



2021

**Frequent Flyer Survey:
Traveling Post-COVID-19**

Summer 2021

Executive Summary

Xenophon Analytics conducted its periodic Frequent Flyer Survey, using the firm's proprietary Frequent Flyer Database which is made up of more than 200,000 opt-in frequent flyers from across the United States.

This survey focused on pandemic issues as they impact travel including questions on vaccine passports and vaccine hesitancy. Nearly 65% of frequent flyers report that a vaccine passport would increase their confidence in the safety of air travel. While 90% of frequent flyers either fully or partially vaccinated against the virus, nearly one in 10 frequent flyers stated that will not get vaccinated.

Results show a divide between Republican and Democratic respondents. Only 46% percent of Republicans reported that a vaccine passport would increase their confidence in the safety of air travel, while 93% of Democrats believe that verifying vaccine status would increase passenger safety.

Additionally, Republicans and Democrats disagree on a vaccine passport mandate by either the federal government or the airlines. The specific questions addressing this issue were:

Would you support a government requirement to provide airport security proof of vaccination (vaccine passport) in order to be able to travel on an airplane?

Republicans:

- Yes: 44%

Democrats:

- Yes: 95%

Would you support a commercial airline requirement to provide proof of vaccination (vaccine passport) in order to be able to travel on an airplane?

Republicans:

- Yes: 49%

Democrats:

- Yes: 95%

The survey had 2,000 respondents who are self-described members of loyalty programs of major U.S. airlines including Delta, United, Southwest, American, JetBlue, Alaska, and others. The survey was conducted from July 26 through August 12, 2021 and has a margin of error of +/- 2%.

Topline demographic information of survey participants:

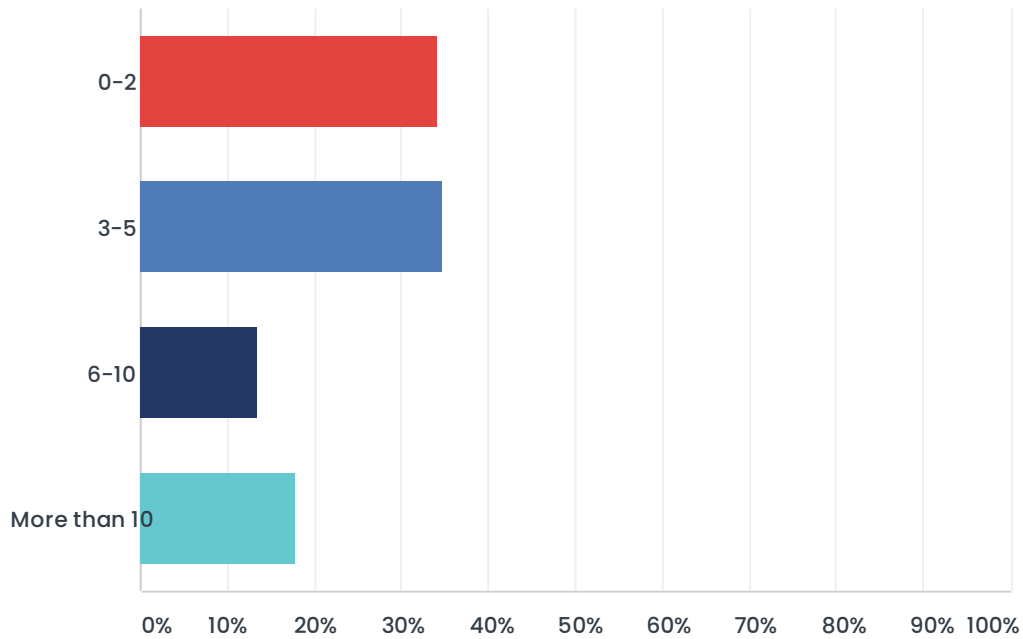
- 65% over the age of 60
- 56% male
- 75% white
- 32% Democrats
- 29% Republican
- 28% Independents

For more information regarding Xenophon Analytics' 2021 Frequent Flyer Survey, [please visit our website](#). Full results of the survey can be found in the report below.

Question 1

Before the COVID-19 pandemic, how many times per year did you travel by plane on average?

Answered: 2,447 Skipped: 0

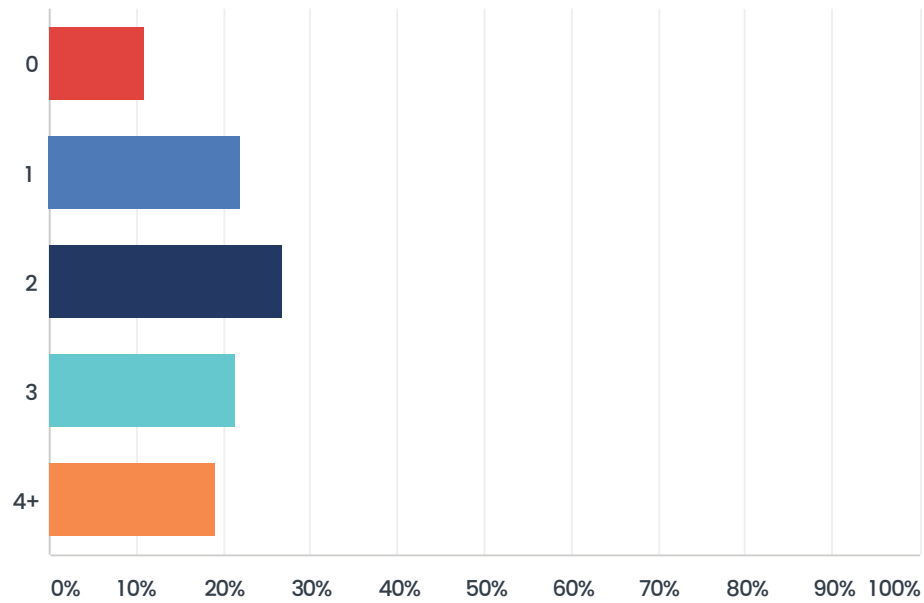


ANSWER CHOICES	RESPONSES	
0-2	34.12%	835
3-5	34.82%	852
6-10	13.32%	326
More than 10	17.74%	434
TOTAL		2,447

Question 2

How many airline frequent flyer programs do you belong to?

Answered: 2,377 Skipped: 70

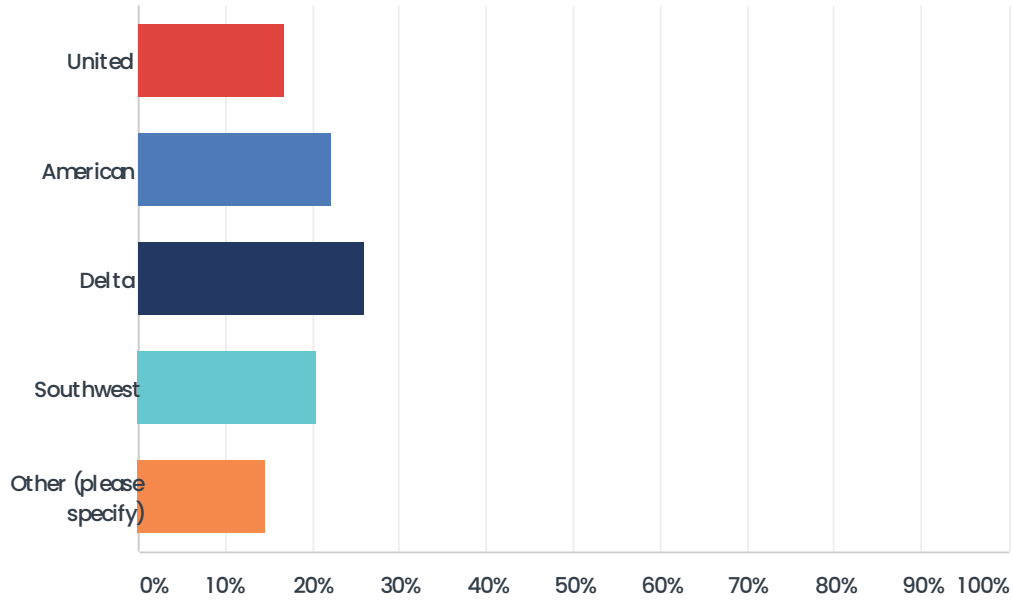


ANSWER CHOICES	RESPONSES	
0	10.94%	260
1	21.92%	521
2	26.88%	639
3	21.29%	506
4+	18.97%	451
TOTAL		2,377

Question 3

Which airline do you fly most frequently?

Answered: 2,333 Skipped: 114

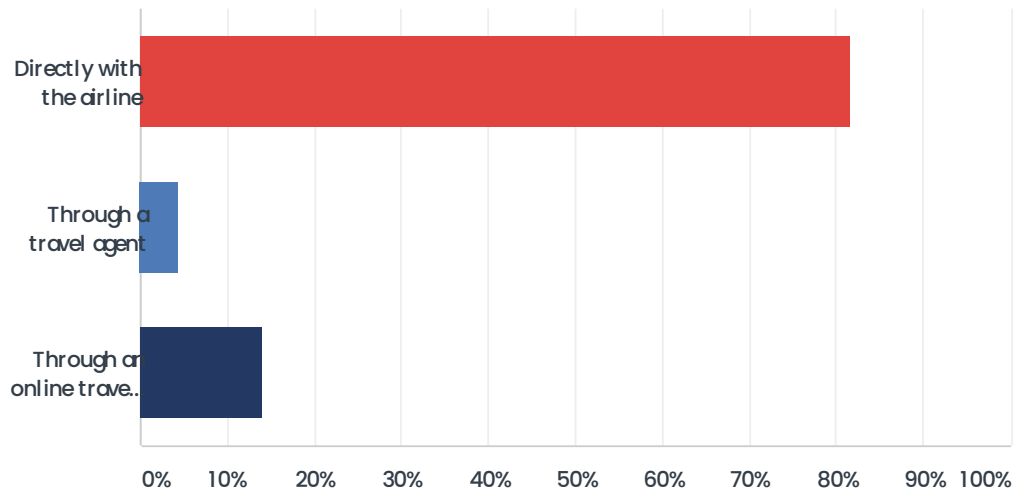


ANSWER CHOICES	RESPONSES	
United	16.76%	391
American	22.12%	516
Delta	25.85%	603
Southwest	20.57%	480
Other (please specify)	14.70%	343
TOTAL		2,333

Question 4

How do you book the majority of your tickets?

Answered: 2,302 Skipped: 145

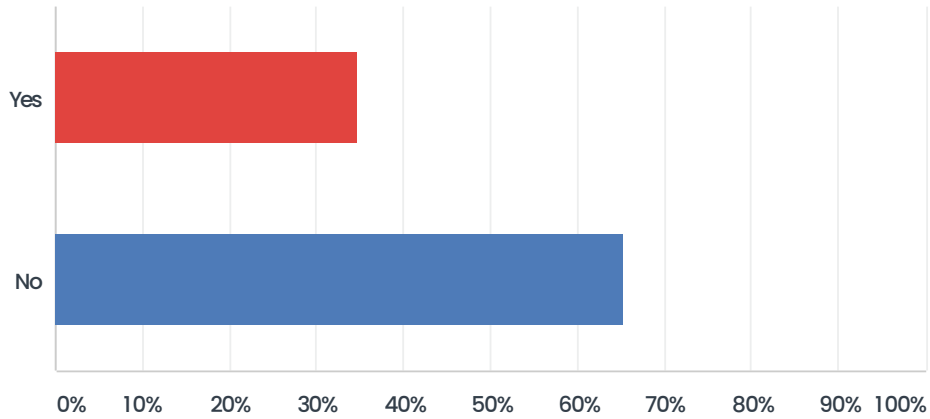


ANSWER CHOICES	RESPONSES	
Directly with the airline	81.49%	1,876
Through a travel agent	4.43%	102
Through an online travel agency	14.07%	324
TOTAL		2,302

Question 5

Have you ever used an online travel agent service that offers a person to assist you with booking your ticket?

Answered: 2,272 Skipped: 175

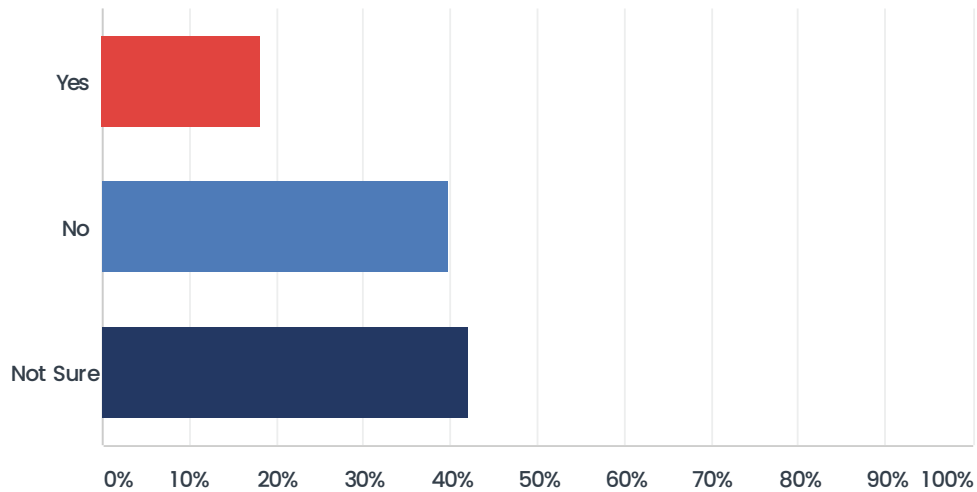


ANSWER CHOICES	RESPONSES	
Yes	34.77%	790
No	65.23%	1,482
TOTAL		2,272

Question 6

In the future, will you consider using a physical online agent to help book tickets in order to reduce contact with others?
For example: the number of people on a plane, number of connections or waiting time in airports?

Answered: 2,217 Skipped: 230

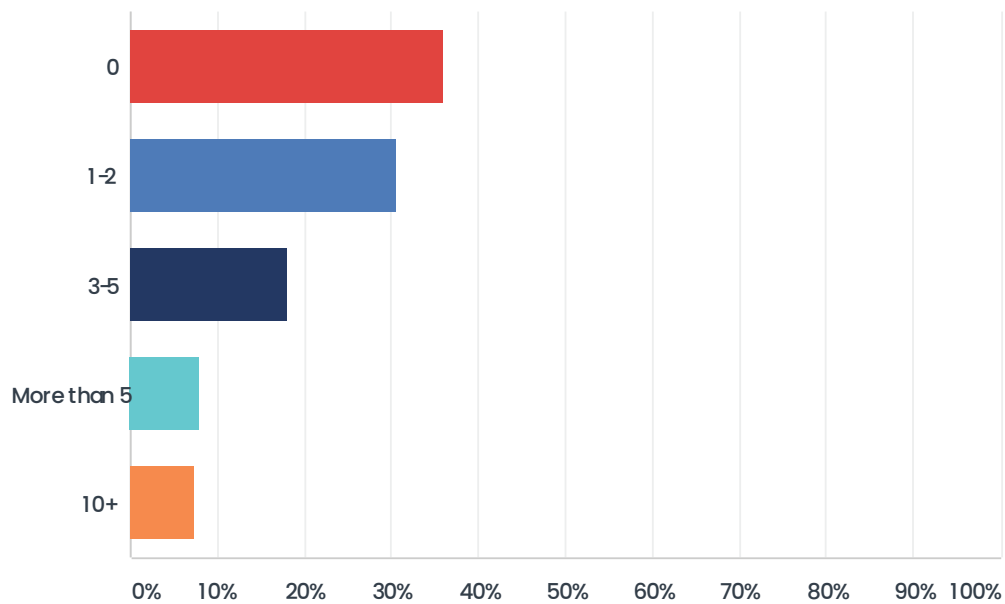


ANSWER CHOICES	RESPONSES	
Yes	18.22%	404
No	39.69%	880
Not Sure	42.08%	933
TOTAL		2,217

Question 7

How many trips by plane have you taken since Jan. 30, 2020, when the World Health Organization declared COVID-19 a public health emergency of international concern?

Answered: 2,202 Skipped: 245

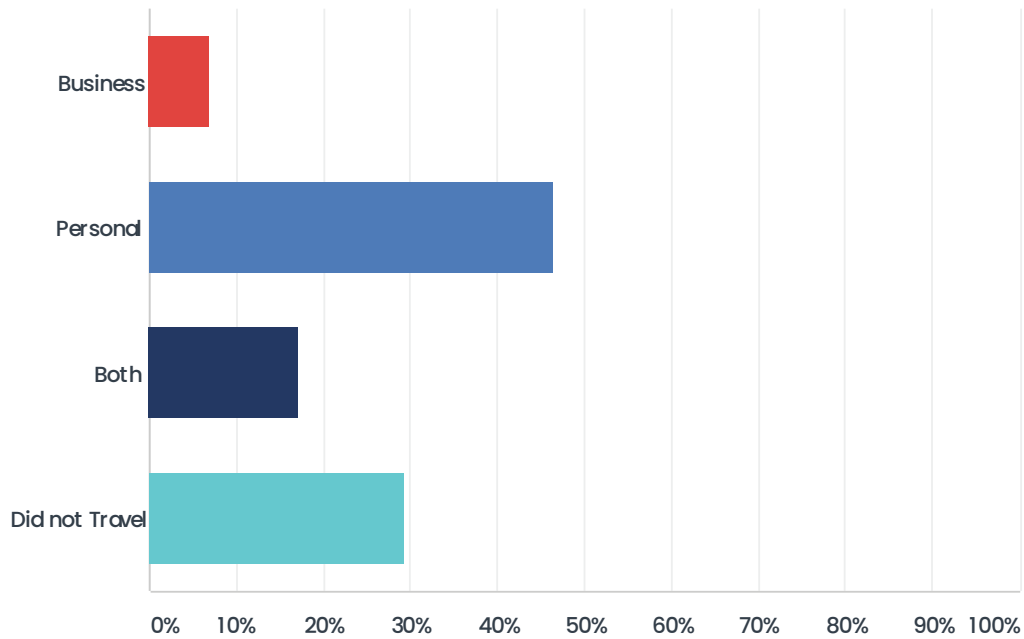


ANSWER CHOICES	RESPONSES	
0	36.01%	793
1-2	30.61%	674
3-5	17.94%	395
More than 5	8.04%	177
10+	7.40%	163
TOTAL		2,202

Question 8

What was the nature of those trips?

Answered: 2,188 Skipped: 259

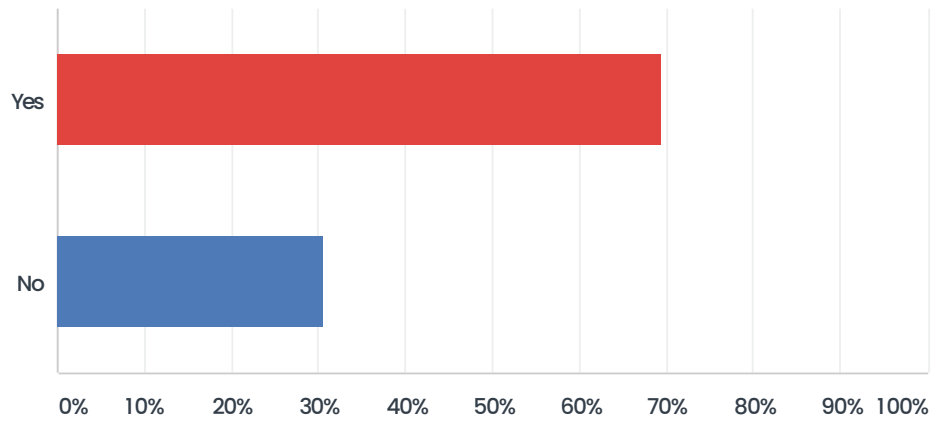


ANSWER CHOICES	RESPONSES	
Business	6.99%	153
Personal	46.53%	1,018
Both	17.23%	377
Did not Travel	29.25%	640
TOTAL		2,188

Question 9

Do you have any plans to travel by plane in the next six months?

Answered: 2,185 Skipped: 262

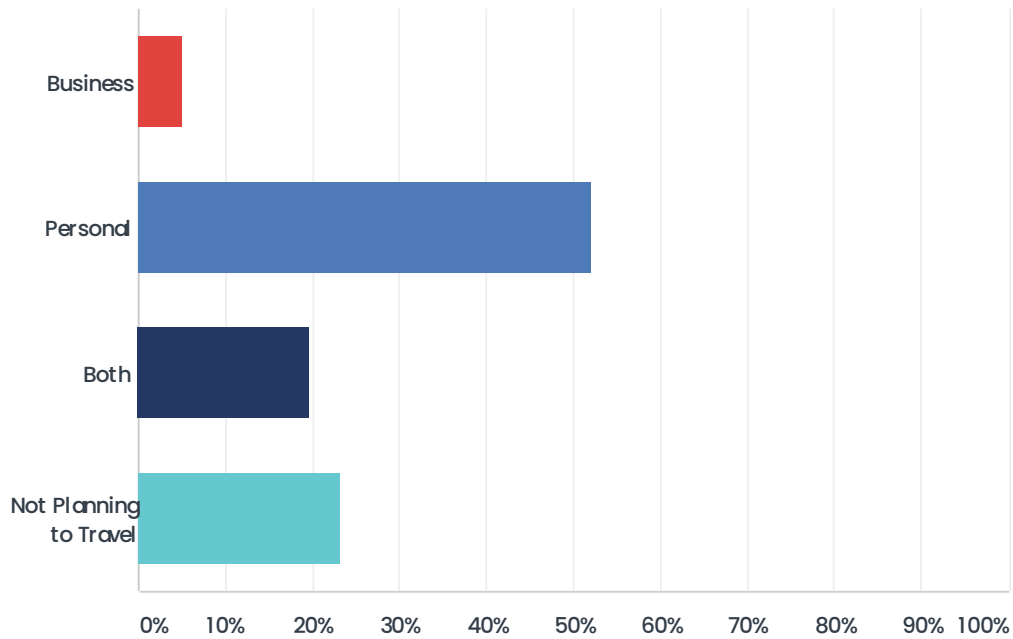


ANSWER CHOICES	RESPONSES	
Yes	69.43%	1,517
No	30.57%	668
TOTAL		2,185

Question 10

If you are planning to travel, are those trips for business or personal?

Answered: 2,182 Skipped: 265

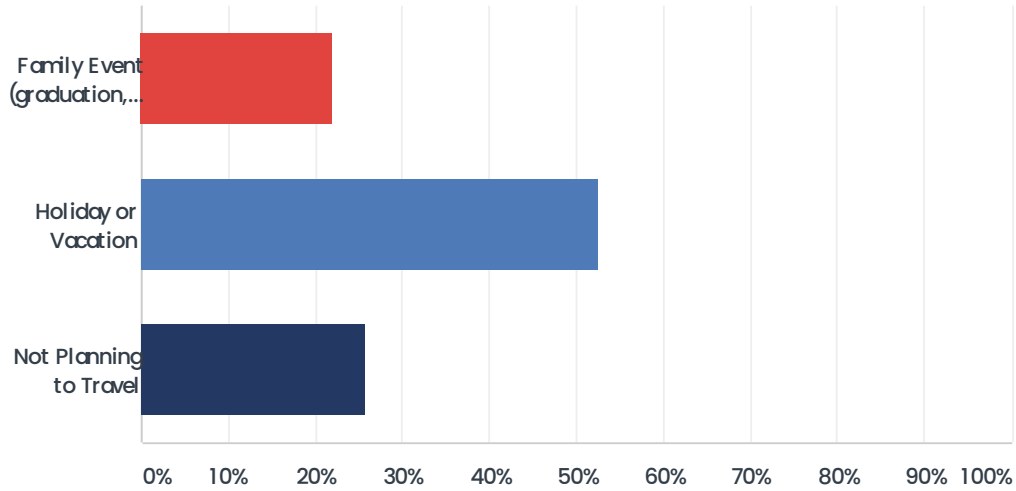


ANSWER CHOICES	RESPONSES	
Business	5.04%	110
Personal	52.02%	1,135
Both	19.66%	429
Not Planning to Travel	23.28%	508
TOTAL		2,182

Question 11

If you are planning to travel for personal reasons, what is the reason?

Answered: 2,161 Skipped: 286

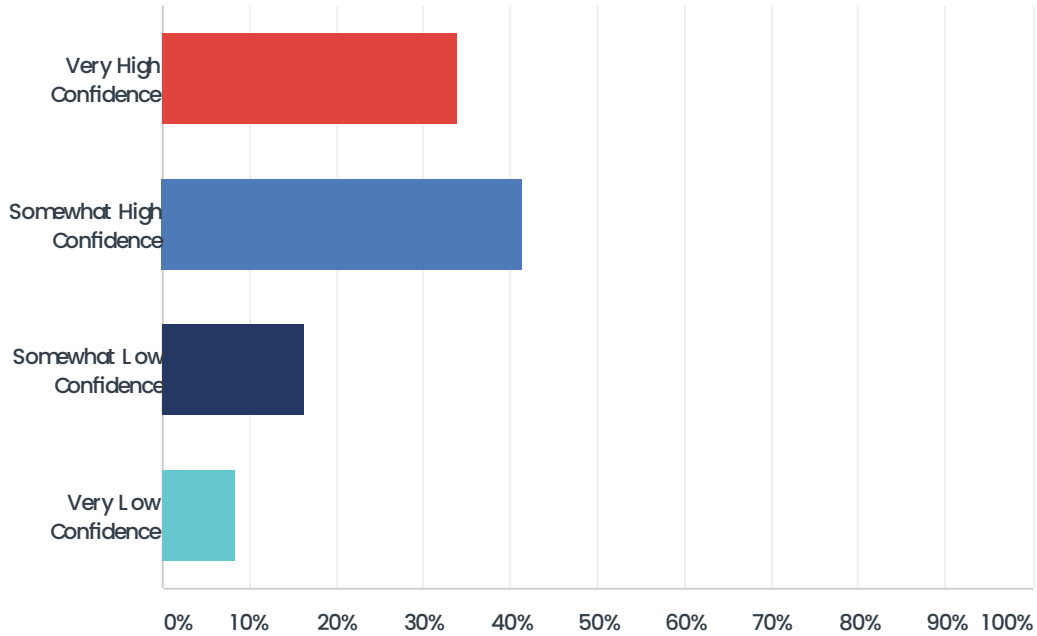


ANSWER CHOICES	RESPONSES	
Family Event (graduation, wedding, anniversary, etc.)	21.89%	473
Holiday or Vacation	52.48%	1,134
Not Planning to Travel	25.64%	554
TOTAL		2,161

Question 12

How would you rate your level of confidence that air travel is safe?

Answered: 2,138 Skipped: 309

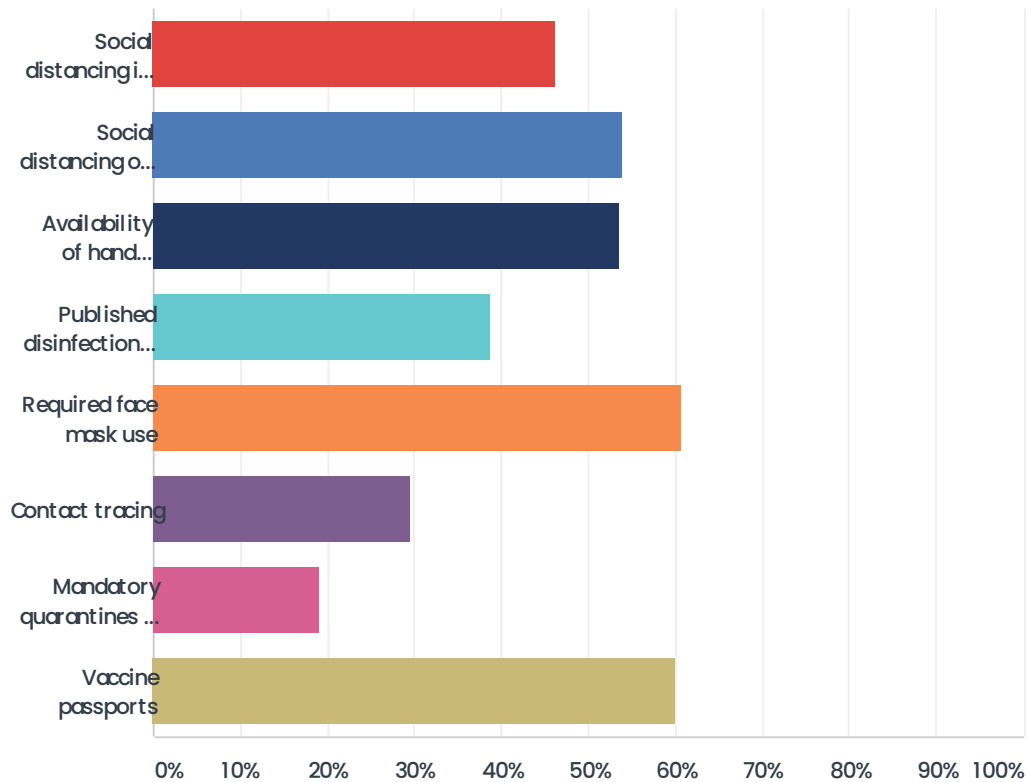


ANSWER CHOICES	RESPONSES	
Very High Confidence	33.91%	725
Somewhat High Confidence	41.39%	885
Somewhat Low Confidence	16.42%	351
Very Low Confidence	8.28%	177
TOTAL		2,138

Question 13

If traveling, which services would increase your confidence in the of air travel? (Select all that apply)

Answered: 2,095 Skipped: 352

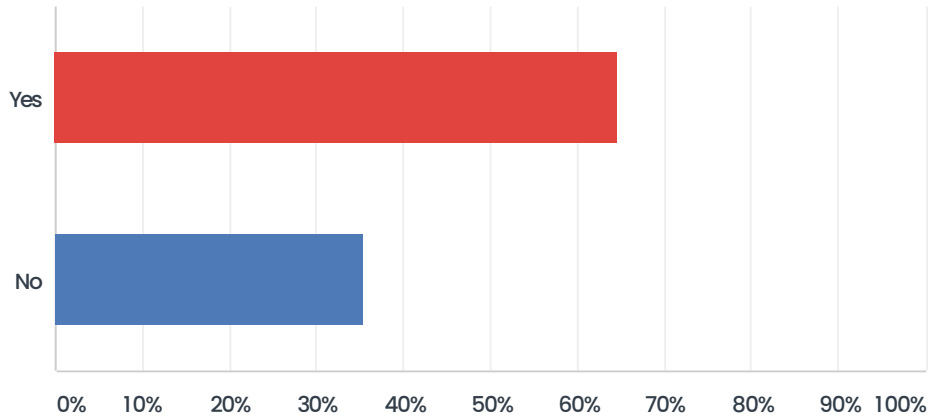


ANSWER CHOICES	RESPONSES	
Social distancing in the terminal	46.25%	969
Social distancing on the plane	53.89%	1,129
Availability of hand sanitizer and wipes on the plane	53.65%	1,124
Published disinfection policy by the airline	38.71%	811
Required face mask use	60.62%	1,270
Contact tracing	29.45%	617
Mandatory quarantines or travel restrictions	19.14%	401
Vaccine passports	60.14%	1,260
Total Respondents: 2,095		

Question 14

Would a "vaccine passport" increase your confidence in the safety of air travel?

Answered: 2,079 Skipped: 368



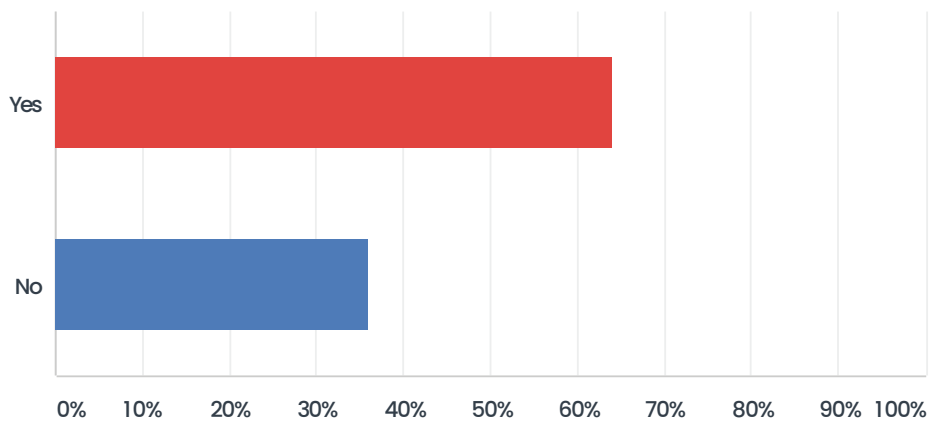
ANSWER CHOICES	RESPONSES	
Yes	64.60%	1,343
No	35.40%	736
TOTAL		2,079

Question 15

Would you support a government requirement to provide airport security proof of vaccination (vaccine passport) in order to be able to travel on an airplane?

on an airplane?

Answered: 2,066 Skipped: 381

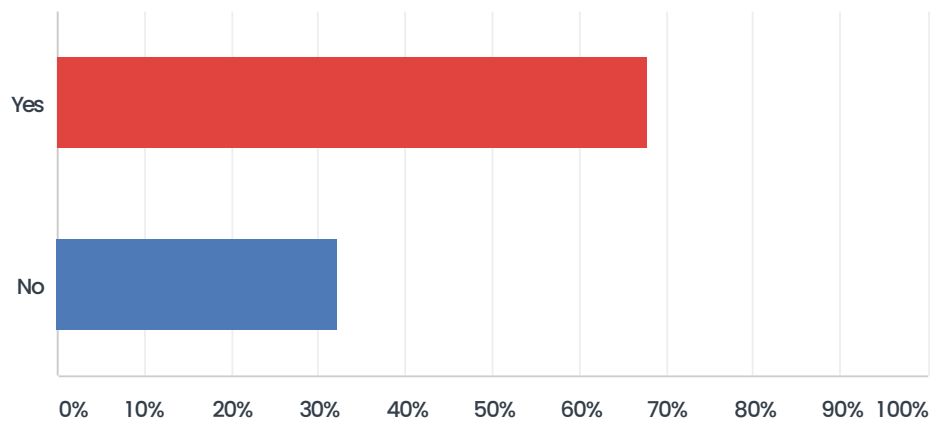


ANSWER CHOICES	RESPONSES	
Yes	64.09%	1,324
No	35.91%	742
TOTAL		2,066

Question 16

Would you support a commercial airline requirement to provide proof of vaccination (vaccine passport) in order to be able to travel on an airplane?

Answered: 2,057 Skipped: 390

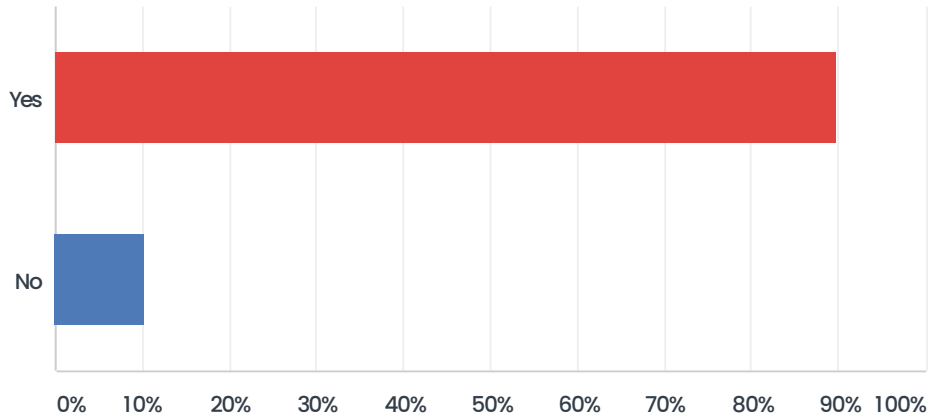


ANSWER CHOICES	RESPONSES	
Yes	67.77%	1,394
No	32.23%	663
TOTAL		2,057

Question 17

Have you received one of the CDC-approved COVID-19 vaccines (Pfizer, Moderna, or Johnson & Johnson)?

Answered: 2,024 Skipped: 423

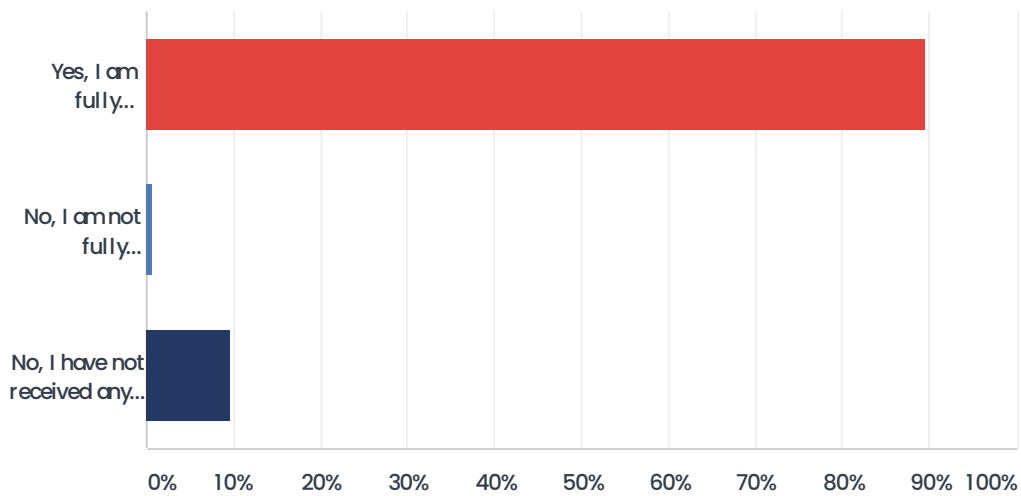


ANSWER CHOICES	RESPONSES	
Yes	89.72%	1,816
No	10.28%	208
TOTAL		2,024

Question 18

If you answered yes, are you fully vaccinated with one of the CDC approved COVID-19 vaccines (two shots for Pfizer and Moderna, one shot for Johnson & Johnson)?

Answered: 2,026 Skipped: 421

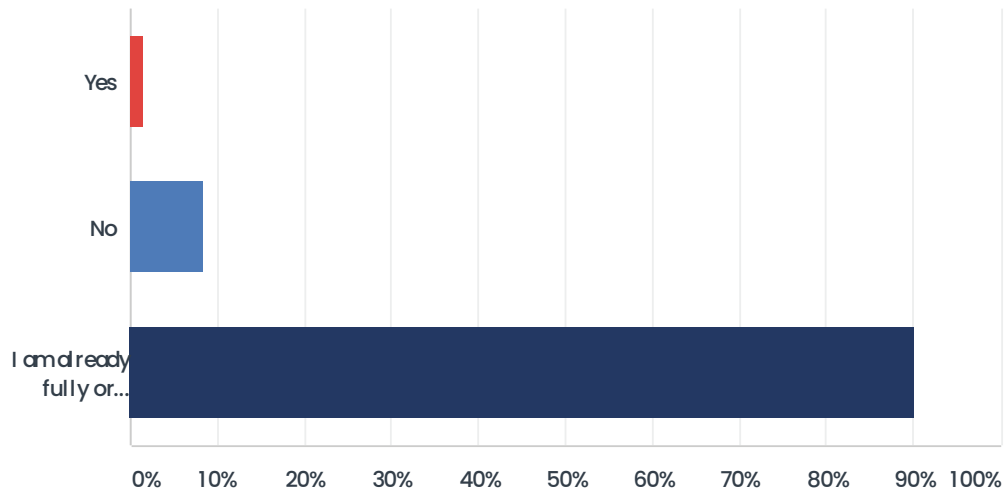


ANSWER CHOICES	RESPONSES	
Yes, I am fully vaccinated	89.59%	1,815
No, I am not fully vaccinated, but I have received the first dose of either Pfizer or Moderna	0.69%	14
No, I have not received any dose of a CDC-approved COVID-19 vaccine	9.72%	197
TOTAL		2,026

Question 19

If you have not received one of the CDC-approved COVID-19 vaccines, do you plan to get vaccinated?

Answered: 2,011 Skipped: 436

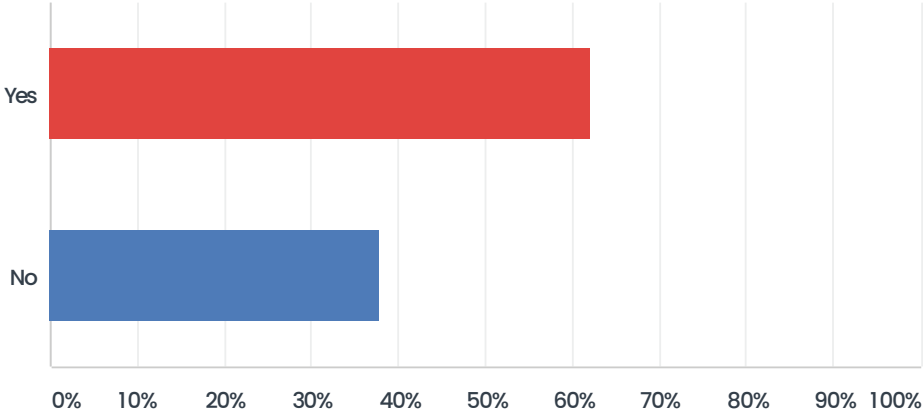


ANSWER CHOICES	RESPONSES	
Yes	1.49%	30
No	8.35%	168
I am already fully or partially vaccinated with one of the CDC-approved COVID-19 vaccines	90.15%	1,813
TOTAL		2,011

Question 20

If traveling, would you use commercial ground transportation (eg. Uber, Lyft) to or from the airport?

Answered: 2,034 Skipped: 413

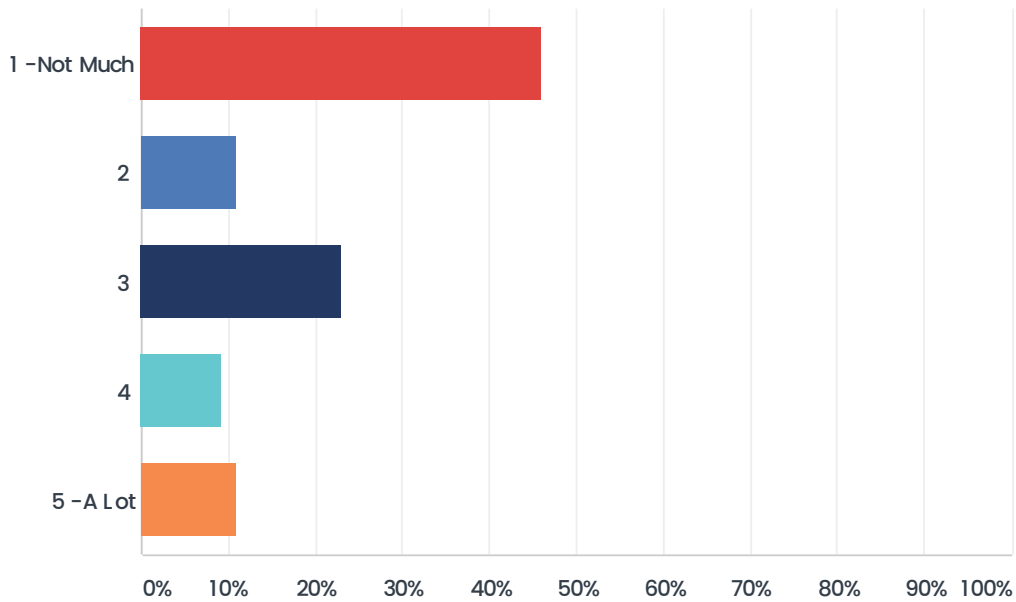


ANSWER CHOICES	RESPONSES	
Yes	62.09%	1,263
No	37.91%	771
TOTAL		2,034

Question 21

One a scale of 1 to 5, how much would the amount of people at the destination airport affect your decision to travel?

Answered: 2,027 Skipped: 420

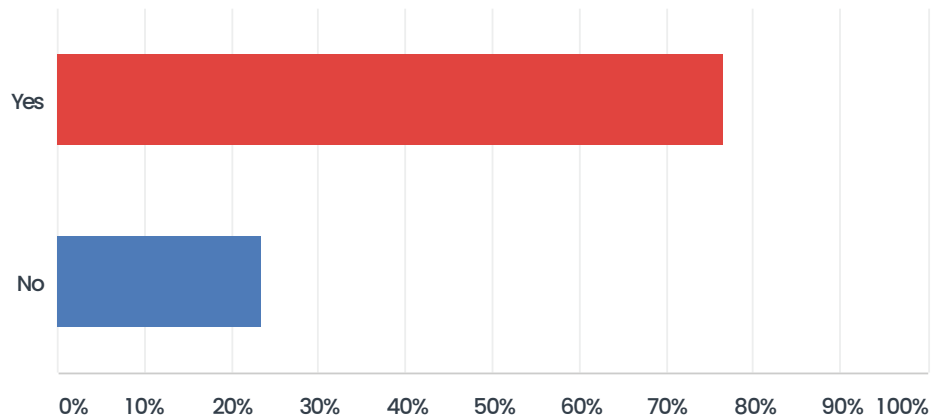


ANSWER CHOICES	RESPONSES	
1 - Not Much	46.13%	935
2	10.95%	222
3	22.99%	466
4	9.13%	185
5 - A Lot	10.80%	219
TOTAL		2,027

Question 22

Has COVID-19 caused you to either cancel or postpone travel plans?

Answered: 2,021 Skipped: 426

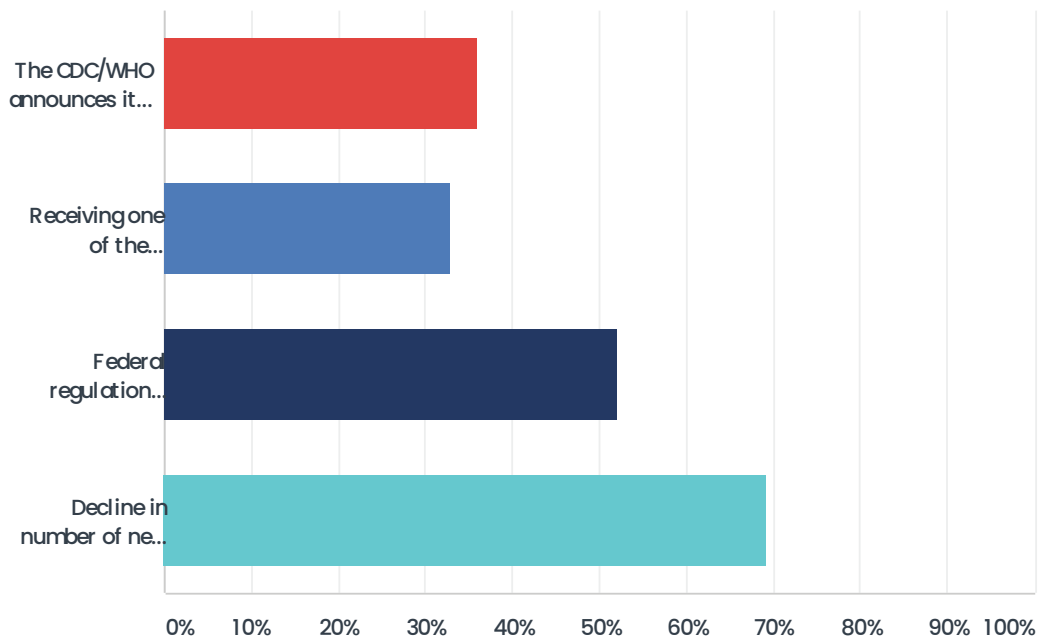


ANSWER CHOICES	RESPONSES	
Yes	76.50%	1,546
No	23.50%	475
TOTAL		2,021

Question 23

What needs to happen to make you feel it is safe to fly again?
(Select all that apply)

Answered: 1,977 Skipped: 470

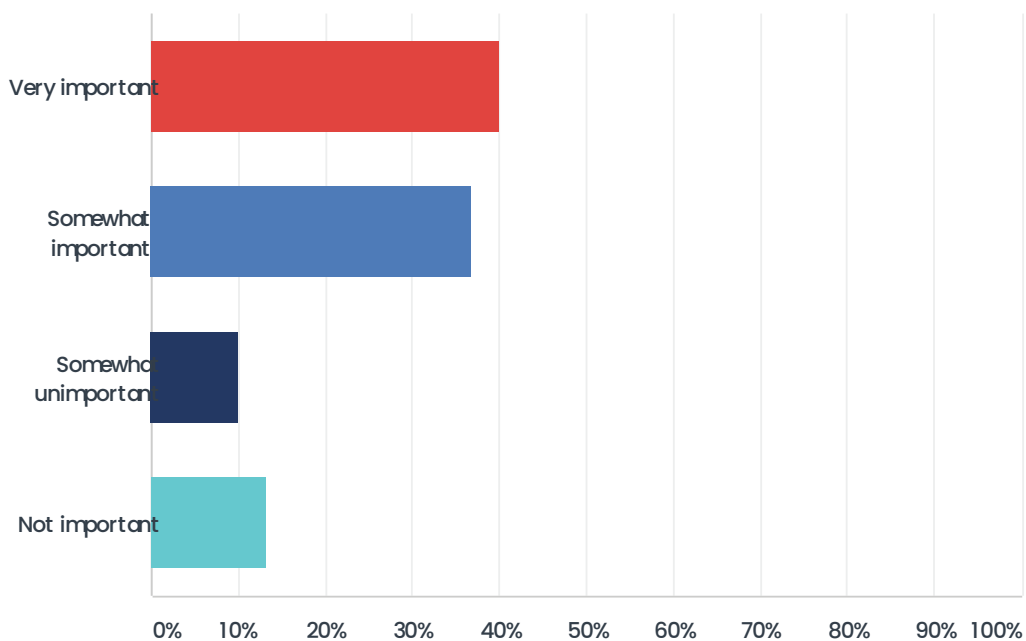


ANSWER CHOICES	RESPONSES	
The CDC/WHO announces it is safe for everyone to resume travel	35.91%	710
Receiving one of the CDC-approved COVID-19 vaccines	32.88%	650
Federal regulation requiring the use of "vaccine passports" in order to travel	52.15%	1,031
Decline in number of new COVID-19 cases and deaths	69.30%	1,370
Total Respondents: 1,977		

Question 24

Knowing that COVID-19 is spread through respiratory droplets, how important do you think contactless or touchless tech is in helping to prevent COVID-19 from spreading?

Answered: 1,968 Skipped: 479

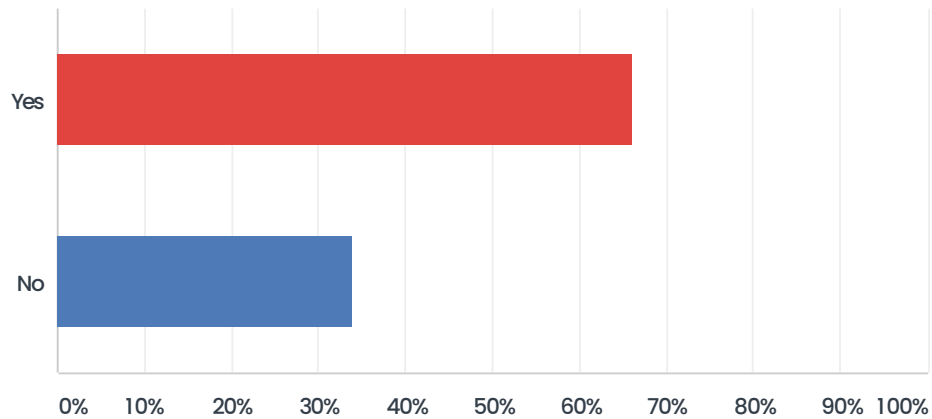


ANSWER CHOICES	RESPONSES
Very important	39.99% 787
Somewhat important	36.79% 724
Somewhat unimportant	10.01% 197
Not important	13.21% 260
TOTAL	1,968

Question 25

Would deploying touchless or contactless tech in airports provide you with some peace of mind when traveling?

Answered: 1,963 Skipped: 484

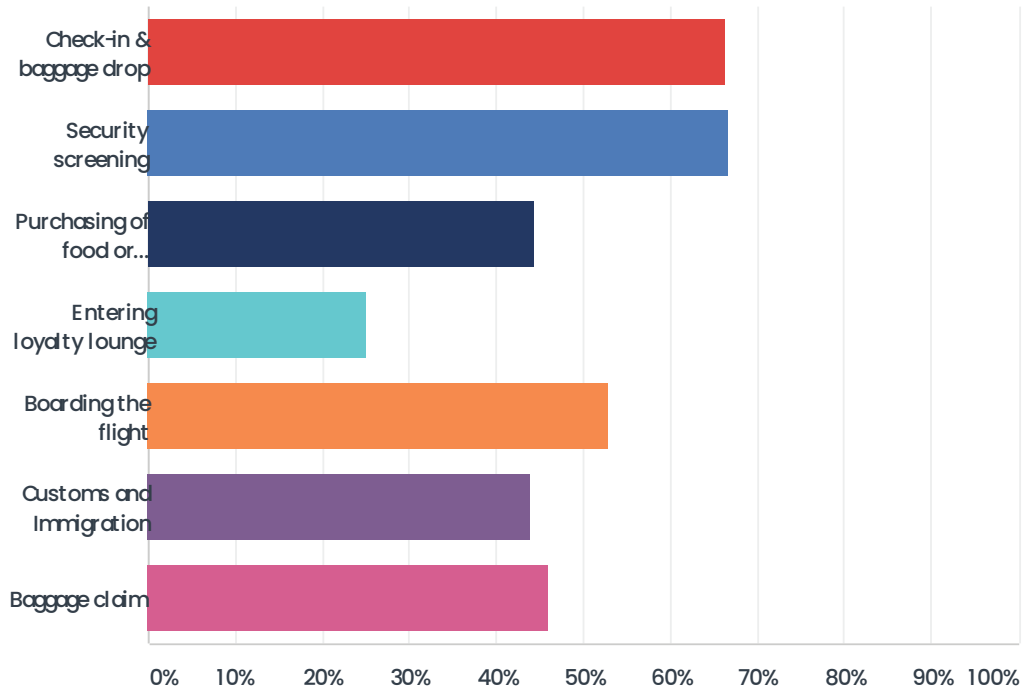


ANSWER CHOICES	RESPONSES	
Yes	66.02%	1,296
No	33.98%	667
TOTAL		1,963

Question 26

Where would touchless or contactless tech in airports be most beneficial? (Select all that apply)

Answered: 1,945 Skipped: 502

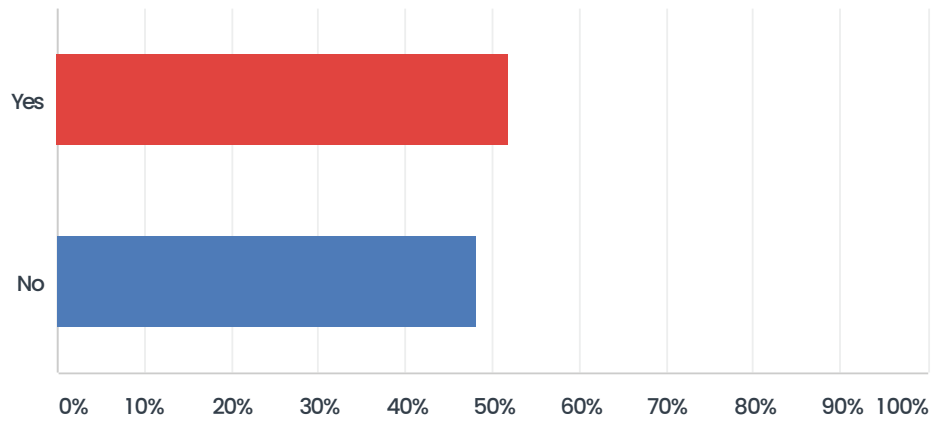


ANSWER CHOICES	RESPONSES	
Check-in & baggage drop	66.38%	1,291
Security screening	66.79%	1,299
Purchasing of food or beverage	44.37%	863
Entering loyalty lounge	25.14%	489
Boarding the flight	52.85%	1,028
Customs and Immigration	43.86%	853
Baggage claim	46.02%	895
Total Respondents: 1,945		

Question 27

Would you be more likely to fly if you knew airlines and airports had deployed touchless or contactless tech?

Answered: 1,943 Skipped: 504

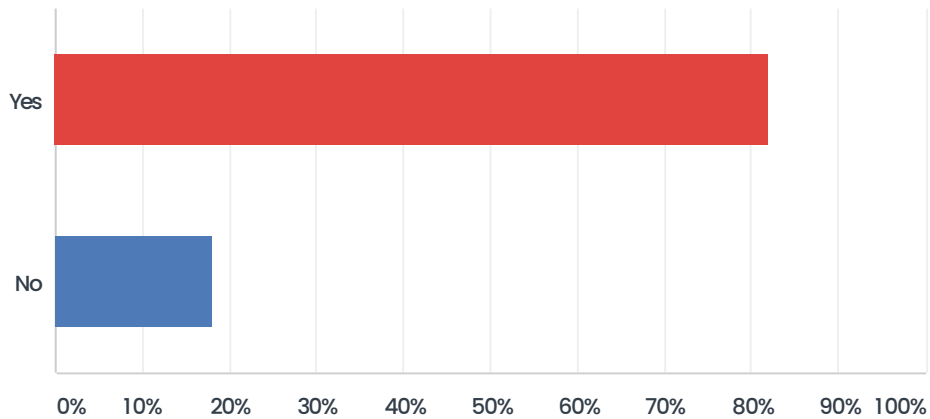


ANSWER CHOICES	RESPONSES	
Yes	51.93%	1,009
No	48.07%	934
TOTAL		1,943

Question 28

Do you think that the COVID-19 pandemic has made the integration of touchless or contactless tech into our everyday lives more acceptable?

Answered: 1,940 Skipped: 507

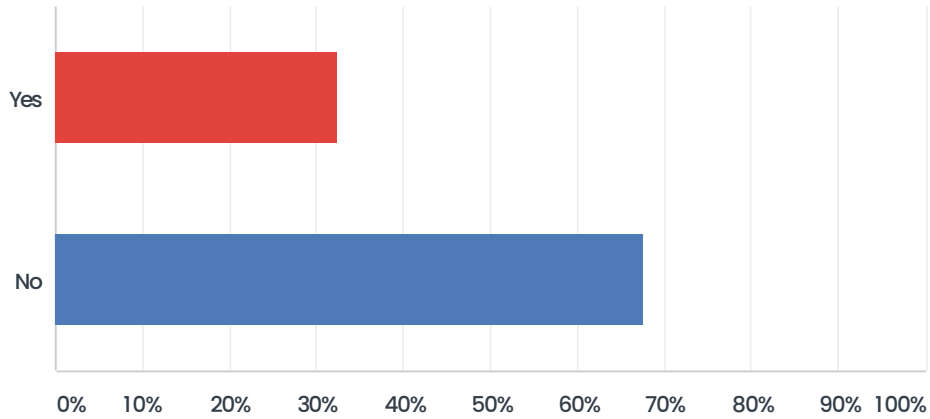


ANSWER CHOICES	RESPONSES	
Yes	82.01%	1,591
No	17.99%	349
TOTAL		1,940

Question 29

Do you think touchless or contactless tech has a negative connotation associated with it?

Answered: 1,937 Skipped: 510

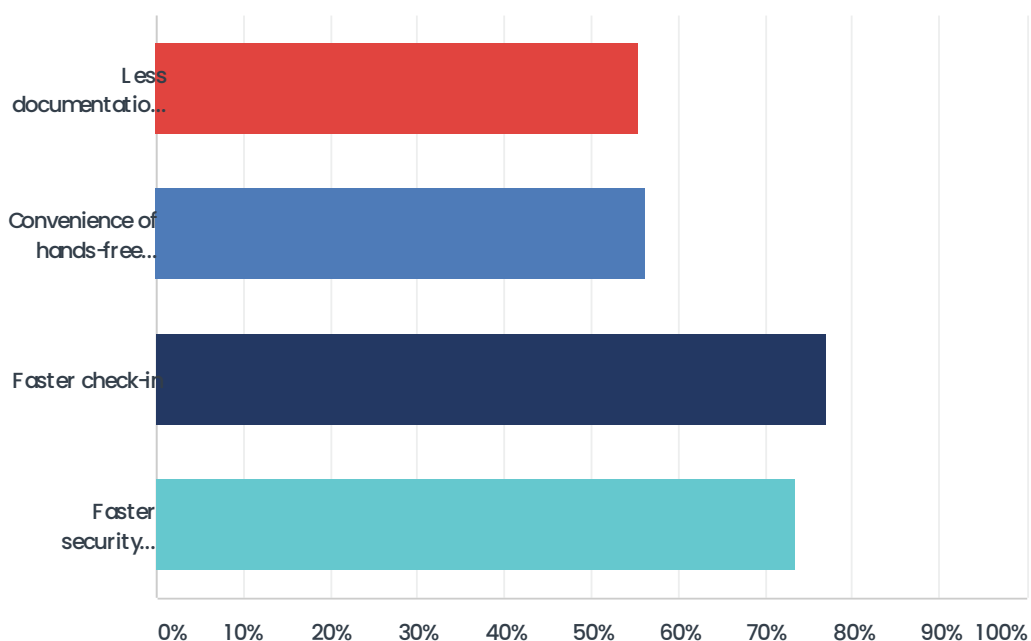


ANSWER CHOICES	RESPONSES	
Yes	32.52%	630
No	67.48%	1,307
TOTAL		1,937

Question 30

Other than COVID-19-related issues, which travel benefits associated touchless or contactless tech are important to you?
(Select all that apply)

Answered: 1,925 Skipped: 522

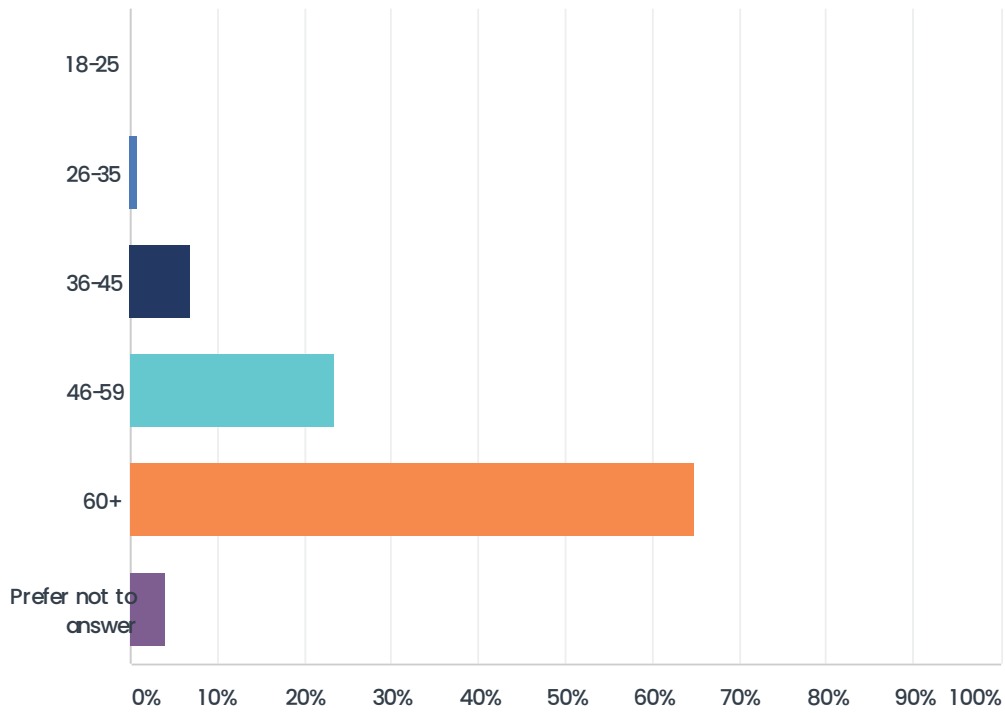


ANSWER CHOICES	RESPONSES	
Less documentation to keep track of	55.53%	1,069
Convenience of hands-free screenings	56.21%	1,082
Faster check-in	77.04%	1,483
Faster security screening	73.45%	1,414
Total Respondents: 1,925		

Question 31

What is your age range?

Answered: 1,923 Skipped: 524

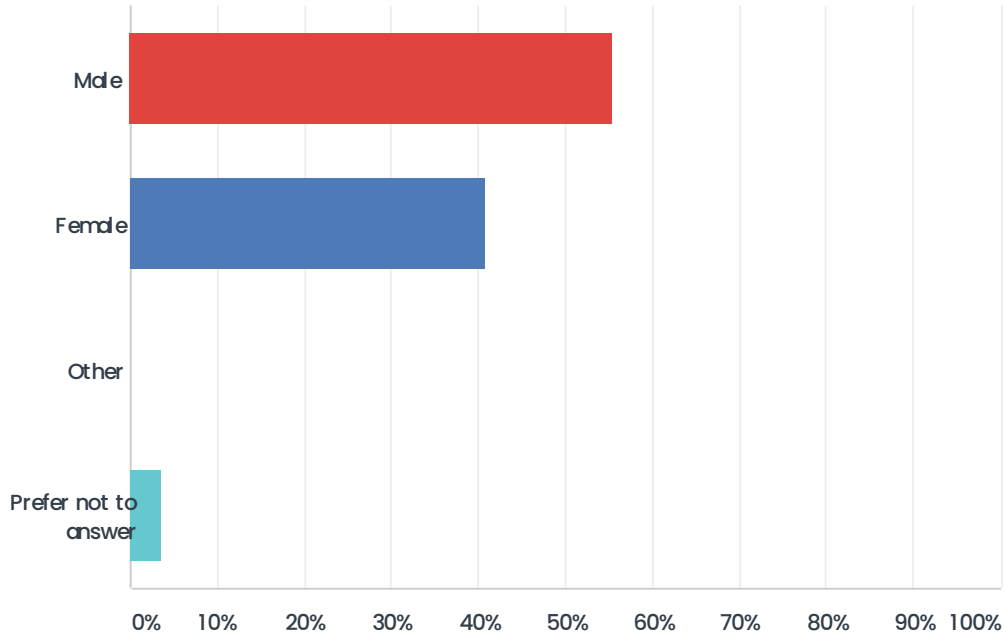


ANSWER CHOICES	RESPONSES
18-25	0.05% 1
26-35	0.83% 16
36-45	6.86% 132
46-59	23.45% 451
60+	64.79% 1,246
Prefer not to answer	4.00% 77
TOTAL	1,923

Question 32

What is your gender?

Answered: 1,922 Skipped: 525

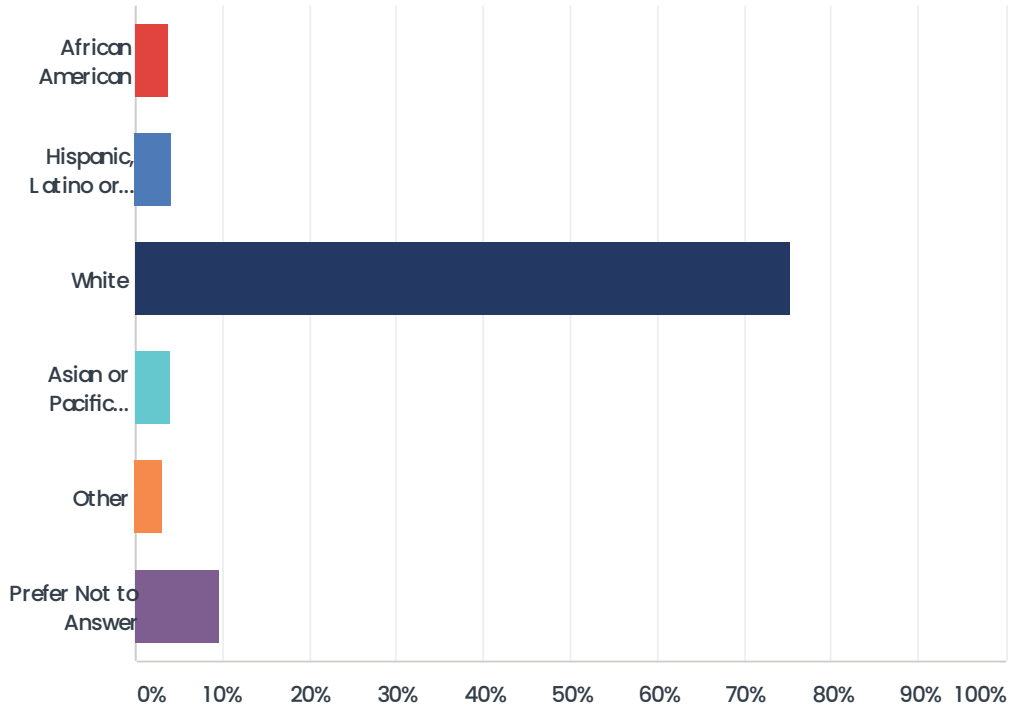


ANSWER CHOICES	RESPONSES	
Male	55.52%	1,067
Female	40.74%	783
Other	0.10%	2
Prefer not to answer	3.64%	70
TOTAL		1,922

Question 33

What is your race or ethnicity?

Answered: 1,920 Skipped: 527

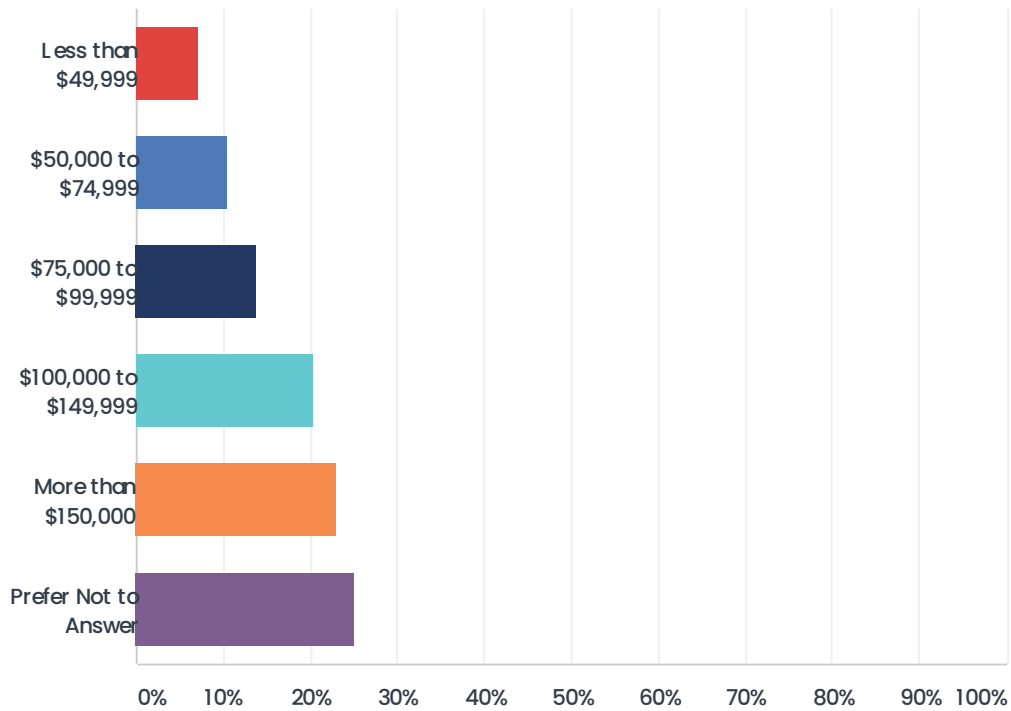


ANSWER CHOICES	RESPONSES	
African American	3.75%	72
Hispanic, Latino or Spanish origin	4.22%	81
White	75.36%	1,447
Asian or Pacific Islander	3.96%	76
Other	3.13%	60
Prefer Not to Answer	9.58%	184
TOTAL		1,920

Question 34

What is your income range?

Answered: 1,917 Skipped: 530

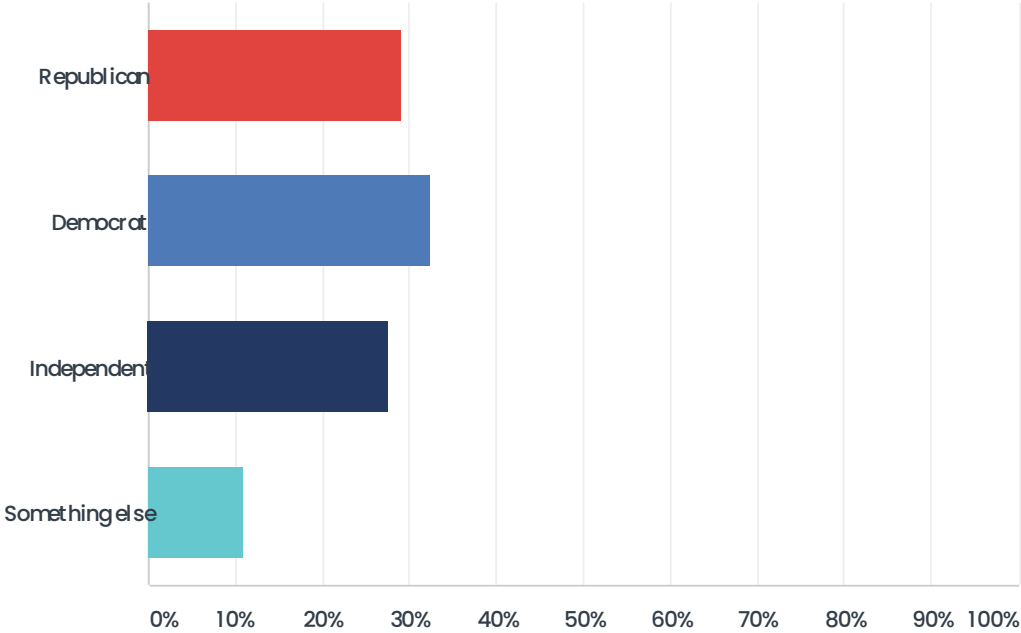


ANSWER CHOICES	RESPONSES	
Less than \$49,999	7.20%	138
\$50,000 to \$74,999	10.54%	202
\$75,000 to \$99,999	13.77%	264
\$100,000 to \$149,999	20.40%	391
More than \$150,000	23.06%	442
Prefer Not to Answer	25.04%	480
TOTAL		1,917

Question 35

Do you identify as a Republican, Democrat, Independent, or something else?

Answered: 1,872 Skipped: 575



ANSWER CHOICES	RESPONSES	
Republican	29.17%	546
Democrat	32.48%	608
Independent	27.56%	516
Something else	10.79%	202
TOTAL		1,872