



IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

Ipsos Poll Conducted for Reuters

Airlines Poll 05.02.2019

These are findings from an Ipsos poll conducted April 30-May 2, 2019 on behalf of Thomson Reuters. For the survey, a sample of roughly 2,008 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 “Ampario 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 2016 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, region, race/ethnicity and income.

Statistical margins of error are not applicable to online non-probability 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 2.5 percentage points for all respondents (see link below for more info on Ipsos online polling “Credibility Intervals”). 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=2,008 DEFF=1.5, adjusted Confidence Interval=4.0).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

			All Americans
About how often, if at all, do you travel by air for personal reasons (not for work)?	Weekly	Column N %	3%
	A few times a month	Column N %	2%
	Once a month	Column N %	2%
	A few times a year	Column N %	25%
	Once a year	Column N %	28%
	Never	Column N %	41%
	Total	Unweighted Count	2008



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Thinking of airlines operating in the United States, which of the following, if any, is your preferred airline for personal travel?	United	Column N %	8%
	American	Column N %	11%
	JetBlue	Column N %	5%
	Southwest	Column N %	21%
	Frontier	Column N %	1%
	Delta	Column N %	14%
	Virgin America	Column N %	1%
	Alaska Airlines	Column N %	3%
	Spirit Air	Column N %	1%
	Other	Column N %	0%
	I don't have a preferred airline	Column N %	35%
	Total	Unweighted Count	2008
Which of the below best describes security at airports?	Security is too intensive at most airports	Column N %	15%
	There is an appropriate amount of security at most airports	Column N %	56%
	Security is too light at most airports	Column N %	10%
	Don't know	Column N %	19%
	Total	Unweighted Count	2008
Which of the statements comes closer to your personal opinion?	Airlines prioritize passenger safety over profits	Column N %	20%
	Airlines prioritize profits over passenger safety	Column N %	50%
	Don't know	Column N %	30%
	Total	Unweighted Count	2008
Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you. Travel time :	1	Column N %	7%
	2	Column N %	22%
	3	Column N %	23%
	4	Column N %	18%
	5	Column N %	13%
	6	Column N %	8%
	7	Column N %	5%
	8	Column N %	4%
Total	Unweighted Count	2008	



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Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you. Ticket Price :	1	Column N %	57%
	2	Column N %	16%
	3	Column N %	10%
	4	Column N %	7%
	5	Column N %	4%
	6	Column N %	3%
	7	Column N %	3%
	8	Column N %	2%
	Total	Unweighted Count	2008
Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you. Airline :	1	Column N %	14%
	2	Column N %	15%
	3	Column N %	14%
	4	Column N %	20%
	5	Column N %	17%
	6	Column N %	10%
	7	Column N %	6%
	8	Column N %	4%
	Total	Unweighted Count	2008
Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you. Aircraft maker or model number :	1	Column N %	3%
	2	Column N %	5%
	3	Column N %	5%
	4	Column N %	6%
	5	Column N %	12%
	6	Column N %	20%
	7	Column N %	25%
	8	Column N %	25%
	Total	Unweighted Count	2008
Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you. Number of stops :	1	Column N %	9%
	2	Column N %	24%
	3	Column N %	24%
	4	Column N %	16%
	5	Column N %	10%
	6	Column N %	7%
	7	Column N %	7%
	8	Column N %	4%
	Total	Unweighted Count	2008



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Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you. Available seats (aisle/middle/window) :	1	Column N %	4%
	2	Column N %	9%
	3	Column N %	13%
	4	Column N %	20%
	5	Column N %	24%
	6	Column N %	16%
	7	Column N %	7%
	8	Column N %	6%
	Total	Unweighted Count	2008
Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you. If I can buy a business/first class ticket :	1	Column N %	3%
	2	Column N %	3%
	3	Column N %	4%
	4	Column N %	5%
	5	Column N %	8%
	6	Column N %	14%
	7	Column N %	26%
	8	Column N %	37%
	Total	Unweighted Count	2008
Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you. Can the ticket be purchased with reward miles :	1	Column N %	3%
	2	Column N %	7%
	3	Column N %	7%
	4	Column N %	9%
	5	Column N %	12%
	6	Column N %	20%
	7	Column N %	22%
	8	Column N %	20%
	Total	Unweighted Count	2008
How familiar are you with news of recent crashes of the Lion Air flight in Indonesia and/or the Ethiopian Airlines flight in Ethiopia?	Very familiar	Column N %	19%
	Somewhat familiar	Column N %	31%
	Not very familiar	Column N %	12%
	I have heard of them, but that's about it	Column N %	16%
	I have never heard of them	Column N %	22%
	Total	Unweighted Count	2008



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Do you know what company built the aircraft that crashed in the two incidents in Ethiopia and Indonesia?	Airbus	Column N %	3%
	Boeing	Column N %	82%
	Bombardier	Column N %	2%
	Embraer	Column N %	1%
	Cessna	Column N %	1%
	Tupolev	Column N %	0%
	Other	Column N %	0%
	Don't know	Column N %	11%
	Total	Unweighted Count	971
Do you know which aircraft model was involved in the crashes in Ethiopia and Indonesia?	737 Max	Column N %	43%
	A380	Column N %	1%
	A350	Column N %	1%
	777X	Column N %	1%
	737NG	Column N %	3%
	MD-90	Column N %	1%
	MD-11	Column N %	1%
	A320neo	Column N %	0%
	Don't know	Column N %	48%
	Total	Unweighted Count	2008



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Main Questionnaire

TM113Y13 Do you use any of the following services to watch video content?

[RANDOMIZE]

Amazon Prime

Hulu

Netflix

Cable

Sling

YouTube TV

HBO GO/HBO Now

Other [ANCHOR]

None of the above [ANCHOR]

TM1624Y19: How interested would you be in the following video streaming services?

[RANDOMIZE ITEMS, PROGRESSIVE GRID]

A streaming service that allowed you to watch new movies from home, including new releases that are still in theaters

A streaming service that allowed you to watch Disney and Disney-owned entertainment (e.g. Star Wars, Marvel movies, etc.), and “The Simpsons” TV show?

[ROTATE 1:4]

Very interested

Somewhat interested

Not very interested

Not at all interested

[IF “Very interested” OR “Somewhat interested” TO “A streaming service that allowed you to watch Disney and Disney-owned entertainment (e.g. Star Wars, Marvel movies, etc.), including new releases that are still in theaters” IN QUESTION TM1624Y19, ASK QUESTION TM1643Y19]

TM1643Y19 Would you be willing to pay \$6.99 a month or \$69.99 per year for a streaming service that allowed you to watch Disney and Disney-owned entertainment (e.g. Pixar, Star Wars, Marvel movies, or ABC or Fox TV shows)?

[RANDOMLY ROTATE YES AND NO]

Yes

No

Don't know

TM1644Y19. Would you consider canceling other video content services if you subscribe to a Disney streaming service?

[RANDOMLY ROTATE YES AND NO]

Yes



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No

Don't know

[ASK ONLY OF PEOPLE WHO SAID YES TO TM1644Y19]

TM1645Y19. Would you consider canceling your subscription to the following if you subscribe to the Disney streaming service? (Select one for each)

Amazon Prime [IF SELECTED IN TM113Y13]

Hulu [IF SELECTED IN TM113Y13]

Netflix [IF SELECTED IN TM113Y13]

Cable [IF SELECTED IN TM113Y13]

Sling [IF SELECTED IN TM113Y13]

YouTube TV [IF SELECTED IN TM113Y13]

HBO GO/HBO Now [IF SELECTED IN TM113Y13]

[RANDOMLY ROTATE YES AND NO]

Yes

No

Don't know

[INSERT INFO BOX, The next questions are on another topic]

TM1246Y17. About how often, if at all, do you travel by air for personal reasons (not for work)?

[REVERSE]

Weekly

A few times a month

Once a month

A few times a year

Once a year

Never

TM1247Y17. Thinking of airlines operating in the United States, which of the following, if any, is your preferred airline for personal travel? (select one)

[RANDOMIZE LIST]

United

American

JetBlue

Southwest

Frontier

Delta

Virgin America

Alaska Airlines

Spirit Air

Other [ANCHOR]

I don't have a preferred airline [ANCHOR]



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TM1253Y17. Which of the below best describes security at airports?

[REVERSE]

Security is too intensive at most airports

There is an appropriate amount of security at most airports

Security is too light at most airports

Don't know [ANCHOR]

TM1255Y17. Which of the statements comes closer to your personal opinion?

[REVERSE]

Airlines prioritize passenger safety over profits

Airlines prioritize profits over passenger safety

Don't know [ANCHOR]

TM1646Y19: Please rank the following considerations before buying an airline ticket for personal travel with number 1 being the most important consideration for you and 8 being the least important consideration for you.

[RANDOMIZE]

Travel time

Ticket Price

Airline

Aircraft maker or model number

Number of stops

Available seats (aisle/middle/window)

If I can buy a business/first class ticket

Can the ticket be purchased with reward miles

TM1647Y19: How familiar are you with news of recent crashes of the Lion Air flight in Indonesia and/or the Ethiopian Airlines flight in Ethiopia?

[RANDOMLY REVERSE SCALE 1-5, 5-1]

Very familiar

Somewhat familiar

Not very familiar

I have heard of them, but that's about it

I have never heard of them

[ASK TM1648Y19 IF SOMEWHAT/VERY FAMILIAR IN TM1647Y19]

TM1648Y19. Do you know what company built the aircraft that crashed in the two incidents in Ethiopia and Indonesia? (select one)

[RANDOMIZE LIST]

Airbus

Boeing



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Bombardier
Embraer
Cessna
Tupolev
Other [ANCHOR]
Don't know [ANCHOR]

TM1649Y19. Do you know which aircraft model was involved in the crashes in Ethiopia and Indonesia?
(select one)

[RANDOMIZE ORDER]

737 Max
A380
A350
777X
737NG
MD-90
MD-11
A320neo
Don't know [ANCHOR]

[INSERT INFO BOX, The next questions are on another topic]

TM1650Y19. In your opinion, how dangerous, if at all, is the measles? (Select one)

[FLIP SCALE]
Very dangerous
Somewhat dangerous
Not very dangerous
Not at all dangerous
Don't know (ANCHOR)

TM1651Y19. To the best of your knowledge, is the vaccine against the measles safe or not?

[FLIP SCALE]
Very safe
Somewhat safe
Not very safe
Not at all safe
Don't know (ANCHOR)

TM1652Y19. In your opinion, should all children be required to get the measles vaccination, unless they are prohibited for medical reasons?



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[FLIP SCALE]

Yes, required

No, not required

Don't know (ANCHOR)

TM1653Y19. In your opinion, should all children be required to get the measles vaccination, even if their parents personally object to vaccinations?

[FLIP SCALE]

Yes, required

No, not required

Don't know (ANCHOR)

TM1654Y19. Are you vaccinated for the measles and if yes, when did you receive the vaccine? (Select one)

[FLIP SCALE]

Not vaccinated

Yes, this year

Yes, between 1-5 years ago

Yes, between 6-10 years ago

Yes, more than 10 years ago

I don't remember (ANCHOR)

[INSERT INFO BOX, The next questions are on another topic]

TM1655Y19: During the next Census, you may be asked about your citizenship status. What do you think is the primary reason this information is being collected? (select one)

[RANDOMIZE]

Help enforce US immigration laws and detain illegal immigrants

Improve counts of U.S. citizens in every community

This is a standard recordkeeping and reporting procedure

Undercount immigrant communities

Other (specify) [ANCHOR]

Don't Know [ANCHOR]

TM1656Y19: Do you approve or disapprove of the Census asking about people's citizenship status?

[FLIP SCALE]

Strongly approve

Somewhat approve

Lean towards approve

Lean towards disapprove

Somewhat disapprove

Strongly disapprove

Don't know [ANCHOR]



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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., $Y|\theta \sim \text{Bin}(n, \theta)$, 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 ($\pi(\theta|y) \sim \beta(y+a, n-y+b)$), 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 $\pi(\theta|y)$. 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:

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

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

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