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Ipsos Poll Conducted for Reuters

Airlines Poll 6.30.2017

These are findings from an Ipsos poll conducted June 22-29, 2017 on behalf Thomson Reuters. For the survey, a sample of roughly 2,316 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Amparo Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.3 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,316, DEFF=1.5, adjusted Confidence Interval=3.8).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our Public Opinion Polling and Communication page where you can download our brochure, see our public release protocol, or contact us.

		Total
TM1244Y17 - Generally speaking, do you like or dislike traveling for personal reasons (that is, not for work)?	Like traveling a lot	52%
	Like traveling a little	25%
	Neutral	13%
	Dislike traveling a little	5%
	Dislike traveling a lot	4%
	Don't know	1%
	Total	2316
TM1245Y17 - And do you like or dislike traveling for personal reasons (that is, not for work) by air?	Like traveling by air a lot	33%
	Like traveling by air a little	23%
	Neutral	19%
	Dislike traveling by air a little	7%
	Dislike traveling by air a lot	13%
	Don't know	5%
	Total	2316
TM1246Y17 - About how often, if at all, do you travel by air for personal reasons (not for work)?	Weekly	1%
	A few times a month	2%
	Once a month	2%
	A few times a year	22%

	Once a year	35%
	Never	37%
	Total	2316
TM1247Y17 - Thinking of airlines operating in the United States, which of the following, if any, is your preferred airline for personal travel?	United	8%
	American	9%
	JetBlue	4%
	Southwest	19%
	Frontier	1%
	Delta	13%
	Virgin America	2%
	Alaska Airlines	4%
	Spirit Air	1%
	Other	2%
	I don't have a preferred airline	37%
	Total	2316
TM1248Y17 - When purchasing an airline ticket for personal travel, which factor below is most important to you?	Ticket price	57%
	Total travel time	5%
	Airline	5%
	The number of stops to get to my destination	12%
	My preferred destination airport	4%
	My preferred origin airport	3%
	Availability of priority seating, business class, or first class	2%
	Ability to purchase ticket with reward travel / miles	3%
	Other	8%
	Total	2316
TM1249Y17_1 - And what other factors are very important when purchasing an airline ticket for personal travel... Ticket price?	No	74%
	Yes	26%
	Total	2316
TM1249Y17_2 - And what other factors are very important when purchasing an airline ticket for personal travel... Total travel time?	No	64%
	Yes	36%
	Total	2316
TM1249Y17_3 - And what other factors are very important when purchasing an airline ticket for personal travel... Airline?	No	84%
	Yes	16%
	Total	2316
TM1249Y17_4 - And what other factors are very important when purchasing an airline ticket for personal travel... The number of stops to get to my destination?	No	62%
	Yes	38%
	Total	2316
	No	82%

TM1249Y17_5 - And what other factors are very important when purchasing an airline ticket for personal travel... My preferred destination airport?	Yes	18%
	Total	2316
TM1249Y17_6 - And what other factors are very important when purchasing an airline ticket for personal travel... My preferred origin airport?	No	83%
	Yes	17%
	Total	2316
TM1249Y17_7 - And what other factors are very important when purchasing an airline ticket for personal travel... Availability of priority seating, business class, or first class?	No	93%
	Yes	7%
	Total	2316
TM1249Y17_8 - And what other factors are very important when purchasing an airline ticket for personal travel... Ability to purchase ticket with reward travel / miles?	No	91%
	Yes	9%
	Total	2316
TM1249Y17_9 - And what other factors are very important when purchasing an airline ticket for personal travel... Other factor?	No	99%
	Yes	1%
	Total	2316
TM1250Y17 - When traveling by air for personal reasons, which of the following seat options do you prefer?	Window seat	52%
	Middle seat	3%
	Aisle seat	24%
	I don't have a seat preference	21%
	Total	2316
TM1251Y17 - Thinking now about planning personal travel, are you typically willing to pay more for a plane ticket with your preferred airline?	Yes – a lot more	5%
	Yes – a little more	30%
	No	52%
	Don't Know	13%
	Total	2316
TM1252Y17 - Thinking now about planning personal travel, are you typically willing to pay more for a seat that isn't a 'middle' seat?	Yes – a lot more	5%
	Yes – a little more	23%
	No	60%
	Don't Know	11%
	Total	2316
TM1253Y17 - Which of the below best describes security at airports?	Security is too intensive at most airports	17%
	There is an appropriate amount of security at most airports	54%
	Security is too light at most airports	12%
	Don't know	17%

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	Total	2316
TM1254Y17 - How well do you feel you know your rights as an airline passenger?	Very well	12%
	Somewhat well	36%
	Not very well	30%
	Not at all well	12%
	Don't Know	12%
	Total	2316
TM1255Y17 - Which of the statements comes closer to your personal opinion?	Airlines prioritize passenger safety over profits	20%
	Airlines prioritize profits over passenger safety	53%
	Don't know	27%
	Total	2316
TM1256Y17 - Some airlines 'overbook' planes on the assumption that some passengers will not show up. In your opinion, how much should airlines offer passengers to give up their seat voluntarily on an overbooked flight?	No minimum (the airline shouldn't have to pay anything)	2%
	The cost of the ticket	9%
	Twice the cost of the ticket	31%
	Five times the cost of the ticket	23%
	The passenger should be able to negotiate their compensation	24%
	Don't know	12%
	Total	2316
TM1257Y17 - Right now, do you consider airline ticket prices to be... ?	Very low	1%
	Somewhat low	9%
	Somewhat high	48%
	Very high	25%
	Don't know	16%
	Total	2316
TM1258Y17 - How much do you think airlines care about their customers?	Very much	10%
	Somewhat	34%
	A little	33%
	Not at all	15%
	Don't know	8%
	Total	2316

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How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian [1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/y). Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that a=1 and b=1 and y=$n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2