



MORNING CONSULT

U.S. Travel Association
Polling Presentation

Key Points

- By greater than a 5-1 margin, adults say air travel has become more, not less, of a hassle over past five years.
- Similarly, adults see airline fees, overall cost and airport hassles as the aspects of air travel that have gotten the worst over the past five years.
 - To address this, strong majorities say Congress should modernize aviation infrastructure (60% support), prioritize the needs of passengers (55%), and allow airports more flexibility to invest in programs that increase options for travelers (55%).
- Reducing hassles would increase air travel- especially among those who travel most:
 - Half (53%) of frequent business travelers say they would take more business trips if hassles at the airport could be reduced or eliminated.
 - And, majority (55%) of frequent leisure travelers would take more leisure trips each year if hassles at the airport could be reduced or eliminated
- The rate of a government tax on an airline ticket is the *least important* cost-related factor to adults when deciding to purchase an airline tickets.
- And consistently, adults rank government taxes on airline tickets among the *least frustrating* aspects of air travel.

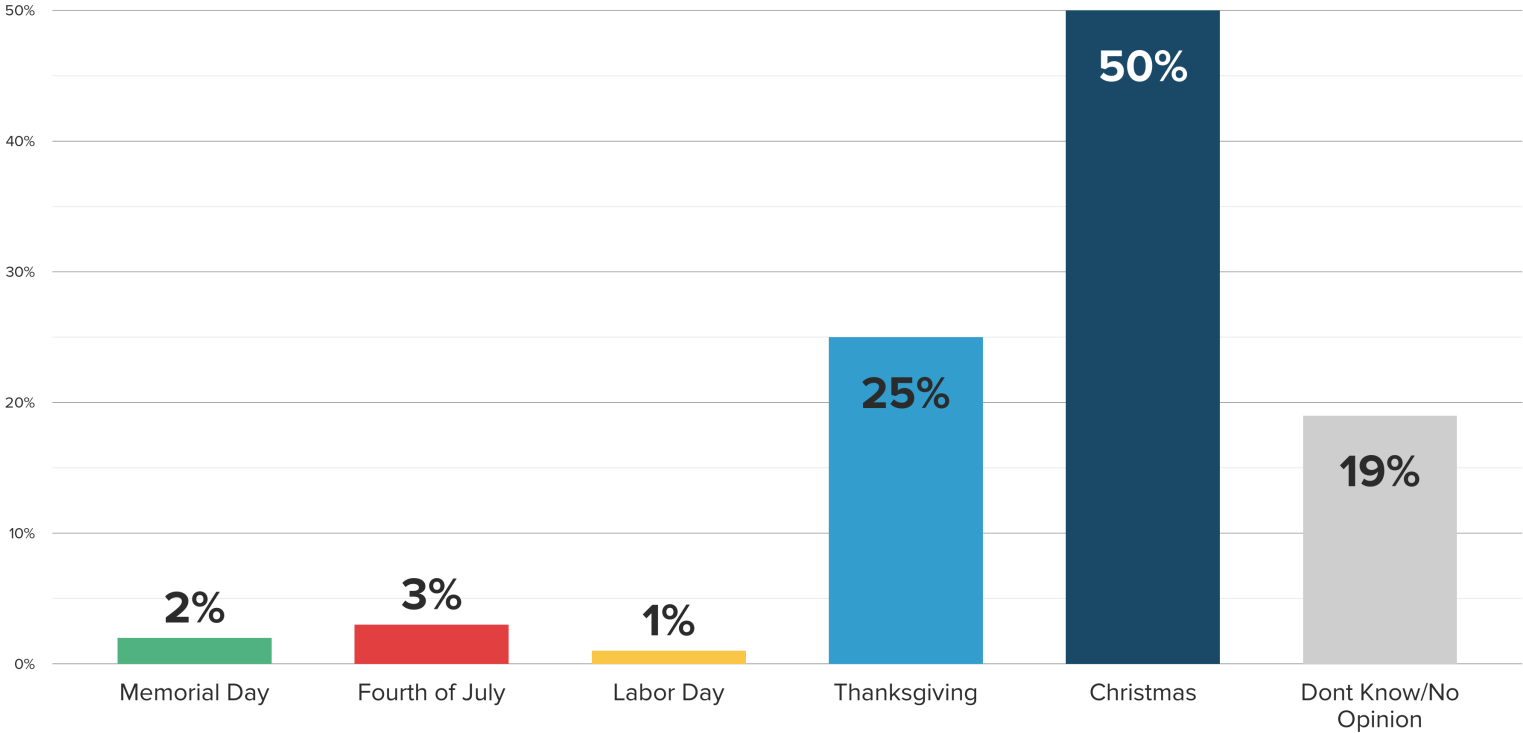
Methodology:

Morning Consult, on behalf of the U.S. Travel Association, conducted a national online survey of 2,201 adults from October 10 – 12, 2017. The data were weighted to approximate a target sample of registered voters based on age, race/ethnicity, gender, educational attainment, and region Results from the full survey have a margin of error of +/- 2 percentage points.



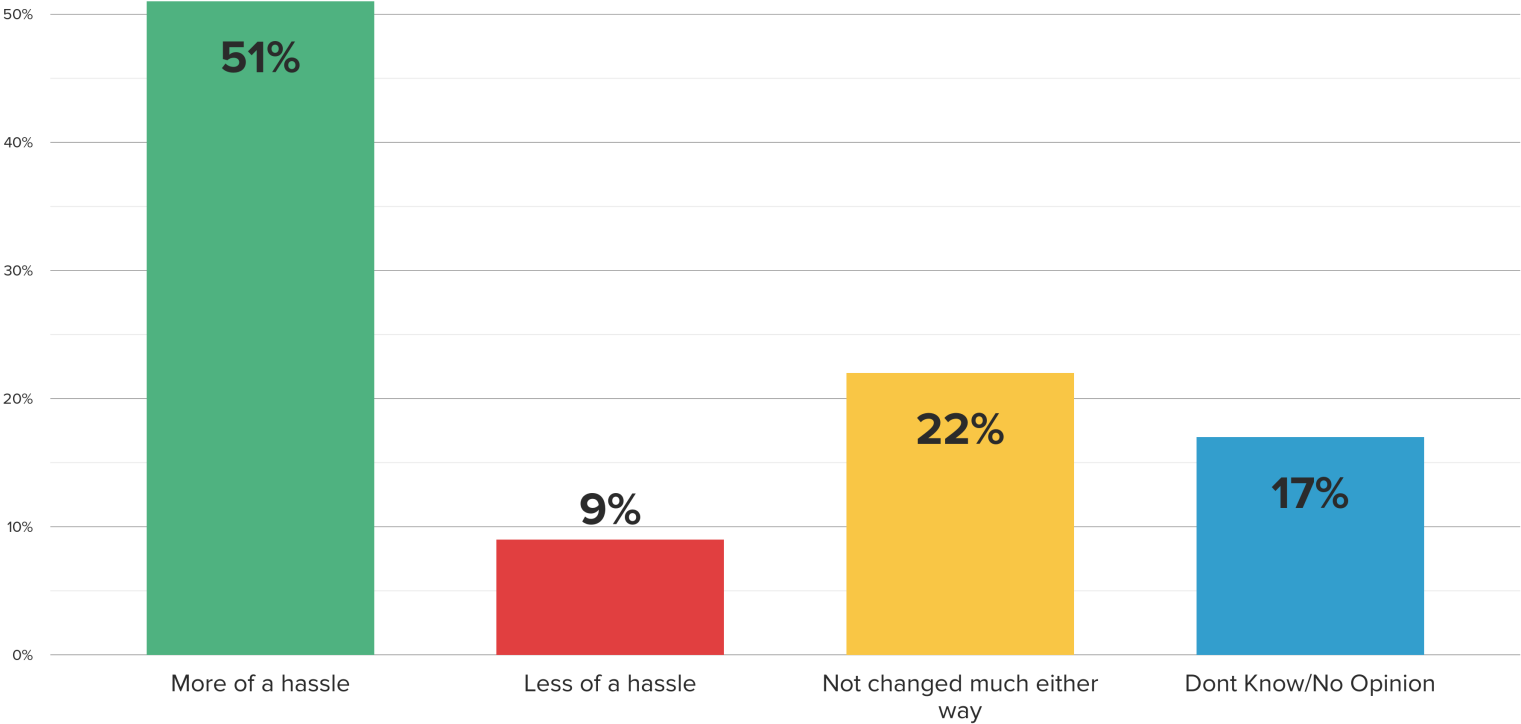
Adults overwhelmingly say air travel hassles are the worst during Christmas and Thanksgiving.

When traveling, during which of the following major holidays do you believe air travel hassles are the worst?



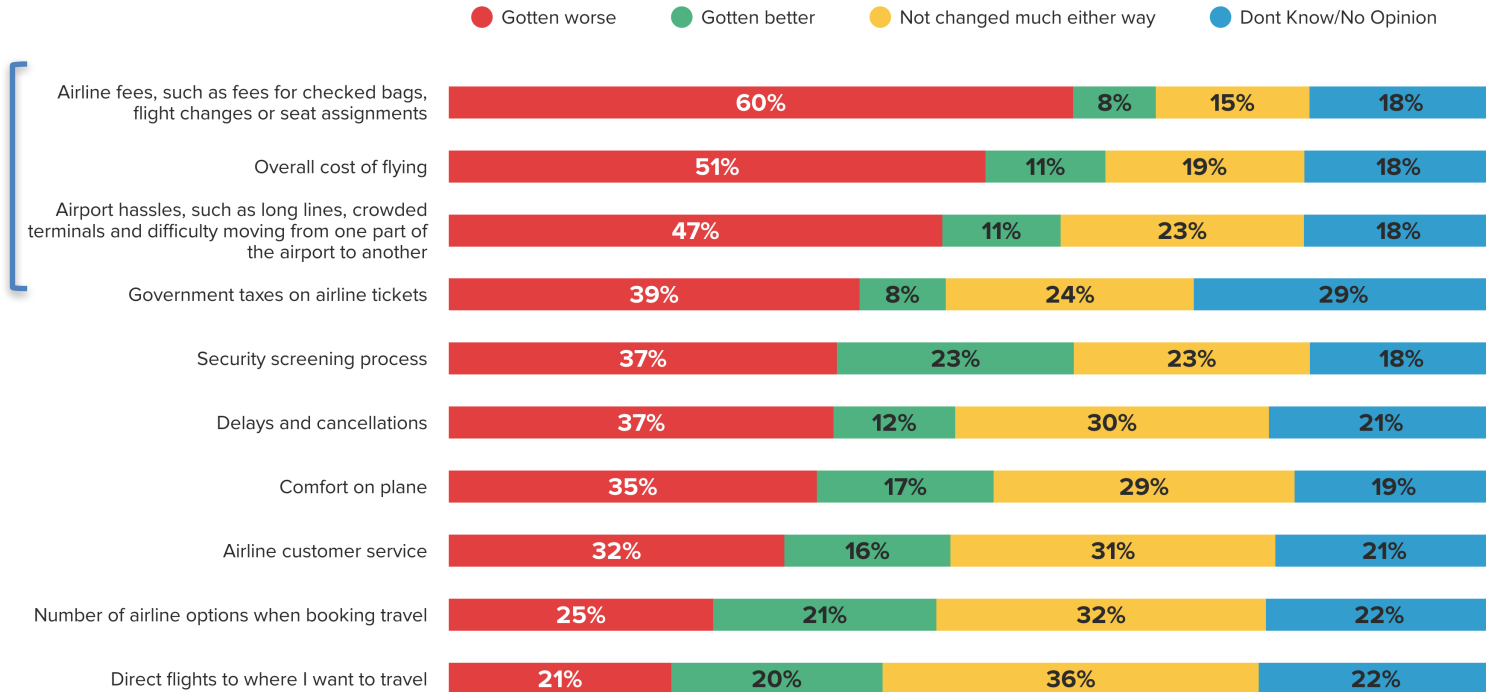
By greater than a 5-1 margin, adults say air travel has become more, not less, of a hassle over past five years.

In thinking about the past five years, has the air travel experience become more of a hassle, less of a hassle, or has it not changed much either way?



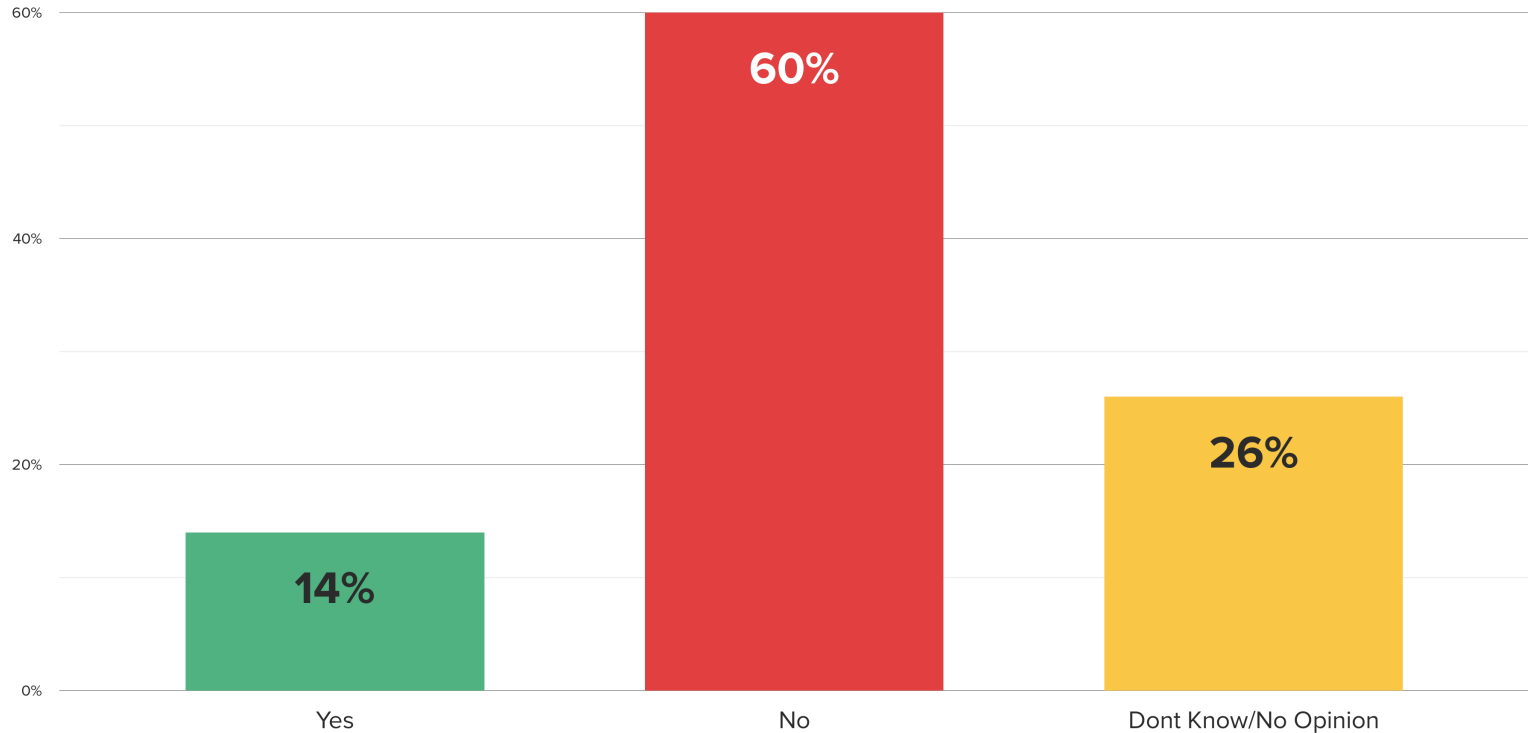
Adults see airline fees, overall cost and hassles as having gotten worse over past five years by largest margins.

In thinking about the past five years, has each of the following aspects of air travel gotten better, gotten worse, or has it not changed much either way?



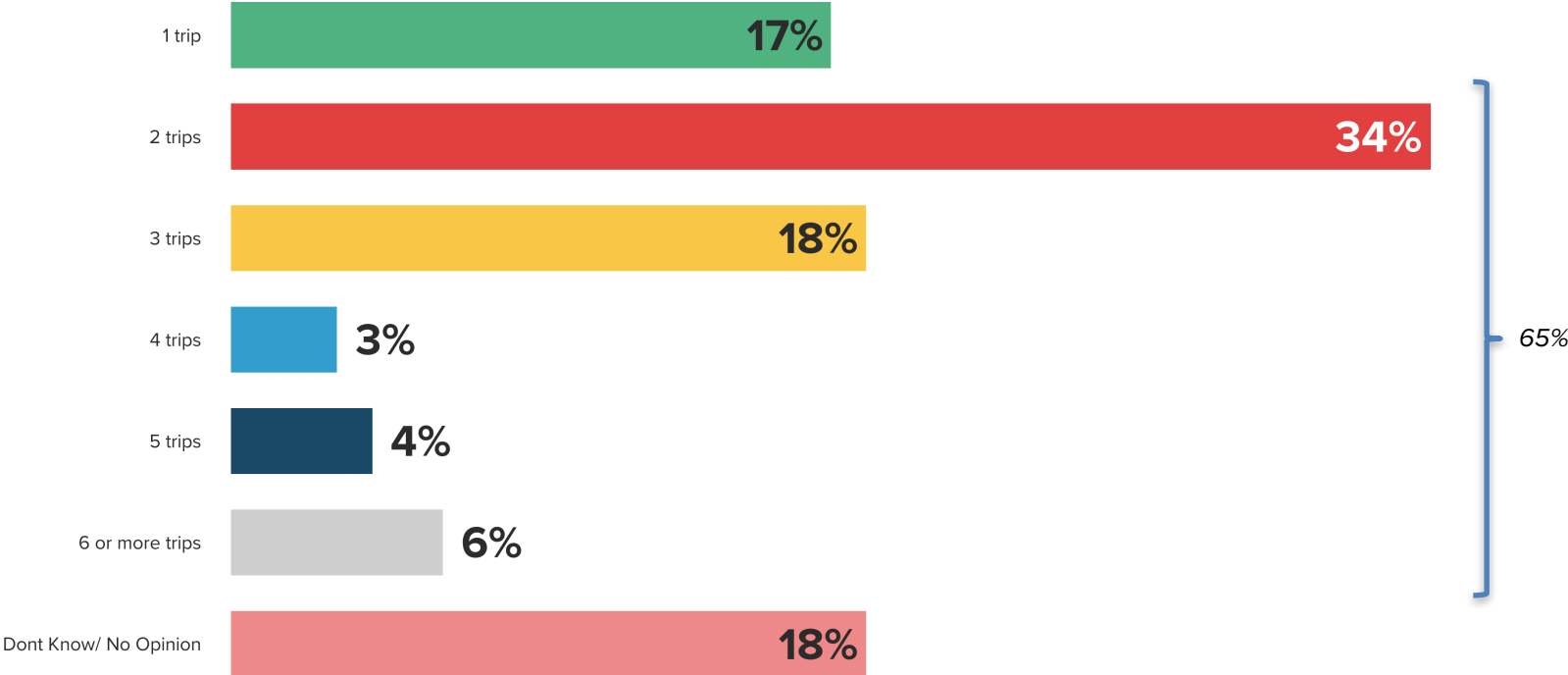
Over the past five years, fourteen percent of adults have decided against taking a business trip due to problems with the air travel system.

Over the past five years, have you chosen not to take any business trips by air because problems with the air travel system made the trip seem like more of a hassle than it was worth?



Among adults who have chosen not to take a business trip due to problems with the air travel system, two in three have done so at least twice.

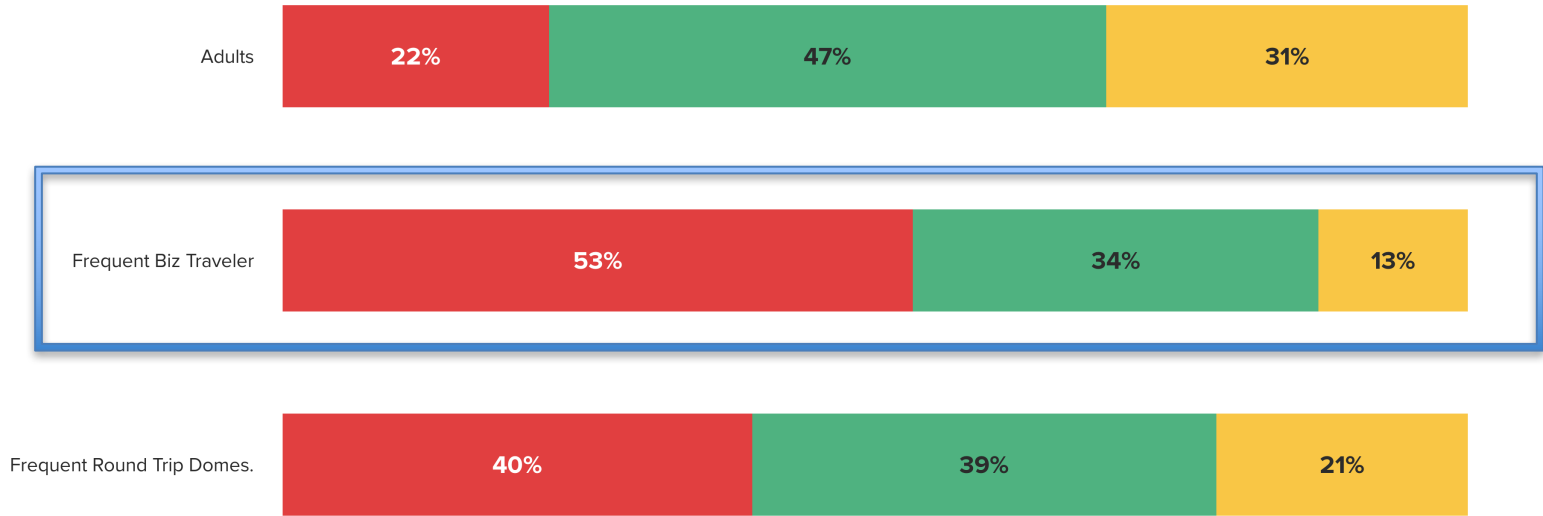
And if you had to guess, how many business trips per year did you avoid?



Half of frequent business travelers say they would take *more* business trips if hassles at the airport could be reduced or eliminated.

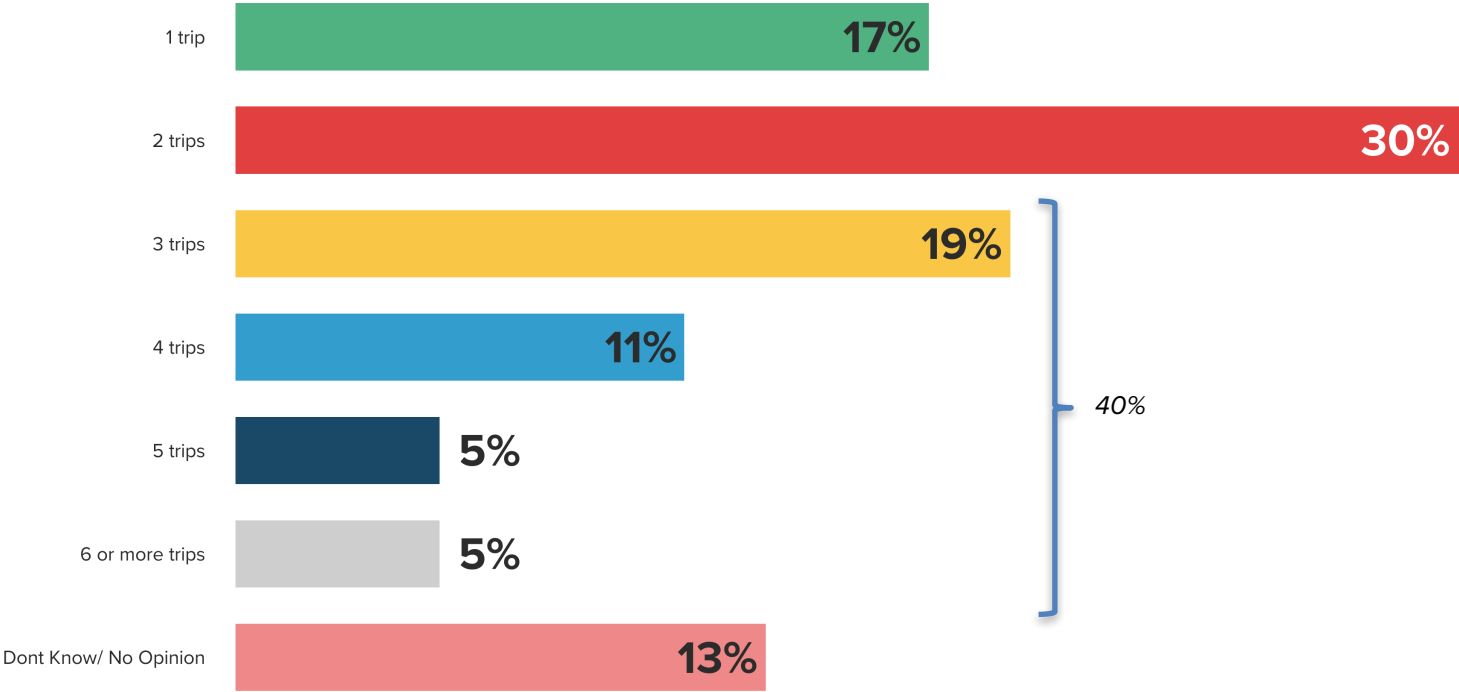
If hassles at the airport, such as long lines, flight delays or crowded terminals, could be reduced or eliminated, do you think you would end up taking more business trips by air each year?

● Yes ● No ● Dont Know/No Opinion



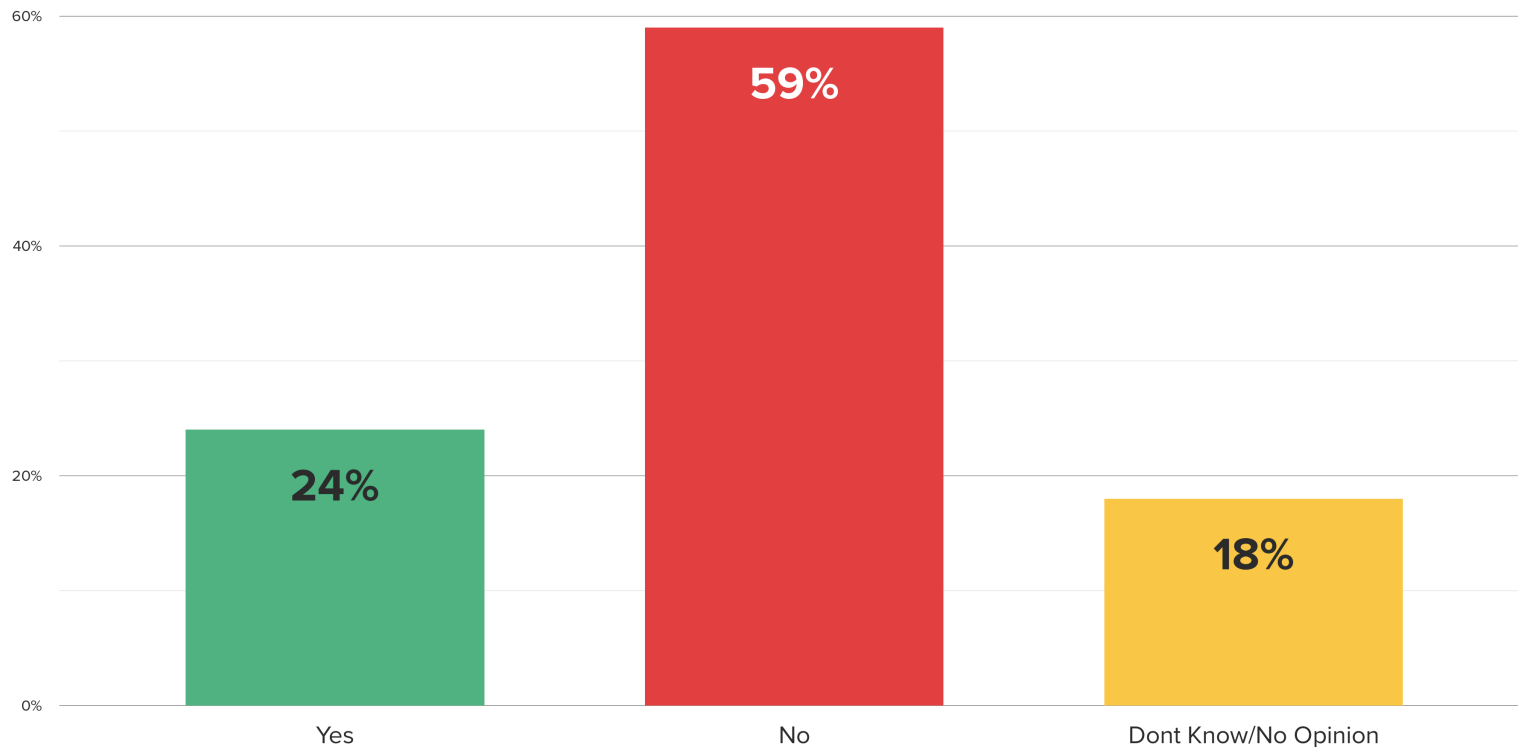
Among adults who say they would take more business trips each year if hassles at the airport could be reduced or eliminated, two in five would take at least 3 additional trips.

And if you had to guess, how many more business trips by air do you think you would end up taking each year?



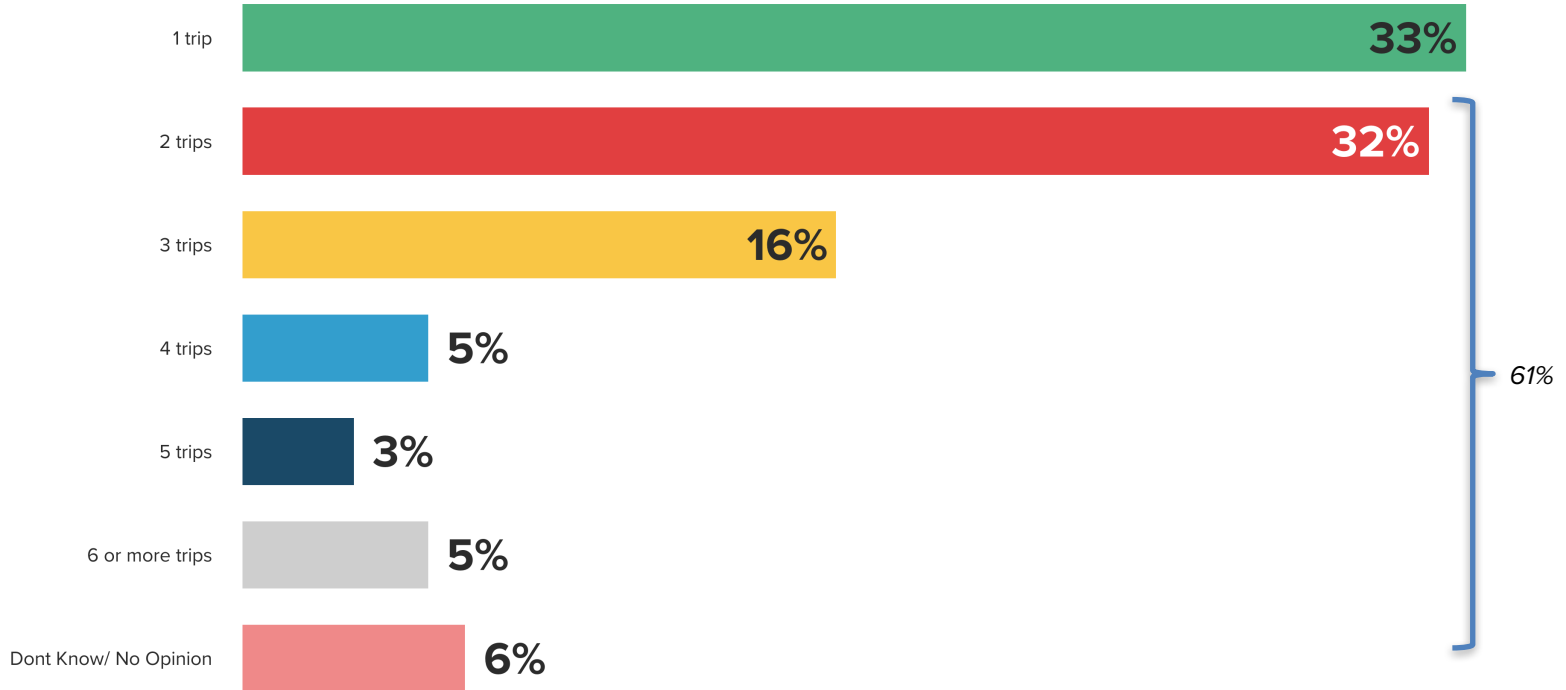
Over the past five years, one in four adults have decided against taking a leisure trip due to problems with the air travel system.

Over the past five years, have you chosen not to take any personal or leisure trips by air because problems with the air travel system made the trip seem like more of a hassle than it was worth?



Among adults who chose not to take leisure trips due to problems with the air travel system, three in five did so at least twice.

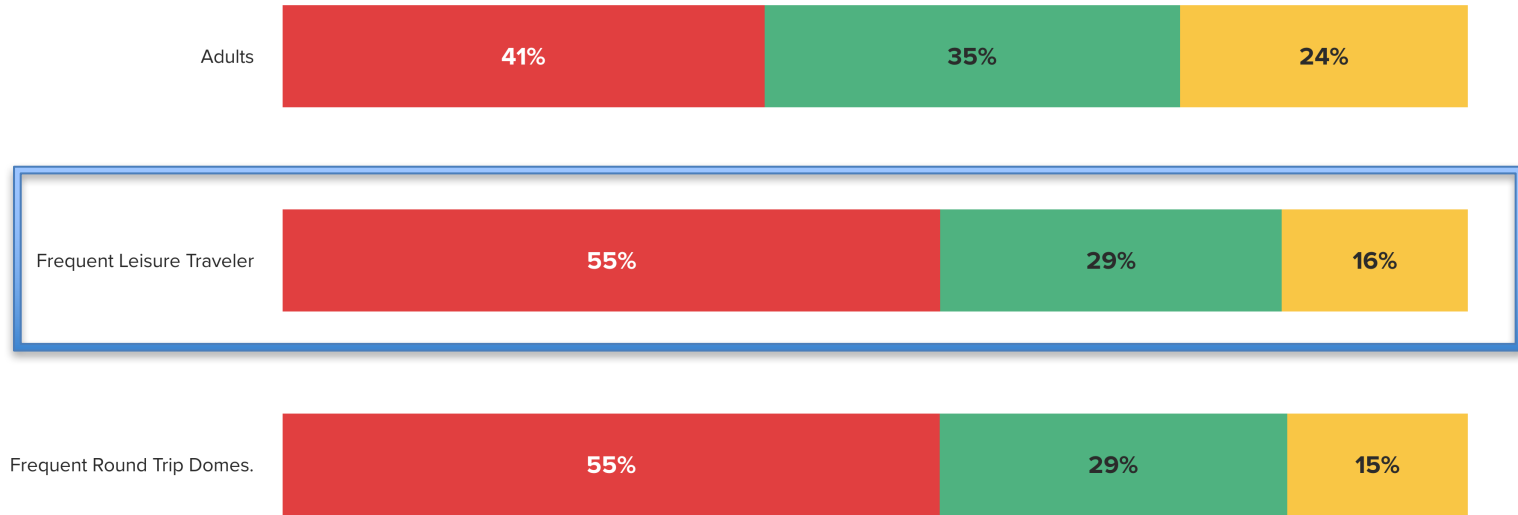
And if you had to guess, how many personal or leisure trips per year did you avoid?



Majority of frequent travelers would take *more* leisure trips each year if hassles at the airport could be reduced or eliminated.

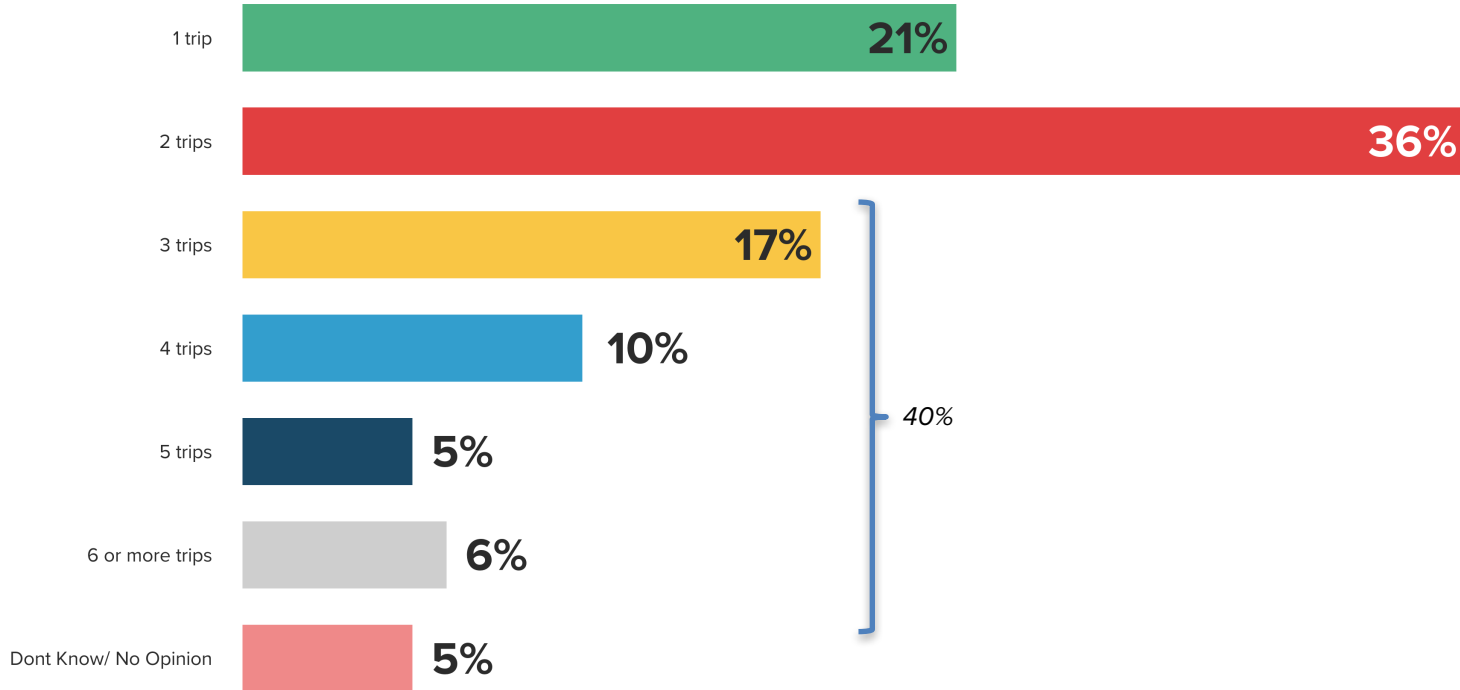
If hassles at the airport, such as long lines, flight delays or crowded terminals, could be reduced or eliminated, do you think you would end up taking more personal or leisure trips by air each year?

● Yes ● No ● Dont Know/No Opinion



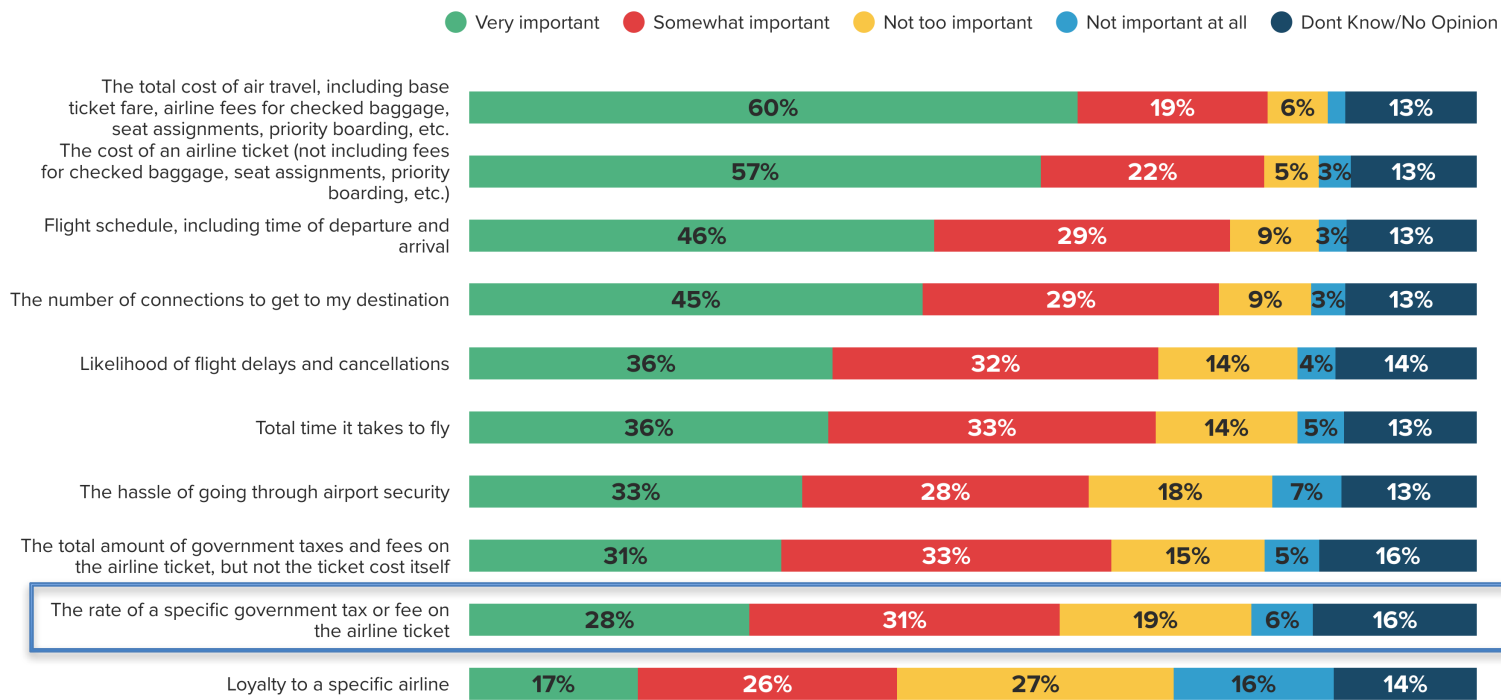
Among adults who say they would take more leisure trips each year if hassles at the airport could be reduced or eliminated, two in five would take at least 3 additional trips.

And if you had to guess, how many more personal or leisure trips by air do you think you would end up taking each year?



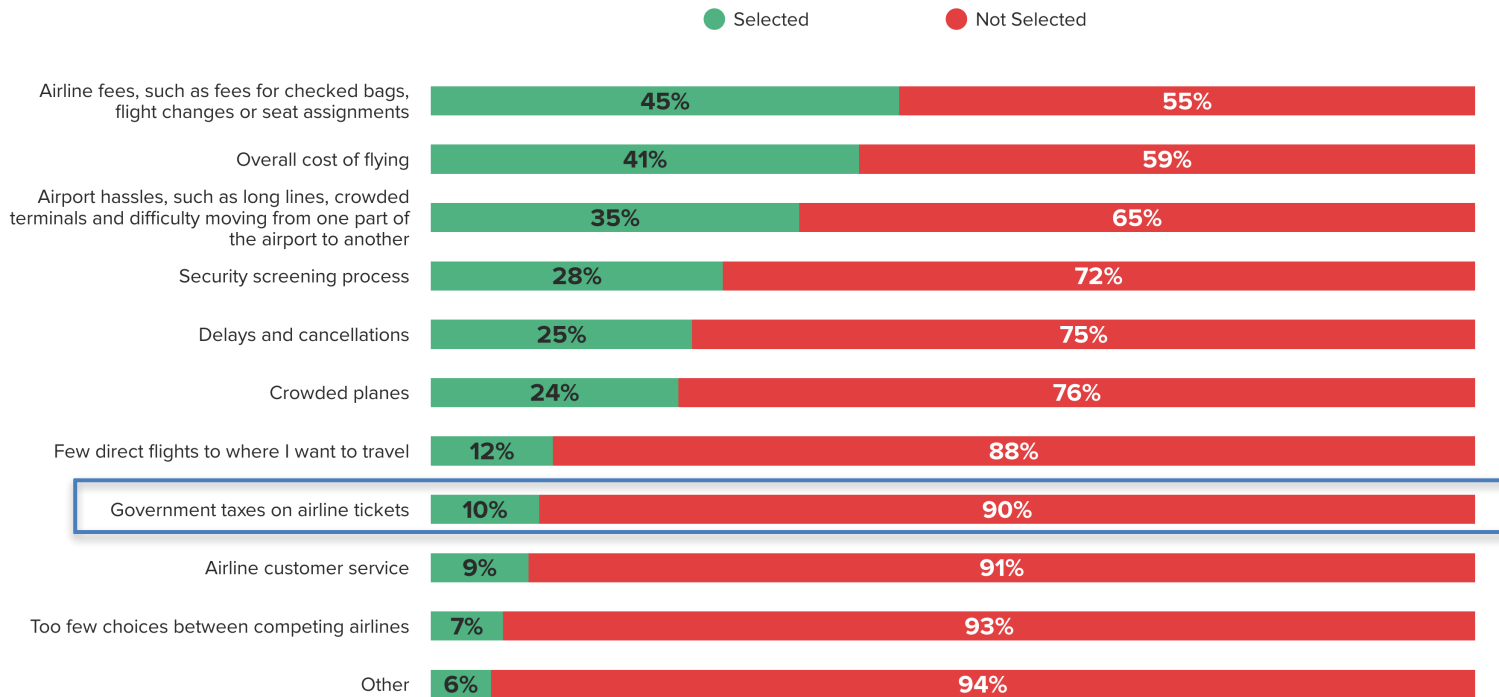
The rate of a government tax on an airline fee is the *least important* cost-related factor to adults when deciding to purchase an airline ticket.

When deciding whether to purchase an airline ticket, how important are each of the following factors?



And consistently, adults rank government taxes on airline fees among the *least frustrating* aspects of air travel.

Which of the following aspects of air travel do you find most frustrating? You may select up to three responses.



Strong majorities say Congress should modernize aviation infrastructure, prioritize the needs of passengers, and allow airports more flexibility to invest in programs that increase options for travelers.

When it comes to air travel policy, do you believe Congress should...

