

102023 - HOD FLASH (24 HOUR) SURVEY

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Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,BC,D-F
Date Range:	(10/20/23 - 10/24/23)

Segment Definitions

Total	(ALL)	n=1052
Male	(dmGenM.r1)	n=507
Female	(dmGenM.r2)	n=535
18-34	(dmAge.check('18-34'))	n=302
35-54	(dmAge.check('35-54'))	n=344
55+	(dmAge.check('>55'))	n=392

Weighting

Total	nweight.q102023_24_hourprop.val	q102023_24_hourprop
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QS1Q1: Have you done each of the following in the last 12 months?

Traveled by air (i.e., using a commercial airline)

	Total A	Gender		Age		
		Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=1052	N=507	N=535	N=302	N=344	N=392
Total (Unweighted)	N=1052	N=470	N=573	N=246	N=348	N=440
Yes	44%	49% C	41%	55% eF	47% F	34%
No	56%	51%	59% B	45%	53% d	66% DE

Table Base: U.S. RESPONDENTS

QS1Q2: Which one of the following best describes your reasons for traveling by air (i.e., using a commercial airline) in the last 12 months?

	Total A	Gender		Age		
		Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Only business travel	2%	3% C	1%	2%	3%	1%
Mostly business travel with some personal travel	6%	6%	6%	9%	4%	3%
Both business travel and personal travel equally	18%	24% C	13%	26% F	20% F	7%
Mostly personal travel with some business travel	11%	13%	10%	11%	14%	8%
Only personal travel	63%	55%	71% B	52%	59%	81% DE

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q3: Which one of the following commercial airlines do you most prefer?

	Total A	Gender		Age		
		Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Delta Air Lines	26%	29%	22%	30% f	26%	19%
Southwest Airlines	22%	18%	25%	16%	21%	28% D
American Airlines	20%	21%	19%	17%	23%	20%
United Airlines	17%	13%	21% b	23% E	12%	15%
JetBlue Airways	5%	7% C	2%	4%	5%	4%
Spirit Airlines	4%	5%	4%	6% E	2%	5%
Frontier Airlines	2%	1%	2%	1%	2%	2%
Other, please specify	2%	2%	2%	0%	3%	3%
N/A - I do not have a preferred commercial airline.	4%	5%	3%	2%	6%	3%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q4: Which of the following are reasons why this is your preferred airline? Please select all that apply.

	Total A	Gender		Age		
		Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=449	N=236	N=211	N=162	N=151	N=129
Total (Unweighted)	N=441	N=215	N=224	N=135	N=162	N=135
Flight cost	57%	58%	54%	52%	58%	61%
Flight reliability (e.g., timeliness of arrivals/departures, flight cancelation frequency)	47%	48%	45%	42%	52%	46%
Destinations (e.g., number of destinations, location of "hub" airports)	46%	50%	41%	36%	46%	57% De
Customer service (e.g., gate agent, flight attendants)	41%	41%	40%	32%	43% d	49% D
Loyalty rewards	39%	40%	39%	35%	39%	45%
Aircraft comfort (e.g., seat size, leg room)	34%	34%	34%	35%	37%	31%
Aircraft condition (e.g., age, cleanliness)	29%	30%	28%	28%	30%	30%
In-flight amenities (e.g., food and drink, media)	28%	30%	26%	29%	31%	23%

continued...

QS1Q4: Which of the following are reasons why this is your preferred airline? Please select all that apply.

	Gender			Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Airline guidelines (e.g., boarding process, luggage policy)	26%	24%	27%	27%	28%	21%
Other, please specify	2%	2%	2%	1%	2%	3%
Not at all sure	2%	2%	3%	4%	2%	1%

Table Base: HAS FLOWN IN THE LAST 12 MONTHS AND HAS A PREFERRED AIRLINE

QS1Q5: How satisfied or dissatisfied are you with each of the following aspects of your most recent flight?

Flight reliability (e.g., timeliness of arrivals/departures, flight cancelation frequency)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Satisfied (Net)	89%	89%	90%	87%	91%	91%
Very satisfied	53%	47%	59% B	48%	54%	57%
Somewhat satisfied	36%	41% C	31%	38%	36%	34%
Dissatisfied (Net)	11%	11%	10%	13%	9%	9%
Somewhat dissatisfied	7%	8%	6%	10%	5%	5%
Very dissatisfied	4%	4%	4%	3%	4%	4%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q5: How satisfied or dissatisfied are you with each of the following aspects of your most recent flight?

In-flight amenities (e.g., food and drink, media)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Satisfied (Net)	87%	84%	91% B	89%	89%	84%
Very satisfied	40%	38%	42%	44% f	43% f	32%
Somewhat satisfied	47%	46%	49%	45%	46%	52%
Dissatisfied (Net)	13%	16% C	9%	11%	11%	16%
Somewhat dissatisfied	8%	10%	7%	5%	8%	13% D
Very dissatisfied	4%	7% C	2%	6%	3%	4%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q5: How satisfied or dissatisfied are you with each of the following aspects of your most recent flight?

Aircraft condition (e.g., age, cleanliness)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Satisfied (Net)	94%	93%	94%	87%	98% D	97% D
Very satisfied	54%	53%	55%	43%	60% D	60% D
Somewhat satisfied	40%	40%	39%	44%	38%	37%
Dissatisfied (Net)	6%	7%	6%	13% EF	2%	3%
Somewhat dissatisfied	4%	5%	3%	9% EF	1%	2%
Very dissatisfied	2%	1%	3%	4%	1%	1%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q5: How satisfied or dissatisfied are you with each of the following aspects of your most recent flight?

Aircraft comfort (e.g., seat size, leg room)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Satisfied (Net)	85%	82%	89% b	77%	92% D	88% D
Very satisfied	41%	36%	47% B	39%	46%	40%
Somewhat satisfied	44%	46%	42%	38%	46%	49%
Dissatisfied (Net)	15%	18% c	11%	23% EF	8%	12%
Somewhat dissatisfied	9%	11%	7%	15% Ef	5%	7%
Very dissatisfied	5%	7%	4%	8% e	3%	5%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q5: How satisfied or dissatisfied are you with each of the following aspects of your most recent flight?

Customer service (e.g., gate agent, flight attendants)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Satisfied (Net)	92%	90%	95% B	86%	95% D	96% D
Very satisfied	58%	56%	60%	50%	62% d	64% d
Somewhat satisfied	34%	33%	35%	36%	33%	33%
Dissatisfied (Net)	8%	10% C	5%	14% EF	5%	4%
Somewhat dissatisfied	5%	7% C	2%	9% Ef	2%	3%
Very dissatisfied	3%	3%	3%	5%	3%	1%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q5: How satisfied or dissatisfied are you with each of the following aspects of your most recent flight?

Overall experience

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Satisfied (Net)	91%	88%	94% b	87%	93% d	93%
Very satisfied	54%	52%	57%	51%	57%	55%
Somewhat satisfied	37%	37%	37%	36%	36%	38%
Dissatisfied (Net)	9%	12% c	6%	13% e	7%	7%
Somewhat dissatisfied	6%	8% c	4%	10% ef	4%	4%
Very dissatisfied	3%	3%	2%	3%	2%	3%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q6: In general, do you think each of the following aspects of flying are improving or declining?

Flight reliability (e.g., timeliness of arrivals/departures, flight cancelation frequency)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Improving	41%	44%	38%	53% eF	42% F	26%
No change	35%	35%	35%	32%	33%	41%
Declining	21%	18%	25%	11%	24% D	31% D
Not at all sure	3%	3%	2%	4%	1%	3%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q6: In general, do you think each of the following aspects of flying are improving or declining?

In-flight amenities (e.g., food and drink, media)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Improving	34%	32%	35%	49% EF	36% F	14%
No change	38%	41%	35%	40%	35%	41%
Declining	26%	25%	28%	10%	28% D	44% DE
Not at all sure	1%	2%	1%	2%	2%	1%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q6: In general, do you think each of the following aspects of flying are improving or declining?

Aircraft condition (e.g., age, cleanliness)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Improving	44%	48% c	39%	59% EF	41% F	28%
No change	40%	36%	45% b	29%	43% D	51% D
Declining	13%	14%	12%	8%	13%	20% D
Not at all sure	3%	2%	4%	5%	3%	1%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q6: In general, do you think each of the following aspects of flying are improving or declining?

Aircraft comfort (e.g., seat size, leg room)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Improving	36%	38%	34%	45% F	39% F	22%
No change	40%	40%	40%	42%	36%	43%
Declining	22%	21%	24%	11%	23% D	34% De
Not at all sure	2%	1%	2%	2%	2%	1%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q6: In general, do you think each of the following aspects of flying are improving or declining?

Customer service (e.g., gate agent, flight attendants)

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Improving	38%	37%	39%	50% EF	36% f	25%
No change	47%	46%	48%	36%	48% d	59% De
Declining	11%	13%	9%	3%	16% D	15% D
Not at all sure	4%	4%	4%	11% EF	0%	1%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q6: In general, do you think each of the following aspects of flying are improving or declining?

Overall experience

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Improving	47%	50%	42%	65% EF	43% F	29%
No change	35%	34%	38%	25%	37% d	47% D
Declining	15%	14%	16%	7%	18% D	22% D
Not at all sure	3%	1%	4%	3%	2%	2%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q7: How much do you agree or disagree with each of the following statements?

I prefer flying over traveling by other methods of long-distance transportation (e.g., car, train).

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Agree (Net)	76%	80%	73%	73%	83% df	72%
Strongly agree	43%	44%	43%	39%	47%	43%
Somewhat agree	33%	36%	30%	34%	36%	29%
Disagree (Net)	24%	20%	27%	27% e	17%	28% e
Somewhat disagree	16%	16%	17%	20%	13%	17%
Strongly disagree	7%	5%	10% B	8%	4%	11% E
Not at all sure	0%	0%	0%	0%	0%	0%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q7: How much do you agree or disagree with each of the following statements?

In general, requirements to reach airlines' loyalty tiers are too strict.

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Agree (Net)	59%	60%	59%	60%	62%	56%
Strongly agree	22%	23%	21%	18%	28% d	20%
Somewhat agree	37%	37%	38%	41%	34%	36%
Disagree (Net)	26%	28%	25%	27%	27%	24%
Somewhat disagree	21%	22%	19%	22%	19%	20%
Strongly disagree	6%	5%	6%	5%	8%	4%
Not at all sure	14%	13%	16%	14%	11%	19% e

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q7: How much do you agree or disagree with each of the following statements?

I'm often frustrated by other travelers when I fly.

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Agree (Net)	62%	62%	62%	66%	63%	56%
Strongly agree	16%	18%	14%	16%	20% F	11%
Somewhat agree	46%	45%	48%	49%	43%	45%
Disagree (Net)	38%	38%	38%	34%	37%	44%
Somewhat disagree	26%	26%	26%	24%	25%	31%
Strongly disagree	12%	12%	11%	10%	12%	14%
Not at all sure	0%	0%	0%	0%	0%	0%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS

QS1Q7: How much do you agree or disagree with each of the following statements?

I'm concerned about the impact that flying has on the environment.

		Gender		Age		
	Total A	Male B	Female C	18-34 D	35-54 E	55+ F
Total	N=467	N=247	N=217	N=166	N=162	N=133
Total (Unweighted)	N=457	N=224	N=231	N=139	N=169	N=140
Agree (Net)	53%	53%	52%	63% F	53% F	40%
Strongly agree	21%	25% c	17%	32% EF	19% F	9%
Somewhat agree	32%	29%	35%	31%	34%	31%
Disagree (Net)	47%	47%	48%	37%	47%	60% DE
Somewhat disagree	28%	26%	31%	26%	26%	33%
Strongly disagree	19%	21%	17%	11%	21% d	27% D
Not at all sure	0%	0%	0%	0%	0%	0%

Table Base: TRAVELED BY AIR IN THE LAST 12 MONTHS