



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170407  
April 12-12, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from April 12-12, 2017, among a national sample of 1975 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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## Crosstabulation Results by Respondent Demographics

**Table uhexp1:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition

| Demographic              | United Airlines |       | American Airlines |        | Total N |
|--------------------------|-----------------|-------|-------------------|--------|---------|
| Adults                   | 30%             | (560) | 70%               | (1288) | 1849    |
| Gender: Male             | 33%             | (291) | 67%               | (600)  | 891     |
| Gender: Female           | 28%             | (269) | 72%               | (689)  | 958     |
| Age: 18-29               | 34%             | (127) | 66%               | (248)  | 375     |
| Age: 30-44               | 34%             | (166) | 66%               | (318)  | 484     |
| Age: 45-54               | 32%             | (102) | 68%               | (217)  | 319     |
| Age: 55-64               | 28%             | (93)  | 72%               | (239)  | 332     |
| Age: 65+                 | 21%             | (73)  | 79%               | (266)  | 339     |
| PID: Dem (no lean)       | 31%             | (187) | 69%               | (424)  | 611     |
| PID: Ind (no lean)       | 29%             | (191) | 71%               | (469)  | 660     |
| PID: Rep (no lean)       | 32%             | (183) | 68%               | (395)  | 578     |
| PID/Gender: Dem Men      | 33%             | (93)  | 67%               | (186)  | 279     |
| PID/Gender: Dem Women    | 28%             | (94)  | 72%               | (238)  | 332     |
| PID/Gender: Ind Men      | 29%             | (92)  | 71%               | (223)  | 315     |
| PID/Gender: Ind Women    | 29%             | (99)  | 71%               | (246)  | 345     |
| PID/Gender: Rep Men      | 36%             | (106) | 64%               | (191)  | 297     |
| PID/Gender: Rep Women    | 27%             | (76)  | 73%               | (204)  | 281     |
| Tea Party: Supporter     | 33%             | (167) | 67%               | (339)  | 505     |
| Tea Party: Not Supporter | 29%             | (388) | 71%               | (943)  | 1331    |
| Ideo: Liberal (1-3)      | 29%             | (168) | 71%               | (419)  | 587     |
| Ideo: Moderate (4)       | 30%             | (129) | 70%               | (296)  | 425     |
| Ideo: Conservative (5-7) | 29%             | (186) | 71%               | (460)  | 647     |
| Educ: < College          | 33%             | (434) | 67%               | (873)  | 1306    |
| Educ: Bachelors degree   | 22%             | (78)  | 78%               | (279)  | 357     |
| Educ: Post-grad          | 26%             | (49)  | 74%               | (137)  | 186     |
| Income: Under 50k        | 34%             | (366) | 66%               | (716)  | 1082    |
| Income: 50k-100k         | 24%             | (133) | 76%               | (416)  | 549     |
| Income: 100k+            | 28%             | (61)  | 72%               | (156)  | 218     |
| Ethnicity: White         | 28%             | (420) | 72%               | (1065) | 1485    |

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**Table uhexp1:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition

| Demographic                 | United Airlines |       | American Airlines |        | Total N |
|-----------------------------|-----------------|-------|-------------------|--------|---------|
| Adults                      | 30%             | (560) | 70%               | (1288) | 1849    |
| Ethnicity: Hispanic         | 38%             | (103) | 62%               | (168)  | 271     |
| Ethnicity: Afr. Am.         | 44%             | (92)  | 56%               | (119)  | 212     |
| Ethnicity: Other            | 31%             | (48)  | 69%               | (104)  | 152     |
| Relig: Protestant           | 25%             | (120) | 75%               | (358)  | 478     |
| Relig: Roman Catholic       | 31%             | (123) | 69%               | (269)  | 392     |
| Relig: Ath./Agn./None       | 29%             | (141) | 71%               | (345)  | 486     |
| Relig: Something Else       | 32%             | (96)  | 68%               | (200)  | 295     |
| Relig: Evangelical          | 35%             | (185) | 65%               | (338)  | 523     |
| Relig: Non-Evang. Catholics | 25%             | (137) | 75%               | (406)  | 543     |
| Relig: All Christian        | 30%             | (323) | 70%               | (744)  | 1067    |
| Relig: All Non-Christian    | 30%             | (237) | 70%               | (545)  | 782     |
| Community: Urban            | 36%             | (191) | 64%               | (346)  | 537     |
| Community: Suburban         | 28%             | (226) | 72%               | (592)  | 818     |
| Community: Rural            | 29%             | (144) | 71%               | (350)  | 494     |
| Employ: Private Sector      | 30%             | (157) | 70%               | (367)  | 524     |
| Employ: Government          | 26%             | (32)  | 74%               | (91)   | 123     |
| Employ: Self-Employed       | 34%             | (60)  | 66%               | (115)  | 175     |
| Employ: Homemaker           | 37%             | (80)  | 63%               | (139)  | 219     |
| Employ: Student             | 31%             | (25)  | 69%               | (55)   | 80      |
| Employ: Retired             | 24%             | (100) | 76%               | (314)  | 414     |
| Employ: Unemployed          | 40%             | (70)  | 60%               | (105)  | 175     |
| Employ: Other               | 26%             | (36)  | 74%               | (102)  | 138     |
| Job Type: White-collar      | 27%             | (174) | 73%               | (483)  | 658     |
| Job Type: Blue-collar       | 31%             | (252) | 69%               | (567)  | 819     |
| Job Type: Don't Know        | 36%             | (134) | 64%               | (238)  | 372     |
| Military HH: Yes            | 29%             | (102) | 71%               | (252)  | 354     |
| Military HH: No             | 31%             | (459) | 69%               | (1036) | 1495    |
| RD/WT: Right Direction      | 33%             | (270) | 67%               | (538)  | 809     |
| RD/WT: Wrong Track          | 28%             | (290) | 72%               | (750)  | 1040    |

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**Table uhexp1:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition

| Demographic                                | United Airlines |       | American Airlines |        | Total N |
|--|-----------------|-------|-------------------|--------|---------|
| Adults                                     | 30%             | (560) | 70%               | (1288) | 1849    |
| #1 Issue: Economy                          | 35%             | (168) | 65%               | (315)  | 483     |
| #1 Issue: Security                         | 26%             | (112) | 74%               | (319)  | 431     |
| #1 Issue: Health Care                      | 27%             | (90)  | 73%               | (244)  | 334     |
| #1 Issue: Medicare / Social Security       | 31%             | (77)  | 69%               | (169)  | 246     |
| #1 Issue: Women's Issues                   | 33%             | (31)  | 67%               | (63)   | 94      |
| #1 Issue: Education                        | 35%             | (39)  | 65%               | (71)   | 110     |
| #1 Issue: Energy                           | 31%             | (24)  | 69%               | (52)   | 75      |
| #1 Issue: Other                            | 26%             | (20)  | 74%               | (56)   | 76      |
| 2014 Vote: Democratic U.S. House candidate | 28%             | (151) | 72%               | (390)  | 541     |
| 2014 Vote: Republican U.S. House candidate | 27%             | (141) | 73%               | (387)  | 527     |
| 2014 Vote: Someone else                    | 30%             | (20)  | 70%               | (48)   | 68      |
| 2012 Vote: Barack Obama                    | 29%             | (196) | 71%               | (488)  | 684     |
| 2012 Vote: Mitt Romney                     | 25%             | (124) | 75%               | (370)  | 494     |
| 2012 Vote: Other                           | 26%             | (17)  | 74%               | (49)   | 67      |
| 2012 Vote: Didn't Vote                     | 37%             | (224) | 63%               | (375)  | 599     |
| 4-Region: Northeast                        | 26%             | (88)  | 74%               | (250)  | 338     |
| 4-Region: Midwest                          | 33%             | (131) | 67%               | (269)  | 400     |
| 4-Region: South                            | 30%             | (205) | 70%               | (475)  | 679     |
| 4-Region: West                             | 32%             | (137) | 68%               | (295)  | 432     |
| Trump: Fav                                 | 31%             | (279) | 69%               | (617)  | 896     |
| Trump: Unfav                               | 28%             | (240) | 72%               | (608)  | 848     |
| Trump: DK/NO                               | 40%             | (42)  | 60%               | (63)   | 104     |
| No flights in past year                    | 34%             | (330) | 66%               | (638)  | 968     |
| 1+ flights in past year                    | 26%             | (231) | 74%               | (650)  | 881     |
| Heard About United: Yes                    | 21%             | (268) | 79%               | (984)  | 1252    |
| Heard About United: No                     | 49%             | (293) | 51%               | (304)  | 597     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table uhexp2:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA layover condition

| Demographic              | United Airlines |       | American Airlines |       | Total N |
|--------------------------|-----------------|-------|-------------------|-------|---------|
| Adults                   | 53%             | (981) | 47%               | (874) | 1855    |
| Gender: Male             | 53%             | (475) | 47%               | (419) | 894     |
| Gender: Female           | 53%             | (506) | 47%               | (455) | 961     |
| Age: 18-29               | 52%             | (201) | 48%               | (183) | 383     |
| Age: 30-44               | 54%             | (262) | 46%               | (222) | 484     |
| Age: 45-54               | 53%             | (169) | 47%               | (147) | 317     |
| Age: 55-64               | 50%             | (168) | 50%               | (170) | 338     |
| Age: 65+                 | 54%             | (180) | 46%               | (152) | 332     |
| PID: Dem (no lean)       | 54%             | (334) | 46%               | (288) | 623     |
| PID: Ind (no lean)       | 53%             | (349) | 47%               | (311) | 660     |
| PID: Rep (no lean)       | 52%             | (298) | 48%               | (274) | 572     |
| PID/Gender: Dem Men      | 56%             | (162) | 44%               | (126) | 288     |
| PID/Gender: Dem Women    | 51%             | (172) | 49%               | (163) | 335     |
| PID/Gender: Ind Men      | 51%             | (162) | 49%               | (155) | 317     |
| PID/Gender: Ind Women    | 54%             | (187) | 46%               | (156) | 343     |
| PID/Gender: Rep Men      | 52%             | (151) | 48%               | (138) | 289     |
| PID/Gender: Rep Women    | 52%             | (147) | 48%               | (136) | 283     |
| Tea Party: Supporter     | 52%             | (265) | 48%               | (241) | 506     |
| Tea Party: Not Supporter | 53%             | (709) | 47%               | (628) | 1337    |
| Ideo: Liberal (1-3)      | 50%             | (292) | 50%               | (294) | 586     |
| Ideo: Moderate (4)       | 51%             | (221) | 49%               | (209) | 430     |
| Ideo: Conservative (5-7) | 55%             | (359) | 45%               | (290) | 649     |
| Educ: < College          | 55%             | (718) | 45%               | (591) | 1309    |
| Educ: Bachelors degree   | 46%             | (165) | 54%               | (196) | 360     |
| Educ: Post-grad          | 53%             | (98)  | 47%               | (88)  | 186     |
| Income: Under 50k        | 55%             | (599) | 45%               | (485) | 1084    |
| Income: 50k-100k         | 47%             | (264) | 53%               | (295) | 559     |
| Income: 100k+            | 56%             | (118) | 44%               | (94)  | 212     |
| Ethnicity: White         | 52%             | (772) | 48%               | (718) | 1490    |

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**Table uhexp2:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA layover condition

| Demographic                 | United Airlines |       | American Airlines |       | Total N |
|-----------------------------|-----------------|-------|-------------------|-------|---------|
| Adults                      | 53%             | (981) | 47%               | (874) | 1855    |
| Ethnicity: Hispanic         | 55%             | (154) | 45%               | (124) | 278     |
| Ethnicity: Afr. Am.         | 60%             | (128) | 40%               | (84)  | 212     |
| Ethnicity: Other            | 53%             | (80)  | 47%               | (72)  | 152     |
| Relig: Protestant           | 48%             | (227) | 52%               | (243) | 470     |
| Relig: Roman Catholic       | 56%             | (220) | 44%               | (172) | 393     |
| Relig: Ath./Agn./None       | 52%             | (259) | 48%               | (236) | 495     |
| Relig: Something Else       | 52%             | (155) | 48%               | (143) | 298     |
| Relig: Evangelical          | 56%             | (291) | 44%               | (230) | 521     |
| Relig: Non-Evang. Catholics | 51%             | (275) | 49%               | (265) | 541     |
| Relig: All Christian        | 53%             | (566) | 47%               | (495) | 1062    |
| Relig: All Non-Christian    | 52%             | (414) | 48%               | (378) | 793     |
| Community: Urban            | 52%             | (280) | 48%               | (262) | 542     |
| Community: Suburban         | 54%             | (438) | 46%               | (378) | 816     |
| Community: Rural            | 53%             | (262) | 47%               | (234) | 496     |
| Employ: Private Sector      | 50%             | (267) | 50%               | (262) | 529     |
| Employ: Government          | 51%             | (62)  | 49%               | (60)  | 122     |
| Employ: Self-Employed       | 51%             | (89)  | 49%               | (85)  | 174     |
| Employ: Homemaker           | 54%             | (120) | 46%               | (100) | 220     |
| Employ: Student             | 55%             | (45)  | 45%               | (36)  | 81      |
| Employ: Retired             | 52%             | (211) | 48%               | (198) | 408     |
| Employ: Unemployed          | 54%             | (93)  | 46%               | (79)  | 171     |
| Employ: Other               | 64%             | (95)  | 36%               | (54)  | 149     |
| Job Type: White-collar      | 51%             | (341) | 49%               | (323) | 665     |
| Job Type: Blue-collar       | 53%             | (434) | 47%               | (384) | 817     |
| Job Type: Don't Know        | 55%             | (206) | 45%               | (167) | 373     |
| Military HH: Yes            | 50%             | (175) | 50%               | (174) | 349     |
| Military HH: No             | 53%             | (805) | 47%               | (700) | 1506    |
| RD/WT: Right Direction      | 53%             | (435) | 47%               | (380) | 815     |
| RD/WT: Wrong Track          | 53%             | (546) | 47%               | (494) | 1040    |

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**Table uhexp2:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA layover condition

| Demographic                                | United Airlines |       | American Airlines |       | Total N |
|--|-----------------|-------|-------------------|-------|---------|
| Adults                                     | 53%             | (981) | 47%               | (874) | 1855    |
| #1 Issue: Economy                          | 57%             | (273) | 43%               | (202) | 475     |
| #1 Issue: Security                         | 49%             | (210) | 51%               | (221) | 431     |
| #1 Issue: Health Care                      | 49%             | (170) | 51%               | (177) | 346     |
| #1 Issue: Medicare / Social Security       | 55%             | (139) | 45%               | (112) | 251     |
| #1 Issue: Women's Issues                   | 56%             | (53)  | 44%               | (42)  | 95      |
| #1 Issue: Education                        | 56%             | (64)  | 44%               | (49)  | 113     |
| #1 Issue: Energy                           | 53%             | (39)  | 47%               | (35)  | 74      |
| #1 Issue: Other                            | 48%             | (34)  | 52%               | (37)  | 70      |
| 2014 Vote: Democratic U.S. House candidate | 51%             | (279) | 49%               | (264) | 544     |
| 2014 Vote: Republican U.S. House candidate | 50%             | (260) | 50%               | (262) | 522     |
| 2014 Vote: Someone else                    | 48%             | (33)  | 52%               | (35)  | 69      |
| 2012 Vote: Barack Obama                    | 51%             | (352) | 49%               | (332) | 684     |
| 2012 Vote: Mitt Romney                     | 53%             | (259) | 47%               | (234) | 494     |
| 2012 Vote: Other                           | 37%             | (25)  | 63%               | (41)  | 66      |
| 2012 Vote: Didn't Vote                     | 57%             | (344) | 43%               | (264) | 609     |
| 4-Region: Northeast                        | 52%             | (172) | 48%               | (162) | 334     |
| 4-Region: Midwest                          | 57%             | (227) | 43%               | (174) | 400     |
| 4-Region: South                            | 52%             | (352) | 48%               | (329) | 681     |
| 4-Region: West                             | 52%             | (230) | 48%               | (209) | 439     |
| Trump: Fav                                 | 52%             | (466) | 48%               | (433) | 899     |
| Trump: Unfav                               | 53%             | (452) | 47%               | (401) | 853     |
| Trump: DK/NO                               | 61%             | (63)  | 39%               | (40)  | 103     |
| No flights in past year                    | 56%             | (543) | 44%               | (428) | 970     |
| 1+ flights in past year                    | 50%             | (438) | 50%               | (446) | 884     |
| Heard About United: Yes                    | 43%             | (542) | 57%               | (708) | 1250    |
| Heard About United: No                     | 73%             | (439) | 27%               | (166) | 605     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table uhexp3:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA price condition

| Demographic              | United Airlines |        | American Airlines |       | Total N |
|--------------------------|-----------------|--------|-------------------|-------|---------|
| Adults                   | 60%             | (1118) | 40%               | (735) | 1853    |
| Gender: Male             | 61%             | (542)  | 39%               | (353) | 895     |
| Gender: Female           | 60%             | (576)  | 40%               | (382) | 958     |
| Age: 18-29               | 61%             | (233)  | 39%               | (148) | 380     |
| Age: 30-44               | 56%             | (272)  | 44%               | (211) | 483     |
| Age: 45-54               | 65%             | (207)  | 35%               | (109) | 316     |
| Age: 55-64               | 59%             | (199)  | 41%               | (136) | 336     |
| Age: 65+                 | 61%             | (207)  | 39%               | (130) | 337     |
| PID: Dem (no lean)       | 59%             | (365)  | 41%               | (254) | 619     |
| PID: Ind (no lean)       | 60%             | (392)  | 40%               | (261) | 653     |
| PID: Rep (no lean)       | 62%             | (360)  | 38%               | (220) | 580     |
| PID/Gender: Dem Men      | 62%             | (173)  | 38%               | (108) | 281     |
| PID/Gender: Dem Women    | 57%             | (192)  | 43%               | (146) | 338     |
| PID/Gender: Ind Men      | 57%             | (179)  | 43%               | (133) | 312     |
| PID/Gender: Ind Women    | 62%             | (213)  | 38%               | (129) | 341     |
| PID/Gender: Rep Men      | 63%             | (189)  | 37%               | (113) | 302     |
| PID/Gender: Rep Women    | 62%             | (171)  | 38%               | (107) | 278     |
| Tea Party: Supporter     | 58%             | (291)  | 42%               | (213) | 505     |
| Tea Party: Not Supporter | 61%             | (819)  | 39%               | (516) | 1336    |
| Ideo: Liberal (1-3)      | 53%             | (318)  | 47%               | (277) | 595     |
| Ideo: Moderate (4)       | 60%             | (256)  | 40%               | (171) | 427     |
| Ideo: Conservative (5-7) | 64%             | (409)  | 36%               | (234) | 643     |
| Educ: < College          | 63%             | (820)  | 37%               | (491) | 1311    |
| Educ: Bachelors degree   | 55%             | (195)  | 45%               | (161) | 355     |
| Educ: Post-grad          | 55%             | (103)  | 45%               | (83)  | 186     |
| Income: Under 50k        | 63%             | (683)  | 37%               | (402) | 1085    |
| Income: 50k-100k         | 56%             | (309)  | 44%               | (241) | 550     |
| Income: 100k+            | 58%             | (126)  | 42%               | (92)  | 218     |
| Ethnicity: White         | 60%             | (886)  | 40%               | (596) | 1483    |

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**Table uhexp3:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA price condition

| Demographic                 | United Airlines |        | American Airlines |       | Total N |
|-----------------------------|-----------------|--------|-------------------|-------|---------|
| Adults                      | 60%             | (1118) | 40%               | (735) | 1853    |
| Ethnicity: Hispanic         | 57%             | (157)  | 43%               | (119) | 276     |
| Ethnicity: Afr. Am.         | 64%             | (139)  | 36%               | (79)  | 218     |
| Ethnicity: Other            | 60%             | (92)   | 40%               | (60)  | 152     |
| Relig: Protestant           | 58%             | (275)  | 42%               | (202) | 477     |
| Relig: Roman Catholic       | 60%             | (239)  | 40%               | (158) | 397     |
| Relig: Ath./Agn./None       | 61%             | (294)  | 39%               | (190) | 484     |
| Relig: Something Else       | 59%             | (174)  | 41%               | (121) | 294     |
| Relig: Evangelical          | 62%             | (327)  | 38%               | (203) | 530     |
| Relig: Non-Evang. Catholics | 59%             | (323)  | 41%               | (221) | 544     |
| Relig: All Christian        | 61%             | (650)  | 39%               | (424) | 1074    |
| Relig: All Non-Christian    | 60%             | (467)  | 40%               | (311) | 778     |
| Community: Urban            | 60%             | (324)  | 40%               | (218) | 542     |
| Community: Suburban         | 58%             | (477)  | 42%               | (342) | 819     |
| Community: Rural            | 64%             | (316)  | 36%               | (175) | 491     |
| Employ: Private Sector      | 57%             | (302)  | 43%               | (225) | 527     |
| Employ: Government          | 64%             | (79)   | 36%               | (45)  | 124     |
| Employ: Self-Employed       | 52%             | (88)   | 48%               | (81)  | 170     |
| Employ: Homemaker           | 64%             | (141)  | 36%               | (78)  | 219     |
| Employ: Student             | 57%             | (46)   | 43%               | (35)  | 81      |
| Employ: Retired             | 61%             | (253)  | 39%               | (162) | 415     |
| Employ: Unemployed          | 65%             | (113)  | 35%               | (62)  | 176     |
| Employ: Other               | 67%             | (95)   | 33%               | (46)  | 142     |
| Job Type: White-collar      | 56%             | (367)  | 44%               | (293) | 660     |
| Job Type: Blue-collar       | 61%             | (505)  | 39%               | (321) | 825     |
| Job Type: Don't Know        | 67%             | (246)  | 33%               | (121) | 367     |
| Military HH: Yes            | 57%             | (200)  | 43%               | (152) | 352     |
| Military HH: No             | 61%             | (917)  | 39%               | (583) | 1501    |
| RD/WT: Right Direction      | 60%             | (490)  | 40%               | (322) | 812     |
| RD/WT: Wrong Track          | 60%             | (628)  | 40%               | (413) | 1041    |

Continued on next page

**Table uhexp3:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA price condition

| Demographic                                | United Airlines |        | American Airlines |       | Total N |
|--|-----------------|--------|-------------------|-------|---------|
| Adults                                     | 60%             | (1118) | 40%               | (735) | 1853    |
| #1 Issue: Economy                          | 64%             | (304)  | 36%               | (172) | 476     |
| #1 Issue: Security                         | 58%             | (247)  | 42%               | (181) | 427     |
| #1 Issue: Health Care                      | 58%             | (198)  | 42%               | (146) | 343     |
| #1 Issue: Medicare / Social Security       | 63%             | (156)  | 37%               | (92)  | 248     |
| #1 Issue: Women's Issues                   | 53%             | (50)   | 47%               | (45)  | 95      |
| #1 Issue: Education                        | 62%             | (70)   | 38%               | (43)  | 113     |
| #1 Issue: Energy                           | 53%             | (41)   | 47%               | (37)  | 78      |
| #1 Issue: Other                            | 72%             | (52)   | 28%               | (21)  | 73      |
| 2014 Vote: Democratic U.S. House candidate | 56%             | (306)  | 44%               | (240) | 546     |
| 2014 Vote: Republican U.S. House candidate | 59%             | (315)  | 41%               | (217) | 532     |
| 2014 Vote: Someone else                    | 61%             | (42)   | 39%               | (26)  | 68      |
| 2012 Vote: Barack Obama                    | 57%             | (394)  | 43%               | (297) | 691     |
| 2012 Vote: Mitt Romney                     | 60%             | (299)  | 40%               | (197) | 496     |
| 2012 Vote: Other                           | 58%             | (38)   | 42%               | (28)  | 65      |
| 2012 Vote: Didn't Vote                     | 64%             | (382)  | 36%               | (213) | 595     |
| 4-Region: Northeast                        | 59%             | (198)  | 41%               | (135) | 332     |
| 4-Region: Midwest                          | 63%             | (253)  | 37%               | (150) | 403     |
| 4-Region: South                            | 59%             | (400)  | 41%               | (281) | 681     |
| 4-Region: West                             | 61%             | (267)  | 39%               | (170) | 437     |
| Trump: Fav                                 | 61%             | (546)  | 39%               | (349) | 896     |
| Trump: Unfav                               | 59%             | (504)  | 41%               | (347) | 851     |
| Trump: DK/NO                               | 63%             | (67)   | 37%               | (39)  | 106     |
| No flights in past year                    | 67%             | (647)  | 33%               | (324) | 971     |
| 1+ flights in past year                    | 53%             | (471)  | 47%               | (411) | 882     |
| Heard About United: Yes                    | 51%             | (635)  | 49%               | (619) | 1254    |
| Heard About United: No                     | 81%             | (483)  | 19%               | (116) | 599     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table uhexp4:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA price + layover condition

| Demographic              | United Airlines |        | American Airlines |       | Total N |
|--------------------------|-----------------|--------|-------------------|-------|---------|
| Adults                   | 65%             | (1204) | 35%               | (638) | 1841    |
| Gender: Male             | 65%             | (576)  | 35%               | (311) | 886     |
| Gender: Female           | 66%             | (628)  | 34%               | (327) | 955     |
| Age: 18-29               | 64%             | (240)  | 36%               | (136) | 376     |
| Age: 30-44               | 62%             | (298)  | 38%               | (183) | 481     |
| Age: 45-54               | 68%             | (211)  | 32%               | (100) | 311     |
| Age: 55-64               | 64%             | (217)  | 36%               | (120) | 337     |
| Age: 65+                 | 71%             | (238)  | 29%               | (99)  | 336     |
| PID: Dem (no lean)       | 63%             | (387)  | 37%               | (226) | 613     |
| PID: Ind (no lean)       | 68%             | (448)  | 32%               | (214) | 662     |
| PID: Rep (no lean)       | 65%             | (369)  | 35%               | (197) | 566     |
| PID/Gender: Dem Men      | 66%             | (185)  | 34%               | (97)  | 282     |
| PID/Gender: Dem Women    | 61%             | (202)  | 39%               | (129) | 331     |
| PID/Gender: Ind Men      | 64%             | (200)  | 36%               | (114) | 315     |
| PID/Gender: Ind Women    | 71%             | (247)  | 29%               | (100) | 347     |
| PID/Gender: Rep Men      | 66%             | (190)  | 34%               | (99)  | 289     |
| PID/Gender: Rep Women    | 65%             | (179)  | 35%               | (98)  | 277     |
| Tea Party: Supporter     | 63%             | (318)  | 37%               | (186) | 504     |
| Tea Party: Not Supporter | 66%             | (881)  | 34%               | (444) | 1325    |
| Ideo: Liberal (1-3)      | 59%             | (345)  | 41%               | (240) | 585     |
| Ideo: Moderate (4)       | 65%             | (274)  | 35%               | (148) | 423     |
| Ideo: Conservative (5-7) | 69%             | (446)  | 31%               | (200) | 646     |
| Educ: < College          | 67%             | (864)  | 33%               | (432) | 1297    |
| Educ: Bachelors degree   | 60%             | (214)  | 40%               | (143) | 357     |
| Educ: Post-grad          | 67%             | (126)  | 33%               | (62)  | 187     |
| Income: Under 50k        | 68%             | (728)  | 32%               | (349) | 1077    |
| Income: 50k-100k         | 61%             | (336)  | 39%               | (218) | 554     |
| Income: 100k+            | 66%             | (140)  | 34%               | (71)  | 210     |
| Ethnicity: White         | 65%             | (965)  | 35%               | (514) | 1480    |

Continued on next page

**Table uhexp4:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA price + layover condition

| Demographic                 | United Airlines |        | American Airlines |       | Total N |
|-----------------------------|-----------------|--------|-------------------|-------|---------|
| Adults                      | 65%             | (1204) | 35%               | (638) | 1841    |
| Ethnicity: Hispanic         | 58%             | (156)  | 42%               | (113) | 269     |
| Ethnicity: Afr. Am.         | 70%             | (149)  | 30%               | (63)  | 212     |
| Ethnicity: Other            | 60%             | (90)   | 40%               | (60)  | 149     |
| Relig: Protestant           | 62%             | (293)  | 38%               | (181) | 474     |
| Relig: Roman Catholic       | 67%             | (257)  | 33%               | (128) | 385     |
| Relig: Ath./Agn./None       | 65%             | (315)  | 35%               | (170) | 485     |
| Relig: Something Else       | 67%             | (200)  | 33%               | (99)  | 299     |
| Relig: Evangelical          | 67%             | (348)  | 33%               | (171) | 519     |
| Relig: Non-Evang. Catholics | 63%             | (341)  | 37%               | (197) | 538     |
| Relig: All Christian        | 65%             | (689)  | 35%               | (368) | 1057    |
| Relig: All Non-Christian    | 66%             | (515)  | 34%               | (269) | 784     |
| Community: Urban            | 65%             | (347)  | 35%               | (189) | 536     |
| Community: Suburban         | 65%             | (527)  | 35%               | (285) | 812     |
| Community: Rural            | 67%             | (330)  | 33%               | (164) | 494     |
| Employ: Private Sector      | 61%             | (319)  | 39%               | (203) | 522     |
| Employ: Government          | 66%             | (82)   | 34%               | (42)  | 125     |
| Employ: Self-Employed       | 59%             | (103)  | 41%               | (71)  | 175     |
| Employ: Homemaker           | 69%             | (153)  | 31%               | (68)  | 220     |
| Employ: Student             | 64%             | (52)   | 36%               | (29)  | 81      |
| Employ: Retired             | 68%             | (280)  | 32%               | (131) | 410     |
| Employ: Unemployed          | 70%             | (117)  | 30%               | (50)  | 167     |
| Employ: Other               | 69%             | (98)   | 31%               | (44)  | 142     |
| Job Type: White-collar      | 62%             | (413)  | 38%               | (248) | 662     |
| Job Type: Blue-collar       | 65%             | (527)  | 35%               | (281) | 808     |
| Job Type: Don't Know        | 71%             | (263)  | 29%               | (108) | 371     |
| Military HH: Yes            | 65%             | (228)  | 35%               | (122) | 349     |
| Military HH: No             | 65%             | (976)  | 35%               | (516) | 1492    |
| RD/WT: Right Direction      | 63%             | (501)  | 37%               | (297) | 798     |
| RD/WT: Wrong Track          | 67%             | (702)  | 33%               | (341) | 1043    |

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**Table uhexp4:** Here are two possible flights from New York City (LGA) to Chicago (ORD). Which flight would you prefer? Identical condition AA price + layover condition

| Demographic                                | United Airlines |        | American Airlines |       | Total N |
|--|-----------------|--------|-------------------|-------|---------|
| Adults                                     | 65%             | (1204) | 35%               | (638) | 1841    |
| #1 Issue: Economy                          | 69%             | (325)  | 31%               | (147) | 472     |
| #1 Issue: Security                         | 63%             | (268)  | 37%               | (156) | 425     |
| #1 Issue: Health Care                      | 63%             | (216)  | 37%               | (125) | 341     |
| #1 Issue: Medicare / Social Security       | 69%             | (173)  | 31%               | (77)  | 251     |
| #1 Issue: Women's Issues                   | 57%             | (53)   | 43%               | (39)  | 93      |
| #1 Issue: Education                        | 65%             | (72)   | 35%               | (39)  | 110     |
| #1 Issue: Energy                           | 59%             | (45)   | 41%               | (31)  | 76      |
| #1 Issue: Other                            | 70%             | (52)   | 30%               | (22)  | 74      |
| 2014 Vote: Democratic U.S. House candidate | 61%             | (334)  | 39%               | (209) | 543     |
| 2014 Vote: Republican U.S. House candidate | 65%             | (341)  | 35%               | (184) | 524     |
| 2014 Vote: Someone else                    | 67%             | (46)   | 33%               | (23)  | 69      |
| 2012 Vote: Barack Obama                    | 63%             | (429)  | 37%               | (251) | 680     |
| 2012 Vote: Mitt Romney                     | 66%             | (322)  | 34%               | (169) | 491     |
| 2012 Vote: Other                           | 61%             | (40)   | 39%               | (26)  | 65      |
| 2012 Vote: Didn't Vote                     | 68%             | (408)  | 32%               | (190) | 599     |
| 4-Region: Northeast                        | 65%             | (217)  | 35%               | (118) | 335     |
| 4-Region: Midwest                          | 70%             | (277)  | 30%               | (121) | 399     |
| 4-Region: South                            | 63%             | (426)  | 37%               | (249) | 675     |
| 4-Region: West                             | 65%             | (283)  | 35%               | (149) | 433     |
| Trump: Fav                                 | 64%             | (571)  | 36%               | (316) | 888     |
| Trump: Unfav                               | 66%             | (561)  | 34%               | (287) | 848     |
| Trump: DK/NO                               | 67%             | (71)   | 33%               | (35)  | 106     |
| No flights in past year                    | 70%             | (675)  | 30%               | (294) | 969     |
| 1+ flights in past year                    | 61%             | (529)  | 39%               | (343) | 872     |
| Heard About United: Yes                    | 56%             | (694)  | 44%               | (553) | 1246    |
| Heard About United: No                     | 86%             | (510)  | 14%               | (85)  | 595     |

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

| Demographic | Group                    | Frequency | Percentage |
|-------------|--------------------------|-----------|------------|
| xdemAll     | Adults                   | 1975      | 100%       |
| xdemGender  | Gender: Male             | 951       | 48%        |
|             | Gender: Female           | 1024      | 52%        |
|             | N                        | 1975      |            |
| age5        | Age: 18-29               | 410       | 21%        |
|             | Age: 30-44               | 519       | 26%        |
|             | Age: 45-54               | 340       | 17%        |
|             | Age: 55-64               | 349       | 18%        |
|             | Age: 65+                 | 357       | 18%        |
|             | N                        | 1975      |            |
| xpid3       | PID: Dem (no lean)       | 659       | 33%        |
|             | PID: Ind (no lean)       | 704       | 36%        |
|             | PID: Rep (no lean)       | 611       | 31%        |
|             | N                        | 1975      |            |
| xpidGender  | PID/Gender: Dem Men      | 303       | 15%        |
|             | PID/Gender: Dem Women    | 356       | 18%        |
|             | PID/Gender: Ind Men      | 330       | 17%        |
|             | PID/Gender: Ind Women    | 375       | 19%        |
|             | PID/Gender: Rep Men      | 318       | 16%        |
|             | PID/Gender: Rep Women    | 293       | 15%        |
|             | N                        | 1975      |            |
| xdemTea     | Tea Party: Supporter     | 536       | 27%        |
|             | Tea Party: Not Supporter | 1423      | 72%        |
|             | N                        | 1959      |            |
| xdemIdeo3   | Ideo: Liberal (1-3)      | 638       | 32%        |
|             | Ideo: Moderate (4)       | 453       | 23%        |
|             | Ideo: Conservative (5-7) | 674       | 34%        |
|             | N                        | 1765      |            |
| xeduc3      | Educ: < College          | 1406      | 71%        |
|             | Educ: Bachelors degree   | 373       | 19%        |
|             | Educ: Post-grad          | 196       | 10%        |
|             | N                        | 1975      |            |
| xdemInc3    | Income: Under 50k        | 1167      | 59%        |
|             | Income: 50k-100k         | 577       | 29%        |
|             | Income: 100k+            | 231       | 12%        |
|             | N                        | 1975      |            |

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**Summary Statistics of Survey Respondent Demographics**

| Demographic   | Group                       | Frequency | Percentage |
|---------------|-----------------------------|-----------|------------|
| xdemWhite     | Ethnicity: White            | 1571      | 80%        |
| xdemHispBin   | Ethnicity: Hispanic         | 296       | 15%        |
| demBlackBin   | Ethnicity: Afr. Am.         | 241       | 12%        |
| demRaceOther  | Ethnicity: Other            | 163       | 8%         |
| xrelNet       | Relig: Protestant           | 493       | 25%        |
|               | Relig: Roman Catholic       | 422       | 21%        |
|               | Relig: Ath./Agn./None       | 535       | 27%        |
|               | Relig: Something Else       | 309       | 16%        |
|               | N                           | 1758      |            |
| xreligion1    | Relig: Jewish               | 38        | 2%         |
| xreligion2    | Relig: Evangelical          | 561       | 28%        |
|               | Relig: Non-Evang. Catholics | 569       | 29%        |
|               | N                           | 1130      |            |
| xreligion3    | Relig: All Christian        | 1130      | 57%        |
|               | Relig: All Non-Christian    | 843       | 43%        |
|               | N                           | 1973      |            |
| xdemUsr       | Community: Urban            | 591       | 30%        |
|               | Community: Suburban         | 857       | 43%        |
|               | Community: Rural            | 527       | 27%        |
|               | N                           | 1975      |            |
| xdemEmploy    | Employ: Private Sector      | 552       | 28%        |
|               | Employ: Government          | 131       | 7%         |
|               | Employ: Self-Employed       | 186       | 9%         |
|               | Employ: Homemaker           | 231       | 12%        |
|               | Employ: Student             | 86        | 4%         |
|               | Employ: Retired             | 431       | 22%        |
|               | Employ: Unemployed          | 199       | 10%        |
|               | Employ: Other               | 161       | 8%         |
|               | N                           | 1975      |            |
| xdemJobStatus | Job Type: White-collar      | 697       | 35%        |
|               | Job Type: Blue-collar       | 860       | 44%        |
|               | Job Type: Don't Know        | 418       | 21%        |
|               | N                           | 1975      |            |
| xdemMilHH1    | Military HH: Yes            | 368       | 19%        |
|               | Military HH: No             | 1607      | 81%        |
|               | N                           | 1975      |            |

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**Summary Statistics of Survey Respondent Demographics**

| Demographic  | Group                                      | Frequency | Percentage |
|--------------|--|-----------|------------|
| xnr1         | RD/WT: Right Direction                     | 862       | 44%        |
|              | RD/WT: Wrong Track                         | 1113      | 56%        |
|              | N  | 1975      |            |
| xnr3         | #1 Issue: Economy                          | 504       | 26%        |
|              | #1 Issue: Security                         | 451       | 23%        |
|              | #1 Issue: Health Care                      | 367       | 19%        |
|              | #1 Issue: Medicare / Social Security       | 269       | 14%        |
|              | #1 Issue: Women's Issues                   | 103       | 5%         |
|              | #1 Issue: Education                        | 117       | 6%         |
|              | #1 Issue: Energy                           | 83        | 4%         |
|              | #1 Issue: Other                            | 81        | 4%         |
|              | N  | 1975      |            |
| xsubVote14O  | 2014 Vote: Democratic U.S. House candidate | 578       | 29%        |
|              | 2014 Vote: Republican U.S. House candidate | 552       | 28%        |
|              | 2014 Vote: Someone else                    | 72        | 4%         |
|              | N  | 1202      |            |
| xsubVote12O  | 2012 Vote: Barack Obama                    | 725       | 37%        |
|              | 2012 Vote: Mitt Romney                     | 517       | 26%        |
|              | 2012 Vote: Other                           | 69        | 3%         |
|              | 2012 Vote: Didn't Vote                     | 658       | 33%        |
|              | N  | 1969      |            |
| xreg4        | 4-Region: Northeast                        | 360       | 18%        |
|              | 4-Region: Midwest                          | 425       | 22%        |
|              | 4-Region: South                            | 731       | 37%        |
|              | 4-Region: West                             | 459       | 23%        |
|              | N  | 1975      |            |
| Trump_Fav    | Trump: Fav                                 | 948       | 48%        |
|              | Trump: Unfav                               | 909       | 46%        |
|              | Trump: DK/NO                               | 118       | 6%         |
|              | N  | 1975      |            |
| UHI_demosNET | No flights in past year                    | 1039      | 53%        |
|              | 1+ flights in past year                    | 936       | 47%        |
|              | N  | 1975      |            |
| UHI1_1       | Heard About United: Yes                    | 1316      | 67%        |
|              | Heard About United: No                     | 659       | 33%        |
|              | N  | 1975      |            |

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

