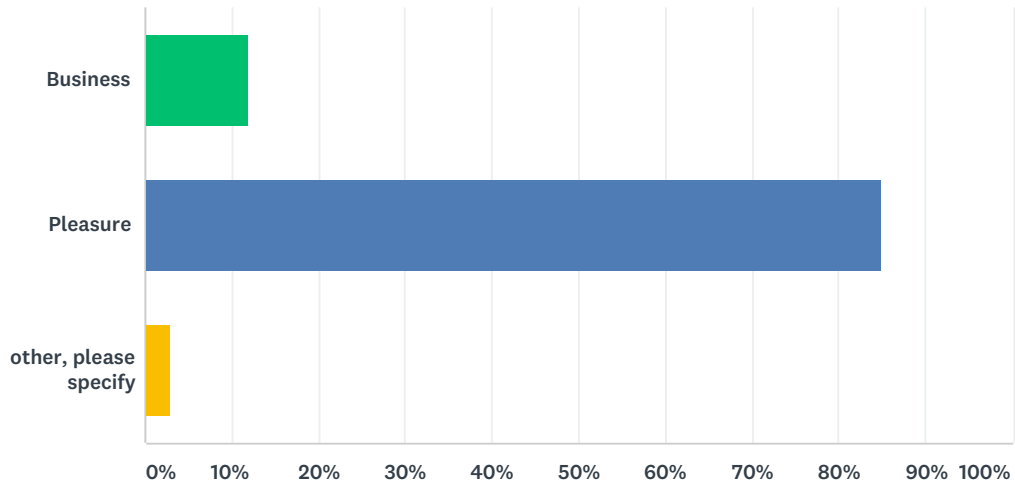


Q1 What are your main purpose of travel?

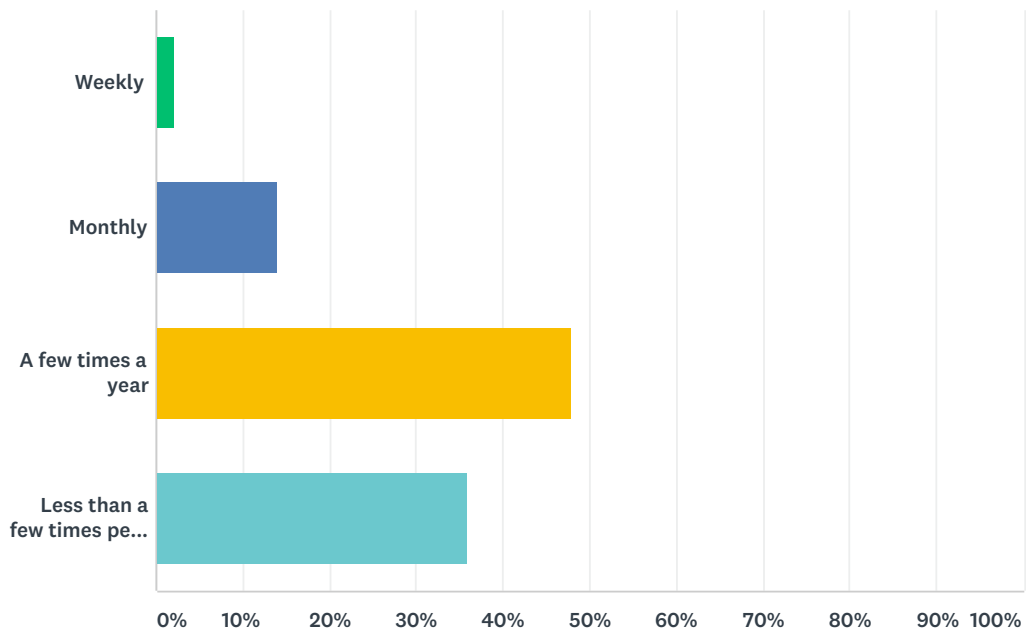
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
Business	12.00% 12
Pleasure	85.00% 85
other, please specify	3.00% 3
TOTAL	100

Q2 On average, how often do you travel per year?

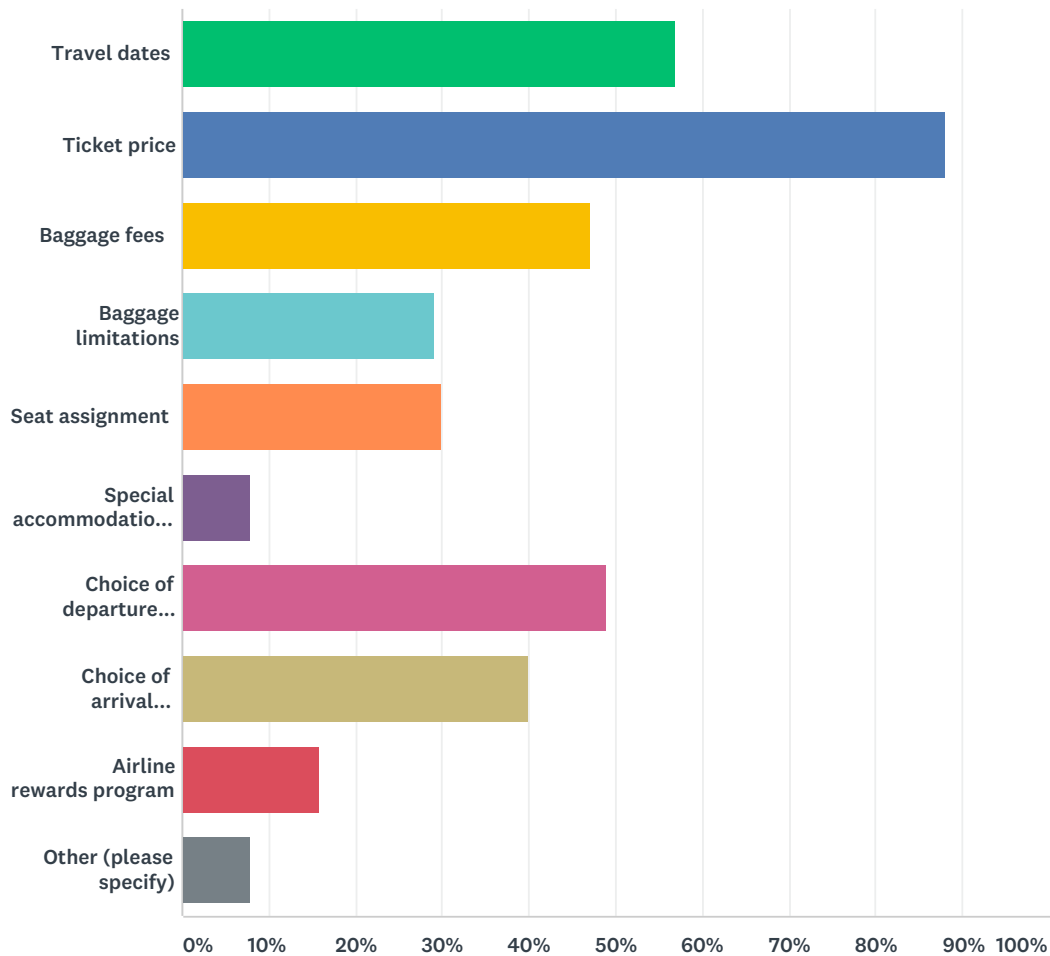
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Weekly	2.00%	2
Monthly	14.00%	14
A few times a year	48.00%	48
Less than a few times per year	36.00%	36
TOTAL		100

Q3 When choosing an airline, which of the following factors matter to you? (Check all that apply)

Answered: 100 Skipped: 0

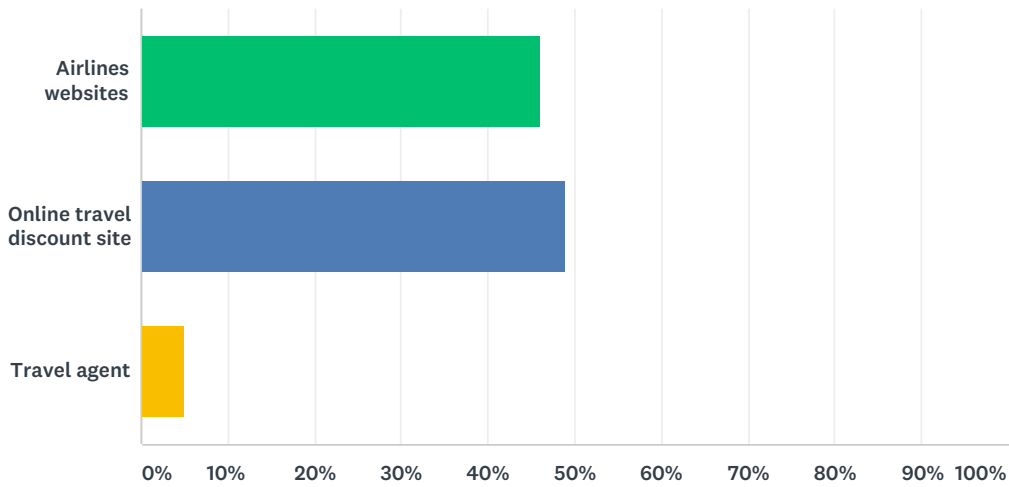


ANSWER CHOICES	RESPONSES	
Travel dates	57.00%	57
Ticket price	88.00%	88
Baggage fees	47.00%	47
Baggage limitations	29.00%	29
Seat assignment	30.00%	30

Special accommodations (e.g., for children or the disabled)	8.00%	8
Choice of departure airports	49.00%	49
Choice of arrival airports	40.00%	40
Airline rewards program	16.00%	16
Other (please specify)	8.00%	8
Total Respondents: 100		

Q4 How do you usually book your plane ticket?

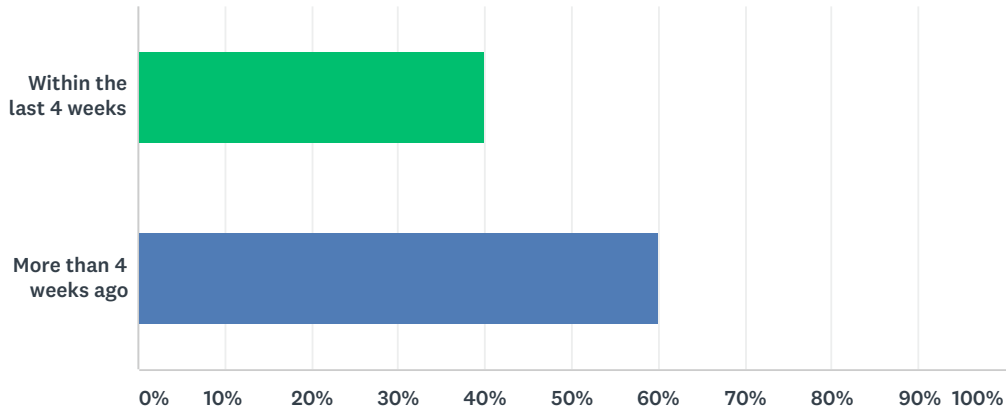
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
Airlines websites	46.00% 46
Online travel discount site	49.00% 49
Travel agent	5.00% 5
TOTAL	100

Q5 When was the last time you visited an airline website or app?

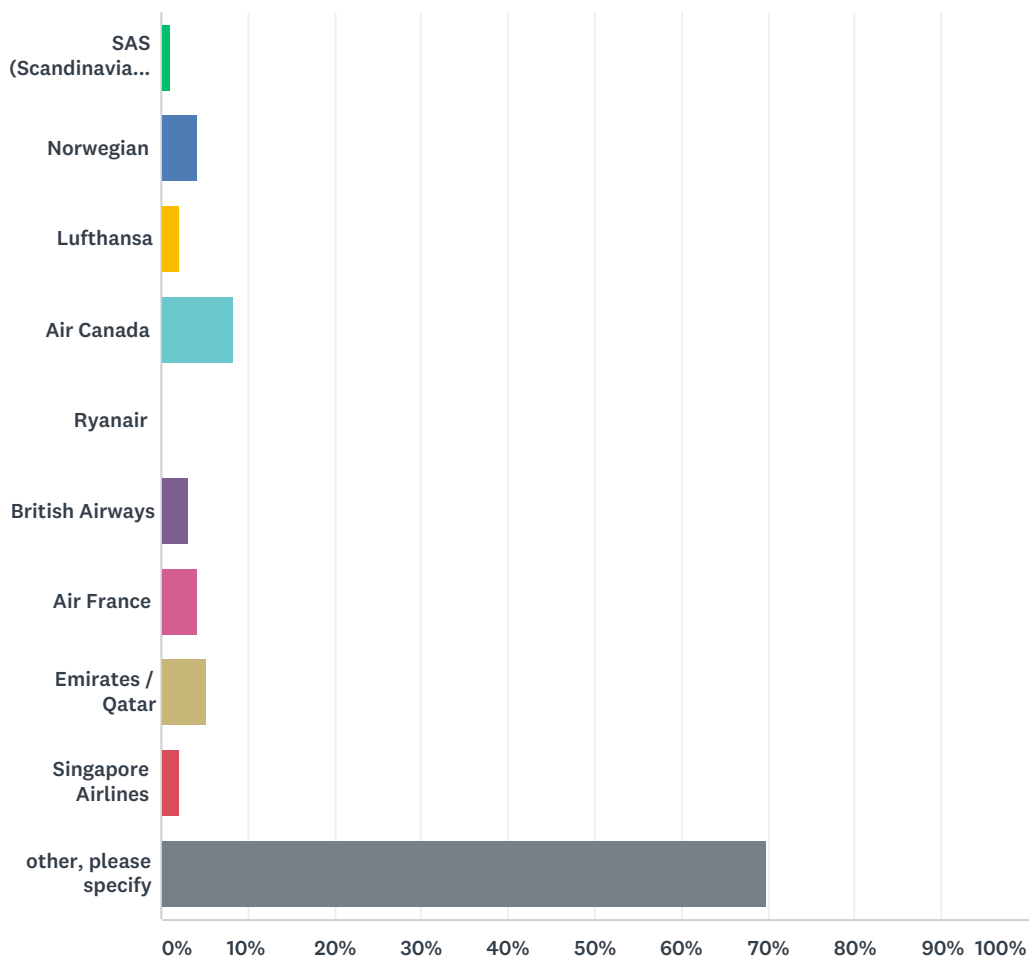
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Within the last 4 weeks	40.00%	40
More than 4 weeks ago	60.00%	60
TOTAL		100

Q6 Which airlines website or app do you usually visit?

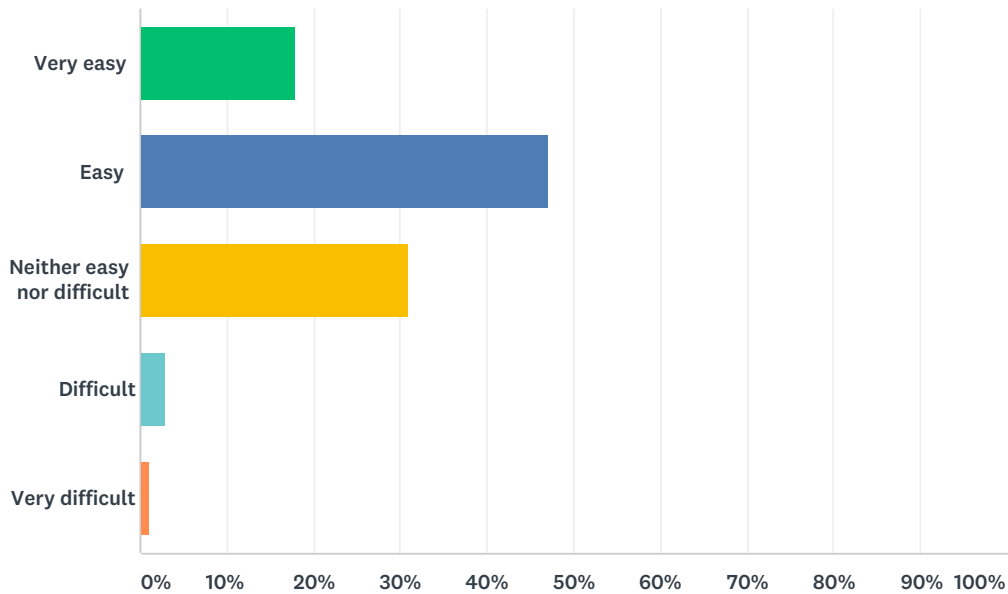
Answered: 96 Skipped: 4



ANSWER CHOICES	RESPONSES	
SAS (Scandinavian Airlines System)	1.04%	1
Norwegian	4.17%	4
Lufthansa	2.08%	2
Air Canada	8.33%	8
Ryanair	0.00%	0
British Airways	3.13%	3
Air France	4.17%	4
Emirates / Qatar	5.21%	5
Singapore Airlines	2.08%	2
other, please specify	69.79%	67
TOTAL		96

Q7 How would you describe the ease of booking your flight on airlines website?

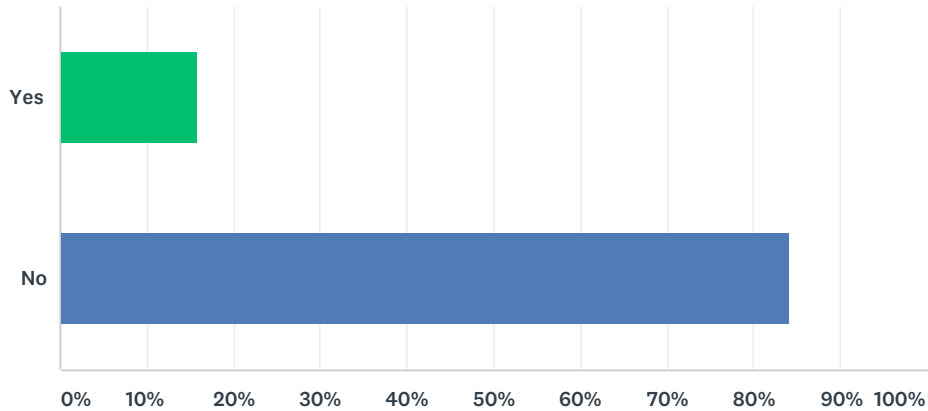
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very easy	18.00%	18
Easy	47.00%	47
Neither easy nor difficult	31.00%	31
Difficult	3.00%	3
Very difficult	1.00%	1
TOTAL		100

Q8 Do you usually add travel insurance?

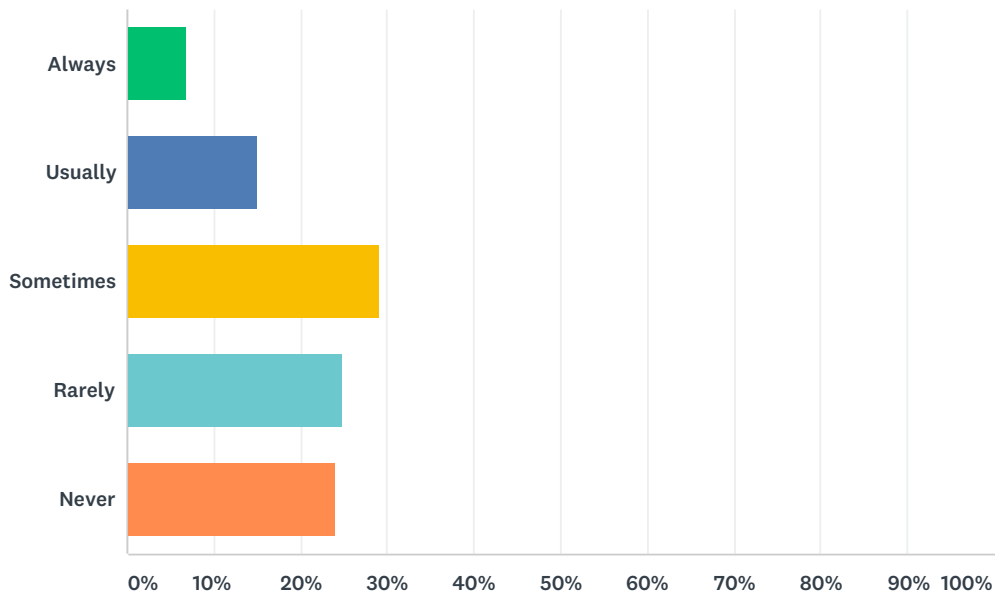
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	16.00%	16
No	84.00%	84
TOTAL		100

Q9 How often do you pay an additional fee to choose your own seat?

Answered: 100 Skipped: 0

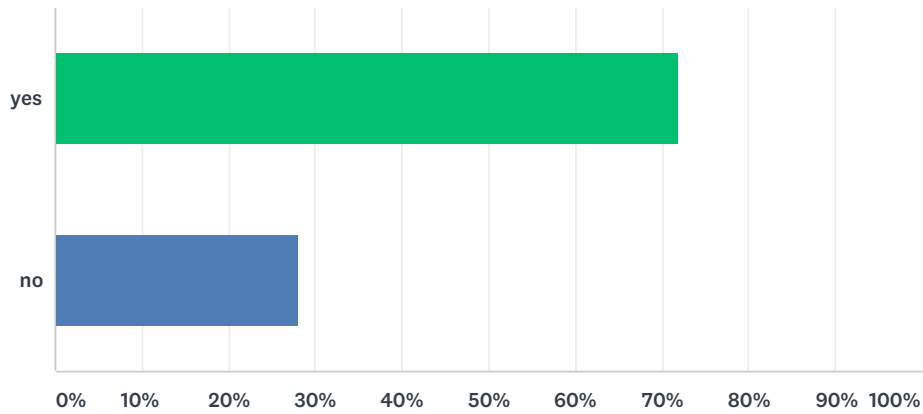


ANSWER CHOICES	RESPONSES	
Always	7.00%	7
Usually	15.00%	15
Sometimes	29.00%	29

Rarely	25.00%	25
Never	24.00%	24
TOTAL		100

Q10 Have you already save time with Online Check-in before your flight, by getting your Boarding Pass with a phone app?

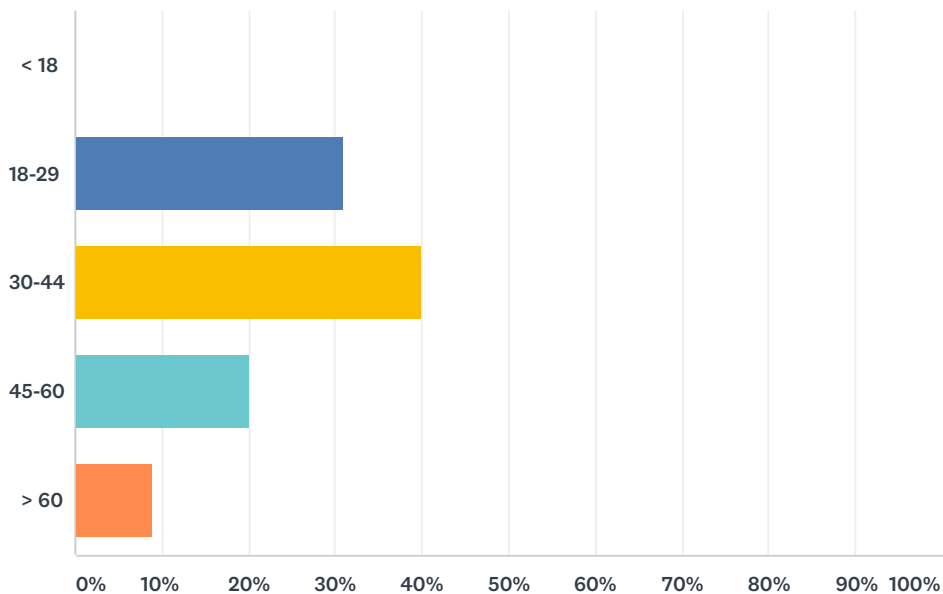
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
yes	72.00% 72
no	28.00% 28
TOTAL	100

Q11 Age

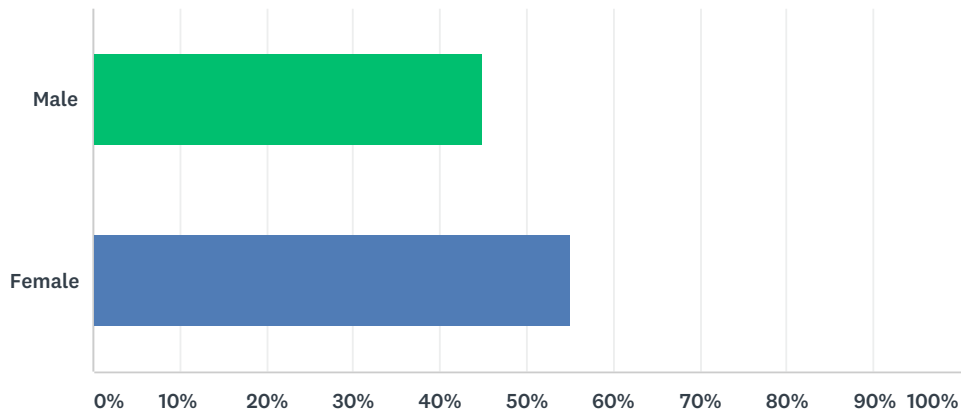
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
< 18	0.00% 0
18-29	31.00% 31
30-44	40.00% 40
45-60	20.00% 20
> 60	9.00% 9
TOTAL	100

Q12 Gender

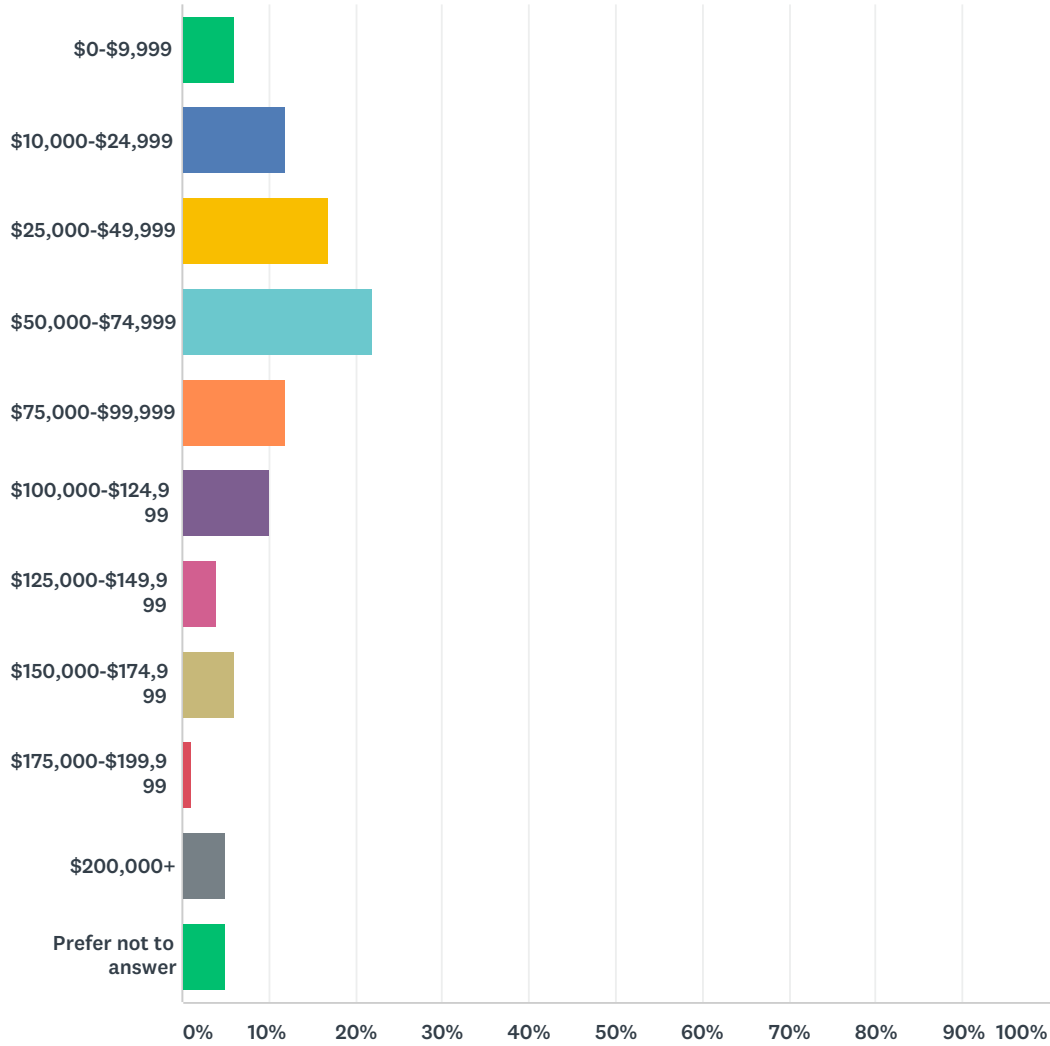
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
Male	45.00% 45
Female	55.00% 55
TOTAL	100

Q13 Household Income

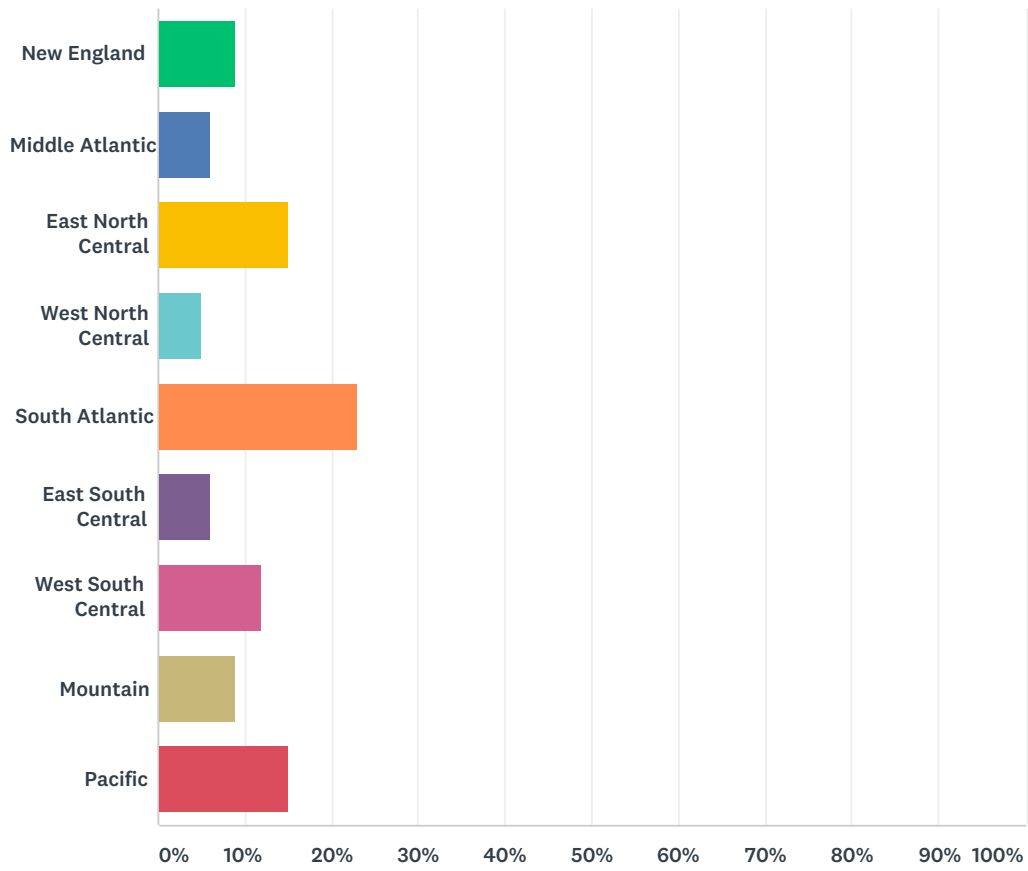
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
\$0-\$9,999	6.00%	6
\$10,000-\$24,999	12.00%	12
\$25,000-\$49,999	17.00%	17
\$50,000-\$74,999	22.00%	22
\$75,000-\$99,999	12.00%	12
\$100,000-\$124,999	10.00%	10
\$125,000-\$149,999	4.00%	4
\$150,000-\$174,999	6.00%	6
\$175,000-\$199,999	1.00%	1
\$200,000+	5.00%	5
Prefer not to answer	5.00%	5
TOTAL		100

Q14 Region

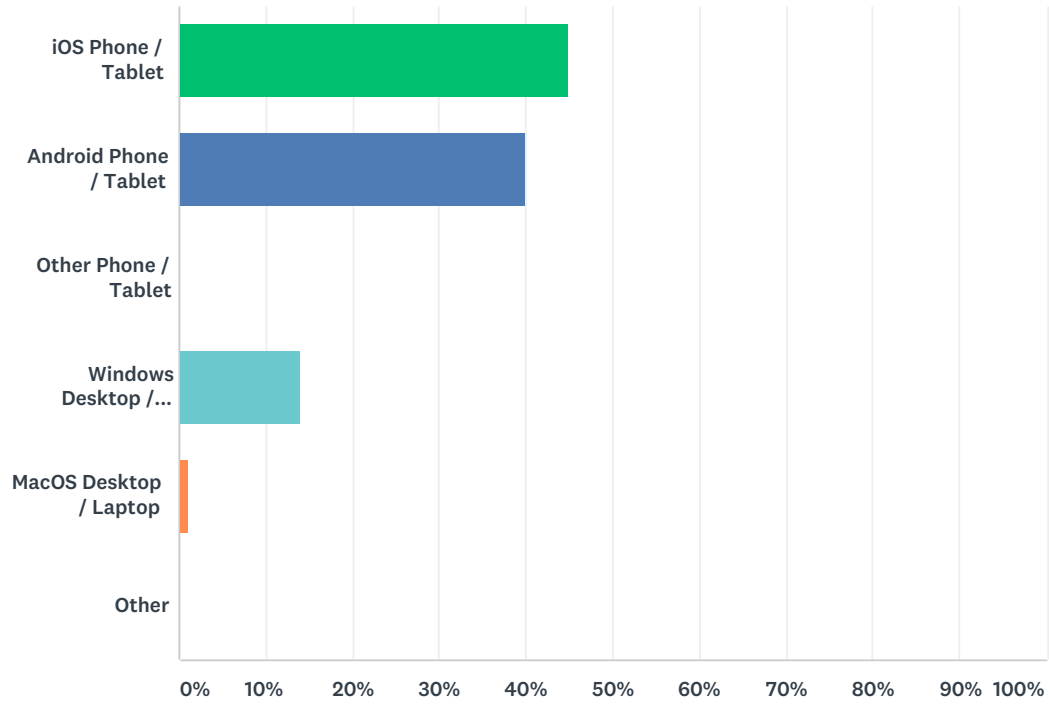
Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES
New England	9.00% 9
Middle Atlantic	6.00% 6
East North Central	15.00% 15
West North Central	5.00% 5
South Atlantic	23.00% 23
East South Central	6.00% 6
West South Central	12.00% 12
Mountain	9.00% 9
Pacific	15.00% 15
TOTAL	100

Q15 Device Type

Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	45.00%	45
Android Phone / Tablet	40.00%	40
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	14.00%	14
MacOS Desktop / Laptop	1.00%	1
Other	0.00%	0
TOTAL		100