

Delta Business Travelers Survey March 2011

Business travelers survey

Table 1

21/03/2011

Country

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
France	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 2

21/03/2011

Q.1 What is your age?

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24 (21)	21	21	0	0	0	0	0	12	9
	4%	100%	-	-	-	-	-	5%	3%
25-34 (29.5)	108	0	108	0	0	0	0	58	50
	22%	-	100%	-	-	-	-	24%	19%
35-44 (39.5)	130	0	0	130	0	0	0	66	64
	26%	-	-	100%	-	-	-	28%	24%
45-54 (49.5)	152	0	0	0	152	0	0	69	83
	30%	-	-	-	100%	-	-	29%	31%
55-64 (59.5)	84	0	0	0	0	84	0	32	52
	17%	-	-	-	-	100%	-	13%	20%
65+ (65)	8	0	0	0	0	0	8	1	7
	2%	-	-	-	-	-	100%	0%	3%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	43.35	21.00	29.50	39.50	49.50	59.50	65.00	41.83	44.72
Standard Deviation	11.3	0	0	0	0	0	0	11.1	11.4
Standard Error	0.5	0	0	0	0	0	0	0.7	0.7

Delta Business Travelers Survey March 2011

Business travelers survey

Table 3

21/03/2011

Q.2 What is your gender?

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Female	238	12	58	66	69	32	1	238	0
	47%	57%	54%	51%	45%	38%	13%	100%	-
Male	265	9	50	64	83	52	7	0	265
	53%	43%	46%	49%	55%	62%	88%	-	100%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 4

21/03/2011

Q.3 Do you generally book your own flights or is this generally done by someone else?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I book my own flights	469	21	101	119	142	78	8	223	246
	93%	100%	94%	92%	93%	93%	100%	94%	93%
No, someone else does this for me	34	0	7	11	10	6	0	15	19
	7%	-	7%	9%	7%	7%	-	6%	7%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 5

21/03/2011

Q.4 On average, how many flights would you take for business purposes each year altogether?

	Age						Gender		
	Total	18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 to 2 (1.5)	197	14	43	45	55	36	4	110	87
	39%	67%	40%	35%	36%	43%	50%	46%	33%
3 to 5 (4)	173	6	42	40	50	33	2	77	96
	34%	29%	39%	31%	33%	39%	25%	32%	36%
6 to 10 (8)	90	1	14	29	32	12	2	35	55
	18%	5%	13%	22%	21%	14%	25%	15%	21%
More than 10 (10)	43	0	9	16	15	3	0	16	27
	9%	-	8%	12%	10%	4%	-	7%	10%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.25	2.52	4.02	4.77	4.53	3.71	3.75	3.84	4.62
Standard Deviation	2.9	1.7	2.8	3.1	3	2.5	2.8	2.8	2.9
Standard Error	0.1	0.4	0.3	0.3	0.2	0.3	1	0.2	0.2

Delta Business Travelers Survey March 2011

Business travelers survey

Table 6

21/03/2011

Q.5 Do your business trip flights ever include transatlantic travel?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	266	11	61	76	81	34	3	122	144
	53%	52%	57%	59%	53%	41%	38%	51%	54%
No	231	10	45	54	69	48	5	111	120
	46%	48%	42%	42%	45%	57%	63%	47%	45%
Don't know	6	0	2	0	2	2	0	5	1
	1%	-	2%	-	1%	2%	-	2%	0%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 7

21/03/2011

Q.6_1 When you fly on a transatlantic flight, how important, or otherwise, are the following?

- Flat bed -

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Business trip flights include transatlantic travel	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	214	8	47	64	67	26	2	100	114
	81%	73%	77%	84%	83%	77%	67%	82%	79%
Very important (4)	130	3	28	43	40	16	0	58	72
	49%	27%	46%	57%	49%	47%	-	48%	50%
Fairly important (3)	84	5	19	21	27	10	2	42	42
	32%	46%	31%	28%	33%	29%	67%	34%	29%
Bottom 2 Box (Net)	52	3	14	12	14	8	1	22	30
	20%	27%	23%	16%	17%	24%	33%	18%	21%
Fairly unimportant (2)	42	2	10	11	12	6	1	16	26
	16%	18%	16%	15%	15%	18%	33%	13%	18%
Very unimportant (1)	10	1	4	1	2	2	0	6	4
	4%	9%	7%	1%	3%	6%	-	5%	3%
Sigma	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.26	2.91	3.16	3.39	3.3	3.18	2.67	3.25	3.26
Standard Deviation	0.9	0.9	0.9	0.8	0.8	0.9	0.6	0.9	0.9
Standard Error	0.1	0.3	0.1	0.1	0.1	0.2	0.3	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 8

21/03/2011

Q.6_2 When you fly on a transatlantic flight, how important, or otherwise, are the following?

- 5-Course Meal -

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Business trip flights include transatlantic travel	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	152	6	39	51	41	15	0	69	83
	57%	55%	64%	67%	51%	44%	-	57%	58%
Very important (4)	53	1	21	14	15	2	0	26	27
	20%	9%	34%	18%	19%	6%	-	21%	19%
Fairly important (3)	99	5	18	37	26	13	0	43	56
	37%	46%	30%	49%	32%	38%	-	35%	39%
Bottom 2 Box (Net)	114	5	22	25	40	19	3	53	61
	43%	46%	36%	33%	49%	56%	100%	43%	42%
Fairly unimportant (2)	89	3	16	21	31	16	2	37	52
	34%	27%	26%	28%	38%	47%	67%	30%	36%
Very unimportant (1)	25	2	6	4	9	3	1	16	9
	9%	18%	10%	5%	11%	9%	33%	13%	6%
Sigma	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.68	2.45	2.89	2.8	2.58	2.41	1.67	2.65	2.7
Standard Deviation	0.9	0.9	1	0.8	0.9	0.7	0.6	1	0.8
Standard Error	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 9

21/03/2011

Q.6_3 When you fly on a transatlantic flight, how important, or otherwise, are the following?

- In-flight Entertainment -

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Business trip flights include transatlantic travel	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	206	8	53	62	55	25	3	92	114
	77%	73%	87%	82%	68%	74%	100%	75%	79%
Very important (4)	98	4	30	31	25	7	1	46	52
	37%	36%	49%	41%	31%	21%	33%	38%	36%
Fairly important (3)	108	4	23	31	30	18	2	46	62
	41%	36%	38%	41%	37%	53%	67%	38%	43%
Bottom 2 Box (Net)	60	3	8	14	26	9	0	30	30
	23%	27%	13%	18%	32%	27%	-	25%	21%
Fairly unimportant (2)	43	2	5	10	20	6	0	19	24
	16%	18%	8%	13%	25%	18%	-	16%	17%
Very unimportant (1)	17	1	3	4	6	3	0	11	6
	6%	9%	5%	5%	7%	9%	-	9%	4%
Sigma	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.08	3	3.31	3.17	2.91	2.85	3.33	3.04	3.11
Standard Deviation	0.9	1	0.8	0.9	0.9	0.9	0.6	0.9	0.8
Standard Error	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 10

21/03/2011

Q.6_4 When you fly on a transatlantic flight, how important, or otherwise, are the following?

- Quality wines -

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Business trip flights include transatlantic travel	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	143	4	31	45	43	17	3	54	89
	54%	36%	51%	59%	53%	50%	100%	44%	62%
Very important (4)	61	2	17	19	20	3	0	27	34
	23%	18%	28%	25%	25%	9%	-	22%	24%
Fairly important (3)	82	2	14	26	23	14	3	27	55
	31%	18%	23%	34%	28%	41%	100%	22%	38%
Bottom 2 Box (Net)	123	7	30	31	38	17	0	68	55
	46%	64%	49%	41%	47%	50%	-	56%	38%
Fairly unimportant (2)	69	4	11	22	21	11	0	33	36
	26%	36%	18%	29%	26%	32%	-	27%	25%
Very unimportant (1)	54	3	19	9	17	6	0	35	19
	20%	27%	31%	12%	21%	18%	-	29%	13%
Sigma	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.56	2.27	2.48	2.72	2.57	2.41	3	2.38	2.72
Standard Deviation	1.1	1.1	1.2	1	1.1	0.9	0	1.1	1
Standard Error	0.1	0.3	0.2	0.1	0.1	0.2	0	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 11

21/03/2011

Q.6_5 When you fly on a transatlantic flight, how important, or otherwise, are the following?

- Newspapers and magazines -

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Business trip flights include transatlantic travel	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	217	9	55	62	62	26	3	96	121
	82%	82%	90%	82%	77%	77%	100%	79%	84%
Very important (4)	119	5	30	33	34	16	1	53	66
	45%	46%	49%	43%	42%	47%	33%	43%	46%
Fairly important (3)	98	4	25	29	28	10	2	43	55
	37%	36%	41%	38%	35%	29%	67%	35%	38%
Bottom 2 Box (Net)	49	2	6	14	19	8	0	26	23
	18%	18%	10%	18%	24%	24%	-	21%	16%
Fairly unimportant (2)	36	1	3	12	12	8	0	18	18
	14%	9%	5%	16%	15%	24%	-	15%	13%
Very unimportant (1)	13	1	3	2	7	0	0	8	5
	5%	9%	5%	3%	9%	-	-	7%	4%
Sigma	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.21	3.18	3.34	3.22	3.1	3.24	3.33	3.16	3.26
Standard Deviation	0.9	1	0.8	0.8	1	0.8	0.6	0.9	0.8
Standard Error	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 12

21/03/2011

Q.6_6 When you fly on a transatlantic flight, how important, or otherwise, are the following?

- Flight attendant service -

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Business trip flights include transatlantic travel	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	251	10	56	74	76	32	3	116	135
	94%	91%	92%	97%	94%	94%	100%	95%	94%
Very important (4)	162	6	41	43	45	25	2	72	90
	61%	55%	67%	57%	56%	74%	67%	59%	63%
Fairly important (3)	89	4	15	31	31	7	1	44	45
	34%	36%	25%	41%	38%	21%	33%	36%	31%
Bottom 2 Box (Net)	15	1	5	2	5	2	0	6	9
	6%	9%	8%	3%	6%	6%	-	5%	6%
Fairly unimportant (2)	10	0	3	2	3	2	0	2	8
	4%	-	5%	3%	4%	6%	-	2%	6%
Very unimportant (1)	5	1	2	0	2	0	0	4	1
	2%	9%	3%	-	3%	-	-	3%	1%
Sigma	266	11	61	76	81	34	3	122	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.53	3.36	3.56	3.54	3.47	3.68	3.67	3.51	3.56
Standard Deviation	0.7	0.9	0.7	0.6	0.7	0.6	0.6	0.7	0.6
Standard Error	0	0.3	0.1	0.1	0.1	0.1	0.3	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 13

21/03/2011

Q.7 When travelling with a scheduled airline, what service class do you normally travel for long-haul business trips?

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
First class	38	2	12	15	7	2	0	18	20
	8%	10%	11%	12%	5%	2%	-	8%	8%
Business class	162	9	28	37	61	25	2	73	89
	32%	43%	26%	29%	40%	30%	25%	31%	34%
Premium economy	90	1	16	30	30	11	2	37	53
	18%	5%	15%	23%	20%	13%	25%	16%	20%
Economy	150	5	36	36	39	32	2	75	75
	30%	24%	33%	28%	26%	38%	25%	32%	28%
I don't do long-haul business trips	54	3	15	11	14	9	2	28	26
	11%	14%	14%	9%	9%	11%	25%	12%	10%
Don't know / varies too much to say	9	1	1	1	1	5	0	7	2
	2%	5%	1%	1%	1%	6%	-	3%	1%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 14

21/03/2011

Q.8 Do you ever suffer from jet lag after a long-haul business flight?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	223	13	44	69	62	31	4	118	105
	50%	72%	47%	58%	45%	41%	67%	56%	44%
No	212	5	46	45	71	43	2	82	130
	47%	28%	50%	38%	51%	57%	33%	39%	54%
Don't know	14	0	3	5	5	1	0	10	4
	3%	-	3%	4%	4%	1%	-	5%	2%
Sigma	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 15

21/03/2011

Q.9 How do you combat jet lag?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who have ever suffer from jet lag after a long-haul business flight	223	13	44	69	62	31	4	118	105
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Sleep	170	10	33	50	45	28	4	86	84
	76%	77%	75%	73%	73%	90%	100%	73%	80%
Drink water	90	3	14	33	28	11	1	52	38
	40%	23%	32%	48%	45%	36%	25%	44%	36%
Diet	75	3	9	27	24	11	1	41	34
	34%	23%	21%	39%	39%	36%	25%	35%	32%
Use medication	29	2	8	8	9	2	0	14	15
	13%	15%	18%	12%	15%	7%	-	12%	14%
Use herbal products	23	1	6	4	8	3	1	16	7
	10%	8%	14%	6%	13%	10%	25%	14%	7%
Take a couple of days off to recover	31	3	8	9	10	1	0	20	11
	14%	23%	18%	13%	16%	3%	-	17%	11%
Other	5	0	2	1	0	2	0	3	2
	2%	-	5%	1%	-	7%	-	3%	2%
Sigma	423	22	80	132	124	58	7	232	191
	190%	169%	182%	191%	200%	187%	175%	197%	182%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 16

21/03/2011

Q.8x2 Why would you choose a scheduled airline?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Schedule / network	281	13	54	78	79	53	4	128	153
	63%	72%	58%	66%	57%	71%	67%	61%	64%
Price	208	13	54	60	55	26	0	112	96
	46%	72%	58%	50%	40%	35%	-	53%	40%
Frequent flyer program	162	5	34	54	43	25	1	70	92
	36%	28%	37%	45%	31%	33%	17%	33%	39%
Proximity of airport	159	3	40	43	54	18	1	81	78
	35%	17%	43%	36%	39%	24%	17%	39%	33%
Airline service offering	168	4	37	44	53	29	1	76	92
	37%	22%	40%	37%	38%	39%	17%	36%	39%
Corporate agreement	77	3	19	21	24	10	0	37	40
	17%	17%	20%	18%	17%	13%	-	18%	17%
Lounge access	59	2	10	19	17	11	0	22	37
	13%	11%	11%	16%	12%	15%	-	11%	16%
Other	13	0	1	3	2	6	1	7	6
	3%	-	1%	3%	1%	8%	17%	3%	3%
I wouldn't choose scheduled airlines	9	0	2	0	0	7	0	4	5
	2%	-	2%	-	-	9%	-	2%	2%
Sigma	1136	43	251	322	327	185	8	537	599
	253%	239%	270%	271%	237%	247%	133%	256%	251%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 17

21/03/2011

Q.9x2_1 How important, or otherwise, are the following factors when you choose a scheduled airline?

- Schedule / network -

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	428	18	87	114	131	72	6	204	224
	95%	100%	94%	96%	95%	96%	100%	97%	94%
Very important (4)	266	7	51	70	82	54	2	123	143
	59%	39%	55%	59%	59%	72%	33%	59%	60%
Fairly important (3)	162	11	36	44	49	18	4	81	81
	36%	61%	39%	37%	36%	24%	67%	39%	34%
Bottom 2 Box (Net)	21	0	6	5	7	3	0	6	15
	5%	-	7%	4%	5%	4%	-	3%	6%
Fairly unimportant (2)	19	0	5	5	7	2	0	5	14
	4%	-	5%	4%	5%	3%	-	2%	6%
Very unimportant (1)	2	0	1	0	0	1	0	1	1
	0%	-	1%	-	-	1%	-	1%	0%
Don't know	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-
Sigma	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.54	3.39	3.47	3.55	3.54	3.67	3.33	3.55	3.53
Standard Deviation	0.6	0.5	0.7	0.6	0.6	0.6	0.5	0.6	0.6
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.2	0	0

Delta Business Travelers Survey March 2011

Business travelers survey

Table 18

21/03/2011

Q.9x2_2 How important, or otherwise, are the following factors when you choose a scheduled airline?

- Price -

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	418	18	85	108	130	71	6	196	222
	93%	100%	91%	91%	94%	95%	100%	93%	93%
Very important (4)	223	12	54	54	60	40	3	117	106
	50%	67%	58%	45%	44%	53%	50%	56%	44%
Fairly important (3)	195	6	31	54	70	31	3	79	116
	43%	33%	33%	45%	51%	41%	50%	38%	49%
Bottom 2 Box (Net)	31	0	8	11	8	4	0	14	17
	7%	-	9%	9%	6%	5%	-	7%	7%
Fairly unimportant (2)	31	0	8	11	8	4	0	14	17
	7%	-	9%	9%	6%	5%	-	7%	7%
Very unimportant (1)	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-
Don't know	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	-	-	-
Sigma	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.43	3.67	3.49	3.36	3.38	3.48	3.5	3.49	3.37
Standard Deviation	0.6	0.5	0.7	0.6	0.6	0.6	0.5	0.6	0.6
Standard Error	0	0.1	0.1	0.1	0.1	0.1	0.2	0	0

Delta Business Travelers Survey March 2011

Business travelers survey

Table 19

21/03/2011

Q.9x2_3 How important, or otherwise, are the following factors when you choose a scheduled airline?

- Frequent flyer program -

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	301	11	65	90	87	46	2	142	159
	67%	61%	70%	76%	63%	61%	33%	68%	67%
Very important (4)	109	5	26	30	29	19	0	55	54
	24%	28%	28%	25%	21%	25%	-	26%	23%
Fairly important (3)	192	6	39	60	58	27	2	87	105
	43%	33%	42%	50%	42%	36%	33%	41%	44%
Bottom 2 Box (Net)	142	6	25	29	49	29	4	64	78
	32%	33%	27%	24%	36%	39%	67%	31%	33%
Fairly unimportant (2)	109	4	16	22	41	23	3	52	57
	24%	22%	17%	19%	30%	31%	50%	25%	24%
Very unimportant (1)	33	2	9	7	8	6	1	12	21
	7%	11%	10%	6%	6%	8%	17%	6%	9%
Don't know	6	1	3	0	2	0	0	4	2
	1%	6%	3%	-	1%	-	-	2%	1%
Sigma	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.85	2.82	2.91	2.95	2.79	2.79	2.17	2.9	2.81
Standard Deviation	0.9	1	0.9	0.8	0.8	0.9	0.8	0.9	0.9
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 20

21/03/2011

Q.9x2_4 How important, or otherwise, are the following factors when you choose a scheduled airline?

- Proximity of airport -

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	365	12	79	99	112	58	5	177	188
	81%	67%	85%	83%	81%	77%	83%	84%	79%
Very important (4)	166	7	37	40	51	28	3	86	80
	37%	39%	40%	34%	37%	37%	50%	41%	34%
Fairly important (3)	199	5	42	59	61	30	2	91	108
	44%	28%	45%	50%	44%	40%	33%	43%	45%
Bottom 2 Box (Net)	80	5	12	20	25	17	1	31	49
	18%	28%	13%	17%	18%	23%	17%	15%	21%
Fairly unimportant (2)	69	5	7	19	24	13	1	27	42
	15%	28%	8%	16%	17%	17%	17%	13%	18%
Very unimportant (1)	11	0	5	1	1	4	0	4	7
	2%	-	5%	1%	1%	5%	-	2%	3%
Don't know	4	1	2	0	1	0	0	2	2
	1%	6%	2%	-	1%	-	-	1%	1%
Sigma	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.17	3.12	3.22	3.16	3.18	3.09	3.33	3.25	3.1
Standard Deviation	0.8	0.9	0.8	0.7	0.7	0.9	0.8	0.8	0.8
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0.3	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 21

21/03/2011

Q.9x2_5 How important, or otherwise, are the following factors when you choose a scheduled airline?

- Airline service offering -

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	344	11	68	96	107	56	6	160	184
	77%	61%	73%	81%	78%	75%	100%	76%	77%
Very important (4)	140	6	31	39	41	20	3	65	75
	31%	33%	33%	33%	30%	27%	50%	31%	31%
Fairly important (3)	204	5	37	57	66	36	3	95	109
	45%	28%	40%	48%	48%	48%	50%	45%	46%
Bottom 2 Box (Net)	103	7	24	23	30	19	0	49	54
	23%	39%	26%	19%	22%	25%	-	23%	23%
Fairly unimportant (2)	83	6	17	19	26	15	0	41	42
	19%	33%	18%	16%	19%	20%	-	20%	18%
Very unimportant (1)	20	1	7	4	4	4	0	8	12
	5%	6%	8%	3%	3%	5%	-	4%	5%
Don't know	2	0	1	0	1	0	0	1	1
	0%	-	1%	-	1%	-	-	1%	0%
Sigma	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.04	2.89	3	3.1	3.05	2.96	3.5	3.04	3.04
Standard Deviation	0.8	1	0.9	0.8	0.8	0.8	0.5	0.8	0.8
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0.2	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 22

21/03/2011

Q.9x2_6 How important, or otherwise, are the following factors when you choose a scheduled airline?

- Corporate agreement -

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	270	9	61	75	81	42	2	126	144
	60%	50%	66%	63%	59%	56%	33%	60%	60%
Very important (4)	87	4	27	24	22	10	0	44	43
	19%	22%	29%	20%	16%	13%	-	21%	18%
Fairly important (3)	183	5	34	51	59	32	2	82	101
	41%	28%	37%	43%	43%	43%	33%	39%	42%
Bottom 2 Box (Net)	166	8	29	42	54	29	4	76	90
	37%	44%	31%	35%	39%	39%	67%	36%	38%
Fairly unimportant (2)	125	7	17	33	46	20	2	62	63
	28%	39%	18%	28%	33%	27%	33%	30%	26%
Very unimportant (1)	41	1	12	9	8	9	2	14	27
	9%	6%	13%	8%	6%	12%	33%	7%	11%
Don't know	13	1	3	2	3	4	0	8	5
	3%	6%	3%	2%	2%	5%	-	4%	2%
Sigma	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.72	2.71	2.84	2.77	2.7	2.61	2	2.77	2.68
Standard Deviation	0.9	0.9	1	0.9	0.8	0.9	0.9	0.9	0.9
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0.4	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 23

21/03/2011

Q.9x2_7 How important, or otherwise, are the following factors when you choose a scheduled airline?

- Lounge access -

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Respondents who do long-haul business trips	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top 2 Box (Net)	221	8	46	58	67	40	2	103	118
	49%	44%	50%	49%	49%	53%	33%	49%	49%
Very important (4)	72	4	20	18	21	9	0	35	37
	16%	22%	22%	15%	15%	12%	-	17%	16%
Fairly important (3)	149	4	26	40	46	31	2	68	81
	33%	22%	28%	34%	33%	41%	33%	32%	34%
Bottom 2 Box (Net)	221	10	45	61	68	34	3	104	117
	49%	56%	48%	51%	49%	45%	50%	50%	49%
Fairly unimportant (2)	149	7	22	45	52	23	0	75	74
	33%	39%	24%	38%	38%	31%	-	36%	31%
Very unimportant (1)	72	3	23	16	16	11	3	29	43
	16%	17%	25%	13%	12%	15%	50%	14%	18%
Don't know	7	0	2	0	3	1	1	3	4
	2%	-	2%	-	2%	1%	17%	1%	2%
Sigma	449	18	93	119	138	75	6	210	239
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.5	2.5	2.47	2.5	2.53	2.51	1.8	2.53	2.48
Standard Deviation	1	1	1.1	0.9	0.9	0.9	1.1	0.9	1
Standard Error	0	0.2	0.1	0.1	0.1	0.1	0.5	0.1	0.1

Delta Business Travelers Survey March 2011

Business travelers survey

Table 24

21/03/2011

Q.10 When you travel on business, do you generally fly with a specific airline alliance (a cooperation between two or more airlines e.g. Star Alliance, SkyTeam or Oneworld)?

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	234	8	50	64	72	36	4	87	147
	47%	38%	46%	49%	47%	43%	50%	37%	56%
No	190	9	39	48	57	34	3	104	86
	38%	43%	36%	37%	38%	41%	38%	44%	33%
Don't know	79	4	19	18	23	14	1	47	32
	16%	19%	18%	14%	15%	17%	13%	20%	12%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 25

21/03/2011

Q.11 How do you normally purchase business airline tickets?

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Travel agent	113	3	20	24	43	20	3	52	61
	23%	14%	19%	19%	28%	24%	38%	22%	23%
Internet	290	16	64	83	76	47	4	137	153
	58%	76%	59%	64%	50%	56%	50%	58%	58%
Corporate agreement	49	1	11	13	21	3	0	21	28
	10%	5%	10%	10%	14%	4%	-	9%	11%
Personal Assistant / Secretary	47	1	12	10	12	12	0	25	22
	9%	5%	11%	8%	8%	14%	-	11%	8%
Other	4	0	1	0	0	2	1	3	1
	1%	-	1%	-	-	2%	13%	1%	0%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 26

21/03/2011

Q.12 How do you check-in for your flights?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
At the airport at the check-in desk	190	12	29	49	59	35	6	93	97
	38%	57%	27%	38%	39%	42%	75%	39%	37%
At the airport at the kiosk	152	6	39	43	40	24	0	63	89
	30%	29%	36%	33%	26%	29%	-	27%	34%
Via your Personal Assistant / Secretary	44	0	11	10	16	7	0	27	17
	9%	-	10%	8%	11%	8%	-	11%	6%
Smartphone / Tablet	9	0	4	2	3	0	0	1	8
	2%	-	4%	2%	2%	-	-	0%	3%
At home / office using the online booking system	108	3	25	26	34	18	2	54	54
	22%	14%	23%	20%	22%	21%	25%	23%	20%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 27

21/03/2011

Q.13 Do you usually try to catch up on your work during a business flight or not?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	275	11	57	78	85	41	3	135	140
	55%	52%	53%	60%	56%	49%	38%	57%	53%
No	214	9	47	48	64	41	5	95	119
	43%	43%	44%	37%	42%	49%	63%	40%	45%
Don't know	14	1	4	4	3	2	0	8	6
	3%	5%	4%	3%	2%	2%	-	3%	2%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 28

21/03/2011

Q.14 How do you choose to unwind on a business flight?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Read	315	11	68	77	94	59	6	153	162
	63%	52%	63%	59%	62%	70%	75%	64%	61%
Sleep	281	12	60	79	83	43	4	135	146
	56%	57%	56%	61%	55%	51%	50%	57%	55%
Watch a movie	270	11	55	69	82	47	6	133	137
	54%	52%	51%	53%	54%	56%	75%	56%	52%
Talk to other passengers	70	4	10	14	26	13	3	29	41
	14%	19%	9%	11%	17%	16%	38%	12%	16%
Listen to music	158	7	43	39	38	28	3	75	83
	31%	33%	40%	30%	25%	33%	38%	32%	31%
Drink an alcoholic beverage	27	0	4	9	11	2	1	8	19
	5%	-	4%	7%	7%	2%	13%	3%	7%
Eat	63	2	13	17	20	10	1	23	40
	13%	10%	12%	13%	13%	12%	13%	10%	15%
Other	16	0	8	1	4	3	0	8	8
	3%	-	7%	1%	3%	4%	-	3%	3%
Sigma	1200	47	261	305	358	205	24	564	636
	239%	224%	242%	235%	236%	244%	300%	237%	240%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 29

21/03/2011

Q.15 Which of the following, if any, do you miss most when you are travelling away from home?

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Family	241	9	51	68	75	35	3	104	137
	48%	43%	47%	52%	49%	42%	38%	44%	52%
Friends	25	3	7	7	8	0	0	14	11
	5%	14%	7%	5%	5%	-	-	6%	4%
Bed	106	0	19	28	38	19	2	60	46
	21%	-	18%	22%	25%	23%	25%	25%	17%
Home-cooked food	32	1	8	10	9	4	0	15	17
	6%	5%	7%	8%	6%	5%	-	6%	6%
Sport	26	3	8	3	8	4	0	9	17
	5%	14%	7%	2%	5%	5%	-	4%	6%
Other	8	2	1	2	1	2	0	7	1
	2%	10%	1%	2%	1%	2%	-	3%	0%
I don't miss anything	65	3	14	12	13	20	3	29	36
	13%	14%	13%	9%	9%	24%	38%	12%	14%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 30

21/03/2011

Q.16 Which of these items, if any, do you absolutely need to take with you when travelling for business?

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Laptop	360	14	74	96	104	68	4	163	197
	72%	67%	69%	74%	68%	81%	50%	69%	74%
Book	251	10	46	68	81	43	3	136	115
	50%	48%	43%	52%	53%	51%	38%	57%	43%
Snacks/chocolates	73	4	24	19	22	4	0	47	26
	15%	19%	22%	15%	15%	5%	-	20%	10%
Pillow	44	1	5	17	15	5	1	24	20
	9%	5%	5%	13%	10%	6%	13%	10%	8%
iPod	123	10	34	35	35	9	0	65	58
	25%	48%	32%	27%	23%	11%	-	27%	22%
Your best business outfit	32	1	8	8	13	2	0	12	20
	6%	5%	7%	6%	9%	2%	-	5%	8%
Umbrella or sun glasses	83	5	11	14	28	21	4	48	35
	17%	24%	10%	11%	18%	25%	50%	20%	13%
Travel adaptor	125	4	23	31	35	30	2	57	68
	25%	19%	21%	24%	23%	36%	25%	24%	26%
Other	30	0	6	8	6	9	1	11	19
	6%	-	6%	6%	4%	11%	13%	5%	7%
I don't need anything	20	0	5	2	9	2	2	5	15
	4%	-	5%	2%	6%	2%	25%	2%	6%
Sigma	1141	49	236	298	348	193	17	568	573
	227%	233%	219%	229%	229%	230%	213%	239%	216%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 31

21/03/2011

Q.17 If you have a smartphone, which of these apps, if any, do you use when on a business trip?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Airline apps	94	7	20	36	23	8	0	32	62
	19%	33%	19%	28%	15%	10%	-	13%	23%
Weather apps	184	8	43	46	61	24	2	81	103
	37%	38%	40%	35%	40%	29%	25%	34%	39%
Travel / map guide	153	5	35	42	49	20	2	73	80
	30%	24%	32%	32%	32%	24%	25%	31%	30%
Restaurant guide	113	7	32	25	35	13	1	51	62
	23%	33%	30%	19%	23%	16%	13%	21%	23%
Tripit	19	1	5	7	6	0	0	7	12
	4%	5%	5%	5%	4%	-	-	3%	5%
Skype	72	5	13	23	22	8	1	36	36
	14%	24%	12%	18%	15%	10%	13%	15%	14%
I don't have a smartphone	191	8	36	38	56	48	5	102	89
	38%	38%	33%	29%	37%	57%	63%	43%	34%
Sigma	826	41	184	217	252	121	11	382	444
	164%	195%	170%	167%	166%	144%	138%	161%	168%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 32

21/03/2011

Q.18 Do you ever add a weekend or a few days holiday on to a business travel trip?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, most of the time	96	4	30	33	22	7	0	45	51
	19%	19%	28%	25%	15%	8%	-	19%	19%
Yes, sometimes	245	10	49	56	69	54	7	117	128
	49%	48%	45%	43%	45%	64%	88%	49%	48%
No	162	7	29	41	61	23	1	76	86
	32%	33%	27%	32%	40%	27%	13%	32%	33%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 33

21/03/2011

Q.19 If you were to visit Boston, USA, for a long weekend, what do you think would be the top three activities you would like to do most?

	Total	Age						Gender	
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Go shopping	292	12	63	75	94	44	4	153	139
	58%	57%	58%	58%	62%	52%	50%	64%	53%
See a Red Sox baseball game at Fenway Park	96	4	30	24	28	10	0	32	64
	19%	19%	28%	19%	18%	12%	-	13%	24%
Do the Freedom Trail Tour	236	8	41	61	74	45	7	103	133
	47%	38%	38%	47%	49%	54%	88%	43%	50%
Visit Sam Adams Brewery	95	3	21	23	32	15	1	34	61
	19%	14%	19%	18%	21%	18%	13%	14%	23%
Visit the JFK Museum and Library	210	11	32	55	68	42	2	111	99
	42%	52%	30%	42%	45%	50%	25%	47%	37%
Go to see Harvard University	181	7	42	50	45	30	7	100	81
	36%	33%	39%	39%	30%	36%	88%	42%	31%
Other	55	2	13	11	18	10	1	26	29
	11%	10%	12%	9%	12%	12%	13%	11%	11%
Don't know	33	1	11	6	9	6	0	14	19
	7%	5%	10%	5%	6%	7%	-	6%	7%
Sigma	1198	48	253	305	368	202	22	573	625
	238%	229%	234%	235%	242%	241%	275%	241%	236%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 34

21/03/2011

Q.20 What type of films or programmes, if any, do you most like to watch during a flight?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Action movies	301	17	63	87	82	46	6	122	179
	60%	81%	58%	67%	54%	55%	75%	51%	68%
Romantic comedies	203	9	55	55	53	29	2	138	65
	40%	43%	51%	42%	35%	35%	25%	58%	25%
Documentaries	167	5	36	46	49	28	3	80	87
	33%	24%	33%	35%	32%	33%	38%	34%	33%
Sports	60	1	17	17	19	5	1	20	40
	12%	5%	16%	13%	13%	6%	13%	8%	15%
Foreign films	127	5	28	50	28	15	1	77	50
	25%	24%	26%	39%	18%	18%	13%	32%	19%
Drama	70	6	16	21	19	8	0	46	24
	14%	29%	15%	16%	13%	10%	-	19%	9%
Horror	24	3	8	7	5	1	0	15	9
	5%	14%	7%	5%	3%	1%	-	6%	3%
I never watch films/programmes	33	0	10	1	14	8	0	13	20
	7%	-	9%	1%	9%	10%	-	6%	8%
Sigma	985	46	233	284	269	140	13	511	474
	196%	219%	216%	219%	177%	167%	163%	215%	179%

Delta Business Travelers Survey March 2011

Business travelers survey

Table 35

21/03/2011

Q.21 Which of the following, if any, do you think is the most valuable from a business perspective?

	Total	Age					Gender		
		18-24	25-34	35-44	45-54	55-64	65+	Female	Male
Base: Total Respondents	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%
The business relationship between Europe and the US	109	10	21	26	32	19	1	42	67
	22%	48%	19%	20%	21%	23%	13%	18%	25%
The business relationship between Europe and China	58	2	15	17	17	7	0	26	32
	12%	10%	14%	13%	11%	8%	-	11%	12%
Both are equally valuable	268	5	51	69	89	47	7	131	137
	53%	24%	47%	53%	59%	56%	88%	55%	52%
Neither of them are valuable	34	1	8	10	9	6	0	16	18
	7%	5%	7%	8%	6%	7%	-	7%	7%
Don't know	34	3	13	8	5	5	0	23	11
	7%	14%	12%	6%	3%	6%	-	10%	4%
Sigma	503	21	108	130	152	84	8	238	265
	100%	100%	100%	100%	100%	100%	100%	100%	100%