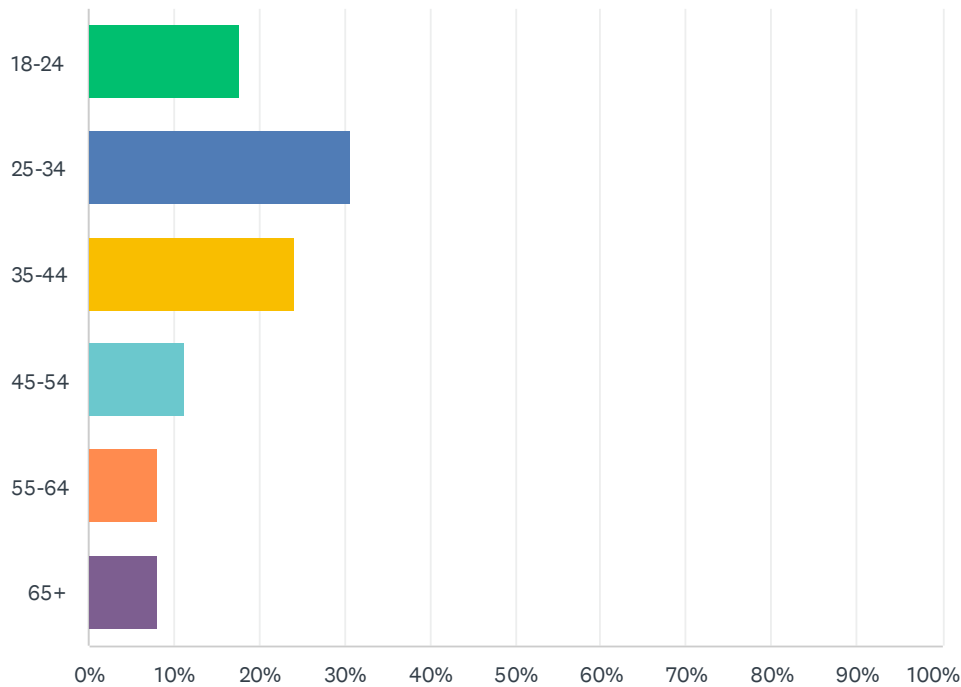


Q1 What is your age?

Answered: 64 Skipped: 0



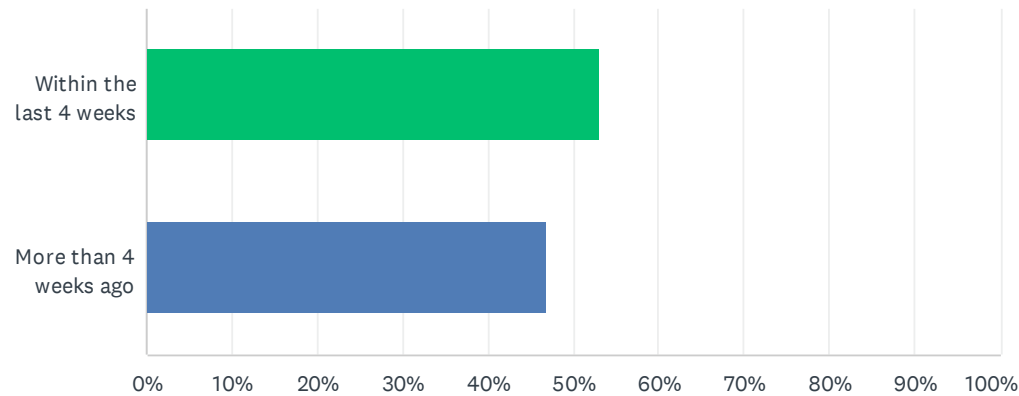
ANSWER CHOICES	RESPONSES	
18-24	17.74%	11
25-34	30.65%	19
35-44	24.19%	15
45-54	11.29%	7
55-64	8.06%	5
65+	8.06%	5
TOTAL		62

Q2 How often do you use a flight booking service?

Answered: 60 Skipped: 4

Q3 When was the last time you visited an airline website or app?

Answered: 64 Skipped: 0



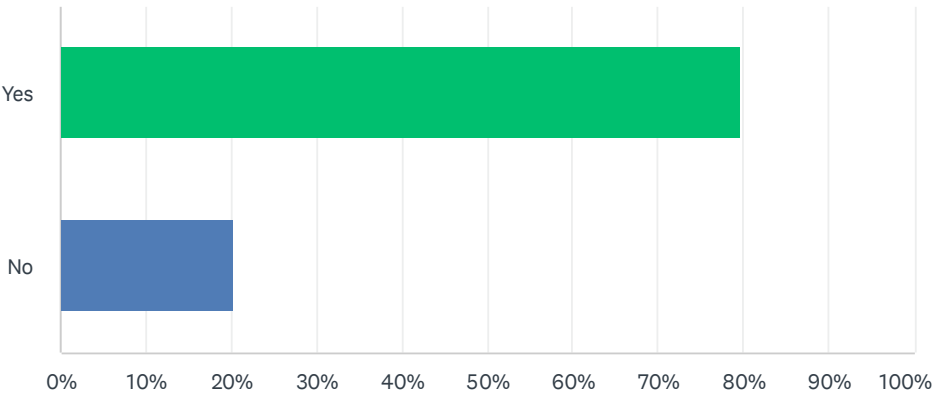
ANSWER CHOICES	RESPONSES	
Within the last 4 weeks	53.13%	34
More than 4 weeks ago	46.88%	30
TOTAL		64

Q4 Why did you visit the airline website or app that day? What were you trying to do?

Answered: 64 Skipped: 0

Q5 Were you able to complete your task that day?

Answered: 64 Skipped: 0



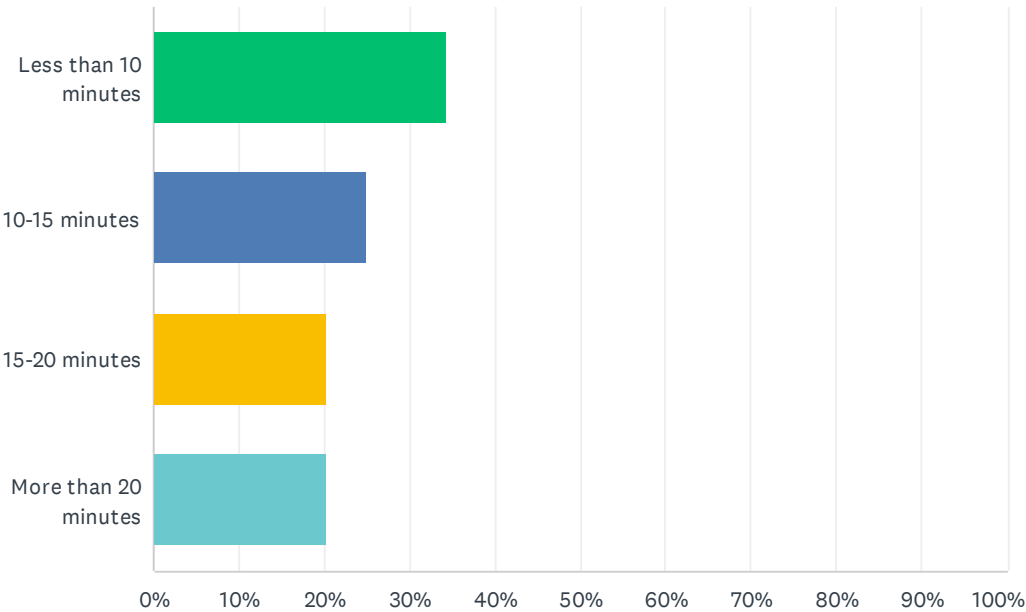
ANSWER CHOICES	RESPONSES	
Yes	79.69%	51
No	20.31%	13
TOTAL		64

Q6 What would you change about that website or app? What improvements would you make?

Answered: 64 Skipped: 0

Q7 Approximately how long did it take you to complete your task?

Answered: 64 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 10 minutes	34.38%	22
10-15 minutes	25.00%	16
15-20 minutes	20.31%	13
More than 20 minutes	20.31%	13
TOTAL		64

Q8 What do you enjoy about the flight booking process?

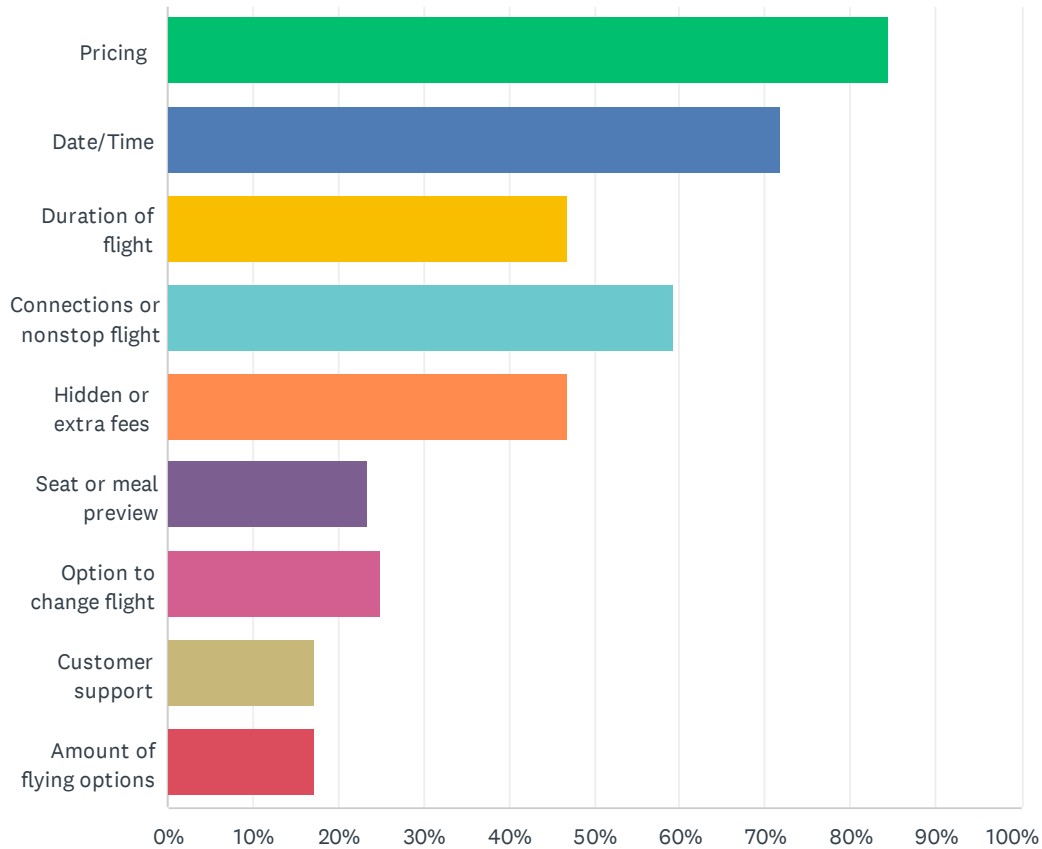
Answered: 64 Skipped: 0

Q9 What do you not enjoy about the flight booking process?

Answered: 64 Skipped: 0

Q10 What factors do you consider when booking flights online? (select all that apply)

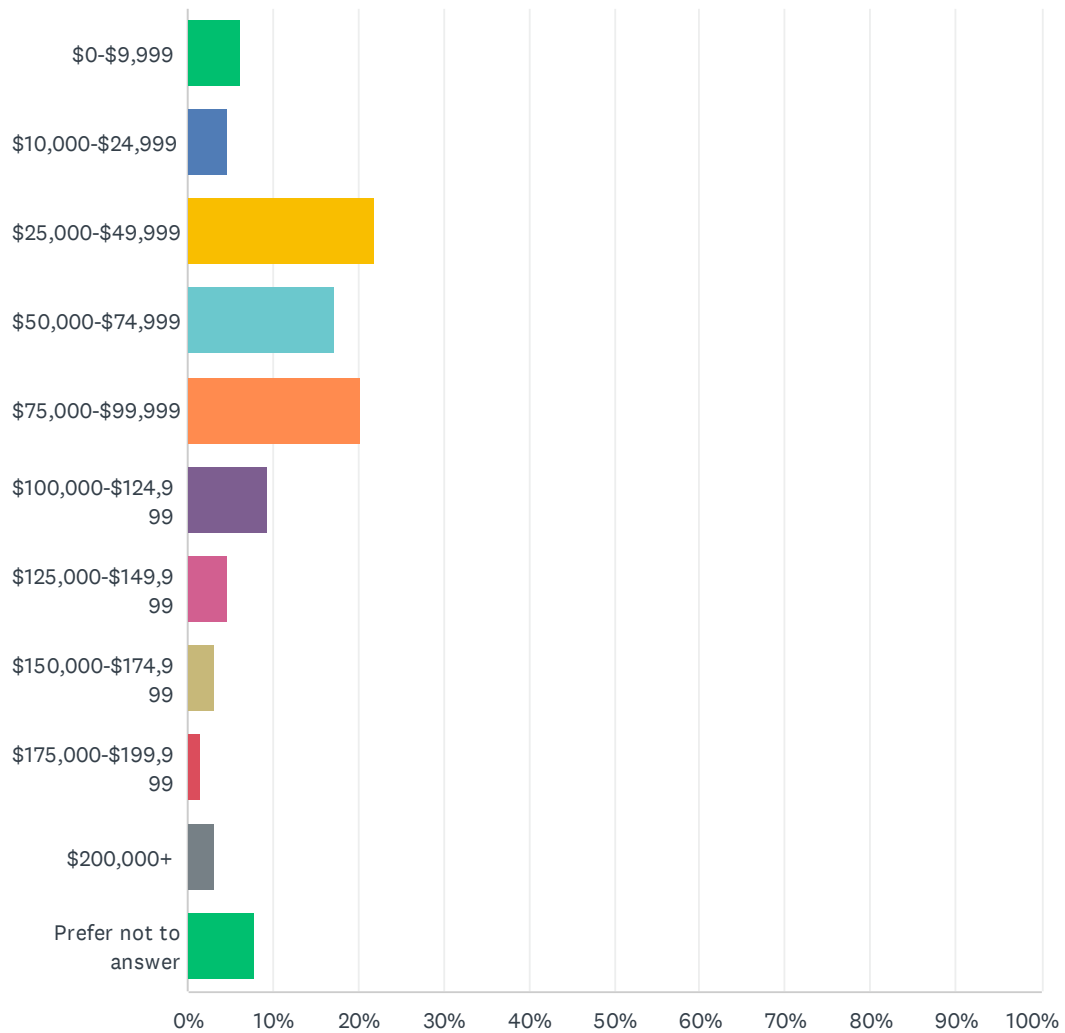
Answered: 64 Skipped: 0



ANSWER CHOICES	RESPONSES	
Pricing	84.38%	54
Date/Time	71.88%	46
Duration of flight	46.88%	30
Connections or nonstop flight	59.38%	38
Hidden or extra fees	46.88%	30
Seat or meal preview	23.44%	15
Option to change flight	25.00%	16
Customer support	17.19%	11
Amount of flying options	17.19%	11
Total Respondents: 64		

Q11 Household Income

Answered: 64 Skipped: 0

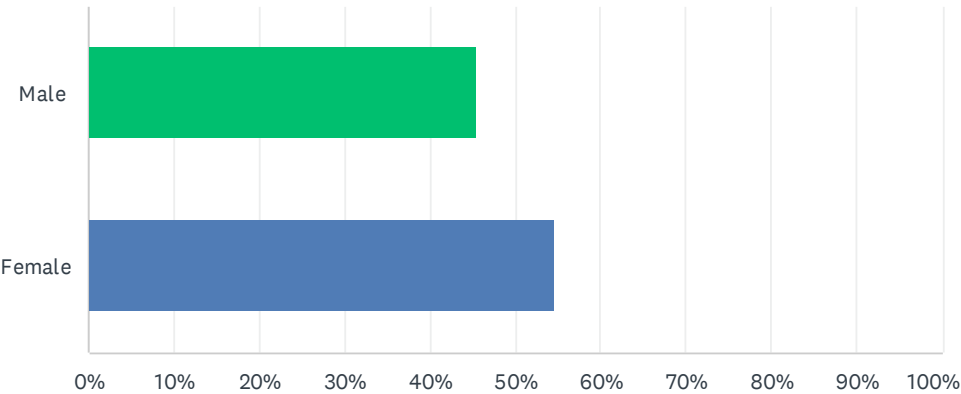


Flight Booking Survey

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	6.25%	4
\$10,000-\$24,999	4.69%	3
\$25,000-\$49,999	21.88%	14
\$50,000-\$74,999	17.19%	11
\$75,000-\$99,999	20.31%	13
\$100,000-\$124,999	9.38%	6
\$125,000-\$149,999	4.69%	3
\$150,000-\$174,999	3.13%	2
\$175,000-\$199,999	1.56%	1
\$200,000+	3.13%	2
Prefer not to answer	7.81%	5
TOTAL		64

Q12 Gender

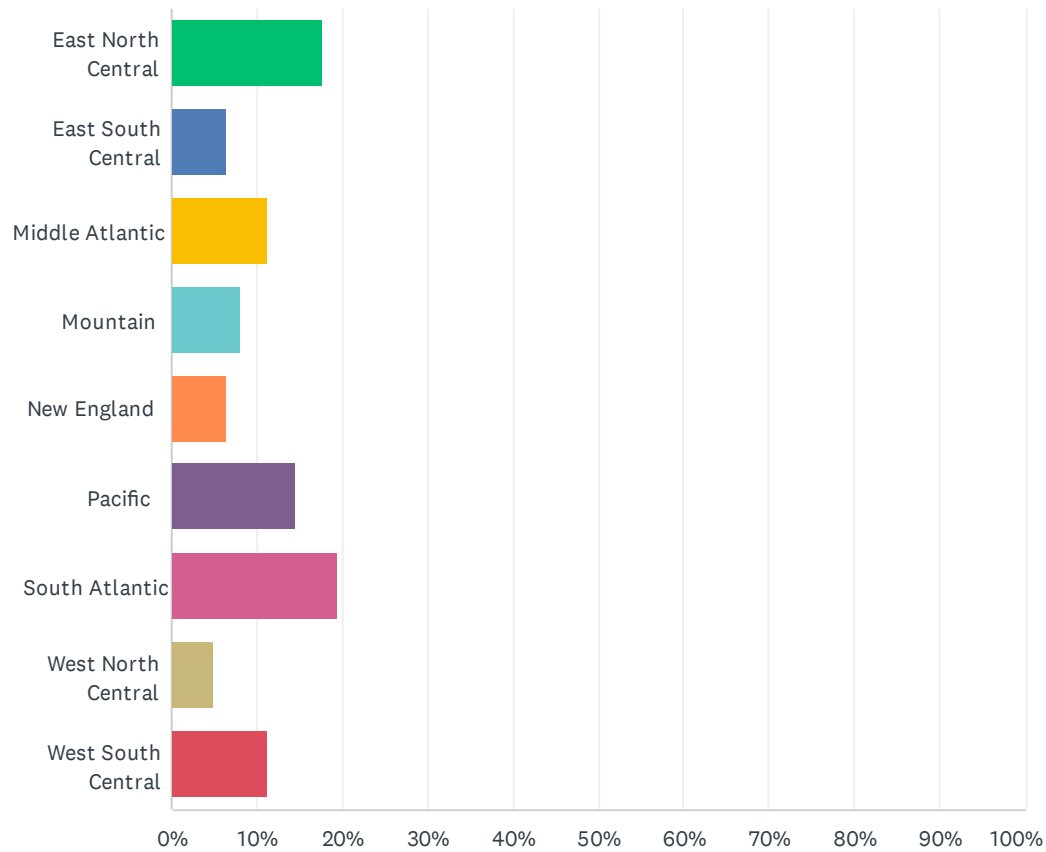
Answered: 64 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	45.31%	29
Female	54.69%	35
TOTAL		64

Q13 Region

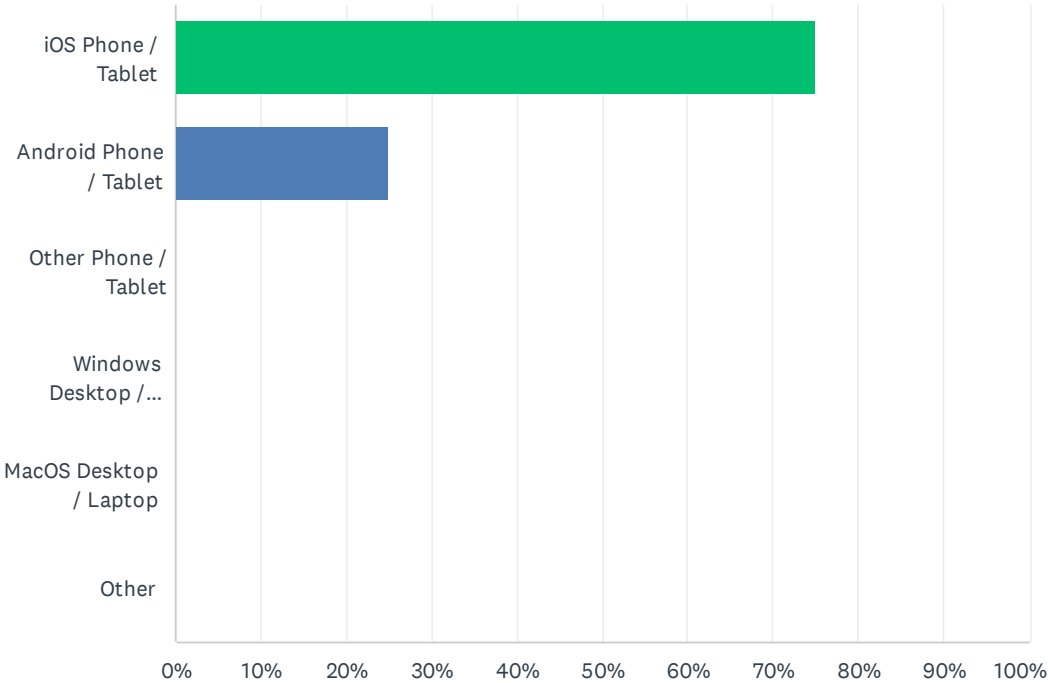
Answered: 62 Skipped: 2



ANSWER CHOICES	RESPONSES	
East North Central	17.74%	11
East South Central	6.45%	4
Middle Atlantic	11.29%	7
Mountain	8.06%	5
New England	6.45%	4
Pacific	14.52%	9
South Atlantic	19.35%	12
West North Central	4.84%	3
West South Central	11.29%	7
TOTAL		62

Q14 Device Type

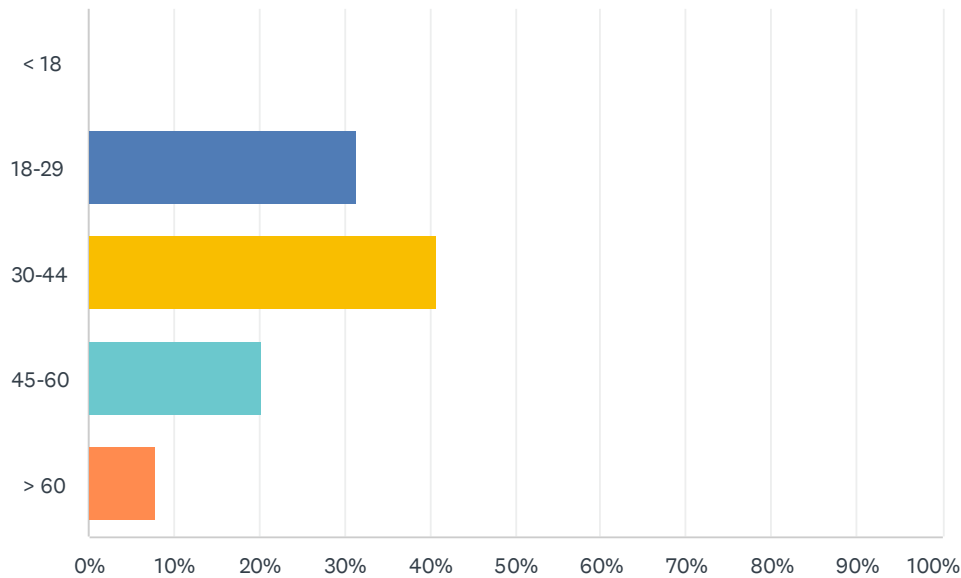
Answered: 64 Skipped: 0



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	75.00%	48
Android Phone / Tablet	25.00%	16
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	0.00%	0
MacOS Desktop / Laptop	0.00%	0
Other	0.00%	0
TOTAL		64

Q15 Age

Answered: 64 Skipped: 0



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	31.25%	20
30-44	40.63%	26
45-60	20.31%	13
> 60	7.81%	5
TOTAL		64