

DELTA AIR LINES

ETM QUESTIONNAIRE

August 2022

PROGRAMMER INSTRUCTIONS IN BLUE

**SURVEY LENGTH: APPROX 10-15 MIN**

|  |  |
| --- | --- |
| ALL | N=600 Informed Public in the US for the baseline wave, 300 for ongoing monthly |
| QUOTAS | Aiming for spread on region |

**GENERAL SCRIPTING INSTRUCTIONS**

|  |
| --- |
| * PLEASE ALWAYS SHOW PROGRESSION BAR * PLEASE ENSURE ERROR MESSAGES ARE NICELY WORDED * PLEASE SET UP SCREENS TO AVOID SCROLLING USING THE WIDTH OF THE SCREEN |

**QUESTIONNAIRE FLOW**

|  |  |
| --- | --- |
| SECTION |  |
| 1 | **SECTION 1: SCREENERS**  To identify our target audience |
| 2 | **SECTION 2: BRAND AWARENESS & KPIs**  To check awareness, familiarity, and key performance indicators (usage, recommendation) for Delta and peers we will benchmark against |
| 3 | **SECTION 3: ENTS AND TRUST DIMENSIONS**  To understand current level of Trust relative to competitors, Net Trust Score. Diagnose what is driving Trust for Delta, using 5 validated pillars: Ability, Dependability, Integrity, Purpose, and Self. |
| 4 | **SECTION 4: TRUST DRIVERS**  Detailed sub-drivers of Trust that add granularity beneath each of the pillar |
| 5 | **SECTION 5: MEDIA BUZZ**  To understand media buzz for Delta and peers and specific news recall |
| 6 | **SECTION 6: DELTA COMMS INITIATIVES**  To understand how past and current initiatives impact Trust in Delta |
| 7 | **SECTION 7: CLASSIFICATION** Further questions that can be for analysis purposes e.g., flying behaviors. |

**SECTION 1: SCREENERS**

**S0\_CONSENT**NEW SCREEN / ASK ALL

Thank you for your interest in our survey! The survey data collected will be used for research purposes only and all responses you provide are voluntary, anonymous, and will be processed in aggregate to assist us and our client in understanding audiences like you. All information collected and processed is done in accordance with local and international data protection laws.

Based on the information above, do you agree to participate? [SINGLE SELECT]

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 | **TERMINATE** |

NEW SCREEN / ASK ALL

1. Which of the following best describes your gender? Please select one.

|  |  |
| --- | --- |
| SINGLE SELECT | **CODE** |
| Man | 1 |
| Woman | 2 |
| Non-binary or gender fluid | 3 |
| Prefer to self-describe [SPECIFY] | 4 |
| A gender not listed here [SPECIFY] | 5 |
| Prefer not to answer | 99 |

NEW SCREEN / ASK ALL

1. What is your age? Please type your age in the box below.

[OPEN END – MANDARTORY NUMERIC BOX; RANGE 1-100] years

[INCLUDE CHECK BOX THAT SAYS, “Prefer not to answer” AND **TERMINATE** IF SELECTED]

**S2A\_****RECODE INTO AGE GROUPS**

|  |  |  |
| --- | --- | --- |
|  | **CODE** | **INSTRUCTION** |
| 0-17 | 1 | **TERMINATE** |
| 18-24 | 2 |
| 25-34 | 3 | QUALIFY  INFORMED PUBLIC |
| 35-44 | 4 |
| 45-54 | 5 |
| 55-64 | 6 |
| 65 or more | 7 | **TERMINATE** |

**S2B\_RECODE INTO GENERATIONS**

|  |  |  |
| --- | --- | --- |
|  | **CODE** |  |
| 0-17 | 1 | **TERMINATE** |
| 18-24 | 2 |
| 25-41 | 3 | MILLENNIALS |
| 42-57 | 4 | GEN X |
| 58-76 | 5 | BOOMERS – **TERMINATE IF 65 OR MORE** |
| 77+ | 6 | **TERMINATE** |

NEW SCREEN / ASK ALL

1. Which state do you live in? Please select one.

[DROPDOWN MENU OF ALL U.S. STATES INCLUDING DC] [SINGLE SELECT]

|  |  |  |
| --- | --- | --- |
| Other | 54 | **TERMINATE** |
| I do not live in the U.S. | 98 | **TERMINATE** |
| Prefer not to answer | 99 | **TERMINATE** |

**S3A\_RECODE INTO REGIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| Northeast: | CT, ME, MA, NH, RI, VT, NJ, NY, PA | 1 |  |
| Midwest: | IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD | 2 |  |
| South: | DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX | 3 |  |
| West: | AZ, CO, ID, MT, NV, NM, UT, WY, AK, CA, HI, OR, WA | 4 |  |

NEW SCREEN / ASK ALL

1. What is the last grade in school you completed? Please select one.

|  |  |  |
| --- | --- | --- |
| SINGLE SELECT |  |  |
| Grade school or less | 1 |  |
| Some high school | 2 |  |
| Graduated high school | 3 |  |
| Vocational school/ Technical school | 4 | QUALIFY  INFORMED PUBLIC |
| Some college | 5 |
| Graduated college | 6 |
| Post-graduate degree (e.g., MA, MBA, LLD, PhD) | 7 |
| Prefer not to answer | 99 | **TERMINATE** |

NEW SCREEN / ASK ALL

1. Thinking about your annual household income in 2021, which of the following categories best describes your total household income that year? Please select one.

|  |  |  |
| --- | --- | --- |
| SINGLE SELECT |  |  |
| Under $10,000 | 1 |  |
| $10,000 - $24,999 | 2 |  |
| $25,000 - $39,999 | 3 |  |
| $40,000 - $49,999 | 4 |  |
| $50,000 - $59,999 | 5 |  |
| $60,000 - $74,999 | 6 | QUALIFY  INFORMED PUBLIC IF 25-34 YEARS OLD |
| $75,000 - $82,499 | 7 |
| $82,500 - $99,999 | 8 |
| $100,000 - $109,999 | 9 | QUALIFY  INFORMED PUBLIC |
| $110,000 - $119,999 | 10 |
| $120,000 or more | 11 |
| Don't Know | 98 |  |
| Prefer not to answer | 99 | **TERMINATE** |

NEW SCREEN / ASK ALL

1. How often do you follow public policy matters in the news? Please select one.

|  |  |  |
| --- | --- | --- |
| SINGLE SELECT |  |  |
| Nearly every day or every day | 1 | QUALIFY  INFORMED PUBLIC |
| Several times a week | 2 |
| Once a week | 3 |  |
| I do not focus on public policy matters | 4 |  |
| Prefer not to answer | 99 | **TERMINATE** |

NEW SCREEN / ASK ALL

1. How often do you follow business news and information? Please select one.

|  |  |  |
| --- | --- | --- |
| SINGLE SELECT |  |  |
| Nearly every day or every day | 1 | QUALIFY  INFORMED PUBLIC |
| Several times a week | 2 |
| Once a week | 3 |  |
| Less than once a week | 4 |  |
| Prefer not to answer | 99 | **TERMINATE** |

**IP\_RECODE**

QUALIFY IP IF ((S2A.r3 AND AT S5.r6-11) OR (S2A.r4-r6 AND AT S5.r9-11)) AND S6.r1-2 AND S7.r1-2 AND S4.r4-7)

NEW SCREEN / ASK ALL

1. Do you or any of your close friends or relatives work in any of the following industries (now or in the past)? Please select all that apply.

|  |  |  |
| --- | --- | --- |
| MULTICODE, RANDOMISE | CODE | INSTRUCTION |
| Advertising | 1 | **TERMINATE** |
| Market research / marketing | 2 |
| Public relations | 3 |
| Journalism / TV / Radio / Media | 4 |
| Travel industry | 5 |
| Hospitality | 6 |  |
| Education | 7 |  |
| Pharmaceutical industry | 8 |  |
| None of the above **[EXCLUSIVE. ANCHOR]** | 99 |  |

NEW SCREEN / ASK ALL

1. Approximately how many flights, if any, have you taken on a commercial airline in the past 12 months? Please enter the total number of flights you have taken. For example, a round-trip would be 2 flights.

[INSERT MANDATORY NUMERIC BOX; RANGE=1-999]

[OPEN END] flights in the past 12 months

|  |  |  |
| --- | --- | --- |
| I have not flown in the past 12 months | 98 |  |
| Can’t remember | 99 | **TERMINATE** |

**S9\_RECODE**

|  |  |
| --- | --- |
|  | **CODE** |
| Not flown in the last 12 months [S9=c98] | 0 |
| Once in the past year [S9=1] | 1 |
| Twice in the past year [S9=2] | 2 |
| 3-5 times in the past year [S9=3-5] | 3 |
| 6-9 flights in the past year [S9=6-9] | 4 |
| 10-99 flights in the past year [S9=10-99] | 5 |
| 100+ flights in the past year [S9=100+] FLAG FOR DATA QUALITY CHECKS | 6 |

NEW SCREEN / ASK IF HAVE NOT FLOWN IN PAST 12 MONTHS (S9\_RECODE=0)

1. How likely or unlikely is it that you will take a flight in the next 6 months?

|  |  |  |
| --- | --- | --- |
|  | **CODE** |  |
| Very unlikely | 1 | **TERMINATE** |
| Unlikely | 2 |
| Neither unlikely nor likely | 3 |
| Likely | 4 |  |
| Very Likely | 5 |  |

NEW SCREEN / ASK ALL

1. Of the [INSERT NUMBER FROM S9] flights you took last year, how many were **for business purposes?** Please enter a number in the box.

[INSERT MANDATORY NUMERIC BOX; RANGE=0-999]

[OPEN END] flights for business purposes in the past 12 months

|  |  |  |
| --- | --- | --- |
| I have not flown for business purposes in the past 12 months | 98 |  |
| Can’t remember | 99 |  |

NEW SCREEN / ASK ALL

1. Of the [INSERT NUMBER FROM S9] flights you took last year, how many were international flights? By this we mean flying from one country to another. Please enter a number in the box.

[INSERT MANDATORY NUMERIC BOX; RANGE=0-999]

[OPEN END] international flights in the past 12 months

|  |  |  |
| --- | --- | --- |
| I have not flown internationally in the past 12 months | 98 |  |
| Can’t remember | 99 |  |

**S100 QUALIFICATION**

To qualify for the survey respondent must:

* Consent [S0\_CONSENT/1]
* Be 25-64 [S2A\_RECODE/3-6]
* Live in the U.S.A. [S3A\_RECODE/1-4]
* Have at least some further education [S4/4-7]
* Make $60K or more [S5/6-11]
* Follow public policy matters regularly [S6/1-2]
* Follow business news regularly [S7/1-2]

1. QUALIFIED: [QUOTA: N=600]

2. ALL OTHERS [TERMINATE]

**SECTION 2: BRAND AWARENESS & KPIs**

NEW SCREEN/SHOW TO ALL  
In this section we would like to understand your level of familiarity with some airline companies.

**FAMILIARITY**  
NEW SCREEN / ASK ALL

1. How familiar are you with the following airline companies?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **RANDOMIZE, SINGLE SELECT PER ROW** | Not at all familiar | Slightly familiar  (I have heard the name but not much else) | Moderately familiar | Very familiar | Extremely familiar |
| A | Delta Air Lines | 1 - **TERMINATE** | 2 | 3 | 4 | 5 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 |
| F | Spectacle Airlines | 1 | 2 -**TERMINATE** | 3 -**TERMINATE** | 4 -**TERMINATE** | 5 -**TERMINATE** |

**EMPLOYEE SCREEN**

NEW SCREEN / ASK ALL

1. Are you currently, or have you ever been, employed by any of the following companies listed below?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | I am currently an employee of this company | I have previously been an employee of this company but am not anymore | I have never been an employee of this company |
| A | Delta Air Lines | 1 -**TERMINATE** | 2 | 3 |
| B | American Airlines | 1 | 2 | 3 |
| C | United Airlines | 1 | 2 | 3 |
| D | Southwest Airlines | 1 | 2 | 3 |
| E | JetBlue Airways | 1 | 2 | 3 |

**USAGE**

NEW SCREEN / ASK ALL

1. When thinking about the following airline companies, which statement below describes whether you use their services?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | I currently use their services | I used to use their services, but don’t now | I have never used their services |
| A | Delta Air Lines | 1 | 2 | 3 |
| B | American Airlines | 1 | 2 | 3 |
| C | United Airlines | 1 | 2 | 3 |
| D | Southwest Airlines | 1 | 2 | 3 |
| E | JetBlue Airways | 1 | 2 | 3 |

**RECENCY**

NEW SCREEN / ASK IF FLOWN WITH AIRLINE BEFORE (Q3/c 1 or 2)

1. And when was the last time you flew with each of the following companies?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q3/1 or 2** | Within the past week | Over a week ago but within the past month | Between 1 and 3 months ago | Between 3 and 6 months ago | Between 6-12 months ago | Between 1-3 years ago | Over 3 years ago | Can’t remember |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

**CONSIDERATION**

NEW SCREEN / ASK ALL

1. Next time you need to take a flight, how likely or unlikely are you to consider travelling with each of the following companies? Please select one response for each company.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | Would definitely not consider this company at all | Would probably not consider this company | Neutral | Would probably consider this company | Would definitely consider this company | Don’t Know |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 99 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 99 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 99 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 99 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 99 |

**SECTION 3: ENTS AND TRUST DIMENSIONS**

NEW SCREEN/SHOW TO ALL  
Thanks for your answers so far. In this next section we would like to understand how you feel about different brands, particularly thinking about airlines.

**TRUST-ENTS**NEW SCREEN / ASK ALL

1. Please indicate how much you trust the following airlines to do what is right.   
   Please use a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal."

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | 1 - Do not trust them at all |  |  |  |  |  |  |  | 9 - Trust them a great deal | Don't Know |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |

**REASON FOR TRUST SCORE**

NEW SCREEN / ASK ALL

ASK FOR DELTA AND ONE COMPETITOR BASED ON LEAST FILL   
RANDOMIZE ORDER SHOWN FIRST; DELTA OR COMPETITOR

1. You rated your trust in **Delta Air Lines** as [PIPE-IN Q6/row1 RESPONSE]. Why is this?  
   Please write your answer below, giving as much detail as possible.

|  |
| --- |
| OPEN END |

Q7a. You rated your trust in **[COMPETITOR]** as [PIPE-IN Q6/row RESPONSE]. Why is this?   
Please write your answer below, giving as much detail as possible.

|  |
| --- |
| OPEN END |

**ABILITY**NEW SCREEN / ASK ALL

1. How much do you agree or disagree that the following companies are **good at what they do**?

Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree.’

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | 1 - Strongly disagree |  |  | Neither agree nor disagree |  |  | 7 - Strongly agree | Don’t know enough to say |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**INTEGRITY**NEW SCREEN / ASK ALL

1. How much do you agree or disagree that the following companies are **honest**?

Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree.’

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | 1 - Strongly disagree |  |  | Neither agree nor disagree |  |  | 7 - Strongly agree | Don’t know enough to say |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**DEPENDABILITY**NEW SCREEN / ASK ALL

1. How much do you agree or disagree that the following companies **keep their promises**?

Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree.’

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | 1 - Strongly disagree |  |  | Neither agree nor disagree |  |  | 7 - Strongly agree | Don’t know enough to say |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**PURPOSE**NEW SCREEN / ASK ALL

1. How much do you agree or disagree that the following companies **try hard to have a positive impact on society**?

Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree.’

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | 1 - Strongly disagree |  |  | Neither agree nor disagree |  |  | 7 - Strongly agree | Don’t know enough to say |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**SELF**  
NEW SCREEN / ASK ALL

1. How much do you agree or disagree that the following companies are **a good fit with who you are as a person**?

Please use a scale from 1 to 7 where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree.’

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | 1 - Strongly disagree |  |  | Neither agree nor disagree |  |  | 7 - Strongly agree | Don’t know enough to say |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**RECOMMENDATION – NPS**NEW SCREEN / ASK ALL

1. How likely is it that you would recommend the following companies to a friend or colleague?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | Not at all likely |  |  |  |  |  |  |  |  |  | Extremely Likely |
| A | Delta Air Lines | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| B | American Airlines | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| C | United Airlines | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| D | Southwest Airlines | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| E | JetBlue Airways | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Q13\_NPS RECODE

1. PROMOTERS (Q13/10 or 9 AND USERS of brand and corporation at Q3)
2. PASSIVES (Q13/8 or 7 AND USERS of brand and corporation at Q3)
3. DETRACTORS (Q13/0-6 AND USERS of brand and corporation at Q3)

**PREFFERED BRAND**

NEW SCREEN / ASK ALL

1. And which, if any, of the following is your preferred airline to travel with?

|  |  |
| --- | --- |
| **SINGLE SELECT, SHOW ROW IF Q3/1 OR 2** |  |
| Delta Air Lines | 1 |
| American Airlines | 2 |
| United Airlines | 3 |
| Southwest Airlines | 4 |
| JetBlue Airways | 5 |
| Other, please specify \_\_\_\_\_\_\_ [ANCHOR][TYPE IN] | 99 |

**PREFFERED BRAND REASON**

NEW SCREEN / ASK ALL

1. You said that [INSERT BRAND FROM Q14] is your preferred brand. Why is this?  
   Please type your answer into the box below, giving as much detail as possible.

|  |
| --- |
| OPEN END |

**SECTION 4: TRUST DRIVERS**

NEW SCREEN/ASK ALL  
Thanks for your answers so far. Now we would like to focus in more detail about how some airlines perform on a set of specific behaviors.

**TRUST DRIVERS**

NEW SCREEN / ASK ALLASK IN LOOP FOR DELTA + 2 COMPETITORS BASED ON LEAST FILL Q1/c2-5.   
DO NOT ASK FOR SOUTHWEST AIRLINES.

1. How much do you agree or disagree about the following statements about **[COMPANY]**?

Please use a 7-point scale where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree.’

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Is a company that… | 1- I strongly disagree |  |  |  |  |  | 7 - I strongly agree | Don’t know enough to tell |
| ABILITY [DO NOT SHOW] | | | | | | | | | |
| 1 | Delivers high-quality services and experiences | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 2 | Has very competent leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 3 | Is a company that innovates and adapts to what people really need today | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 4 | Is financially responsible | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 5 | Is resilient to the challenges facing the airline industry | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| INTEGRITY [DO NOT SHOW] | | | | | | | | | |
| 6 | Puts the safety of employees and customers ahead of profits | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 7 | Promotes sustainability & responsibility throughout the supply chain | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 8 | Provides employees with competitive wages, benefits and career advancement opportunities | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 9 | Communicate openly and transparently on the state of their business | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| DEPENDABILITY [DO NOT SHOW] | | | | | | | | | |
| 10 | Complies with the highest safety standards | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 11 | Delivers against the commitments they have communicated​ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 12 | Ensures their services are accessible for all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 13 | Leads the industry in operational performance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| PURPOSE [DO NOT SHOW] | | | | | | | | | |
| 14 | Prioritizes diversity, equity, and inclusion | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 15 | Is committed to addressing climate change | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 16 | Supports local community building initiatives where they operate | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 17 | Invests in the health and wellbeing of employees | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 18 | Creates opportunities and fosters understanding by connecting people and communities across the world | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| SELF [DO NOT SHOW] | | | | | | | | | |
| 19 | Is relevant to my culture and interests | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 20 | Behaves in a way that aligns with my personal values | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 21 | Is a company that I would consider investing in | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |
| 22 | Is a company I could see myself working for if they had a position that matched my experience | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |

**SECTION 5: MEDIA BUZZ**

NEW SCREEN/ASK ALL  
We would now like to understand where you get your news and what you may have seen, read, or heard about companies recently.

**NEWS CHANNELS**

NEW SCREEN / ASK ALL

1. Which, if any, of the following sources do you use to read or access business/company news? Please select all that apply.

|  |  |  |
| --- | --- | --- |
| MULTISELECT, RANDOMISE ACROSS ALL ROWS | | CODE |
| SOCIAL MEDIA | Facebook | 1 |
| Twitter | 2 |
| Instagram | 3 |
| LinkedIn | 4 |
| YouTube | 5 |
| TikTok | 6 |
| ONLINE SOURCES | Blogs | 7 |
| Online search engines e.g., Google | 8 |
| Online news | 9 |
| Regulatory news feeds | 10 |
| Podcasts | 11 |
| TRAD.  MEDIA | Radio news | 12 |
| TV news | 13 |
| In newspapers / magazines | 14 |
| DIRECT | Company websites | 15 |
| Communications issued directly by companies, such as press releases, newsletters and annual reports | 16 |
|  | Other (please specify) [ANCHOR, TYPE IN] | 98 |
|  | Don’t know/can’t remember [ANCHOR, EXCLUSIVE] | 99 |

NEW SCREEN / ASK ALL

1. Which, if any, of the following topics are you most interested in hearing about from companies in the airline industry? Please select all that apply.

|  |  |  |
| --- | --- | --- |
| MULTISELECT, RANDOMISE ACROSS ALL ROWS | | |
| CUSTOMER EXPERIENCE | Collaborations/partnerships | 1 |
| Prices, deals, discounts | 2 |
| In-flight features (e.g., seats/space, selection of food/drinks) | 3 |
| Route updates | 4 |
| Airline loyalty programs and their benefits | 5 |
| Airport upgrades e.g., new terminals or lounges etc. | 6 |
| PASSENGER SAFETY & ACCESSIBILITY | Safety protocols and reported incidents | 7 |
| In-flight accessibility (boarding, inflight, exiting) | 8 |
| Health and safety policies (e.g., Mask and vaccine policy) | 9 |
| Handling of Special Service Requests e.g. wheelchair use, dietary requirements, allergies or sensory assistance | 10 |
| LEADERSHIP | Updates from airline leadership | 11 |
| Employee pay & benefits | 12 |
| Company mission and values | 13 |
| LEGAL & EARNINGS | Stocks & earnings | 14 |
| Regulations, litigation, or lawsuits | 15 |
| SUSTAINABILITY | Clean & renewable energy | 16 |
| Emission reduction goals | 17 |
|  | Other, please specify \_\_\_\_\_\_ [ANCHOR][SPECIFY] | 98 |
| None of the above [ANCHOR] | 99 |

**MEDIA BUZZ**  
NEW SCREEN / ASK ALL

1. Have you read, heard or seen anything in the news about the following airlines and was the news positive, negative or neutral?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | HOLD RANDOM ORDER FROM Q1, SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5 | Yes, and the news was **positive** | Yes, and the news was **negative** | Yes, and the news was **neutral** | No, I did not read, see or hear any news | Don’t know |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 98 |
| B | American Airlines | 1 | 2 | 3 | 4 | 98 |
| C | United Airlines | 1 | 2 | 3 | 4 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 98 |

NEW SCREEN / ASK ALLIF SAW NEWS ON DELTA [Q19\_A/c1/2/3]

ASK FOR DELTA AND 1 OTHER COMPETITOR, USE SAME COMPETITOR AS Q7 IF CODED 1-3 ABOVE, OTHERWISE BASED ON LEAST FILL [Q19/c1/2/3]   
RANDOMIZE ORDER SHOWN FIRST; DELTA AND ONE COMPETITOR

1. What specifically did you read, hear, or see about **Delta Air Lines**?   
    Please write your answer below, giving as much detail as possible.

|  |
| --- |
| OPEN END |

Q20a. What specifically did you read, hear, or see something about **[COMPETITOR]**?  
Please write your answer below, giving as much detail as possible.

|  |
| --- |
| OPEN END |

**TAGLINE AWARENESS**  
NEW SCREEN / ASK ALL

1. Before today, have you seen or heard the following taglines? Please select one answer for each row.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| SINGLE CODE, RANDOMIZE ROWS | | Yes | No | Don’t know |
| A – DELTA | Keep Climbing | 1 | 2 | 98 |
| B - AMERICAN | You Are Why We Fly | 1 | 2 | 98 |
| C – UNITED | Good Leads The Way | 1 | 2 | 98 |
| D – SOUTHWEST | Heart Sets Us Apart | 1 | 2 | 98 |
| E - JETBLUE | You above all | 1 | 2 | 99 |

**TAGLINE AWARENESS**  
NEW SCREEN / ASK IF AWARE OF AT LEAST ONE TAGLINE [ANY Q21/c1]

1. And which airline do you associate with each of the following taglines? Please select one.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | A | B | C | D | E |
| SINGLE CODE PER COLUMN, PIPE IN COLUMNS A-E CODED Q21/c1, HOLD ORDER FROM Q21 | Keep Climbing | You Are Why We Fly | Good Leads The Way | Heart Sets Us Apart | You above all |
| Delta Air Lines | 1 | 1 | 1 | 1 | 1 |
| American Airlines | 2 | 2 | 2 | 2 | 2 |
| United Airlines | 3 | 3 | 3 | 3 | 3 |
| Southwest Airlines | 4 | 4 | 4 | 4 | 4 |
| JetBlue Airways | 5 | 5 | 5 | 5 | 5 |
| None of the above | 99 | 99 | 99 | 99 | 99 |

**SECTION 6: DELTA COMMS INITIATIVES**

NEW SCREEN/SHOW TO ALL  
You’re nearly there! Before we finish, we have a few questions for you specifically about **Delta Air Lines.**

NEW SCREEN / ASK ALLIF SAW NEWS ON DELTA [Q19\_A/c1/2/3]

1. Through which of the following sources did you read, hear, or see something about **Delta Air Lines**? Please select all that apply.

|  |  |  |
| --- | --- | --- |
| MULTISELECT, RANDOMISE ACROSS ALL ROWS | | CODE |
| PAID  [DO NOT SHOW] | TV advertising | 1 |
| Advertising in the street (e.g., billboard, subway ads, etc.) | 2 |
| Internet banner/ad | 3 |
| Celebrities or influencers endorsing the company | 4 |
| Event sponsored, or organized, by the company | 5 |
| OWNED [DO NOT SHOW] | Email/newsletter from the company | 6 |
| Social media content from the company or its leaders | 7 |
| Brand website | 8 |
| Podcast | 9 |
| EARNED [DO NOT SHOW] | Online news about the company | 10 |
| TV/radio coverage about the company | 11 |
| Social media content posted by others about the company | 12 |
| Print news about the company (e.g., in a newspaper/magazine) | 13 |
| WORD OF MOUTH [DO NOT SHOW] | Word of mouth (e.g., from friends/relatives) | 14 |
| Through an employee of the company | 15 |
|  | Other (please specify) [ANCHOR, TYPE IN] | 98 |
|  | Don’t know/can’t remember [ANCHOR, EXCLUSIVE] | 99 |

NEW SCREEN / ASK ALL  
SET UP AS CARDSORT

1. Before today, to what extent were you aware of the following regarding **Delta Air Lines**?   
    Please select one per row.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SINGLE CODE PER ROW, RANDOMISE ROWS | Not aware | Aware but don’t know much about it | Aware and know a little bit about it | Aware and know a lot about it | Don’t know |
|  | SHOW STATEMENTS A-J FROM BELOW | 1 | 2 | 3 | 4 | 99 |

|  |  |  |  |
| --- | --- | --- | --- |
| A | HEALTH AND WELLNESS / CUSTOMER EXPERIENCE | Delta has partnered with Peloton to produce ‘classes in the clouds,’ a series of exclusive stretching and meditation classes that can be accessed via seatback in-flight entertainment | |
| B | SUSTAINABILITY / CUSTOMER EXPERIENCE | Delta is rethinking the onboard experience with sustainability and supplier diversity in mind; swapping out single-use plastic and featuring products that are made by people who reflect the communities we serve | |
| C | CUSTOMER EXPERIENCE: SERVICES | Delta’s largest, best-in-class Delta Sky Clubs are now open at New York’s LaGuardia Airport (LGA) and Los Angeles International Airport (LAX) | |
| D | SUSTAINABILITY | Delta has announced the addition of 100 Boeing 737 Max aircraft to fleet to improve fuel efficiency and meet sustainability goals | |
| E | LEADERSHIP & EMPLOYEES / CUSTOMER EXPERIENCE | Delta named Eric Philips its first Chief Digital Officer as the airline looks to improve customer interactions with Delta’s digital tools and channels | |
| F | SUSTAINABILITY | Delta has released its Climate Lobbying Report detailing global advocacy activities and policies engagements that support its climate goals | |
| G | CUSTOMER EXPERIENCE: PRODUCTS | Delta is partnering with Mexican apparel brand Someone Somewhere to introduce more sustainable artisan-made amenity kits that include premium skincare products from Grown Alchemist | |
| H | CUSTOMER EXPERIENCE: SERVICES | Delta has continued to make the SkyMiles program more rewarding and easier to use by making the ability to earn toward Medallion Status on Delta-marketed Award Travel a permanent feature of the program, and by removing the 75,000 mileage earn cap |
| I | LEADERSHIP & EMPLOYEES | Delta named Pamela Fletcher as Chief Sustainability Officer in 2022, the industry’s only C-Suite level CSO |
| J | HEALTH & WELLBEING / LEADERSHIP | Delta named Dr. Henry Ting as the company’s first Chief Health Officer (CHO), leading on reimaging the company’s approach to health and wellbeing |
| K | CORPORATE SPONSORSHIPS | Delta is the Official Airline of Team USA on the road to the Olympic and Paralympic Games Paris 2024 |

NEW SCREEN / ASK IF AWARE OF ANY INITIATIVE Q24/c2-4

1. Being aware of this initiative or initiatives, what impact, if any, does this have on your opinion of **Delta Air Lines**? Please select one per row.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | SINGLE CODE PER ROW, RANDOMISE ROWS | Significantly worse opinion of Delta | Slightly worse opinion of Delta | No change | Slightly better opinion of Delta | Significantly better opinion of Delta | Don’t  know |
|  | PIPE-IN STATEMENTS A-K IF AWARE Q24/c2-4 | 1 | 2 | 3 | 4 | 5 | 99 |

**SECTION 7: CLASSIFICATION**

NEW SCREEN / SHOW ALL

Finally, we have a few questions that will be used for analysis purposes only.

NEW SCREEN / ASK ALL

1. Are you a member of any of the following airline loyalty programs? Please select any that apply.

|  |  |
| --- | --- |
| MUTLISELECT, RANDOMIZE |  |
| SkyMiles (Delta Air Lines) | 1 |
| MileagePlus (United Airlines) | 2 |
| AAdvantage (American Airlines) | 3 |
| Rapid Rewards (Southwest Airlines) | 4 |
| TrueBlue (JetBlue Airways) | 5 |
| Other, please specify**\_\_\_\_\_ [ANCHOR][TYPE IN]** | 98 |
| None of the above **[ANCHOR, EXCLUSIVE]** | 99 |

NEW SCREEN / ASK ALL

1. Which type of seating do you typically book when flying for each of the following purposes? Please select one for each flying occasion.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | A | B | C | D |
| SINGLE SELECT, RANDOMIZE | For Leisure purposes | For Business purposes | For domestic flights (within the US) | For international flights (from one country to another) |
| Basic Economy | 1 | 1 | 1 | 1 |
| Main Cabin | 2 | 2 | 2 | 2 |
| Comfort+ / Main Cabin Extra / Economy Plus | 3 | 3 | 3 | 3 |
| Premium Economy / Premium Select | 4 | 4 | 4 | 4 |
| Business | 5 | 5 | 5 | 5 |
| First Class | 6 | 6 | 6 | 6 |
| Other **(SPECIFY) \_\_\_\_\_ [ANCHOR]** | 98 | 98 | 98 | 98 |
| Not applicable – I do not fly for this purpose **[ANCHOR]** | 99 | 99 | 99 | 99 |

NEW SCREEN / ASK ALL

1. Which of the following best describes your current employment status? Please select one.

|  |  |
| --- | --- |
| SINGLE SELECT |  |
| Employed full-time | 1 |
| Employed part-time / Contract | 2 |
| Unemployed | 3 |
| Retired | 4 |
| Student | 5 |
| Homemaker/Caregiver/Stay-at-home parent | 6 |
| Other | 7 |

NEW SCREEN / ASK ALL

1. Which of the following areas best describes your current professional area of focus? Please select one.

|  |  |
| --- | --- |
| SINGLE SELECT |  |
| Aerospace, Defence & Security | 1 |
| Asset and Wealth Management | 2 |
| Automotive | 3 |
| Banking & Capital Markets | 4 |
| Consumer Markets | 5 |
| Energy, Utilities & Resources | 6 |
| Engineering & Construction | 7 |
| Financial Services / Investing | 8 |
| Government & Public Services | 9 |
| Healthcare | 10 |
| Hospitality & Leisure | 11 |
| Industrial Manufacturing | 12 |
| Insurance | 13 |
| News media | 14 |
| Pharmaceuticals & Life Sciences | 15 |
| Technology | 16 |
| Telecommunications | 17 |
| Transportation & Logistics | 18 |
| Other **(SPECIFY) \_\_\_\_\_ [ANCHOR]** | 19 |
| None of the above **[ANCHOR, EXCLUSIVE]** | 99 |

**INVESTOR PROFILING**

NEW SCREEN / ASK IF C4/c2,4,8

1. In your current job, do you work for an institution that invests for your own institution, or on behalf of others? Please select one response.

|  |  |
| --- | --- |
| SINGLE SELECT |  |
| Yes | 1 |
| No | 2 |
| Prefer not to answer / don’t know | 99 |

**INVESTOR PROFILING**

NEW SCREEN / ASK IF C4/c2,4,8

1. In your current job, are you directly responsible for, or do you directly contribute to decisions regarding an institution’s investable assets? Please select one response.

|  |  |
| --- | --- |
| SINGLE SELECT |  |
| Yes | 1 |
| No | 2 |
| Prefer not to answer / don’t know | 99 |

**INVESTOR PROFILING**

NEW SCREEN / ASK IF C4/c2,4,8

1. Which of the following best describes your position within your organization? Please select one response.

|  |  |
| --- | --- |
| SINGLE SELECT |  |
| Chief Investment Officer | 1 |
| Portfolio Manager | 2 |
| Director of Research | 3 |
| Investment Stewardship | 4 |
| Buy-side Analyst | 5 |
| Sell-side Analyst | 6 |
| Financial Advisor | 7 |
| Other, please specify \_\_\_\_ [TYPE IN] | 98 |
| None of the above | 99 |

**INVESTOR IN AIRLINES**

NEW SCREEN / ASK ALL

1. Do you currently own shares for any of the following companies (this could be holding individual shares or as part of a fund)? Please select one response per company.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | Yes, I currently own individual shares in this company | Yes, I currently own shares in this company as part of a fund | No, I do not own shares in this company | Don't Know |
| A | Delta Air Lines | 1 | 2 | 3 | 98 |
| B | American Airlines | 1 | 2 | 3 | 98 |
| C | United Airlines | 1 | 2 | 3 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 98 |

C8\_RECODE. Recode for Investors

1. INVESTOR IN Delta Airlines [C8/row1=c1-2]
2. INVESTOR IN American Airlines [C8/row2=c1-2]
3. INVESTOR IN United Airlines [C8/row3=c1-2]
4. INVESTOR IN Southwest Airlines [C8/row4=c1-2]
5. INVESTOR IN JetBlue Airways [C8/row5=c1-2]

QUOTA: C8 RECODE INVESTORS

1. INVESTOR IN Delta Airlines [C8/row1=c1-2] [COUNTER]
2. INVESTOR IN American Airlines [C8/row2=c1-2] [COUNTER]
3. INVESTOR IN United Airlines [C8/row3=c1-2] [COUNTER]
4. INVESTOR IN Southwest Airlines [C8/row4=c1-2] [COUNTER]
5. INVESTOR IN JetBlue Airways [C8/row5=c1-2] [COUNTER]

NEW SCREEN / ASK IF HOLD SHARES (C8/c1 for any row)

1. And how long have you held shares in the following companies?   
   Please select one response per company.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SINGLE SELECT PER ROW, SHOW ROW IF Q1/c2-5, HOLD ORDER FROM Q1** | Less than 6 months | Between 6 months and 1 year | Between 1 and 2 years | Between 2 and 5 years | Over 5 years | Don't Know |
| A | Delta Air Lines | 1 | 2 | 3 | 4 | 5 | 98 |
| B | American Airlines | 1 | 2 | 3 | 4 | 5 | 98 |
| C | United Airlines | 1 | 2 | 3 | 4 | 5 | 98 |
| D | Southwest Airlines | 1 | 2 | 3 | 4 | 5 | 98 |
| E | JetBlue Airways | 1 | 2 | 3 | 4 | 5 | 98 |

NEW SCREEN / ASK ALL

1. Do you consider yourself to be of Hispanic or Latino/a/x origin? Please select one response.

|  |  |
| --- | --- |
| SINGLE SELECT |  |
| Yes | 1 |
| No | 2 |
| Prefer not to answer | 99 |

NEW SCREEN / ASK ALL

1. Which of the following best describes your racial background? Please select all that apply.

|  |  |
| --- | --- |
| MULTI-SELECT |  |
| White or Caucasian | 1 |
| Black or African American | 2 |
| Asian or Asian American | 3 |
| Native Hawaiian or Other Pacific Islander | 4 |
| Indigenous American or Indigenous Alaskan | 5 |
| Middle Eastern or North African | 6 |
| Prefer to self-describe, specify: **[SPECIFY]** | 7 |
| Prefer not to answer **[EXCLUSIVE]** | 99 |

C11a. HIDDEN QUESTION: [RACE/ETHNICITY RECODE]

1. NH-White [(S8/01 or 06) and (S9/02 or 99) and S9 ANSWER COUNT = 1]
2. NH-Black [S8/02 and (S9/02 or 99) and S9 ANSWER COUNT = 1]
3. Hispanic [S9/01]
4. NH-Asian [(S8/03 or 04) and (S9/02 or 99) and S9 ANSWER COUNT = 1]
5. NH-Other [(S8/05 or 07) and (S9/02 or 99) and S9 ANSWER COUNT > 1]
6. Prefer not to answer [S8/99 and S9/03]

C11b. Recode (Multi/Biracial)

1. Multiracial [S8 ANSWER COUNT > 1]
2. Non-Multiracial [S8 ANSWER COUNT = 1]

QC2: In what year were you born? [Open numeric, allow responses 1900-2022]

CQC2.HIDDEN RECODE for QC2

1: (2022-S2) is +/- 2 of QC2 or equal

2: (2022-S2) is more than +/- 2 of QC

Those are all the questions we have for you today. Thank you for completing our survey.