}$ | ${ }^{28} 19$ | 27\% | 14 | $\begin{gathered} 34 \\ \begin{array}{c} 35 \% \\ \mathrm{~m} \end{array} \end{gathered}$ | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | 25 $14 \%$ | 17\% | 34\% | 19\% | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | 27\% | 16\% | 20\% |
| Somewhat bad response | 410\% | 25 ${ }^{2}$ \% | ${ }^{16} \%$ | ${ }^{15} 13$ | 8\% | 112\% | ${ }^{5} \%$ | 17\% | ${ }^{15} 9$ | $9 \%$ | $\begin{aligned} & 21 \\ & \begin{array}{l} 15 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | ${ }_{1}^{7} \%$ | ${ }^{13} 7$ | $9 \%$ | 22 $14 \%$ | 10\% | 19\% | 20 $12 \%$ | 8\% | 26 $11 \%$ |
| Very bad response | ${ }^{28}{ }_{7 \%}$ | ${ }^{16}{ }_{8 \%}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 10 \% \end{aligned}$ | ${ }_{4 \%}^{3}$ | ${ }_{2 \%}$ | 11 8 \% | 13 $8 \%$ | $5{ }_{5}$ | ${ }^{13} 9$ | 6\% | ${ }^{12} \%$ | 88 | 12 \% | $9{ }_{6}$ | $\stackrel{21}{9 \%}$ | $\stackrel{8}{5 \%}$ | 8\% | ${ }^{20} 9$ |
| I am not familiar with this company | 169 $42 \%$ | 61 $32 \%$ | $\begin{gathered} 108 \\ 50 \% \\ B \end{gathered}$ | ${ }^{35}$ \% | 45 | $\begin{aligned} & 52 \\ & 55 \% \\ & \text { 5 } \end{aligned}$ | 36 46 | 48 $34 \%$ | 70 $44 \%$ | 51 50 | 50\% | $\begin{gathered} 35 \\ \text { K3 } \\ \text { KM } \end{gathered}$ | 60 $34 \%$ | $\begin{aligned} & 45 \\ & 46 \% \\ & 0 \end{aligned}$ | 47\% | $\begin{aligned} & 77 \\ & 52 \% \\ & 0 \end{aligned}$ | ${ }^{88} 8$ | $73 \%$ | 17\% | 71 $31 \%$ |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | 229\% | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | 100\% | 233 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 142 | 259 | 175 | 104 | 63 | 59 | 128 | 167 | 106 | 228 | 53 | 99 | 126 | 129 | 146 | 225 | 162 | 31 | 216 |
| Weighted Base | 392 | $184 *$ | 209 | 114 | 102* | 87* | 89* | 125* | 189* | $78 *$ | 139 | $63^{*}$ | 171* | 119* | 135* | $137^{*}$ | 239 | $143^{*}$ | $40^{* *}$ | 235 |
| Somewhat/Very Good Response (Net) | 248 63 | ${ }^{115} 63$ | 133 $64 \%$ | 58\% | $\begin{gathered} 72 \\ 70 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 65 \\ & 74 \% \\ & \hline 4 g \end{aligned}$ | 45\% | 76 $61 \%$ | $\begin{gathered} 131 \\ \text { 69\% } \end{gathered}$ | 40\% | ${ }^{78}{ }^{\text {56 }}$ | 47 $75 \%$ | 116 $68 \%$ | 59\% | $\begin{aligned} & 100 \\ & 173 \% \\ & \mathrm{np} \end{aligned}$ | 80\% | ${ }^{159} 6$ | 83\% | 29 $73 \%$ | 150 $64 \%$ |
| Very good response | $\begin{aligned} & 90 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 52 \\ 28 \% \\ c \end{gathered}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 20 \% \\ & \mathbf{G} \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 33 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 28 \% \\ & { }_{\mathrm{G}} / 2 \end{aligned}$ | $\stackrel{2}{2 \%}$ | 34\% | $\begin{aligned} & 399 \\ & 29 \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 29 \% \\ & k \end{aligned}$ | $24 \%$ | $\begin{aligned} & 41 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & \text { 18\% } \end{aligned}$ | ${ }^{63}$ 26\% | 24\% | 16\% | 62\% |
| Somewhat good response | 158 $40 \%$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | $95{ }_{46 \%}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | 399 | $\begin{aligned} & 41 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 49 \% \\ & d \end{aligned}$ | 43 $34 \%$ | $\begin{aligned} & 92 \\ & 48 \% \\ & 48 \% \end{aligned}$ | 24\% | 549\% | $\begin{aligned} & 36 \\ & 57 \% \\ & \mathrm{~km}^{2} \end{aligned}$ | 66 $39 \%$ | 45\% | 59 44 | 54 40 | 96\% | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | ${ }_{3}^{13}$ | 88\% |
| Somewhat/Very Bad Response (Net) | 57 | 28\% | 29 $14 \%$ | $\begin{aligned} & 29 \\ & 26 \% \\ & 9 \end{aligned}$ | $\begin{gathered} 16 \\ 16 \% \\ \mathrm{~g} \end{gathered}$ | 11\% | ${ }_{3 \%}$ | ${ }_{\text {23 }}^{29} 9$ | ${ }_{11}^{22}$ | ${ }_{9}^{7} \%$ | 279\% | 6\% | 24\% | 21 $18 \%$ 0 | 10 $8 \%$ | $\begin{aligned} & 26 \\ & 19 \% \\ & 0 \end{aligned}$ | ${ }_{12}^{29}$ | 25\% | 23\% | 43 $18 \%$ |
| Somewhat bad response | ${ }^{36} 9$ | 20 $11 \%$ | ${ }^{16} 8$ | 19 17 fG | ${ }^{10} 9$ | ${ }_{6}^{6} \%$ | ${ }_{2 \%}$ | 17\% | 14\% | ${ }_{8}^{6} \%$ | 17 12 | 3 | ${ }^{15} 9$ | ${ }^{10} 8$ | ${ }_{4 \%}^{6}$ | 20\% | ${ }^{18} 8$ | 16\% | $\stackrel{3}{7 \%}$ | ${ }_{11 \%}^{26}$ |
| Very bad response | 21 5 | $8 \%$ | ${ }^{13} 6$ | $\begin{aligned} & 10 \\ & 8 \% \\ & 9 \end{aligned}$ | 6\% | ${ }_{5}^{4}$ | ${ }^{1} \%$ | $\begin{aligned} & 12 \\ & 10 \% \\ & \text { j } \end{aligned}$ | 8 | $1 \%$ | ${ }^{10} 7$ | ${ }_{2}^{1}$ | 5\% | ${ }^{11} 9$ | 3\% | 5 | 11 5 | 9\% | ${ }_{16 \%}$ | 17\% |
| I am not familiar with this company | 87\% | 20\% | 47\% | 179\% | 14 | 13 $15 \%$ | $\begin{gathered} 41 \\ 47 \% \\ \text { DEF } \end{gathered}$ | 20\% | 37 $19 \%$ | 31 $39 \%$ HI | 35\% | 12\% | 31 $18 \%$ | 30 $25 \%$ | ${ }^{25} 9$ | 32\% | 50 | 35\% | $\stackrel{2}{4 \%}$ | 43 $18 \%$ |
| Sigma | $\begin{aligned} & 392 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ |


Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{KLL/M-N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 411 | 169 | 242 | 172 | 119 | 61 | 59 | 154 | 169 | 88 | 226 | 53 | 112 | 117 | 152 | 142 | 226 | 174 | 43 | 237 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 417 | 217* | 200 | $133^{*}$ | 122* | $84^{*}$ | 78** | 139* | 189* | 89* | 130 | 65* | 204* | 133* | $166{ }^{*}$ | 118* | 252 | 159* | $58^{* *}$ | 271 |
| Somewhat/Very Good Response (Net) | 245 $59 \%$ | ${ }^{115} 5$ | $\begin{gathered} 130 \\ 65 \% \\ \text { b } \end{gathered}$ | ${ }^{67} \%$ | 65\% | $\begin{aligned} & 57 \\ & 68 \% \\ & d \end{aligned}$ | 56\% | $\begin{aligned} & 78 \\ & 56 \% \end{aligned}$ | 110 58 | 57\% | 75\% | 419\% | 117\% | 76\% | 106 $64 \%$ | 63 $54 \%$ | 153 $61 \%$ | 91\% | 33 $58 \%$ | 170 $63 \%$ |
| Very good response | 820\% | $\begin{aligned} & 42 \% \\ & 19 \% \end{aligned}$ | 20\% | $26$ | ${ }_{21}^{26}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | 39\% | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | 26\% | ${ }_{12 \%}^{8}$ | $\begin{aligned} & 39 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & \text { 195\% } \\ & \hline 19 \end{aligned}$ | ${ }^{32}{ }^{2} \%$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | ${ }_{31}^{18}$ | 61 $23 \%$ |
| Somewhat good response | ${ }_{39 \%}^{164}$ | $\begin{aligned} & 73 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 45 \% \\ & \text { 45 } \end{aligned}$ | $\begin{aligned} & 41 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 51 \% \\ & \text { De } \end{aligned}$ | 400 | 289 | $\begin{gathered} 79 \\ 42 \% \\ h \end{gathered}$ | $\begin{aligned} & 46 \\ & 52 \% \\ & H \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 33 \\ & 51 \% \end{aligned}$ | 788\% | 50\% | 70 | 44\% | 100 $40 \%$ | $\begin{aligned} & 62 \\ & 39 \% \end{aligned}$ | 15 $26 \%$ | $\begin{aligned} & 108 \\ & 40 \% \end{aligned}$ |
| Somewhat/Very Bad Response (Net) | 899\% | 54\% | 34\% | $\begin{aligned} & 35 \\ & 26 \% \\ & f \end{aligned}$ | $\begin{aligned} & 34 \% \\ & \text { 28\% } \end{aligned}$ | 10\% | 10 $13 \%$ | 34\% | 41 21 | $14 \%$ | ${ }^{25}$ | 14 22 | 47\% | 34 26 | 30 | 25 | 25\% | 32\% | ${ }^{18} 1 \%$ | 259 |
| Somewhat bad response | 56\% | 17\% | 19\% | 21 $16 \%$ | ${ }^{18} \%$ | 10\% | 11\% | 20\% | 30\% | $6 \%$ | 17\% | 10\% | 27\% | 17\% | 22\% | 17 $14 \%$ | 40\% | ${ }^{13} 8$ | ${ }^{6} 0 \%$ | 37 $14 \%$ |
| Very bad response | ${ }^{33} 8$ | ${ }^{18} 8$ | 15 8 \% | $\begin{aligned} & 14 \\ & 11 \% \\ & f \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \\ & 1 \end{aligned}$ | ${ }^{2} \%$ | ${ }_{2}^{2}$ | 14 $10 \%$ | 11 6 \% | ${ }_{9 \%}$ | 8\% | 5\% | 20\% | 17\% | $\stackrel{9}{5 \%}$ | $8 \%$ | ${ }^{15} 6$ |  | 120\% | 28\% |
| I am not familiar with this company | 82\% | 472\% | 36 18 | 31 $23 \%$ | 22 $18 \%$ | 17 ${ }^{17}$ | 13 $16 \%$ | 27 19 | 38\% | 18\% | 30 ${ }^{3} \mathrm{~F}$ | $\xrightarrow{9} 9$ | 39 $19 \%$ | 23 $18 \%$ | 29 $17 \%$ | 36\% | 44\% | 36\% | $\stackrel{7}{12 \%}$ | 37 ${ }^{14 \%}$ |
| Sigma | $\begin{aligned} & 417 \\ & 100 \% \end{aligned}$ | 217 $100 \%$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | 105\% | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 100\% | 271 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 159 | 246 | 177 | 107 | 70 | 51 | 127 | 172 | 106 | 232 | 56 | 90 | 114 | 142 | 149 | 204 | 183 | 38 | 214 |
| Weighted Base | 394 | 193* | 200 | 122* | 97* | 109* | $66^{* *}$ | 129* | 175* | $90^{*}$ | 126 | $68^{*}$ | 174* | $132^{*}$ | 139* | $123 *$ | 214 | $164 *$ | $48^{* *}$ | 235 |
| Somewhat/Very Good Response (Net) | ${ }^{122} 31 \%$ | $\begin{aligned} & 73 \\ & 38 \% \\ & \end{aligned}$ | 49\% | 47 $39 \%$ | 34\% | 25\% | 164\% | 60 $46 \%$ 15 | 46\% | 17\% | 29\% | 21\% | 59 ${ }^{5}$ | 32 24 | $\begin{aligned} & 56 \\ & 41 \% \\ & { }^{10} \end{aligned}$ | 34\% | ${ }_{32}^{68}$ | 52\% | 22 $46 \%$ | 89\% |
| Very good response | 33 80 | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | ${ }^{12} 6 \%$ | $\begin{aligned} & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 10 \% \end{aligned}$ | $5{ }_{5}$ | ${ }_{3 \%}$ | 14 | 14 81 | $5{ }_{5}$ | 12 $10 \%$ | $3{ }_{4}^{3}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }^{11} 9$ | 13 $10 \%$ | ${ }_{6}^{6}$ | $\stackrel{20}{9 \%}$ | 12 81 | 17\% | ${ }_{11 \%}^{26}$ |
| Somewhat good response | ${ }_{23}^{89}$ | 53 | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | 24\% | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 36 \% \\ & { }_{15} / 4 \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | 12\% | ${ }^{24} 19 \%$ | 18\% | 41 24 | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\xrightarrow[\substack{33 \\ N \\ N}]{ }$ | ${ }^{26} \%$ | ${ }^{48}{ }^{2} \%$ | 40\% | 149\% | 63\% |
| Somewhat/Very Bad Response (Net) | - 150 | $\begin{aligned} & 40 \\ & 21 \% \\ & \text { C } \end{aligned}$ | 20 $10 \%$ | 35 25\% | 21\% | ${ }_{6}^{6} \%$ | 3\% | 27\% | 21 $12 \%$ | 12 | 20 16 | ${ }_{12}{ }^{2}$ | ${ }^{28}{ }^{16 \%}$ | 20 15 | 20 14 | 20\% | 35 ${ }^{3} 6$ | 19 | 126\% | ${ }_{19}^{45}$ |
| Somewhat bad response | ${ }_{12}^{45}$ | 32 16\% c | 14\% | 21 $18 \%$ | 17 17 $f$ | ${ }_{6}^{6}$ | ${ }_{2 \%}$ | 23 $18 \%$ | $\stackrel{16}{9 \%}$ | 78 | ${ }_{11}^{14}$ | ${ }_{9}^{6} \%$ | 23 $13 \%$ | 15 | 17\% | 13 $11 \%$ | 27 $12 \%$ | ${ }^{14} 9$ | 10 $21 \%$ | 34 $14 \%$ |
| Very bad response | ${ }^{15} 4$ | 8 | ${ }_{3 \%}^{7}$ | $\stackrel{9}{8}$ | $4 \%$ | - | ${ }_{2}^{2}$ | ${ }^{4} \%$ | ${ }_{3}^{6}$ | $5{ }_{5}$ | ${ }_{4 \%}^{6}$ | 3\% | ${ }_{3}^{5}$ | 5 | ${ }_{2}^{3}$ | 7 | 8 | $\stackrel{4}{3 \%}$ | $\stackrel{2}{5 \%}$ | 11 5 |
| I am not familiar with this company | 212 54 | 80\% | $\begin{gathered} 131 \\ 66 \% \\ B \end{gathered}$ | 44\% | 43 | $\begin{aligned} & 78 \\ & 71 \% \\ & { }^{7 E}= \end{aligned}$ | 47\% | 433\% | $\begin{gathered} 108 \\ 62 \% \\ H \end{gathered}$ | $\begin{aligned} & 61 \\ & 68 \% \\ & H \end{aligned}$ | ${ }_{55}^{69}$ | 39\% | 80\% | 80 $61 \%$ 0 | 62\% | ${ }^{69} \%$ | 111 $52 \%$ | 93\% | 13 $28 \%$ | 102 $43 \%$ |
| Sigma | $\begin{aligned} & 394 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G-H/TJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents


| Unweighted Base | 406 | 155 | 251 | 161 | 118 | 72 | 55 | 142 | 164 | 100 | 226 | 52 | 105 | 118 | 145 | 143 | 202 | 190 | 35 | 229 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 400 | 190* | 210 | 113* | 120* | $85^{*}$ | 82** | 135* | 174* | 92* | 138 | 70* | 170* | 123* | 153* | 124* | 204 | 186* | 49** | 261 |
| Somewhat/Very Good Response (Net) | 269 | ${ }_{67 \%}^{128}$ | $\begin{gathered} 141 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 72 \% \\ & d \end{aligned}$ | $\begin{aligned} & 56 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 70 \% \end{aligned}$ | 55\% | ${ }^{81} 59 \%$ | $49$ | $\begin{gathered} 124 \\ \underset{7}{12 \%} \mathrm{~K} \end{gathered}$ | $\begin{aligned} & 90 \\ & 94 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 110 \\ { }^{711 \%} \end{gathered}$ | $\begin{aligned} & 69 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 136 \\ 67 \% \end{gathered}$ | 129 ${ }^{69 \%}$ | 36 $74 \%$ | ${ }^{186}$ |
| Very good response | $\begin{aligned} & 77 \\ & 19 \% \end{aligned}$ | ${ }_{24 \%}^{45}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & { }^{19 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 34 \\ & 28 \% \\ & \hline \end{aligned}$ | ${ }_{5 \%}^{4}$ | $\begin{aligned} & 182 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 31 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 22 \% \end{aligned}$ | $\begin{gathered} 32 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 18 \% \\ & 14 \% \end{aligned}$ | ${ }_{21}^{40 \%}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | ${ }_{3}^{18}$ | 57\% |
| Somewhat good response | $\begin{gathered} 192 \\ 48 \% \end{gathered}$ | $83 \%$ | $\begin{aligned} & 109 \\ & 52 \% \end{aligned}$ | ${ }_{34}{ }_{39}$ | $\begin{aligned} & 52 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 60 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 45 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 52 \% \\ & 38 \end{aligned}$ | $\begin{gathered} 102 \\ \begin{array}{c} \text { 599\% } \\ \mathrm{Hj} \end{array} \end{gathered}$ | 39\% | $\begin{aligned} & 56 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 39 \\ 55 \% \end{gathered}$ | 87\% | $58$ | 83\% | $51 \%$ | $\text { 95 } 97$ | $\begin{aligned} & 96 \\ & 51 \% \end{aligned}$ | ${ }_{3}^{18} \%$ | 130 50 |
| Somewhat/Very Bad Response (Net) | 59\% | 30\% | 30 $14 \%$ | 25\% | ${ }^{18} 18$ | 14\% | $3{ }^{3}$ | 25\% | 20 $11 \%$ | 15 $16 \%$ | ${ }_{18}^{18}$ | $10 \%$ | 31 18 | $17 \%$ | 20 $13 \%$ | 22\% | 34\% | 24\% | ${ }_{16}{ }^{8}$ | 40\% |
| Somewhat bad response | ${ }_{12}{ }^{2} \%$ | 21\% | 26\% | 16\% | 15\% | 14\% | 2\% | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $18 \%$ | 13 $14 \%$ | 13 $10 \%$ | $10 \%$ | 24\% | 14 | $17 \%$ | ${ }_{13}^{16}$ | ${ }^{28}{ }^{14} \%$ | 19\% | 7\% | 31 $12 \%$ |
| Very bad response | ${ }^{12} 3$ | ${ }_{4 \%}^{8}$ | ${ }_{2}^{4} \%$ | ${ }_{7}^{8} \%$ | ${ }_{2}^{2}$ | - | ${ }^{2} \%$ | ${ }_{6}^{8}$ | ${ }_{1 \%}^{2}$ | ${ }_{2 \%}$ | ${ }_{3}^{5}$ | * | $7{ }_{4}^{7}$ | ${ }_{2}^{3} \%$ | ${ }_{2}^{3}$ | 7\% | ${ }_{3}^{6} \%$ | ${ }_{3}^{5} \%$ | 5 ${ }^{5}$ | $9{ }_{4}$ |
| I am not familiar with this company | 72\% | 32 17 | 19\% | $24 \%$ | ${ }_{16}^{16}$ | 15\% | 17 $20 \%$ | 17 $12 \%$ | 33 $19 \%$ |  | $\begin{aligned} & 39 \\ & 28 \% \\ & M^{2} \end{aligned}$ | 10\% | 14 8 | ${ }_{16}^{13}$ | 24\% | $\begin{aligned} & 33 \\ & 236 \% \\ & \text { no } \end{aligned}$ | 33 $16 \%$ | 33 $18 \%$ | ${ }^{5} \mathrm{O}$ \% | 34 $13 \%$ |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 204 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& $$
\begin{gathered}
\text { Wave } 13 \\
\text { Total } \\
(5 / 20 . \\
5 / 22)
\end{gathered}
$$ \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { than } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 70 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent Other \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 412 \& 155 \& 257 \& 171 \& 112 \& 62 \& 67 \& 145 \& 162 \& 105 \& 230 \& 55 \& 107 \& 128 \& 154 \& 130 \& 220 \& 181 \& 36 \& 217 <br>
\hline Weighted Base \& 413 \& 197* \& 216 \& 120* \& 101* \& $100 *$ \& 92* \& $147^{*}$ \& 182* \& 84* \& 146 \& 57* \& 189* \& 131* \& 177* \& 105* \& 240 \& 166* \& $50^{* *}$ \& 247 <br>
\hline Somewhat/Very Good Response (Net) \& $$
\begin{gathered}
208 \\
50 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 90 \\
& 46 \%
\end{aligned}
$$ \& $$
\begin{gathered}
117 \\
54 \%
\end{gathered}
$$ \& $$
\begin{aligned}
& 49 \\
& 41 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 51 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 62 \\
& 62 \% \\
& 62 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 46 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 76 \\
& 52 \%
\end{aligned}
$$ \& $$
\begin{gathered}
101 \\
55 \%
\end{gathered}
$$ \& $$
31 \%
$$ \& $$
\begin{aligned}
& 73 \\
& 50 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 38 \\
& { }_{67} 7 \% \\
& \mathrm{~km}^{2}
\end{aligned}
$$ \& 90\% \& 71
$54 \%$
$p$ \& $$
\begin{aligned}
& 96 \\
& \stackrel{94 \%}{p}
\end{aligned}
$$ \& $$
\begin{aligned}
& 41 \\
& 39 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 123 \\
& 51 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 82 \\
& 49 \%
\end{aligned}
$$ \& 27
$55 \%$ \& 122 49 <br>
\hline Very good response \& $$
\begin{aligned}
& 73 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 35 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 39 \\
& 18 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 16 \\
& { }^{13}
\end{aligned}
$$ \& $$
\begin{aligned}
& 19 \% \\
&
\end{aligned}
$$ \& $$
\begin{aligned}
& 13 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 25 \\
& 27 \% \\
& d
\end{aligned}
$$ \& $$
\begin{aligned}
& 28 \\
& 19 \%
\end{aligned}
$$ \& 21\% ${ }^{38}$ \& ${ }^{7} \%$ \& 30\% \& $$
\begin{aligned}
& 17 \\
& 30 \% \\
& M
\end{aligned}
$$ \& ${ }^{23} 12 \%$ \& 33

$26 \%$ \& 30 \& 10\% \& ${ }_{17}{ }^{1}$ \& 31
$19 \%$ \& 10 $21 \%$ \& ${ }_{17}^{43}$ <br>

\hline Somewhat good response \& 134 ${ }_{32 \%}$ \& 56\% \& $79 \%$ \& 33\% \& $321 \%$ \& $$
\begin{gathered}
49 \\
\text { } \begin{array}{c}
49 \%
\end{array}
\end{gathered}
$$ \& 21 21 \& 48\% \& 62

$34 \%$ \& $24 \%$ \& 43\% \& 217\% \& 67
$36 \%$ \& 37\% \& 66\% \& 31 29 \& 82\% \& 51 30 \& 17
$33 \%$ \& $79 \%$ <br>

\hline Somewhat/Very Bad Response (Net) \& $$
{ }^{81}
$$ \& \[

$$
\begin{aligned}
& 58 \\
& { }^{599} \% \\
& \hline
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 28 \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 35 \\
& 29 \% \\
& { }^{29} \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 28 \\
& { }_{\text {fig }}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 12 \\
& 12 \%
\end{aligned}
$$

\] \& 112\% \& \[

$$
\begin{aligned}
& 35 \\
& 24 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 31 \% \\
& 28
\end{aligned}
$$

\] \& 12 \& \[

$$
\begin{aligned}
& 20 \\
& 13 \%
\end{aligned}
$$

\] \& ${ }_{9}^{5}$ \& \[

$$
\begin{aligned}
& 56 \\
& { }_{29}^{29 \%}
\end{aligned}
$$
\] \& $2{ }^{26}$ \& 25\% \& 15\% \& 25\% \& 25 \& 15

$31 \%$ \& ${ }_{69} 88$ <br>

\hline Somewhat bad response \& 58\% \& $$
\begin{aligned}
& 37 \\
& \begin{array}{c}
19 \% \\
c
\end{array}
\end{aligned}
$$ \& $\stackrel{20}{9 \%}$ \& 22\% \& 19\% \& ${ }_{6}^{6}$ \& 11\% \& \[

$$
\begin{aligned}
& 27 \\
& 19 \% \\
&
\end{aligned}
$$

\] \& ${ }^{25} 14 \%$ \& 6\% \& 11 81 \& $\stackrel{3}{5 \%}$ \& \[

$$
\begin{aligned}
& { }^{43} \\
& \text { KL }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 22 \\
& 17 \% \\
& p
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 29 \\
& 16 \% \\
& \text { p }
\end{aligned}
$$
\] \& $7{ }_{6}^{7}$ \& 38\% \&  \& 14\% \& 20\% <br>

\hline Very bad response \& ${ }^{28} 7$ \& \[
$$
\begin{aligned}
& 20 \\
& 10 \% \\
& 10 \%
\end{aligned}
$$

\] \& ${ }_{3 \%}^{7}$ \& \[

$$
\begin{aligned}
& 13 \\
& 10 \% \\
& \text { G }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 9 \\
& 9
\end{aligned}
$$
\] \& ${ }_{6}^{6} \%$ \& * \& ${ }_{5}^{8}$ \& ${ }^{13} 7$ \& $7 \%$

$8 \%$ \& $8{ }^{8}$ \& $3{ }_{4}^{3}$ \& 12\% \& ${ }_{3 \%}^{4}$ \& ${ }^{15} 9$ \& $\stackrel{9}{8 \%}$ \& ${ }^{21} 9$ \& ${ }_{4 \%}$ \& ${ }_{2 \%}$ \& 20\% <br>

\hline I am not familiar with this company \& $$
{ }^{120} 29 \%
$$ \& 499 \& \[

$$
\begin{aligned}
& 71 \\
& 33 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 36 \\
& 30 \%
\end{aligned}
$$

\] \& 22\% \& 26\% \& \[

$$
\begin{gathered}
36 \\
39 \% \\
e
\end{gathered}
$$

\] \& 35\% \& 44\% \& \[

$$
\begin{aligned}
& 40 \\
& 48 \% \\
& 4 H^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 53 \\
& 37 \% \\
& M
\end{aligned}
$$
\] \& 13

$24 \%$ \& 43 ${ }^{3} \%$ \& ${ }_{26}^{34}$ \& 21\% \& \[
$$
\begin{aligned}
& 49 \\
& 47 \% \\
& \mathrm{NO}
\end{aligned}
$$

\] \& 58\% \& \[

$$
\begin{gathered}
60 \\
36 \% \\
\begin{array}{c}
60
\end{array}
\end{gathered}
$$
\] \& ${ }^{7} 5$ \& 57\% <br>

\hline Sigma \& $$
\begin{aligned}
& 413 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 197 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 216 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 120 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 101 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 100 } \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
92 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 147 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 182 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
84 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 146 \\
& 100 \%
\end{aligned}
$$

\] \& 100\% \& \[

$$
\begin{aligned}
& 189 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 131 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 177 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 105 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 240 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 166 \\
& 100 \%
\end{aligned}
$$
\] \& 500\% \& 247

$100 \%$ <br>
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G - H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 411 | 163 | 248 | 161 | 136 | 67 | 47 | 142 | 159 | 110 | 219 | 56 | 114 | 118 | 142 | 151 | 225 | 177 | 40 | 226 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 405 | 201* | 203 | 110* | $143^{*}$ | 89* | 62** | $135^{*}$ | 172* | 97* | 131 | $63^{*}$ | 192* | 122* | $146{ }^{*}$ | 136* | 247 | 149* | 57** | 244 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 235 \\ 58 \% \end{gathered}$ | $\begin{gathered} 115 \\ 57 \% \end{gathered}$ | $\begin{gathered} 120 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 58 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 67 \\ & \begin{array}{l} 65 \% \\ \text { De } \end{array} \end{aligned}$ | $\text { 399 } 6$ | 82\% | $\begin{aligned} & 85 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 70 \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 84 \\ & 64 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{gathered} 49 \\ { }^{47 \%} \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 84 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 146 \\ 59 \% \end{gathered}$ | 89\% | $\begin{aligned} & 34 \\ & 60 \% \end{aligned}$ | 130 53 |
| Very good response | 79\% | 30 $15 \%$ | ${ }^{48}{ }^{4} \%$ | 20 $18 \%$ | 24\% | 22\% | 154\% | 23 $17 \%$ | ${ }^{26}$ | $\begin{aligned} & 29 \\ & 30 \% \\ & \text { hi } \end{aligned}$ | ${ }^{27}$ 21\% | 19\% | 31 $16 \%$ | 27\% | 23 15 | ${ }_{21}^{29}$ | 20\% | 30\% | 110\% | 37 $15 \%$ |
| Somewhat good response | $\begin{gathered} 156 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 59 \\ { }^{41} \% \\ { }^{2} \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 53 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 24 \\ & 39 \% \end{aligned}$ | ${ }_{43}^{58}$ | $\begin{aligned} & 59 \\ & 34 \% \end{aligned}$ | 39\% | $\begin{aligned} & 56 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 97 \\ & 39 \% \end{aligned}$ | $59$ | $\begin{aligned} & 23 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 92 \% \end{aligned}$ |
| Somewhat/Very Bad Response (Net) | ${ }^{81}{ }^{2} \%$ | $\begin{gathered} 58 \\ 29 \\ \hline \end{gathered}$ | 27 $13 \%$ | $\begin{aligned} & 40 \\ & 36 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 245 } \\ & \text { 24\% } \\ & \hline \end{aligned}$ | $5_{6}^{6}$ | 5\% | 29\% | ${ }^{45 \%}$ | $12 \%$ | 17 $13 \%$ | 3\% | $\begin{aligned} & 64 \\ & 33 \% \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \\ & \text { 26\% } \end{aligned}$ | 34\% | 19 $14 \%$ | 52\% | 30\% | 21 $36 \%$ | 709\% |
| Somewhat bad response | 54\% | $\begin{aligned} & 40 \\ & 20 \% \\ & C \end{aligned}$ | 15\% | $\begin{aligned} & 26 \\ & 24 \% \\ & { }_{2}^{24} \% \end{aligned}$ | 19\% | $5_{6 \%}$ | $\stackrel{4}{6 \%}$ | $\begin{aligned} & 19 \\ & 14 \% \\ & j \end{aligned}$ | 30\% | $5 \%$ | 13 | ${ }_{2 \%}$ | $\begin{aligned} & 39 \\ & { }^{30} 0 \\ & \mathrm{~kL} \end{aligned}$ | ${ }_{18}^{15}$ | $\begin{gathered} 25 \\ \substack{17 \% \\ p} \end{gathered}$ | ${ }^{11} 8$ | 30 $12 \%$ | 214\% | 17 30 | ${ }_{18}{ }^{8} \%$ |
| Very bad response | 31 $8 \%$ | 19\% | 12\% | $\begin{aligned} & 13 \\ & 12 \% \\ & \text { F } \end{aligned}$ | $\begin{aligned} & 16 \\ & { }^{11 \%} \% \\ & { }^{2} \end{aligned}$ | - | ${ }_{2 \%}^{1}$ | $\stackrel{10}{8 \%}$ | ${ }^{13} 8$ | $7 \%$ | ${ }_{3 \%}^{4}$ | * $\%$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 23 \\ \text { KL } \end{array} \end{aligned}$ | 13 $11 \%$ | 6\% | ${ }_{6}^{8}$ | ${ }^{22} 9$ | $9{ }_{6}$ | $4{ }_{6}$ | ${ }^{25} 10 \%$ |
| I am not familiar with this company | 85 ${ }^{1}$ \% | ${ }_{14 \%}^{29}$ | $\begin{aligned} & 56 \\ & 28 \% \\ & B \end{aligned}$ | 24\% | ${ }^{26}$ 18\% | 17\% | ${ }^{18} 9$ | 24 $18 \%$ | 43\% | 18 | 30 ${ }^{3} \mathrm{~F}$ | 13 $20 \%$ | 30 16 | 17 $14 \%$ | ${ }^{28} 9$ | $\begin{aligned} & 40 \\ & { }^{49 \%} \% \end{aligned}$ | 50\% | 30\% | $\stackrel{2}{4 \%}$ | 18\% |
| Sigma | ${ }^{405}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | ${ }^{143} 0$ | 890\% | ${ }_{100}^{62}$ | 135\% | 1720\% | 97 $100 \%$ | 131 <br> $100 \%$ | -63\% | 190\% | 122\% | 146 $100 \%$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\stackrel{247}{100 \%}$ | 1490\% | 100\% | $\begin{aligned} & 244 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 408 | 150 | 258 | 178 | 121 | 62 | 47 | 152 | 162 | 94 | 229 | 45 | 107 | 119 | 137 | 152 | 201 | 197 | 30 | 210 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 397 | 176* | 221 | 129 | 118* | 99* | 51* | 145* | 176* | 75* | 131 | $52^{*}$ | 194* | 116* | 155* | 126* | 226 | 162* | $36^{* *}$ | 236 |
| Somewhat/Very Good Response (Net) | ${ }^{265}$ | ${ }^{112} 64 \%$ | $\begin{gathered} 153 \\ 69 \% \end{gathered}$ | 73 $56 \%$ | $\begin{aligned} & 88 \\ & 75 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 72 \% \\ & d \end{aligned}$ | $\begin{aligned} & 33 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 71 \% \end{aligned}$ | 114\% | 48\% | $\begin{aligned} & 95 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 61 \% \end{aligned}$ | 126 6 | 810\% | $\underset{\mathrm{p}}{112}$ | 73 $57 \%$ | $\begin{gathered} 151 \\ 67 \% \end{gathered}$ | 112 69 | 288\% | 173 $74 \%$ |
| Very good response | $\begin{aligned} & 94 \% \\ & 24 \% \end{aligned}$ | ${ }_{20}^{43 \%}$ | ${ }_{24}^{54 \%}$ | 314\% | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | 10\% | ${ }_{23}^{43}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\text { 22 } 29 \%$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 25 \% \end{aligned}$ | ${ }^{43} 23 \%$ | 25 ${ }^{2}$ \% | $\begin{array}{\|c} 38 \\ 24 \% \end{array}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | 54\% | 39\% | 119\% | 64\% |
| Somewhat good response | $\begin{gathered} 171 \\ 43 \% \end{gathered}$ | 72 $41 \%$ | $\begin{aligned} & 99 \\ & 45 \% \end{aligned}$ | 41 $32 \%$ | 52\% | $\begin{aligned} & 55 \\ & 55 \% \\ & 5 \end{aligned}$ | 23 $45 \%$ | $\begin{aligned} & 60 \\ & 42 \% \end{aligned}$ | 848 | $\begin{aligned} & 26 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 36 \% \end{aligned}$ | 812\% | $\begin{aligned} & 56 \\ & { }^{58 \%} \mathrm{p} \end{aligned}$ | 74 48\% p | 41 31 | 97\% | 74 45 | 18 | 110 $47 \%$ |
| Somewhat/Very Bad Response (Net) | 17\% | $\begin{aligned} & 45 \\ & 25 \% \\ & \hline \end{aligned}$ | ${ }^{22} 10 \%$ | $\begin{gathered} 36 \\ 28 \% \\ \text { EfG } \end{gathered}$ | 12 | ${ }_{12}^{12}$ | 10\% | ${ }^{28} 9$ | 29 $16 \%$ | $\stackrel{9}{12 \%}$ |  | 123\% | 36\% | 15 $13 \%$ | 30\% | 20 $16 \%$ | 418\% | ${ }^{22} 14 \%$ | 22\% | 37 16 |
| Somewhat bad response | ${ }_{11}^{45}$ | 26\% | 199\% | 19\% | 9\% | $12 \%$ | 10\% | 16\% | 21 $12 \%$ | ${ }^{8} 11 \%$ | ${ }^{11} 9$ | 15\% | 25 ${ }^{2}$ \% | ${ }^{10} 8$ | 21 $13 \%$ | 15\% | ${ }^{28}{ }^{12} \%$ | 10\% | 20\% | 23 $10 \%$ |
| Very bad response | 20 ${ }^{\text {\% }}$ | $\begin{aligned} & 18 \\ & 10 \% \\ & 10 \% \end{aligned}$ | 2\% | $\begin{gathered} 17 \\ { }^{144} \% \\ \text { EFG } \end{gathered}$ | $\stackrel{3}{2 \%}$ | - | - | $\begin{gathered} 12 \\ 8 \% \\ j \end{gathered}$ | ${ }_{5}^{8}$ | $1 \%$ |  | 4\% | 11 6 | ${ }_{5}^{6}$ | 10 6 | 5 | ${ }^{13} 6$ | ${ }_{6}^{6}$ | ${ }_{2 \%}$ | 14 6 |
| I am not familiar with this company | 17\% | 20 $11 \%$ | $\begin{aligned} & 46 \\ & 21 \% \\ & b \end{aligned}$ | 20\% | ${ }_{16}^{16}$ | 15 $16 \%$ | ${ }_{24}^{12}$ | 140\% | 33 $19 \%$ | 259\% | 19\% | ${ }_{16 \%}$ | 32\% | 20\% | ${ }^{13} 8$ | $\begin{aligned} & 34 \\ & 27 \% \\ & 0 \end{aligned}$ | 34\% | 27\% | - | ${ }^{25} 11 \%$ |
| Sigma | $\begin{aligned} & 397 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 51 \\ 100 \% \end{array}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 36 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, 10\% risk level) - B/C-D/E/F/G-H/T/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 412 | 154 | 258 | 168 | 117 | 68 | 59 | 140 | 167 | 105 | 224 | 61 | 102 | 123 | 145 | 144 | 216 | 182 | 35 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 416 | 183* | 234 | 119* | 114* | 107* | 77** | 124* | 189* | 103* | 126 | 64* | 192* | 125* | $166 *$ | 126* | 239 | 165* | $43^{* *}$ | 262 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 242 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 137 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 699 \% \\ & \mathrm{Df}^{2} \end{aligned}$ | $\begin{aligned} & 54 \\ & 51 \% \end{aligned}$ | 52\% | $\begin{aligned} & 74 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 110 \\ 58 \% \end{gathered}$ | $58$ | $\begin{aligned} & 74 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & { }_{4 m}^{44 \%} \end{aligned}$ | $\begin{aligned} & 106 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 66 \% \end{aligned}$ | 90\% | 69\% | $\begin{aligned} & 131 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 72 \% \end{aligned}$ | 155 59 |
| Very good response | 819\% | 22\% | 418\% | ${ }^{18} 9$ | $\begin{aligned} & 31 \\ & 28 \% \\ & \text { dF } \end{aligned}$ | ${ }_{11}^{12}$ | 26\% | 31 25 | ${ }^{29} 9$ | 210\% | ${ }_{21}^{26}$ | 18\% | 33 $17 \%$ | 34\% | 27 $16 \%$ | 20\% | ${ }_{19}^{45}$ | 34\% | 19\% | 510\% |
| Somewhat good response | $\begin{gathered} 161 \\ 39 \% \end{gathered}$ | 64\% | ${ }^{96} 1 \%$ | 38\% | $\begin{aligned} & 47 \\ & 41 \% \end{aligned}$ | $43 \%$ | $\begin{aligned} & 33 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 35 \% \end{aligned}$ | 818 | 37 | $48 \%$ | 29 46 | 73\% | 488\% | 63\% | 50\% | 86\% | 73\% | 128\% | 104 $40 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 79 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \end{aligned}$ | $\begin{aligned} & 41 \\ & { }^{48} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 36 \\ 30 \% \\ \text { eff } \end{array} \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | ${ }^{7} \%$ | $\begin{aligned} & 33 \\ & 26 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 20\% } \\ & \text { jo } \end{aligned}$ | $8{ }_{8}^{8}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | ${ }_{9 \%}^{6}$ | $\begin{aligned} & 51 \\ & \begin{array}{l} 57 \% \\ 27 \% \end{array} \end{aligned}$ | ${ }^{12} 9$ | $\begin{aligned} & 39 \\ & { }_{2}^{34 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 28 \\ & 22 \% \\ & { }^{2} \% \end{aligned}$ | ${ }_{22}^{52 \%}$ | 25 ${ }^{15}$ | 20\% | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ |
| Somewhat bad response | 63 $15 \%$ | 30\% | 33 $14 \%$ | 25\% | $\stackrel{10}{8 \%}$ | 17 $16 \%$ | ${ }^{7} 9$ | 20\% | 35 | $8{ }_{8}^{8}$ | ${ }^{18} 14 \%$ | $\stackrel{4}{7 \%}$ | 39\% | $\stackrel{10}{8 \%}$ | $\begin{aligned} & 31 \\ & 19 \% \\ & \mathrm{n} \end{aligned}$ | $\begin{gathered} 22 \\ 18 \% \\ \mathrm{n} \end{gathered}$ | 39\% | 22 $13 \%$ | ${ }_{14 \%}^{6}$ | 47\% |
| Very bad response | ${ }^{16} 4{ }^{4}$ | 8 | ${ }_{3}^{8}$ | ${ }_{5}^{6}$ | $\begin{gathered} 10 \\ { }_{\mathrm{B}}^{\mathrm{F}} \end{gathered}$ | - | - | $\begin{aligned} & 12 \\ & 10 \% \\ & 10 \% \end{aligned}$ | ${ }_{3}^{3}$ | - | ${ }_{1}^{2}$ | ${ }_{2}^{1 \%}$ | 12\% | $2{ }_{2}$ | ${ }_{5}^{8}$ | ${ }_{4}^{6}$ | ${ }^{13} 5$ | ${ }_{3}^{3}$ | $3{ }_{6}$ | ${ }^{13} 5$ |
| I am not familiar with this company | ${ }_{23}^{96}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | 55 | $27$ | ${ }_{14 \%}^{16}$ | $\begin{gathered} 35 \\ 33 \% \\ \text { 33\% } \end{gathered}$ | 17 ${ }^{17}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \\ & \mathrm{Hi} \end{aligned}$ | 32\% | $\begin{aligned} & 111 \% \\ & 17 \% \end{aligned}$ | 35 ${ }^{18 \%}$ | 31 $25 \%$ | 32\% | ${ }_{23}^{28}$ | $\begin{aligned} & 56 \\ & \\ & \hline \end{aligned}$ | 33\% | $\stackrel{4}{9 \%}$ | 47\% |
| Sigma | $\begin{aligned} & 416 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 43 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 262 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 409 | 156 | 253 | 152 | 127 | 66 | 64 | 155 | 151 | 103 | 211 | 59 | 115 | 136 | 148 | 125 | 212 | 185 | 44 | 226 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 422 | 217* | 205 | 111* | 113* | 97* | 102* | 147* | 185* | $90^{*}$ | 125 | $77^{*}$ | 202* | 155* | 153* | 114* | 241 | 172* | $45^{* *}$ | 259 |
| Somewhat/Very Good Response (Net) | ${ }^{178} 42 \%$ | $\begin{gathered} 106 \\ 499 \% \end{gathered}$ | 72 35 | 417\% | 54\% | 37 $38 \%$ | $47 \%$ | $\begin{aligned} & 75 \\ & 51 \% \\ & j \end{aligned}$ | 76 $41 \%$ | 27 30 | 41 3 \% | 30 $40 \%$ | $\begin{aligned} & 99 \\ & 49 \% \\ & { }^{9} \% \end{aligned}$ | 67 $43 \%$ | 642\% | $48 \%$ | 109 $45 \%$ | 64\% | 31 $69 \%$ | 124 $48 \%$ |
| Very good response | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{gathered} \frac{18}{17 \%} \\ F \end{gathered}$ | $\begin{aligned} & 15 \\ & 14 \% \\ & f \end{aligned}$ | ${ }_{3 \%}^{3}$ | $\begin{aligned} & 15 \\ & 15 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 27 \\ & 18 \% \\ & \hline j \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \\ & { }_{j}^{2} \% \end{aligned}$ | ${ }_{2}^{1 \%}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\frac{5}{7 \%}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | 22 $14 \%$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\stackrel{9}{8 \%}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | ${ }^{16} 9$ | 15 $34 \%$ | 38 ${ }^{15}$ |
| Somewhat good response | ${ }_{30 \%}^{127}$ | 75 ${ }^{\text {35 }}$ | 51 25 | 22\% | $\begin{aligned} & 38 \\ & 34 \% \\ & d \end{aligned}$ | $\begin{aligned} & 34 \\ & 35 \% \\ & d \end{aligned}$ | $\begin{aligned} & 32 \\ & 31 \% \end{aligned}$ | ${ }_{3}^{48} \%$ | 53\% | 25\% | ${ }_{21 \%}$ | 25 ${ }^{3}$ | $\begin{gathered} 68 \\ 34 \% \\ k \end{gathered}$ | 44\% | 449\% | 38\% | 762\% | 49\% | 16 $35 \%$ | ${ }^{86}$ 3\% |
| Somewhat/Very Bad Response (Net) | 59 $14 \%$ | 36 $16 \%$ | 23 $11 \%$ | $\begin{gathered} 28 \\ { }^{285 \%} \\ \text { eFg } \end{gathered}$ | 16 $14 \%$ $f$ | $4 \%$ | 11 $10 \%$ | ${ }^{23} 16 \%$ | 26\% | 110 | 18 $14 \%$ | ${ }^{7} \%$ | 33 16 | 19\% | 24 $16 \%$ | 16 $14 \%$ | 31 $13 \%$ | ${ }^{26} 15$ | ${ }^{7} 5$ | 42\% |
| Somewhat bad response | 40\% | ${ }^{28} 13 \%$ | ${ }^{13} 6$ | $\begin{aligned} & 17 \\ & 15 \% \\ & 15 \end{aligned}$ | $\underset{\substack{12 \\ \mathrm{~F} \\ \mathrm{~F}}}{ }$ | $1 \%$ | 11 10 $f$ | ${ }^{13} 9$ | ${ }^{18}{ }^{10}$ | 10\% | ${ }^{10} 8$ | 5\% | 25 ${ }^{13}$ | 12\% | 15\% | $12 \%$ | ${ }^{23} 9$ | 17\% | 8\% | ${ }^{28} 11 \%$ |
| Very bad response | ${ }^{18}$ | 8 | ${ }^{10} 5$ | $\begin{aligned} & 11 \\ & \text { 10\% } \\ & \text { eG } \end{aligned}$ | 3\% | $3{ }_{3}$ |  | 10\% | 7 | $1 \%$ | ${ }_{6}^{8}$ | ${ }_{3}^{2}$ | 8 | ${ }_{4}^{6}$ | ${ }_{5}^{8}$ | ${ }_{3}^{4} \%$ | 9 | $\stackrel{9}{5 \%}$ | $3 \%$ | ${ }^{15} 6$ |
| I am not familiar with this company | 185 44 | 75 ${ }^{\text {35\% }}$ | $\begin{gathered} 110 \\ 54 \% \\ B \end{gathered}$ | 42\% | 43\% | $\begin{aligned} & 56 \\ & 58 \% \\ & \text { De } \end{aligned}$ | $44 \%$ | 493\% | 83\% | $\begin{aligned} & 53 \\ & 5_{4} 9 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 636 } \\ & 53 \% \\ & M \end{aligned}$ | 51\% | 70 $35 \%$ | 70 45 | 65 $43 \%$ | 50\% | 101 $42 \%$ | $82 \%$ | $\stackrel{7}{16 \%}$ | ${ }_{36} 9$ |
| Sigma | $\begin{aligned} & 422 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 45 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOdent/ | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 407 | 153 | 254 | 178 | 112 | 56 | 61 | 136 | 160 | 111 | 227 | 64 | 98 | 119 | 156 | 132 | 210 | 184 | 33 | 229 |
| Weighted Base | 386 | 192* | 194 | 126* | 115* | 74* | 72* | $133^{*}$ | $163 *$ | 90* | 132 | 75* | $168{ }^{*}$ | 122* | 154* | 110* | 232 | 145* | $43^{* *}$ | 246 |
| Somewhat/Very Good Response (Net) | ${ }_{64 \%}^{246}$ | ${ }_{66 \%}^{126}$ | $\begin{aligned} & 120 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 68 \% \\ & \end{aligned}$ | $\frac{52}{71 \%}$ | $48$ | ${ }_{63}{ }_{6}$ | $\begin{gathered} 103 \\ 63 \% \end{gathered}$ | $60$ | $\begin{aligned} & 80 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 69 \% \end{aligned}$ | 88\% | 92\% | $\begin{aligned} & 66 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 148 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 65 \% \end{aligned}$ | 30 $71 \%$ | 163 $66 \%$ |
| Very good response | $\begin{aligned} & 75 \\ & \\ & 19 \% \end{aligned}$ | ${ }^{46} 24$ | 29 ${ }^{15 \%}$ | 25\% | 22 19 | 10 $13 \%$ | 19\% | $\begin{array}{r}36 \\ 27 \\ \hline\end{array}$ | 20 $12 \%$ | ${ }^{18} 20$ | ${ }_{21 \%}^{27}$ | 10\% | 34 20 | 299\% | 30\% | 16\% | ${ }_{19}^{43}$ | 30\% | ${ }_{36}^{15}$ | 23\% |
| Somewhat good response | $\begin{gathered} 171 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 91 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 50 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 43 \\ & 58 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 30 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ |  | $42 \%$ | 53\% | 33 $44 \%$ | $82 \%$ | 59\% | 62\% | 50 45 | 105 $45 \%$ | 64\% | 159\% | 110 $45 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{82} \%$ | ${ }_{24}^{46}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 39 \% \\ & \text { eG } \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 30 \% \\ & j \end{aligned}$ | 20\% | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | ${ }_{21}^{28}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | 399 | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | 38\% | 220\% | ${ }_{22}^{52}$ | 20\% | 22\% | 59\% |
| Somewhat bad response | 64 $16 \%$ | 31 $16 \%$ | 33 $17 \%$ | $\begin{aligned} & 31 \\ & 25 \% \\ & \text { EG } \end{aligned}$ | 13 $11 \%$ | $18 \%$ | ${ }_{9}^{6}$ | 31 $23 \%$ | 25 16 | $7{ }_{8}^{7}$ | $\stackrel{17}{13 \%}$ | 10\% | 32 $19 \%$ | 17 $14 \%$ | 33\% | 13 $12 \%$ | 418\% | 22\% | 22\% | ${ }^{45}$ |
| Very bad response | 19 ${ }^{5}$ | $\begin{gathered} 15 \\ { }_{c}^{8 \%} \end{gathered}$ | $\stackrel{4}{2 \%}$ | ${ }_{6 \%}^{7}$ | $8 \%$ | $\frac{2}{3 \%}$ | ${ }_{2 \%}$ | 10\% | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $3{ }_{3}$ | ${ }^{10} 8$ | ${ }_{2 \%}$ | 7 | 5 | ${ }_{3}^{5}$ | 8\% | 11 ${ }^{5}$ | $\stackrel{8}{5 \%}$ | - | ${ }^{14} 6$ |
| I am not familiar with this company | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & \text { 199\% } \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | 16 $14 \%$ | ${ }_{8}^{6}$ | $\begin{gathered} 16 \\ { }_{2}^{13} \% \end{gathered}$ | ${ }^{10} 8$ | $\begin{aligned} & 28 \\ & 17 \% \\ & \text { h } \end{aligned}$ | $\begin{gathered} 20 \\ 222 \% \\ H \end{gathered}$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 18 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 21 \\ & 21 \% \\ & \text { M } \end{aligned}$ | ${ }^{13} 8$ | 12\% | 24\% | $\begin{aligned} & 23 \\ & 20 \% \\ & n \end{aligned}$ | 31 $14 \%$ | 22\% | 8\% | 24 $10 \%$ |
| Sigma | $\begin{aligned} & 386 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | 122 $100 \%$ | 154 $100 \%$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 100\% | 246 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Fielding Period: May 20-22, 2020

Base: All Respondents

|  | $\begin{aligned} & \text { Wave } 13 \\ & \left(\begin{array}{l} \text { Total } \\ 5 / 22) \\ 5 / 22 \end{array}\right. \end{aligned}$ | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 149 | 263 | 169 | 119 | 71 | 53 | 131 | 181 | 100 | 210 | 66 | 101 | 141 | 131 | 140 | 203 | 193 | 29 | 209 |
| Weighted Base | 420 | 194* | 226 | 124 | 107* | 108* | 82* | 127* | 191 | 102* | 122 | 85* | 170* | $140 *$ | 151* | 129* | 224 | 182 | $35^{* *}$ | 226 |
| Somewhat/Very Good Response (Net) | 217 5 | 111 $57 \%$ | 106 $47 \%$ | 50\% | $\begin{aligned} & \text { 688 } \\ & 63 \% \\ & \hline \end{aligned}$ | 55\% | 40\% | 70 | 92\% | 55 | 55\% | ${ }^{48} \%$ | 56\% | 76 $54 \%$ | 85\% | 56 ${ }_{4}$ | 116 | ${ }^{98}{ }^{\text {\% }}$ | 23 $67 \%$ | 124 55 |
| Very good response | $\begin{aligned} & 74 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & { }_{24}^{44 \%} \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 29 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | 30 24 1 | 23 $12 \%$ | 21 20 | ${ }^{15}$ | $\begin{aligned} & 22 \\ & 26 \% \\ & { }_{K}^{2} \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | 20\% | ${ }^{28} 8$ | 18\% | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | 34 $19 \%$ | ${ }_{5}^{18}$ | ${ }_{19}{ }^{2}$ |
| Somewhat good response | 143 $34 \%$ | $\begin{aligned} & 65 \\ & 34 \% \end{aligned}$ | 78 $34 \%$ | 34\% | $37 \%$ | ${ }^{48}{ }_{\text {d }}{ }_{\text {d }}$ | $\begin{aligned} & 24 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 40 \% \end{aligned}$ | $\begin{aligned} & 69 \% \\ & \hline 6 \end{aligned}$ | $34{ }_{3}^{3}$ | 40 3 \% | ${ }_{36}{ }^{6} \%$ | 36\% | 48\% | 57\% | 38\% | 78\% | 64 ${ }^{64}$ | $\stackrel{5}{15 \%}$ | 82\% |
| Somewhat/Very Bad Response (Net) | ${ }^{87}$ 1\% | 52 $27 \%$ c | 36\% | $\begin{gathered} 45 \\ \text { EFG } \end{gathered}$ | 13 $12 \%$ | $1{ }^{16}$ | 14 | 26 ${ }^{21 \%}$ | ${ }^{46} 24$ | 15\% | 33 27\% | 11 $13 \%$ | 339 | 31 22 | 30\% | $\stackrel{27}{21 \%}$ | 17\% | ${ }^{43} 23$ | 22\% | 61\% |
| Somewhat bad response | 57 $14 \%$ | $\begin{aligned} & 36 \\ & { }_{1}^{29 \%} \\ & \hline \end{aligned}$ | ${ }^{21} 9$ | $\begin{gathered} 27 \\ { }_{22}^{2} \% \\ \hline \end{gathered}$ | 6\% | 14 | ${ }_{12}{ }^{9}$ | 15 | 33 $17 \%$ | 10\% | 19\% | ${ }_{6}^{5}$ | 30 $17 \%$ | 19 | 20 $13 \%$ | 18\% | 23 $10 \%$ | 29 ${ }^{16 \%}$ | ${ }_{6}{ }^{\text {\% }}$ | 43 $19 \%$ |
| Very bad response | 30\% | ${ }^{15} 8$ | 15\% | 17 $14 \%$ eF | ${ }_{6}^{6}$ | ${ }_{2 \%}$ | 5\% | ${ }^{12} 9$ | 13 | $5{ }_{5}$ | ${ }^{14} 1$ | ${ }_{7 \%}^{6}$ | 10 6 | ${ }^{12}$ | 10\% | $9 \%$ | 16\% | ${ }^{13} 7 \%$ | ${ }^{5} 6 \%$ | 18\% |
| I am not familiar with this company | ${ }^{116} 88$ | 31 $16 \%$ | $\begin{gathered} 85 \\ 37 \% \\ B \end{gathered}$ | 23\% | 25\% | ${ }_{31}^{33}$ | 27 $33 \%$ | 31 $24 \%$ | 53\% | ${ }_{31}^{32}$ | 33 ${ }^{37}$ | 26 $31 \%$ | ${ }^{35}$ | 34\% | 36 24 | ${ }_{36}^{46}$ | 69 $31 \%$ | ${ }^{42}$ 23\% | ${ }_{1}{ }^{4} \%$ | 418\% |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 85 \\ 100 \% \end{array}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | 226\% |



Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | IndepeOther | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 410 | 165 | 245 | 184 | 116 | 60 | 50 | 137 | 166 | 107 | 226 | 68 | 92 | 140 | 133 | 137 | 208 | 184 | 34 | 212 |
| Weighted Base | 425 | $210 *$ | 215 | 143 | 113* | $93^{*}$ | $76 * *$ | $145 *$ | $188{ }^{*}$ | 93* | 137 | 85* | 179* | $143^{*}$ | 151* | 131* | 230 | 181* | $36^{* *}$ | 244 |
| Somewhat/Very Good Response (Net) | 229 $54 \%$ | $\begin{gathered} 117 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 61 \% \\ & d \end{aligned}$ | $\begin{aligned} & 44 \% \\ & 47 \% \end{aligned}$ | $50$ | $\begin{aligned} & 78 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 51 \% \end{aligned}$ | $56 \%$ | $\begin{aligned} & 69 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 49 \% \end{aligned}$ | 121 $53 \%$ | $\begin{aligned} & 100 \\ & 56 \% \end{aligned}$ | 290\% | 136 $56 \%$ |
| Very good response | $\begin{aligned} & 644 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | ${ }^{26} 12 \%$ | 28\% | $\begin{aligned} & 21 \\ & 19 \% \\ & f \end{aligned}$ | ${ }_{7 \%}^{6}$ | 10\% | 23 $16 \%$ | ${ }^{18} 10$ | 23 ${ }_{2}$ | 20\% | ${ }_{7 \%}^{6}$ | 34 $19 \%$ | 24 16 | 24\% | ${ }_{12}^{12}$ | 33 $14 \%$ | 27 | ${ }^{18} 88$ | ${ }_{17} 17$ |
| Somewhat good response | ${ }_{39}^{165}$ | $\begin{aligned} & 79 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \end{aligned}$ | $\begin{aligned} & 48 \\ & 42 \% \\ & \hline \mathrm{D} \end{aligned}$ | $\begin{aligned} & 38 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 56 \% \end{aligned}$ | ${ }^{58} 5 \%$ | $\begin{aligned} & 77 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 46 \% \end{aligned}$ | $\begin{gathered} 47 \\ \text { KM } \\ \text { KM } \end{gathered}$ | 60 3 \% | 62 ${ }^{6}$ \% | ${ }_{36}{ }^{3} \%$ | 48\% | 888\% | $\begin{aligned} & 73 \\ & 41 \% \end{aligned}$ | 11 $32 \%$ | 96\% |
| Somewhat/Very Bad Response (Net) | ${ }_{24 \%}^{102}$ | $\begin{aligned} & 56 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 21 \% \end{aligned}$ | 27\% | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 30 \% \\ & j \end{aligned}$ | ${ }_{23}^{43}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 30 \% \end{aligned}$ | 32\% | $36 \%$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{67 \%}$ | 37\% | 11\% | ${ }_{25}^{65}$ |
| Somewhat bad response | ${ }^{76}$ 18\% | ${ }_{26}{ }^{2} \%$ | 314\% | 27 ${ }^{27}$ | ${ }_{18}^{16}$ | 27\% | ${ }^{7} \%$ | $2{ }_{2}^{29 \%}$ | 35\% | 13 $14 \%$ | ${ }_{13}^{18}$ | $12 \%$ | $\underset{\substack{\text { 24 } \\ k}}{4 .}$ | 24\% | 32\% | 18 $14 \%$ | 49\% | 25 ${ }^{2}$ | ${ }_{5}^{2}$ | ${ }^{52}$ 21\% |
| Very bad response | ${ }^{26}{ }_{6 \%}$ | ${ }^{11} 5 \%$ | ${ }^{15}$ | ${ }^{12} \%$ | $4{ }_{4}^{4}$ | $\stackrel{4}{5 \%}$ | 5\% | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | ${ }_{5}^{9}$ | $\stackrel{2}{2 \%}$ | 13 $10 \%$ | ${ }_{3 \%}{ }^{\text {\% }}$ | 5\% | $8{ }_{6}$ | 12\% | ${ }_{4}^{6}$ | 12 ${ }^{1}$ \% | ${ }^{12} \%$ | 7\% | 14 6 |
| I am not familiar with this company | 92\% | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | ${ }_{27}^{57}$ | ${ }_{27}^{38}$ | 220\% | ${ }_{18}^{18}$ | ${ }_{20}^{16}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | ${ }_{26 \%}$ | ${ }_{22} 24$ | ${ }_{26}^{36}$ | 17 ${ }^{20 \%}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | 25 ${ }^{2}$ | ${ }^{26} 17 \%$ | $\begin{gathered} 43 \\ 33 \% \\ \mathrm{NO} \end{gathered}$ | 48\% | 43\% | ${ }^{3} \%$ | 42\% |
| Sigma | $\begin{aligned} & 425 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | 143 $100 \%$ | 151 $100 \%$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | 100\% | 244\% |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Waye } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 147 | 257 | 173 | 106 | 74 | 51 | 143 | 150 | 111 | 216 | 60 | 107 | 127 | 141 | 136 | 210 | 189 | 40 | 231 |
| Weighted Base | 399 | 183* | 217 | 126* | 98* | 109* | $66^{* *}$ | $132^{*}$ | 157* | 110* | 121 | 71* | 191* | $141^{*}$ | 135* | 124* | 216 | 178* | 55** | 242 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 223 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 51 \% \end{aligned}$ | $57$ | $\begin{aligned} & 40 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 54 \% \end{aligned}$ | $\text { 48 } 68 \%$ | 98\% | $\begin{aligned} & 72 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 68 \% \\ & \hline \text { nP } \end{aligned}$ | $59$ | $\begin{aligned} & 117 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 58 \% \end{aligned}$ | 34 63 | $\begin{gathered} 149 \\ 62 \% \end{gathered}$ |
| Very good response | $\begin{gathered} 100 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 30 \% \end{aligned}$ | ${ }_{20}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | 26\% | 20\% | 130\% | 34\% | 27\% | 29\% | 21\% | $\begin{aligned} & 24 \\ & 34 \% \\ & \mathrm{~K} \end{aligned}$ | 260 | 28 | 39\% | 32\% | 49\% | 50\% | 24 43 | ${ }_{69} 88$ |
| Somewhat good response | ${ }^{124} 31 \%$ | $\stackrel{47}{26 \%}$ | 76\% | 36 $29 \%$ | 24\% | 37 $34 \%$ | 26 $40 \%$ | 31 $24 \%$ | $\begin{aligned} & 68 \\ & 43 \% \\ & 4 J \end{aligned}$ | $22_{2}^{24}$ | $\begin{aligned} & 45 \\ & 37 \% \\ & \mathrm{~m} \end{aligned}$ | 24\% | 48\% | ${ }_{31}^{44}$ | 52, | 28\% | 38\% | 54\% | 110\% | 81 31 |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 94 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \end{aligned}$ | ${ }_{21}^{47}$ | $\begin{aligned} & 30 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 21 \% \end{gathered}$ | $24 \%$ | 198\% | 33 $25 \%$ | $\begin{aligned} & 27 \\ & 17 \% \end{aligned}$ | 31\% | 299 | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | 50\% | ${ }_{20}{ }^{29 \%}$ | 25 | 24\% | 51 23 | 43\% | 12\% | ${ }_{25}^{53}$ |
| Somewhat bad response | ${ }^{68} \%$ | 42\% | ${ }^{28}{ }^{13} \%$ | 21 16 | 17\% | ${ }^{16} 5$ | 14\% | 26\% | 21 $13 \%$ | 219\% | 20\% | 13\% | 19\% | 26 | 21 15 | 21\% | ${ }_{19}^{41}$ | ${ }^{26} 5$ | 110\% | ${ }_{17}{ }^{1}$ |
| Very bad response | ${ }^{27} \%$ | 8 | 19\% | ${ }^{10} 8$ | $\stackrel{4}{4 \%}$ | 88 | 5\% | ${ }_{6 \%}$ | ${ }_{4}^{6}$ | 14 $12 \%$ | 9\% | $3{ }_{4}^{3}$ | 14\% | 15\% | ${ }_{3}^{4}$ | ${ }_{6 \%}$ | 10 4 \% | 17\% | $1 \%$ | ${ }^{14} 6$ |
| I am not familiar with this company | 820\% | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | ${ }^{50} 23 \%$ | 20\% | $\begin{aligned} & 28 \\ & 28 \% \\ & d \end{aligned}$ | 27\% | ${ }^{7} 1 \%$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 22\% | ${ }_{21}^{23}$ | ${ }^{27} 2{ }^{2}$ | 115\% | ${ }^{42} 2 \%$ | $28 \%$ | ${ }^{18} 14 \%$ | $\begin{aligned} & 35 \\ & 28 \% \\ & \hline \end{aligned}$ | ${ }^{48} 2$ | 317\% | 15\% | ${ }^{38}{ }^{16}$ |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & \text { 109 } \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 100 \% \end{aligned}$ | 100\% | 2420 |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 403 | 178 | 225 | 174 | 106 | 65 | 58 | 146 | 158 | 99 | 218 | 53 | 111 | 123 | 145 | 135 | 207 | 185 | 45 | 232 |
| Weighted Base | 405 | 216 * | 189 | 131* | 100* | 99* | 75* | $124 *$ | $167^{*}$ | 113* | 125 | $56^{*}$ | 200* | $133^{*}$ | 159* | $113^{*}$ | 226 | 164* | $56^{* *}$ | 257 |
| Somewhat/Very Good Response (Net) | 211 $52 \%$ | 120 56 | $\begin{aligned} & 91 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 61 \% \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 53 \% \end{aligned}$ | 29\% | $\begin{aligned} & 75 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 49 \% \end{aligned}$ | 55 ${ }^{\text {4 }}$ \% | 59\% | $\begin{aligned} & 25 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 110 \\ 55 \% \end{gathered}$ | 65\% | $\begin{aligned} & 94 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 47 \% \end{aligned}$ | 127 $56 \%$ | $\begin{aligned} & 83 \\ & 51 \% \end{aligned}$ | 39\% | 144 $56 \%$ |
| Very good response | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 22 \% \\ & { }^{2} \% \end{aligned}$ | 211\% | 18 | $\begin{aligned} & 26 \\ & 26 \% \\ & d \end{aligned}$ | 14\% | 10\% | 30 24 i | 22 $13 \%$ | 16 $14 \%$ | 19 | $\stackrel{4}{8 \%}$ | 40\% | 20\% | - ${ }_{\text {36 }}^{\substack{\text { p }}}$ | 12 | $\begin{aligned} & 49 \\ & 22 \% \\ & \mathrm{R} \end{aligned}$ | ${ }_{11 \%}^{18}$ | 17 $31 \%$ | 50 |
| Somewhat good response | ${ }_{35 \%}^{143}$ | $\begin{aligned} & 73 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 37 \% \end{aligned}$ | 50\% | $\begin{aligned} & 35 \\ & 35 \% \end{aligned}$ | $39 \%$ | $\begin{aligned} & 18 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 36 \% \end{aligned}$ | $34 \%$ | 50\% | $\begin{aligned} & 20 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 75 \% \\ & 35 \end{aligned}$ | $\begin{aligned} & 45 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 36 \% \end{aligned}$ | 78 34 | 650\% | ${ }_{38} 2$ | 94\% |
| Somewhat/Very Bad Response (Net) | $\begin{gathered} 104 \\ 26 \% \end{gathered}$ | $\begin{gathered} 58 \\ 27 \% \end{gathered}$ | ${ }_{26}^{46}$ | 398 | $27$ | $22$ | 17 | 27\% | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | 25 22 | ${ }_{22}^{27}$ | 28\% | 58\% | $\begin{gathered} 42 \\ { }_{p}^{42 \%} \end{gathered}$ | 42\% | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | ${ }_{27}^{62}$ | 35 ${ }^{31 \%}$ | ${ }_{21}^{12}$ | 74 $29 \%$ |
| Somewhat bad response | ${ }^{62}$ 15\% | 32 15 | 30 $16 \%$ | 20\% | $14 \%$ | 13 $13 \%$ | 159\% | 18 | 27\% | 17 | $\stackrel{19}{15 \%}$ | 15\% | 33 | 21 16 | 28\% | 13 $11 \%$ | 40 18 r | ${ }^{15} 9$ | $\stackrel{8}{14 \%}$ | 47\% |
| Very bad response | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | ${ }^{17} 9$ | $\begin{gathered} 18 \\ 14 \% \\ \mathrm{~g} \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \\ & \mathrm{~g} \% \end{aligned}$ | $9{ }_{9}^{9}$ | ${ }_{3 \%}$ | 9\% | 26 ${ }^{15 \%}$ | ${ }_{7 \%}$ | ${ }_{7 \%}$ | -7\% | ${ }^{25} 12 \%$ | 21 16 | ${ }^{14} 9$ | $8 \%$ | 22 10 | ${ }^{21} 13 \%$ | $\stackrel{4}{7 \%}$ | 27 $10 \%$ |
| I am not familiar with this company | 892\% | $\begin{aligned} & 38 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 27 \% \\ & \text { b } \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | $12 \%$ | 24\% | $\begin{aligned} & 29 \\ & 39 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 24 \end{aligned}$ | 33\% | ${ }_{29}^{29}$ | ${ }^{16}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | ${ }^{26} 19 \%$ | 24\% | $\begin{aligned} & 40 \\ & \text { 45\% } \\ & \text { NO } \end{aligned}$ | 37 $16 \%$ | $\begin{gathered} 46 \\ 28 \% \\ \underset{\sim}{4} \end{gathered}$ | 10\% | 40\% |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 566\% | 257 |




Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 412 | 156 | 256 | 164 | 111 | 71 | 66 | 138 | 167 | 107 | 239 | 53 | 101 | 117 | 141 | 154 | 212 | 186 | 36 | 226 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 411 | 196* | 216 | 124* | 103* | 95* | 90* | 130* | 200* | 81* | 159 | $67^{*}$ | 168* | 130* | 145* | 136* | 222 | 173* | $46^{* *}$ | 244 |
| Somewhat/Very Good Response (Net) | $\stackrel{308}{75 \%}$ | 132 68 | $\begin{gathered} 176 \\ 82 \% \\ B \end{gathered}$ | 78 $63 \%$ | $78 \%$ | $\begin{aligned} & 78 \\ & 83 \% \\ & \text { 83\% } \end{aligned}$ | $\begin{aligned} & 74 \\ & 82 \% \\ & \text { D } \end{aligned}$ | 943\% | 149\% | 85\% | ${ }^{123} 77$ | 54\% | ${ }^{125} 74 \%$ | 100\% | $\begin{gathered} 119 \\ 82 \% \end{gathered}$ | 90\% | ${ }^{172} 77 \%$ | 131 76 | 27 $60 \%$ | 174 $71 \%$ |
| Very good response | ${ }_{29 \%}^{120}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 39 \% \\ & d \end{aligned}$ | $\begin{aligned} & 286 \\ & 28 \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{gathered} 46 \\ 36 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 41 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 41 \% \\ & 41 \% \end{aligned}$ | ${ }_{33}^{53 \%}$ | $\begin{aligned} & 16 \\ & 24 \% \end{aligned}$ | 50\% | ${ }_{33}^{43}$ | 399\% | 28\% | $\begin{aligned} & 76 \\ & 34 \% \end{aligned}$ | $\stackrel{42}{24 \%}$ | 15 ${ }^{15}$ | 75 $31 \%$ |
| Somewhat good response | $\begin{gathered} 188 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 107 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 55 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 50 \\ & 56 \% \\ & \text { de } \end{aligned}$ | $\begin{aligned} & 48 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 54 \% \\ & \mathrm{Hj} \end{aligned}$ | $\begin{aligned} & 31 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 45 \% \end{aligned}$ | 37\% | $\begin{aligned} & 74 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 55 \% \\ & \hline P \end{aligned}$ | 51 38 | 96 | $\begin{aligned} & 89 \\ & 51 \% \end{aligned}$ | 13 $28 \%$ | 99\% |
| Somewhat/Very Bad Response (Net) | ${ }^{68}{ }^{16 \%}$ | $\begin{aligned} & 47 \\ & { }_{24 \%}^{4} \end{aligned}$ | $\stackrel{20}{9 \%}$ | $\begin{gathered} 36 \\ { }_{299}^{29} \% \\ \text { FG } \end{gathered}$ | $\begin{aligned} & 19 \\ & 19 \% \% \\ & \text { G } \end{aligned}$ | ${ }_{9}^{8}$ | ${ }_{4}^{4}$ | ${ }_{21}^{27} \%$ | 34\% | ${ }^{7} 9$ | ${ }_{18}^{18}$ | $\stackrel{9}{14 \%}$ | $\begin{aligned} & 38 \\ & \text { 23\% } \\ & \text { K } \end{aligned}$ | 25 $19 \%$ | 16 $11 \%$ | 27 ${ }^{27}$ | 418\% | 23 $13 \%$ | 17 $38 \%$ | 24\% |
| Somewhat bad response | $34 \%$ | $\begin{aligned} & 26 \\ & { }_{1}^{23} \% \\ & \text { C } \end{aligned}$ | 8 | $\begin{aligned} & 17 \\ & 14 \% \\ & \text { fG } \end{aligned}$ | $\begin{aligned} & 14 \\ & 14 \% \\ & \text { fG } \end{aligned}$ | $\stackrel{3}{3} \%$ | * | 118\% | 210\% | $3{ }_{3}$ | ${ }^{14} 9$ | $3{ }_{4}^{3}$ | 16\% | ${ }_{6}^{7} \%$ | ${ }_{6 \%}$ | ${ }_{13}^{18}$ | ${ }^{16} \%$ | 159\% | 10\% | ${ }^{23} 9$ |
| Very bad response | 34\% | 21\% | 12\% | $\begin{gathered} 19 \\ 16 \% \\ \text { EfG } \end{gathered}$ | ${ }_{5 \%}^{6}$ | ${ }_{6}^{5}$ | 3 $4 \%$ | ${ }_{16}^{16}$ | 13\% | 5\% | ${ }_{3}^{5}$ | $\begin{gathered} 7 \\ 10 \% \\ k \end{gathered}$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 13 \% \\ K \end{array} \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \\ & 0 \end{aligned}$ | ${ }_{5}^{8}$ | 9\% |  | ${ }_{5 \%}^{8}$ | 127\% | 31 $13 \%$ |
| I am not familiar with this company | ${ }^{35} 9$ | 1680 | 19\% | 10 $8 \%$ | $5{ }_{5}$ | ${ }_{8 \%}^{8}$ | 12 | $\stackrel{9}{7 \%}$ | 17\% | ${ }_{10}^{12 \%}$ | $\begin{aligned} & \begin{array}{l} 17 \\ { }^{11 \%} \\ { }^{2} \end{array} \end{aligned}$ | $\stackrel{3}{5 \%}$ | ${ }_{3}^{5}$ | 5 | 10\% | $\begin{aligned} & 20 \\ & { }^{24 \%} \mathrm{~N} \end{aligned}$ | 10 ${ }^{1}$ \% | $\begin{aligned} & 18 \\ & \begin{array}{l} 11 \% \\ q \end{array} \end{aligned}$ | ${ }^{1} \%$ | 17\% |
| Sigma | $\begin{aligned} & 411 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 466\% | 244 $100 \%$ |


Overlap formulae used. * small base, ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 418 | 161 | 257 | 173 | 128 | 62 | 55 | 146 | 168 | 104 | 228 | 60 | 101 | 124 | 142 | 152 | 213 | 194 | 47 | 227 |
| Weighted Base | 382 | 175* | 207 | $128 *$ | 102* | 81* | 70* | 139* | $167 *$ | 76* | 117 | 59* | 185* | $118 *$ | $137 *$ | $127 *$ | 213 | 162* | $60^{* *}$ | 247 |
| Somewhat/Very Good Response (Net) | 282\% | 114 65 | $\begin{gathered} 168 \\ { }_{8}^{16 \%} \end{gathered}$ | 81\% | $72 \%$ | $\begin{aligned} & 70 \\ & 86 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 59 \\ & \hline 85 \% \\ & \text { 85\% } \end{aligned}$ | 105\% | 122\% | 55\% | 90\% | 42 $71 \%$ | ${ }^{132}$ | 92\% | ${ }^{102}$ | 879\% | ${ }^{157} 74 \%$ | 120 $74 \%$ | 45\% | 181 $73 \%$ |
| Very good response | ${ }_{32 \%}^{123}$ | $\begin{aligned} & 57 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 32 \% \end{aligned}$ | 37\% | $\begin{aligned} & 39 \% \end{aligned}$ | $\begin{aligned} & 32 \% \\ & 39 \end{aligned}$ | 15\% | $\begin{aligned} & 49 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \end{aligned}$ | 31\% | $\begin{aligned} & 41 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 28 \% \end{aligned}$ | 58\% | 45\% | 40\% | $38 \%$ | 73 $34 \%$ | 45\% | 24\% | $78 \%$ |
| Somewhat good response | 159 ${ }^{12 \%}$ | $\begin{aligned} & 56 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 50 \% \\ & B \end{aligned}$ | $\begin{aligned} & 44 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 62 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 55 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 48 \% \\ & j \end{aligned}$ | ${ }_{34}^{24}$ | 49\% | 25 43 | 74 $40 \%$ | 47 | $\begin{aligned} & 63 \\ & 46 \% \end{aligned}$ | 49\% | 84 $39 \%$ | 75 | 21 ${ }^{1}$ | 103 $42 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{63} 16 \%$ | $\begin{aligned} & 42 \\ & 24 \% \\ & C \end{aligned}$ | 21 $10 \%$ | $\begin{aligned} & 32 \\ & 25 \% \\ & \hline{ }^{2} \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \\ & \mathrm{~g} \end{aligned}$ | ${ }_{10}{ }^{\circ}$ | $\stackrel{3}{5 \%}$ | 24\% | 30 $18 \%$ | 12\% | ${ }^{15} 13$ | ${ }_{13}^{8}$ | 39 ${ }^{31 \%}$ | 19 | 20 | 24\% | 43 ${ }^{20 \%}$ | 19\% | 120\% | ${ }^{53}$ |
| Somewhat bad response | ${ }_{96}^{96}$ | $\begin{aligned} & 25 \\ & 15 \% \\ & 15 \% \end{aligned}$ | 11 5 | 17 $14 \%$ $G$ | 13\% ${ }_{\text {13 }}$ | 5\% | * | 6\% | 21 $12 \%$ | ${ }_{8}^{6} \%$ | $5{ }^{6}$ | ${ }_{2}^{1}$ | 28 $15 \%$ KL | 110\% | 11 8 | $14 \%$ | 26\% | 6\% | ${ }_{14 \%}$ | 31 $13 \%$ |
| Very bad response | 27\% | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 10 ${ }^{5}$ | $14 \%$ | 7\% | $3{ }_{3}^{3}$ | $\stackrel{3}{5 \%}$ | 15 $11 \%$ | 10 $6 \%$ | $3{ }_{4}^{3}$ | $\stackrel{9}{8 \%}$ | ${ }_{11 \%}^{6}$ | 11 6 | ${ }_{6}^{8}$ | 9\% | 10 ${ }_{8}$ | 17\% | ${ }^{10} 6$ | $\stackrel{3}{6 \%}$ | ${ }^{21} 9$ |
| I am not familiar with this company | 37 | 19 | ${ }^{18} 9$ | 16 | 11 $10 \%$ | 4\% | ${ }^{7} \%$ | 118\% | ${ }^{15} 9$ | 12 | 12 $11 \%$ | $\stackrel{9}{16 \%}$ | 14\% | ${ }_{5}^{6}$ | $14 \%$ | ${ }_{13}^{16}$ | ${ }^{13} 6$ | $\begin{aligned} & 23 \\ & 14 \% \\ & \mathrm{q} \end{aligned}$ | $\stackrel{3}{5 \%}$ | ${ }_{13}^{5}$ |
| Sigma | $\begin{aligned} & 382 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 766\% | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | ${ }^{60} 0 \%$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents


| Unweighted Base | 408 | 170 | 238 | 155 | 120 | 69 | 64 | 143 | 167 | 98 | 205 | 60 | 118 | 121 | 136 | 151 | 207 | 188 | 33 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 427 | 219* | 208 | 122* | 107* | 115* | $83^{*}$ | 147* | 196* | 84* | 121 | $74^{*}$ | 208* | 119* | 159* | 149* | 218 | 197* | $32^{* *}$ | 247 |
| Somewhat/Very Good Response (Net) | ${ }^{325} 76$ | ${ }^{158} 72$ | 167 $80 \%$ | 77\% | $\begin{aligned} & 87 \\ & 81 \% \\ & { }^{87} \end{aligned}$ | $\begin{gathered} 89 \\ 78 \% \\ d \end{gathered}$ | $\begin{gathered} 73 \\ 87 \% \\ { }^{7} \end{gathered}$ | ${ }^{112} 76 \%$ | 149\% | 657\% | 89\% | 59\% | ${ }^{163}$ | 99 ${ }^{\text {83\% }}$ | 117 $73 \%$ | 110 $73 \%$ | ${ }^{172} 9$ | 149\% | 21 68 | 189\% |
| Very good response | $\begin{gathered} 154 \\ 36 \% \end{gathered}$ | ${ }_{31}^{68}$ | $\begin{aligned} & 86 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 322 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 45 \end{aligned}$ | $\begin{aligned} & 63 \\ & 43 \% \\ & 1 \end{aligned}$ | 28\% | $\begin{aligned} & 36 \\ & 43 \% \\ & 4 \end{aligned}$ | $48 \%$ | $\begin{aligned} & 26 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | ${ }_{34}^{47 \%}$ | $\begin{aligned} & 62 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 32 \% \end{aligned}$ | ${ }_{39}^{84}$ | $\begin{aligned} & 666 \\ & 34 \% \end{aligned}$ | 18 55 | 79\% |
| Somewhat good response | $\begin{gathered} 171 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 911 \\ & 41 \% \end{aligned}$ | 819\% | 39\% | ${ }_{41 \%}$ | $\begin{aligned} & 57 \\ & 50 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 35 \\ & 42 \% \\ & \hline \end{aligned}$ | ${ }_{33} 9$ | $\begin{aligned} & 94 \\ & 48 \% \\ & \mathrm{~h} \end{aligned}$ | $\begin{aligned} & 28 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 47 \% \end{aligned}$ | 55 ${ }^{5} \%$ | $\begin{aligned} & 61 \% \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 42 \% \end{aligned}$ | 12\% | 111 $45 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{66}$ 15\% | 40\% | ${ }^{26} 12 \%$ | $\begin{gathered} 34 \\ \text { EFG } \\ \text { EFG } \end{gathered}$ | 15 $14 \%$ | 110\% | ${ }_{7 \%}^{6}$ | 23 $16 \%$ | 29 ${ }^{15}$ | 13 $16 \%$ | 19 | 13 $18 \%$ | 30 $14 \%$ | 13 $11 \%$ | 27\% | 26 $18 \%$ | 32 $14 \%$ | ${ }^{28}{ }^{2} \%$ | 10 $32 \%$ | 43 $18 \%$ |
| Somewhat bad response | ${ }_{10} 10$ | 24\% | ${ }^{18} 9$ | 20\% | 8 | $9 \%$ | $5{ }_{5}$ | ${ }^{13} 9$ | ${ }^{22} 11 \%$ | ${ }^{7} \%$ | 12\% | 10\% | 15\% | $7{ }_{6}$ | $\stackrel{14}{9 \%}$ | 214\% | 210\% | ${ }^{16} 8$ | 26\% | ${ }_{11 \%}{ }^{26}$ |
| Very bad response | 24\% | 16\% | 8 | $\begin{aligned} & 14 \\ & 11 \% \\ & { }^{11 \%} \end{aligned}$ | $7{ }_{6}$ | ${ }_{2}^{2}$ | ${ }_{1}^{1 \%}$ | 10\% | 8 | ${ }_{7 \%}$ | 5\% | $\stackrel{3}{5 \%}$ | 15\% | ${ }_{5}^{6}$ | 13 $8 \%$ | 5 | 11 5 | 11 6 \% | ${ }_{6 \%}$ | 17\% |
| I am not familiar with this company | 36\% | ${ }^{20} 9$ | ${ }^{16} 8$ | 12\% | 5\% | ${ }_{13}^{14}$ | 5\% | 12\% | ${ }^{18} 9$ | 6\% | 13 $11 \%$ | ${ }_{3}^{2} \%$ | ${ }_{8}^{16}$ | 7 7 \% | 16 $10 \%$ | 13\% | 14\% | 20\% | ${ }_{2 \%}^{1}$ | 14\% |
| Sigma | ${ }^{427} 100$ | 219 $100 \%$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | 84 $100 \%$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 218 $100 \%$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | 32 $100 \%$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 415 | 153 | 262 | 159 | 116 | 74 | 66 | 145 | 176 | 94 | 213 | 66 | 109 | 128 | 147 | 140 | 199 | 197 | 36 | 234 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 421 | 191* | 230 | 114* | 120* | 97* | 90* | 133* | 210* | 79* | 123 | 75* | 189* | 137* | 155* | 129* | 229 | 174* | $47^{* *}$ | 261 |
| Somewhat/Very Good Response (Net) | 306 $73 \%$ | ${ }^{133} 6$ | 173 $75 \%$ | $\begin{aligned} & 69 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 79 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 80 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 65 \\ & 73 \% \end{aligned}$ | 99\% | 151 $72 \%$ | 56\% | 84\% | $\begin{aligned} & 63 \\ & 84 \% \\ & k \end{aligned}$ | ${ }^{133} 70 \%$ | 101 $73 \%$ | $\begin{gathered} 124 \\ 80 \% \\ \mathrm{P} \end{gathered}$ | 82\% | 175 $76 \%$ | 121 70 | 33 $71 \%$ | 196\% |
| Very good response | $\begin{aligned} & 78 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | ${ }_{20}^{46}$ | $\begin{aligned} & 26 \\ & 23 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \\ & 26 \% \\ & \text { fg } \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 30 \% \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 366 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 25 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 50 \% \end{aligned}$ | 61 $23 \%$ |
| Somewhat good response | 228 $54 \%$ | 101 $53 \%$ | $\begin{aligned} & 127 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 53 \% \\ & 53 \% \end{aligned}$ | $\begin{aligned} & \text { 67\% } \\ & \hline 99 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 62 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 60 \\ & 45 \% \end{aligned}$ | 120 57 | $\begin{aligned} & 48 \\ & 61 \% \\ & \text { h } \end{aligned}$ | $\begin{aligned} & 62 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 52 \\ { }^{59} \% \\ \text { KM } \end{gathered}$ | $\begin{aligned} & 92 \\ & 49 \% \end{aligned}$ | 80\% | 87\% | 617\% | ${ }_{118}^{52 \%}$ | 102\% | 10 $21 \%$ | 135 5 5 |
| Somewhat/Very Bad Response (Net) | 79\% | ${ }^{45} 23$ | 34\% | $\begin{gathered} 31 \\ 28 \% \\ f \end{gathered}$ | 21\% | $14 \%$ | 13 $15 \%$ | 26\% | 410\% | 12 | $\begin{aligned} & 25 \\ & 20 \% \\ & \hline 1 \end{aligned}$ | ${ }_{8 \%}^{6}$ | 23\% | 25 $18 \%$ | 27\% | $\stackrel{27}{21 \%}$ | 42\% | 31\% | 13 $28 \%$ | 19\% |
| Somewhat bad response | 53\% | 25 ${ }^{13}$ | ${ }^{28}{ }^{12 \%}$ | 21\% | $12 \%$ | ${ }^{8} \%$ | ${ }_{12}^{13}$ | 17\% | ${ }^{28}{ }^{13}$ | 11\% | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | 5\% | 27 ${ }^{14 \%}$ | 13 $10 \%$ | $19 \%$ | 21 $16 \%$ | 25 $11 \%$ | 26\% | 7 $16 \%$ | 27 10 |
| Very bad response | ${ }^{26} 6$ | $\begin{aligned} & 20 \\ & 10 \% \\ & C \end{aligned}$ | ${ }_{3 \%}^{6}$ | $\begin{gathered} 11 \\ 9 \% \end{gathered}$ | $9 \%$ | ${ }_{6}^{6}$ | ${ }_{1}^{1 \%}$ | ${ }^{10} 7$ | ${ }^{14} \%$ | $\stackrel{3}{4 \%}$ | ${ }_{3}^{4}$ | ${ }_{2 \%}$ | ${ }^{17} 9$ | 12 81 | $\stackrel{8}{5 \%}$ | $\stackrel{7}{5 \%}$ | 16\% | ${ }^{10} 6$ | ${ }_{12 \%}^{6}$ | ${ }^{23} 9$ |
| I am not familiar with this company | $\stackrel{36}{9 \%}$ | 14\% | 23 $10 \%$ | $\begin{aligned} & { }_{14}^{12} \% \\ & e \end{aligned}$ | 5 | ${ }_{6}^{6} \%$ | 12 $13 \%$ | ${ }_{6}^{7}$ | 17\% | 11 $14 \%$ $h$ | 14\% | ${ }^{5} \%$ | 12\% | 12\% | ${ }_{3}^{5}$ | $\begin{aligned} & 20 \\ & 15 \% \\ & 0 \end{aligned}$ | 13 6 | 17 $10 \%$ | * | 14 5 |
| Sigma | $\begin{aligned} & 421 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ |




Base: All Respondents


| Unweighted Base | 408 | 136 | 272 | 168 | 107 | 75 | 58 | 128 | 169 | 111 | 221 | 49 | 109 | 123 | 146 | 139 | 208 | 189 | 34 | 234 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 389 | 175* | 214 | 122* | 88* | 102* | 77* | 119* | 182* | 88* | 118 | 67* | 179* | 131* | $137 *$ | 121* | 206 | 176* | $43^{* *}$ | 245 |
| Somewhat/Very Good Response (Net) | 272 70 | 112 $64 \%$ | $\begin{gathered} 161 \\ \underset{5}{5} \% \end{gathered}$ | 72 59 | 619\% | 75 7 | $\begin{aligned} & 64 \\ & 83 \% \\ & 83 \% \end{aligned}$ | 80\% | 131 $72 \%$ | 610\% | 78 $66 \%$ | 469\% | 131 $73 \%$ | $\begin{gathered} 107 \\ 88 \mathrm{P} \end{gathered}$ | $\begin{gathered} 97 \\ 71 \% \\ \hline \end{gathered}$ | 58\% | ${ }^{146}$ 71\% | 122 69 | 33\% | ${ }^{178}{ }_{73}$ |
| Very good response | $\begin{aligned} & 83 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | 27\% | ${ }_{28}^{38}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | 20\% | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{47}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | 19 | 60\% |
| Somewhat good response | $\begin{gathered} 190 \\ 49 \% \end{gathered}$ | ${ }^{62}$ \% | $\begin{gathered} 128 \\ \underset{B}{6} \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 40 \% \end{aligned}$ | 57 | $\begin{aligned} & 41 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 44 \% \end{aligned}$ | ${ }^{93} \%$ | 44\% | $\begin{aligned} & 55 \\ & 47 \% \end{aligned}$ | 26\% | ${ }^{96}$ | 70 $53 \%$ | $\underset{\mathrm{p}}{72}$ | 479\% | 100 $49 \%$ | 80\% | 15 $35 \%$ | 118 $48 \%$ |
| Somewhat/Very Bad Response (Net) | 74 $19 \%$ | 41 $23 \%$ | 33\% | $\begin{aligned} & 36 \\ & 30 \% \\ & \text { eG } \end{aligned}$ | 15\% | 17 $17 \%$ | ${ }_{7 \%}$ | 24\% | 33\% | 17 $19 \%$ | ${ }^{22} 19 \%$ | 176\% | 29 ${ }^{16 \%}$ | ${ }_{14 \%}^{18}$ | 21\% | 26\% | 410\% | 30\% | ${ }^{8} 9$ | ${ }_{19}^{48}$ |
| Somewhat bad response | ${ }_{12}^{46}$ | 24\% | 22 $10 \%$ | $\begin{aligned} & 23 \\ & \begin{array}{l} 19 \% \\ \text { fg } \end{array} \end{aligned}$ | 10\% | $8 \%$ | ${ }_{6}{ }^{\text {\% }}$ | ${ }^{18}{ }^{15}$ | 15\% | 13 $14 \%$ | 16\% | $\stackrel{7}{10 \%}$ | 20 $11 \%$ | 13 $10 \%$ | 14\% | 20\% | ${ }^{28} 8$ | ${ }^{16} 9$ | ${ }_{13}^{6} \%$ | 31 $13 \%$ |
| Very bad response | ${ }^{28} 7$ | 17 $10 \%$ | 11 | $\begin{gathered} 13 \\ 11 \% \\ 9 \end{gathered}$ | ${ }_{6}{ }^{\text {\% }}$ | ${ }^{10} 9$ | ${ }_{1}^{1 \%}$ | ${ }_{5}^{6}$ | ${ }^{18} 10 \%$ | 5\% |  | $\begin{gathered} 11 \\ 16 \% \\ \mathrm{~km} \end{gathered}$ | $\stackrel{9}{5 \%}$ | 5 | $\xrightarrow{16} 11 \%$ | ${ }^{7} \%$ | ${ }^{13} 6$ | 14 81 | 6\% | 17\% |
| I am not familiar with this company | ${ }_{11}^{43}$ | 23 $13 \%$ | ${ }^{20} 9$ | 14\% | 12 $14 \%$ | ${ }^{10} 9$ | $\stackrel{7}{10 \%}$ | 16 $13 \%$ | ${ }^{17} 9$ | 10 | ${ }^{18}$ | 5\% | 19 $11 \%$ | ${ }_{5}^{6}$ | 11 81 | $\begin{gathered} 26 \\ { }_{21}^{2} \% \\ \text { NO } \end{gathered}$ | 199\% | 24 $14 \%$ | 2\% | 19 ${ }_{8}$ |
| Sigma | $\begin{aligned} & 389 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 214 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\stackrel{43}{100 \%}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 403 | 148 | 255 | 179 | 98 | 75 | 51 | 137 | 175 | 91 | 228 | 54 | 97 | 125 | 146 | 132 | 225 | 165 | 35 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 392 | 184* | 208 | 126 | 94* | 105* | 66** | $143^{*}$ | 193* | 56* | 134 | $60^{*}$ | 171* | 123* | 158* | 111* | 235 | $147^{*}$ | $50^{* *}$ | 244 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 221 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 114 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 53 \% \end{aligned}$ | $58$ | $\begin{aligned} & 62 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 53 \% \end{aligned}$ | 882\% | $\begin{aligned} & 108 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 56 \% \end{aligned}$ | $56 \%$ | $\begin{gathered} 136 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 57 \% \end{aligned}$ | 33 $65 \%$ | 154 $63 \%$ |
| Very good response | ${ }_{18}^{69}$ | 37\% | 32\% | 31\% | 18\% | 18\% | ${ }_{4 \%}$ | 35\% | ${ }_{14 \%}^{26}$ | ${ }^{8} 3$ \% | 24 $18 \%$ | ${ }^{8} 3 \%$ | 33 $19 \%$ | 23 $19 \%$ | ${ }^{28} 8$ | 17 $16 \%$ | ${ }^{46} 9$ | 23 $16 \%$ | 17 $34 \%$ | 24\% |
| Somewhat good response | 152 $39 \%$ | 70\% | 829\% | 36\% | $\begin{gathered} 40 \\ 42 \% \\ d \end{gathered}$ | $44 \%$ | $\begin{aligned} & 32 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 37 \% \end{aligned}$ | 81 | 18 $31 \%$ | ${ }_{36}{ }^{3} \%$ | 26 $44 \%$ | 65 ${ }^{68}$ | 54\% | 60 $38 \%$ | 388 | 90\% | 61 $42 \%$ | 16 $31 \%$ | 100 $41 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{22 \%}^{87}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | ${ }_{19}^{40}$ | 32\% | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | 210\% | 198\% | $\begin{aligned} & 36 \% \\ & 27 \end{aligned}$ | 35 ${ }^{3}$ | 15\% | ${ }_{26 \%}^{35}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 19 \% \end{array} \end{aligned}$ | $\begin{aligned} & 32 \% \\ & \end{aligned}$ | ${ }_{21}^{25}$ | 419\% | 20\% | 52\% | 30\% | 159\% | 58\% |
| Somewhat bad response | 51 $13 \%$ | $\begin{aligned} & 35 \\ & 19.9 \\ & \text { C } \end{aligned}$ | 17\% | 17\% | $12 \%$ | $14 \%$ | 13\% | 19 | 21\% | 110\% | 20\% | 12\% | 24\% | 17\% | $\stackrel{22}{14 \%}$ | 12 $11 \%$ | 33 $14 \%$ | 14\% | 18\% | 33 $14 \%$ |
| Very bad response | ${ }^{35} 9$ | 12\% | 23 $11 \%$ | $\begin{gathered} 15 \\ 15 \% \\ \text { 12\% } \end{gathered}$ | $3{ }^{3}$ | 6\% | 10\% | ${ }_{12}^{12}$ | 14\% | 7\% | $\stackrel{15}{11 \%}$ | $\stackrel{4}{7 \%}$ | 14 81 | ${ }_{7 \%}$ | 19\% | ${ }_{7}^{8} \%$ | 19\% | 16 $11 \%$ | ${ }_{12 \%}^{6}$ | ${ }^{25}$ |
| I am not familiar with this company | 81\% | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 54\% | ${ }_{2}^{28}{ }^{2} \%$ | 21 | ${ }_{21}^{22}$ | 13 $19 \%$ | ${ }_{12}^{12}$ | $\begin{aligned} & \frac{50}{26 \%} \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 16 \\ & { }_{29}{ }^{2} \% \end{aligned}$ | ${ }^{26} 19 \%$ | ${ }^{15}$ | 35\% | 21 $17 \%$ | ${ }^{28} 8$ | $\begin{aligned} & 35 \\ & 32 \% \\ & \text { no } \end{aligned}$ | ${ }^{47} 20$ | 33 | 6\% | 33 $13 \%$ |
| Sigma | 392\% | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | 123 $100 \%$ | 158\% | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 235 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | 500\% | $\begin{aligned} & 244 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-\mathbf{-}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 412 | 155 | 257 | 165 | 127 | 69 | 51 | 136 | 181 | 95 | 224 | 50 | 115 | 117 | 141 | 154 | 230 | 172 | 36 | 236 |
| Weighted Base | 400 | 192* | 208 | 124* | 122* | 85* | 69** | $147^{*}$ | 171* | $83^{*}$ | 129 | 57* | 192* | 106* | 157* | $137^{*}$ | 248 | $143 *$ | $50^{* *}$ | 259 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 260 \\ 65 \% \end{gathered}$ | $\begin{gathered} 130 \\ 68 \% \end{gathered}$ | $\begin{gathered} 130 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 60 \% \end{aligned}$ | $\text { 81 } 66 \%$ | 51\% | 54\% | $\begin{gathered} \text { 106 } \\ 72 \% \\ i \end{gathered}$ | 99\% | 55\% | 87\% | $\begin{aligned} & 37 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 131 \\ 68 \% \end{gathered}$ | $69$ | ${ }^{108} 69 \%$ | ${ }_{61 \%}^{84}$ | ${ }_{66 \%}^{165}$ | 89 | 29\% | 165 $64 \%$ |
| Very good response | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | 40 $21 \%$ | 17\% | 26 $21 \%$ | 31 $26 \%$ | 13 $16 \%$ | $5{ }_{8}$ | 269\% | 24\% | 14\% | 29\% | 12\% | 30\% | ${ }_{24}^{26}$ | ${ }^{28} 8$ | 22 $16 \%$ | 54\% | 21 15 | 16 $31 \%$ | ${ }_{19}^{49}$ |
| Somewhat good response | $\begin{gathered} 184 \\ 46 \% \end{gathered}$ | $\text { 90 } 47 \%$ | $\begin{aligned} & 93 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 49 \% \\ & 39 \end{aligned}$ | $49 \%$ | 38\% | $78 \%$ | $\begin{aligned} & 67 \\ & 46 \% \end{aligned}$ | 76 $44 \%$ | 41 50 | 58\% | 54\% | 92\% | $43 \%$ | $\begin{aligned} & 80 \\ & 51 \% \end{aligned}$ | 61 45 | 111 $45 \%$ | 68\% | 14 28 | 116 $45 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 75 \\ & \\ & \hline 19 \% \end{aligned}$ | 39\% | $\begin{aligned} & 36 \\ & 17 \% \end{aligned}$ | 22\% | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | 20 $23 \%$ | ${ }_{12}^{8} \%$ | 22 $15 \%$ | 43\% | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | 24 $18 \%$ | $\begin{aligned} & 11 \\ & 19 \% \end{aligned}$ | 36 $19 \%$ | 25\% | ${ }^{29} 9$ | $19 \%$ | 18\% | 29 | 14 28 | 59\% |
| Somewhat bad response | 51 $13 \%$ | 30\% | 21 $10 \%$ | 13\% | 14 $11 \%$ | 13 $15 \%$ | 11\% | 140\% | ${ }^{28}{ }^{16 \%}$ | 11\% | 14 $10 \%$ | 16\% | 25 ${ }^{2}$ | 14\% | $\underset{\substack{26 \\ p}}{ }$ | 10\% | 30\% | 20 $14 \%$ | 11\% | 38\% |
| Very bad response | ${ }^{24}{ }_{6 \%}$ | $\frac{9}{5 \%}$ | ${ }^{15}$ | ${ }_{8 \%}^{11}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | $1 \%$ | $\stackrel{8}{6 \%}$ | 159\% | $1 \%$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | ${ }_{3}^{1}$ | ${ }^{11} 6 \%$ | $\begin{aligned} & 12 \\ & 12 \% \\ & 0^{2} \end{aligned}$ | ${ }_{2 \%}$ | $\stackrel{9}{7 \%}$ | ${ }^{15} 6$ | $\stackrel{9}{7 \%}$ | 3\% | 21 8 \% |
| I am not familiar with this company | 65 $16 \%$ | 23 $12 \%$ | 420\% | 22\% | 21 $17 \%$ | 14\% | $\underset{11 \%}{7}$ | 19\% | 29 $17 \%$ | ${ }^{18} 1 \%$ | 18 $14 \%$ | 16\% | 24\% | 11 $10 \%$ | 12\% | $\begin{gathered} 35 \\ \text { 25\% } \\ \text { NO } \end{gathered}$ | 39 ${ }^{16 \%}$ | 25\% | -7\% | 35 $14 \%$ |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 192 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | 17100\% | 100\% | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 570\% | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | 106\% | 157 $100 \%$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | ${ }^{2480} 0$ | ${ }^{143} 0$ | 500\% | 259\% |




Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | IndepeOdent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 402 | 153 | 249 | 179 | 111 | 66 | 46 | 132 | 166 | 104 | 217 | 52 | 113 | 124 | 141 | 137 | 207 | 182 | 38 | 218 |
| Weighted Base | 393 | $174 *$ | 219 | 134 | 105* | $100^{*}$ | $54^{* *}$ | $140^{*}$ | $164 *$ | 89* | 131 | $60^{*}$ | 180* | $130 *$ | $167^{*}$ | 96* | 232 | 152* | $48^{* *}$ | 246 |
| Somewhat/Very Good Response (Net) | 230 58 | $\begin{gathered} 114 \\ 65 \% \\ c \end{gathered}$ | $\begin{gathered} 116 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 55 \% \end{aligned}$ | ${ }_{66 \%}^{69}$ | $\begin{aligned} & 56 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 58 \% \end{aligned}$ | 81\% | ${ }_{66}^{108}$ | $\begin{aligned} & 42 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 65 \% \end{aligned}$ | ${ }_{63}^{83}$ | $\begin{aligned} & 93 \\ & 55 \% \end{aligned}$ | $54 \%$ | ${ }^{141} \%$ | $\begin{aligned} & 84 \\ & 55 \% \end{aligned}$ | ${ }^{38} 9$ | ${ }^{159} 6$ |
| Very good response | $\begin{aligned} & 66 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & { }_{26}^{26} \\ & { }_{C}^{2} \end{aligned}$ | 219\% | $\begin{aligned} & 24 \\ & \text { 18\% } \\ & \text { f } \end{aligned}$ | 30 <br> 28\% <br>  | ${ }_{6}^{6}$ | 12\% | 34 $25 \%$ ij | 21 $13 \%$ | 11 $13 \%$ | 17 $13 \%$ | 11 $18 \%$ | 37 $21 \%$ | 34 26\% OP | 22 $13 \%$ | 11\% | 418\% | 24\% | 24 $49 \%$ | 55\% |
| Somewhat good response | $\begin{gathered} 163 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 44 \% \end{aligned}$ | $49 \%$ | $\begin{aligned} & 40 \% \\ & 38 \% \end{aligned}$ | $499$ | 25\% | $\begin{aligned} & 46 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 53 \% \\ & \mathrm{HJ} \end{aligned}$ | 30 | 55\% | 22 36 | 79 | 49\% | 71 | $43 \%$ | 100 $43 \%$ | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | 15 30 | 103 $42 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 76 \\ & \\ & \hline \end{aligned}$ | ${ }^{40} 23 \%$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | 28\% | 33\% | 14 $15 \%$ | 43\% | ${ }^{29} 9$ | 10 $21 \%$ | 57\% |
| Somewhat bad response | ${ }_{12}{ }^{2} \%$ | 27\% | ${ }^{18} 8$ | ${ }_{18}^{18}$ | 13 | ${ }_{6 \%}{ }^{6}$ | 17\% | 17\% | $12 \%$ | 11\% | 14 | 15\% | 11\% | ${ }_{16}^{13}$ | 12\% | 10\% | 27\% | 15\% | ${ }_{11 \%}^{6}$ | 35 $14 \%$ |
| Very bad response | ${ }^{30} 8$ | ${ }^{13} 7 \%$ | ${ }^{18}{ }_{8 \%}$ | 15 $11 \%$ | $7 \%$ | ${ }_{6}^{6}$ | 2 | $\begin{aligned} & 18 \\ & 13 \% \\ & i \end{aligned}$ | 5\% | $4{ }_{4}$ | ${ }^{10} \%$ | 4\% | ${ }^{16} 9$ | 129\% | ${ }^{13} 8$ | $5{ }_{5}$ | ${ }^{15} 7$ | ${ }^{14} 9$ | ${ }_{9}^{4}$ | ${ }^{22} 9$ |
| I am not familiar with this company | $\begin{aligned} & 87 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & \text { 66\% } \\ & 30 \% \\ & \hline \end{aligned}$ | 21\% | 15 $14 \%$ | $\begin{aligned} & 32 \\ & 32 \% \\ & \text { 32\% } \end{aligned}$ | 122\% | $\begin{aligned} & 25 \\ & 18 \% \\ & \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 38 \% \\ & 3 H^{2} \end{aligned}$ | $\begin{gathered} 36 \\ \substack{37 \% \\ M} \end{gathered}$ | 15 $24 \%$ | ${ }^{27} 15 \%$ | 18 $14 \%$ | 42 25 | $\begin{aligned} & 27 \\ & { }_{28 \%}^{28} \\ & \hline \end{aligned}$ | 48\% | 36\% | - | 30 $12 \%$ |
| Sigma | $\begin{aligned} & 393 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | 164 $100 \%$ | 100\% | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 100\% | 246 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 403 | 165 | 238 | 171 | 103 | 70 | 59 | 134 | 172 | 97 | 214 | 58 | 103 | 124 | 135 | 144 | 205 | 184 | 39 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 431 | 218* | 213 | 126* | 102* | 105* | 98** | 141* | 189* | 101* | 114 | 87* | 194* | 139* | 156* | 136* | 238 | 183* | 47** | 276 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 244 \\ 57 \% \end{gathered}$ | $\begin{gathered} 124 \\ 57 \% \end{gathered}$ | $\begin{gathered} 119 \\ 56 \% \end{gathered}$ | $59$ | $\begin{gathered} 71 \\ 70 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 60 \\ 57 \% \end{gathered}$ | $54$ | ${ }_{63}^{88}$ | $\begin{aligned} & 108 \\ & 57 \% \end{aligned}$ | $47 \%$ | $\begin{aligned} & 67 \\ & 58 \% \end{aligned}$ | $52$ | $\begin{gathered} 111 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 52 \% \end{aligned}$ | ${ }^{80} 59$ | $\begin{aligned} & 145 \\ & 61 \% \end{aligned}$ | $98$ | 36\% | 163 $59 \%$ |
| Very good response | $\begin{aligned} & 57 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | ${ }_{17}^{17 \%}$ | ${ }_{2 \%}$ | $\begin{aligned} & 34 \\ & { }_{2}^{44 \%} \end{aligned}$ | ${ }^{13} 7 \%$ | $9 \%$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | ${ }_{5}^{4}$ | $\begin{aligned} & 37 \\ & 19 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 48 \\ 18 \% \\ r \end{gathered}$ | 15 ${ }^{8} \%$ | 19 $41 \%$ | $\begin{aligned} & 40 \\ & 15 \% \end{aligned}$ |
| Somewhat good response | 187 $43 \%$ | 92 ${ }^{2} \%$ | 96\% | 444\% | 50\% | 40\% | $52 \%$ | ${ }_{38}^{58}$ | 95\% | 39\% | 51 ${ }^{5}$ | 48\% | 74 $38 \%$ | 59\% | 62\% | 67 $49 \%$ | 103 $43 \%$ | 84\% | 36\% | 122 $44 \%$ |
| $\begin{aligned} & \text { Somewhat/Very Bad } \\ & \text { Response (Net) } \end{aligned}$ | 59 $14 \%$ | $\begin{aligned} & 41 \\ & { }^{49 \%} \end{aligned}$ | ${ }^{18} 8$ | ${ }^{27} 2{ }^{2} \%$ | ${ }_{16}^{16}$ | 14\% | ${ }_{1}^{1 \%}$ | 21 ${ }^{15}$ | 30 $16 \%$ | 8 | 11 $10 \%$ | 11 $13 \%$ | 34 $18 \%$ | 21 $15 \%$ | 12\% | 19 $14 \%$ | 36 $15 \%$ | 20 $11 \%$ | ${ }_{7}^{7} \%$ | 51 $19 \%$ |
| Somewhat bad response | 44\% | 30 14\% c | 14\% | 15\% | $14 \%$ | 14\% | $1 \%$ | 15 10 | 22 $12 \%$ | ${ }_{7} \%$ | 8\% | ${ }^{8} \%$ | ${ }_{13}^{26}$ | 18\% | 149\% | ${ }^{12} 9$ | 28\% | 15 ${ }^{8}$ | $3 \%$ | 38 $14 \%$ |
| Very bad response | 14 3 \% | 11 5 | ${ }_{2}^{4}$ | 12 10 eF | ${ }_{2 \%}$ | - | - | ${ }_{5}^{6}$ | 7 | * | ${ }_{1}^{2} \%$ | $4 \%$ | 9 | ${ }_{2 \%}$ | 5\% | ${ }_{5}^{6}$ | ${ }_{3 \%}$ | ${ }_{3 \%}^{6}$ | $3{ }_{7}$ | 14\% |
| I am not familiar with this company | ${ }^{129} 30$ | 53 $24 \%$ | $\begin{gathered} 76 \\ 36 \% \\ \text { b } \end{gathered}$ | $\begin{gathered} 40 \\ 32 \% \\ \hline \end{gathered}$ | 15 $14 \%$ | $\begin{aligned} & 31 \\ & 30 \% \\ & \mathrm{e} \end{aligned}$ | $42 \%$ | 31 21 | 51\% | $\begin{aligned} & 46 \\ & 45 \% \\ & 45 i \end{aligned}$ | 37 32 | 24\% | ${ }^{48}{ }^{2} \%$ | 37 $26 \%$ | 55 ${ }^{5}$ | 37\% | 57 $24 \%$ | $\begin{gathered} 65 \\ 35 \% \\ \mathrm{q} \end{gathered}$ | ${ }_{9}^{4}$ | ${ }_{22}^{62}$ |
| Sigma | $\begin{aligned} & 431 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 47 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 276 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents


| Unweighted Base | 401 | 144 | 257 | 177 | 115 | 66 | 43 | 135 | 171 | 95 | 202 | 64 | 108 | 111 | 155 | 135 | 212 | 178 | 33 | 229 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 390 | 151* | 239 | 131 | 101* | $100^{*}$ | 58** | 119* | 192* | $80^{*}$ | 114 | 72* | 180* | 104* | $167 *$ | 119* | 221 | $160 *$ | $44^{* *}$ | 246 |
| Somewhat/Very Good Response (Net) | 178 $46 \%$ | 66\% | 112 $47 \%$ | 37\% | $\begin{aligned} & 47 \\ & 47 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & \text { 63 } \\ & 63 \% \\ & \text { D } \end{aligned}$ | 31 5 | $49 \%$ | $\begin{gathered} 100 \\ 52 \% \\ \mathrm{j} \end{gathered}$ | 29\% | 438\% | 25 ${ }^{2}$ \% | $\begin{aligned} & 100 \\ & 56 \% \\ & \text { KL } \end{aligned}$ | $48{ }_{46 \%}$ | 84\% | 46\% | $\begin{gathered} 113 \\ 51 \% \\ 1 \end{gathered}$ | 60\% | 23 $53 \%$ | 108 $44 \%$ |
| Very good response | ${ }^{32}$ | $\begin{aligned} & 21 \\ & 14 \% \\ & C \end{aligned}$ | $\stackrel{11}{5 \%}$ | $\frac{9}{7 \%}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $7 \%$ | $\frac{4}{7 \%}$ | 12\% | ${ }^{13} 7 \%$ | ${ }_{9}^{7} \%$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | 3 | ${ }_{8 \%}^{14}$ | $\begin{aligned} & 14 \\ & 14 \% \\ & 0 \end{aligned}$ | $\stackrel{4}{2 \%}$ | $\begin{aligned} & \begin{array}{l} 3 \\ 11 \% \\ 1 \% \end{array} \end{aligned}$ | ${ }^{20} 9$ | ${ }_{5}^{8}$ | ${ }^{7} 9 \%$ | ${ }^{20} 8$ |
| Somewhat good response | ${ }_{37 \%}^{146}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 101 \\ 42 \% \\ \mathrm{~b} \end{gathered}$ | 29\% | $\begin{aligned} & 35 \\ & 35 \% \\ & d \end{aligned}$ | $\begin{aligned} & 55 \\ & 55 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 27 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 85 \% \\ & \text { hJ } \end{aligned}$ | $\text { 22 } 28 \%$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 48 \% \\ & \text { K1 } \end{aligned}$ | $\begin{aligned} & 33 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 48 \% \\ & n P \end{aligned}$ | 33\% | 93 ${ }^{\text {42\% }}$ | 53 ${ }_{3}$ | 16\% | ${ }^{88}{ }^{8} \%$ |
| Somewhat/Very Bad Response (Net) | 71 $18 \%$ | 34\% | 36\% | 35\% | 20\% | ${ }_{12}^{12}$ | ${ }_{11 \%}^{6}$ | 25 ${ }^{21} \%$ | 210 ${ }^{40}$ | ${ }_{6}^{5}$ | 16 $14 \%$ | ${ }^{16} 2{ }^{2}$ | 19\% | 19 $18 \%$ | 32 $19 \%$ | 20\% | 36 $16 \%$ | ${ }^{34}$ 21\% | 21\% | 59 24 |
| Somewhat bad response | 56\% | 29\% | 27\% | 26\% | 13 $13 \%$ | 11\% | ${ }_{11}^{6} \%$ | $\begin{aligned} & 18 \\ & 15 \% \\ & j \end{aligned}$ | $\begin{aligned} & 37 \\ & 19 \% \\ & \hline \end{aligned}$ | $1 \%$ | $12 \%$ | 13 $18 \%$ | ${ }^{28}{ }^{16}$ | ${ }_{16}^{16 \%}$ | ${ }^{26}$ 15\% |  | ${ }_{12}^{26}$ | 30\% | ${ }^{8} 8{ }^{\circ}$ | 19\% |
| Very bad response | 14\% | ${ }_{3 \%}$ | 9 | $7{ }_{5}^{7}$ | $\begin{aligned} & 7 \\ & 7 \% \\ & f \end{aligned}$ | * | : | ${ }_{6 \%}$ | $\stackrel{3}{2 \%}$ | 5\% | ${ }_{3}^{4}$ | 3\% | ${ }_{4 \%}^{7}$ | $\stackrel{3}{3 \%}$ | ${ }_{4}^{6}$ | $5{ }_{5}$ | 10 ${ }^{4}$ \% | $\stackrel{4}{3 \%}$ | ${ }^{1} \%$ | 12 5 |
| I am not familiar with this company | 141 36 | 51 33 | 91\% | $\begin{aligned} & 61 \\ & 46 \% \\ & \text { eF } \end{aligned}$ | $3{ }^{34}$ 34\% | ${ }_{26}^{26}$ | 21 36 | 44\% | 527\% | $\begin{aligned} & 45 \\ & 57 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 55 \\ & 48 \% \\ & M \end{aligned}$ | $\begin{aligned} & 31 \\ & 42 \% \\ & \mathrm{~m} \end{aligned}$ | 45\% | $3{ }_{36}{ }^{3}$ | 51\% | $\begin{gathered} 53 \\ 45 \% \\ 0 \end{gathered}$ | 71 $32 \%$ | ${ }^{66}$ 41\% | ${ }^{12} 27$ | 80\% |
| Sigma | $\begin{aligned} & 390 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 114 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 72 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 44 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\begin{aligned} & \text { Business } \\ & \text { Travelers } \end{aligned}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-\mathbf{}$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { can }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 398 | 162 | 236 | 158 | 114 | 62 | 64 | 142 | 157 | 99 | 221 | 48 | 109 | 126 | 130 | 142 | 211 | 172 | 39 | 205 |
| Weighted Base | 394 | 186* | 208 | 121* | 106* | 74* | 94* | $128 *$ | 171* | 95* | 135 | $56^{* *}$ | 185* | $128 *$ | $141^{*}$ | 124* | 229 | 151* | $44^{* *}$ | 217 |
| Somewhat/Very Good Response (Net) | $\begin{aligned} & 143 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 80 \\ 43 \% \\ c \end{gathered}$ | $\begin{aligned} & 64 \\ & 31 \% \end{aligned}$ | $27 \%$ | $\begin{aligned} & 54 \\ & 52 \% \\ & 5 \mathrm{ff} \end{aligned}$ | $\begin{aligned} & 23 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 39 \\ 32 \% \\ 42 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 46 \% \\ & i 6 \end{aligned}$ | ${ }_{32}^{52 \%}$ | 29 $30 \%$ | 39\% | 26\% | 73 $40 \%$ | $\begin{aligned} & 57 \\ & 44 \% \\ & \hline \mathrm{P} \end{aligned}$ | 538 | 23\% | 899\% | 52\% | 296\% | 97\% |
| Very good response | $\begin{aligned} & 42 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 28 \\ 15 \% \\ c \end{gathered}$ | ${ }^{14} \%$ | ${ }^{10}{ }_{8 \%}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | $\stackrel{9}{9 \%}$ | $\begin{aligned} & 23 \\ & 18 \% \\ & \text { ij } \end{aligned}$ | ${ }^{13}$ | $7{ }_{7}$ | ${ }^{12} 9$ | ${ }_{10}^{6}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | 20\% | 10\% | $12 \%$ | 23 $10 \%$ | $17 \%$ | 126\% | $\xrightarrow{27} 13 \%$ |
| Somewhat good response | $\begin{gathered} 101 \\ 26 \% \end{gathered}$ | 52\% | $\begin{aligned} & 50 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 35 \% \\ & \text { 35\% } \end{aligned}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 32 \% \\ & \text { B } \end{aligned}$ | ${ }_{26}^{36}$ | 43\% | ${ }_{22}^{23}$ | $27 \%$ | $\begin{aligned} & 20 \\ & 36 \% \end{aligned}$ | 51\% | 37 $29 \%$ $p$ | 330\% | 217\% | -66\% | 35 ${ }^{3} \mathrm{~F}$ | 17 39 | 70 $32 \%$ |
| Somewhat/Very Bad Response (Net) | 73 $19 \%$ | $\begin{aligned} & 47 \\ & 25 \% \\ & { }_{C}^{2} \end{aligned}$ | ${ }^{26} 13 \%$ | $\begin{aligned} & 39 \\ & 32 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 22 \\ & { }_{\text {21 }} \end{aligned}$ | ${ }_{11 \%}$ | $\stackrel{4}{4 \%}$ | 26 21 | 41 $24 \%$ | $5{ }_{6}$ | ${ }_{13}^{18}$ | $\stackrel{4}{7 \%}$ | $\begin{aligned} & 48 \\ & { }_{26}{ }^{2} \% \end{aligned}$ | 24\% | 23 $16 \%$ | 27\% | 491\% | 20\% | 15 33 | 618\% |
| Somewhat bad response | 53 $14 \%$ | $\begin{aligned} & 38 \\ & 21 \% \\ & \\ & \hline \end{aligned}$ | 15\% | $\begin{aligned} & 23 \\ & 19 \% \\ & 19 \end{aligned}$ | ${ }_{\text {17 }}^{18}$ | 11\% | $4{ }_{4}$ | 19\% | 30 $18 \%$ | $5{ }_{5}$ | 11\% | $\stackrel{3}{5 \%}$ | $\begin{aligned} & 36 \\ & 20 \% \\ & \text { K } \end{aligned}$ | 19 | 15 $11 \%$ | 19 |  | 12\% | 20\% | ${ }^{46}$ \% |
| Very bad response | $\stackrel{20}{5 \%}$ | 88 | 11 5 \% | $\begin{gathered} 15 \\ 13 \% \\ \text { EFG } \end{gathered}$ | ${ }_{3}^{4}$ | - | * | 7\% | 12\% | $1 \%$ | 7 5 | ${ }_{2}^{1}$ | 12\% | $\stackrel{4}{3 \%}$ | 7 5 | ${ }_{6 \%}$ | 9 | ${ }_{6 \%}$ | ${ }_{13}^{6} \%$ | 15\% |
| I am not familiar with this company | $\begin{gathered} 178 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 118 \\ 57 \% \\ B \end{gathered}$ | $\begin{aligned} & 55 \\ & 45 \% \\ & E \end{aligned}$ | 28\% | $\begin{aligned} & 43 \\ & 58 \% \\ & E \end{aligned}$ | $\begin{aligned} & 51 \\ & 54 \% \\ & { }_{E} \% \end{aligned}$ | ${ }_{34}^{43}$ | 74 $43 \%$ | $\begin{aligned} & 61 \\ & 64 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 78 \\ & 58 \% \\ & M \end{aligned}$ | 26\% | 64 $34 \%$ | ${ }^{48} 7$ | ${ }_{46 \%}$ | $\begin{aligned} & \text { 64 } \\ & 52 \% \\ & \mathrm{n} \end{aligned}$ | 910\% | $\begin{aligned} & 79 \\ & 52 \% \\ & 9 \end{aligned}$ | * ${ }^{\text {\% }}$ | 29\% |
| Sigma | $\begin{aligned} & 394 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 95 \\ 100 \% \end{array}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 44 \\ 100 \% \end{gathered}$ | 217 $100 \%$ |

Proporitions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C-D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents


| Unweighted Base | 403 | 150 | 253 | 175 | 13 | 63 | 52 | 145 | 165 | 93 | 209 | 60 | 105 | 118 | 137 | 148 | 205 | 188 | 38 | 230 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 378 | 167* | 211 | 129 | $94^{*}$ | 100* | 54** | 128* | $177{ }^{*}$ | 73* | 123 | $62^{*}$ | 170* | 112* | 132* | 134* | 210 | 156* | $38^{* *}$ | 245 |
| Somewhat/Very Good Response (Net) | 241 64 | $\begin{aligned} & 101 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 140 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 74 \% \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 74 \\ 74 \% \\ d \end{gathered}$ | $\begin{aligned} & 36 \\ & 67 \% \end{aligned}$ | ${ }_{60}{ }_{62}$ | $\begin{gathered} 106 \\ 60 \% \end{gathered}$ | 55\% | ${ }^{85}{ }^{89}$ | $\begin{aligned} & 43 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 60 \% \end{aligned}$ | 84\% | $\begin{gathered} 149 \\ 711 \% \\ \mathrm{R} \end{gathered}$ | 854\% | 22 $59 \%$ | 157 $64 \%$ |
| Very good response | 80 $21 \%$ | 44\% | 36 $17 \%$ | 32 25 | $\begin{gathered} 28 \\ 30 \% \\ f \end{gathered}$ | 14\% | 12\% | 33\% | ${ }^{25} 4$ | 220\% | $\begin{aligned} & 35 \\ & { }^{299} \% \\ & \hline \end{aligned}$ | ${ }^{16} 26$ | ${ }^{26} 15$ | 29\% | 24 $18 \%$ | 27 $20 \%$ | 42\% | 28\% | ${ }_{17}^{6} \%$ | ${ }^{47} 9$ |
| Somewhat good response | $\begin{gathered} 161 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 57 \% \end{aligned}$ | $\begin{gathered} 104 \\ 49 \% \\ \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 42 \\ & 33 \% \end{aligned}$ | ${ }_{30}^{28}$ | $\begin{aligned} & 61 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 30 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 46 \% \end{aligned}$ | 32 | $\begin{aligned} & 50 \\ & 41 \% \end{aligned}$ | 26 $42 \%$ | $\begin{aligned} & 75 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 103 \\ 49 \% \\ r \end{gathered}$ | 56\% | 16 $42 \%$ | 110 $45 \%$ |
| Somewhat/Very Bad Response (Net) | 80 $21 \%$ | 39\% | 420\% | $\begin{aligned} & 42 \\ & 33 \% \\ & \hline \end{aligned}$ | 22 23 | 15\% | ${ }_{4 \%}$ | $\begin{aligned} & 33 \\ & 26 \% \\ & \\ & \hline \end{aligned}$ | 329 | 12\% | ${ }_{18}^{15}$ | 14\% | $\begin{aligned} & 49 \\ & 29 \% \% \\ & \text { K1 } \end{aligned}$ | 20 $18 \%$ | $\begin{aligned} & 39 \\ & 30 \% \\ & \text { po } \end{aligned}$ | 21 $16 \%$ | 35\% | $\begin{aligned} & 43 \\ & { }_{28}^{28 \%} \end{aligned}$ | 14 $36 \%$ | ${ }^{65}{ }^{6} \%$ |
| Somewhat bad response | 61 $16 \%$ | 29\% | 31 $15 \%$ | 25\% | 16\% | $11 \%$ | ${ }_{3 \%}^{1}$ | 260\% | $\begin{aligned} & 311 \\ & 17 \% \end{aligned}$ | $\stackrel{4}{6 \%}$ | ${ }^{14} \%$ | 5\% | $\begin{aligned} & 38 \\ & 22 \\ & { }_{k}^{2} \% \end{aligned}$ | 15\% | 31 $23 \%$ $p$ | 15\% | 25 $12 \%$ | $\begin{gathered} 34 \\ 22 \% \\ \mathrm{q} \end{gathered}$ | 12\% | 50\% |
| Very bad response | 20 5 | 10 6 | 10 5 | $\frac{9}{7 \%}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\stackrel{4}{4 \%}$ | $1 \%$ | $\frac{7}{6 \%}$ | $\frac{8}{5 \%}$ | $\stackrel{4}{6 \%}$ | ${ }_{4}^{4}$ | $\stackrel{4}{6 \%}$ | ${ }_{11}^{11}$ | ${ }_{5}^{6} \%$ | ${ }_{6 \%}$ | ${ }_{4}^{6}$ | ${ }^{10} 5$ | ${ }_{6 \%}^{9}$ | ${ }^{1} \%$ | ${ }^{15} 6$ |
| I am not familiar with this company | 57 $15 \%$ | 27 $16 \%$ | 30 14 | 13 $10 \%$ | 17\% | 11\% | ${ }^{16} 9$ | ${ }_{15}^{15}$ | 32\% | 10\% | 20\% | 117\% | 20 $12 \%$ | 12\% | $14 \%$ | ${ }_{22}^{29}$ | ${ }_{12}^{26}$ | 28\% | ${ }_{4 \%}^{2}$ | 239 |
| Sigma | $\begin{aligned} & 378 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | 211 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 944 | 100\% | 544 | ${ }^{1280}{ }^{100}$ | 177 $100 \%$ | 73 $100 \%$ | 123 $100 \%$ | 620\% | 1700\% | 1120\% | 132 $100 \%$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | 210 $100 \%$ | 156\% | 138\% | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\% 10\% risk Ievel)-B/C-D/EIF/G - H/TJ - K/LM-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 396 | 163 | 233 | 150 | 113 | 76 | 57 | 130 | 164 | 102 | 208 | 60 | 98 | 128 | 132 | 136 | 198 | 183 | 36 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 399 | 200* | 199 | 116* | 97* | $100^{*}$ | 85* | $140 *$ | 173* | 86* | 131 | 63* | 175* | $130 *$ | 138* | $130^{*}$ | 224 | 161* | $43^{* *}$ | 245 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 220 \\ 55 \% \end{gathered}$ | $\begin{gathered} 126 \\ { }_{6}{ }_{\mathrm{C}}^{2} \% \end{gathered}$ | 93\% | 469\% | $\begin{aligned} & 56 \\ & 58 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { 666 } \\ & \text { 66\% } \end{aligned}$ | $\begin{aligned} & 53 \\ & 62 \% \\ & \text { D } \end{aligned}$ | 75\% | 93 $54 \%$ | $52 \%$ | 649\% | 36\% | $\begin{gathered} 109 \\ 62 \% \\ k \end{gathered}$ | $\begin{aligned} & 88 \\ & 68 \% \\ & 08 \end{aligned}$ | 73 $53 \%$ | 59\% | 135 $60 \%$ | 82\% | 30\% | 138 $56 \%$ |
| Very good response | $\begin{aligned} & 54 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & { }_{22} \% \\ & \hline \end{aligned}$ | ${ }_{5 \%}$ | 19\% | $\begin{aligned} & 18 \\ & { }_{19} \\ & \hline \end{aligned}$ | 11\% | ${ }_{6}^{5}$ | 17\% | 20 $12 \%$ | 16\% | 16\% | ${ }_{11 \%}^{7}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | 20\% | 19 $14 \%$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | $\stackrel{22}{14 \%}$ | 12\% | 39 ${ }^{16 \%}$ |
| Somewhat good response | $\begin{gathered} 166 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 41 \% \end{aligned}$ | 842\% | 26\% | $\begin{aligned} & 38 \\ & 39 \% \% \\ & \text { 3 } \end{aligned}$ | $\begin{aligned} & 55 \\ & 55 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 48 \\ & 56 \% \\ & \mathrm{D} \end{aligned}$ | 58\% | 73 $42 \%$ | 35 $41 \%$ | ${ }^{48} 7$ | 29 ${ }^{9} 7$ | $\begin{aligned} & 83 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & \text { 638 } \\ & 538 \end{aligned}$ | 559\% | 43\% | 104 ${ }^{47 \%}$ | 60\% | 182\% | 99\% |
| Somewhat/Very Bad Response (Net) | 72\% | $\begin{aligned} & 46 \\ & { }_{23}{ }^{2} \% \end{aligned}$ | 25 $13 \%$ | $\begin{gathered} 33 \\ 28 \% \\ \text { FG } \end{gathered}$ | 19\% | ${ }_{12}^{12}$ | ${ }_{9}^{7} \%$ | 31 22 | 30\% | 11 $13 \%$ | 18 $14 \%$ | ${ }_{1}^{7} \%$ | $\begin{aligned} & 47 \\ & 27 \% \\ & 27 \% \end{aligned}$ | ${ }_{19}^{19}$ | 25 $18 \%$ | 28\% | $\begin{aligned} & 50 \\ & { }_{22}^{22 \%} \\ & \hline \end{aligned}$ | ${ }_{12 \%}^{19}$ | $\stackrel{12}{27 \%}$ | 58\% |
| Somewhat bad response | 59\% | 39 $19 \%$ $c$ | 20\% | $24 \%$ | 15 | ${ }_{12}^{12}$ | ${ }_{9 \%}$ | 25\% | 25 $14 \%$ | 10\% | 12\% | ${ }_{11}^{7} \%$ | 20\% | ${ }^{14} 14$ | 22\% | 23 $18 \%$ | $\begin{aligned} & 42 \\ & 19 \% \\ & { }_{R} \end{aligned}$ | ${ }^{14} 9$ | 10\% | ${ }^{48}{ }^{2} \%$ |
| Very bad response | 13 ${ }_{3}$ | 8 | ${ }_{3}^{5}$ | $\begin{gathered} 9 \\ \mathrm{Fg}^{8 \%} \end{gathered}$ | $4{ }_{4}^{4}$ | - | - | $\stackrel{7}{5 \%}$ | ${ }_{3}^{5}$ | ${ }_{1}^{1 \%}$ | ${ }_{1 \%}$ | - | 11 6 | 5 | $\stackrel{3}{2 \%}$ | 5 | ${ }_{3 \%}^{7}$ | 5\% | ${ }_{4 \%}$ | 10 ${ }_{4}$ |
| I am not familiar with this company | $\begin{gathered} 107 \\ 27 \% \end{gathered}$ | 27 $13 \%$ | $\begin{gathered} 80 \\ 40 \% \\ \text { B } \end{gathered}$ | $38 \%$ | ${ }_{2}^{23}$ | ${ }^{22} 2 \%$ | 25 $29 \%$ | 34\% | 50\% | $\stackrel{23}{27 \%}$ | $\begin{aligned} & 49 \\ & 37 \% \\ & M \end{aligned}$ | $\begin{aligned} & 20 \\ & 32 \% \\ & M \end{aligned}$ | 19 $11 \%$ | 23 $17 \%$ | $\begin{gathered} 41 \\ { }_{29 \%}^{n} \end{gathered}$ | ${ }^{44}{ }^{44} \%$ | 179\% | $\begin{gathered} 60 \\ 37 \% \\ Q \end{gathered}$ | 3\% | $49 \%$ |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 43 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents


| Unweighted Base | 402 | 154 | 248 | 175 | 110 | 65 | 52 | 138 | 158 | 106 | 210 | 49 | 120 | 122 | 132 | 148 | 227 | 158 | 34 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 406 | 193* | 213 | $143^{*}$ | 109* | 97* | $57^{*}$ | 146* | 173* | 86* | 122 | $53^{*}$ | 215* | 122* | 136* | 147* | 247 | 146* | $44^{* *}$ | 243 |
| Somewhat/Very Good Response (Net) | ${ }_{399}^{159}$ | $\begin{aligned} & 81 \\ & 42 \% \end{aligned}$ | ${ }_{3}^{78}$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | ${ }_{30}^{47 \%}$ | $\begin{aligned} & 53 \\ & 55 \% \\ & \text { Dee } \end{aligned}$ | $\begin{aligned} & 24 \\ & 42 \% \end{aligned}$ | $59$ | ${ }_{39}^{68}$ | 32 37 | $39 \%$ | $\begin{aligned} & 17 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 101 \\ 47 \% \\ \mathrm{~K} \end{gathered}$ | ${ }_{47}^{58}$ | 51 38 | 50\% | 103 $42 \%$ | $\begin{aligned} & 53 \\ & 36 \% \end{aligned}$ | 25\% | 917\% |
| Very good response | ${ }^{27} \%$ | ${ }^{12}$ | ${ }^{15}$ | ${ }^{10} \%$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\frac{5}{5 \%}$ | ${ }_{2}^{1}$ | 13 ${ }_{9}$ | $\underset{4 \%}{7}$ | 8\% | 5 | $\stackrel{2}{5 \%}$ | ${ }^{20} 9 \%$ | ${ }_{5}^{6}$ | 7 | 14 9 | 19 ${ }_{8}$ | ${ }_{6 \%}$ | 21\% | ${ }^{17} \%$ |
| Somewhat good response | ${ }_{33}^{132}$ | $\begin{aligned} & 69 \\ & 36 \% \end{aligned}$ | 630\% | $\begin{aligned} & 32 \\ & 23 \% \end{aligned}$ | ${ }_{26 \%}^{29}$ | $\begin{aligned} & 48 \\ & 50 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 23 \\ & 40 \% \\ & d \\ & d \end{aligned}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 35 \% \end{aligned}$ | 25\% | $\begin{aligned} & 34 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & { }_{4}^{42 \%} \\ & \hline \end{aligned}$ | ${ }_{34}^{43}$ | 366 | ${ }^{85}{ }^{3} \%$ | 44\% | 16 37 | 75 $31 \%$ |
| Somewhat/Very Bad Response (Net) | 83\% | 49\% | 16\% | $\begin{gathered} 59 \\ 41 \% \\ \text { EFG } \end{gathered}$ | 15 $14 \%$ | ${ }_{6}^{6} \%$ | $\stackrel{4}{7 \%}$ | 36\% | 35\% | 12 | ${ }^{11} 9$ | 10\% | $\begin{aligned} & 57 \\ & 26 \% \\ & \text { K } \end{aligned}$ | 22 $18 \%$ | 28\% | 34\% | ${ }^{45} 8$ | 35\% | 128\% | 25\% |
| Somewhat bad response | 39 $10 \%$ | 25 ${ }_{13}$ | ${ }^{15} \%$ | $\begin{gathered} 28 \\ \text { EFG } \\ \text { EFG } \end{gathered}$ | $7{ }^{7} \%$ | $3{ }_{3}$ | $3{ }^{3}$ | 12\% | $\begin{aligned} & 24 \\ & 14 \% \\ & j \end{aligned}$ | $3 \%$ | ${ }_{5}^{6}$ | 8\% | 25 ${ }^{12}$ | ${ }^{11} 9$ | 16\% | ${ }^{13} 9$ | 25 | 13\% | ${ }_{9 \%}$ | 32\% |
| Very bad response | ${ }_{11} 11 \%$ | 24\% | 209\% | $\begin{gathered} 31 \\ \text { EFG } \\ \text { EFG } \end{gathered}$ | ${ }_{8 \%}^{8}$ | $3{ }_{3}^{3}$ | ${ }^{1} \%$ | 24\% | 11 6 \% | 10\% | ${ }_{4}^{5}$ | ${ }_{11 \%}^{6}$ | $\begin{aligned} & 32 \\ & { }^{15 \%} \% \\ & K \end{aligned}$ | $\stackrel{10}{8 \%}$ | 12\% | 21 $15 \%$ | 21 8 \% | 22 $15 \%$ | ${ }^{19} \%$ | 34\% |
| I am not familiar with this company | 163 $40 \%$ | ${ }_{33}^{63}$ | $\begin{gathered} 100 \\ 47 \% \\ B \end{gathered}$ | 429\% | $\begin{aligned} & 54 \\ & 50 \% \\ & \text { D } \end{aligned}$ | $38{ }^{39}$ | $\begin{aligned} & 29 \\ & 51 \% \\ & \mathrm{D} \end{aligned}$ | 50 35 | 70\% | $\begin{gathered} 43 \\ 49 \% \\ \text { h } \end{gathered}$ | $\begin{aligned} & { }^{71} \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 50 \% \\ & M \end{aligned}$ | 57\% | ${ }_{35}^{43}$ | 57 $42 \%$ | 63 43 | 99\% | 58\% | ${ }_{14 \%}^{6}$ | ${ }^{86}$ 36\% |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 53 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 44 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents


| Unweighted Base | 399 | 133 | 266 | 164 | 109 | 65 | 61 | 152 | 159 | 88 | 216 | 54 | 109 | 133 | 135 | 131 | 203 | 184 | 30 | 217 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 184* | 229 | 117* | 102* | 111* | 82** | 135* | 201* | 77* | 117 | $63^{*}$ | 207* | 146* | 146* | 121* | 230 | 176* | 39** | 243 |
| Somewhat/Very Good Response (Net) | 225 $54 \%$ | $\begin{gathered} 113 \\ 62 \% \\ c \end{gathered}$ | 112 $49 \%$ | 51 $43 \%$ | $\begin{aligned} & 62 \\ & 61 \% \\ & \text { 61\% } \end{aligned}$ | $49 \%$ | 63\% | 77\% | 103 $51 \%$ | 45\% | ${ }^{62}$ \% | 41 65 | 110 $53 \%$ | $\begin{aligned} & 93 \\ & 64 \% \\ & 0 \end{aligned}$ | 70\% | 62\% | 115 $50 \%$ | ${ }^{107}$ 61\% | 15\% | 134 55 |
| Very good response | $\begin{aligned} & 66 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 25 \\ 25 \% \\ d \end{gathered}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 26 } \\ & \hline 19 \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | ${ }_{13}^{8} \%$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | ${ }_{1}^{28}{ }_{\mathrm{p}}^{28}$ | 20 ${ }_{\text {20\% }}$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | ${ }^{22} 13 \%$ | ${ }_{16 \%}$ | ${ }_{18}^{43}$ |
| Somewhat good response | ${ }_{39}^{159} \%$ | $\begin{aligned} & 78 \\ & 42 \% \end{aligned}$ | 826\% | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 30 \% \end{aligned}$ | $52$ | $\begin{aligned} & 51 \\ & 38 \% \end{aligned}$ | 76\% | $\begin{aligned} & 32 \\ & 41 \% \end{aligned}$ | 45\% | 33 5 | $\begin{aligned} & 75 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 65 \\ 45 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 53 \\ 44 \% \\ 0 \end{gathered}$ | 74 $32 \%$ | $\begin{aligned} & 85 \\ & 48 \% \\ & Q \end{aligned}$ | ${ }^{81} \%$ | 918\% |
| Somewhat/Very Bad Response (Net) | ${ }^{62}$ \% | $\begin{aligned} & 40 \\ & { }_{22}^{2} \% \\ & C \end{aligned}$ | ${ }^{22} 9$ | $\stackrel{26}{22 \%}$ | 20 $19 \%$ | 15 $14 \%$ | ${ }_{2}^{1 \%}$ | 24\% | ${ }^{29} 9$ | 12\% | 21 $18 \%$ | $5{ }_{8}$ | 17\% | ${ }^{28} 9$ | 15\% | 20 $16 \%$ | 418\% | 20 $11 \%$ | 14 ${ }^{14}$ | ${ }^{47} 9$ |
| Somewhat bad response | 40\% | 26 c c | 14\% | 16\% | ${ }_{12}^{12}$ | 110\% | * | $14 \%$ | 19\% | ${ }^{7} \%$ | ${ }^{11} 9$ | ${ }_{5}{ }^{\text {\% }}$ | ${ }_{13}^{26}$ | 172\% | 12\% | ${ }^{12} 9$ | ${ }^{26} 11 \%$ | 14\% | ${ }_{9}^{3}$ | 29\% |
| Very bad response | ${ }^{22} 5$ | 14\% | ${ }_{3 \%}^{7}$ | 10 $8 \%$ | $8 \%$ | $\stackrel{4}{3 \%}$ | $1 \%$ | 9\% | 10 ${ }_{5}$ | $3{ }_{3}^{3}$ | 10\% | ${ }_{3 \%}{ }^{2}$ | ${ }^{10} 5 \%$ | 11\% | $\stackrel{3}{2 \%}$ | ${ }_{7 \%}$ | 15\% | ${ }_{4}^{6} \%$ | 10\% | ${ }^{18} \%$ |
| I am not familiar with this company | ${ }^{126}$ 31\% | 30 $16 \%$ | $\begin{aligned} & 96 \\ & 42 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 41 \\ & 35 \% \\ & E \end{aligned}$ | 20\% | $\begin{gathered} 47 \\ 43 \% \\ \hline \end{gathered}$ | ${ }^{18} 2{ }^{2} \%$ | 35\% | ${ }^{68}{ }^{2} \%$ | 23 $30 \%$ | 35 | ${ }^{16} 26$ | 619\% | 25 ${ }^{17} \%$ | $\begin{aligned} & 61 \\ & \begin{array}{l} 42 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \\ & \mathrm{~N} \end{aligned}$ | 74 32 | 49\% | 11\% | 62\% |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 176 } \\ & 100 \% \end{aligned}$ | $\begin{gathered} 39 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ - K/LIM - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 405 | 155 | 250 | 172 | 116 | 60 | 57 | 122 | 167 | 116 | 212 | 62 | 101 | 114 | 141 | 150 | 218 | 169 | 35 | 232 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 398 | $188{ }^{*}$ | 210 | 123* | 101* | $88^{*}$ | 87** | 125* | 181* | 92* | 123* | 71* | 175* | 101* | 152* | 145* | 238 | $143^{*}$ | $46^{* *}$ | 261 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 173 \\ 43 \% \end{gathered}$ | $\begin{gathered} 108 \\ 58 \mathrm{C} \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 54 \% \\ & 44 \% \end{aligned}$ | $47 \%$ | $\begin{aligned} & 40 \\ & 45 \% \end{aligned}$ | $32$ | $\begin{aligned} & \text { 66 } \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 42 \% \end{aligned}$ | 31 $34 \%$ | $\begin{aligned} & 49 \% \end{aligned}$ | 29\% | $\text { 91 } 52 \%$ | $\begin{aligned} & 40 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 109 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 76 \% \end{aligned}$ | 135 5 5 |
| Very good response | $\begin{aligned} & 57 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \\ & C \end{aligned}$ | ${ }^{18} 8{ }_{8}$ | $\begin{aligned} & 19 \\ & 16 \% \\ & \text { F } \end{aligned}$ | $\begin{aligned} & 25 \\ & 25 \% \\ & \text { 25 } \end{aligned}$ | $\stackrel{3}{3 \%}$ | 10 $11 \%$ | $\begin{aligned} & 33 \\ & 26 \% \\ & { }^{26} \% \end{aligned}$ | ${ }^{16} 9$ | 8\% | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | ${ }_{12 \%}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | 24\% | 23 $16 \%$ | $\begin{aligned} & 44 \\ & \text { 18\% } \\ & \text { R } \end{aligned}$ | 10\% | 22 49 | 50\% |
| Somewhat good response | ${ }^{116}$ 29\% | $\begin{gathered} 69 \\ 37 \% \\ \hline \end{gathered}$ | 472\% | 35\% | 22\% | $\begin{gathered} 37 \\ 42 \% \\ \text { 42\% } \end{gathered}$ | $\stackrel{22}{25 \%}$ | ${ }_{23}^{36}$ | 60 33 | 24\% | 299\% | 20\% | $\begin{gathered} { }^{63} \\ 36 \% \\ k \end{gathered}$ | 30\% | ${ }_{31}^{47}$ | 39\% | $\begin{aligned} & 66 \\ & 28 \% \end{aligned}$ | 499\% | 13 $27 \%$ | 852\% |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 56 \\ & 14 \% \end{aligned}$ | 29\% | 27\% | 25\% | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 22 $12 \%$ | 10\% | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | 15\% | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \end{aligned}$ | ${ }_{12 \%}^{19}$ | ${ }_{12 \%}^{18}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | 21 15 | ${ }^{7} 9$ | 42\% |
| Somewhat bad response | 27\% | 12\% | 15\% | 14\% | 8 | $3{ }^{3}$ | ${ }_{2 \%}{ }^{2}$ | ${ }^{10} 8$ | 12\% | $5 \%$ | 9\% | ${ }_{8}^{6} \%$ | 12\% | $8 \%$ | $9 \%$ | 10\% | 14\% | 10\% | 11\% | 22\% |
| Very bad response | 29\% | ${ }^{17} 9$ | 12\% | ${ }^{11} 9$ | ${ }_{6}^{6}$ | ${ }_{9}^{8}$ | $\stackrel{4}{5 \%}$ | $14 \%$ | 10 $6 \%$ | 5\% | 8\% | -9\% | $\stackrel{9}{5 \%}$ | ${ }_{12}^{12 \%}$ | 10 6 | $\stackrel{7}{5 \%}$ | ${ }^{16} \%$ | 118\% | ${ }_{4 \%}$ | 21 81 |
| I am not familiar with this company | $\begin{gathered} 169 \\ 43 \% \end{gathered}$ | 51\% | $\begin{gathered} 118 \\ 56 \% \\ B \end{gathered}$ | 43 35 | $39 \%$ | 37 $42 \%$ | 49\% | 35\% | $\begin{aligned} & 83 \\ & 46 \% \\ & 4 \\ & \hline \end{aligned}$ | $\begin{aligned} & 51 \\ & 56 \% \\ & H \end{aligned}$ | 58\% | ${ }^{28} 9 \%$ | $\begin{aligned} & 63 \\ & 36 \% \end{aligned}$ | $41 \%$ | ${ }^{62} 4 \%$ | 66\% | 99 ${ }^{\text {42\% }}$ | 64\% | ${ }_{9 \%}$ | 842\% |
| Sigma | 398 $100 \%$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | 92 $100 \%$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 101 \\ & 100 \% \end{aligned}$ | 152\% | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | 238 $100 \%$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 466\% | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 410 | 149 | 261 | 172 | 115 | 67 | 56 | 135 | 158 | 117 | 209 | 67 | 108 | 124 | 143 | 143 | 216 | 179 | 34 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 420 | 200* | 220 | $143 *$ | 106* | $100 *$ | 71** | $146{ }^{*}$ | 180* | $93^{*}$ | 112 | 92* | 187* | 130* | 156* | 134* | 237 | 173* | 49** | 263 |
| Somewhat/Very Good Response (Net) | ${ }^{206}$ 49\% | $\begin{aligned} & 113 \\ & 57 \% \\ & C^{2} \% \end{aligned}$ | 93 42 | 57 ${ }^{4} \%$ | $\begin{aligned} & 58 \\ & 55 \% \\ & d \end{aligned}$ | $52 \%$ | 39 5 | $\begin{aligned} & 77 \\ & 53 \% \\ & j \end{aligned}$ | $\begin{aligned} & 94 \\ & 52 \% \\ & j \end{aligned}$ | 34\% | 49\% | 448 | ${ }^{104} 56$ | 63 $49 \%$ | $\begin{aligned} & 87 \\ & 56 \% \\ & p \end{aligned}$ | 55 | 118 $50 \%$ | 80\% | 28 $58 \%$ | 133 $50 \%$ |
| Very good response | $\begin{aligned} & 62 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 22 \% \\ & C \end{aligned}$ | ${ }^{18} 8 \%$ | $\begin{aligned} & 24 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | $9$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \\ & 2 i^{2} \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | ${ }_{9 \%}$ | ${ }^{10} 9 \%$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & { }^{39 \%} \\ & \text { K } \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 33 \\ 21 \% \\ p \end{gathered}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | 188\% | 37 $14 \%$ |
| Somewhat good response | $\begin{gathered} 144 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & \\ & \hline \end{aligned}$ | 222\% | $\begin{aligned} & 41 \\ & 38 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 42 \\ & 42 \% \\ & { }_{\mathrm{D}} \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 41 \% \end{aligned}$ | 45 $31 \%$ | $\begin{aligned} & 73 \\ & 41 \% \end{aligned}$ | 28\% | 40\% | $\begin{aligned} & 33 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 36 \% \end{aligned}$ | ${ }_{37}{ }^{18}$ | 54\% | ${ }_{31}{ }^{2} \%$ | 76\% | 67 $39 \%$ | 10 | ${ }_{36}^{95}$ |
| Somewhat/Very Bad Response (Net) | 73 $17 \%$ | $\begin{aligned} & 44 \\ & { }_{24}^{4} \% \end{aligned}$ | ${ }^{25} 12 \%$ | $\begin{gathered} 39 \\ 27 \% \\ \hline \end{gathered}$ | 110\% | $19 \%$ | $\stackrel{4}{6 \%}$ | ${ }^{28}{ }^{19}$ | 19\% | 10 | 15 $13 \%$ | 13 $14 \%$ | ${ }_{21} 2 \%$ | 24 $18 \%$ | ${ }^{26} 16$ | 23 $17 \%$ | ${ }_{19}^{44}$ | 23 $13 \%$ | 18\% | 55 ${ }^{51}$ |
| Somewhat bad response | 11\% | 14\% | 17\% | 22\% | $7 \%$ | 13 | ${ }_{5}^{3}$ | 19\% | 21 $12 \%$ | 5\% | $9 \%$ | 112\% | 24\% | ${ }_{16}^{16}$ | 17\% | 13 $10 \%$ | 25\% | ${ }^{16} 9$ | 10\% | 30 $12 \%$ |
| Very bad response | 27\% | $\begin{aligned} & 19 \\ & 10 \% \\ & c \end{aligned}$ | 8 | $\begin{gathered} 17 \\ 12 \% \\ e \end{gathered}$ | ${ }_{3}^{4}$ | ${ }_{6}^{6}$ | ${ }_{1}^{1 \%}$ | 9\% | 14 8 | 5 | ${ }_{5}^{6}$ | ${ }_{2}^{2}$ | ${ }^{17} 9$ | ${ }_{6 \%}$ | 6\% | ${ }^{10} 8$ | ${ }^{19} 8$ | 7 | $\stackrel{4}{8 \%}$ | ${ }^{25} 9$ |
| I am not familiar with this company | 141 $34 \%$ | 20\% | $\begin{gathered} 102 \\ 46 \% \\ B \end{gathered}$ | 47\% | 37 $35 \%$ | 30\% | 27 $39 \%$ | 418\% | 51\% | $\begin{aligned} & 49 \\ & 52 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 48 \\ & 43 \% \\ & M^{2} \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \\ & \mathrm{~m} \end{aligned}$ | 42\% | ${ }_{33}^{43}$ | 438\% | $\begin{gathered} 56 \\ 42 \% \\ \hline \end{gathered}$ | 74 $31 \%$ | ${ }_{3}^{63}$ | 12 $24 \%$ | 759\% |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 263 \\ & 100 \% \end{aligned}$ |

Proportions/Means Columns Tested $5 \%$. $0 \%$ risk


Base: All Respondents


| Unweighted Base | 403 | 145 | 258 | 182 | 113 | 53 | 55 | 142 | 173 | 88 | 217 | 57 | 99 | 121 | 143 | 139 | 203 | 189 | 46 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 372 | 175* | 197 | 131* | 96* | 86* | 59** | 125* | 170* | 77* | 112 | 59* | 177* | 122* | 141* | 109* | 201 | 162* | $61^{* *}$ | 246 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 214 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 110 \\ 56 \% \end{gathered}$ | ${ }^{50} 9$ | $\begin{aligned} & \text { 60 } \\ & 62 \% \\ & \text { D } \end{aligned}$ |  | $\begin{aligned} & 46 \\ & 78 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 55 \% \end{aligned}$ | ${ }_{63 \%}^{108}$ | $\begin{aligned} & 37 \\ & 49 \% \end{aligned}$ | $59$ | $\begin{aligned} & 344 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 115 \\ 65 \% \\ k \end{gathered}$ | $\begin{aligned} & 78 \\ & 64 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 87 \\ & 61 \% \\ & p \end{aligned}$ | 49\% | $\begin{aligned} & 115 \\ & 57 \% \end{aligned}$ | $97$ | $\begin{aligned} & 39 \\ & 64 \% \end{aligned}$ | 154 $63 \%$ |
| Very good response | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | 210\% | ${ }^{10} 8$ | $\begin{aligned} & 18 \\ & 198 \% \\ & \text { in } \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | ${ }_{15 \%}$ | ${ }^{18}{ }^{15}$ | 20 $12 \%$ | $\stackrel{9}{12 \%}$ | 17 $15 \%$ | $\stackrel{3}{5 \%}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | 15 ${ }^{13}$ | $\begin{aligned} & 24 \\ & 17 \% \\ & \mathrm{p} \% \end{aligned}$ | $8 \%$ | 30 | ${ }^{16} 10 \%$ | 17\% | 32 $13 \%$ |
| Somewhat good response | 167 $45 \%$ | $78{ }^{74 \%}$ | 89 | ${ }_{31}{ }^{1} \%$ | $41 \%$ | $\begin{aligned} & 47 \\ & 55 \% \\ & \text { D } \end{aligned}$ | 37 $63 \%$ | 50\% | ${ }_{5}^{88}$ | 28\% | 427\% | 31 53 | $\begin{aligned} & 88 \\ & 50 \% \\ & k \end{aligned}$ | ${ }^{62}$ 51\% | 63 $44 \%$ | 42\% | 85 | 81 50 | 29\% | 122 49 |
| Somewhat/Very Bad Response (Net) | $\text { 73 } 20 \%$ | $\begin{aligned} & { }_{26}^{26} \\ & C \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 39 \\ 30 \% \\ f \end{gathered}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 15 \% \end{aligned}$ | $\stackrel{2}{4 \%}$ | $\begin{aligned} & 31 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ | $\stackrel{9}{16 \%}$ | $\begin{aligned} & 329 \\ & 22 \% \end{aligned}$ | 24 20 | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | ${ }_{21}^{23}$ | 41 ${ }^{20 \%}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | 20\% | 24\% |
| Somewhat bad response | 50 $13 \%$ | $\begin{gathered} 32 \\ 18 \% \\ c \end{gathered}$ | ${ }^{18} 9$ | 22 $17 \%$ | 16\% | 10\% | 2\% | 19\% | 21 $12 \%$ | ${ }_{10}^{13}$ | 11\% | ${ }_{11}^{6} \%$ | 27 | ${ }_{16}^{16}$ | 19 | 159 | 27 $14 \%$ | 19\% | 118\% | 36\% |
| Very bad response | ${ }^{23} 6$ | 14\% | 5\% | $\begin{aligned} & 17 \\ & 13 \% \\ & 13 \% \end{aligned}$ | $\stackrel{3}{3 \%}$ | $3{ }_{3}^{3}$ | $\stackrel{1}{2 \%}$ | 12\% | ${ }_{5}^{8}$ | 3\% | 8\% | $\stackrel{3}{5 \%}$ | 12\% | ${ }_{7 \%}$ | $7 \%$ $5 \%$ | ${ }_{7}^{8} \%$ | 13\% | 9\% | $\stackrel{9}{15 \%}$ | 19\% |
| I am not familiar with this company | ${ }_{23}^{86}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 61 \\ 31 \% \\ 31 \% \end{gathered}$ | $\begin{gathered} 41 \\ 32 \% \\ e \end{gathered}$ | ${ }^{18}{ }^{19 \%}$ | 159 | 11 $19 \%$ | ${ }_{26}^{26}$ | 34\% | $\begin{gathered} 26 \\ 34 \% \\ i \end{gathered}$ | $\begin{aligned} & 34 \\ & 31 \% \\ & M 1 \% \end{aligned}$ | 15\% | 22 $13 \%$ | 20\% | 20\% | $\begin{aligned} & 37 \\ & 34 \% \\ & \text { No } \end{aligned}$ | 45 ${ }^{2} \%$ | 37\% | ${ }_{3 \%}$ | 38\% |
| Sigma | $\begin{aligned} & 372 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | 125 | 170 $100 \%$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | 122 $100 \%$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 61 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C - D/E/F/G - $\mathrm{H} / \mathrm{IIJ}$ - $\mathrm{K} / \mathrm{LIM}-\mathrm{N} / 0$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  |  |  |


| Unweighted Base | 411 | 155 | 256 | 170 | 119 | 56 | 66 | 144 | 165 | 102 | 220 | 58 | 113 | 142 | 149 | 120 | 211 | 188 | 39 | 232 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 402 | 185* | 217 | $123 *$ | 125* | 78* | 76* | 154* | 169* | 79* | 117 | 75* | 196* | $140 *$ | $160 *$ | 102* | 233 | 161* | 59** | 248 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 152 \\ 38 \% \end{gathered}$ | $\begin{gathered} 81 \\ 44 \% \\ c \end{gathered}$ | $\begin{aligned} & 71 \\ & 33 \% \end{aligned}$ | 43 35 | $\begin{aligned} & 50 \\ & 40 \% \end{aligned}$ | 25 3 \% | $\begin{aligned} & 34 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 47 \% \\ & i \mathrm{ij} \end{aligned}$ | 56\% | 24 ${ }^{1}$ \% | $\begin{gathered} 49 \\ 42 \% \\ \hline \end{gathered}$ | 14 $18 \%$ | $\begin{aligned} & 87 \\ & 45 \% \\ & \text { 45\% } \end{aligned}$ | 51 36 | 60\% | $41 \%$ | 96 $41 \%$ | 55 34 | 28\% | 102 $41 \%$ |
| Very good response | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & \text { 12\% } \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | 5\% | $\begin{aligned} & 24 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }_{7}^{7}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | 3\% | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 39 \\ & \begin{array}{l} 17 \% \% \\ \mathrm{R} \end{array} \end{aligned}$ | ${ }_{5}^{8}$ | 132\% | 37 $15 \%$ |
| Somewhat good response | $\begin{gathered} 105 \\ 26 \% \end{gathered}$ | $\begin{gathered} \text { 60\% } \\ 32 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 23\% | ${ }^{18} 3$ | $\begin{aligned} & 29 \\ & 39 \% \\ & { }^{29} \end{aligned}$ | $\begin{aligned} & 48 \\ & 31 \% \end{aligned}$ | 39 ${ }^{3} \mathrm{~F}$ | $\begin{aligned} & 17 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 29 \% \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 111 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 30 \% \\ & 1 \end{aligned}$ | 31 $22 \%$ | 39\% | 36\% | 58\% | ${ }^{46} 9$ | 15 | 26\% |
| Somewhat/Very Bad Response (Net) | 91 $23 \%$ | $\begin{aligned} & 64 \\ & 35 \% \\ & \\ & \hline \end{aligned}$ | ${ }^{28} 13$ | $\begin{aligned} & 43 \\ & 35 \% \\ & \text { fG } \end{aligned}$ | $\begin{aligned} & 31 \\ & 25 \% \\ & \mathrm{G} \end{aligned}$ | $\begin{gathered} 14 \\ 18 \% \\ \mathrm{~g} \end{gathered}$ | 3 | $\begin{aligned} & 46 \\ & 30 \% \\ & j \end{aligned}$ | $\begin{aligned} & 39 \\ & 23 \% \\ & \hline \end{aligned}$ | ${ }_{8}^{6} \%$ | ${ }_{18}^{16}$ | 21 28 | 50\% | 36 $26 \%$ | 39\% | ${ }_{16}^{16}$ | 55\% | 34\% | 23 38 | 74 $30 \%$ |
| Somewhat bad response | 55 ${ }^{14 \%}$ | $\begin{gathered} 38 \\ 20 \% \\ C \end{gathered}$ | 17\% | $\begin{gathered} 16 \\ \begin{array}{c} 13 \% \\ \mathrm{~g} \end{array} \end{gathered}$ | $\begin{aligned} & 23 \\ & 19 \\ & 19 \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \\ & \begin{array}{l} \text { G } \end{array} \end{aligned}$ | ${ }_{2 \%}$ | $\begin{aligned} & 25 \\ & { }^{17} \% \\ & j \end{aligned}$ | 25\% | 5\% | ${ }^{10} 8$ | $14 \%$ | 31 $16 \%$ | $\begin{gathered} 20 \% \\ \text { 20\% } \end{gathered}$ | 20 $12 \%$ | ${ }^{8} \%$ | 34\% | 20\% | 179\% | ${ }_{17}^{43}$ |
| Very bad response | ${ }^{37} 9$ | $\begin{aligned} & 26 \\ & 14 \% \\ & \mathrm{C} \end{aligned}$ | 11 5 | $\begin{gathered} 27 \\ \text { EFG } \\ \hline 22 \% \end{gathered}$ | ${ }_{6}^{6}$ | * | $\stackrel{2}{2 \%}$ | $\begin{aligned} & 21 \\ & 13 \% \\ & \text { j } \end{aligned}$ | 14 $8 \%$ | ${ }_{3 \%}^{2}$ | ${ }_{8 \%}$ | 10\% | 19\% | $\stackrel{9}{6 \%}$ | ${ }_{12 \%}^{19}$ | 88 | $\stackrel{21}{9 \%}$ | ${ }^{14} 9$ | ${ }_{10}^{6}$ | 31 $13 \%$ |
| I am not familiar with this company | $\begin{gathered} 159 \\ 39 \% \end{gathered}$ | ${ }^{40}$ \% | $\begin{gathered} 119 \\ 55 \% \\ B \end{gathered}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | 44\% | $\begin{aligned} & 39 \\ & 50 \% \\ & \text { d } \end{aligned}$ | $\begin{aligned} & 39 \\ & 51 \% \\ & \text { D1\% } \end{aligned}$ | 36\% | $\begin{gathered} 74 \\ 44 \% \\ H \end{gathered}$ | $\begin{aligned} & 48 \\ & 61 \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{gathered} 50 \\ 42 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{aligned} & 40 \\ & 53 \% \\ & M \end{aligned}$ | 59\% | 53 38 | 61 $38 \%$ | $44 \%$ | 82\% | 73 $45 \%$ | ${ }_{14 \%}$ | 729\% |
| Sigma | $\begin{aligned} & 402 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P - Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/GG-H/IJ-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 400 | 154 | 246 | 173 | 109 | 60 | 58 | 124 | 186 | 90 | 193 | 60 | 123 | 109 | 153 | 138 | 208 | 180 | 36 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 408 | 195* | 212 | 140 | 100* | 93* | 75* | 124* | 191* | 92* | 107 | 64* | 214* | 123* | 167* | 119* | 217 | 181* | $46^{* *}$ | 255 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 148 \\ 36 \% \end{gathered}$ | $\begin{gathered} 82 \\ 42 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 65 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \end{aligned}$ | $30 \%$ | $\begin{aligned} & 30 \% \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 43 \% \end{aligned}$ | ${ }_{31}^{61}$ | $34 \%$ | ${ }_{41}{ }_{41 \%}$ | ${ }_{27}^{17}$ | $\begin{aligned} & 79 \\ & 37 \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | 69 $41 \%$ | 426\% | 90 $41 \%$ | 56 $31 \%$ | 281\% | 97\% |
| Very good response | $\begin{aligned} & 48 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 15 \% \end{aligned}$ | ${ }^{19} 9$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $14 \%$ | $\begin{aligned} & 19 \\ & 20 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | 3 4\% | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\stackrel{4}{3 \%}$ | $\begin{aligned} & 23 \\ & { }^{24} \% \\ & \mathrm{~N}^{2} \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \\ & \mathrm{~N} \end{aligned}$ | 27 $13 \%$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | 10 $22 \%$ | $\stackrel{29}{11 \%}$ |
| Somewhat good response | 99\% | 53 ${ }^{27 \%}$ | 42\% | 34\% | 28\% | 14\% | $\begin{aligned} & 24 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 30 \% \\ & j \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | 31\% | 159\% | 230 | 32\% | $\begin{aligned} & 45 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 18 \% \end{aligned}$ | ${ }^{62} 29$ | 206 | 18 $39 \%$ | ${ }^{68}$ |
| Somewhat/Very Bad Response (Net) | 91\% | ${ }_{32}^{62}$ | ${ }_{14 \%}^{29}$ | $\begin{gathered} 41 \\ 29 \% \\ 9 \end{gathered}$ | ${ }^{18} 8$ | ${ }_{24}^{23}$ | 10 $13 \%$ | 30 24 | $\begin{gathered} 46 \\ \text { 26\% } \\ j \end{gathered}$ | $12 \%$ | ${ }^{18}$ | ${ }_{12 \%}$ | $\begin{aligned} & { }_{3}^{60} 0 \\ & \text { KL } \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \\ & 0 \mathrm{p} \end{aligned}$ | 29 $17 \%$ | 23 | 50\% | 38\% | 22\% | 77 $30 \%$ |
| Somewhat bad response | 60\% | $\begin{aligned} & 43 \\ & 22 \\ & 2 C_{C} \% \end{aligned}$ | ${ }^{17} 8$ | $\begin{gathered} 27 \\ \text { 19\% } \\ \text { g } \end{gathered}$ | $11 \%$ | $\begin{gathered} 19 \\ 20 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{5}^{4}$ | 13 $10 \%$ | 36 $19 \%$ | $12 \%$ | 10\% | ${ }_{9}^{6} \%$ | $\begin{aligned} & 43 \\ & 20 \% \\ & k \end{aligned}$ | 24\% | 21 $12 \%$ | ${ }_{13}^{16}$ | 37\% | 21\% | ${ }_{9 \%}$ | 49\% |
| Very bad response | 31 8 \% | 19 $10 \%$ | 12\% | 14\% | 88 | $\stackrel{4}{4 \%}$ | ${ }_{7 \%}^{6}$ | $\begin{aligned} & 18 \\ & 14 \% \\ & j \end{aligned}$ | $\begin{aligned} & 13 \\ & { }^{17} \% \end{aligned}$ | - | $7 \%$ | 3\% | 22 10 | $\begin{aligned} & 16 \\ & 13 \% \\ & 13 \% \end{aligned}$ | $\stackrel{8}{5 \%}$ | ${ }_{6}^{7} \%$ | ${ }^{13} 6$ | ${ }^{17} 9$ | ${ }_{13}^{6}$ | 29 $11 \%$ |
| I am not familiar with this company | 169 $41 \%$ | 51 26 | $\begin{gathered} 118 \\ 55 \% \\ B \end{gathered}$ | 51\% | $41 \%$ | $44 \%$ | 36\% | 41 31 | 81 | ${ }^{46} 5$ | 46 $43 \%$ | $\begin{gathered} 39 \\ 61 \% \\ \text { KM } \end{gathered}$ | 70 33 | 46\% | 69 $41 \%$ | 54\% | ${ }_{38}{ }^{\text {36 }}$ | $\begin{gathered} 87 \\ 48 \% \\ q \end{gathered}$ | 18\% | 80\% |
| Sigma | $\begin{aligned} & 408 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 75 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 191 } \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 46 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\% 10\% risklevel) - B/C - D/E/F/G - H/TJ- K/L/ -N/O/P-Q/R- S/T


Base: All Respondents


| Unweighted Base | 406 | 138 | 268 | 164 | 117 | 64 | 61 | 125 | 179 | 102 | 218 | 54 | 114 | 134 | 142 | 130 | 206 | 191 | 34 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 395 | 167* | 228 | 116* | 94* | $93^{*}$ | $93^{*}$ | $127 *$ | 190* | 79* | 125 | $57^{*}$ | 191* | 110* | 164* | 122* | 220 | $168 *$ | $38^{* *}$ | 227 |
| Somewhat/Very Good Response (Net) | 196 50 | $\begin{aligned} & 96 \\ & 58 \% \\ & c \end{aligned}$ | 100 $44 \%$ | 41 35 | $\begin{aligned} & 58 \\ & 682 \% \\ & { }^{2} \end{aligned}$ | $42 \%$ | $\begin{aligned} & 56 \\ & \text { 60\% } \\ & \text { D } \end{aligned}$ | 71 $56 \%$ | 90\% | 35 44 | 53\% | 24 $43 \%$ | 100 | $\begin{aligned} & 69 \\ & 62 \% \\ & \text { op } \end{aligned}$ | 76 $46 \%$ | 52\% | 118 $54 \%$ | 78\% | 284\% | 131 $58 \%$ |
| Very good response | $\begin{aligned} & 59 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | 21\% | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | 18 $14 \%$ | $\begin{aligned} & 30 \\ & 16 \% \end{aligned}$ | 11 $14 \%$ | 14\% | 3\% | $\begin{aligned} & 38 \\ & \text { 20\% } \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \\ & \mathrm{P} \end{aligned}$ | 23 $14 \%$ | $\stackrel{10}{8 \%}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | 18\% | 12 $31 \%$ | ${ }_{19}^{43}$ |
| Somewhat good response | $\begin{aligned} & 137 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 41 \% \end{aligned}$ | 69\% | 26\% | $\begin{aligned} & 37 \\ & 40 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 31 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 47 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 53 \\ & 42 \% \end{aligned}$ | 30\% | ${ }_{3}^{23} 3$ | 49\% | 22 $39 \%$ | ${ }_{3}^{62}$ \% | 42\% | 53 32 | 42\% | 77 $35 \%$ | 60\% | 16 $44 \%$ | ${ }^{88}{ }^{8} \%$ |
| Somewhat/Very Bad Response (Net) | 81\% | 44\% | 37 $16 \%$ | $\begin{gathered} 31 \\ 26 \% \\ \text { 26\% } \end{gathered}$ | $7{ }_{8}^{7}$ | $\begin{gathered} \text { 292\% } \\ \hline \end{gathered}$ | 14\% | 21 16 | ${ }^{46} 24$ | 159\% | 22 $18 \%$ | 132\% | ${ }^{21} 1 \%$ | ${ }_{18}^{18}$ | $\begin{aligned} & 45 \\ & 28 \% \\ & \text { p } \end{aligned}$ | ${ }_{18}^{18}$ | 40\% | 39\% | ${ }^{8} 8$ | 50\% |
| Somewhat bad response | 55 ${ }^{5}$ | 29 $18 \%$ | 26 $11 \%$ | $\begin{gathered} 21 \\ 18 \% \\ 18 \% \end{gathered}$ | $5{ }_{5}$ | $\begin{aligned} & 22 \\ & 23 \% \\ & 2 \mathrm{Eg}^{2} \% \end{aligned}$ | ${ }^{8} \%$ | 9\% | $\begin{aligned} & 34 \\ & \text { 18\% } \\ & \text { he } \end{aligned}$ | $12 \%$ | ${ }^{11} 9$ | ${ }_{9}{ }^{\text {\% }}$ | $\begin{gathered} 33 \\ \begin{array}{l} 17 \% \\ k \end{array} \end{gathered}$ | ${ }^{10} 9$ | $\begin{gathered} 33 \\ \text { 20\% } \\ \hline \end{gathered}$ | $12 \%$ | 27 ${ }^{12}$ | 26\% | 2\% | 36\% |
| Very bad response | ${ }^{26} 7$ | ${ }^{14} 9$ | 12 5 | ${ }^{10} 9$ | $3{ }_{3}$ | ${ }_{8}^{8}$ | ${ }_{6}^{6} \%$ | ${ }^{12} 9$ | 12\% | 3\% | ${ }^{11} 9$ | $\begin{gathered} 7 \\ { }^{13 \%} \% \\ m \end{gathered}$ | $7{ }_{4}^{7}$ | $7 \%$ | 12 81 | ${ }_{5}^{6}$ | ${ }^{13} 6$ | 13\% | ${ }^{5} 3 \%$ | 14 6 |
| I am not familiar with this company | 118 $30 \%$ | 27 $16 \%$ | $\begin{aligned} & 91 \\ & 40 \% \\ & 40 \% \end{aligned}$ | $4_{f}^{49} \%$ | 280\% | 21 23 | 24\% | 35\% | 54\% | $\stackrel{29}{37 \%}$ | 40\% | 20 35 | 50\% | 24\% | 426\% | $\begin{aligned} & 52 \\ & 42 \% \\ & \mathrm{NO} \end{aligned}$ | 62 28 | ${ }^{52}$ 31\% | ${ }_{6}{ }^{\text {\% }}$ | 46\% |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 79 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 38 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 414 | 146 | 268 | 154 | 124 | 70 | 66 | 136 | 182 | 96 | 229 | 47 | 113 | 127 | 147 | 140 | 231 | 173 | 34 | 216 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 427 | 191* | 236 | $107 *$ | 117* | 107* | 95* | 145* | 197* | 84* | 142 | 60** | 188* | 124* | 160* | 142* | 255 | 167* | $42^{* *}$ | 248 |
| Somewhat/Very Good Response (Net) | 164 $38 \%$ | $\begin{gathered} 85 \\ 45 \% \\ c \end{gathered}$ | 783\% | 35 3 \% | $49 \%$ | 474\% | 32 34 | 60 $41 \%$ | 789\% | 26 $31 \%$ | ${ }^{46}$ \% | 121\% | $\begin{aligned} & 87 \\ & 47 \% \\ & k \end{aligned}$ | 45\% | 55 ${ }^{\text {\% }}$ | 52\% | 100 $39 \%$ | ${ }_{3}^{62} \%$ | 26 $61 \%$ | 100 $40 \%$ |
| Very good response | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \\ & { }_{C}^{2} \% \end{aligned}$ | 14 6 \% | ${ }_{8 \%}^{9}$ | ${ }^{15} 13$ | $\begin{aligned} & 11 \% \\ & 10 \% \end{aligned}$ | ${ }_{9 \%}$ | $\begin{aligned} & 14 \% \\ & 10 \% \end{aligned}$ | ${ }^{14} 7 \%$ | $\begin{aligned} & 14 \\ & 17 \% \\ & i \% \end{aligned}$ | ${ }^{11} \%$ | $\stackrel{3}{5 \%}$ | $\begin{aligned} & 19 \\ & \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \\ & \text { P } \end{aligned}$ | $\begin{gathered} 19 \\ 12 \% \\ \mathrm{p} \end{gathered}$ | ${ }_{4}^{6}$ | 29 $11 \%$ | 14\% | 10 $24 \%$ | ${ }^{22} 9$ |
| Somewhat good response | $\begin{gathered} 121 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 29 \% \end{aligned}$ | ${ }_{27}^{64 \%}$ | 26\% | 34\% | 36 $34 \%$ | 24\% | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 32 \% \end{aligned}$ | 12 | ${ }^{36} 26$ | $10 \%$ | $\begin{gathered} 67 \% \\ 37 \% \end{gathered}$ | 38 | 36\% | 46\% | 718\% | ${ }^{48} 9$ | 16 $37 \%$ | 79 |
| Somewhat/Very Bad Response (Net) | 76\% | ${ }^{40}$ \% | 36 $15 \%$ | ${ }_{2}^{24}$ | 22\% | 110\% | ${ }^{18}{ }^{19}$ | $\begin{aligned} & 32 \\ & 22 \% \\ & \text { jo } \end{aligned}$ | 36 $18 \%$ | ${ }^{8} \mathrm{O} \%$ | 16 $11 \%$ | 14 23 | $\begin{aligned} & 45 \\ & 24 \% \\ & K \end{aligned}$ | 17 | 32\% | 27 ${ }^{27}$ | 50\% | 24\% | ${ }^{19} \%$ | 20\% |
| Somewhat bad response | ${ }^{62} 14 \%$ | $\begin{gathered} 36 \\ 19 \% \\ c \end{gathered}$ | 25 $11 \%$ | 19\% | 15\% | ${ }^{10} 9$ | ${ }_{18}^{18}$ | 24\% | 31 $16 \%$ | 8\% | 118\% | 14\% | $\begin{aligned} & 36 \\ & \hline 196 \% \\ & \text { K } \end{aligned}$ | 15 | 24\% | 23 $16 \%$ | 38\% | 22 $13 \%$ | ${ }^{7} 6$ | 36\% |
| Very bad response | ${ }^{14} 3$ | ${ }_{2 \%}^{4}$ | 10 ${ }^{1 \%}$ | ${ }_{6}^{6} \%$ | 7 | ${ }_{2 \%}$ | * | ${ }_{6}^{8}$ | ${ }^{5} \%$ | $2 \%$ | 5 | - | 5\% | ${ }_{2 \%}$ | $\stackrel{8}{5 \%}$ | 3\% | 12 5 | ${ }_{1 \%}^{2}$ | ${ }_{3}^{1}$ | 13 |
| I am not familiar with this company | 187 $44 \%$ | ${ }_{34 \%}^{65}$ | $\begin{gathered} 122 \\ 52 \% \\ B \end{gathered}$ | $47 \%$ | $46 \%$ | $49 \%$ | $46 \%$ | ${ }_{3}^{53} \%$ | 84 | $\begin{aligned} & 50 \\ & 59 \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & 80 \\ & 56 \% \\ & M \end{aligned}$ | 34\% | 25\% | ${ }^{51} \times$ | 73 $46 \%$ | 63 $44 \%$ | 105 $41 \%$ | 80\% | 20\% | 99\% |
| Sigma | ${ }_{100 \%}^{427}$ | $\begin{aligned} & \text { 191 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | 60 $100 \%$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | 124 $100 \%$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | - 420 \% | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 405 | 158 | 247 | 173 | 99 | 71 | 62 | 127 | 162 | 116 | 214 | 59 | 103 | 134 | 133 | 138 | 205 | 189 | 38 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 423 | 202* | 221 | 132 | 103* | 102* | 86* | 134* | 180* | 109* | 128 | 76* | 186* | 143* | 156* | 125* | 236 | 177* | 54** | 259 |
| Somewhat/Very Good Response (Net) | 201 $48 \%$ | $\begin{aligned} & 113 \\ & 56 \% \\ & C_{6} \end{aligned}$ | 80\% | ${ }^{67} \%$ | 52. | $47 \%$ | 36 $42 \%$ | $\begin{aligned} & 66 \\ & 50 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 100 \\ & 56 \% \end{aligned}$ | $34 \%$ | 53 | 30\% | $\begin{aligned} & 105 \\ & 55 \% \\ & \mathrm{Kl}^{2} \end{aligned}$ | 70 $49 \%$ | 74\% | 57\% | 113 $48 \%$ | 85 | 33 $61 \%$ | 133 $51 \%$ |
| Very good response | $\begin{aligned} & 59 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \% \\ & 18 \% \end{aligned}$ | 14\% | $9 \%$ | 12 $15 \%$ | $\begin{aligned} & \text { 25 } \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | 13 | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & \text { 23 } \\ & 16 \% \end{aligned}$ | 26 16 | 11 81 | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | 14 26 | ${ }_{17}^{45}$ |
| Somewhat good response | $\begin{gathered} 142 \\ 34 \% \end{gathered}$ | 77\% | ${ }_{29 \%}^{65}$ | 432\% | $\begin{aligned} & 38 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 27 \% \end{aligned}$ | ${ }_{31}^{41 \%}$ | $\begin{aligned} & 79 \\ & 44 \% \\ & h \mathrm{~h} \end{aligned}$ | 22\% | $\begin{aligned} & 41 \\ & 32 \% \end{aligned}$ | 24 ${ }^{2}$ \% | 739\% | 47\% | 48 $31 \%$ | $\begin{aligned} & 48 \\ & 38 \% \end{aligned}$ | 74 $31 \%$ | 67\% | 19 ${ }_{3}$ | ${ }_{34 \%}$ |
| Somewhat/Very Bad Response (Net) | ${ }^{88}{ }^{1} \%$ | $\underset{\substack{52 \\ 26 \% \\ c}}{ }$ | 36\% | ${ }^{26} 19 \%$ | ${ }_{21}^{21}$ | 17 17 | $\stackrel{23}{27 \%}$ | 31 $23 \%$ | 35 $19 \%$ | 22\% | ${ }^{26}$ | 14\% | ${ }^{43} 23$ | 38\% | 28\% | 23 $18 \%$ | $\begin{aligned} & \text { 626\% } \\ & 26 \% \end{aligned}$ | 24\% | 13 $25 \%$ | ${ }^{60}{ }^{23 \%}$ |
| Somewhat bad response | 52\% | 27 $14 \%$ | 24 $11 \%$ | 13 $10 \%$ | $5{ }_{5}$ | $12 \%$ | $\begin{aligned} & 21 \\ & 25 \% \\ & \text { 25 } \end{aligned}$ | ${ }_{13}^{18}$ | 18\% | 15 | ${ }_{16}^{16}$ | 10\% | ${ }_{12}^{2} \%$ | ${ }_{12 \%}{ }^{1}$ | 21 $13 \%$ | 13 $10 \%$ | $\begin{aligned} & 38 \\ & { }^{16} \% \\ & \mathrm{R} \end{aligned}$ | 12\% | 13\% | 29 $11 \%$ |
| Very bad response | ${ }^{37} 9$ | $\begin{aligned} & 25 \\ & 12 \% \\ & c \end{aligned}$ | 12\% | 13 $10 \%$ | $\begin{aligned} & 17 \\ & 16 \% \\ & 16 \% \end{aligned}$ | 5 | 3\% | 14 $10 \%$ | 17 $10 \%$ | ${ }_{5}^{6}$ |  | 4\% | 21\% | $\begin{aligned} & 20 \\ & 14 \% \\ & { }^{2} \% \end{aligned}$ | 7 | ${ }^{10} 8$ | 24\% | ${ }^{12} 7 \%$ | ${ }_{1}^{6} \%$ | 32 $12 \%$ |
| I am not familiar with this company | 134\% | 36 $18 \%$ | $\begin{aligned} & 97 \\ & 44 \% \\ & { }^{9} \% \end{aligned}$ | 40\% | 30\% | 38 | $\xrightarrow{27}$ 31\% | ${ }^{36} 27$ | 45\% | $\begin{aligned} & 53 \\ & 48 \% \\ & 48 \end{aligned}$ | $\begin{aligned} & 48 \\ & 38 \% \\ & M \end{aligned}$ | $\begin{aligned} & 32 \\ & 42 \% \\ & 4 \end{aligned}$ | ${ }^{38}{ }^{2} \%$ | 35\% | 55 ${ }^{5}$ | ${ }_{36}^{45}$ | 61 ${ }^{6} \%$ | $\begin{gathered} 67 \\ 38 \% \\ 9 \end{gathered}$ | $\stackrel{8}{14 \%}$ | 66\% |
| Sigma | $\begin{aligned} & 423 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 86 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 259 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 404 | 165 | 239 | 159 | 120 | 71 | 54 | 145 | 165 | 94 | 206 | 54 | 115 | 121 | 138 | 145 | 225 | 169 | 31 | 234 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 204* | 209 | 125* | 108* | 102* | 78** | 148* | $187^{*}$ | 79* | 117 | 71* | 197* | 135* | 152* | 126* | 237 | 170* | $34^{* *}$ | 252 |
| Somewhat/Very Good Response (Net) | ${ }_{6}^{267}$ \% | ${ }^{128} 6$ | $\begin{gathered} 140 \\ 67 \% \end{gathered}$ | 58\% | $\begin{aligned} & 73 \\ & 67 \% \\ & { }^{7} \% \end{aligned}$ | $\begin{aligned} & 70 \\ & \text { 69\%\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 666 \\ & 84 \% \end{aligned}$ | $\begin{aligned} & 91 \% \\ & 61 \% \end{aligned}$ | $\begin{gathered} 119 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 73 \% \end{aligned}$ | ${ }_{71 \%}$ | $\begin{gathered} 46 \\ 65 \% \end{gathered}$ | ${ }_{61 \%}^{121}$ | $\begin{aligned} & 106 \\ & 78 \% \\ & 78 \end{aligned}$ | $\begin{aligned} & 94 \\ & 62 \% \end{aligned}$ | 67\% | $\begin{aligned} & 157 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 109 \\ 64 \% \end{gathered}$ | 22 $64 \%$ | 160 $64 \%$ |
| Very good response | ${ }^{78} 19$ | ${ }^{38} 9$ | 40\% | 15 $12 \%$ | $\stackrel{23}{21 \%}$ | 19\% | 20\% | 35 ${ }^{34}$ | 27 $15 \%$ | 150\% | $\begin{aligned} & 36 \\ & 31 \% \\ & 31 \% \end{aligned}$ | 10\% | ${ }_{13}^{26}$ | 25 $19 \%$ | 31 20 | 21\% | 47\% | 31 $18 \%$ | 26\% | ${ }^{46}$ \% |
| Somewhat good response | $\begin{gathered} 190 \\ 46 \% \end{gathered}$ | 900 | $\begin{gathered} 100 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 34 \% \end{aligned}$ | $50$ | $\begin{aligned} & 51 \\ & 50 \% \\ & d \end{aligned}$ | $\begin{aligned} & 46 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 38 \% \end{aligned}$ | $92 \%$ | $\begin{aligned} & 42 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 60 \% \\ & \text { OP } \end{aligned}$ | $\begin{aligned} & 63 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 111 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 46 \% \end{aligned}$ | 13 $38 \%$ | 114 $45 \%$ |
| Somewhat/Very Bad Response (Net) | 90\% | $\begin{aligned} & 56 \\ & { }_{28}^{28 \%} \\ & \hline \end{aligned}$ | 34 16 | $\begin{aligned} & 46 \\ & 37 \% \\ & \mathrm{EF} \end{aligned}$ | ${ }_{16}^{16}$ | 20\% | 10\% | ${ }_{30}^{45}$ | 38\% | ${ }_{7}^{7}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | ${ }^{18}{ }^{2} \%$ | ${ }_{28}^{48}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 26 \% \\ & \text { 26\% } \end{aligned}$ | $\begin{aligned} & 34 \\ & 27 \% \\ & { }^{37} \% \end{aligned}$ | 47\% | 33\% | 25\% | ${ }^{68}{ }^{27}$ |
| Somewhat bad response | 57 $14 \%$ | $\begin{gathered} 37 \\ 18 \% \\ c \end{gathered}$ | 20\% | $\begin{gathered} \text { 30 } \\ \text { 24\% } \\ E \end{gathered}$ | ${ }^{10} 9$ | 14\% | ${ }_{5}^{4} \%$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | 25 $13 \%$ | ${ }_{6}^{4} \%$ | 110\% | 13\% | 32 16 | ${ }^{10} 8$ | $\begin{aligned} & 266 \\ & \begin{array}{l} \text { 27\% } \\ n \end{array} \end{aligned}$ | 20\% | 27 $12 \%$ | ${ }^{26} 5$ | 19\% | ${ }_{17}^{4} \%$ |
| Very bad response | 33 8 \% | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | ${ }^{13} 6 \%$ | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 6 \% \\ & 6 \end{aligned}$ | ${ }_{5 \%}^{4}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | 13\% | $3{ }_{4}^{3}$ | ${ }_{6}^{8}$ | ${ }_{12 \%}^{8}$ | ${ }^{17} 8$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | 13\% | 14\% | 19\% | 13 8 | ${ }_{6 \%}$ | 25 $10 \%$ |
| I am not familiar with this company | 56\% | 20\% | 36\% | 217\% | 19\% | 12 | 6\% | 12 $8 \%$ | 30 16 | 14\% | 15\% | 10\% | ${ }_{14 \%}^{28}$ | 13\% | 12\% | 19\% | 33 $14 \%$ | 22 $13 \%$ | 10\% | 23\% |
| Sigma | 413 $100 \%$ | $\begin{aligned} & 204 \\ & 100 \% \end{aligned}$ | 209 $100 \%$ | 125 | ${ }^{108} 0$ | 102\% | 188\% | ${ }^{148} 0$ | 187\% | 79 $100 \%$ | 117 $100 \%$ | 71 $100 \%$ | 197\% | 135 $100 \%$ | 152\% | 126\% | 237 $100 \%$ | 170\% | 34 $100 \%$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJJ-K/LIM - N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G- H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{$$
\begin{gathered}
\text { Wave } 13 \\
(50 / a l \\
(5 / 22) \\
5 / 2)
\end{gathered}
$$} \& \multicolumn{2}{|l|}{Gender} \& \multicolumn{4}{|c|}{Age} \& \multicolumn{3}{|c|}{Region} \& \multicolumn{3}{|c|}{HHI} \& \multicolumn{3}{|c|}{Political party} \& \multicolumn{2}{|l|}{Parent} \& \multirow[b]{2}{*}{Business
Travelers} \& \multirow[b]{2}{*}{$$
\begin{aligned}
& \text { Leisure } \\
& \text { Travelers }
\end{aligned}
$$} <br>
\hline \& \& Male \& Female \& 18-34 \& 35-49 \& 50-64 \& 65+ \& Urban \& Suburban \& Rural \& $$
\begin{aligned}
& \text { Less } \\
& \text { Lesn } \\
& \$ 50 \mathrm{k}
\end{aligned}
$$ \& $$
\$ 50 \mathbf{k}-
$$ \& \$75k+ \& $$
\begin{gathered}
\text { Republi- } \\
\text { can }
\end{gathered}
$$ \& Democrat \& Independent/ Othe \& Yes \& No \& \& <br>
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) <br>
\hline Unweighted Base \& 402 \& 158 \& 244 \& 164 \& 110 \& 64 \& 64 \& 156 \& 151 \& 95 \& 206 \& 56 \& 110 \& 113 \& 135 \& 154 \& 208 \& 179 \& 37 \& 221 <br>
\hline Weighted Base \& 424 \& 199* \& 225 \& $126 *$ \& 98* \& 101* \& 99* \& 153* \& 186* \& 85* \& 121 \& $72^{*}$ \& 199* \& 129* \& $150 *$ \& $144 *$ \& 232 \& 176* \& $38 * *$ \& 273 <br>
\hline Somewhat/Very Good Response (Net) \& ${ }^{168}{ }^{40 \%}$ \& 84\% \& 81 36 \& 46\% \& 39\% \& 38\% \& 45\% \& 45\% \& 76
$41 \%$ \& 23 28 \& 34\% \& 25 36 \& $$
\begin{gathered}
102 \\
51 \% \\
K
\end{gathered}
$$ \& 45 ${ }^{5}$ \& 69 $46 \%$ \& 54\% \& ${ }^{88} 8$ \& 77
$44 \%$ \& 26
$68 \%$ \& 118
$43 \%$ <br>
\hline Very good response \& $$
\begin{aligned}
& 47 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 12 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& \text { 11\% }
\end{aligned}
$$ \& $$
\begin{aligned}
& 17 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 11 \% \\
& 11 \%
\end{aligned}
$$ \& $$
{ }_{6}^{6}
$$ \& $$
\begin{aligned}
& 13 \\
& 14 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 23 \\
& 15 \%
\end{aligned}
$$ \& 15\% \& ${ }_{11 \%}^{9}$ \& ${ }^{10} 8$ \& 3 \& $$
\begin{aligned}
& 31 \\
& 15 \%
\end{aligned}
$$ \& ${ }^{16} 13 \%$ \& $$
\begin{aligned}
& 20 \\
& 13 \%
\end{aligned}
$$ \& $$
\begin{gathered}
11 \\
8 \%
\end{gathered}
$$ \& 27 $12 \%$ \& 18\% \& ${ }_{21}^{8} \%$ \& 33
$12 \%$ <br>
\hline Somewhat good response \& 121 $29 \%$ \& 64\% \& 57 \& 23\% \& $$
28{ }_{29}^{28}
$$ \& $$
\begin{aligned}
& 32 \\
& 32 \%
\end{aligned}
$$ \& $$
\begin{aligned}
& 31 \% \\
& 32 \%
\end{aligned}
$$ \& ${ }^{45} \mathbf{3} \%$ \& 61 $31 \%$ \& 14\% \& 25\% \& 23 $31 \%$ \& 71 36 \& 23\% \& 49\% \& 43\% \& 61
$26 \%$ \& 59\% \& ${ }_{46 \%}$ \& 85 $31 \%$ <br>
\hline Somewhat/Very Bad Response (Net) \& ${ }_{169}$ \& 20\% \& 29 $13 \%$ \& $$
\begin{aligned}
& 31 \\
& 25 \% \\
& \text { K }
\end{aligned}
$$ \& $$
\begin{aligned}
& 18 \\
& 18 \% \\
& \mathrm{~g}
\end{aligned}
$$ \& 14
$14 \%$ \& ${ }_{6}^{6}$ \& 30
$20 \%$ \& $$
\begin{aligned}
& 34 \\
& 18 \% \\
& \\
& \hline
\end{aligned}
$$ \& $5_{6 \%}$ \& 22
$18 \%$ \& 14 20 \& 30
$15 \%$ \& ${ }^{11} 9$ \& 32

$n$
$n$ \& 26
$18 \%$ \& 38 ${ }^{16 \%}$ \& 29 $17 \%$ \& ${ }_{13}^{5}$ \& 48\% <br>

\hline Somewhat bad response \& 40\% \& ${ }_{11}^{22}$ \& ${ }^{18}{ }_{8}^{1}$ \& \[
$$
\begin{aligned}
& 16 \\
& 136 \% \\
& { }^{2} \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
10 \\
10 \% \\
\mathrm{~g}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
12 \\
\begin{array}{c}
12 \% \\
\mathrm{~g}
\end{array}
\end{gathered}
$$
\] \& $1 \%$ \& ${ }^{13} 8$ \& 24 ${ }_{13}$ \& $3{ }_{3}^{3}$ \& $12 \%$ \& 119\% \& 14\% \& 5 \& 20

$13 \%$
$n$ \& 10\% \& 17\% \& 20 $12 \%$ \& $\stackrel{2}{5 \%}$ \& ${ }^{26} 9$ <br>

\hline Very bad response \& 29\% \& ${ }^{18} 9$ \& 11 5 \& \[
$$
\begin{aligned}
& 15 \\
& 12 \% \\
& 12
\end{aligned}
$$

\] \& | $7 \%$ |
| :--- |
| 8 | \& ${ }_{2 \%}$ \& $5{ }_{5}$ \& 17\% \& 10

$6 \%$ \& 3\% \& ${ }^{10} 8$ \& $\stackrel{3}{5 \%}$ \& ${ }^{15} 8$ \& ${ }_{5}^{6}$ \& 12 81 \& 12 $8 \%$ \& ${ }^{20} 9$ \& $\stackrel{9}{5 \%}$ \& 8\% \& 22\% <br>

\hline I am not familiar with this company \& ${ }_{187}{ }^{4} 8$ \& 72\% \& $$
\begin{gathered}
115 \\
515 \\
B
\end{gathered}
$$ \& 499\% \& $4{ }_{42}$ \& $49 \%$ \& $48 \%$ \& 55 ${ }^{\text {\% }}$ \& 76

$41 \%$ \& \[
$$
\begin{aligned}
& 57 \\
& \text { C7\% } \\
& \mathrm{HI}^{2}
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 65 \\
& 53 \% \\
& { }^{6} \%
\end{aligned}
$$

\] \& 32\% \& 38\% \& \[

$$
\begin{aligned}
& 73 \\
& 56 \% \\
& 0
\end{aligned}
$$
\] \& 50 33 \& 64\% \& 106

$46 \%$ \& 70
$40 \%$ \& $\stackrel{7}{19 \%}$ \& ${ }^{106} 39 \%$ <br>

\hline Sigma \& $$
\begin{aligned}
& 424 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 225 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 126 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
98 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 101 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
99 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 153 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 186 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
85 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 121 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
72 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 199 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 129 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 150 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 144 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 232 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 176 \\
& 100 \%
\end{aligned}
$$
\] \& 100\% \& 273

$100 \%$ <br>
\hline
\end{tabular}



Base: All Respondents


| Unweighted Base | 406 | 150 | 256 | 176 | 107 | 66 | 57 | 136 | 177 | 93 | 210 | 54 | 115 | 120 | 149 | 137 | 195 | 187 | 40 | 209 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 423 | 184* | 239 | 127 | 98* | $110^{*}$ | $87^{*}$ | 136* | 222* | $65^{*}$ | 118 | 68* | 210* | $128 *$ | $167 *$ | $128 *$ | 237 | 172* | 55** | 252 |
| Somewhat/Very Good Response (Net) | ${ }^{116}$ | $\begin{aligned} & 780 \\ & 38 \% \\ & \hline \end{aligned}$ | ${ }^{46} 9$ | 42\% | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | 26 24 | $\begin{aligned} & 17 \\ & 20 \% \end{aligned}$ | 432\% | 59\% | 142\% | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | 197\% | $\begin{aligned} & 69 \\ & 33 \% \\ & { }^{6} \% \end{aligned}$ | 33 $25 \%$ | 436\% | 40 $31 \%$ | 73 $31 \%$ | 414\% | 33 $60 \%$ | 83\% |
| Very good response | ${ }^{37}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | ${ }^{16} \%$ | $\begin{aligned} & { }_{1}^{11} \% \\ & \mathrm{i} \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\frac{8}{7 \%}$ | ${ }^{1} \%$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | ${ }^{17} \%$ | 4\% | $\stackrel{4}{3 \%}$ | ${ }_{8}^{5}$ | $\begin{aligned} & 28 \\ & \begin{array}{l} 13 \% \\ K \end{array} \\ & \hline \end{aligned}$ | ${ }^{10} 8$ | 18\% | $\stackrel{9}{7 \%}$ | ${ }^{26} 11 \%$ | ${ }^{10} 6$ | 13 $24 \%$ | ${ }^{29} 12 \%$ |
| Somewhat good response | 79\% | $\begin{aligned} & 49 \\ & 26 \% \\ & { }_{C}^{4} \end{aligned}$ | 30\% | 22\% | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | 27\% | 42\% | $\begin{aligned} & 10 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | ${ }_{20}^{14}$ | ${ }_{21}^{40 \%}$ | 23 ${ }^{18 \%}$ | 25 ${ }^{15}$ | 31 $24 \%$ | 47\% | 31 $18 \%$ | 20\% | 54\% |
| Somewhat/Very Bad Response (Net) | ${ }^{67} 16$ | $\begin{aligned} & 41 \\ & 22 \% \\ & { }_{C}^{2} \end{aligned}$ | ${ }^{26} 11 \%$ | $\begin{gathered} 36 \\ \text { eFG } \end{gathered}$ | $\begin{aligned} & 17 \\ & 17 \% \\ & \text { i } \end{aligned}$ | $\begin{gathered} 13 \\ 12 \% \\ \mathrm{~g} \end{gathered}$ | ${ }^{1} \%$ | 25 18 | ${ }^{32} 14 \%$ | $10 \%$ | 21 $18 \%$ | ${ }_{7}^{7} \%$ | 31 $15 \%$ | ${ }_{22 \%}{ }^{2}$ | 25 ${ }^{15}$ | 14\% | 43\% | 17 $10 \%$ | 11 ${ }^{10}$ | ${ }_{19}^{47}$ |
| Somewhat bad response | 40\% | 25 $\substack{13 \% \\ c}$ | 15\% | $\begin{gathered} \quad \begin{array}{c} 27 \\ \text { EFG } \end{array} \text { } \end{gathered}$ | ${ }_{8}^{8} \%$ | 5 | $1 \%$ | ${ }_{13}^{18}$ | ${ }^{18} 8$ | $4 \%$ | 13 $11 \%$ | 5\% | 21 $10 \%$ | ${ }^{18}{ }^{14}$ | ${ }^{10} 6$ | ${ }^{11} 9$ | 24\% | 11 6 | ${ }^{7} 7$ | 31 $12 \%$ |
| Very bad response | 27 6 \% | ${ }^{16} 9$ | 11 5 | $\begin{aligned} & 10 \\ & 8 \% \\ & \mathrm{~g} \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \end{aligned}$ | ${ }_{8 \%}^{8}$ | - | $\stackrel{7}{5 \%}$ | 14 6 | ${ }_{9}^{6} \%$ | 7\% | 3\% | 11 5 | 10 ${ }_{8 \%}$ | ${ }^{14} 9$ | ${ }_{3}^{3}$ | ${ }^{20} 8$ | ${ }_{4}^{6}$ | 7\% | ${ }^{16} 6$ |
| I am not familiar with this company | 240 $57 \%$ | 74 $40 \%$ | $\begin{gathered} 167 \\ 70 \% \\ B \end{gathered}$ | 499\% | 51 | $\begin{aligned} & 71 \\ & 64 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 69 \\ & 80 \% \\ & \text { DE } \end{aligned}$ | ${ }_{50 \%}^{68}$ | 131 $59 \%$ | 41 62 | 74 $63 \%$ | 42\% | 110 $52 \%$ | ${ }_{53}^{68}$ | 99\% | 74 58 | 120 $51 \%$ | $\begin{gathered} 114 \\ 66 \% \\ Q \end{gathered}$ | 11 ${ }^{1}$ | 122 $48 \%$ |
| Sigma | $\begin{aligned} & 423 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportionsmens. Caums Tested


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | LeisureTravelers |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lhan } \\ & \text { \$50k } \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  |  |  |


| Unweighted Base | 408 | 167 | 241 | 153 | 126 | 65 | 64 | 135 | 161 | 112 | 218 | 58 | 110 | 121 | 140 | 147 | 229 | 169 | 37 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 406 | 212* | 194 | 123* | 109* | $84^{*}$ | 90* | 135* | 167* | 104* | 134 | 70* | 184* | 125* | 154* | 127* | 255 | 144* | 50** | 244 |
| Somewhat/Very Good Response (Net) | 215 53 | $\begin{gathered} 124 \\ 58 \% \\ c \end{gathered}$ | $\begin{gathered} 97 \% \end{gathered}$ | ${ }_{45}^{55}$ | 60\% | $\begin{aligned} & 47 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 65 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 80 \\ & 48 \% \end{aligned}$ | 47 | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 48 \% \end{aligned}$ | 97\% | 74 $59 \%$ | 78 $51 \%$ | 639\% | 137 $54 \%$ | 74 $52 \%$ | 71\% | 130 $53 \%$ |
| Very good response | $\begin{aligned} & 75 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 50 \\ 24 \% \\ C \end{gathered}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | 25 20 | $\begin{gathered} 26 \\ 24 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | 10\% | $\begin{aligned} & 34 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | 11\% | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 18 \% \\ & { }_{2} \end{aligned}$ | $\begin{aligned} & 40 \\ & 22 \% \end{aligned}$ | ${ }_{22}{ }^{2} \%$ | 31\% | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | 20\% | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | 22 44 | 58\% |
| Somewhat good response | $\begin{gathered} 140 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | 36\% | 30 | $\begin{aligned} & 34 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 49 \% \\ & \mathrm{De} \end{aligned}$ | $\begin{aligned} & 53 \\ & 39 \% \end{aligned}$ | 50\% | 36 34 | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | 20\% | 57 | ${ }_{36}^{46}$ | 47\% | ${ }_{36}{ }^{6} \%$ | 87\% | 50 35 | 14 27 | 72\% |
| Somewhat/Very Bad Response (Net) | 113 $28 \%$ | 64 30 | 49\% | $\begin{aligned} & 48 \\ & 39 \% \\ & { }^{3 g} \% \end{aligned}$ | 30 27 | 15\% | 22\% | 27\% | $\begin{aligned} & 62 \\ & 37 \% \\ & 3 \mathrm{Hj} \end{aligned}$ | 23\% | ${ }^{26} 9$ | 18\% | $\begin{aligned} & 64 \\ & 35 \% \\ & K \end{aligned}$ | 33 ${ }^{36 \%}$ | 49\% | 31 $24 \%$ | 69\% | 40\% | 11 $23 \%$ | 75 $31 \%$ |
| Somewhat bad response | 71 $18 \%$ | $\begin{gathered} 42 \\ { }_{22}^{42 \%} \end{gathered}$ | 24\% | 27\% | 220\% | 10\% | 113\% | 22 $16 \%$ | 32 $19 \%$ | 17\% | 17\% | 13\% | ${ }_{24}^{44 \%}$ | 23 $18 \%$ | 37 $24 \%$ $P$ | 119\% | 50\% | 21 15 | $\stackrel{3}{5 \%}$ | ${ }_{19}^{49}$ |
| Very bad response | 12\% | 17\% | 24\% | $\begin{aligned} & 20 \\ & 17 \% \\ & \mathrm{e} \% \end{aligned}$ | ${ }_{7}^{8}$ | ${ }_{6}^{5}$ | $9 \%$ | 5 | $\begin{aligned} & 30 \\ & 18 \% \\ & 18 \% \end{aligned}$ | 7 | $9 \%$ | $\stackrel{9}{12 \%}$ | 20 $11 \%$ | 10 $8 \%$ | 12\% | 19\% | 20 80 | 19 $13 \%$ | 17\% | 30 $12 \%$ |
| I am not familiar with this company | ${ }^{78}{ }^{19}$ | 24\% | $\begin{gathered} 54 \\ 28 \% \\ \text { 28\% } \end{gathered}$ | 20\% | 20 $18 \%$ | 21 $26 \%$ | 179\% | 20 $15 \%$ | 25 ${ }^{15}$ | $\begin{aligned} & 33 \\ & 32 \% \\ & 3 \mathrm{H} \end{aligned}$ | $\begin{aligned} & 31 \\ & \begin{array}{c} 33 \% \\ \mathrm{~m} \end{array} \end{aligned}$ | $\begin{aligned} & \text { 27\% } \\ & { }_{\mathrm{m}}^{2} \end{aligned}$ | 24 $13 \%$ | ${ }_{14 \%}^{18}$ | 27 $18 \%$ | $\begin{gathered} 33 \\ 26 \% \\ \end{gathered}$ | ${ }^{48}{ }^{\text {\% }}$ | 30 ${ }^{31 \%}$ | 6\% | 39 ${ }^{3}$ |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 50 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 244 \% \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 401 | 149 | 252 | 66 | 112 | 63 | 60 | 132 | 182 | 87 | 212 | 57 | 104 | 121 | 129 | 151 | 203 | 187 | 38 | 223 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 392 | 176* | 215 | $124 *$ | $93^{*}$ | $91^{*}$ | $84^{*}$ | 129* | 185* | $77^{*}$ | 127 | $63^{*}$ | 168* | 123* | 135* | 134* | 227 | 152* | $46^{* *}$ | 242 |
| Somewhat/Very Good Response (Net) | ${ }_{30 \%}^{116}$ | $\begin{gathered} 64 \\ 36 \% \\ c \end{gathered}$ | 52 24 | $\begin{gathered} 44 \\ 36 \% \\ 9 \end{gathered}$ | $\begin{gathered} 34 \\ 37 \% \\ \mathrm{~g} \end{gathered}$ | 25\% | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | ${ }_{38}^{47}$ | ${ }^{46} 9$ | 28\% | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 384 \% \\ & K \end{aligned}$ | $\begin{aligned} & 40 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \end{aligned}$ | 77\% | 35\% | 51\% | 85\% |
| Very good response | ${ }^{37} 9$ | $\begin{aligned} & 26 \\ & 15 \% \\ & { }_{C}^{2} \end{aligned}$ | 11 5 | $\begin{aligned} & 16 \\ & 13 \% \\ & \text { f } \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \\ & f \end{aligned}$ | $3{ }^{3}$ | 5\% | $\begin{aligned} & 21 \\ & 17 \% \\ & 17 \end{aligned}$ | 8 | ${ }^{8} \mathrm{O} \%$ | ${ }_{6}^{7}$ | ${ }_{3}{ }^{2}$ | $\begin{aligned} & 27 \\ & 16 \% \\ & 161 \end{aligned}$ | 13 $11 \%$ | ${ }^{12} 9$ | ${ }^{12} 9$ | 24 $11 \%$ | ${ }^{12} 8$ | 139\% | 27 ${ }^{11 \%}$ |
| Somewhat good response | 720\% | $\begin{aligned} & 38 \\ & 28 \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $28 \%$ | $\begin{aligned} & 21 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $26$ | $\begin{aligned} & 399 \\ & 29 \end{aligned}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 130\% | $\begin{aligned} & 36 \\ & 22 \% \end{aligned}$ | 27\% | 32\% | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | ${ }_{23}{ }_{23}$ | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 10\% | 58\% |
| Somewhat/Very Bad Response (Net) | ${ }^{84}{ }^{4} \%$ | $\begin{aligned} & 53 \\ & 30 \% \\ & \hline \end{aligned}$ | 31 $14 \%$ | $\begin{aligned} & 38 \\ & 38 \\ & \text { FG } \end{aligned}$ | 22 24 | 13 $14 \%$ | 11 $13 \%$ | $\begin{aligned} & 40 \\ & 31 \% \\ & \text { ij } \end{aligned}$ | 32 $17 \%$ | $12 \%$ | 19 ${ }^{15}$ | $\stackrel{8}{12 \%}$ | $\begin{aligned} & 49 \\ & 29 \% \% \\ & \text { K1 } \end{aligned}$ | 17\% | 35\% | $\begin{gathered} 33 \\ 25 \% \\ \mathrm{n} \end{gathered}$ | ${ }^{48} \%$ | 28\% | 16 ${ }^{16}$ | ${ }^{68}{ }^{28}$ |
| Somewhat bad response | ${ }^{62} 16 \%$ | $\begin{gathered} 31 \% \\ 21 \% \end{gathered}$ | 25 ${ }_{12 \%}$ | $\begin{aligned} & 29 \\ & 23 \% \\ & { }_{\mathrm{G}} \end{aligned}$ | ${ }_{20}^{18}$ | $12 \%$ | 4\% | $\begin{aligned} & 34 \\ & 26 \% \\ & \text { 26\% } \end{aligned}$ | 25 $14 \%$ | $3{ }^{3}$ | $12 \%$ | 4\% | $\begin{aligned} & 43 \\ & { }^{455 \%} \\ & \text { KL } \end{aligned}$ | 9 | $\begin{aligned} & 29 \\ & 222 \% \\ & N \end{aligned}$ | $\begin{aligned} & 24 \\ & \begin{array}{l} 18 \% \\ \mathrm{n} \end{array} \end{aligned}$ | ${ }_{12}{ }^{19}$ | ${ }_{19}^{13}$ | 13 $28 \%$ | 521\% |
| Very bad response | 22 6 | $\begin{aligned} & 16 \\ & 9 \\ & { }_{c}^{1 \%} \end{aligned}$ | ${ }_{3 \%}^{6}$ | $\begin{aligned} & 10 \\ & 8 \% \end{aligned}$ | $\stackrel{4}{4 \%}$ | $1 \%$ | ${ }^{7} \%$ | 4\% | ${ }_{3 \%}^{6}$ | 10 $12 \%$ 1 | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | $\stackrel{3}{5 \%}$ | ${ }_{4 \%}^{6}$ | ${ }_{6}^{7} \%$ | 5\% | 10\% | ${ }_{3}^{6}$ | $9{ }_{6}$ | 6\% | ${ }^{16} \%$ |
| I am not familiar with this company | 191 $49 \%$ | ${ }_{39}^{59}$ | $\begin{gathered} 132 \\ 61 \% \\ B \end{gathered}$ | 42\% | 37 $40 \%$ | $\begin{aligned} & 55 \\ & \begin{array}{c} 51 \% \\ \text { DE } \end{array} . \end{aligned}$ | $\begin{aligned} & 58 \\ & \begin{array}{l} 59 \\ \text { DE } \end{array} \end{aligned}$ | 42\% | $\begin{aligned} & 106 \\ & 57 \% \\ & \mathrm{H} \end{aligned}$ | $\begin{aligned} & 43 \\ & 56 \% \\ & H \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 68 \\ 61 \% \\ M \end{array} \end{aligned}$ | $\begin{aligned} & 41 \\ & 65 \% \\ & M \end{aligned}$ | 55\% | 56\% | 59\% | 46\% | $\stackrel{102}{45 \%}$ | $\begin{aligned} & 86 \\ & 57 \% \\ & \text { q } \end{aligned}$ | ${ }_{14 \%}^{6}$ | 90\% |
| Sigma | $\begin{aligned} & 392 \\ & 100 \% \end{aligned}$ | 176\% | 215 | 124 $100 \%$ | 193\% | 101\% | 100\% | 129 $100 \%$ | 185 $100 \%$ | 100\% | 127 $100 \%$ | 100\% | 168\% | 123 | 135 $100 \%$ | 134 $100 \%$ | 227 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | ${ }_{100}^{46} \%$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 405 | 135 | 270 | 187 | 100 | 73 | 45 | 133 | 178 | 94 | 227 | 60 | 91 | 131 | 137 | 137 | 191 | 198 | 30 | 229 |
| Weighted Base | 389 | 155* | 233 | 126 | 96* | 111* | 55** | 118* | 176* | 94* | 119 | $71^{*}$ | 172* | 125* | 157* | 106* | 224* | 153* | $42^{* *}$ | 255 |
| Somewhat/Very Good Response (Net) | ${ }^{208} 5$ | $\begin{gathered} 86 \\ 56 \% \end{gathered}$ | 121 $52 \%$ | $\begin{aligned} & 57 \\ & 45 \% \end{aligned}$ | 70 $73 \%$ DF | $\begin{aligned} & 53 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 64 \% \\ & j \end{aligned}$ | $\begin{gathered} 89 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 58 \% \end{aligned}$ | 39 ${ }^{5}$ | 93 $54 \%$ | 72\% | 87 $55 \%$ | $49 \%$ | 110 $49 \%$ | $\begin{aligned} & 94 \\ & 62 \% \\ & 9 \end{aligned}$ | 27 65 | 147 $58 \%$ |
| Very good response | 55 14 | 31 $\substack{30 \% \\ c}$ | 24\% | $\begin{aligned} & 24 \\ & { }^{19} \% \\ & f \end{aligned}$ | 21 ${ }_{\text {21 }}$ | $\stackrel{9}{8 \%}$ | ${ }_{3 \%}$ | 238\% | ${ }^{18} 10$ | $9{ }_{9}^{9}$ | 23 | 11 $15 \%$ | 19 | 19\% | ${ }_{11}^{18}$ | 18\% | ${ }_{13}^{29}$ | 22 $14 \%$ | 13 $31 \%$ | 37 ${ }_{15 \%}$ |
| Somewhat good response | $\begin{gathered} 153 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 36 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 49 \\ & 51 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 45 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 40 \% \end{aligned}$ | $34 \%$ | 45 ${ }^{38}$ | 280\% | 75 | 53 $42 \%$ |  | 31 $29 \%$ | 80 36 | $72 \%$ | 14 $34 \%$ | 110 $43 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 90 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 47 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 42 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 33 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | 29\%\% | $\stackrel{5}{9 \%}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | ${ }_{27}^{47}$ | 19\% | ${ }_{22}^{26}$ | 14\% | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | 33 27 | 22\% | 23 ${ }_{2}$ | 61\% | $\begin{aligned} & 26 \\ & 17 \% \end{aligned}$ | 14 $34 \%$ | ${ }_{27}^{67}$ |
| Somewhat bad response | ${ }_{17}^{66}$ | ${ }^{33}$ 21\% | 33 $14 \%$ | $\begin{gathered} \text { 30 } \\ \text { 24\% } \\ E \end{gathered}$ | ${ }_{6}^{6}$ | ${ }_{\text {25 }}^{\text {23\% }}$ | ${ }_{8}^{5}$ | 17 $14 \%$ | 31 $18 \%$ | ${ }^{18}{ }^{19}$ | ${ }_{15}^{18}$ | 11 $15 \%$ | 20\% | 25\% | 23\% | $19 \%$ | 51 23\% | 15\% | 128\% | 51 |
| Very bad response | ${ }_{23}{ }^{6}$ | ${ }^{14} 9$ | 9 | ${ }^{12} 9$ | $7 \%$ | $4{ }_{4}^{4}$ | $\stackrel{*}{1 \%}$ | ${ }_{5}^{6}$ | $\begin{aligned} & 17 \\ & 10 \% \\ & j \end{aligned}$ | $1 \%$ | 9\% | 3\% | 11 6 | $8 \%$ | 11\% | $4 \%$ | 10 4 \% | 11\% | $\stackrel{3}{7 \%}$ | ${ }^{16} 6$ |
| I am not familiar with this company | 91 23 | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 69 \\ 30 \% \\ B \end{gathered}$ | 27\% | 13 $14 \%$ | 28\% | $\stackrel{22}{41 \%}$ | $\begin{aligned} & \text { 20 } \\ & 17 \% \end{aligned}$ | 329 | $\begin{gathered} 32 \\ 34 \% \\ \text { he } \end{gathered}$ | 24\% | ${ }^{18}{ }^{6} \%$ | $\begin{aligned} & 33 \\ & \text { 19\% } \end{aligned}$ | 20\% | 336 | $\begin{aligned} & 35 \\ & 333 \% \\ & \text { N } \end{aligned}$ | 54\% | ${ }^{32}$ 21\% | * ${ }^{\text {\% }}$ | ${ }^{40} 16$ |
| Sigma | $\begin{aligned} & 389 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 100 \% \end{aligned}$ | 100\% | 255 100 |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/LIM- $\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 402 | 146 | 256 | 175 | 100 | 69 | 58 | 125 | 173 | 104 | 204 | 58 | 114 | 136 | 132 | 134 | 220 | 170 | 41 | 212 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 423 | 196* | 227 | 131* | 94* | 107* | 91* | 137* | 196* | 91* | 117 | 71* | 194* | $143^{*}$ | 151* | 129* | 243 | 164* | $65^{* *}$ | 239 |
| Somewhat/Very Good Response (Net) | 218 | ${ }^{103} 5$ | 115 $51 \%$ | $\begin{aligned} & 60 \\ & 46 \% \end{aligned}$ | $56$ | $5{ }^{51 \%}$ | $\begin{aligned} & 49 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 54 \% \end{aligned}$ | 56\% | $\begin{gathered} 142 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 58 \% \end{aligned}$ |
| Very good response | $\begin{aligned} & 64 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 21 \% \\ & C \end{aligned}$ | 23 $10 \%$ | ${ }_{16}^{13} 1$ | $\begin{aligned} & 23 \\ & 24 \% \\ & \text { dof } \end{aligned}$ | 10\% | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | 24\% | ${ }^{28}{ }^{14 \%}$ | 12 | 19 | 13 $18 \%$ | ${ }^{28} 15$ | 21 $15 \%$ | 23 16 | 20\% | 43\% | 19\% | 17 26 | ${ }_{18}^{44}$ |
| Somewhat good response | 154 $36 \%$ | $\begin{aligned} & 62 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & 92 \\ & 40 \% \end{aligned}$ | 43\% | $\begin{aligned} & 33 \\ & 35 \% \end{aligned}$ | $44 \%$ | $\begin{aligned} & 34 \% \\ & 38 \% \end{aligned}$ | 53\% | 74\% | 279\% | 38 | 29\% | 759\% | $\begin{aligned} & 59 \\ & 41 \% \end{aligned}$ | 59\% | 36\% | ${ }^{98} \%$ | 55\% | 25\% | 94\% |
| Somewhat/Very Bad Response (Net) | ${ }^{805}$ | $\begin{aligned} & 49 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 26 \% \\ & \hline \end{aligned}$ | $\begin{gathered} \text { 232 } \\ 23 \% \\ \hline \end{gathered}$ | 21 $19 \%$ | ${ }_{9}^{8}$ | $\begin{aligned} & 36 \\ & 26 \% \\ & j \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 19 \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & { }^{44 \%} \\ & k \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | 38\% | 20\% | 55\% | 25 ${ }^{15}$ | 21 $32 \%$ | 26\% |
| Somewhat bad response | 60 $14 \%$ | 35\% | 25 $11 \%$ | 260\% | 17\% | $9{ }_{9}$ | ${ }_{9}^{8} \%$ | ${ }_{28}^{28}$ | ${ }^{28}{ }^{14} \mathrm{j}$ | ${ }_{4}^{4} \%$ | ${ }_{8 \%}$ | ${ }_{11 \%}$ | $\begin{aligned} & 39 \\ & \text { 20\% } \\ & \end{aligned}$ | 23 $16 \%$ | 214\% | 17\% | 417\% | 15\% | 20\% | 51\% |
| Very bad response | 25 6 | 14\% | 11 5 | ${ }_{6}^{8}$ | $5{ }_{5}$ | $\begin{gathered} 11 \\ 11 \% \\ \mathrm{~g} \end{gathered}$ | * | $\stackrel{7}{5 \%}$ | 10 5 | ${ }_{9}^{8}$ | 5 | ${ }_{10}{ }^{\text {\% }}$ | 8 | $\stackrel{4}{3 \%}$ | $\begin{aligned} & 1 \\ & 12 \% \\ & \mathrm{~Np} \end{aligned}$ | $\stackrel{3}{2 \%}$ | 14 6 | 10 6 | * $\%$ | 13 5 |
| I am not familiar with this company | $\begin{gathered} 120 \\ 28 \% \end{gathered}$ | ${ }_{23}^{43 \%}$ | $\begin{gathered} 76 \\ 33 \% \\ \text { b } \end{gathered}$ | 37\% | $\begin{aligned} & 177 \\ & 18 \% \end{aligned}$ | $32 \%$ | $\begin{gathered} 34 \\ 34 \% \\ \text { 38\% } \end{gathered}$ | 24\% | 55\% | $\begin{aligned} & 41 \\ & 45 \% \\ & 4 H^{2} \end{aligned}$ | $\begin{aligned} & 47 \\ & 40 \% \\ & \text { LM } \end{aligned}$ | 14 | 24\% | 37 $26 \%$ | 31 $20 \%$ | $\begin{aligned} & 53 \\ & 41 \% \\ & \text { nO } \end{aligned}$ | ${ }_{19}^{46}$ | $\begin{aligned} & 65 \\ & 39 \% \\ & \hline \text { P } \end{aligned}$ | ${ }_{3}{ }^{2}$ | 38 $16 \%$ |
| Sigma | 423 $100 \%$ | $\begin{aligned} & \text { 196 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 94 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | 196\% | 91 $100 \%$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 71 \\ \text { 100\% } \end{gathered}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | 151 $100 \%$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 100 \% \end{aligned}$ | 65 $100 \%$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 402 | 131 | 271 | 170 | 107 | 67 | 58 | 114 | 190 | 98 | 211 | 62 | 107 | 135 | 129 | 138 | 214 | 176 | 33 | 212 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 407 | 175* | 232 | $128 *$ | 103* | $95^{*}$ | 80** | $100^{*}$ | 220 | $87^{*}$ | 119 | 76* | 191* | 132* | 151* | 124* | 210 | 185* | 47** | 260 |
| Somewhat/Very Good Response (Net) | 151 $37 \%$ | 76 $44 \%$ | 75 3 \% | 499\% | 30\% | 38\% | 33 $41 \%$ | $\begin{aligned} & 51 \\ & 50 \% \\ & \text { ij } \end{aligned}$ | 74 $34 \%$ | 26\% | 31 26 | 29 38 | $\begin{aligned} & 88 \\ & 46 \% \\ & 46 \\ & K \end{aligned}$ | 443\% | $\begin{aligned} & 72 \\ & 48 \% \\ & 48 \end{aligned}$ | 35\% | 829\% | ${ }_{36}^{66}$ | 21 4 \% | 108 $42 \%$ |
| Very good response | $\begin{aligned} & 47 \% \\ & 11 \% \end{aligned}$ | $\begin{gathered} 28 \\ 16 \% \\ c \end{gathered}$ | ${ }^{18} 8{ }_{8}$ | $\begin{aligned} & 25 \\ & 20 \% \\ & { }^{20} \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | 7\% | ${ }^{8} 11 \%$ | $\begin{aligned} & 19 \\ & 19 \% \\ & 1 \end{aligned}$ | 19\% | $\stackrel{9}{10 \%}$ | $\begin{aligned} & 15 \\ & 13 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | 13 $10 \%$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \\ & \text { R } \end{aligned}$ | 12\% | 11 $23 \%$ | 30 $12 \%$ |
| Somewhat good response | ${ }_{26 \%}^{104}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 23\% | 31 $33 \%$ | $\begin{aligned} & 25 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 31 \% \end{aligned}$ | 55\% | 17 | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 30 \% \\ & K \end{aligned}$ | $\begin{aligned} & \frac{64}{34 \%} \\ & K \end{aligned}$ | 30 $23 \%$ | $\begin{aligned} & 54 \\ & 36 \% \\ & \mathrm{P} \end{aligned}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 439\% | 54\% | 10\% | 78 $30 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{67} \%$ | $\begin{aligned} & 40 \\ & { }_{23}^{43 \%} \\ & \text { 2 } \end{aligned}$ | 27 $12 \%$ | $\underset{\text { 22 }}{\text { 2 }}$ | $\begin{aligned} & 30 \\ & \text { 29\%\% } \\ & \hline \end{aligned}$ | ${ }_{9 \%}{ }^{\text {\% }}$ | * | 17\% | 39 $18 \%$ | 112\% | 17 $14 \%$ | ${ }_{9}^{7} \%$ | 39\% | $\begin{aligned} & 34 \\ & 26 \% \\ & 0 \end{aligned}$ | 14\% | ${ }^{18}{ }^{15}$ | ${ }^{38} 8$ | 27 15 | 23 $49 \%$ | 26\% |
| Somewhat bad response | 40\% | $\begin{gathered} 25 \\ 15 \% \\ c \end{gathered}$ | 15\% | $\stackrel{24}{19} \mathrm{~F}$ | 13 | $\stackrel{3}{3} \%$ | * | $7 \%$ | ${ }^{28} 1{ }^{1} \%$ | 5\% | ${ }_{7}^{8}$ | 3 | 25 ${ }^{13}$ | 19\% | 11\% | ${ }^{11} 9$ | $\begin{aligned} & 27 \\ & { }_{13}^{2} \% \end{aligned}$ | 11\% | 14 30 | 35\% |
| Very bad response | ${ }^{27} \%$ | 15 8 \% | 12 5 | 5 | $\begin{aligned} & 17 \\ & 16 \% \\ & 16 \% \end{aligned}$ | ${ }_{6}^{5}$ | - | 10\% | 11 5 \% | 8\% | $9 \%$ | 5\% | 14\% | $\begin{aligned} & 16 \\ & 12 \% \\ & 10 \% \end{aligned}$ | ${ }_{2 \%}$ | 8\% | ${ }^{10} 5$ | ${ }^{16} 9$ | ${ }^{9} 9$ | 21 8 \% |
| I am not familiar with this company | $\stackrel{189}{46 \%}$ | 58\% | $\begin{gathered} 130 \\ 56 \% \\ B \end{gathered}$ | 50\% | $43 \%$ | 49 $51 \%$ | 47\% | 33 3 \% | $\begin{gathered} 107 \\ 48 \% \\ H \end{gathered}$ | $\begin{aligned} & 50 \\ & 57 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 70 \\ & 59 \% \\ & \text { M } \end{aligned}$ | $\begin{aligned} & 40 \\ & 53 \% \\ & \mathrm{~m} \end{aligned}$ | 64 $34 \%$ | 54\% | 642\% | $\begin{aligned} & 71 \\ & 57 \% \\ & \text { no } \end{aligned}$ | 90\% | 92\% | $3 \%$ | 95\% |
| Sigma | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 95 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | 87 $100 \%$ | $\begin{aligned} & 119 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & \text { 191 } \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | 47 $100 \%$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 414 | 147 | 267 | 159 | 135 | 57 | 63 | 141 | 175 | 98 | 229 | 60 | 105 | 126 | 153 | 135 | 223 | 178 | 40 | 237 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 413 | 184* | 229 | 108* | 128* | $81^{*}$ | $96{ }^{*}$ | 134* | 201* | $78 *$ | 128 | 66* | 196* | 136* | 152* | 125* | 243 | 155* | $37^{* *}$ | 260 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 229 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 60 \% \\ & d \end{aligned}$ | $\begin{aligned} & 44 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 63 \% \\ & d \end{aligned}$ | $\begin{aligned} & 81 \\ & 61 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 116 \\ 58 \% \\ j \end{gathered}$ | $\begin{aligned} & 32 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 81 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 102 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 55 \% \end{aligned}$ | 84\% | $\begin{aligned} & 71 \% \\ & 57 \% \end{aligned}$ | $\begin{gathered} 146 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 50 \% \end{aligned}$ | 25 6 | 139 53 |
| Very good response | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & \\ & \end{aligned}$ | 31\% | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & \text { 26 } \\ & \hline 19 \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | 25\% | $\begin{aligned} & 10 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | 26\% | 24\% | $\begin{aligned} & 17 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | 25 16 | 122\% | 17\% |
| Somewhat good response | ${ }_{39}^{162}$ | 61 33 | 101 $44 \%$ | $\begin{aligned} & 32 \% \\ & 30 \end{aligned}$ | ${ }_{36}^{46}$ | 33 $41 \%$ | $\begin{aligned} & 50 \\ & 533 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 43 \% \\ & j \end{aligned}$ | 20\% | 54\% | 29 ${ }_{4}{ }^{\text {\% }}$ | 73 37 | ${ }_{35}{ }^{18}$ | 60\% | 54\% | ${ }^{106} 44 \%$ | 53\% | 13 $35 \%$ | 95\% |
| Somewhat/Very Bad Response (Net) | ${ }_{24}^{98}$ | $\begin{aligned} & 63 \\ & { }_{34}^{64 \%} \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 37 \% \\ & G \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \\ & G \end{aligned}$ | $\begin{aligned} & 20 \\ & 25 \% \\ & { }_{\mathrm{G}} \end{aligned}$ | ${ }_{3 \%}^{3}$ | 39\% | ${ }_{23}{ }_{23}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | ${ }_{21}^{27}$ | ${ }_{21}^{14}$ | 28\% | 32\% | ${ }_{24}^{49 \%}$ | $\begin{aligned} & 24 \\ & 19 \% \end{aligned}$ | 57 $24 \%$ | 39\% | 10\% | 74\% |
| Somewhat bad response | 63 $15 \%$ | $\begin{gathered} 31 \% \\ \text { 21\% } \end{gathered}$ | 26 $11 \%$ | $\begin{gathered} 24 \\ { }_{22}^{2} \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 16 \% \\ & \text { G } \end{aligned}$ | $\begin{aligned} & 17 \\ & 21 \% \\ & G \end{aligned}$ | $1 \%$ | 26\% | 24\% | 13 | 21 $16 \%$ | 117\% | 30\% | 21 $16 \%$ | ${ }_{17}^{26}$ | 13\% | 36\% | 27\% | 13\% | ${ }_{17}^{45}$ |
| Very bad response | 35 8 \% | $\begin{aligned} & 25 \\ & { }^{23 \%} \\ & { }^{2} \% \end{aligned}$ | 10 ${ }^{1}$ \% | $\begin{aligned} & 16 \\ & 15 \% \\ & 15 \mathrm{~F} \end{aligned}$ | $14 \%$ | 3 | ${ }_{2 \%}$ | $\stackrel{12}{9} \%$ | ${ }^{22} 11 \%$ | * | ${ }_{5}^{6}$ | $\stackrel{2}{4 \%}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 13 \% \\ \mathrm{k} \end{array} \end{aligned}$ | $9{ }_{6}$ | ${ }_{12 \%}^{18}$ | $8 \%$ | ${ }^{22} 9$ | 12\% | ${ }^{5} 3 \%$ | 30 $12 \%$ |
| I am not familiar with this company | ${ }_{21 \%}^{86}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 60 } \\ & 26 \% \\ & B \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | ${ }^{17} 21 \%$ | $\begin{aligned} & 33 \\ & 34 \% \\ & d E \end{aligned}$ | $14 \%$ | 39\% | $\begin{aligned} & 33 \\ & 42 \% \\ & \mathrm{HI}^{2} \end{aligned}$ | 19\% | ${ }^{14} 21 \%$ | 39\% | ${ }^{32} 2$ | 24\% | 30 $24 \%$ | 40\% | 39\% | $\stackrel{2}{5 \%}$ | 46\% |
| Sigma | $\begin{aligned} & 413 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 81 \\ 100 \% \end{gathered}$ | $\begin{gathered} 96 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 150 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 37 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents

|  | Gender |  |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 406 | 149 | 257 | 165 | 119 | 63 | 59 | 142 | 161 | 103 | 231 | 54 | 99 | 131 | 141 | 134 | 229 | 162 | 40 | 224 |
| Weighted Base | 395 | 181* | 214 | 116* | 102* | 87* | 91* | $135 *$ | 173* | 87* | 124 | 70* | $185 *$ | 131* | $143 *$ | 121* | 228 | 159* | $48^{* *}$ | 251 |
| Somewhat/Very Good Response (Net) | 230\% | 1015 | $\begin{aligned} & 129 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 64 \% \\ & G \end{aligned}$ | $\begin{gathered} 68 \\ \text { CB } \\ \text { DG } \end{gathered}$ | $\begin{aligned} & 37 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 60 \% \end{aligned}$ | $50 \%$ | $\begin{aligned} & 63 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 121 \\ 6 \% \\ K \end{gathered}$ | ${ }^{83}$ 63\% | 79\% | $\begin{aligned} & 68 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 144 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 53 \% \end{aligned}$ | 31 $65 \%$ | 159 $63 \%$ |
| Very good response | $\begin{aligned} & 66 \\ & 17 \% \end{aligned}$ | 35\% | 31 $14 \%$ | 16 | 210\% | 23\% | 10 $11 \%$ | 25 ${ }^{2}$ | 31 $18 \%$ | 112\% | ${ }^{22} 17 \%$ | ${ }_{12}^{8} \%$ | 33 18 | ${ }^{25} 9$ | 17 | 24\% | 47\% | ${ }^{18} 11 \%$ | 10\% |  |
| Somewhat good response | $\begin{gathered} 164 \\ 42 \% \end{gathered}$ | ${ }_{36 \%}^{65}$ | 999 | ${ }_{39}^{45}$ | $\begin{aligned} & 44 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 55 \% \\ & \text { G } \end{aligned}$ | 27\% | $\begin{aligned} & 51 \\ & 38 \% \end{aligned}$ | 73 | $40 \%$ | ${ }_{3}^{42}$ | 314\% | 888\% | 58\% | 63\% | 43\% | 97\% | 672\% | 21 43 | 118 $47 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 70 \\ & 18 \% \end{aligned}$ | 329\% | $\begin{aligned} & 31 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 26 \% \\ & { }^{26 \%} \end{aligned}$ | $\begin{gathered} 23 \\ 23 \% \\ { }_{f}^{2} \end{gathered}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 29 \% \\ & 15 \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\frac{6}{7 \%}$ | $\begin{aligned} & 19 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | 22 $17 \%$ | 31 $22 \%$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | 14 29 | 55\% |
| Somewhat bad response | ${ }_{14}^{44}$ | 24\% | ${ }^{20} 9$ | $\begin{aligned} & 18 \\ & 16 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \\ & \mathrm{~g} \end{aligned}$ | 7\% | $3{ }^{3}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | ${ }^{13} 8$ | $4{ }_{4}$ | 14\% | ${ }_{9}^{7} \%$ | 22 ${ }^{2}$ \% | $14 \%$ | 20\% | ${ }^{10} 8$ | 26 ${ }_{11 \%}$ | 15\% | 19\% | ${ }^{32} 13 \%$ |
| Very bad response | ${ }^{26} \%$ | ${ }^{15}$ | ${ }^{11}{ }_{5 \%}$ | $\begin{aligned} & 12 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \\ & \mathrm{f} \end{aligned}$ | - | ${ }_{7 \%}$ | 12\% | 12\% | ${ }_{3}^{2}$ | 5 | 4\% | ${ }^{15}$ | 7\% | 11 8 \% | ${ }^{7} \%$ | 14 6 | ${ }^{11} \%$ | ${ }^{5} 0 \%$ | ${ }^{23} 9$ |
| I am not familiar with this company | $\begin{aligned} & 95 \\ & 24 \% \end{aligned}$ | ${ }_{21}^{43 \%}$ | 54\% | $\begin{aligned} & 25 \\ & 21 \% \end{aligned}$ | 14 $14 \%$ | $12 \%$ | $\begin{gathered} 44 \\ 48 \% \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 4_{26 \%}^{26 \%} \\ & h \end{aligned}$ | $\begin{aligned} & 31 \\ & 35 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 42 \\ & 34 \% \\ & M \end{aligned}$ | $\begin{aligned} & \text { 280 } \\ & \text { 28\% } \end{aligned}$ | 27 $14 \%$ | 26\% | 33 $23 \%$ | $\begin{aligned} & 36 \\ & 30 \% \end{aligned}$ | 19\% | $\begin{aligned} & 48 \\ & 30 \% \\ & q \end{aligned}$ | 3\% | 15\% |
| Sigma | $\begin{aligned} & 395 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 100 \% \end{aligned}$ | 870\% | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | 143 $100 \%$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 100 \% \end{aligned}$ | 100\% | 251\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business Travelers | $\underset{\text { Travelers }}{\text { Leisure }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wave 13 <br> (5/20 - <br> 5/22) | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ \$ 0 \mathrm{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ | Yes | No |  |  |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |


| Unweighted Base | 409 | 161 | 248 | 174 | 115 | 57 | 63 | 143 | 158 | 108 | 217 | 62 | 111 | 127 | 132 | 150 | 208 | 193 | 40 | 225 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 409 | 199* | 210 | 132* | 114* | $73^{*}$ | 90* | 152* | 166* | 91* | 131 | 74* | 186* | 117* | 151* | 141* | 227 | 174* | $57^{* *}$ | 257 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 275 \\ 67 \% \end{gathered}$ | $\begin{gathered} 123 \\ 62 \% \end{gathered}$ | ${ }^{152}$ | $\begin{aligned} & 75 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 714 \% \\ & d \end{aligned}$ | $\frac{51}{70 \%}$ | $\begin{aligned} & \text { 68 } 76 \\ & 76 \% \end{aligned}$ | ${ }^{106}$ | $\begin{aligned} & 109 \\ & 66 \% \end{aligned}$ | $60 \%$ | ${ }_{67 \%}$ | 50\% | ${ }^{133} 71 \%$ | 83 $71 \%$ | $\begin{aligned} & 100 \\ & 66 \% \end{aligned}$ | 93\% | 158\% | $\begin{gathered} 115 \\ 66 \% \end{gathered}$ | 44\% | 175 $68 \%$ |
| Very good response | $\begin{aligned} & 78 \\ & 19 \% \end{aligned}$ | ${ }_{21}^{41 \%}$ | $\begin{aligned} & 37 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \\ & { }_{5} \end{aligned}$ | $\begin{gathered} 27 \\ 24 \% \\ f \end{gathered}$ | ${ }_{6}^{6}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & { }^{198} \end{aligned}$ | $\begin{aligned} & 27 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & \\ & \hline 19 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 25 \% \\ & \text { 25\% } \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\underset{r}{52} \underset{r}{23 \%}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | 229\% | 49\% |
| Somewhat good response | $\begin{gathered} 197 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 115 \\ 55 \% \\ B \end{gathered}$ | ${ }_{33}^{43}$ | $\begin{aligned} & 54 \\ & 47 \% \\ & d \end{aligned}$ | $\begin{aligned} & 45 \\ & 62 \% \\ & \text { D } \end{aligned}$ | $\begin{gathered} 55 \\ 62 \% \\ \text { D } \end{gathered}$ | $\begin{aligned} & 64 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 55 \% \end{aligned}$ | $42$ | 60\% | 35\% | ${ }_{53}^{98}$ | 53 45 | 717 | 73 $52 \%$ | 106 $46 \%$ | $\begin{aligned} & 91 \\ & 52 \% \end{aligned}$ | 22 38 | 126 $49 \%$ |
| Somewhat/Very Bad Response (Net) | 75\% | $\begin{aligned} & 51 \\ & 26 \% \\ & \text { Co } \end{aligned}$ | 24\% | $\begin{aligned} & 41 \\ & 31 \% \\ & \text { EG } \end{aligned}$ | 15 $14 \%$ | 13 $18 \%$ | $5_{6 \%}$ | ${ }^{29} 9$ | 29 $17 \%$ | ${ }^{18} 9$ | $14 \%$ | 12 $16 \%$ | $\begin{aligned} & 42 \\ & 23 \% \\ & K \end{aligned}$ | 20\% | 35\% | 20 $14 \%$ | 20\% | ${ }_{16}^{29}$ | 13 $23 \%$ | 26\% |
| Somewhat bad response | ${ }_{12}^{48}$ | $\begin{aligned} & 31 \\ & 16 \% \\ & c \end{aligned}$ | 17\% | $\begin{gathered} 26 \\ 20 \% \\ E G \end{gathered}$ | ${ }_{7}^{8}$ | 10 $13 \%$ | $5{ }_{5}$ | 20\% | 159\% | 13 $15 \%$ | ${ }^{10} 8$ | ${ }_{9}^{7} \%$ | 28\% | 15 $13 \%$ | 20\% | 14\% | 23 $10 \%$ | 24\% | ${ }_{\text {12\% }}$ | 36 $14 \%$ |
| Very bad response | 27 6 | $\begin{aligned} & 20 \\ & 10 \% \\ & C \end{aligned}$ | ${ }_{3 \%}^{7}$ | $\begin{aligned} & \begin{array}{l} 15 \\ 12 \% \\ \mathrm{G} \end{array} \end{aligned}$ | ${ }_{7}^{8}$ | 3 | * | $\stackrel{8}{5 \%}$ | 14 81 | $\stackrel{4}{5 \%}$ | $\stackrel{4}{3 \%}$ | 5\% | 14 81 | 5 | 15\% | ${ }_{5}^{6}$ | ${ }_{2}^{22}$ | ${ }_{3 \%}$ | ${ }_{10}^{6}$ | 20 ${ }_{8}$ |
| I am not familiar with this company | 58 $14 \%$ | 24 $12 \%$ | 34 $16 \%$ | 15\% | ${ }_{16}^{18}$ | $\stackrel{9}{12 \%}$ | ${ }_{18}^{16}$ | 17\% | ${ }^{28} 7$ | $14 \%$ | $\begin{aligned} & 30 \\ & 23 \% \\ & { }_{3}^{2} \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 15 \% \\ \mathrm{~m} \% \end{array} \end{aligned}$ | 11 6 \% | 14 $12 \%$ | 16\% | 28\% | 24\% | 31 $18 \%$ | - | 26 $10 \%$ |
| Sigma | $\begin{aligned} & 409 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 74 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 57 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 257 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 406 | 163 | 243 | 173 | 118 | 64 | 51 | 157 | 169 | 80 | 211 | 64 | 107 | 128 | 136 | 142 | 215 | 182 | 40 | 233 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 423 | 214* | 209 | 127 | 99* | 106* | 91** | $143^{*}$ | 211* | 70** | 111 | 77* | 215* | 127* | 149* | 147* | 247 | 170* | $43^{*}$ | 275 |
| Somewhat/Very Good Response (Net) | ${ }^{283}$ 67\% | ${ }^{151 \%}$ | 132 $63 \%$ | $84 \%$ | ${ }_{63}^{62}$ | 76 | 61\% | 97\% | 144 68 | 420\% | $\begin{aligned} & 74 \\ & 67 \% \end{aligned}$ | 43\% | $\begin{gathered} 156 \\ 73 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 97 \% \\ & \hline \mathrm{P} \end{aligned}$ | 102 $68 \%$ | 83\% | 174 $70 \%$ | ${ }^{108} 64 \%$ | 31\% | ${ }^{202} 73 \%$ |
| Very good response | 99\% | $\begin{aligned} & 72 \\ & 34 \% \\ & C \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 26 \\ & 26 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $20 \%$ | $\begin{aligned} & 50 \\ & 35 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 33 \% \\ & \hline \end{aligned}$ | ${ }^{36}$ 24\% | 14\% | 614\% | 22\% | $\begin{aligned} & 18 \\ & 42 \% \\ & 4{ }_{T}^{2} \end{aligned}$ | 75\% |
| Somewhat good response | $\begin{gathered} 184 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 105 \\ 50 \% \\ b \end{gathered}$ | 43 34 | $\begin{aligned} & 36 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | 41 4 | $\begin{aligned} & 47 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 107 \\ 51 \% \\ H \end{gathered}$ | 300 | $44 \%$ | 31 $40 \%$ | 1048\% | 55 ${ }^{43}$ | ${ }^{66}$ 4\% | 63\% | 114 $46 \%$ | 70 | 13 $30 \%$ | $\begin{gathered} 128 \\ 46 \% \\ \mathrm{~S} \end{gathered}$ |
| Somewhat/Very Bad Response (Net) | 74\% | 35 ${ }^{3} 6$ | 39 $19 \%$ | $18 \%$ | $\begin{aligned} & 25 \\ & 26 \% \\ & d \end{aligned}$ | 14\% | 16 | 32\% | 32 $15 \%$ | 10 | 14\% | $\begin{aligned} & 200 \\ & 27 \% \\ & k \end{aligned}$ | 39 $18 \%$ | 19\% | 26\% | 20\% | 35 $14 \%$ | 35\% | ${ }^{19} \%$ | 47\% |
| Somewhat bad response | 56\% | 23 $11 \%$ | 32\% | ${ }_{1}^{15}$ | 15\% | ${ }^{10} 9$ | 18\% | 20\% | 27 $13 \%$ | 13\% | $\stackrel{10}{9 \%}$ | $\stackrel{16}{21 \%}$ | 29 $14 \%$ | 13 $10 \%$ | 22\% | 21 14 | 27 $11 \%$ | 26\% | ${ }_{13}^{6}$ | 31\% |
| Very bad response | ${ }^{18} 4{ }^{4}$ | 11 5 | 7\% | ${ }_{3}^{4}$ | $\begin{aligned} & 10 \\ & 10 \% \\ & d \end{aligned}$ | $4 \%$ | * | $\begin{gathered} 12 \\ { }_{i}^{2} \end{gathered}$ | 2\% | $1 \%$ | $4{ }_{4}$ | 4\% | 10 5 | ${ }_{5}^{6}$ | ${ }^{4} \%$ | $8{ }^{8}$ | ${ }_{3}^{8} \%$ | ${ }_{5}^{9} \%$ | 6\% | ${ }_{16}^{16}$ |
| I am not familiar with this company | 67 $16 \%$ | ${ }_{13}^{28}$ | 39 $19 \%$ | 25 20 | $12 \%$ | 16\% | 14\% | ${ }^{15} 10 \%$ | 34\% | ${ }^{18}{ }^{6} \%$ | $\begin{aligned} & 23 \\ & { }_{20}^{20} \% \end{aligned}$ | 13 $17 \%$ | ${ }^{19} 9$ | 118\% | 214\% | $\begin{aligned} & 35 \\ & { }^{34} \% \\ & \mathrm{~N} \end{aligned}$ | 39 16 | 27 16 | $\stackrel{4}{9 \%}$ | $\stackrel{26}{9 \%}$ |
| Sigma | $\begin{aligned} & 423 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 70 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 111 \% \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 215 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & \text { 100\% } \end{aligned}$ | $\begin{gathered} 43 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 275 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 409 | 173 | 236 | 173 | 118 | 62 | 56 | 140 | 182 | 87 | 224 | 51 | 101 | 136 | 140 | 133 | 210 | 184 | 40 | 233 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 405 | 200* | 205 | 111 | 104* | 99* | 91* | 123* | 205* | 77* | 131 | $54^{*}$ | 185* | 156* | 133* | 116* | 216 | 175* | $52^{* *}$ | 264 |
| Somewhat/Very Good Response (Net) | ${ }_{39}^{157}$ | $\begin{gathered} 91 \\ 45 \% \\ \hline \end{gathered}$ | 36\% | $\begin{aligned} & 36 \% \\ & 32 \% \end{aligned}$ | 45 $43 \%$ | $40 \%$ | $\begin{aligned} & 37 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 51 \% \\ & \text { iJ } \end{aligned}$ | 72 $35 \%$ | 229\% | 50\% | 23 $44 \%$ | 814\% | 59 38 | 56\% | 426\% | $\begin{gathered} 100 \\ 46 \% \\ R \end{gathered}$ | 55 $31 \%$ | 28\% | 109 $41 \%$ |
| Very good response | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 15 \% \\ & c \end{aligned}$ | $14 \%$ | ${ }^{10} 9 \%$ | $\begin{gathered} 26 \\ { }_{25}^{25} \% \end{gathered}$ | ${ }_{2 \%}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | 26 ${ }^{26}$ | 8 | $\begin{aligned} & 10 \\ & 12 \% \\ & i \end{aligned}$ | 14 | ${ }_{2}^{1 \%}$ | $\begin{aligned} & 25 \\ & 14 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | 15 $11 \%$ | ${ }^{8} \%$ | $\begin{aligned} & 34 \\ & 16 \% \\ & \text { R } \end{aligned}$ | ${ }_{5}^{8}$ | 13 $26 \%$ | 36 $14 \%$ |
| Somewhat good response | $\begin{gathered} 114 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 31 \% \end{aligned}$ | 52\% | ${ }^{26} 23$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 38 \% \\ & E \end{aligned}$ | $\begin{aligned} & 32 \\ & 35 \% \\ & \text { e } \end{aligned}$ | 37 | $\begin{aligned} & \text { 31\% } \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 27 \% \end{aligned}$ | 22 $41 \%$ | $\begin{aligned} & 56 \\ & 30 \% \end{aligned}$ | 39 ${ }^{35}$ | 41\% | 34\% | 67 $31 \%$ | ${ }^{46}$ \% | 159\% | 74 $28 \%$ |
| Somewhat/Very Bad Response (Net) | 100 $25 \%$ | $\begin{aligned} & 70 \\ & 35 \% \\ & \\ & \hline \end{aligned}$ | 30\% | 31 28 | 24\% | 30\% | 14\% | 24\% | 55\% | 28\% | ${ }^{27}$ 21\% | 110\% | 581\% | 37 $24 \%$ | 35 26 | 28\% | 472\% | 49\% | 13 $24 \%$ | ${ }^{83}$ 31\% |
| Somewhat bad response | 77 $19 \%$ | ${ }_{27}^{57}$ | 23 $11 \%$ | $\begin{gathered} 266 \\ \text { 23\% } \\ \hline \end{gathered}$ | ${ }_{16}^{16}$ | $\begin{gathered} \text { 266 } \\ \text { 26\% } \\ g \end{gathered}$ | ${ }^{8} \%$ | 17\% | 40\% | 25\% | 20\% | 17\% | 45\% | 23 ${ }^{15 \%}$ | 31\% | 23 ${ }^{19 \%}$ | 35\% | 32\% | ${ }_{16 \%}$ | 63 $24 \%$ |
| Very bad response | 23\% | 16\% | $7 \%$ $4 \%$ | $5{ }_{5}$ | ${ }_{8}^{8} \%$ | $4_{4 \%}$ | ${ }_{6}^{6}$ | ${ }_{5}^{6}$ | 15\% | ${ }_{2 \%}$ | 7\% | ${ }_{3}^{2}$ | ${ }^{13} \%$ | ${ }^{14} 9$ | 3\% | 5\% | 12\% | ${ }^{10} 6$ | 8\% | ${ }^{20} 7$ |
| I am not familiar with this company | ${ }^{148} 38$ | 39\% | $\begin{gathered} 109 \\ 53 \% \\ B \end{gathered}$ | 44 | 34 3 \% | 29 30 | 40\% | 37 | 77\% | 344 | $\begin{aligned} & 54 \\ & 41 \% \\ & M \end{aligned}$ | 20\% | 45\% | 60 $38 \%$ | $41 \%$ | 47 | ${ }_{3}^{69}$ | $71 \%$ | 11\% | 72 ${ }^{7} \%$ |
| Sigma | $\begin{aligned} & 405 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 264 \% \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ-K/LIM - N/O/P - Q/R - S/T


Kaiser Permanente
Base: All Respondents


| Unweighted Base | 405 | 168 | 237 | 171 | 113 | 72 | 49 | 145 | 170 | 90 | 235 | 62 | 91 | 126 | 133 | 146 | 216 | 179 | 45 | 210 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 390 | 191* | 199 | 121* | 91* | 112* | $66^{* *}$ | $130^{*}$ | $168{ }^{*}$ | $92^{*}$ | 132 | 65* | 172* | 115* | 147* | 129* | 221 | 154* | 59** | 236 |
| Somewhat/Very Good Response (Net) | 183 47 | 917\% | $\begin{aligned} & 92 \\ & 46 \% \end{aligned}$ | $48 \%$ | $\begin{aligned} & 47 \\ & 51 \% \end{aligned}$ | 59 | 29 44 | $\begin{aligned} & 75 \\ & 57 \% \\ & \hline \end{aligned}$ | 79 | 29 ${ }^{2}$ | 44 33 | 23 36 | $\begin{aligned} & 111 \\ & 65 \% \\ & \text { KL } \end{aligned}$ | ${ }_{3}^{43} \%$ | $\begin{aligned} & 83 \\ & { }^{57 \%} \% \\ & N \end{aligned}$ | 56\% | $\begin{gathered} 119 \\ 54 \% \\ \mathrm{r} \end{gathered}$ | 64 $41 \%$ | 42\% | 125 $53 \%$ |
| Very good response | $\begin{aligned} & 64 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 28 \% \\ & \text { 28\% } \end{aligned}$ | 22\% | $\stackrel{3}{5 \%}$ | $\begin{aligned} & 38 \\ & 29 \% \\ & 1 \mathrm{~S} \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | ${ }_{10}^{6} \%$ | $\begin{aligned} & 41 \\ & 24 \% \\ & \mathrm{kl} \end{aligned}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 33 \\ { }_{2}^{33} \% \end{gathered}$ | 14 | $\begin{aligned} & 51 \\ & { }^{23 \%} \% \end{aligned}$ | ${ }^{13} 9$ | 21 35 | ${ }_{19 \%}$ |
| Somewhat good response | ${ }_{30 \%}^{118}$ | $\begin{aligned} & 51 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 34 \% \end{aligned}$ | 34\% | 21\% | 37 $33 \%$ | 26 39 | 37\% | $\begin{aligned} & 62 \\ & 37 \% \\ & j \end{aligned}$ | 19 ${ }^{19}$ | ${ }_{27}^{27}$ | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 40 \% \\ & { }^{60} \% \end{aligned}$ | 27 $24 \%$ | 499\% | 42\% | $\begin{aligned} & 68 \\ & 31 \% \end{aligned}$ | 50 33 | 22 37 | 79 $34 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{17}^{65}$ | $\begin{aligned} & 46 \\ & { }_{24}^{4} \% \end{aligned}$ | 20\% | $\begin{aligned} & 35 \\ & 28 \% \\ & \text { EF } \end{aligned}$ | 112\% | 15 $13 \%$ | ${ }_{8 \%}^{6}$ | 21 $16 \%$ | 32 $19 \%$ | ${ }_{12}^{12}$ | 25 ${ }^{19}$ | 11 16 | 29 $17 \%$ | ${ }^{22} 19 \%$ | 27 $18 \%$ | 17 $13 \%$ | 37 $17 \%$ | 22 $14 \%$ | 8 $14 \%$ | 50 $21 \%$ |
| Somewhat bad response | 51 $13 \%$ | $\begin{aligned} & 37 \\ & \text { 19\% } \\ & \hline \end{aligned}$ | 14\% | $\begin{aligned} & 24 \\ & 20 \% \\ & \text { E } \end{aligned}$ | 78 | 15\% | 5\% | 13 $10 \%$ | 26\% | 112\% | 20\% | ${ }_{1}^{7} \%$ | 23 $13 \%$ | 17\% | 24 16 | ${ }^{10} 8$ | 30 $14 \%$ | ${ }^{14} 9$ | ${ }_{9} 9$ | 40\% |
| Very bad response | 15 ${ }_{4}$ | $\stackrel{9}{5 \%}$ | ${ }_{3}^{6}$ | $\begin{aligned} & 11 \\ & \frac{9}{F} \% \end{aligned}$ | 4 | - | * | ${ }_{6}^{8}$ | ${ }_{6}^{6}$ | $1 \%$ | 5 | 5\% | ${ }_{4}^{6}$ | 5 | $3{ }^{3}$ | 5\% | 7\% | ${ }_{5}^{8} \%$ | 5\% | 10 $4 \%$ |
| I am not familiar with this company | ${ }_{37}^{143}$ | 55 ${ }^{29 \%}$ | $\begin{gathered} 87 \\ 44 \% \\ B \end{gathered}$ | 39 | $34 \%$ | 39\% | 31 47 | 34 26 | 57 $34 \%$ | $\begin{aligned} & 51 \\ & 56 \% \\ & \mathrm{HI}^{2} \end{aligned}$ | $\begin{aligned} & 63 \\ & 48 \% \\ & M \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 11 \\ 48 \% \\ M \end{array} \end{aligned}$ | 32 $19 \%$ | $\begin{aligned} & 50 \\ & 44 \% \\ & 0 \end{aligned}$ | 37\% | $\begin{aligned} & 56 \\ & 43 \% \\ & \hline 0 \end{aligned}$ | 659\% | $\begin{aligned} & 69 \\ & 45 \% \\ & 4 . \end{aligned}$ | $\stackrel{9}{14 \%}$ | 61 ${ }^{66 \%}$ |
| Sigma | $\begin{aligned} & 390 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & \text { 191 } \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 91 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 66 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 59 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 236 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%\%, $10 \%$ risk level) - B/C - D/E/F/G - $\mathrm{H} / \mathrm{IIJ}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$
Overlap formula
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 401 | 153 | 248 | 160 | 127 | 55 | 59 | 156 | 150 | 95 | 232 | 40 | 105 | 126 | 151 | 124 | 217 | 175 | 36 | 202 |
| Weighted Base | 384 | 184* | 200 | $115^{*}$ | 114* | 77* | 78** | 157* | $147^{*}$ | 80* | 132 | 41* | 185* | 121* | $148{ }^{*}$ | 115* | 223 | 149* | $41^{* *}$ | 220 |
| Somewhat/Very Good Response (Net) | $\begin{aligned} & 134 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 66 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 68 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 37 \% \end{aligned}$ | $\begin{aligned} & 38 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 233 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 42 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 48 \% \\ & 32 \end{aligned}$ | 20\% | ${ }_{34}^{45}$ | $\begin{aligned} & 16 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 34 \% \end{aligned}$ | 53 ${ }_{\text {4 }}$ | $\begin{aligned} & 48 \% \\ & 32 \end{aligned}$ | 33\% | ${ }_{3}^{87}$ | $\begin{aligned} & 50 \\ & 34 \% \end{aligned}$ | 25 | 78\% |
| Very good response | ${ }_{11}{ }^{4} \%$ | 26\% | ${ }^{18} 9$ | ${ }^{22} \times$ | $\begin{aligned} & 14 \\ & 12 \% \\ & f \end{aligned}$ | 2\% | ${ }_{9}^{7} \%$ | $\begin{aligned} & 29 \\ & 19 \% \\ & \text { ij } \end{aligned}$ | 10\% | 6\% | ${ }_{6}^{8}$ | $\begin{gathered} 6 \\ 16 \% \\ k \end{gathered}$ | 30 $16 \%$ | ${ }_{12}^{14}$ | ${ }^{11} \%$ | 19 $17 \%$ 0 | 30 $14 \%$ | ${ }^{14} 9$ | 14 $34 \%$ | ${ }_{12 \%}$ |
| Somewhat good response | 90 ${ }^{23 \%}$ | 42\% | 49\% | 15\% | 24\% | $\begin{aligned} & 22 \\ & 29 \% \\ & d \end{aligned}$ | ${ }_{36}{ }^{2}$ | 37 $23 \%$ | 37 $25 \%$ | 20\% | $\begin{gathered} 38 \\ { }^{39} \% \\ \mathrm{~m} \end{gathered}$ | 10\% | 33 18 | 39\% | 37 25\% p | 13 $12 \%$ | 53\% | 37\% | 119\% | 53\% |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 822 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 31 \% \\ & { }^{5} \% \end{aligned}$ | $\begin{aligned} & \text { 124 } \end{aligned}$ | $28 \%$ | $24 \%$ | $\begin{aligned} & 26 \\ & 34 \% \end{aligned}$ | $\stackrel{4}{5 \%}$ | 32\% | 30\% | 26\% | 25 ${ }^{2}$ | ${ }^{4} 1{ }^{\circ}$ | 50\% | ${ }_{25}{ }^{21 \%}$ | 30\% | 27\% | 50 23 | 26\% | 13 $32 \%$ | 27\% |
| Somewhat bad response | ${ }_{18 \%}{ }^{6}$ | $\begin{aligned} & 51 \\ & 28 \% \\ & \\ & \hline \end{aligned}$ | 17\% | $19 \%$ | 219\% | 23 $30 \%$ | $\stackrel{4}{5 \%}$ | 22 $14 \%$ | 26\% | 20\% | 19 | 6\% | 44 1 | 19 | 27 | 23 20 | 47 21 $r$ |  | 17\% | ${ }_{27}{ }^{1} \%$ |
| Very bad response | 14\% | ${ }_{4 \%}^{7}$ | $8{ }_{4}^{8}$ | 9\% | $3{ }_{3}$ | $3{ }_{3}{ }^{\text {\% }}$ |  | ${ }^{10} 6$ | ${ }_{3}^{4}$ | $1 \%$ | $7 \%$ 5 | ${ }_{4 \%}^{2}$ | 5\% | 6\% | 2\% | $\stackrel{4}{4 \%}$ | ${ }_{1 \%}$ | $\begin{aligned} & 10 \\ & { }^{7} \% \end{aligned}$ | ${ }_{15}^{6}$ | 12 5 |
| I am not familiar with this company | ${ }^{169} 44 \%$ | 61 31 | $\begin{gathered} 108 \\ 54 \% \\ B \end{gathered}$ | 54\% | 52\% | ${ }^{28}{ }^{2} \%$ | 59\% | 60\% | 70\% | 39\% | 61\% | 20\% | 72 39 | ${ }_{35}^{43}$ | 70\% | 56\% | 89\% | 73 $49 \%$ | 8\% | 83\% |
| Sigma | $\begin{aligned} & 384 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 41 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 4100\% | 220\% |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{F} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{T} / \mathrm{J}-\mathrm{KKLLM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents


| Unweighted Base | 404 | 157 | 247 | 169 | 108 | 65 | 62 | 143 | 168 | 93 | 213 | 64 | 105 | 129 | 145 | 130 | 199 | 196 | 36 | 227 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 406 | 177* | 230 | 126* | 93* | 103* | $84^{*}$ | 156* | 174* | 77* | 124 | $70^{*}$ | 184* | 142* | 151* | 113* | 218 | 182* | 40** | 254 |
| Somewhat/Very Good Response (Net) | 218 $54 \%$ | 599 | $\begin{gathered} 119 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 68 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 45 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 51 \% \end{aligned}$ | $58$ | $\begin{aligned} & 41 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 108 \\ 59 \% \end{gathered}$ | $\begin{gathered} 80 \\ 56 \% \end{gathered}$ | 85\% | $\begin{aligned} & 53 \\ & 47 \% \end{aligned}$ | 121 $55 \%$ | 93\% | 22 $54 \%$ | 139 $55 \%$ |
| Very good response | 49\% | 27 | ${ }^{21} 9$ | 18\% | $\begin{gathered} 17 \\ 19 \% \\ \mathrm{~g} \end{gathered}$ | 88 | 5\% | $\begin{aligned} & 28 \\ & 18 \% \\ & 18 \end{aligned}$ | 13 $8 \%$ | ${ }^{8} \mathrm{O} \%$ | ${ }_{14}^{18}$ | $\stackrel{7}{10 \%}$ | ${ }^{23} 13 \%$ | 20 $14 \%$ | ${ }^{21} 14$ | $8{ }_{7}$ | 30 $14 \%$ | ${ }^{18}{ }^{10}$ | 21\% | ${ }^{28} 11 \%$ |
| Somewhat good response | $\begin{gathered} 169 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 42 \% \end{aligned}$ | ${ }^{36} 96$ | $\begin{aligned} & 32 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | $\begin{aligned} & 39 \\ & 46 \% \\ & d \end{aligned}$ | $\begin{aligned} & 51 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 499 \% \\ & H \end{aligned}$ | $\begin{aligned} & 33 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 47 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 42 \% \\ & \hline \end{aligned}$ | 642\% | 45 | $\begin{aligned} & 90 \\ & 41 \% \end{aligned}$ | 76 $42 \%$ | 13 $33 \%$ | 110 $43 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{85}{ }^{1} \%$ | $\begin{gathered} 42 \\ 27 \% \\ C \end{gathered}$ | 37 $16 \%$ | $\begin{aligned} & 35 \\ & 28 \% \\ & \hline \end{aligned}$ | $\stackrel{26}{28 \%}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 31 \% \\ & 1 \mathrm{j} \end{aligned}$ | 24\% | 13 $17 \%$ | $24 \%$ | $\begin{aligned} & 13 \\ & 19 \% \end{aligned}$ | 20\% | ${ }^{26}$ | 35\% | 25 ${ }^{2} \%$ | 54\% | 30\% | 13 $31 \%$ | 25\% |
| Somewhat bad response | 56\% | 31 $18 \%$ | 24\% | $\stackrel{25}{20}{ }_{5}$ | $\stackrel{19}{20}{ }_{F}$ | $4 \%$ | ${ }^{8} \%$ | $\begin{aligned} & 36 \\ & { }_{23}^{3} \% \end{aligned}$ | 159\% | 5\% | 13 $11 \%$ | 119\% | ${ }^{29} 9$ | 15\% | 22 $15 \%$ | 19\% | 32\% | 24\% | 20\% | ${ }_{19 \%}$ |
| Very bad response | ${ }^{30} \%$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 12\% | $\stackrel{10}{8 \%}$ | 7\% | ${ }_{7 \%}^{7}$ | $\frac{6}{7 \%}$ | ${ }^{13}{ }_{8 \%}$ | $\stackrel{9}{5 \%}$ | ${ }_{10}^{8} \%$ | 11 ${ }^{\text {\% }}$ | ${ }_{3}^{2}$ | 11 6 \% | 11 $8 \%$ | 12\% | ${ }_{5}^{6}$ | ${ }_{\text {22 }}^{10} \mathrm{r}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | ${ }^{5} 1 \%$ | ${ }^{15} 6$ |
| I am not familiar with this company | $\xrightarrow{103}$ 25\% | 29 $17 \%$ | $\begin{gathered} 74 \\ 32 \% \\ B \end{gathered}$ | 36\% | 19\% | 23 22 | 26 $31 \%$ | ${ }^{28} 8$ | $\begin{gathered} 52 \\ 30 \% \\ \mathrm{~B} \end{gathered}$ | $\begin{aligned} & 23 \\ & 30 \% \end{aligned}$ | 35\% | 21 $30 \%$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | 37 $26 \%$ | 31\% | 35 | ${ }_{24}^{40 \%}$ | ${ }_{32}^{58}$ | ${ }_{14 \%}^{6}$ | 23 ${ }^{51 \%}$ |
| Sigma | $\begin{aligned} & 406 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | 93 $100 \%$ | $\begin{aligned} & 103 \\ & 100 \% \end{aligned}$ | 100\% | 156\% | 174 $100 \%$ | 77 $100 \%$ | 124 $100 \%$ | 100\% | 184 $100 \%$ | 1420\% | 151 $100 \%$ | 113 $100 \%$ | 218 $100 \%$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 100\% | 254 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJT-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | Business | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ \text { T(5/20. } \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\substack{\text { Republi- }}}{\text { chen }}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 416 | 153 | 263 | 166 | 113 | 72 | 65 | 144 | 163 | 109 | 215 | 67 | 113 | 126 | 139 | 151 | 241 | 167 | 35 | 230 |
| Weighted Base | 426 | 203* | 223 | 128* | 102* | 107* | 89* | $146 *$ | $183 *$ | 97* | 124 | $76 *$ | 208* | 129* | $163 *$ | 135* | 267 | 151* | 44** | 260 |
| Somewhat/Very Good Response (Net) | 275 $65 \%$ | ${ }_{67 \%}^{137}$ | $\begin{aligned} & 139 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 67 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 67 \% \end{aligned}$ | $\frac{63}{71 \%}$ | $\begin{aligned} & 94 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 123 \\ 67 \% \end{gathered}$ | 58\% | $\begin{aligned} & 76 \\ & 61 \% \end{aligned}$ | 58\% | 133 $64 \%$ | $\underset{p}{93}$ | 105 $64 \%$ | 78 58 | 167 $63 \%$ | ${ }^{107} 71 \%$ | 30\% | 174 $67 \%$ |
| Very good response | $\begin{aligned} & 76 \\ & 18 \% \end{aligned}$ | ${ }^{43}$ \% | 33 $15 \%$ | 26 21 | 24 9 | 15 $14 \%$ | 11\% | 31 $21 \%$ | 36 20 $j$ | ${ }_{9}^{8}$ | 19 | 10 $13 \%$ | 45\% | 17 $14 \%$ | $\begin{aligned} & 42 \\ & \begin{array}{l} 26 \% \end{array} \\ & n \mathrm{nP} \end{aligned}$ | ${ }_{12}^{12}$ | 16\% | 31 $21 \%$ | 159\% | ${ }_{22}^{62}$ |
| Somewhat good response | ${ }^{200} 47 \%$ | $\begin{aligned} & 94 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 106 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 47 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 53 \% \\ & d \end{aligned}$ | $\begin{aligned} & 54 \\ & 64 \% \\ & \text { ie } \end{aligned}$ | $\begin{aligned} & 63 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 51 \% \end{aligned}$ | $57$ | $\begin{gathered} 47 \\ \begin{array}{c} 42 \% \\ \text { kM } \end{array} \end{gathered}$ | $\begin{aligned} & 87 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 59 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 63 \\ & 39 \% \end{aligned}$ | 62\% | 123 46 | 760\% | ${ }_{3}^{15}$ | 112 $43 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 80 \\ & 19 \% \end{aligned}$ | ${ }_{22}^{45}$ | $\begin{aligned} & 35 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 43 \\ \text { EFG } \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 15 \\ & 14 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 25 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 11 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 18 \% \end{aligned}$ | 12\% | ${ }_{24}$ | $\begin{aligned} & 20 \\ & 16 \% \end{aligned}$ | 29 | 31 23 | $\stackrel{57}{21 \%}$ | 19 $12 \%$ | 14 33 | ${ }_{24}^{63}$ |
| Somewhat bad response | 54\% | 33 $16 \%$ | 21 $10 \%$ | $\begin{aligned} & 28 \\ & { }_{2}^{22} \% \\ & E G \end{aligned}$ | 9\% | $12 \%$ | $\stackrel{4}{5 \%}$ | 25 | 20 $11 \%$ | $9 \%$ | $\stackrel{19}{15 \%}$ | 5\% | ${ }^{28} 14 \%$ | 13 $10 \%$ | 17\% | 24\% | 38\% | ${ }^{14} 9$ | 21\% | ${ }_{12}{ }_{16}$ |
| Very bad response | ${ }_{6}^{26}$ | 12\% | ${ }^{14} 6 \%$ | $\begin{aligned} & 14 \\ & 11 \% \\ & \hline 1 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 8 \% \\ & \mathrm{~g}^{\circ} \end{aligned}$ | $\stackrel{3}{3 \%}$ | * | 118\% | 13\% | $2{ }_{2}$ | ${ }_{3}^{4}$ | 5\% | ${ }_{8}^{16}$ | 7\% | 11\% | ${ }_{6 \%}$ | 19\% | ${ }_{3 \%}$ | ${ }_{12 \%}$ | 21 8 \% |
| I am not familiar with this company | 717\% | 21 $10 \%$ | $\begin{gathered} 49 \\ { }_{22}^{42 \%} \end{gathered}$ | 129 ${ }^{1}$ | 17\% | 20\% | $\begin{aligned} & 21 \\ & 23 \% \\ & \text { 23\% } \end{aligned}$ | 16 $11 \%$ | 27 $15 \%$ | $\begin{aligned} & 28 \\ & 29 \% \\ & { }_{2} \end{aligned}$ | 25 | 10 $13 \%$ | 31 $15 \%$ | 16 $12 \%$ | 29 ${ }^{29}$ | ${ }^{25} 9$ | ${ }_{16}^{43}$ | 25\% | - | ${ }^{23} 9$ |
| Sigma | $\begin{aligned} & 426 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 183\% | 100\% | $\begin{aligned} & 124 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | 129\% | 163 $100 \%$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 100\% | 260 $100 \%$ |


Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - $\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{H} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N}$
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ 5 / 5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { Lesn } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\begin{aligned} & \$ 50 \mathbf{k}- \\ & \$ 75 \mathbf{k} \end{aligned}$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | IndepeOther Othe | Yes |  | Business Travelers | Leisure Travelers |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) |  | (S) |  |


| Unweighted Base | 401 | 151 | 250 | 157 | 116 | 72 | 56 | 142 | 167 | 92 | 209 | 57 | 110 | 129 | 142 | 130 | 211 | 178 | 40 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 444 | 207* | 237 | $140 *$ | 112* | 98* | $93^{*}$ | 154* | 208* | 83* | 125 | 68* | 210* | 132* | 167* | 144* | 225 | 205* | $48^{* *}$ | 270 |
| Somewhat/Very Good Response (Net) | 280 $63 \%$ | 117 ${ }^{17}$ | $\begin{gathered} 163 \\ 69 \% \\ \mathrm{~b} \end{gathered}$ | $72 \%$ | $\begin{aligned} & 75 \\ & 67 \% \\ & d \end{aligned}$ | $\begin{aligned} & 74 \\ & 76 \% \\ & \text { 7 } \end{aligned}$ | 583\% | ${ }^{106} 69$ | 126 ${ }^{61 \%}$ | 49\% | 826\% | 51\% | $\begin{gathered} 140 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & \text { OP } \end{aligned}$ | $\begin{gathered} 109 \\ \begin{array}{c} 65 \% \\ \mathrm{P} \end{array} \end{gathered}$ | 63\% | $\begin{gathered} 158 \\ \underset{r}{70 \%} \end{gathered}$ | 120 58 | 39\% | 186 $69 \%$ |
| Very good response | $\begin{aligned} & 81 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | 27\% | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 27 \% \\ & { }_{\text {is }} \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | ${ }_{8 \%}^{7}$ | $\begin{aligned} & 21 \% \\ & 17 \% \end{aligned}$ | ${ }^{13}{ }^{13}$ | ${ }_{23}^{40 \%}$ | $\begin{aligned} & 41 \\ & 31 \% \\ & \text { OP } \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | 20\% | $\begin{aligned} & 36 \\ & 18 \% \end{aligned}$ | 20\% | 654\% |
| Somewhat good response | $\begin{gathered} 199 \\ 45 \% \end{gathered}$ | 83\% | $\begin{gathered} 116 \\ 49 \% \end{gathered}$ | 48\% | 49 | $\begin{aligned} & 61 \\ & 62 \% \\ & \text { De } \end{aligned}$ | 42 45\% | 65 ${ }^{\text {42 }}$ | $93{ }^{9} \%$ | 42\% | $\begin{gathered} \text { 629\% } \\ 49 \end{gathered}$ | 21\% | 97 | $\begin{aligned} & \text { 67 } \\ & 51 \% \\ & \hline \end{aligned}$ | 893\% | 430\% | 114 $51 \%$ | $84 \%$ | 188\% | 122 $45 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }^{92}{ }^{2} \%$ | $\begin{aligned} & \text { 290\% } \\ & \text { 29\% } \end{aligned}$ | 38 ${ }^{16 \%}$ | $\begin{gathered} 53 \\ 388 \\ \text { EFG } \end{gathered}$ | 15 $13 \%$ | 16\% | 14 $14 \%$ | 31 $20 \%$ | ${ }^{49} 24$ | 182\% | 25\% | 17 ${ }^{25}$ | ${ }^{46} 2$ | 13 $10 \%$ | $\begin{aligned} & \frac{45}{27 \%} \\ & N \end{aligned}$ | $\begin{aligned} & 40 \\ & { }^{48} \% \\ & \mathrm{~N} \end{aligned}$ | 17\% | 51 25 | ${ }_{19}{ }^{9}$ | ${ }^{62}$ 23\% |
| Somewhat bad response | 14\% | 37\% | 27 $11 \%$ | $\begin{aligned} & 32 \\ & 23 \% \\ & \text { eg } \end{aligned}$ | ${ }^{12} 10 \%$ | 13 $14 \%$ | 7 | 20 $13 \%$ | 35\% | $1{ }^{9} \%$ | 17\% | 10\% | 33 $16 \%$ | ${ }_{6}^{8}$ | $\begin{aligned} & 31 \\ & \begin{array}{l} 19 \% \\ \mathrm{~N} \end{array} \end{aligned}$ | $\begin{gathered} 25 \\ \begin{array}{l} 17 \% \\ \mathrm{n} \end{array} \\ \hline \end{gathered}$ | 30 $13 \%$ | 33 $16 \%$ | ${ }_{16 \%}$ | ${ }^{36} 13$ |
| Very bad response | 34 8 \% | 23 $\substack{11 \% \\ c}$ | 11 5 | $\begin{aligned} & 21 \\ & 15 \% \\ & \text { EF } \end{aligned}$ | $\stackrel{3}{3 \%}$ | $\stackrel{3}{3 \%}$ | ${ }_{7 \%}^{6}$ | 11\% | 14\% | $\stackrel{9}{11 \%}$ | ${ }_{7 \%}$ | ${ }_{10}{ }^{\text {\% }}$ | ${ }^{13} 6$ | 5 | 13 81 | 16 $11 \%$ | 9 | ${ }^{18} 9$ | ${ }^{1} \%$ | 26\% |
| I am not familiar with this company | ${ }^{66} 15$ | 30 $14 \%$ | 36\% | ${ }^{15} 11 \%$ | $\begin{aligned} & 22 \\ & 20 \% \\ & f \end{aligned}$ | $7 \%$ | $\begin{aligned} & 21 \\ & 23 \% \\ & f \end{aligned}$ | $17 \%$ | 33 $16 \%$ | ${ }^{16} 9$ | ${ }_{14}^{18}$ | $\begin{aligned} & 17 \\ & { }^{25 \%} \% \\ & \mathrm{~m} \end{aligned}$ | 24\% | 118\% | 14 81 | $\begin{gathered} 41 \\ \text { NO } \\ \text { NO } \end{gathered}$ | ${ }_{12}^{28}$ | 35\% | $1 \%$ | 21 8 \% |
| Sigma | $\begin{aligned} & 444 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 98 \\ 100 \% \end{gathered}$ | $\begin{gathered} 93 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 83 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 68 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 48 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 270 \\ & 100 \% \end{aligned}$ |

Proportions/Means Columns Tested $5 \%$. $20 \%$ risk
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 412 | 153 | 259 | 190 | 116 | 54 | 52 | 154 | 158 | 100 | 210 | 76 | 102 | 109 | 154 | 149 | 218 | 180 | 45 | 232 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 400 | 176* | 224 | 139 | 111* | 82** | $67^{* *}$ | 150* | 170* | $80^{*}$ | 111 | 85* | 181* | 106* | 161* | 133* | 239 | 148* | 60** | 251 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 222 \\ 55 \% \end{gathered}$ | 99\% | $\begin{gathered} 122 \\ 55 \% \end{gathered}$ | 80\% | $\begin{aligned} & 74 \\ & 66 \% \end{aligned}$ | 39\% | $\begin{aligned} & 29 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 57 \% \end{aligned}$ | 82\% | 480\% | 57 | 35 ${ }^{3}$ \% | $\begin{aligned} & 118 \\ & 65 \% \\ & \text { kL } \end{aligned}$ | 59 | 916\% | 72 $54 \%$ | 131 $55 \%$ | 86\% | 46\% | 157 $63 \%$ |
| Very good response | $\begin{aligned} & 74 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | 230\% | 23\% | 3\% | $\begin{aligned} & \text { 25 } \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{18}$ | $\begin{aligned} & 15 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & { }_{2}^{25 \%} \% \\ & k \end{aligned}$ | ${ }_{22}^{21}$ | $\begin{aligned} & 30 \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | 223\% | 19 $31 \%$ | 51 |
| Somewhat good response | ${ }_{37}^{148}$ | $\begin{aligned} & 67 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 36 \% \end{aligned}$ | ${ }_{38}^{58 \%}$ | $\begin{aligned} & 51 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 19 \% \end{aligned}$ | 27 $41 \%$ | $\begin{aligned} & 611 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ | 30 37 | $\begin{aligned} & 42 \\ & 38 \% \end{aligned}$ | 24\% | $\begin{aligned} & 72 \\ & 40 \% \end{aligned}$ | 37 | 61 38 | 50\% | 949\% | ${ }_{36 \%}$ | 27 45 | 107 $42 \%$ |
| Somewhat/Very Bad Response (Net) | 73 18 | 36\% | 37\% | 21\% | 20\% | 13 $16 \%$ | 13\% | ${ }^{32} 21 \%$ | 33\% | 10\% | 22\% | $14 \%$ | 33\% | 25\% | 31 $19 \%$ | 17\% | 14\% | 27\% | 20\% | ${ }_{19}{ }^{\text {\% }}$ |
| Somewhat bad response | 52\% | 29\% | 23\% | 22 $15 \%$ | ${ }_{16}^{15}$ | $12 \%$ | 3\% | 214\% | 27\% | 5\% | 13 $12 \%$ | $12 \%$ | 25 $14 \%$ | 19\% | 23 $14 \%$ | 10\% | 31 $13 \%$ | 19\% | 118\% | 37 $15 \%$ |
| Very bad response | 21 5 | $7{ }_{4 \%}$ | 14 6 | ${ }_{6}^{8}$ | 5 | ${ }_{1}^{1 \%}$ | ${ }^{7} \mathbf{7} \%$ | 11\% | 7 | 5\% | 110\% | $3{ }_{3}^{3}$ | 7 | ${ }_{6}^{6}$ | $\stackrel{8}{5 \%}$ | 5\% | 13 ${ }_{5}$ | ${ }_{6}^{8}$ | $1 \%$ | ${ }^{11} 4 \%$ |
| I am not familiar with this company | ${ }^{106} 26$ | 41 23 | 659\% | 32\% | 16 $14 \%$ | 31 $37 \%$ | 29 ${ }^{43}$ | 33 $22 \%$ | 49\% | 24\% | 30\% | $\begin{aligned} & 35 \\ & 41 \% \\ & \mathrm{kM} \end{aligned}$ | 31 $17 \%$ | ${ }_{21}^{22}$ | 20\% | ${ }_{32}{ }^{4}$ | 64\% | 35 ${ }^{34}$ | 3\% | ${ }^{46}$ \% |
| Sigma | $\begin{aligned} & 400 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 82 \\ 100 \% \end{gathered}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 85 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 60 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 251 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/IJJ-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 409 | 163 | 246 | 176 | 113 | 67 | 53 | 141 | 170 | 98 | 217 | 50 | 119 | 122 | 149 | 138 | 216 | 181 | 46 | 228 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 412 | 206* | 206 | 131* | $97^{*}$ | 121* | $63^{* *}$ | 130* | 196* | 86* | 107 | 58* | 225* | 126* | 157* | 129* | 233 | $173^{*}$ | 57** | 261 |
| Somewhat/Very Good Response (Net) | ${ }^{229} 5$ | 117 56 | $\begin{gathered} 112 \\ 54 \% \end{gathered}$ | $\begin{gathered} 81 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 63 \% \end{aligned}$ | 67\% | 20 $32 \%$ | $\begin{aligned} & 84 \\ & 65 \% \end{aligned}$ | 106 54 | 39\% | $\begin{aligned} & 53 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 57 \% \end{aligned}$ | 129\% | 66 $53 \%$ | 92\% | 70 $54 \%$ | $\stackrel{128}{58 \%}$ | $\begin{aligned} & 96 \\ & 56 \% \end{aligned}$ | 33 $57 \%$ | 145 $55 \%$ |
| Very good response | 15\% | 35\% | ${ }^{28}{ }^{14 \%}$ | 25 $19 \%$ | $\begin{aligned} & 227 \\ & \text { 28\% } \\ & \hline \end{aligned}$ | 12\% | ${ }_{1 \%}$ | 31 $24 \%$ | 20 $10 \%$ | 13 $15 \%$ | 14 $13 \%$ | ${ }_{11}^{6} \%$ | ${ }_{12}{ }^{19}$ | ${ }^{12} 9$ | 34 22\% n | ${ }^{18} 14 \%$ | 42\% | ${ }_{12}^{21}$ | 168\% | ${ }_{17}^{45}$ |
| Somewhat good response | $\begin{aligned} & 165 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 39 \% \end{aligned}$ | $84 \%$ | $\begin{aligned} & 56 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 35 \% \end{aligned}$ | 56\% | $\begin{aligned} & 19 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 41 \% \end{aligned}$ | 86 | 26 $30 \%$ | $\begin{aligned} & 39 \\ & 36 \% \end{aligned}$ | 26 46 | ${ }^{88} 9$ | $\begin{aligned} & 55 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 37 \% \end{aligned}$ | 52\% | ${ }_{36}^{86}$ | 76 $44 \%$ | ${ }^{16} 9$ | $\begin{gathered} 100 \\ 38 \% \end{gathered}$ |
| Somewhat/Very Bad Response (Net) | 90\% | ${ }_{23}{ }^{2} \%$ | 420\% | 324\% | 24\% | 23\% | 9\% | 32 ${ }_{\text {24\% }}$ | 50 ${ }_{\text {26\% }}$ | 10\% | ${ }_{21}^{22}$ | 10\% | 53 ${ }^{24 \%}$ | 32\% | 36\% | 22 $17 \%$ | 56 $24 \%$ | 33\% | 19 ${ }^{19}$ | 769\% |
| Somewhat bad response | 60\% | 31 $15 \%$ | 29\% | 22 $17 \%$ | 13 13 | 23 $19 \%$ | ${ }_{5}^{3}$ | 21 $16 \%$ | 37 $19 \%$ | 3\% | 14\% | 14\% | 35 16 | ${ }_{16}^{16}$ | 28\% | 17\% | ${ }^{38} \%$ | 21 $12 \%$ | 10\% | 52\% |
| Very bad response | 30\% | ${ }^{17} 8$ | 13 6 | 10 $8 \%$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | ${ }_{5}^{6}$ | $3{ }_{4 \%}$ | 11 81 | 13\% | ${ }_{6}^{6}$ | 8\% | ${ }_{4 \%}^{2}$ | ${ }^{18} 8$ | 16 $13 \%$ | $\stackrel{8}{5 \%}$ | ${ }_{4}^{6}$ | ${ }^{18} 8$ | ${ }^{12} \%$ | ${ }_{16 \%}$ | $\stackrel{23}{9 \%}$ |
| I am not familiar with this company | 94\% | 420\% | 52 25 | 19 $14 \%$ | ${ }_{12}^{12}$ | ${ }_{21}^{26}$ | 37 60 | $14 \%$ | 40 $21 \%$ | $\begin{aligned} & 39 \\ & 45 \% \\ & 4 H^{2} \end{aligned}$ | $\begin{gathered} 32 \\ 30 \% \\ \mathrm{~m} \end{gathered}$ | 15 26 | ${ }^{43} 9$ | ${ }_{22}{ }^{2} \%$ | 29\% | 36\% | $\stackrel{49}{21 \%}$ | 44\% | 9\% | 416\% |
| Sigma | 412 $100 \%$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | ${ }^{63} 100 \%$ | 130 $100 \%$ | 106\% | ${ }^{100 \%}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | 108\% | 225 100 | 126\% | 157 $100 \%$ | 129 $100 \%$ | 233 100 | ${ }^{173} 100 \%$ | 570\% | $\begin{aligned} & 261 \\ & 100 \% \end{aligned}$ |

Proporitions/Means: Columns Tested (5.5\%, $10 \%$ risk level)-B/C-D/E/F/G-H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 405 | 152 | 253 | 175 | 107 | 63 | 60 | 131 | 186 | 88 | 225 | 54 | 106 | 118 | 127 | 160 | 209 | 188 | 24 | 215 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 407 | 187* | 220 | 129* | 93* | $78^{*}$ | $107 *$ | 138* | 199* | 70* | 134 | $56^{*}$ | 195* | 119* | 146* | 142* | 233 | 169* | $34^{* *}$ | 241 |
| Somewhat/Very Good Response (Net) | ${ }^{295}$ | $\begin{aligned} & 140 \\ & 75 \% \end{aligned}$ | ${ }^{156}$ | $\begin{aligned} & 83 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 81 \% \\ & d \end{aligned}$ | $\begin{aligned} & 100 \\ & 72 \% \end{aligned}$ | ${ }_{72 \%}^{143}$ | 52\% | $\begin{gathered} 90 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 83 \% \\ & \hline \end{aligned}$ | 91 $63 \%$ | $\begin{aligned} & 104 \\ & 73 \% \end{aligned}$ | ${ }^{168} 72 \%$ | ${ }^{127} 75$ | $\text { 28 } 81 \%$ | 177 $74 \%$ |
| Very good response | 21\% | $\begin{aligned} & 56 \\ & 30 \% \\ & C \end{aligned}$ | 30 $14 \%$ | 29\% | 26\% | 150\% | $\begin{aligned} & 16 \\ & 15 \% \end{aligned}$ | 209\% | 30 $15 \%$ | 16 $24 \%$ | 31 23 | ${ }_{13}{ }^{\text {\% }}$ | 23\% | 24 20 | 26 $18 \%$ | 37\% | 51 $22 \%$ | 34 20 | 11 $33 \%$ | ${ }_{19}^{47}$ |
| Somewhat good response | $\begin{gathered} 209 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 126 \\ 57 \% \\ b \end{gathered}$ | $\begin{aligned} & 54 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 66 \% \\ & \text { De } \end{aligned}$ | $\begin{aligned} & 60 \\ & 43 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 113 \\ 57 \% \\ h \end{gathered}$ | $\begin{aligned} & 36 \\ & 51 \% \end{aligned}$ | $59$ | $\begin{aligned} & 31 \% \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & \stackrel{107}{55} \end{aligned}$ | $\begin{aligned} & 76 \\ & 64 \% \\ & 0 p \end{aligned}$ | $\begin{aligned} & 65 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 50 \% \end{aligned}$ | 922 | 16 48 | 131 $54 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 57 \\ & 14 \% \end{aligned}$ | ${ }^{28}{ }^{15}$ | 29 $13 \%$ | 21 $16 \%$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | ${ }_{9 \%}^{7}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | ${ }_{20}^{28} \%$ | 20\% | ${ }_{12 \%}$ | $\begin{aligned} & 21 \\ & 16 \% \end{aligned}$ | $\stackrel{8}{14 \%}$ | ${ }^{25} 13 \%$ | 10 8 \% | $\begin{aligned} & 28 \\ & { }_{19 \%}^{28} \end{aligned}$ | ${ }_{18}^{18}$ | 36\% | ${ }^{18} 10$ | ${ }_{17}^{6}$ | 39 16 |
| Somewhat bad response | $36 \%$ | 179\% | 19\% | 12\% | 88 | ${ }_{5}^{4} \%$ | $13 \%$ | ${ }^{16} 1 \%$ | 14\% | ${ }_{9 \%}$ | 130 | 7\% | ${ }^{17} 9$ | ${ }_{5 \%}^{7}$ | 14\% | 16\% | ${ }^{21} 9$ | 13\% | 12\% | ${ }_{11 \%}^{27}$ |
| Very bad response | 20 ${ }^{\text {\% }}$ | 11 6 \% | 10 4 \% | $9 \%$ | $\begin{aligned} & 3 \\ & 3 \end{aligned}$ | ${ }_{5}^{4}$ | $5{ }_{5}$ | ${ }^{13}{ }_{i}$ | ${ }_{3}^{6}$ | ${ }_{2 \%}$ | 8\% | $4 \%$ | 7 | ${ }_{3 \%}^{4}$ | 15 $10 \%$ $P$ | 2\% | 14 6 | ${ }_{2}^{4}$ | ${ }_{5}^{2}$ | 11 5 |
| I am not familiar with this company | 56 $14 \%$ | 20 $11 \%$ | 35 ${ }^{16 \%}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 19 \% \\ \text { G } \end{array} \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 13 \\ 14 \% \\ G \end{array} \end{aligned}$ | $\begin{aligned} & 15 \\ & 19 \% \% \\ & \text { 19\% } \end{aligned}$ | 2\% | 10\% | $\begin{aligned} & 36 \\ & 18 \% \\ & \text { he } \end{aligned}$ | 13\% | 22 $17 \%$ | 10\% | 20 $11 \%$ | ${ }^{10} 8$ | ${ }^{26} 8$ | 20 $14 \%$ | 30 $13 \%$ | 25 ${ }^{15}$ | ${ }^{1} \%$ | 25 ${ }^{10}$ |
| Sigma | $\begin{aligned} & 407 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | 93 $100 \%$ | 78 $100 \%$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | 138 $100 \%$ | 199\% | 70 $100 \%$ | 134 <br> $100 \%$ | 566\% | 195\% | 119 $100 \%$ | 1460\% | 142 $100 \%$ | 233 $100 \%$ | 169 $100 \%$ | 34 $100 \%$ | $\begin{aligned} & 241 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ- K/L/M-N/O/P - Q/R - S/T
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/GG-H/IJ-K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents


| Unweighted Base | 411 | 163 | 248 | 164 | 125 | 72 | 50 | 145 | 172 | 94 | 217 | 63 | 106 | 141 | 141 | 129 | 217 | 183 | 30 | 237 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 397 | 202* | 195 | $118 *$ | 107* | 108* | $63^{* *}$ | $138{ }^{*}$ | $170 *$ | 89* | 123 | 69* | 186* | 145* | 136* | 116* | 238 | 152* | 39** | 260 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 272 \\ 68 \% \end{gathered}$ | $\begin{gathered} 141 \\ 69 \% \end{gathered}$ | $\begin{gathered} 131 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 55 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 78 \\ & 73 \% \\ & \hline \mathrm{D} \end{aligned}$ | $\begin{aligned} & 78 \\ & 72 \% \\ & d \end{aligned}$ | $\begin{aligned} & 51 \\ & 80 \% \end{aligned}$ | $\frac{99}{72 \%}$ | $\begin{aligned} & 111 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 69 \% \end{aligned}$ | $\frac{85}{70 \%}$ | $\begin{aligned} & 53 \\ & 76 \% \end{aligned}$ | ${ }_{68 \%}^{127}$ | ${ }^{109}$ | 899\% | $\begin{aligned} & 74 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & \\ & \hline 69 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 70 \% \end{aligned}$ | 21 $54 \%$ | $\begin{gathered} 178 \\ 68 \% \end{gathered}$ |
| Very good response | $\begin{aligned} & 76 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 39 \% \\ & \text { 190 } \end{aligned}$ | $\begin{aligned} & 38 \% \\ & 19 \% \end{aligned}$ | $24$ | $\begin{aligned} & 32 \\ & 30 \% \\ & \text { 30\% } \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 29 \% \\ & \hline 1 j \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | 13 $15 \%$ | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | ${ }_{12 \%}$ | ${ }^{38}{ }^{1} \%$ | $\begin{gathered} 34 \\ 24 \% \\ 0 \end{gathered}$ | ${ }_{16}^{16}$ | 26\% | $\underset{r}{55}$ | 20 $13 \%$ | 15\% | 54\% |
| Somewhat good response | 195\% | 102 50 | 94\% | 41 35 | 46 | $\begin{aligned} & \text { 64 } \\ & 599 \% \\ & \text { 2 } \end{aligned}$ | 44\% | 60 $43 \%$ | ${ }_{5}^{88}$ | 48\% | 59\% | $\begin{aligned} & 44 \\ & 63 \% \\ & k \end{aligned}$ | 89 | 74 $51 \%$ | 73 $54 \%$ | 48 | 108 | 86\% | $\stackrel{6}{16 \%}$ | 124 $48 \%$ |
| Somewhat/Very Bad Response (Net) | ${ }_{28}^{82}$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | 38\% | $\begin{aligned} & 22 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \end{aligned}$ | $13 \%$ | $\begin{aligned} & 322 \\ & 23 \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \end{aligned}$ | 14\% | $\begin{aligned} & 26 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 9 \\ 13 \% \end{gathered}$ | ${ }^{457}$ | $\begin{aligned} & 333 \\ & 23 \% \end{aligned}$ | 33 $24 \%$ | $\begin{aligned} & 22 \\ & 19 \% \end{aligned}$ | 54\% | 31 20 | 16 $43 \%$ | ${ }^{68}{ }^{6} \%$ |
| Somewhat bad response | 51 $13 \%$ | 27 $13 \%$ | 24 $12 \%$ | 23 $19 \%$ | $12 \%$ | 13 $12 \%$ | $3{ }^{3}$ | ${ }^{13} 9$ | 31 $18 \%$ | 78 | 14\% | $4{ }_{6}$ | 27 | 21 15 | ${ }_{12 \%}^{16}$ |  | 29 ${ }^{29}$ | 21\% | 120\% | 39 ${ }^{15}$ |
| Very bad response | ${ }^{37} 9$ | ${ }_{11}^{22}$ | ${ }^{16} 8$ | 15 $12 \%$ | ${ }^{10} 9$ | $7 \%$ | ${ }_{9}^{6} \%$ | 19 $14 \%$ | ${ }^{12} 7$ | ${ }_{7}^{6}$ | 12\% | $\stackrel{4}{6 \%}$ | 20 $10 \%$ | 12 81 | 17 $12 \%$ | 9 | 26 $11 \%$ | 10 6 | ${ }^{5} 3 \%$ | ${ }_{11}^{29}$ |
| I am not familiar with this company | ${ }^{37} 9$ | ${ }^{13} 7 \%$ | 24 $12 \%$ | 16\% | $7 \%$ | $\stackrel{10}{9 \%}$ | $4 \%$ | ${ }_{5 \%}^{6}$ | 17\% | $\begin{aligned} & 14 \\ & 15 \% \\ & \text { h } \end{aligned}$ | ${ }^{11} 9$ | ${ }_{12 \%}$ | ${ }^{13} 7 \%$ | ${ }_{3}^{4}$ | $\begin{aligned} & 13 \\ & 10 \% \\ & \text { n } \end{aligned}$ | $\begin{aligned} & 19 \\ & { }^{177 \%} \\ & \mathrm{~N}^{2} \end{aligned}$ | ${ }^{20} 80$ | 15\% | ${ }_{3}^{1}$ | 14 5 |
| Sigma | $\begin{aligned} & 397 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 63 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 89 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 100 \% \end{aligned}$ | 145 $100 \%$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 100\% | $\begin{aligned} & 260 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ - K/L/M - N/O/P - Q/R - S/T


Base: All Respondents


| Unweighted Base | 416 | 150 | 266 | 179 | 123 | 52 | 62 | 156 | 155 | 105 | 232 | 56 | 99 | 120 | 141 | 155 | 215 | 192 | 42 | 220 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 375 | 175* | 200 | 131* | 107* | 73* | 65* | 149* | $148 *$ | $78 *$ | 125 | 64* | 156* | 102* | 132* | 141* | 206 | 160* | $52^{* *}$ | 225 |
| Somewhat/Very Good Response (Net) | 179 $48 \%$ | ${ }^{93} 5$ | 86\% | 54\% | 54 | 50\% | 35\% | 59 ${ }^{79}$ | 718\% | 29\% | 50\% | 27 $42 \%$ | $\begin{aligned} & 95 \\ & \begin{array}{c} 91 \% \\ \mathrm{KI} \end{array} \end{aligned}$ | $47 \%$ | 77 ${ }^{78}$ | 559\% | 106 5 5 | 73 $45 \%$ | 37\% | 112 $50 \%$ |
| Very good response | $\begin{aligned} & 50 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \\ & c \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 20 \% \\ & \mathrm{~g} \end{aligned}$ | 12\% | -9\% | $\stackrel{3}{5 \%}$ | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | ${ }_{8 \%}^{6}$ | ${ }^{10} 8 \%$ | ${ }_{3}{ }^{2}$ | $\begin{aligned} & 38 \\ & { }_{2} 4 \% \\ & \text { KL } \end{aligned}$ | ${ }_{16}^{15}$ | 21 16 | $\begin{aligned} & 14 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 16 \% \end{aligned}$ | ${ }^{18} 18$ | ${ }_{15}{ }^{8}$ | ${ }^{38} 7$ |
| Somewhat good response | $\begin{gathered} 129 \\ 34 \% \end{gathered}$ | ${ }_{36}^{62}$ | 67 $33 \%$ | ${ }_{21}^{28}$ | $\begin{aligned} & 41 \\ & 39 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 28 \\ & 38 \% \\ & d \end{aligned}$ | $\begin{aligned} & 32 \\ & 49 \% \\ & \text { D } \end{aligned}$ | 52 35 | 54\% | 23 30 | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | 259\% | ${ }_{37} 7$ | 31 $31 \%$ | 56 $43 \%$ $p$ | 419\% | 75 ${ }^{76}$ | 54\% | 29\% | 74 33 |
| Somewhat/Very Bad Response (Net) | 17\% | $\begin{aligned} & 41 \\ & { }_{23}^{23 \%} \end{aligned}$ | 24\% | $\begin{gathered} 31 \\ 24 \% \\ \mathrm{~g} \end{gathered}$ | $18 \%$ | 11 $15 \%$ | 5\% | 25\% | 30\% | 114\% | 23 $19 \%$ | ${ }_{15}{ }^{9}$ | ${ }^{28} 8$ | 17\% | 19 | 31\% | 33 $16 \%$ | 30 $19 \%$ | 11\% | ${ }_{21}{ }^{1} \%$ |
| Somewhat bad response | ${ }^{48}{ }^{13} \%$ | 26\% | 21\% | $\begin{gathered} 21 \\ 16 \% \\ \mathrm{I} \% \end{gathered}$ | 13 | 119\% | 4\% | 20\% | 20\% | 10\% | 17\% | ${ }_{9}^{6} \%$ | 22 $14 \%$ | 110\% | 13 $10 \%$ | 24\% | ${ }_{13}^{26}$ | 21 $13 \%$ | 10\% | 37\% |
| Very bad response | 17 ${ }_{5}$ | $\begin{gathered} 14 \\ { }_{C}^{\prime} \% \end{gathered}$ | 1\% | $\begin{aligned} & 10 \\ & { }_{\mathrm{f}}^{\mathrm{f}} \mathrm{\%} \end{aligned}$ | 5 | - | 3 | 3\% | 10 $6 \%$ | 3 | ${ }_{5}^{6}$ | 4\% | 5\% | ${ }_{6}^{6}$ | 5\% | 4\% | 3\% | 10 6 | $1 \%$ | 11 5 |
| I am not familiar with this company | 131 $35 \%$ | 41 $23 \%$ | $\begin{aligned} & 91 \\ & 45 \% \\ & 45 \% \end{aligned}$ | 46\% | 336 | 25 ${ }^{5}$ | 24\% | 45 $30 \%$ | ${ }_{32}{ }^{2}$ | $\begin{aligned} & 38 \\ & 49 \% \\ & \mathrm{Hi} \end{aligned}$ | $\begin{aligned} & 52 \\ & 42 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 43 \% \\ & M \end{aligned}$ | ${ }^{33}$ 21\% | ${ }_{38}^{38}$ | 37\% | $5{ }^{56}$ | ${ }^{66}$ \% | 57 $36 \%$ | $\stackrel{4}{8 \%}$ | 659\% |
| Sigma | $\begin{aligned} & 375 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & \text { 100\% } \end{aligned}$ | $\begin{aligned} & 200 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{gathered} 65 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 78 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 64 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 52 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 225 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ -K/LIM-N/O/P - Q/R - S/I
Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Fielding Period: May 20-22, 2020

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathrm{k}-$ | \$75k+ | $\underset{\text { Republi- }}{\text { Repun }}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 159 | 245 | 179 | 116 | 55 | 54 | 148 | 155 | 101 | 213 | 58 | 116 | 115 | 135 | 154 | 198 | 190 | 27 | 222 |
| Weighted Base | 391 | 189* | 202 | 134* | 108* | 73* | 77** | $150 *$ | 158* | $84 *$ | 125 | 69* | 182* | $120 *$ | $140^{*}$ | 131* | 211 | $163^{*}$ | $36 * *$ | 242 |
| Somewhat/Very Good Response (Net) | 197\% | $\begin{aligned} & 96 \\ & 51 \% \end{aligned}$ | ${ }_{502}^{102}$ | $\begin{aligned} & 54 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 60 \% \\ & \mathrm{D} \end{aligned}$ | $\begin{aligned} & 42 \\ & 58 \% \\ & d \end{aligned}$ | $\begin{aligned} & 37 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 62 \% \\ & 61 . \end{aligned}$ | $\begin{aligned} & 68 \% \\ & 43 \% \end{aligned}$ | 374 | 59\% | 30\% | $\stackrel{104}{57 \%}$ | $61 \%$ | 699\% | 67 $51 \%$ | $\xrightarrow{116} 5$ | 75 ${ }^{46}$ | 22 $61 \%$ | 124 $51 \%$ |
| Very good response | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 3 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 1 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 32 \\ & 21 \% \\ & 15 \end{aligned}$ | 5\% | ${ }_{7 \%}^{6}$ | 7\% | ${ }_{2}^{1}$ | 34 KL KL | ${ }^{11} 9$ | $8{ }_{6}^{8}$ | $\begin{aligned} & 24 \\ & 18 \% \\ & \text { O } \end{aligned}$ | 25 ${ }^{2}$ \% | 14 81 | ${ }_{1}{ }^{6} \%$ | ${ }_{11 \%}$ |
| Somewhat good response | ${ }_{39 \%}^{154}$ | $\begin{aligned} & 76 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 40 \% \\ & d \end{aligned}$ | $\begin{aligned} & 39 \\ & 54 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & 37 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 40 \% \end{aligned}$ | 31\% | 52\% | 29 ${ }^{29}$ | $\begin{array}{ll} 70 \\ 39 \% \end{array}$ | $\begin{aligned} & 50 \\ & 42 \% \end{aligned}$ | 61 $44 \%$ | 43 3 \% | $\begin{aligned} & 90 \\ & 43 \% \end{aligned}$ | ${ }^{62}$ \% | 16\% | $98 \%$ |
| Somewhat/Very Bad Response (Net) | $\begin{aligned} & 73 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 29 \% \\ & C \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | 20\% | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 18 \% \end{aligned}$ | $\stackrel{19}{15 \%}$ | $\begin{aligned} & 10 \\ & 15 \% \end{aligned}$ | ${ }_{24}^{44}$ | 27\% | 20\% | 18 $14 \%$ | 44 $21 \%$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | 122\% | 61 25 |
| Somewhat bad response | 49\% | $\begin{aligned} & 35 \\ & { }^{19} \% \\ & C^{2} \end{aligned}$ | $13 \%$ | 23 $17 \%$ | ${ }^{10} 9$ | 12\% | ${ }_{8}^{6}$ | ${ }_{18}^{12 \%}$ | 21 $13 \%$ | 11\% | ${ }^{10} 8$ | 3 | 35 $19 \%$ KL | 17 $14 \%$ | 21 15 | ${ }^{11} 8$ | 33\% | ${ }^{14} 9$ | 10\% | 39\% |
| Very bad response | ${ }^{25}{ }_{6 \%}$ | $\begin{aligned} & 19 \\ & 10 \% \\ & 10 \% \end{aligned}$ | ${ }_{3 \%}^{6}$ | $8{ }_{6}$ | 8\% | $\stackrel{3}{3 \%}$ | ${ }_{6}^{5}$ | 12\% | ${ }_{5}^{8}$ | $5_{6} \%$ | 9\% | $\stackrel{7}{7} \%$ | 5\% | ${ }^{10} 8$ | 7 $5 \%$ | ${ }_{5}^{7}$ | 11 5 | 5\% | $\stackrel{2}{4 \%}$ | ${ }^{21} 9$ |
| I am not familiar with this company | ${ }_{31}^{121}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 81 \\ 40 \% \\ 40 \% \end{gathered}$ | $\begin{gathered} 49 \\ 36 \% \\ e \end{gathered}$ | 24\% | 19 26 | 29\% | $\begin{aligned} & 27 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 39 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 32 \\ & 38 \% \\ & H \end{aligned}$ | $\begin{aligned} & 47 \\ & 38 \% \\ & M \end{aligned}$ | $\begin{aligned} & 28 \\ & 41 \% \\ & 41 \% \end{aligned}$ | 34 $19 \%$ | 32\% | 43 $30 \%$ | 46\% | 52\% | $\begin{aligned} & 64 \\ & 39 \% \end{aligned}$ | $3 \%$ | 57\% |
| Sigma | $\begin{aligned} & 391 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 73 \\ 100 \% \end{gathered}$ | $\begin{gathered} 77 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 100 \% \end{aligned}$ | 844 | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | 120\% | 140 $100 \%$ | $\begin{aligned} & 131 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 366 | 2420 |

Proportions/Means: Columns Tested (5\%, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/L/M-N/O/P-Q/R-S/T


Fielding Period: May 20-22, 2020

Base: All Respondents


| Unweighted Base | 405 | 144 | 261 | 174 | 109 | 63 | 59 | 143 | 160 | 102 | 199 | 54 | 120 | 121 | 140 | 144 | 213 | 182 | 41 | 216 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 425 | 183* | 242 | 127 | 107* | 104* | $87^{*}$ | 146* | 175* | 104* | 121 | $67^{*}$ | 201* | $143^{*}$ | 157* | 125* | 253 | 166* | $54^{* *}$ | 247 |
| Somewhat/Very Good Response (Net) | ${ }^{132}$ 31\% | $\begin{aligned} & 780 \\ & 38 \% \\ & \hline \end{aligned}$ | 626\% | 34\% | $\begin{gathered} 49 \\ 46 \% \\ \text { DFG } \end{gathered}$ | $\stackrel{26}{25 \%}$ | 23\% | $\begin{aligned} & 64 \\ & 44 \% \\ & 44 \% \end{aligned}$ | $\stackrel{42}{24 \%}$ | 26\% | 32\% | $\begin{aligned} & 17 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 36 \% \end{aligned}$ | 47 3 \% | 51 $32 \%$ | 35\% | 90 ${ }^{\text {35\% }}$ | 41 25 | 283\% | 93 ${ }^{98}$ |
| Very good response | $\begin{aligned} & 42 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \\ & { }_{C} \end{aligned}$ | ${ }^{11} 4 \%$ | $\begin{aligned} & 10 \\ & \stackrel{8}{f} \end{aligned}$ | $\begin{gathered} 26 \\ \text { DFG } \end{gathered}$ | - | $\frac{6}{7 \%}$ | $\begin{aligned} & 25 \\ & 17 \% \\ & 1 \end{aligned}$ | ${ }_{5}^{8}$ | 9\% | ${ }^{11}{ }_{9 \%}$ | ${ }_{6 \%}^{4}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | ${ }^{13} 9$ | $\frac{9}{7 \%}$ | $\begin{gathered} 33 \\ 13 \% \\ \hline \end{gathered}$ | ${ }_{5}^{8}$ | 15\% | ${ }^{26} 10 \%$ |
| Somewhat good response | $\begin{aligned} & 91 \% \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 29 \end{aligned}$ | $\begin{aligned} & 52 \\ & 21 \% \end{aligned}$ | $\text { 25 } 20 \%$ | ${ }_{23}^{23}$ | 26\% | $\begin{aligned} & 17 \\ & 19 \% \end{aligned}$ | $\text { 39 } 27 \%$ | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 17 \% \end{aligned}$ | ${ }^{13} 0 \%$ | $\begin{aligned} & 50 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & \text { 198 } \end{aligned}$ | $\begin{aligned} & 37 \% \\ & 24 \% \end{aligned}$ | ${ }_{26}^{26}$ | $\begin{aligned} & 57 \% \\ & 22 \% \end{aligned}$ | 20\% | 13 $25 \%$ | 28\% |
| Somewhat/Very Bad Response (Net) | ${ }_{16 \%}$ | 37\% | 31 $13 \%$ | 25\% | ${ }^{18} \%$ | 14 $13 \%$ | 11 $13 \%$ | 26\% | ${ }^{26}$ \% | ${ }_{16}^{15 \%}$ | 16 $13 \%$ | 5\% | 19\% | 19\% | 28\% | 21\% | ${ }_{19} 18$ | ${ }^{18} 18$ | 122\% | 51\% |
| Somewhat bad response | ${ }_{12}{ }^{2}$ | 24\% | 10\% | 20\% | 110\% | $9{ }_{9}$ | 10\% | $19 \%$ | 22\% | $9 \%$ | ${ }^{11} 9$ | 4\% | 31 $15 \%$ | 172\% | ${ }_{12 \%}{ }^{1}$ | $14 \%$ | 13\% | 14\% | 10\% | 17\% |
| Very bad response | 19\% | ${ }^{13} 7$ | ${ }_{2 \%}^{6}$ | 5 | $7 \%$ | $5{ }_{5}$ | ${ }_{2}^{2}$ | ${ }_{5}^{7} \%$ | $5{ }_{3}$ | $7 \%$ | 5 | * ${ }^{\text {\% }}$ | 88 | 2\% | $9{ }_{6}^{9}$ | $7{ }_{6}{ }^{\text {\% }}$ | 14\% | 3\% | ${ }_{2 \%}$ | 11\% |
| I am not familiar with this company | 224 53 | 76 $41 \%$ | $\begin{gathered} 149 \\ 61 \% \\ B \end{gathered}$ | $\begin{aligned} & \text { 688 } \\ & 538 \\ & \hline \end{aligned}$ | 40\% | $\begin{aligned} & \text { 64 } \\ & 61 \% \\ & E \end{aligned}$ | $\begin{aligned} & 53 \\ & 61 \% \\ & \text { 61\% } \end{aligned}$ | 56\% | $\begin{gathered} 107 \\ 61 \% \\ \mathrm{H} \end{gathered}$ | $\begin{aligned} & \text { 62 } \\ & 60 \% \\ & H \end{aligned}$ | $\begin{aligned} & 73 \\ & 60 \% \\ & M \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 67 \% \\ 67 \% \\ M \end{array} \end{aligned}$ | 89\% | 78 $54 \%$ | 79\% | 58\% | 115 $46 \%$ | $\begin{gathered} 107 \\ 64 \% \\ Q \end{gathered}$ | 14 26 | 102 $41 \%$ |
| Sigma | $\begin{aligned} & 425 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 180 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 87 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 67 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 201 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 253 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 54 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 247 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C-D/E/F/G - H/ITJ-K/L/M-N/O/P-Q/R-S/T
Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G- H/IJJ- K/L/M-N/
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | BusinessTravelers | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20 . \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 70 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent/ Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 404 | 168 | 236 | 172 | 120 | 62 | 50 | 141 | 178 | 85 | 218 | 56 | 108 | 108 | 141 | 155 | 214 | 173 | 48 | 234 |
| Weighted Base | 399 | $206 *$ | 193 | 122 | 113* | 84* | 80** | 134* | 181* | 84* | 137 | 55* | $184 *$ | 99* | $145^{*}$ | 155* | 233 | 151* | 57** | 254 |
| Somewhat/Very Good Response (Net) | ${ }_{36 \%}^{143}$ | $\begin{aligned} & 90 \\ & 43 \% \\ & { }^{2} \% \end{aligned}$ | 53\% | $\begin{aligned} & 59 \\ & 49 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 52 \\ & \frac{57}{47 \%} \\ & F \end{aligned}$ | $\text { 20 } 23 \%$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 52 \% \\ & 1 \mid 5 \end{aligned}$ | 59 $33 \%$ | $\begin{aligned} & 14 \% \\ & 17 \% \end{aligned}$ | ${ }_{27}^{37}$ | $\begin{aligned} & 13 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 48 \% \\ & \text { KL } \end{aligned}$ | ${ }_{38} 8$ | $\begin{aligned} & 53 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 42 \% \\ & { }^{2} \% \end{aligned}$ | $\begin{aligned} & 43 \% \end{aligned}$ | 42\% | 109 $43 \%$ |
| Very good response | ${ }^{36} 9$ | $\begin{aligned} & 27 \\ & 13 \% \\ & { }_{C} \end{aligned}$ | 5\% | 17 14 $f$ | 16 $14 \%$ f | $3{ }_{3}^{3}$ | ${ }_{1}^{1} \%$ | ${ }_{\text {23 }}^{17} 1$ | 5\% | 5\% | $8{ }_{6}^{8}$ | $\stackrel{4}{8 \%}$ | ${ }_{12}^{22}$ | $9{ }_{9}^{9}$ | ${ }_{18}^{13}$ | $9{ }_{6}$ | $\stackrel{\text { 28 }}{\substack{28 \\ \mathrm{r}}}$ | 5\% | 17 ${ }^{17}$ | 30 $12 \%$ |
| Somewhat good response | 107 ${ }^{27 \%}$ | 62\% | 44\% | 42 34 | 37 $33 \%$ | 170\% | 114\% | 47 $35 \%$ | 50 $28 \%$ | $10 \%$ | ${ }_{21}^{29}$ | ${ }^{8} 5 \%$ | $\begin{aligned} & 67 \\ & 36 \% \\ & \text { KL } \end{aligned}$ | 29\% | 34\% | 43\% | 70\% | 36 $24 \%$ | 26\% | 79 ${ }_{31 \%}$ |
| Somewhat/Very Bad Response (Net) | ${ }^{81}$ | $\begin{aligned} & 54 \\ & 26 \% \\ & C \end{aligned}$ | $\begin{aligned} & 31 \% \\ & 16 \% \end{aligned}$ | $26 \%$ | $24 \%$ | $\begin{aligned} & 14 \\ & 16 \% \end{aligned}$ | $21 \%$ | $\begin{aligned} & 32 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | 20\% | 31 | $\stackrel{9}{16 \%}$ | $\begin{aligned} & 30 \% \end{aligned}$ | 20 | 31\% | 34\% | ${ }_{19}^{44}$ | 32 ${ }^{21 \%}$ | $\stackrel{3}{5 \%}$ | 66\% |
| Somewhat bad response | 11\% | 27\% | 16\% | 17 $14 \%$ | 13 | 7\% | ${ }_{8}^{6} \%$ | 19\% | 15\% | 10\% | ${ }^{13} 9$ | ${ }^{7} 3 \%$ | 22\% | 8 8\% | 20\% | 15\% | ${ }_{11 \%}^{26}$ | $11 \%$ | 4\% | 14\% |
| Very bad response | ${ }_{11}^{42}$ | 27 $13 \%$ | 15 8 \% | ${ }^{10} 8$ | ${ }^{11} 9$ | 7\% | 15 | ${ }^{12} 9$ | 18 | 11 $13 \%$ | $\begin{aligned} & 18 \\ & 13 \% \\ & 1 \end{aligned}$ | 2\% | ${ }^{15} 8$ | ${ }_{12}^{12}$ | 11\% | 19 $12 \%$ | ${ }^{18} 8$ | 16 10 | $1 \%$ | 30 $12 \%$ |
| I am not familiar with this company | $\begin{gathered} 172 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 109 \\ 56 \% \\ B \end{gathered}$ | $\begin{aligned} & 37 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 60 \% \\ & \text { DE } \end{aligned}$ | ${ }^{48} 9$ | $\begin{aligned} & 33 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 499 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\begin{aligned} & 50 \\ & 60 \% \\ & \mathbf{H}^{2} \end{aligned}$ | $\begin{aligned} & 69 \\ & 50 \% \\ & \mathrm{M}^{6} \end{aligned}$ | $\begin{aligned} & 33 \\ & 60 \% \\ & M \end{aligned}$ | 59\% | ${ }_{41 \%}$ | 612\% | 70 45 | 919\% | 76\% | 120\% | 80 $31 \%$ |
| Sigma | $\begin{aligned} & 399 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{gathered} 80 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 84 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | 109\% | $\begin{aligned} & 145 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 150 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 100 \% \end{aligned}$ | 557 | 254 $100 \%$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E} / \mathrm{F} / \mathrm{G}-\mathrm{H} / \mathrm{I} / \mathrm{J}-\mathrm{K} / \mathrm{LIM}-\mathrm{N} / \mathrm{O} / \mathrm{P}-\mathrm{Q} / \mathrm{R}-\mathrm{S} / \mathrm{T}$


Base: All Respondents

|  |  | Gender |  | Age |  |  |  | Region |  |  | HHI |  |  | Political party |  |  | Parent |  | $\underset{\text { Travelers }}{\text { Business }}$ | $\begin{aligned} & \text { Leisure } \\ & \text { Travelers } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Wave } 13 \\ \text { Total } \\ (5 / 20- \\ 5 / 22) \end{gathered}$ | Male | Female | 18-34 | 35-49 | 50-64 | 65+ | Urban | Suburban | Rural | $\begin{aligned} & \text { Less } \\ & \text { than } \\ & \$ 50 \mathrm{k} \end{aligned}$ | $\$ 50 \mathbf{k}-$ | \$75k+ | $\begin{gathered} \text { Republi- } \\ \text { can } \end{gathered}$ | Democrat | Independent Othe | Yes | No |  |  |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 409 | 143 | 266 | 180 | 107 | 61 | 61 | 124 | 184 | 101 | 216 | 47 | 117 | 140 | 132 | 137 | 199 | 190 | 35 | 230 |
| Weighted Base | 420 | 181* | 239 | 134 | $90^{*}$ | 99* | 97* | $118{ }^{*}$ | $212^{*}$ | $90^{*}$ | 128 | $62^{*}$ | 208* | $148{ }^{*}$ | $136 *$ | 136* | 220 | 182* | 49** | 252 |
| Somewhat/Very Good Response (Net) | 203 $48 \%$ | $82 \%$ | 121 50 | 48\% | $\begin{aligned} & 53 \\ & 59 \% \\ & \text { D } \end{aligned}$ | $\begin{aligned} & \text { 61 } \\ & 62 \% \\ & \mathrm{D} \end{aligned}$ | 41\% | 54\% | 101 $48 \%$ | 38\% | ${ }^{68}{ }^{6}$ | 28\% | ${ }^{96}$ \% | 76 $52 \%$ | 57 | 70 $52 \%$ | $\begin{gathered} 127 \\ 58 \% \\ \mathrm{R} \end{gathered}$ | 73 $40 \%$ | 27 $54 \%$ | ${ }^{122} 48 \%$ |
| Very good response | ${ }_{11}$ | $\begin{aligned} & 21 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | ${ }^{10} 8 \%$ | $\begin{gathered} 25 \\ \text { DFG } \end{gathered}$ | ${ }_{8 \%}^{8}$ | ${ }_{2}^{2}$ | 21 18 | 15\% | ${ }_{9}^{8} \%$ | ${ }_{11}^{14}$ | $4{ }_{6}$ | $\xrightarrow{23} 11 \%$ | 22 $15 \%$ | ${ }^{12} 9$ | 1180 | 32 15 r | 12\% | 10\% | 31 $12 \%$ |
| Somewhat good response | $\begin{gathered} 159 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 41 \% \end{aligned}$ | 28\% | 29 ${ }^{2}$ \% | $\begin{aligned} & 53 \\ & 54 \% \\ & \text { DE } \end{aligned}$ | 39 $41 \%$ | 42\% | ${ }^{86}$ \% | 30 33 | 53 | 24 $39 \%$ | 74 35 | 54\% | ${ }_{33}^{45}$ | 60 44 | 94\% | ${ }_{34}^{62}$ | 17 $34 \%$ | 91 36 |
| Somewhat/Very Bad Response (Net) | 67 $16 \%$ | $\begin{aligned} & 46 \\ & 26 \% \\ & { }_{C}^{2} \end{aligned}$ | 219\% | $\begin{gathered} 36 \\ 27 \% \\ \text { FG } \end{gathered}$ | ${ }^{15} 16$ | $11 \%$ | ${ }_{6}^{6} \%$ | ${ }_{21 \%}^{24}$ | 30 $14 \%$ | 12 $14 \%$ | 17 $13 \%$ | ${ }_{13}^{8}$ | 19\% | 25\% | ${ }^{25}$ 19\% | ${ }_{12}^{12}$ | $\stackrel{25}{11 \%}$ | 31 $17 \%$ | 19\% | 24\% |
| Somewhat bad response | 43 $10 \%$ | $\begin{aligned} & 28 \\ & 15 \% \\ & \text { C } \end{aligned}$ | 15\% | 22 $17 \%$ | 10 | ${ }_{6}^{6}$ \% | ${ }_{6}^{6} \%$ | 15\% | ${ }^{19} 9$ | 11\% | $\xrightarrow{14}{ }_{\text {14 }}^{\text {L }}$ | * ${ }^{\text {\% }}$ | ${ }^{26} 12 \%$ | 20 $13 \%$ | 15 $11 \%$ | $8 \%$ | ${ }^{16} \%$ | ${ }^{18}{ }^{10} \%$ | 10\% | 14\% |
| Very bad response | 24\% | $\begin{aligned} & 18 \\ & 10 \% \\ & { }_{C} \% \end{aligned}$ | ${ }_{2}^{5}$ | $\begin{aligned} & 14 \\ & 10 \% \\ & \text { G } \end{aligned}$ | 5 | $5{ }_{5}$ | - | 10 ${ }_{8 \%}$ | 12\% | 3\% | $\stackrel{3}{2 \%}$ | ${ }^{12}{ }^{7} \%$ | 13 ${ }_{6}$ | ${ }_{4}^{6}$ | 10\% | ${ }_{6 \%}$ | 9 | 13 | $\stackrel{4}{9 \%}$ | ${ }^{18} \%$ |
| I am not familiar with this company | ${ }^{150} 36$ | 529\% | $\begin{aligned} & 98 \\ & 41 \% \\ & 4 \end{aligned}$ | $\begin{gathered} 50 \\ 38 \% \\ e \end{gathered}$ | 23 | 27\% | $\begin{aligned} & 50 \\ & 52 \% \\ & \text { EF } \end{aligned}$ | 30\% | $\begin{aligned} & 81 \\ & 38 \% \\ & \text { h } \end{aligned}$ | $\begin{aligned} & 39 \\ & 44 \% \\ & H^{2} \end{aligned}$ | ${ }_{34 \%}^{43}$ | 27 $43 \%$ | 73 $35 \%$ | ${ }_{31}^{46}$ | 54\% | 50\% | 69 $31 \%$ | 77 | 137\% | 76 $30 \%$ |
| Sigma | $\begin{aligned} & 420 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{gathered} 99 \\ 100 \% \end{gathered}$ | $\begin{gathered} 97 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 90 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 62 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 208 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%$, $10 \%$ risklevel) - B/C-D/E/F/G-H/I/J-K/LIM-N/O/P-Q/R-S/T


Base: All Respondents


| Unweighted Base | 407 | 156 | 251 | 163 | 120 | 63 | 61 | 133 | 167 | 107 | 224 | 57 | 106 | 116 | 148 | 143 | 217 | 183 | 40 | 213 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 410 | 194* | 216 | 126* | 120* | 88* | $76 *$ | 135* | 183* | 92* | 134 | 69* | 188* | 123* | 169* | 118* | 234 | 171* | $58^{* *}$ | 246 |
| Somewhat/Very Good Response (Net) | $\begin{gathered} 254 \\ 62 \% \end{gathered}$ | $\begin{gathered} 124 \\ 64 \% \end{gathered}$ | $\begin{gathered} 130 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 52 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 82 \\ & 68 \% \\ & \text { Di\% } \end{aligned}$ | $52 \%$ | $\begin{aligned} & 55 \\ & 72 \% \\ & { }_{D} \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 66 \% \end{aligned}$ | ${ }^{126} 67 \%$ | 83\% | $\begin{gathered} 107 \\ 63 \% \end{gathered}$ | 64\% | $\begin{aligned} & 154 \% \\ & 66 \% \end{aligned}$ | 59\% | 42\% | 156 $63 \%$ |
| Very good response | ${ }_{23}^{96}$ | 53\% | 420\% | $\begin{aligned} & 24 \% \\ & 19 \end{aligned}$ | $\begin{gathered} 46 \\ 39 \% \\ \text { DGG } \end{gathered}$ | 180\% | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 30 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 34 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 33 \% \\ & \text { K1 } \end{aligned}$ | 33\% | $\begin{aligned} & 366 \\ & 21 \% \end{aligned}$ | $27$ | $\begin{aligned} & 61 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & \text { 19\% } \end{aligned}$ | 52\% | $\text { 65 } 27 \%$ |
| Somewhat good response | $\begin{gathered} 158 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 43 \% \\ & 33 \end{aligned}$ | ${ }_{29}^{39 \%}$ | $\begin{aligned} & 34 \% \\ & 39 \end{aligned}$ | $\begin{gathered} 48 \\ \begin{array}{c} 42 \% \\ \text { DEf } \end{array} \end{gathered}$ | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 47 \% \\ & 4 \end{aligned}$ | $32 \%$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 64 \% \\ & 34 \% \end{aligned}$ | 50\% | $\begin{aligned} & 72 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 40 \% \end{aligned}$ | 36\% | ${ }_{21}^{12}$ | 91\% |
| Somewhat/Very Bad Response (Net) | 76 $19 \%$ | 39 ${ }^{30}$ | 37 $17 \%$ | $\begin{aligned} & 33 \\ & 26 \% \\ & { }_{\mathrm{G}} \end{aligned}$ | 19 $16 \%$ | 19 $21 \%$ | ${ }_{8}^{6} \%$ | ${ }^{26} 9$ | 31\% | 13 $14 \%$ | ${ }_{21}^{28}$ | 14 20 | 35 18 | 23 $19 \%$ | 31 $18 \%$ | 23 $19 \%$ | 37 $16 \%$ | 22\% | 13 $22 \%$ | 58\% |
| Somewhat bad response | 56 $14 \%$ | 31 $16 \%$ | 25 ${ }^{2}$ \% | $\begin{aligned} & 24 \\ & { }^{2} 9 \% \\ & \hline \mathrm{G} \end{aligned}$ | ${ }_{16}^{16}$ | 13 $15 \%$ | ${ }_{5}^{4}$ | ${ }_{12}^{16}$ | 32\% | $8 \%$ | 19\% | 10\% | 28\% | ${ }_{12}^{15}$ | 23 $14 \%$ | ${ }_{18}^{18}$ | 31 $13 \%$ | 25 $14 \%$ | 17\% | 44\% |
| Very bad response | 20 ${ }^{\text {\% }}$ | 8 | 12\% | 9\% | $3{ }_{3}$ | ${ }_{5}^{5}$ | 3\% | ${ }^{10} \%$ | ${ }_{3}{ }^{\text {\% }}$ | 5 | $\stackrel{9}{7 \%}$ | $4{ }_{6}$ | $7{ }_{4}^{7}$ | ${ }_{6}^{8}$ | $7{ }_{4}$ | 5 | ${ }_{3 \%}^{6}$ | $\begin{gathered} 14 \\ 8 \% \\ 9 \end{gathered}$ | $\stackrel{3}{5 \%}$ | ${ }^{14} 6$ |
| I am not familiar with this company | 19\% | 31 $16 \%$ | 43\% | 28\% | 19\% | ${ }^{18} 8$ | 150\% | 27\% | 36\% | 178 | 32\% | 10\% | 27 $15 \%$ | ${ }_{14}^{18}$ | 31 $19 \%$ | 31 26 | 43\% | 34\% | 5\% | 32 13 |
| Sigma | $\begin{aligned} & 410 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{gathered} 76 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 92 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 69 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 58 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 246 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested $(5 \%, 10 \%$ risk level) - $\mathrm{B} / \mathrm{C}-\mathrm{D} / \mathrm{E/F/F}$ - H/I/J-K/L/M-N/O/P-Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30 ) ineligible for sig testing
11 WAL01 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?33 WAL03 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
$4 \quad 4$ WALO4 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
6 WAL05 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?$7 \quad 7$ WAL07 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?88 WAL08 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?$9 \quad 9$ WAL08 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?$9-9$ WAL09 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
1010 WAL10 Moving forward, which of the following things will you prioritize that you didn't before COVID-19? Please select all that apply
1211 WAL11 How do you think the pandemic has impacted the following issues?

12 WAL11 How do you think the pandemic has impacted the following issues? Summary Of Improved The Issue
13 WAL11 How do you think the pandemic has impacted the following issues?
14 WAL11 1 How do you think the pandemic has impacted the following issues?
14 LGBTQ rights
15 WAL11 2 How do you think the pandemic has impacted the following issues?
Immigration Immigration
16 WAL11_3 How do you think the pandemic has impacted the following issues?
17 WAL11 4 How do
17 WAL11 4 How do you think the pandemic has impacted the following issues?
18 WAL11 5 How
18 WAL11 5 How do you think the pandemic has impacted the following issues?
19 WAL11_6 How do you think the pandemic has impacted the following issues?
20 WAL11 7 How do you think the pandemic has impacted the following issues? Gun viotence
21 WAL11_ 8 How do you think the pandemic has impacted the following issues?
22 WAL11-9 How do you think the pandemic has impacted the following issues?
23 WAL11 10 Ho
23 WAL11 10 How do you think the pandemic has impacted the following issues?
24 WAL11_11 How do you think the pandemic has impacted the following issues?
25 WAL11_12 How do you think the pandemic has impacted the following issues? Hunger-
26 WAL11 13 How do you think the pandemic has impacted the following issues?
exual harassment
27 WAL11 14 How do you think the pandemic has impacted the following issues? Education
28 WAL11- 15 How do you think the pandemic has impacted the following issues?
29 WAL11 16 How we being
29 WAL11 16 How do you think the pandemic has impacted the following issues?
30 WAL11 17 How do you think the pandemic has impacted the following issues?
31 WAL11. 18 How do you think the pandemic has impacted the following issues?
32 Data privacy
32 WAL12 Thinking about your life moving forward, how important are the following issues to you personally?
33 WAL 12 Thine
33 WAL12 Thinking about your life moving forward, how important are the following issues to you personally?
Summary Of Not At All/Not Very Important
34 WAL12 19 Thinking about your life moving forward, how important are the following issues to you personally?
LGBTQ rights
35 WAL12 20 Thinking about your life moving forward, how important are the following issues to you personally?
36 WAL12 21 Thinking about your life moving forward, how important are the following issues to you personally?
Climate change

38 WAL12 23 Thinking about your life moving forward, how important are the following issues to you personally?
Corporate role in the communities in which they operate
6761 WAL16 4 How important are each of the following today for corporate America?
$80 \quad 73$ AA02 On average, how many business trips do you normally take each year by plane?
8274 AA03 How safe do you/would you feel traveling by the following means of transportation right now?
8375 AA03 How safe do you/would you feel traveling by the following means of transportation right now?
解 safe do you/would you feel traveling by the following means of transportation right now? 76 Subwāy
77 AA03 2 How safe do you/would you feel traveling by the following means of transportation right now?
8678 AA03 3 How safe do you/would you feel traveling by the following means of transportation right now?
8779 AA03_4 How safe do you/would you feel traveling by the following means of transportation right now?
$88 \quad 80$ AA03 5 How safe do you/would you feel traveling by the following means of transportation right now?

## 100 AA04 7 How safe do you think the following means of transportation will be in 3 months from now? Bike shares 101 Bike shares

101 AA05 Once stay home orders are lifted in your area, how soon do you plan on traveling by airplane?
102 AA06 Which of the following will make you comfortable to fly on an airplane again? Please select all that apply.
103 AA07 How comfortable would you feel traveling on an aircraft that is full, assuming all necessary safety precautions have
been taken by you and by the airline?

104 AA08 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
105 AA08 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
106 AA08 1 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
106 AA08-1 After restrictions are lifted for stay at home, what will you
107 AA08_2 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
Business meetings with prospective clients (e.g. new business development)
Businēss meetings with prospective clients (e.g. new business development)
108 AA08 3 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
109 AA08 4 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
110 AA08 5 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
111 AA08 6 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
Business travel for on-site quality control at production sites / factories
112 AA08 7 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
Meetings to manage fast-moving developments (e.g. new business opportunities, new asks from clients, etc.)
113 AA09 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
114 AAO9 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
Summary Of Non-Essential
115 AA09 1 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
116 AAO9 2 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
117 AA09 3 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
118 Visits to see close friends
118 AA09 4 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
Holiday travel (e.g. Thanksgiving, Christmas, Rosh' Hashanah, Yom Kippur etc.)
119 AA09 5 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
120 AAO9 6 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
121 AA09 7 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
122 AA09 8 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
Religious travel, pilgrimages, and retreats
123 AA10 Which of the following destination conditions would you be willing to travel to for essential travel?
Summary Of Essential Business Travel
124 AA10 Which of the following destination conditions would you be willing to travel to for essential travel?
Summary Of Essential Non-Business Travel
125 AA10
125 AA10-1 Which of the following destination conditions would you be willing to travel to for essential travel?
International travel to countries that have limited community transmission (CDC Level 1)
126 AA10 2 Which of the following destination conditions would you be willing to travel
126 International travel to countries that have ongoing/widespread community transmission (CDC Level 2 and 3 countries)
127 AA10 3 Which of the following destination conditions would you be willing to travel to for essential travel?
Domestic travel to regions that have limited community transmission
128 Domestic travel to regions that have limited community transmission
128 AA10_4 Which of the following destination conditions would you be willing to travel to for essential travel?
129 AA11 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
Summary Of Likely
130 AA11 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
Summary Of Unlikely
131 AA11 1 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
Substitute business meetings that require flying with virtual meetings or gatherings (e.g., Zoom, Facetime, Te
132 AA11 2 A
132 AA11 2 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
133 AA11.3 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
Substitute vacations with staycations
134 AA11, 4 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
Substitute winter holiday travel with virtual gatherings (e.g., Zoom, Facetime)
135 AA11 5 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
Substitute short distance flights with driving

136 AA12 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
137 AA12 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
138 AA12 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
139 Summary Of No Change
139 AA12 1 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
140 Shared data on where the airplane has been, including the crew
140 AA12 2 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
141 AA12 3 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
141 AA12 3 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
142 AA12 4 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
143 AA12 5 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
Recontiguring arports for social distancing
144 AA12 6 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
Cleaning services guarantee hygienic wipe down of seats
145 AA12 7 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
146
146 AA12 8 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
147 AA12 9 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
148 AA12 10 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
149 AA12_11 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? 150 Guarāntee of circulating air
150 AA12 12 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
151 Contāt-less menus / disposable silverware
151 AA13 How favorable is your opinion of the following companies?
Summary Of Very/Somewhat Favorable
152 AA13 How favorable is your opinion of the following companies?
Summary Of Very/Somewhat Unfavorable
153 AA13_1 How favorable is your opinion of the following companies?
154 AA13. 2 How favorable is your opinion of the following companies?
155 AA13 3 How favorable is your opinion of the following companies?
15 United
156 AA13. 4 How favorable is your opinion of the following companies?
157 AA14 How has your view of the following companies changed since the coronavirus pandemic?
158 AA14 How has your view of the following companies changed since the coronavirus pandemic?
159 AA14 How has your view of the following companies changed since the coronavirus pandemic?
159 Summary Of No Change
160 AA14_1 How has your view of the following companies changed since the coronavirus pandemic?
161 AA14.2 How has your view of the following companies changed since the coronavirus pandemic?
American
162 AA14 3 How has your view of the following companies changed since the coronavirus pandemic?
163 AA14.4 How has your view of the following companies changed since the coronavirus pandemic?
164 AA15 Which airline do you trust the most to fly with during the coronavirus pandemic? Please select one.
165 Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each
166 Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
Summary Of Immediately/1-30 Days
167 Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each Summary Of Op To 3 Months

168 Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
Summary Of 1 Day To 3 Months

169 Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each Summary Of Up To 6 Months
170 Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
171 Q33B 1 Once the government provides information that the spread of the virus is flattening how long will it take you to do each
of the following? Fly on a plane
172 Q33B 2 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
Go to a gym class
173 Q33B 3 Once the government provides information that the spread of the virus is flattening how long will it take you to do each Take a cruise
174 Q33B 4 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
Go out to dinner
175 Q33B 5 Once the government provides information that the spread of the virus is flattening how long will it take you to do each Visit a casino
176 Q33B 6 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
Stay in a hote?
177 Q33B 7 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
Go to the office
178 Q33B 8 Once the government provides information that the spread of the virus is flattening how long will it take you to do each Go to a sporting event
179 Q33B 9 Once the government provides information that the spread of the virus is flattening how long will it take you to do each Go the following?
180 Q33B 10 Once the government provides information that the spread of the virus is flattening how long will it take you to do each Host/attend a large social gathering
181 Q33B 11 Once the government provides information that the spread of the virus is flattening how long will it take you to do each Take public transportation (e.g., subway, busses, trains)
182 Q33B 12 Once the government provides information that the spread of the virus is flattening how long will it take you to do each Greet people with a handshake
183 BB09 How much would you miss each of the following companies if they closed for good?
184 BB09 How much would you miss each of the following companies if they closed for good?
185 BBO9_1 How much would you miss each of the following companies if they closed for good? Google
186 BB09_2 How much would you miss each of the following companies if they closed for good? Tech
Apple
187 BB09_3 How much would you miss each of the following companies if they closed for good? Facebook
188 BB09_4 How much would you miss each of the following companies if they closed for good? Tech-
Netflix
189 BB09_5 How much would you miss each of the following companies if they closed for good? Amazon
190 BB09_6 How much would you miss each of the following companies if they closed for good? Tech-
Twitter
191 BB09_7 How much would you miss each of the following companies if they closed for good? IBM
IBM

192 BB09 8 How much would you miss each of the following companies if they closed for good? Tech
Samsung
$219 \quad 193$
BB09_9 How much would you miss each of the following companies if they closed for good? eBay
220194 BB09_10 How much would you miss each of the following companies if they closed for good? Tech-
YouTube
221195 BB09_11 Tech
Microsoft
222196 BB09_12 How much would you miss each of the following companies if they closed for good? BB09_12
$\begin{aligned} & \text { Tech } \\ & \text { Zoom Video }\end{aligned}$
197
BB09_13 How much would you miss each of the following companies if they closed for good? Hulu
224198 BB09_14 How much would you miss each of the following companies if they closed for good? Tech
Sony
199 BB09_15 How much would you miss each of the following companies if they closed for good? Snapchat
226200 BB09_16 How much would you miss each of the following companies if they closed for good? Pharma
Johnson \& Johnson
201 BB09 17 How much would you miss each of the following companies if they closed for good? Pharma
202 BB09-18 How much would you miss each of the following companies if they closed for good? Pharma
GlaxoSmithKline
203 BB09_19 How much would you miss each of the following companies if they closed for good? McKesson
204 BB09_20 How much would you miss each of the following companies if they closed for good? Bayer
205 BB09_21 How much would you miss each of the following companies if they closed for good? Pharma

- GBoa

206 BB09_22 How much would you miss each of the following companies if they closed for good? Roche
207 BB09_23 How much would you miss each of the following companies if they closed for good? Ford
208 BB09_24 How much would you miss each of the following companies if they closed for good? General Motors
209 BB09_25 How much would you miss each of the following companies if they closed for good? Tesla
$210 \begin{aligned} & \text { BB09_26 How much would you miss each of the following companies if they closed for good? } \\ & \text { Auto }\end{aligned}$ Auto
Honda
211 BB09_27 How much would you miss each of the following companies if they closed for good? Toyota
$212 \begin{aligned} & \text { BB09 } \\ & \text { Retai }\end{aligned} 28$ How much would you miss each of the following companies if they closed for good? Walmart
213 BB 0929 How much would you miss each of the following companies if they closed for good? Target
214 BB09 30 How much would you miss each of the following companies if they closed for good?
Retai
Best Buy

## 23 May 2020

Fielding Period: May 20-22, 2020
$\mathrm{COVID}-19$
Weighted To The U.S. General Adult Population - Propensity
Page Thable Title
Tale
241215 BB09 31 How much would you miss each of the following companies if they closed for good? Retair The Home Depot RB09
$243 \quad 217$ BB09 33 How much would you miss each of the following companies if they closed for good? BB09
Retai
Macy's Reta
245219 BB09 35 How much would you miss each of the following companies if they closed for good? Retai「
Nike Retair
247221 BB09 37 How much would you miss each of the following companies if they closed for good? Retaiㄷ
Nordstrom
222 BB09 41 How much would you miss each of the following companies if they closed for good? Airlinēs
Delta Air Lines
$249 \quad 223$ BB09_42 How much would you miss each of the following companies if they closed for good? Airliness
United Airlines Airlinēs American Airlines
225 BBO9-44 How much would you miss each of the following companies if they closed for good? Arrines
JetBlue Airways
226 BB09 45 How much would you miss each of the following companies if they closed for good? Manufacturing/Industria
227 BB09 46 How much would you miss each of the following companies if they closed for good? Moneywell
228 BB09 47 How much would you miss each of the following companies if they closed for good? Manufacturing Industria
229 BBO9 48 How much would you miss each of the following companies if they closed for good? Industria

230 BB09 49 How much would you miss each of the following companies if they closed for good? HVS
231 BB09 50 How much would you miss each of the following companies if they closed for good? Walgreens
232 BB09 51 How much would you miss each of the following companies if they closed for good? Healtncare/Health in
UnitedHealth Group
233 BB09 52 How much would you miss each of the following companies if they closed for good? Aetna
234 BB09 53 How much would you miss each of the following companies if they closed for good? Cigna
235 BB09 54 How much would you miss each of the following companies if they closed for good? Humana
236 BB09 55 How much would you miss each of the following companies if they closed for good? Financial
Bank of America
237 BB09 56 How much would you miss each of the following companies if they closed for good? Weinancial Fargo

238 BB09 57 How much would you miss each of the following companies if they closed for good? BB0n $\begin{aligned} & \text { Final } \\ & \text { Americal Express }\end{aligned}$
$239 \begin{gathered}\text { BB09 } 58 \text { How much would you miss each of the following companies if they closed for good? } \\ \text { Financial }\end{gathered}$ Financial
Capitol One
240 BB09 59 How much would you miss each of the following companies if they closed for good? Financial
JPMorgan Chase
241 BB09 60 How much would you miss each of the following companies if they closed for good? Citigroup
242 BB09 61 How much would you miss each of the following companies if they closed for good? Financial
U.S. Bank
243 BB09 62 How much would you miss each of the following companies if they closed for good? -inancial
244 BB09_63 How much would you miss each of the following companies if they closed for good? Fyson Foods
245 BB09_64 How much would you miss each of the following companies if they closed for good? Fargill
246 BB09_65 How much would you miss each of the following companies if they closed for good? Smithfield Foods
247 BBO9_66 How much would you miss each of the following companies if they closed for good? Perdue Farms
248 BB09_67 How much would you miss each of the following companies if they closed for good? Procter \& Gamble
249 BB09_68 How much would you miss each of the following companies if they closed for good? Coca-Cola
250 BBO9_69 How much would you miss each of the following companies if they closed for good? ${ }_{\mathrm{Pepsi}}$
251 BB09_70 How much would you miss each of the following companies if they closed for good? Cottonelle
252 BBO9_71 How much would you miss each of the following companies if they closed for good? Clorox
253 BB09_72 How much would you miss each of the following companies if they closed for good? Anheuser-Busch
254 要PG ${ }^{\text {BRO}} 73$ How much would you miss each of the following companies if they closed for good? CPG
255 BB09_74 How much would you miss each of the following companies if they closed for good? The Hershey Company
256 BB09_75 How much would you miss each of the following companies if they closed for good? Molson Coors
257 BB09_76 How much would you miss each of the following companies if they closed for good? Campbell's
258 BB09_77 How much would you miss each of the following companies if they closed for good? Nestle
259 BB09_78 How much would you miss each of the following companies if they closed for good? The Kraft Heinz Company
 The Walt Disney Company

287261 BB09 80 How much would you miss each of the following companies if they closed for good? Other BBO Othe
Lyft
289263 BB09_82 How much would you miss each of the following companies if they closed for good? Other
264 Otther
Instacart
291265 BB09_84 How much would you miss each of the following companies if they closed for good? BB09_84
Other
Peloton Other
293267 BB09 89 How much would you miss each of the following companies if they closed for good? TraveliHospitality
Marriott

270 BB09 92 How much would you miss each of the following companies if they closed for good? Travel/Hospitality
271 BB09 93 How much would you miss each of the following companies if they closed for good? TripAdvisor
272 BB09-94 How much would you miss each of the following companies if they closed for good? Energy
273 BB09_95 How much would you miss each of the following companies if they closed for good? Energy Royalch Shell
274 BB09 96 How much would you miss each of the following companies if they closed for good? Energy
275 BB09 97 How much would you miss each of the following companies if they closed for good? Restaurants/Food Delivery
McDonald's
276 BB09-98 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery
Starbucks
277 BB09_99 How much would you miss each of the following companies if they closed for good? Chipotl

278 BB09_100 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery
279 BB09_101 How much would you miss each of the following companies if they closed for good? Domino's
280 BB09 102 How much would you miss each of the following companies if they closed for good? Restaurants $/$ Food Delivery
Burger King Burger King
281 BB09 103 How much would you miss each of the following companies if they closed for good? Rizza Hut
282 BB09_104 How much would you miss each of the following companies if they closed for good? Restaurants/ Food Delivery
Papa John's Papa John's
$283 \begin{aligned} & \text { BB09 105 How much would you miss each of the following companies if they closed for good? } \\ & \text { Restaurants / Food Delivery }\end{aligned}$ Restaürants /
Little Caesars

310284 BB09-106 How much would you miss each of the following companies if they closed for good? RB0staürants / /Food Delivery
Shake Shack
311285
BB09_107 How much would you miss each of the following companies if they closed for good? Restāurants / Food Delivery
DoorDash
312286
BB09 108 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery
GrubHub
313287
314288 BB09-109 How much would
Restaurants / Food Delivery
BB09_110 How much would you miss each of the following companies if they closed for good? Grocery ${ }^{\text {Trader Joe's }}$
$315 \quad 289$
BB09-111 How much would you miss each of the following companies if they closed for good? Gublix
316290
BB09_112 How much would you miss each of the following companies if they closed for good? Grocery
Kroger
291 BB09 113 How much would you miss each of the following companies if they closed for good? Whocery Whoods
$318 \quad 292$
BB09_114 How much would you miss each of the following companies if they closed for good? Grocery
Aldi

294 BB09 116 How much would you miss each of the following companies if they closed for good? NFL

Sports MLB Sports
297 BB09-119 How much would you miss each of the following companies if they closed for good? Sports
NBA
298 BB09 120 How much would you miss each of the following companies if they closed for good? Sports
ESPN
299 BB09 121 How much would you miss each of the following companies if they closed for good? Logistics
300 BBO9 122 How much would you miss each of the following companies if they closed for good? Logistics
301 BB09 123 How much would you miss each of the following companies if they closed for good? United States Postal Service
302 BB09-124 How much would you miss each of the following companies if they closed for good? ATelecom
303 BB09 125 How much would you miss each of the following companies if they closed for good? Telecom
Verizon
304 BB09_126 How much would you miss each of the following companies if they closed for good? Telecōm
305 BB09-127 How much would you miss each of the following companies if they closed for good? Telecōm
Dell
$306 \begin{aligned} & \text { BB09 } \\ & \begin{array}{l}\text { Telecom }\end{array} \\ & \text { The }\end{aligned}$ How much would you miss each of the following companies if they closed for good? Teleca
Intel

307 BB09 129 How much would you miss each of the following companies if they closed for good? Telecom
Hewlett-Packard Enterprise Telecolom
Merck
309 BB09_131 How much would you miss each of the following companies if they closed for good? Telecōm
Abbot
310 BB09 132 How much would you miss each of the following companies if they closed for good? Telecom
Dollar General
311 BB09_133 How much would you miss each of the following companies if they closed for good? Telecōm
Caterpillar

## 312 BB09-134 How much would you miss each of the following companies if they closed for good?

 TelecomLockheed Martin
313 BB09_135 How much would you miss each of the following companies if they closed for good? Telecōm
John Deere
314 BB09 136 How much would you miss each of the following companies if they closed for good? Telecöm
Cardinal Health
341315 BB09_137 How much would you miss each of the following companies if they closed for good? BB09-137 How
Telecom
Anthem Health
316 BB09_138 How much would you miss each of the following companies if they closed for good? Telecōm
Prudential
317 BB09-139 How much would you miss each of the following companies if they closed for good? NY Life
318 BBO9-140 How much would you miss each of the following companies if they closed for good? MassMutual
319 BB09-141 How much would you miss each of the following companies if they closed for good? Morgan Stanley
320 BB09 142 How much would you miss each of the following companies if they closed for good? Berkshire Hathaway
321 BB09 143 How much would you miss each of the following companies if they closed for good? Goldman Sachs
322 BB09 144 How much would you miss each of the following companies if they closed for good? Telecōm
General Mills
323 BBo9-145 How much would you miss each of the following companies if they closed for good? Unilever
324 BB09_146 How much would you miss each of the following companies if they closed for good? Telecom
Mondelez
325 BB09-147 How much would you miss each of the following companies if they closed for good? Fox Corporation
326 BB09 148 How much would you miss each of the following companies if they closed for good? Telecōm
Patagonia
327 BB09 $\begin{aligned} & \text { Belecom }\end{aligned}$ How much would you miss each of the following companies if they closed for good? Chevron
328 BB09-150 How much would you miss each of the following companies if they closed for good? Telecōm
Albertson's
$329 \begin{gathered}\text { BB09 } 151 \text { How much would you miss each of the following companies if they closed for good? } \\ \text { Telecom }\end{gathered}$ Telecōm
$\mathrm{H}-\mathrm{E}-\mathrm{B}$ Grocery

330 BB09-152 How much would you miss each of the following companies if they closed for good? Telecōm
T-Mobile
331 BB09-153 How much would you miss each of the following companies if they closed for good? Telecōm
Xfinity
358332 BB09_154 How much would you miss each of the following companies if they closed for good? BB09_154
Telecom
Sam's Club
333 BB09- 155 How much would you miss each of the following companies if they closed for good? Telecom
Southwest Airlines
BB09-156 How much would you miss each of the following companies if they closed for good? Telecōm
Airbus
335 BB09 157 How much would you miss each of the following companies if they closed for good? Telecōm
336 BB09-158 How much would you miss each of the following companies if they closed for good? Conagra
337 BBo9-159 How much would you miss each of the following companies if they closed for good? Telecom
Quicken Loans
338 BB09 160 How much would you miss each of the following companies if they closed for good? Telecom
Nissan
339 BB09-161 How much would you miss each of the following companies if they closed for good? Telecōm
Hallmark
340 BB09 162 How much would you miss each of the following companies if they closed for good? Telecō
Etsy
341 BB09_163 How much would you miss each of the following companies if they closed for good? Nintendo
$342 \begin{aligned} & \text { BB09 } \\ & \text { Telecom } \\ & \text { The }\end{aligned}$ How much would you miss each of the following companies if they closed for good? Telecom
Ace Hardware
343 Telecom $\begin{gathered}\text { BB09 } \\ \text { The }\end{gathered}$ Telecom
Visa
$344 \begin{aligned} & \text { BB09 } \\ & \begin{array}{l}\text { Belecom } \\ \text { The }\end{array}\end{aligned}$ How much would you miss each of the following companies if they closed for good? Charles Schwab
345 BB09 167 How much would you miss each of the following companies if they closed for good? Telecōm
Singer
346 BB09 168 How much would you miss each of the following companies if they closed for good? Telecom
King Arthur
347 BB09 169 How much would you miss each of the following companies if they closed for good? Huawei
$348 \begin{aligned} & \text { BBO9 } 170 \text { How much would you miss each of the following companies if they closed for good? } \\ & \text { Telecom }\end{aligned}$ Telecōm
Mars
349 BB09 ${ }^{\text {Telecom }}$. 171 How much would you miss each of the following companies if they closed for good? Telecōm
SC Johnson
350 CMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
351 Sumpo1 D Definitely/Somewhat Yes
351 CMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
352 CMP01_1 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
Google
353 CMP01_2 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Apple

354 CMP01_3 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
Facebook
355 CMP01_4 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
Netflix
400356 CMP01_5 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
Amazon
401357 CMP01_6 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Twitter
402358 CMP01_7 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
IBM
403359 CMP01_8 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
404360 CMP01_9 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CMPCh
eBay
405361 CMP01_10 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
YouTube
406362 CMP01_11 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
Microsoft
407 CMP01_12 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Zoch Video
408364 CMP01_13 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
Hulu
409365 CMP01_14 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Sony
410366 CMP01_15 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech
Snapchat
411367 CMP01_16 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Johnson \& Johnson
412368 CMPO1_17 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Pfizer
413369 CMP01_18 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? GlaxoSmithKline
414370 CMPO1_19 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Pharma
McKesson
415371 CMP01_20 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Pharma
Bayer
416372 CMP01_21 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Pharma
Gilead
417373 CMP01_22 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Pharma
Roche
$418 \quad 374$
CMP01_23 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Ford
419375 CMP01_24 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Auto General Motors
$420 \quad 376$ CMP01_25 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Auto
Tesla

421377 CMP01_26 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Auto
Honda

423 CMP01_28 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CMP01_
Retail
Walmart
424380
425381 CMP01_30 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CMP01_

426382 CMP01_31 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? The Home Depot
427383 CMP01_32 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Retail
Costco
428384 CMP01_33 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Retail
429385 CMP01_34 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Retail
Gap
430386 CMP01_35 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Retail
Nike
431387 CMP01_36 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Lowe's
432388 CMP01_37 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Retail
Nordstrom
433389 CMP01_41 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Airlines
434390 CMP01_42 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Airlines
435391 CMP01_43 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? American Airlines
436392 CMP01_44 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Airlines
JetBlue Airways
437393 CMP01_45 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Ma 3 Macturing

438394
439395 Monuacywell
CMP01 47 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? āturing/Industria

441397 Monutacturing/Industrial Boeing
Healthcäre/Health insurance
CVS the following companies should be providing solutions during the COVID-19 pandemic?
442398 CMP01 50 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Healthcare/Heath insurance
Walgreens Walgreens
$443 \quad 399$ CMP01_51 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Healthcare/Health insurance Heathcarealtealr in

400 CMP01 52 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Healthc
Aetna
401 CMP01_53 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Health
Cigna
402 CMP01_54 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Healthcara
Humana
403 CMP01 55 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Financial
Bank of America
404 CMP01 56 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Financial
Wells Fargo
405 CMP01 57 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Amancial
406 CMP01 58 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Financial
Capitol One
407 CMP01 59 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? JPMorgan Chase
408 CMP01 60 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Financial
Citigroup
409 CMP01 61 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? U.S. Bank

410 CMP01 62 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Financial
Mastercard
411 CMP01_63 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Food - Foods
412 CMP01_64 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Cargill
413 CMP01_65 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Food Smithfield Foods
414 CMP01_66 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Perdue Farms
415 CMP01_67 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Procter \& Gamble
416 CMP01_68 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Coca-Cola
417 CMP01_69 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? ${ }_{\mathrm{CP}}^{\mathrm{CP}} \mathrm{G} \mathrm{B}_{\mathrm{Co}}$
418 CMP01_70 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CPG Cottonelle
419 CMP01_71 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? ${ }^{C P G}$
420 CMP01_72 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Anheuser-Busch
421 CMP01_73 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? ${ }_{\text {Scoit }}^{\text {crod }}$
422 CMP01_74 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? The Hershey Company

467 CMP01_75 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CMPG_-75 Do
Molson Coors
CMP01_76 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Campbell's
425 CMP01_77 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CPG
Nestle
426 CMP01_78 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? The Kraft Heinz Company
427 CMP01_79 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CPG Walt Disney Company
428 CMP01_80 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Uber
429 CMP01_81 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Other
Lyft
430 CMP01_82 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Purell
431 CMP01_83 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Other
Instacart
432 CMP01_84 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Peloton
433 CMP01_85 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? WeWork
434 CMP01 89 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Travel/Hospitality
Marriott Marriott
435 CMP01 90 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Airbnb
436 CMP01 91 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Hilton Hotels
437 CMP01 92 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Expedia
438 CMP01 93 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Travel/Fospitality
439 CMP01_94 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Energy
ExxonMobil
440 CMP01_95 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Energy
441 CMP01_96 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Energy
442 CMP01 97 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurants / Food Delivery McDonald's
443 CMP01_98 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Starbucks
444 CMP01 99 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurānts / Food Delivery
Chipotle Chipotle
445 CMP01 100 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurānt
Chick-fil-A

446 CMP01 101 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurānts / Food Delivery
Domino's
CMP01 102 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurants Food Delivery Burger King
448 CMP01_103 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurānts / Food Delivery
Pizza Hut
449 CMP01_104 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurānts /Food Delivery
Papa John's
450 CMP01_105 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CMP01_105 Do you think ea
Restaurants / Food Delivery
Little Caesars
451 CMP01_106 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurāants/Food Delivery
Shake Shack
452 CMP01_107 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CMP01_107 Do you think ea
Restaurants / Food Delivery
DoorDash
453 CMP01 108 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurānts / Food Delivery
GrubHub GrubHub
454 CMP01_109 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Restaurants
Seamless
455 CMP01_110 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Trader Joe's
456 GMP01 111 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Grocery
Publix
457 CMP01_112 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Grocery
458 CMP01_113 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Wrocery
459 CMP01_114 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Arocery
460 CMP01_115 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Wegran
461 CMP01_116 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Sports
NFL
462 CMP01_117 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Sports
MLB
463 CMP01_118 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Sports
NHL
464 CMPO1_119 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Sports
NBA
465 CMP01_120 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Sports
ESPN
466 CMP01 121 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Logistics
467 CMP01_122 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Logistics
UPS
468 CMPO1 123 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Logistiç
United States Postal Service

469 CMP01_124 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? TAlecom
470 CMP01_125 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Verizon
471 CMP01_126 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Comcast
472 CMP01_127 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Teleco
Dell
473 CMP01_128 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecon
Intel
474 CMP01_129 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Hewlett-Packard Enterpris
475 CMP01_130 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Merck
476 CMP01_131 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Abbot
Abecom
CMP01_132 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Dollar General
478 CMP01_133 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Caterpillar
479 CMP01_134 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Lockheed Martin
480 CMP01_135 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
John Deere
481 CMP01_136 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Cardinal Health
482 CMP01_137 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Anthem Health
483 CMP01_138 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Prudential
484 CMP01_139 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
NY Life
485 CMP01_140 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecomutual
MassMutu
486 CMP01_141 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Morgan Stanley
487 CMP01_142 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Berkshire Hathaway
488 CMP01_143 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Goldman Sachs
489 CMP01_144 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? General Mills
490 CMP01_145 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Unilever
491 CMP01_146 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Mondelez

492 CMP01_147 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Fox Corporation CMP01
Telecom
Pata
494 CMP01 149 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CMP01-1
Telecom
Chevron

CMP01_150 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Albertson's
496 CMP01_151 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
$\mathrm{H}-\mathrm{E}-\mathrm{B}$ Grocery
497 CMP01 ${ }^{\text {Telecom }}{ }^{152}$ Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? T-Mobile
498 CMP01_153 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Xfinity
499 CMP01 154 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Sam's Club
500 CMP01_155 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Southwest Airlines
501 CMP01_156 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Airbus
502 CMP01 157 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Kaiser Permanente
503 CMP01_158 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Conagra
504 CMP01 159 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Quicken Loans
CMP01_160 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Nissan
506 CMP01 161 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Hallmark
507 CMP01 162 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Etsy
508 CMP01_163 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Nintendo
509 CMP01164 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom ${ }^{\text {Ace }}$ Hardware
510 CMP01 165 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Teleco
Visa
511 CMP01 166 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Charles Schwab
512 CMP01 167 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Singer
513 CMP01 168 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
King Arthur
$514 \begin{aligned} & \text { CMP01 } \\ & \text { Telecom } \\ & \text { The }\end{aligned}$ Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Huawei

515 CMP01_170 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Telecom
Mars
516 CMP01_171 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? SC Johnson
517 CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
518 CMPO2 Of Trust Somewhat/ very Much Summary Of Do Not Trust At All/Too Much
519 CMP02_1 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Google
520 CMP02_2 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
Apple
521 CMP02_3 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech $\begin{aligned} & \text { Facebook }\end{aligned}$
522 CMP02_4 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
Netflix
523 CMP02_5 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
524 CMP02_6 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Twitter
525 CMP02_7 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
IBM
526 CMP02_8 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
Samsung
527 CMP02_9 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
eBay
528 CMP02_10 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
529 CMP02_11 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
Microsoft
530 CMP02_12 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic Tech Zoom Video
531 CMP02_13 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
Hulu
532 CMP02_14 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Sony
533 CMP02_15 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tech
Snapchat
534 CMP02_16 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Johnson \& Johnson
535 CMP02_17 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Pharma
Pfizer
536 CMP02_18 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? GlaxoSmithKline
537 CMP02_19 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Pharma
McKesson
538 CMP02_20 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Bayer

539 CMP02 21 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Pharma
Gilead
540 CMP02_22 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Rharma
541 CMP02_23 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto
Ford
542 CMP02_24 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto General Motors
543 CMP02_25 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto
544 CMP02_26 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto
Honda
545 CMP02_27 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto
Toyota
546 CMP02_28 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail
547 CMP02_29 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Rearget
548 CMP02_30 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail
Best Buy
549 CMPO2_31 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? The Home Depot
550 CMP02_32 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail
Costco
551 CMPO2_33 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Macy's
552 CMPO2_34 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail
553 CMP02 35 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Nike
554 CMPO2_36 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail
Lowe's
555 CMP02_37 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Retail
Nordstrom
556 CMP02_41 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Airlines-
Delta Air Lines
557 CMPO2_42 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? United Airlines
558 CMP02_43 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? American Airlines
559 CMP02_44 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? JetBlue Airways
560 CMP02 45 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Manufacturing/Industrial
561 CMP02 46 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
Manufacturing/lndustrial Manufactur
Honeywell

562 CMP02 47. How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Manufacturing/Ind
General Electric
563 CMP02 48 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Manufacturing
564 CMPO2
564 CMP02 49 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Healthcāre/Health insurance
565 CMP02 50 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Healthcare/
Walgreens
566 CMP02 51 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CMP02 51 How much would
Heathchare/Health insurance
UnitedHealth Group
567 CMP02 52 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Healthcare/Health insurance
Aetna
568 CMP 02 23 How much would Healthc
Cigna
569 CMP02 54 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Healthcare/Health insurance Humana
570 CMPO2 55 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Bank of America
571 CMP02 56 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Wells Fargo
572 CMP02 57 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? American Express
573 CMP02 58 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Capitol One
574 CMPO2 59 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? JPMorgan Chase
575 CMP02 60 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Financial
Citigroup
576 CMP02 61 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Financial
U.S. Bank
577 CMP02 62 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Mastercard
578 CMPO2_63 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Tyson Foods
579 CMP02_64 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Cargill
580 CMPO2_65 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Food Smithfield Foods
581 CMP02_66 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Perdue Farms
582 CMP02_67 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG
Procter \& Gamble
583 CMP02_68 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Coca-Cola

584 | CMP02_69 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? |
| :--- |
| CepsiCo |

                                    CMPG2_70 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG Clorox
    587 CMP02_72 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? ARG
588 CMP02_73 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Scott
589 CMP02_74 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? TPG Hershey Company
590 CMP02_75 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CPG
Molson Coors
591 CMP02_76 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Campbell's
592 CMP02_77 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Nestle
593 CMP02_78 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? The Kraft Heinz Company
594 CMP02_79 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? The Walt Disney Company
595 CMP02_80 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Uther
596 CMP02_81 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Lyft
597 CMP02_82 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Purell
598 CMP02_83 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Other
Instacart
599 CMP02_84 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Peloton
600 CMP02_85 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? WeWork
601 CMP02 89 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Travel/t
Marriott
602 CMP02 90 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Travel/-Hospitality Airbnb
603 CMP02 91 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Travel/Hospita
Hilton Hotels
604 CMP02 92 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Travel//Hospitality
605 CMP02 93 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Travel/Hospitality
606 CMPO2_94 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Energy
607 CMPO2_95 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Energy-

608 CMP02 96 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? CMPO2
Energy
BP
609 CMP02 97 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurants
McDonald's
610 CMP02 98 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurânts / Food Delivery
Starbucks
611 CMP02 99 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restauran
Chipotle
612 CMPO2 100 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restanuanants / Food Delivery
Chick-fil-A
613 CMP02 101 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurānts / Food Delivery
Domino's Domino's
614 CMP02_102 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurants
Burger King
615 CMP02 103 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurants / Food Delivery
Pizza Hut Pizza Hut
616 CMPO2 104 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurants
Papa John's
617 CMP02 105 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurānts
Little Caesars
618 CMPO2 106 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurānts / Food Delivery
Shake Shack
619 CMP02 107 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurānts / Food Delivery
DoorDash
620 CMPO2 108 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restauran
GrubHub
621 CMP02 109 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Restaurants / Food Delivery Seamless
622 CMPO2 110 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Grocery ${ }^{\text {Trader Joe's }}$
623 CMP02_111 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Grocery
Publix
624 CMPO2 112 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Grocery
Kroger
625 CMP02_113 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Grocery
626 CMPO2_114 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Grocen
Aldi
627 CMP02 115 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Wegmans
628 CMPO2_116 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Sports
629 CMPO2_117 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Sports
MLB
630 CMP02_118 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Sports

631 CMP02_119 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Sports
NBA Sports

633 CMP02-121 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? | Legiticics |
| :--- |
| Feate |

634 CMP02_122 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Logist
UPS
635 CMP02_123 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? United States Postal Service
636 CMPO2 124 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
AT\&
637 CMP02_125 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Verizon
638 CMPO2 126 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Comcast
639 CMP02 127 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Teleca
Dell
640 CMP02_128 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecal
Intel
641 CMP02_129 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Hewlett-Packard Enterprise
642 CMP02 130 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Melecom
Merck
643 CMP02 131 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Teleco
Abbot
644 CMP02_132 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Dollar General
645 CMPO2 133 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Caterpillar
646 CMP02_134 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Lelecom
Lockheed Martin
647 CMPO2 135 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
John Deere
648 CMPO2 136 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Cardinal Health
649 CMP02 137 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Anthem Health
650 CMP02 138 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Prudential
651 CMP02 139 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? NY Life
652 CMP02 140 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
MassMutual
653 CMP02 141 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Morgan Stanley

654 CMP02 142 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Berkshire Hathaway
655 CMPO2_143 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Goldman Sachs
656 CMP02_144 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
General
Mills
657 CMPO2 145 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Unilever
658 CMP02 146 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Mondelez
659 CMPO2 147 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Fox Corporation
660 CMPO2 148 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Patagonia
661 CMPO2 149 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
662 CMP02 150 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Albertson's
663 CMPO2-151 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
$\mathrm{H}-\mathrm{E}-\mathrm{B}$ Grocery
664 CMPO2 152 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
T-Mobile
665 CMPO2_153 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Xfinity
666 CMP02 154 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Sam's Club
667 CMPO2 155 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Southwest Airlines
668 CMPO2 156 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Airbus
669 CMPO2 157 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Kaiser Permanente
$670 \begin{aligned} & \text { CMPO2_15 } \\ & \text { Telecom }\end{aligned}$ How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Conagra
671 CMPO2 159 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
672 CMPO2 160 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Nissan
673 CMP02_161 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Hallmark
674 CMP02 162 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Teleco
Etsy
675 CMP02 163 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Nintendo
676 CMPO2 164 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom

677 CMPO2 165 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Teleco
Visa
678 CMP02 166 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Thelecom Charles Schwab
679 CMPO2 167 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Singer
680 CMPO2 168 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
King Arthur
681 CMP02 169 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Huawei
682 CMPO2 170 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
Mars
683 CMP02 171 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom
SC Johnson
684 CMP03 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?
685 CMPO3 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?
686
CMP03_1 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Google
687 CMP03_2 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Apple
688 CMP03_3 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
689 CMP03_4 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Cech
Tetllix
690 CMP03_5 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Amazon
691 CMP03_6 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Twitter
692 CMP03_7 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
IBM
693 CMP03_8 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Samsung
694 CMP03_9 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
eBay
695 CMP03_10 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
YouTube
696 CMP03_11 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Microsoft
697 CMP03_12 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Zoom Video
698 CMP03_13 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Hulu
699 CMP03_14 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tech
Sony
$700 \begin{aligned} & \text { CMP03_15 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? } \\ & \text { Tech } \\ & \text { Snapchat }\end{aligned}$

## 23 May 2020

Fielding Period: May 20-22, 2020
COVID- 19
Weighted
Weighted To The U.S. General Adult Population - Propensity

781

701 CMP03_16 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Johnson \& Johnson
702 CMP03_17 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Pfizer
703 CMP03_18 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Pharma
GlaxoSmithKline
704 CMPO3_19 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? McKesson
705 CMP03_20 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Pharm
Bayer
706 CMP03_21 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Gilead
707 CMP03 22 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Pharma
Roche
708 CMP03_23 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Auto
709 CMP03_24 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Auto General Motors
710 CMP03_25 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tesla
711 CMP03_26 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Auto
Honda
712 CMP03_27 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Toyota
713 CMP03_28 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Walmart
714 CMP03_29 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Target
715 CMP03_30 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Best Buy
716 CMP03_31 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? The Home Depot
717 CMP03_32 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Costco
718 CMP03_33 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Retail
Macy's
719 CMP03_34 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Gap
720 CMP03_35 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Retail
Nike
721 CMP03_36 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Lowe's
22 CMP03_37 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Rerailstrom
Nord
723 CMP03_41 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Airlines

814734 CMPO3 52 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandomic? Aetna
815735 CMP03 53 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Heatithcare/Health insurance Cigna
816736 CMP03 54 For each of the fo Humana
725 CMP03_43 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Amilines
726 CMP03_44 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Airlines
727 CMP03 45 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Manufacturing/Industrial
728 CMP03 46 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Manufacturing/Industrial
Honeywell
729 CMP03 47 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Manutact Electric General Electric
730 CMP03 48 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Manufacturing/Industrial
Boeing
CMPO3 49 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Healthcare/Health insurance CVS
732 CMP03 50 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Healthcaree/Health insurance

CMP03_51 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

737 CMP03 55 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Bank of America
738 CMP03 56 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Financial
Wells Fargo
739 CMP03 57 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? American Express
740 CMP03 58 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Financial
Capitol
741 CMP03 59 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? JPMorgan Chase
742 CMP03 60 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Financial
Citigroup
743 CMP03 61 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Financial
U.S. Bank
744 CMP03 62 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Financial
Mastercard
745 CMP03_63 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tyson Foods
746 CMP03_64 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

724 CMP03_42 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Airlines
United Airlines Fargill

747 CMP03 65 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Food Smithfield Foods

748 Food
Perdue Farms
749 CMP03 67 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? CPG
750 CMP03_68 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? CPG Coca-Cola
751 CMP03_69 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? ${ }_{\mathrm{CP}}^{\mathrm{CP}} \mathrm{CepsiCo}^{-}$
752 CMP03_70 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? CPG
753 CMP03_71 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? CPG
Clorox
754 CMP03_72 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? AnG
755 CMP03_73 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? CPG
756 CMP03_74 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? The Hershey Company
757 CMP03_75 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? CPG
Molson Coors
758 CMP03_76 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Campbell's
759 CMP03_77 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Nestle
760 CMP03_78 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? CPG
761 CMP03_79 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? The Walt Disney Company
762 CMP03_80 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Uther
763 CMP03_81 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Other
Lytt
764 CMP03_82 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Purell
765 CMP03_83 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Instacart
CMP03_84 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Peloton
767 CMP03_85 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Other
WeWork
768 CMP03 89 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Marriott
769 CMP03 90 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Travel//
Airbnb

770 CMP03 91 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Travel/Hospital
Hilton Hotels
771 CMP03 92 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Expedia
772 CMPO3 CMP03 93 For ea
Travel//.ospitality
TripAdvisor
CMP03_94 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Energy-
ExxonMobil
774 CMP03_95 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Energy-
775 CMP03_96 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Energy
776 CMP03 97 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaurants / Food Delivery
McDonald's
777 CMP03 98 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaurānts / Food Delivery
Starbucks Starbucks
778 CMP03 99 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaura
Chipotle
779 CMP03_100 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaurants Food Delivery
780 CMP03_101 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Domino's
781 CMP03 102 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaurants / Food Delivery
Burger King
782 CMP03_103 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaurants
Pizza Hut
783 CMP03_104 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaurants Food Delivery
Papa John's Papa John's
784 CMP03 105 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Little Caesars
85 CMP03 106 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaurants/ Food Delivery Shake Shack
Restauränts / Food Delivery
DoorDash Restauranh
DoorDash
CMP03-108 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restauran
GrubHub
868788 CMP03_109 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Restaurant
Seamless
869789 CMP03_110 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Grocery
Trader Joe's
870790 CMP03_111 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Grocery
Publix
871791 CMP03_112 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Grocery
Kroger
872792
792 CMP03_113 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?
Ghole Foods

793 CMP03 114 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Grocer
Aldi
794 CMP03_115 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Grocery
795 CMP03_116 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Sports
NFL
796 CMP03_117 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Sports
797 CMP03_118 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Sports
NHL
798 CMP03_119 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? NBA
799 CMP03_120 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Sports
ESPN
800 CMP03 121 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Logistic
FedEx
801 CMP03_122 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Logisti
802 CMP03_123 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? United States Postal Service
803 CMP03_124 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Teleco
AT\&
804 CMP03_125 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Verizon
805 CMP03 126 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Comcast
806 CMP03 127 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Dell
807 CMP03 128 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Teleco
Intel
808 CMP03 129 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Hewlett-Packard Enterprise
809 CMP03_130 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Merck
810 CMP03 131 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Abbot
811 CMP03_132 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Dollar General
812 CMP03_133 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Caterpillar
813 CMP03_134 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Lockheed Martin
814 CMP03_135 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
John Deere
815 CMP03_136 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Cardinal Health

816 CMP03_137 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Anthem Health

817 CMP03_138 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic Telecom
Prudential
818 CMP03 _139 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
NY Life
819 CMP03 140 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? MassMutual
820 CMP03_141 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Morgan Stanley
821 CMP03_142 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Berkshire Hathaway
822 CMP03_143 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Goldman Sachs
823 CMP03_144 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? General Mills
824 CMP03_145 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Unilever
825 CMP03_146 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Mondelez
826 CMPO3 147 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Fox Corporation
827 CMP03_148 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Patagonia
828 CMP03 149 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Chevron
829 CMP03_150 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Albertson's
830 CMP03 151 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
$\mathrm{H}-\mathrm{E}-\mathrm{B}$ Grocery
831 CMP03_152 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? T-Mobile
832 CMP03_153 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Xfinity
833 CMP03_154 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Sam's Club
834 CMP03_155 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Southwest Airlines
335 CMP03 156 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Airbus
836 CMP03_157 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Kaiser Permanente
837 CMPO3 158 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Conagra
838 CMP03_159 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Quicken Loans

919839 CMP03 160 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
Nissan
920
840 CMP03_161 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Hellimark
921841 CMP03_162 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Teleco
Etsy
922
342 CMP03 163 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Nelecom
923843 CMP03 164 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
924844
CMP03_165 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Visa
845 CMP03_166 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Tharles Schwab
846 CMP03_167 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Singer
847 CMP03 168 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom
King Arthur
848 CMP03_169 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? felecom
849 CMP03_170 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Teleco
Mars
850 CMP03 171 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? SClecom


[^0]:    Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - H/IJ-K/L/M - N/O/P - Q/R-S/T
    verlap formulae used.

[^1]:    Proporioons/Means: Columns Tested ( $5 \%$, $10 \%$ risk level) - B/C - D/E/F/G - H/IJ - K/L/M - N/O/P-Q/R-S/T
    Overlap formulae used.

[^2]:    Proportions/Means: Col
    Overlap formulae used.

[^3]:    Proportions/Means: Co
    Overlap formulae used.

[^4]:    ProportionssMeans: Column Tested (5\%, $10 \%$ risk level) - B/C - D/EF/G-HIIJ-KLCM-N/O/P-Q/R-S/T
    Overlap tormulae ised.

[^5]:    Proporitions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R-S/T
    Overlap formulae used.

[^6]:    Proportions/Means: Colu
    Overlap formulae used.

[^7]:    Proportions/Means: Columns Tested
    Overlap formulae used. ${ }^{*}$ small base

[^8]:    Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HI/J-K/LM - N/O/P - Q/R-S/T
    Overlap formulae used. * small base

[^9]:    Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HI/J-K/LM - N/O/P - Q/R-S/T
    Overlap formulae used. * small base

[^10]:    Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C - D/E/F/G - HI/J-K/LM - N/O/P - Q/R-S/T
    Overlap formulae used. * small base

[^11]:    

[^12]:    Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
    Overlap formulae used. *small base

[^13]:    Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/I/J-K/L/M - N/O/P - Q/R - S/T
    Overlap formulae used. *small base

[^14]:    Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P-Q/R-S/I
    Overlap formulae used. $\begin{aligned} & \text { small base }\end{aligned}$

[^15]:    Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
    Overlap formulae used. ${ }^{*}$ small base

[^16]:    Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G - H/IJJ - K/L/M - N/O/P - Q/R - S/T
    Overlap formulae used. ${ }^{\star}$ small base

[^17]:    Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C - D/E/F/G - H/IJJ-K/L/M - N/O/P - Q/R - S/T
    Overlap formulae used.

[^18]:    Proportions/Means: Columns Tested
    Overlap formulae used. ${ }^{*}$ small base

[^19]:    Proportions/Means: Columns Tested (5\%, $50 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/L/M-N
    Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

[^20]:    

[^21]:    

[^22]:    Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/L/M-N
    Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

[^23]:    

[^24]:    ProonionsMmans: Coumns

[^25]:    Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C - D/E/F/G-H/IJ-K/L/M-N
    Overlap formulae used. ${ }^{*}$ small base; ${ }^{* *}$ very small base (under 30) ineligible for sig testing

[^26]:    

[^27]:    

[^28]:    

[^29]:    

[^30]:    

