Are you 16 or older?

Yes/No

What is your age group?

16-23, 23-30, 30-37, 37+

How many times a year do you use air travel?

0, 1-2,3-4, 4+

How many times do you wish to use air travel?

0, 1-2,3-4, 4+

When you use air, do you travel nationaly or internationally?

How do you book tickets-online with intermediary(Priceline, Expedia), online directly with airline(United.com), travel agency, other?

When you travel, what is ususally the purpose of your trip?

Work, School, Pleasure, Other

What is your budget for airfair-nationally, internationally?

nationally- up to $200, $200-$500, $500-$800, $800+

internationally- up to $500, $500-$1000, $1000-$1500, $1500+

What's the first brand that comes to mind when you think of booking a flight?

Which of the following categories best describes your status?

Student

Employed-full time

Employed-half time

Self-employed

Unemployed

Retired

Please indicate your ethnicity:

Asian

American Indian or Alaskan Native

Hispanic/Latino

Native Hawaiian or other Pacific Islander

White

African America

Other

What is the highest degree or level of school you have completed?

High school

Some college

Associate degree

Bachelor's degree

Master's degree or above

What is your marital status?

Single

Married

Widowed

Divorced

STUDENT

Yuan Liu

Full-time student

21 years-old

Charlotte, NC

Travel to interesting places

Meet new people

Learn about different cultures

Learn new languages

Yuan is a brand loyal person. She believes that companies should exhibit socially conscious behavior.

Yuan would increase the number of trips in the US and abroad, were she able to afford it.

Yuan is an active social media user. She consumes large amounts of mobile content every day.

She would like to use an airfare service which saves her time and money.

FREELANCER

John Mulligan

Freelance writer and blogger

27 years-old

Portland, OR

Travel to new places

Interact with interesting people

Learn about different cultures

Learn new languages

John is a liberal arts student who started writing for the Portland Tribune and a few other newspapers after he graduated from college. He is an environmentalist and enjoys outdoor activities.

John would be willing to travel more outside of Portland, if he were offered more affordable airline tickets.

John is an active community member and often organizes groups to support various causes. He is a voracious consumer of online content. Stories energize him, causes invigorate him

He would also like to use an airfare booking service which saves him time and money.

RETIREE

Martin Bonino

Retired university professor

65 years-old

Ventura, CA

Visit children and grandchildren

Visit family and friends

Travel to new places abroad

Visit other retired professors

Martin is a retired English literature professor from CSUN. He has a lot of free time and enjoys writing and photography. He is an environmentalist and enjoys hiking in the California’s lower Sierras.

Martin and his wife would love to fly more often to visit their three children, if they were able to buy cheaper airline tickets.

Martin is a movie buff and founded the Ventura Film Society. He is not a big consumer of online content. He prefers books and magazines. Occasionally, he writes for the local paper.

He and his wife would like to use a more affordable airfare booking service. That way they would be able to visit their children and extended family and travel to exotic places around the world.