Online Questionnaire

INTRODUCTORY TEXT

We are conducting a survey to explore perceptions and priorities about air travel.

Your input is extremely valuable to us. No preparation is required, we're simply interested in your honest opinions and responses. The survey will take approximately 12 minutes to complete, and we thank you in advance for your time.

Personal privacy is important to us. The information you provide is strictly confidential and will only be shared at an aggregate level. You will not be contacted or sold anything as the result of your participation.

To launch the survey, please click on the link below or copy and paste it into your Internet browser of choice:

<INSERT SURVEY LINK>

Thank you for your time and participation.

To opt out of future research requests, please visit our opt-out form at <INSERT OPT-OUT LINK>.

SURVEY START PAGE

Thank you again for participating in our survey. Please read the following before beginning the survey:

- Please take a moment to maximize this window for easier viewing.
- Please complete all the questions on each page. If you forget to answer a question, you will be reminded to provide an answer.
- If at any time you need to exit the survey, you may do so by closing your browser. While we recommend completing the entire survey in one sitting, you can stop midway and access the survey at that same point when you return.
- Click "Next" to begin the survey.

SCREENING & CLASSIFICATION

First, we have a few questions to help classify your responses…

1. Which of the following best describes your **total annual household income**? (Include income from all household members and sources…salaries, pensions, interest, dividends, bonuses, capital gains, profits, etc.)
   - ☐ Less than $25,000 → **THANK & TERMINATE**
   - ☐ $25,000 to $49,999
   - ☐ $50,000 to $74,999
   - ☐ $75,000 to $99,999
   - ☐ $100,000 to $124,999
   - ☐ $125,000 to $149,999
   - ☐ $150,000 or more
   - ☐ Prefer not to answer

2. Which of the following **commercial** modes of transportation have you used when **traveling out of state or out of country**? (Select all that apply)
   - ☐ Automobile
   - ☐ Boat/Cruise Ship
   - ☐ Bus
   - ☐ Airplane
   - ☐ Train
   - ☐ Other (please specify) _____

   [PN: **Thank & Terminate** any Respondent who does not select "Commercial Airplane" as at least one of the response options in Q2.]



3. For which type of travel have you used **commercial airplanes**? (Select all that apply)
    - ☐ Personal/Leisure/Vacation Travel
    - ☐ Business Travel

4. How often do you use **commercial airlines** for each of the following types of travel?
    - ☐ Never → **THANK & TERMINATE**
    - ☐ 1-2 times per year
    - ☐ 3-5 times per year
    - ☐ 6-10 times per year
    - ☐ 11-15 times per year
    - ☐ 16-20 times per year
    - ☐ More than 20 times per year

    [PN: Create a chart where responses from Q3 are the rows and Q4 Response options are the columns.]

5. When you travel, **what percentage of the time** do you purchase the following classes of tickets? Please select a percentage for each option listed. Percentages must total to 100)
    - ☐ First Class/Business Class ____%
    - ☐ Main Cabin/Coach/Economy ____%
    - ☐ Other (please specify) _____%

    [PN: Create a chart where responses from Q5 are the rows and each row has a pull down with 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100% options. Force a % to be selected for each row and ensure selections total to 100%.]

6. In addition to yourself, with whom do you **typically travel with** on commercial airlines? (Select all that apply)
    - ☐ Just myself
    - ☐ Spouse/Significant other
    - ☐ Young children (under the age of 12 years old)
    - ☐ Children (12 years old – 18 years old)
    - ☐ Adult friends
    - ☐ Business colleagues
    - ☐ Family members (over the age of 65)

PRIORITIES & PREFERENCES:

7. When traveling by commercial airplane, how **important** is each of the following? (Use a scale of 0-10, where o=Not at all important and 10=Extremely important)
    - ☐ Ticket price
    - ☐ Ability to fly direct
    - ☐ Overall cleanliness of aircraft
    - ☐ Reputation of airline
    - ☐ Food and beverage options



- ☐ Friendliness of flight attendants
- ☐ Flight crew experience level
- ☐ Comfortable seating
- ☐ Storage space for luggage
- ☐ Cleanliness of your seating area
- ☐ Air quality/circulation
- ☐ Safety record of airline
- ☐ Availability of different class of service options (ie First Class, Coach, etc)

[PN: Provide 0-10 pull-down for each item listed. Randomly rotate list.]

8. How **concerned** are you with each of the following when traveling on a commercial airplane? (Use a scale of 0-10, where 0=Not at all concerned and 10=Extremely concerned)
   - ☐ Transmission of disease during air travel
   - ☐ Cleanliness of air during air travel

   [PN: Provide 0-10 radio buttons.]

9. How has **COVID impacted your level of concern** with air cleanliness and quality in general when traveling on commercial airplanes?
   - ☐ I am **significantly more concerned** with air quality on commercial flights
   - ☐ I am **somewhat more concerned** with air quality on commercial flights
   - ☐ My concern with air quality **has not been affected** by COVID
   - ☐ I am **somewhat less concerned** with air quality on commercial flights
   - ☐ I am **significantly less concerned** with air quality on commercial flights

10. If you knew studies from reputable institutions (such as the University of New Mexico Department of Engineering, etc.) have shown that cross-infection happens on aircraft due to air quality, how would that **impact your level of concern** when traveling on commercial flights?
    - ☐ Increase my level of concern significantly
    - ☐ Increase my level of concern somewhat
    - ☐ Neither increase nor decrease my level of concern
    - ☐ Decrease my level of concern somewhat
    - ☐ Decrease my level of concern significantly

CONCEPT ASSESSMENT:

In this next section, you will be shown a brief description of a product that helps clean and sanitize airflow on commercial airplanes. Please read the description carefully and then you will be asked several follow-up questions…

Passengers can get sick from airborne disease while aboard an airplane, despite state-of-the-art filtration and cleaning. Major airlines are quick to communicate the air in their aircraft cabins is cleaned and/or exchanged every two to three minutes (120– 180 seconds), but research by the University of New Mexico Department of Mechanical Engineering shows that within 10–20



seconds of a cough, respiratory particles can be inhaled by multiple passengers sitting in the aircraft cabin and they could become ill themselves. An aircraft ventilation system is much better than most other indoor environments, but the basic issue remains unsolved: dirty, potentially infectious air is moved around the cabin by the HVAC system, across numerous passengers, before it is removed by the air returns on the cabin lower walls. If I'm ill and you're between me and the air returns, you may get ill, too.

Product A solves the basic issue of airborne cross-contamination in an indoor space like an aircraft cabin by blocking, capturing, and cleaning exhaled air – including coughs and sneezes - before it spreads throughout the cabin. Installed in the back of each seat head rest, Product A turns each seat into a personalized air purifier for the person sitting behind it. Each seat back now stops, captures and cleans every exhaled breath, cough, or sneeze to 99.97% clean, before it spreads across other passengers.

Product A's approach is better than other air cleansing systems because only Product A stops, captures, and cleans exhaled air within (about) 3 feet of each passenger's nose and mouth, before it spreads across the cabin. All other systems either enhance the cleaning within the existing HVAC system or direct existing vented air differently.

Product A decreases the likelihood of getting sick from airborne diseases such as the common cold, the flu (influenza), COVID-19, and more by 2 times – 3 times.

11. What is your **initial reaction** to the product features and benefits being described?
    - ☐ Extremely positive
    - ☐ Somewhat positive
    - ☐ Neutral
    - ☐ Somewhat negative
    - ☐ Extremely negative

12. When considering commercial airline providers, how **motivating** is each of the following capabilities in terms of **selecting one airline over another**? (Use a scale of 0-10, where 0=Not at all motivating and 10=Extremely motivating)
    - ☐ *Cleans my exhaled air – including coughs and sneezes – and general cabin air, too – before it spreads across the cabin*
    - ☐ *Cleans air to 99.97% pure- as clean as a hospital operating room*
    - ☐ *Helps make air travel safer and healthier by providing cleaner air directly around me more often*

13. If you could fly in a commercial airplane that provided you with the **top features/benefits** you selected (with little to no impact on your ticket price), how would that affect **your likelihood** to do each of the following? (Use a scale of 0-10, where 0=Significantly decrease my likelihood, 5=No impact on my likelihood, and 10=Significantly increase my likelihood. You may also answer "Does not apply".)
    - ☐ Select an airline that uses the product described over other airlines that don't use the product
    - ☐ Travel via airplane more often



- ☐ Travel with family members who are young children
- ☐ Encourage friends or family members who are senior citizens or considered at-risk from a health perspective to fly more often

[PN: Provide 0-10 pull-down with Does not apply option as well.]

14. How **much more (per ticket)** would you be willing to pay to travel in an airplane equipped with the product features and benefits you just reviewed?
    - ☐ I wouldn't be willing to pay any additional amount
    - ☐ 5% more
    - ☐ 10% more
    - ☐ 25% more
    - ☐ 50% more
    - ☐ Other (Please specify) _____

FUTURE CONSIDERATION & RECOMMENDATION:

15. How **likely** are you to do each of the following during the next 12 months? (Use a scale of 0-10, where 0=Not at all likely and 10=Extremely likely)
    - ☐ Fly domestically via commercial airline
    - ☐ Fly internationally via commercial airline

16. How **important** is each of the following in terms of your decision to select a particular commercial airline **the next time** you book air travel? (Use a scale of 0-10, where 0=Not at all important and 10-Extremely important)
    - ☐ Knowing the airline properly cleans and sanitizes the plane prior to each flight
    - ☐ Knowing the plane uses best in class air filtration technology while passengers are on board

17. If you knew an **air cleansing and quality system** like the one we've been discussing was available on commercial airplanes, how would that impact your likelihood to do each of the following? (Use a scale of 0-10, where 0=Significantly decrease my likelihood to travel via airplane, 5=No impact on likelihood to travel via airplane, and 10=Significantly increase my likelihood to travel via airplane)
    - ☐ Travel domestically via commercial airplane
    - ☐ Travel internationally via commercial airplane

    [PN: Provide 0-10 radio buttons for each response option. Allow Respondent to provide a rating for each type of travel listed.]

18. If you knew a particular commercial airline used the air cleaning system ("Product A") described previously to **significantly reduce the spread of airborne disease**, how would that impact your **likelihood to consider** that airline for future travel? (Use a scale of 0-10, Where 0=Significantly decrease my likelihood to consider the airline and 10=Significantly increase my likelihood to consider the airline)

[PN: Provide 0-10 radio buttons.]

19. If you were shopping for a **new car** and the air cleaning system described previously ("Product A") was available as an option, how would that impact your **likelihood to purchase or lease** the car? (Use a scale of 0-10, Where 0=Significantly decrease my likelihood to purchase or lease and 10=Significantly increase my likelihood to purchase or lease)

[PN: Provide 0-10 radio buttons for each response option.]

20. How **much more (per ticket)** would you be willing to pay to travel on a **passenger train** equipped with the air cleaning system ("Product A") described previously?
    - ☐ I wouldn't be willing to pay any additional amount
    - ☐ 5% more
    - ☐ 10% more
    - ☐ 25% more
    - ☐ 50% more
    - ☐ Other (Please specify) _____

21. What are the **top three** things you would recommend to commercial airline executives to **improve the interior cleanliness of their aircraft**? (List up to 3 items by putting your top recommendation next to the #1, your second recommendation next to #2 and your third next to #3. Provide only a maximum of three recommendations)
    - ☐ #1 _____
    - ☐ #2 _____
    - ☐ #3 _____

ADDITIONAL DEMOGRAPHICS

22. Which of the following best describes your age?
    - ☐ 18-24
    - ☐ 25-34
    - ☐ 35-44
    - ☐ 45-54
    - ☐ 55-64
    - ☐ 65+

23. What is your gender?
    - ☐ Male (including those who identify as male)
    - ☐ Female (including those who identify as female)
    - ☐ Prefer not to answer

24. When you report your ethnicity, do you consider yourself to be …? (Select only one)
    - ☐ White/Caucasian, but Not Hispanic or Latino
    - ☐ Hispanic or Latino
    - ☐ Black or African American
    - ☐ Asian
    - ☐ Native American/American Indian
    - ☐ Another Background
    - ☐ Prefer not to answer

25. Please indicate your highest level of education. (Select only one)
    - ☐ Post graduate degree
    - ☐ Bachelor's degree (4 Year)
    - ☐ Associate degree (2 Year)
    - ☐ Some college-no degree
    - ☐ Secondary school
    - ☐ Vocational training
    - ☐ Other
    - ☐ Prefer not to answer

Thank you for completing our survey. We greatly appreciate your time

