

Virgin Atlantic Survey

Absolutes/col percents

Table 1

Q.1 When was the last time you took a domestic or international flight with an airline?

Base: All respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
In the last month	2007 20%	134 13%	281 28%	429 43%	170 17%	229 23%	198 20%	155 15%	126 13%	162 16%	123 12%	1068 21%	939 18%	226 17%	711 24%	574 22%	328 17%	168 14%
2-3 months ago	2433 24%	240 24%	236 24%	258 26%	211 21%	294 29%	256 26%	237 24%	263 26%	268 27%	170 17%	1284 26%	1149 23%	367 28%	766 26%	617 24%	430 22%	253 20%
4-6 months ago	1766 18%	186 18%	150 15%	133 13%	148 15%	191 19%	224 22%	195 19%	196 19%	192 19%	151 15%	899 18%	867 17%	233 18%	519 18%	448 17%	345 18%	221 18%
7-11 months ago	1245 12%	107 11%	99 10%	82 8%	103 10%	139 14%	139 14%	138 14%	162 16%	140 14%	136 14%	593 12%	652 13%	158 12%	333 11%	314 12%	258 13%	182 15%
1-2 years ago	1624 16%	187 19%	127 13%	73 7%	174 17%	123 12%	136 14%	168 17%	193 19%	177 18%	266 27%	700 14%	924 18%	226 17%	391 13%	425 16%	332 17%	250 20%
3-5 years ago	979 10%	153 15%	108 11%	33 3%	196 20%	38 4%	50 5%	110 11%	67 7%	68 7%	156 16%	426 9%	553 11%	121 9%	225 8%	214 8%	251 13%	168 14%
Over 5 years ago	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 2
Q.2 Approximately how many flights have you taken in the last 12 months?
Base: All respondents

		Country										Gender		Age					
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base		10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
None	(0)	1904 19%	286 28%	198 20%	78 8%	267 27%	98 10%	121 12%	225 22%	158 16%	164 16%	309 31%	824 17%	1080 21%	238 18%	438 15%	444 17%	455 23%	329 26%
NET: Any		8150 81%	721 72%	803 80%	930 92%	735 73%	916 90%	882 88%	778 78%	849 84%	843 84%	693 69%	4146 83%	4004 79%	1093 82%	2507 85%	2148 83%	1489 77%	913 74%
1	(1)	1653 16%	198 20%	148 15%	84 8%	158 16%	138 14%	179 18%	148 15%	203 20%	216 21%	181 18%	763 15%	890 18%	263 20%	457 16%	424 16%	307 16%	202 16%
2	(2)	2210 22%	234 23%	171 17%	172 17%	221 22%	207 20%	281 28%	202 20%	250 25%	284 28%	188 19%	1066 21%	1144 23%	329 25%	638 22%	534 21%	437 22%	272 22%
3	(3)	947 9%	63 6%	107 11%	108 11%	61 6%	129 13%	110 11%	97 10%	114 11%	90 9%	68 7%	521 10%	426 8%	128 10%	305 10%	236 9%	170 9%	108 9%
4	(4)	1129 11%	112 11%	102 10%	90 9%	96 10%	148 15%	126 13%	124 12%	101 10%	125 12%	105 10%	570 11%	559 11%	131 10%	343 12%	293 11%	224 12%	138 11%
5	(5)	426 4%	23 2%	56 6%	67 7%	17 2%	70 7%	38 4%	36 4%	52 5%	35 3%	32 3%	236 5%	190 4%	62 5%	156 5%	108 4%	66 3%	34 3%
6-7	(6.5)	761 8%	41 4%	98 10%	123 12%	70 7%	103 10%	62 6%	80 8%	72 7%	49 5%	63 6%	422 8%	339 7%	92 7%	234 8%	238 9%	115 6%	82 7%
8-10	(9)	480 5%	30 3%	53 5%	106 11%	46 5%	58 6%	42 4%	46 5%	31 3%	32 3%	36 4%	263 5%	217 4%	44 3%	176 6%	138 5%	81 4%	41 3%
10-15	(12.5)	302 3%	13 1%	29 3%	102 10%	38 4%	33 3%	26 3%	28 3%	16 2%	6 1%	11 1%	181 4%	121 2%	26 2%	114 4%	92 4%	48 2%	22 2%
15-20	(17.5)	123 1%	5 *	15 1%	47 5%	9 1%	19 2%	8 1%	9 1%	4 *	4 *	3 *	59 1%	64 1%	11 1%	49 2%	42 2%	21 1%	- -
Over 20	(23)	119 1%	2 *	24 2%	31 3%	19 2%	11 1%	10 1%	8 1%	6 1%	2 *	6 1%	65 1%	54 1%	7 1%	35 1%	43 2%	20 1%	14 1%
Mean		3.33	2.23	3.79	5.96	3.18	4.01	3.23	3.14	2.84	2.51	2.40	3.59	3.08	2.86	3.73	3.69	2.99	2.65
Standard deviation		3.93	2.79	4.55	5.41	4.34	3.94	3.55	3.65	3.07	2.56	3.11	4.03	3.81	3.25	4.10	4.30	3.75	3.39

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Table 3

Q.3 Thinking about your last flight, how satisfied or dissatisfied were you with the overall experience?

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Satisfied	7585 75%	740 73%	793 79%	820 81%	662 66%	828 82%	652 65%	771 77%	803 80%	729 72%	787 79%	3761 76%	3824 75%	1001 75%	2262 77%	1994 77%	1429 74%	899 72%
Extremely satisfied (+2)	3133 31%	363 36%	421 42%	196 19%	129 13%	355 35%	101 10%	386 38%	366 36%	368 37%	448 45%	1470 30%	1663 33%	390 29%	919 31%	799 31%	618 32%	407 33%
A little satisfied (+1)	4452 44%	377 37%	372 37%	624 62%	533 53%	473 47%	551 55%	385 38%	437 43%	361 36%	339 34%	2291 46%	2161 43%	611 46%	1343 46%	1195 46%	811 42%	492 40%
Neither satisfied nor dissatisfied (0)	1611 16%	153 15%	118 12%	130 13%	280 28%	117 12%	278 28%	151 15%	95 9%	151 15%	138 14%	818 16%	793 16%	215 16%	422 14%	386 15%	361 19%	227 18%
A little dissatisfied (-1)	689 7%	94 9%	73 7%	54 5%	55 5%	56 6%	63 6%	52 5%	86 9%	105 10%	51 5%	319 6%	370 7%	97 7%	214 7%	163 6%	115 6%	100 8%
Extremely dissatisfied (-2)	169 2%	20 2%	17 2%	4 *	5 *	13 1%	10 1%	29 3%	23 2%	22 2%	26 3%	72 1%	97 2%	18 1%	47 2%	49 2%	39 2%	16 1%
NET: Dissatisfied	858 9%	114 11%	90 9%	58 6%	60 6%	69 7%	73 7%	81 8%	109 11%	127 13%	77 8%	391 8%	467 9%	115 9%	261 9%	212 8%	154 8%	116 9%
Mean	0.96	0.96	1.11	0.95	0.72	1.09	0.67	1.04	1.03	0.94	1.13	0.96	0.97	0.95	0.98	0.98	0.95	0.95
Standard deviation	0.95	1.03	0.99	0.76	0.77	0.89	0.78	1.00	1.00	1.06	1.00	0.92	0.97	0.93	0.94	0.94	0.96	0.97

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Table 4

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

Summary

Base: All respondents

	Statements										
	I have had a bad flight experience in the past year	Airlines need to do more to improve the experience of flying	I have vowed never to fly again with a specific airline	I used to look forward to flying but now I don't	Overall, flying is a disappointing experience	I look forward to every flight I take	Flying is an exciting event for me	I am a nervous flyer/scared of flying	Flying can be a chore	I dread flying	Flying is less glamorous than it used to be
Base	10054	10054	10054	10054	10054	10054	10054	10054	10054	10054	10054
NET: Agree	1710 17%	5741 57%	2252 22%	2332 23%	1424 14%	5885 59%	5875 58%	2135 21%	3292 33%	1498 15%	4182 42%
Strongly agree (+2)	537 5%	1920 19%	942 9%	620 6%	389 4%	2444 24%	2631 26%	612 6%	761 8%	432 4%	1274 13%
Slightly agree (+1)	1173 12%	3821 38%	1310 13%	1712 17%	1035 10%	3441 34%	3244 32%	1523 15%	2531 25%	1066 11%	2908 29%
Neither agree nor disagree (0)	2234 22%	2769 28%	2695 27%	3217 32%	2677 27%	2667 27%	2632 26%	2380 24%	3283 33%	2621 26%	3171 32%
Slightly disagree (-1)	2413 24%	1073 11%	2086 21%	2220 22%	2783 28%	1065 11%	1071 11%	2200 22%	1973 20%	2319 23%	1727 17%
Strongly disagree (-2)	3697 37%	471 5%	3021 30%	2285 23%	3170 32%	437 4%	476 5%	3339 33%	1506 15%	3616 36%	974 10%
NET: Disagree	6110 61%	1544 15%	5107 51%	4505 45%	5953 59%	1502 15%	1547 15%	5539 55%	3479 35%	5935 59%	2701 27%
Mean	-0.75	0.56	-0.49	-0.38	-0.73	0.64	0.64	-0.61	-0.09	-0.76	0.18
Standard deviation	1.21	1.06	1.29	1.18	1.13	1.09	1.12	1.25	1.16	1.17	1.15

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Table 5

**Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?
I have had a bad flight experience in the past year**

Base: All respondents

		Country										Gender		Age					
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base		10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree		1710	127	238	184	84	272	88	166	164	238	149	872	838	260	634	433	232	151
		17%	13%	24%	18%	8%	27%	9%	17%	16%	24%	15%	18%	16%	20%	22%	17%	12%	12%
Strongly agree	(+2)	537	45	91	49	23	66	9	61	63	70	60	281	256	64	202	154	69	48
		5%	4%	9%	5%	2%	7%	1%	6%	6%	7%	6%	6%	5%	5%	7%	6%	4%	4%
Slightly agree	(+1)	1173	82	147	135	61	206	79	105	101	168	89	591	582	196	432	279	163	103
		12%	8%	15%	13%	6%	20%	8%	10%	10%	17%	9%	12%	11%	15%	15%	11%	8%	8%
Neither agree nor disagree	(0)	2234	151	148	667	163	204	287	163	117	203	131	1165	1069	323	678	616	400	217
		22%	15%	15%	66%	16%	20%	29%	16%	12%	20%	13%	23%	21%	24%	23%	24%	21%	17%
Slightly disagree	(-1)	2413	208	211	117	304	272	454	236	200	231	180	1225	1188	332	701	623	489	268
		24%	21%	21%	12%	30%	27%	45%	24%	20%	23%	18%	25%	23%	25%	24%	24%	25%	22%
Strongly disagree	(-2)	3697	521	404	40	451	266	174	438	526	335	542	1708	1989	416	932	920	823	606
		37%	52%	40%	4%	45%	26%	17%	44%	52%	33%	54%	34%	39%	31%	32%	35%	42%	49%
NET: Disagree		6110	729	615	157	755	538	628	674	726	566	722	2933	3177	748	1633	1543	1312	874
		61%	72%	61%	16%	75%	53%	63%	67%	72%	56%	72%	59%	62%	56%	55%	60%	67%	70%
Mean		-0.75	-1.07	-0.69	0.04	-1.10	-0.46	-0.70	-0.88	-1.02	-0.59	-1.05	-0.70	-0.80	-0.63	-0.59	-0.72	-0.94	-1.03
Standard deviation		1.21	1.18	1.36	0.78	1.03	1.25	0.88	1.25	1.27	1.29	1.25	1.21	1.21	1.20	1.26	1.22	1.13	1.16

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Table 6

**Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?
Airlines need to do more to improve the experience of flying**

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	5741 57%	536 53%	654 65%	477 47%	435 43%	721 71%	538 54%	472 47%	712 71%	663 66%	533 53%	2904 58%	2837 56%	749 56%	1768 60%	1514 58%	1035 53%	675 54%
Strongly agree (+2)	1920 19%	143 14%	264 26%	134 13%	77 8%	284 28%	119 12%	121 12%	318 32%	288 29%	172 17%	1026 21%	894 18%	228 17%	621 21%	534 21%	325 17%	212 17%
Slightly agree (+1)	3821 38%	393 39%	390 39%	343 34%	358 36%	437 43%	419 42%	351 35%	394 39%	375 37%	361 36%	1878 38%	1943 38%	521 39%	1147 39%	980 38%	710 37%	463 37%
Neither agree nor disagree (0)	2769 28%	322 32%	228 23%	265 26%	448 45%	185 18%	350 35%	353 35%	162 16%	195 19%	261 26%	1338 27%	1431 28%	378 28%	734 25%	679 26%	598 31%	380 31%
Slightly disagree (-1)	1073 11%	102 10%	77 8%	212 21%	85 8%	74 7%	93 9%	131 13%	74 7%	88 9%	137 14%	511 10%	562 11%	138 10%	310 11%	264 10%	225 12%	136 11%
Strongly disagree (-2)	471 5%	47 5%	42 4%	54 5%	34 3%	34 3%	22 2%	47 5%	59 6%	61 6%	71 7%	217 4%	254 5%	66 5%	133 5%	135 5%	86 4%	51 4%
NET: Disagree	1544 15%	149 15%	119 12%	266 26%	119 12%	108 11%	115 11%	178 18%	133 13%	149 15%	208 21%	728 15%	816 16%	204 15%	443 15%	399 15%	311 16%	187 15%
Mean	0.56	0.48	0.76	0.29	0.36	0.85	0.52	0.37	0.83	0.74	0.43	0.60	0.52	0.53	0.62	0.58	0.50	0.52
Standard deviation	1.06	1.01	1.06	1.10	0.87	1.02	0.90	1.01	1.13	1.14	1.13	1.06	1.06	1.05	1.07	1.08	1.04	1.03

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Table 7

**Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?
I have vowed never to fly again with a specific airline**

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	2252 22%	258 26%	223 22%	180 18%	154 15%	291 29%	145 14%	296 30%	152 15%	305 30%	248 25%	1169 24%	1083 21%	286 21%	740 25%	613 24%	367 19%	246 20%
Strongly agree (+2)	942 9%	125 12%	105 10%	57 6%	55 5%	114 11%	29 3%	112 11%	62 6%	143 14%	140 14%	508 10%	434 9%	110 8%	317 11%	244 9%	164 8%	107 9%
Slightly agree (+1)	1310 13%	133 13%	118 12%	123 12%	99 10%	177 17%	116 12%	184 18%	90 9%	162 16%	108 11%	661 13%	649 13%	176 13%	423 14%	369 14%	203 10%	139 11%
Neither agree nor disagree (0)	2695 27%	143 14%	164 16%	690 68%	345 34%	238 23%	324 32%	209 21%	153 15%	260 26%	169 17%	1372 28%	1323 26%	347 26%	788 27%	749 29%	518 27%	293 24%
Slightly disagree (-1)	2086 21%	206 20%	213 21%	90 9%	304 30%	218 21%	320 32%	235 23%	180 18%	169 17%	151 15%	987 20%	1099 22%	265 20%	606 21%	497 19%	426 22%	292 24%
Strongly disagree (-2)	3021 30%	400 40%	401 40%	48 5%	199 20%	267 26%	214 21%	263 26%	522 52%	273 27%	434 43%	1442 29%	1579 31%	433 33%	811 28%	733 28%	633 33%	411 33%
NET: Disagree	5107 51%	606 60%	614 61%	138 14%	503 50%	485 48%	534 53%	498 50%	702 70%	442 44%	585 58%	2429 49%	2678 53%	698 52%	1417 48%	1230 47%	1059 54%	703 57%
Mean	-0.49	-0.62	-0.69	0.05	-0.49	-0.34	-0.57	-0.35	-1.00	-0.27	-0.63	-0.44	-0.54	-0.55	-0.40	-0.43	-0.60	-0.61
Standard deviation	1.29	1.43	1.37	0.79	1.08	1.33	1.04	1.34	1.26	1.38	1.47	1.31	1.28	1.29	1.31	1.29	1.27	1.28

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Table 8

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

I used to look forward to flying but now I don't

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	2332 23%	188 19%	293 29%	317 31%	169 17%	283 28%	245 24%	192 19%	287 29%	205 20%	153 15%	1218 25%	1114 22%	303 23%	740 25%	598 23%	425 22%	266 21%
Strongly agree (+2)	620 6%	47 5%	101 10%	77 8%	27 3%	95 9%	30 3%	54 5%	80 8%	62 6%	47 5%	316 6%	304 6%	84 6%	222 8%	146 6%	95 5%	73 6%
Slightly agree (+1)	1712 17%	141 14%	192 19%	240 24%	142 14%	188 19%	215 21%	138 14%	207 21%	143 14%	106 11%	902 18%	810 16%	219 16%	518 18%	452 17%	330 17%	193 16%
Neither agree nor disagree (0)	3217 32%	307 30%	270 27%	520 52%	386 39%	289 29%	398 40%	284 28%	246 24%	292 29%	225 22%	1630 33%	1587 31%	398 30%	915 31%	864 33%	640 33%	400 32%
Slightly disagree (-1)	2220 22%	223 22%	207 21%	140 14%	285 28%	212 21%	249 25%	258 26%	217 22%	211 21%	218 22%	1052 21%	1168 23%	306 23%	654 22%	561 22%	422 22%	277 22%
Strongly disagree (-2)	2285 23%	289 29%	231 23%	31 3%	162 16%	230 23%	111 11%	269 27%	257 26%	299 30%	406 41%	1070 22%	1215 24%	324 24%	636 22%	569 22%	457 24%	299 24%
NET: Disagree	4505 45%	512 51%	438 44%	171 17%	447 45%	442 44%	360 36%	527 53%	474 47%	510 51%	624 62%	2122 43%	2383 47%	630 47%	1290 44%	1130 44%	879 45%	576 46%
Mean	-0.38	-0.56	-0.27	0.19	-0.41	-0.29	-0.20	-0.55	-0.36	-0.54	-0.83	-0.33	-0.43	-0.43	-0.33	-0.37	-0.42	-0.43
Standard deviation	1.18	1.18	1.29	0.88	1.01	1.26	0.99	1.18	1.28	1.22	1.20	1.18	1.18	1.20	1.21	1.17	1.16	1.18

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Table 9

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

Overall, flying is a disappointing experience

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	1424 14%	209 21%	247 25%	176 17%	116 12%	187 18%	80 8%	148 15%	55 5%	108 11%	98 10%	729 15%	695 14%	176 13%	432 15%	350 14%	260 13%	206 17%
Strongly agree (+2)	389 4%	44 4%	79 8%	44 4%	23 2%	67 7%	12 1%	37 4%	26 3%	29 3%	28 3%	186 4%	203 4%	57 4%	130 4%	91 4%	63 3%	48 4%
Slightly agree (+1)	1035 10%	165 16%	168 17%	132 13%	93 9%	120 12%	68 7%	111 11%	29 3%	79 8%	70 7%	543 11%	492 10%	119 9%	302 10%	259 10%	197 10%	158 13%
Neither agree nor disagree (0)	2677 27%	280 28%	230 23%	692 69%	243 24%	174 17%	286 29%	245 24%	160 16%	199 20%	168 17%	1327 27%	1350 27%	337 25%	783 27%	740 29%	525 27%	292 24%
Slightly disagree (-1)	2783 28%	266 26%	268 27%	106 11%	349 35%	268 26%	475 47%	307 31%	233 23%	256 25%	255 25%	1359 27%	1424 28%	392 29%	785 27%	682 26%	564 29%	360 29%
Strongly disagree (-2)	3170 32%	252 25%	256 26%	34 3%	294 29%	385 38%	162 16%	303 30%	559 56%	444 44%	481 48%	1555 31%	1615 32%	426 32%	945 32%	820 32%	595 31%	384 31%
NET: Disagree	5953 59%	518 51%	524 52%	140 14%	643 64%	653 64%	637 64%	610 61%	792 79%	700 70%	736 73%	2914 59%	3039 60%	818 61%	1730 59%	1502 58%	1159 60%	744 60%
Mean	-0.73	-0.51	-0.45	0.05	-0.80	-0.77	-0.70	-0.73	-1.26	-1.00	-1.09	-0.72	-0.74	-0.76	-0.72	-0.73	-0.74	-0.70
Standard deviation	1.13	1.16	1.25	0.74	1.04	1.25	0.86	1.12	1.00	1.10	1.08	1.13	1.12	1.12	1.15	1.11	1.10	1.15

Virgin Atlantic Survey

Absolutes/col percents

Table 10

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

I look forward to every flight I take

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	5885 59%	482 48%	546 55%	401 40%	502 50%	714 70%	546 54%	581 58%	770 76%	671 67%	672 67%	2897 58%	2988 59%	837 63%	1862 63%	1489 57%	1037 53%	660 53%
Strongly agree (+2)	2444 24%	212 21%	229 23%	127 13%	162 16%	321 32%	129 13%	237 24%	338 34%	313 31%	376 38%	1173 24%	1271 25%	324 24%	807 27%	614 24%	425 22%	274 22%
Slightly agree (+1)	3441 34%	270 27%	317 32%	274 27%	340 34%	393 39%	417 42%	344 34%	432 43%	358 36%	296 30%	1724 35%	1717 34%	513 39%	1055 36%	875 34%	612 31%	386 31%
Neither agree nor disagree (0)	2667 27%	271 27%	224 22%	383 38%	348 35%	211 21%	356 35%	258 26%	170 17%	241 24%	205 20%	1377 28%	1290 25%	327 25%	713 24%	719 28%	568 29%	340 27%
Slightly disagree (-1)	1065 11%	185 18%	156 16%	171 17%	111 11%	64 6%	80 8%	109 11%	39 4%	71 7%	79 8%	508 10%	557 11%	120 9%	265 9%	279 11%	230 12%	171 14%
Strongly disagree (-2)	437 4%	69 7%	75 7%	53 5%	41 4%	25 2%	21 2%	55 5%	28 3%	24 2%	46 5%	188 4%	249 5%	47 4%	105 4%	105 4%	109 6%	71 6%
NET: Disagree	1502 15%	254 25%	231 23%	224 22%	152 15%	89 9%	101 10%	164 16%	67 7%	95 9%	125 12%	696 14%	806 16%	167 13%	370 13%	384 15%	339 17%	242 19%
Mean	0.64	0.37	0.47	0.25	0.47	0.91	0.55	0.60	1.01	0.86	0.88	0.64	0.63	0.71	0.74	0.62	0.52	0.50
Standard deviation	1.09	1.20	1.21	1.05	1.02	1.00	0.89	1.12	0.95	1.01	1.14	1.06	1.12	1.04	1.06	1.08	1.12	1.14

Virgin Atlantic Survey

Absolutes/col percents

Table 11

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

Flying is an exciting event for me

Base: All respondents

		Country										Gender		Age					
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base		10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree		5875	515	594	408	552	742	284	590	787	704	699	2915	2960	871	1864	1499	1005	636
		58%	51%	59%	40%	55%	73%	28%	59%	78%	70%	70%	59%	58%	65%	63%	58%	52%	51%
Strongly agree	(+2)	2631	215	252	125	170	379	53	240	434	358	405	1275	1356	405	850	668	431	277
		26%	21%	25%	12%	17%	37%	5%	24%	43%	36%	40%	26%	27%	30%	29%	26%	22%	22%
Slightly agree	(+1)	3244	300	342	283	382	363	231	350	353	346	294	1640	1604	466	1014	831	574	359
		32%	30%	34%	28%	38%	36%	23%	35%	35%	34%	29%	33%	32%	35%	34%	32%	30%	29%
Neither agree nor disagree	(0)	2632	266	212	406	317	191	445	250	160	198	187	1360	1272	307	709	695	567	354
		26%	26%	21%	40%	32%	19%	44%	25%	16%	20%	19%	27%	25%	23%	24%	27%	29%	29%
Slightly disagree	(-1)	1071	155	121	139	99	53	199	112	40	75	78	485	586	112	266	270	257	166
		11%	15%	12%	14%	10%	5%	20%	11%	4%	7%	8%	10%	12%	8%	9%	10%	13%	13%
Strongly disagree	(-2)	476	71	74	55	34	28	75	51	20	30	38	210	266	41	106	128	115	86
		5%	7%	7%	5%	3%	3%	7%	5%	2%	3%	4%	4%	5%	3%	4%	5%	6%	7%
NET: Disagree		1547	226	195	194	133	81	274	163	60	105	116	695	852	153	372	398	372	252
		15%	22%	19%	19%	13%	8%	27%	16%	6%	10%	12%	14%	17%	11%	13%	15%	19%	20%
Mean		0.64	0.43	0.58	0.28	0.55	1.00	-0.01	0.61	1.13	0.92	0.95	0.66	0.63	0.81	0.76	0.63	0.49	0.46
Standard deviation		1.12	1.19	1.20	1.03	0.99	1.01	0.97	1.12	0.95	1.05	1.11	1.09	1.15	1.06	1.08	1.12	1.15	1.17

Virgin Atlantic Survey

Absolutes/col percents

Table 12

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

I am a nervous flyer/ scared of flying

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	2135 21%	214 21%	233 23%	215 21%	171 17%	223 22%	158 16%	204 20%	366 36%	133 13%	218 22%	928 19%	1207 24%	317 24%	692 23%	556 21%	364 19%	206 17%
Strongly agree (+2)	612 6%	67 7%	74 7%	52 5%	32 3%	75 7%	22 2%	61 6%	124 12%	37 4%	68 7%	259 5%	353 7%	80 6%	232 8%	146 6%	107 6%	47 4%
Slightly agree (+1)	1523 15%	147 15%	159 16%	163 16%	139 14%	148 15%	136 14%	143 14%	242 24%	96 10%	150 15%	669 13%	854 17%	237 18%	460 16%	410 16%	257 13%	159 13%
Neither agree nor disagree (0)	2380 24%	149 15%	163 16%	629 62%	255 25%	170 17%	296 30%	190 19%	215 21%	173 17%	140 14%	1209 24%	1171 23%	352 26%	725 25%	629 24%	435 22%	239 19%
Slightly disagree (-1)	2200 22%	225 22%	211 21%	127 13%	278 28%	210 21%	352 35%	214 21%	169 17%	197 20%	217 22%	1073 22%	1127 22%	300 23%	639 22%	529 20%	447 23%	285 23%
Strongly disagree (-2)	3339 33%	419 42%	394 39%	37 4%	298 30%	411 41%	197 20%	395 39%	257 26%	504 50%	427 43%	1760 35%	1579 31%	362 27%	889 30%	878 34%	698 36%	512 41%
NET: Disagree	5539 55%	644 64%	605 60%	164 16%	576 57%	621 61%	549 55%	609 61%	426 42%	701 70%	644 64%	2833 57%	2706 53%	662 50%	1528 52%	1407 54%	1145 59%	797 64%
Mean	-0.61	-0.78	-0.69	0.07	-0.67	-0.72	-0.56	-0.74	-0.19	-1.03	-0.78	-0.69	-0.54	-0.47	-0.51	-0.61	-0.71	-0.85
Standard deviation	1.25	1.30	1.33	0.80	1.13	1.32	1.02	1.28	1.37	1.18	1.32	1.23	1.27	1.23	1.28	1.25	1.23	1.20

Virgin Atlantic Survey

Absolutes/col percents

Table 13

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

Flying can be a chore

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	3292 33%	461 46%	530 53%	313 31%	310 31%	319 31%	283 28%	353 35%	156 15%	291 29%	276 28%	1637 33%	1655 33%	405 30%	982 33%	804 31%	660 34%	441 36%
Strongly agree (+2)	761 8%	120 12%	188 19%	57 6%	42 4%	90 9%	33 3%	65 6%	25 2%	65 6%	76 8%	362 7%	399 8%	98 7%	230 8%	158 6%	159 8%	116 9%
Slightly agree (+1)	2531 25%	341 34%	342 34%	256 25%	268 27%	229 23%	250 25%	288 29%	131 13%	226 22%	200 20%	1275 26%	1256 25%	307 23%	752 26%	646 25%	501 26%	325 26%
Neither agree nor disagree (0)	3283 33%	240 24%	220 22%	515 51%	308 31%	427 42%	346 34%	303 30%	237 24%	427 42%	260 26%	1710 34%	1573 31%	480 36%	1007 34%	894 34%	574 30%	328 26%
Slightly disagree (-1)	1973 20%	164 16%	132 13%	141 14%	225 22%	173 17%	293 29%	192 19%	271 27%	164 16%	218 22%	946 19%	1027 20%	264 20%	553 19%	505 19%	402 21%	249 20%
Strongly disagree (-2)	1506 15%	142 14%	119 12%	39 4%	159 16%	95 9%	81 8%	155 15%	343 34%	125 12%	248 25%	677 14%	829 16%	182 14%	403 14%	389 15%	308 16%	224 18%
NET: Disagree	3479 35%	306 30%	251 25%	180 18%	384 38%	268 26%	374 37%	347 35%	614 61%	289 29%	466 47%	1623 33%	1856 37%	446 34%	956 32%	894 34%	710 37%	473 38%
Mean	-0.09	0.13	0.35	0.15	-0.19	0.05	-0.14	-0.08	-0.77	-0.06	-0.36	-0.06	-0.12	-0.09	-0.05	-0.12	-0.10	-0.11
Standard deviation	1.16	1.24	1.26	0.87	1.12	1.06	0.99	1.16	1.13	1.07	1.26	1.13	1.18	1.12	1.14	1.13	1.19	1.24

Virgin Atlantic Survey

Absolutes/col percents

Table 14

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

I dread flying

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	1498 15%	136 14%	192 19%	181 18%	162 16%	227 22%	104 10%	140 14%	109 11%	133 13%	114 11%	681 14%	817 16%	203 15%	527 18%	364 14%	261 13%	143 12%
Strongly agree (+2)	432 4%	49 5%	73 7%	46 5%	35 3%	62 6%	19 2%	36 4%	31 3%	38 4%	43 4%	186 4%	246 5%	64 5%	152 5%	102 4%	75 4%	39 3%
Slightly agree (+1)	1066 11%	87 9%	119 12%	135 13%	127 13%	165 16%	85 8%	104 10%	78 8%	95 9%	71 7%	495 10%	571 11%	139 10%	375 13%	262 10%	186 10%	104 8%
Neither agree nor disagree (0)	2621 26%	159 16%	200 20%	675 67%	217 22%	312 31%	231 23%	220 22%	142 14%	318 32%	147 15%	1371 28%	1250 25%	398 30%	838 28%	704 27%	433 22%	248 20%
Slightly disagree (-1)	2319 23%	240 24%	255 25%	101 10%	325 32%	192 19%	371 37%	227 23%	197 20%	194 19%	217 22%	1094 22%	1225 24%	334 25%	642 22%	593 23%	472 24%	278 22%
Strongly disagree (-2)	3616 36%	472 47%	354 35%	51 5%	298 30%	283 28%	297 30%	416 41%	559 56%	362 36%	524 52%	1824 37%	1792 35%	396 30%	938 32%	931 36%	778 40%	573 46%
NET: Disagree	5935 59%	712 71%	609 61%	152 15%	623 62%	475 47%	668 67%	643 64%	756 75%	556 55%	741 74%	2918 59%	3017 59%	730 55%	1580 54%	1524 59%	1250 64%	851 69%
Mean	-0.76	-0.99	-0.70	0.02	-0.72	-0.46	-0.84	-0.88	-1.17	-0.74	-1.11	-0.78	-0.74	-0.65	-0.62	-0.77	-0.87	-1.00
Standard deviation	1.17	1.19	1.26	0.79	1.12	1.22	1.01	1.17	1.12	1.15	1.15	1.15	1.19	1.15	1.20	1.16	1.16	1.13

Virgin Atlantic Survey

Absolutes/col percents

Table 15

Q.4 To what extent do you agree or disagree with the following statements about your experiences of flying?

Flying is less glamorous than it used to be

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Agree	4182 42%	538 53%	589 59%	408 40%	211 21%	460 45%	348 35%	482 48%	394 39%	334 33%	418 42%	2025 41%	2157 42%	495 37%	1160 39%	1101 42%	863 44%	563 45%
Strongly agree (+2)	1274 13%	204 20%	300 30%	95 9%	28 3%	137 14%	50 5%	136 14%	117 12%	98 10%	109 11%	617 12%	657 13%	131 10%	345 12%	325 13%	271 14%	202 16%
Slightly agree (+1)	2908 29%	334 33%	289 29%	313 31%	183 18%	323 32%	298 30%	346 34%	277 28%	236 23%	309 31%	1408 28%	1500 30%	364 27%	815 28%	776 30%	592 30%	361 29%
Neither agree nor disagree (0)	3171 32%	316 31%	217 22%	391 39%	426 43%	240 24%	374 37%	294 29%	311 31%	307 30%	295 29%	1577 32%	1594 31%	461 35%	966 33%	786 30%	590 30%	368 30%
Slightly disagree (-1)	1727 17%	91 9%	107 11%	172 17%	233 23%	210 21%	217 22%	145 14%	181 18%	210 21%	161 16%	901 18%	826 16%	226 17%	522 18%	470 18%	313 16%	196 16%
Strongly disagree (-2)	974 10%	62 6%	88 9%	37 4%	132 13%	104 10%	64 6%	82 8%	121 12%	156 15%	128 13%	467 9%	507 10%	149 11%	297 10%	235 9%	178 9%	115 9%
NET: Disagree	2701 27%	153 15%	195 19%	209 21%	365 36%	314 31%	281 28%	227 23%	302 30%	366 36%	289 29%	1368 28%	1333 26%	375 28%	819 28%	705 27%	491 25%	311 25%
Mean	0.18	0.52	0.61	0.25	-0.26	0.18	0.05	0.31	0.09	-0.09	0.11	0.16	0.19	0.08	0.13	0.19	0.24	0.27
Standard deviation	1.15	1.10	1.26	0.97	0.99	1.20	0.98	1.12	1.18	1.20	1.19	1.14	1.16	1.13	1.14	1.14	1.15	1.18

Virgin Atlantic Survey

Absolutes/col percents

Table 16

Q.6 What three things do you look forward to the most about going on holiday?

Base: All respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
Exploring a new destination	7969 79%	895 89%	770 77%	767 76%	673 67%	782 77%	796 79%	847 84%	840 83%	704 70%	895 89%	3807 77%	4162 82%	1012 76%	2276 77%	2075 80%	1572 81%	1034 83%
Having a break from work	6317 63%	648 64%	578 58%	611 61%	495 49%	632 62%	823 82%	589 59%	606 60%	671 67%	664 66%	3165 64%	3152 62%	767 58%	1858 63%	1748 67%	1273 65%	671 54%
Sampling the local food and drink	6140 61%	710 71%	577 58%	791 78%	767 77%	383 38%	877 87%	645 64%	557 55%	304 30%	529 53%	2839 57%	3301 65%	745 56%	1637 56%	1544 60%	1331 68%	883 71%
Meeting new people	2888 29%	265 26%	297 30%	270 27%	189 19%	384 38%	129 13%	326 33%	305 30%	355 35%	368 37%	1500 30%	1388 27%	435 33%	832 28%	675 26%	546 28%	400 32%
The flight itself	2590 26%	181 18%	239 24%	244 24%	270 27%	270 27%	102 10%	235 23%	411 41%	330 33%	308 31%	1374 28%	1216 24%	343 26%	787 27%	678 26%	463 24%	319 26%
The airport experience	1059 11%	83 8%	109 11%	139 14%	101 10%	190 19%	66 7%	68 7%	72 7%	161 16%	70 7%	552 11%	507 10%	176 13%	384 13%	271 10%	148 8%	80 6%
Travel to and from the airport	638 6%	32 3%	75 7%	62 6%	33 3%	162 16%	45 4%	36 4%	65 6%	107 11%	21 2%	376 8%	262 5%	119 9%	252 9%	145 6%	81 4%	41 3%
Packing and unpacking	502 5%	32 3%	43 4%	44 4%	40 4%	111 11%	47 5%	26 3%	18 2%	115 11%	26 3%	235 5%	267 5%	106 8%	198 7%	109 4%	62 3%	27 2%
Nothing/ I don't enjoy going on holiday	81 1%	5 *	29 3%	2 *	12 1%	1 *	4 *	10 1%	1 *	11 1%	6 1%	45 1%	36 1%	11 1%	20 1%	15 1%	18 1%	17 1%

Virgin Atlantic Survey

Absolutes/col percents

Table 17

Q.7 Thinking about the overall experience that airlines offer which of the following comes closest to your view?

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
All airlines are the same	526 5%	33 3%	79 8%	65 6%	83 8%	69 7%	37 4%	36 4%	47 5%	36 4%	41 4%	275 6%	251 5%	87 7%	189 6%	126 5%	82 4%	42 3%
Most airlines are the same - very few are different	6377 63%	714 71%	653 65%	829 82%	559 56%	624 62%	670 67%	625 62%	606 60%	514 51%	583 58%	3113 63%	3264 64%	861 65%	1809 61%	1682 65%	1232 63%	793 64%
Most airlines offer something different - very few are the same	2096 21%	200 20%	215 21%	88 9%	222 22%	238 23%	119 12%	247 25%	220 22%	295 29%	252 25%	1061 21%	1035 20%	278 21%	637 22%	513 20%	403 21%	265 21%
All airlines offer something different	1055 10%	60 6%	54 5%	26 3%	138 14%	83 8%	177 18%	95 9%	134 13%	162 16%	126 13%	521 10%	534 11%	105 8%	310 11%	271 10%	227 12%	142 11%

Virgin Atlantic Survey

Absolutes/col percents

Table 18

Q.8 What are your favourite aspects about flying?

Base: All respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Aust- ralia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Anything	9138 91%	781 78%	803 80%	984 98%	902 90%	989 98%	970 97%	853 85%	969 96%	972 97%	915 91%	4579 92%	4559 90%	1247 94%	2767 94%	2386 92%	1706 88%	1032 83%
Comfy seats	4668 46%	252 25%	305 30%	605 60%	333 33%	564 56%	674 67%	314 31%	695 69%	564 56%	362 36%	2418 49%	2250 44%	626 47%	1427 48%	1231 47%	879 45%	505 41%
The in-flight entertainment system	4483 45%	416 41%	327 33%	366 36%	393 39%	492 49%	500 50%	520 52%	393 39%	612 61%	464 46%	2272 46%	2211 43%	620 47%	1395 47%	1204 46%	799 41%	465 37%
The food	3822 38%	232 23%	198 20%	403 40%	544 54%	532 52%	515 51%	306 31%	255 25%	547 54%	290 29%	1849 37%	1973 39%	546 41%	1249 42%	961 37%	673 35%	393 32%
Cabin crew/ Customer service	3671 37%	259 26%	265 26%	485 48%	211 21%	498 49%	435 43%	332 33%	397 39%	397 39%	392 39%	1975 40%	1696 33%	449 34%	1052 36%	949 37%	768 40%	453 36%
Free drinks	3448 34%	305 30%	402 40%	405 40%	474 47%	297 29%	296 30%	333 33%	369 37%	194 19%	373 37%	1705 34%	1743 34%	469 35%	1061 36%	877 34%	630 32%	411 33%
Amenity kits	1338 13%	56 6%	95 9%	214 21%	65 6%	146 14%	118 12%	59 6%	305 30%	176 17%	104 10%	586 12%	752 15%	212 16%	468 16%	398 15%	188 10%	72 6%
Free newspapers/ magazines	1202 12%	95 9%	95 9%	238 24%	125 12%	138 14%	89 9%	81 8%	129 13%	57 6%	155 15%	643 13%	559 11%	159 12%	340 12%	330 13%	243 13%	130 10%
Other	693 7%	113 11%	127 13%	27 3%	67 7%	32 3%	27 3%	94 9%	49 5%	39 4%	118 12%	338 7%	355 7%	95 7%	146 5%	176 7%	158 8%	118 10%
Nothing	916 9%	226 22%	198 20%	24 2%	100 10%	25 2%	33 3%	150 15%	38 4%	35 3%	87 9%	391 8%	525 10%	84 6%	178 6%	206 8%	238 12%	210 17%

Virgin Atlantic Survey

Absolutes/col percents

Table 19

Q.9 What are your least favourite aspects about flying?

Base: All respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Anything	9529 95%	968 96%	939 94%	974 97%	876 87%	958 94%	985 98%	957 95%	948 94%	960 95%	964 96%	4722 95%	4807 95%	1266 95%	2790 95%	2461 95%	1844 95%	1168 94%
Lack of leg room/ uncomfortable seats	6756 67%	754 75%	619 62%	642 64%	585 58%	516 51%	850 85%	718 72%	703 70%	643 64%	726 72%	3193 64%	3563 70%	813 61%	1861 63%	1762 68%	1403 72%	917 74%
Check-in	3256 32%	342 34%	277 28%	467 46%	249 25%	356 35%	271 27%	279 28%	392 39%	300 30%	323 32%	1732 35%	1524 30%	397 30%	928 32%	857 33%	648 33%	426 34%
Babies/ children on board	3215 32%	363 36%	318 32%	213 21%	298 30%	222 22%	418 42%	354 35%	335 33%	342 34%	352 35%	1551 31%	1664 33%	470 35%	888 30%	727 28%	675 35%	455 37%
Jet lag	3019 30%	202 20%	232 23%	487 48%	285 28%	379 37%	292 29%	310 31%	112 11%	416 41%	304 30%	1473 30%	1546 30%	389 29%	922 31%	825 32%	558 29%	325 26%
Security	2604 26%	338 34%	455 45%	240 24%	216 22%	314 31%	218 22%	256 26%	159 16%	203 20%	205 20%	1472 30%	1132 22%	316 24%	731 25%	658 25%	535 28%	364 29%
Boarding	1897 19%	200 20%	210 21%	132 13%	122 12%	258 25%	98 10%	166 17%	246 24%	246 24%	219 22%	1017 20%	880 17%	275 21%	584 20%	495 19%	351 18%	192 15%
The food	1413 14%	124 12%	128 13%	148 15%	32 3%	217 21%	189 19%	142 14%	165 16%	150 15%	118 12%	681 14%	732 14%	202 15%	439 15%	382 15%	237 12%	153 12%
Cabin crew disturbing me	856 9%	38 4%	31 3%	159 16%	37 4%	186 18%	102 10%	23 2%	101 10%	121 12%	58 6%	445 9%	411 8%	164 12%	310 11%	218 8%	116 6%	48 4%
Other	579 6%	43 4%	50 5%	46 5%	65 6%	64 6%	54 5%	74 7%	62 6%	67 7%	54 5%	278 6%	301 6%	81 6%	166 6%	149 6%	112 6%	71 6%
Nothing	525 5%	39 4%	62 6%	34 3%	126 13%	56 6%	18 2%	46 5%	59 6%	47 5%	38 4%	248 5%	277 5%	65 5%	155 5%	131 5%	100 5%	74 6%

Virgin Atlantic Survey

Absolutes/col percents

Table 20

Q.10 Thinking forward now to how air travel is/could evolve in future, which three of the following are most appealing to you?

Base: All respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
Free Wi-Fi on board for all passengers	5916 59%	552 55%	614 61%	566 56%	392 39%	562 55%	667 67%	526 52%	719 71%	731 73%	587 59%	3061 62%	2855 56%	898 67%	1871 64%	1538 59%	1074 55%	535 43%
Bigger windows and more space on board	5304 53%	607 60%	497 50%	466 46%	541 54%	441 43%	616 61%	565 56%	531 53%	461 46%	579 58%	2611 53%	2693 53%	600 45%	1426 48%	1353 52%	1143 59%	782 63%
Massage chairs	3168 32%	193 19%	271 27%	337 33%	302 30%	254 25%	447 45%	319 32%	349 35%	333 33%	363 36%	1399 28%	1769 35%	420 32%	1007 34%	833 32%	598 31%	310 25%
Personalised menu which you can order in advance	3163 31%	300 30%	255 25%	296 29%	188 19%	437 43%	383 38%	322 32%	253 25%	327 32%	402 40%	1454 29%	1709 34%	462 35%	968 33%	809 31%	571 29%	353 28%
People have permanent boarding passes/ luggage tags so they don't have to be printed out every time you fly	2411 24%	190 19%	197 20%	386 38%	141 14%	311 31%	189 19%	179 18%	302 30%	263 26%	253 25%	1220 25%	1191 23%	299 22%	720 24%	672 26%	463 24%	257 21%
An adults-only section of the plane	2294 23%	391 39%	310 31%	138 14%	220 22%	148 15%	107 11%	302 30%	250 25%	186 18%	242 24%	1140 23%	1154 23%	253 19%	599 20%	537 21%	509 26%	396 32%
At seat food on demand	2192 22%	153 15%	191 19%	238 24%	256 26%	320 32%	260 26%	195 19%	254 25%	219 22%	106 11%	1153 23%	1039 20%	340 26%	635 22%	576 22%	390 20%	251 20%
Duty-free goods are delivered to your door rather than having to take them on the plane	2056 20%	147 15%	101 10%	431 43%	161 16%	359 35%	110 11%	164 16%	132 13%	255 25%	196 20%	1103 22%	953 19%	255 19%	653 22%	561 22%	363 19%	224 18%
None of these	239 2%	34 3%	46 5%	3 *	60 6%	7 1%	7 1%	37 4%	8 1%	19 2%	18 2%	116 2%	123 2%	31 2%	53 2%	53 2%	51 3%	51 4%

Virgin Atlantic Survey

Absolutes/col percents

Table 21

Q.11 When you think of aircrafts in the future, how appealing or not appealing are the following?

Summary

Base: All respondents

		Aspects						
		Aircraft run on environmentally friendly fuel i.e. biofuel, solar	Journey times are more than halved	Aircraft are significantly quieter	Flights are more frequent	Aircrafts never need to stop to refuel	A glass bottomed plane	There are no pilots on board - planes are automated from the ground
Base		10054	10054	10054	10054	10054	10054	10054
NET: Appealing		7125 71%	8500 85%	8062 80%	7293 73%	6553 65%	3313 33%	1726 17%
Very appealing	(+2)	3721 37%	5314 53%	4089 41%	3220 32%	3179 32%	1598 16%	634 6%
Fairly appealing	(+1)	3404 34%	3186 32%	3973 40%	4073 41%	3374 34%	1715 17%	1092 11%
Neither appealing nor unappealing	(0)	2276 23%	1241 12%	1747 17%	2426 24%	2730 27%	2218 22%	1832 18%
Not very appealing	(-1)	432 4%	240 2%	177 2%	266 3%	543 5%	2030 20%	2229 22%
Not at all appealing	(-2)	221 2%	73 1%	68 1%	69 1%	228 2%	2493 25%	4267 42%
NET: Not appealing		653 6%	313 3%	245 2%	335 3%	771 8%	4523 45%	6496 65%
Mean		0.99	1.34	1.18	1.01	0.87	-0.21	-0.84
Standard deviation		0.98	0.84	0.82	0.85	1.00	1.40	1.26

Virgin Atlantic Survey

Absolutes/col percents

Table 22

**Q.11 When you think of aircrafts in the future, how appealing or not appealing are the following?
Aircraft run on environmentally friendly fuel i.e. biofuel, solar**

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Appealing	7125 71%	681 68%	657 66%	697 69%	597 60%	824 81%	572 57%	669 67%	894 89%	721 72%	813 81%	3439 69%	3686 73%	965 73%	2181 74%	1830 71%	1324 68%	825 66%
Very appealing (+2)	3721 37%	314 31%	340 34%	248 25%	153 15%	513 51%	170 17%	339 34%	645 64%	455 45%	544 54%	1776 36%	1945 38%	519 39%	1209 41%	977 38%	653 34%	363 29%
Fairly appealing (+1)	3404 34%	367 36%	317 32%	449 45%	444 44%	311 31%	402 40%	330 33%	249 25%	266 26%	269 27%	1663 33%	1741 34%	446 34%	972 33%	853 33%	671 35%	462 37%
Neither appealing nor unappealing (0)	2276 23%	270 27%	267 27%	252 25%	331 33%	133 13%	327 33%	269 27%	79 8%	209 21%	139 14%	1173 24%	1103 22%	284 21%	591 20%	600 23%	481 25%	320 26%
Not very appealing (-1)	432 4%	38 4%	45 4%	37 4%	50 5%	45 4%	77 8%	43 4%	20 2%	49 5%	28 3%	247 5%	185 4%	54 4%	119 4%	107 4%	92 5%	60 5%
Not at all appealing (-2)	221 2%	18 2%	32 3%	22 2%	24 2%	12 1%	27 3%	22 2%	14 1%	28 3%	22 2%	111 2%	110 2%	28 2%	54 2%	55 2%	47 2%	37 3%
NET: Not appealing	653 6%	56 6%	77 8%	59 6%	74 7%	57 6%	104 10%	65 6%	34 3%	77 8%	50 5%	358 7%	295 6%	82 6%	173 6%	162 6%	139 7%	97 8%
Mean	0.99	0.91	0.89	0.86	0.65	1.25	0.61	0.92	1.48	1.06	1.28	0.95	1.03	1.03	1.07	1.00	0.92	0.85
Standard deviation	0.98	0.94	1.03	0.91	0.88	0.93	0.94	0.98	0.83	1.05	0.96	1.00	0.97	0.98	0.97	0.98	0.99	0.99

Virgin Atlantic Survey

Absolutes/col percents

Table 23

Q.11 When you think of aircrafts in the future, how appealing or not appealing are the following?

Journey times are more than halved

Base: All respondents

		Country										Gender		Age					
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base		10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Appealing		8500	884	845	911	850	804	840	869	877	752	868	4229	4271	1032	2430	2210	1724	1104
		85%	88%	84%	90%	85%	79%	84%	87%	87%	75%	87%	85%	84%	78%	83%	85%	89%	89%
Very appealing	(+2)	5314	603	536	561	463	473	446	592	572	448	620	2648	2666	596	1531	1421	1105	661
		53%	60%	54%	56%	46%	47%	44%	59%	57%	44%	62%	53%	52%	45%	52%	55%	57%	53%
Fairly appealing	(+1)	3186	281	309	350	387	331	394	277	305	304	248	1581	1605	436	899	789	619	443
		32%	28%	31%	35%	39%	33%	39%	28%	30%	30%	25%	32%	32%	33%	31%	30%	32%	36%
Neither appealing nor unappealing	(0)	1241	115	135	75	129	161	139	110	91	182	104	594	647	242	410	302	174	113
		12%	11%	13%	7%	13%	16%	14%	11%	9%	18%	10%	12%	13%	18%	14%	12%	9%	9%
Not very appealing	(-1)	240	5	13	22	20	37	20	17	30	53	23	111	129	44	82	61	37	16
		2%	*	1%	2%	2%	4%	2%	2%	3%	5%	2%	2%	3%	3%	3%	2%	2%	1%
Not at all appealing	(-2)	73	3	8	-	3	12	4	7	9	20	7	36	37	13	23	19	9	9
		1%	*	1%	-	*	1%	*	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	1%
NET: Not appealing		313	8	21	22	23	49	24	24	39	73	30	147	166	57	105	80	46	25
		3%	1%	2%	2%	2%	5%	2%	2%	4%	7%	3%	3%	3%	4%	4%	3%	2%	2%
Mean		1.34	1.47	1.35	1.44	1.28	1.20	1.25	1.43	1.39	1.10	1.45	1.35	1.32	1.17	1.30	1.36	1.43	1.39
Standard deviation		0.84	0.74	0.82	0.73	0.79	0.92	0.80	0.81	0.84	1.00	0.82	0.83	0.84	0.91	0.87	0.83	0.77	0.77

Virgin Atlantic Survey

Absolutes/col percents

Table 24

Q.11 When you think of aircrafts in the future, how appealing or not appealing are the following?

Aircraft are significantly quieter

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Appealing	8062 80%	734 73%	801 80%	914 91%	782 78%	821 81%	773 77%	783 78%	831 83%	841 84%	782 78%	4032 81%	4030 79%	987 74%	2365 80%	2088 81%	1582 81%	1040 84%
Very appealing (+2)	4089 41%	340 34%	392 39%	479 48%	302 30%	431 43%	293 29%	384 38%	489 49%	526 52%	453 45%	2087 42%	2002 39%	495 37%	1236 42%	1068 41%	819 42%	471 38%
Fairly appealing (+1)	3973 40%	394 39%	409 41%	435 43%	480 48%	390 38%	480 48%	399 40%	342 34%	315 31%	329 33%	1945 39%	2028 40%	492 37%	1129 38%	1020 39%	763 39%	569 46%
Neither appealing nor unappealing (0)	1747 17%	255 25%	181 18%	72 7%	200 20%	153 15%	204 20%	206 21%	142 14%	141 14%	193 19%	821 17%	926 18%	295 22%	492 17%	449 17%	330 17%	181 15%
Not very appealing (-1)	177 2%	14 1%	8 1%	18 2%	17 2%	33 3%	22 2%	8 1%	24 2%	16 2%	17 2%	83 2%	94 2%	36 3%	63 2%	40 2%	27 1%	11 1%
Not at all appealing (-2)	68 1%	4 *	11 1%	4 *	3 *	7 1%	4 *	6 1%	10 1%	9 1%	10 1%	34 1%	34 1%	13 1%	25 1%	15 1%	5 *	10 1%
NET: Not appealing	245 2%	18 2%	19 2%	22 2%	20 2%	40 4%	26 3%	14 1%	34 3%	25 2%	27 3%	117 2%	128 3%	49 4%	88 3%	55 2%	32 2%	21 2%
Mean	1.18	1.04	1.16	1.36	1.06	1.19	1.03	1.14	1.27	1.32	1.20	1.20	1.15	1.07	1.18	1.19	1.22	1.19
Standard deviation	0.82	0.83	0.82	0.73	0.77	0.86	0.79	0.81	0.86	0.84	0.87	0.82	0.83	0.89	0.85	0.81	0.79	0.77

Virgin Atlantic Survey

Absolutes/col percents

Table 25

Q.11 When you think of aircrafts in the future, how appealing or not appealing are the following?

Flights are more frequent

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Appealing	7293 73%	605 60%	743 74%	727 72%	670 67%	832 82%	708 71%	678 68%	796 79%	749 74%	785 78%	3567 72%	3726 73%	913 69%	2191 74%	1886 73%	1421 73%	882 71%
Very appealing (+2)	3220 32%	228 23%	318 32%	251 25%	196 20%	465 46%	208 21%	278 28%	404 40%	411 41%	461 46%	1587 32%	1633 32%	401 30%	997 34%	866 33%	595 31%	361 29%
Fairly appealing (+1)	4073 41%	377 37%	425 42%	476 47%	474 47%	367 36%	500 50%	400 40%	392 39%	338 34%	324 32%	1980 40%	2093 41%	512 38%	1194 41%	1020 39%	826 42%	521 42%
Neither appealing nor unappealing (0)	2426 24%	358 36%	228 23%	235 23%	307 31%	149 15%	261 26%	299 30%	171 17%	224 22%	194 19%	1230 25%	1196 24%	352 26%	653 22%	625 24%	464 24%	332 27%
Not very appealing (-1)	266 3%	41 4%	20 2%	37 4%	19 2%	27 3%	30 3%	20 2%	29 3%	25 2%	18 2%	137 3%	129 3%	47 4%	84 3%	66 3%	46 2%	23 2%
Not at all appealing (-2)	69 1%	3 *	10 1%	9 1%	6 1%	6 1%	4 *	6 1%	11 1%	9 1%	5 *	36 1%	33 1%	19 1%	17 1%	15 1%	13 1%	5 *
NET: Not appealing	335 3%	44 4%	30 3%	46 5%	25 2%	33 3%	34 3%	26 3%	40 4%	34 3%	23 2%	173 3%	162 3%	66 5%	101 3%	81 3%	59 3%	28 2%
Mean	1.01	0.78	1.02	0.92	0.83	1.24	0.88	0.92	1.14	1.11	1.22	0.99	1.02	0.92	1.04	1.02	1.00	0.97
Standard deviation	0.85	0.85	0.85	0.84	0.78	0.84	0.78	0.84	0.87	0.89	0.85	0.86	0.85	0.91	0.85	0.85	0.84	0.82

Virgin Atlantic Survey

Absolutes/col percents

Table 26

Q.11 When you think of aircrafts in the future, how appealing or not appealing are the following?

Aircrafts never need to stop to refuel

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Appealing	6553 65%	590 59%	657 66%	731 73%	622 62%	728 72%	618 62%	613 61%	623 62%	670 67%	701 70%	3364 68%	3189 63%	835 63%	1906 65%	1710 66%	1304 67%	798 64%
Very appealing (+2)	3179 32%	285 28%	356 36%	273 27%	183 18%	402 40%	190 19%	284 28%	353 35%	399 40%	454 45%	1646 33%	1533 30%	390 29%	953 32%	873 34%	624 32%	339 27%
Fairly appealing (+1)	3374 34%	305 30%	301 30%	458 45%	439 44%	326 32%	428 43%	329 33%	270 27%	271 27%	247 25%	1718 35%	1656 33%	445 33%	953 32%	837 32%	680 35%	459 37%
Neither appealing nor unappealing (0)	2730 27%	368 37%	276 28%	215 21%	335 33%	192 19%	327 33%	320 32%	212 21%	253 25%	232 23%	1228 25%	1502 30%	376 28%	774 26%	715 28%	507 26%	358 29%
Not very appealing (-1)	543 5%	37 4%	46 5%	39 4%	39 4%	70 7%	46 5%	58 6%	116 12%	57 6%	35 3%	268 5%	275 5%	88 7%	175 6%	126 5%	90 5%	64 5%
Not at all appealing (-2)	228 2%	12 1%	22 2%	23 2%	6 1%	24 2%	12 1%	12 1%	56 6%	27 3%	34 3%	110 2%	118 2%	32 2%	90 3%	41 2%	43 2%	22 2%
NET: Not appealing	771 8%	49 5%	68 7%	62 6%	45 4%	94 9%	58 6%	70 7%	172 17%	84 8%	69 7%	378 8%	393 8%	120 9%	265 9%	167 6%	133 7%	86 7%
Mean	0.87	0.81	0.92	0.91	0.75	1.00	0.74	0.81	0.74	0.95	1.05	0.91	0.83	0.81	0.85	0.92	0.90	0.83
Standard deviation	1.00	0.93	1.00	0.92	0.82	1.04	0.86	0.95	1.21	1.06	1.06	0.99	1.00	1.01	1.04	0.97	0.98	0.95

Virgin Atlantic Survey

Absolutes/col percents

Table 27

Q.11 When you think of aircrafts in the future, how appealing or not appealing are the following?

A glass bottomed plane

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Appealing	3313 33%	232 23%	270 27%	464 46%	194 19%	600 59%	294 29%	278 28%	168 17%	478 47%	335 33%	1900 38%	1413 28%	570 43%	1180 40%	845 33%	489 25%	229 18%
Very appealing (+2)	1598 16%	104 10%	131 13%	203 20%	59 6%	322 32%	136 14%	115 11%	73 7%	270 27%	185 18%	923 19%	675 13%	280 21%	612 21%	399 15%	214 11%	93 7%
Fairly appealing (+1)	1715 17%	128 13%	139 14%	261 26%	135 13%	278 27%	158 16%	163 16%	95 9%	208 21%	150 15%	977 20%	738 15%	290 22%	568 19%	446 17%	275 14%	136 11%
Neither appealing nor unappealing (0)	2218 22%	166 16%	195 19%	292 29%	241 24%	234 23%	268 27%	174 17%	259 26%	241 24%	148 15%	1137 23%	1081 21%	292 22%	647 22%	635 24%	414 21%	230 19%
Not very appealing (-1)	2030 20%	225 22%	201 20%	148 15%	287 29%	121 12%	264 26%	244 24%	210 21%	139 14%	191 19%	940 19%	1090 21%	225 17%	513 17%	474 18%	463 24%	355 29%
Not at all appealing (-2)	2493 25%	384 38%	335 33%	104 10%	280 28%	59 6%	177 18%	307 31%	370 37%	149 15%	328 33%	993 20%	1500 30%	244 18%	605 21%	638 25%	578 30%	428 34%
NET: Not appealing	4523 45%	609 60%	536 54%	252 25%	567 57%	180 18%	441 44%	551 55%	580 58%	288 29%	519 52%	1933 39%	2590 51%	469 35%	1118 38%	1112 43%	1041 54%	783 63%
Mean	-0.21	-0.65	-0.47	0.31	-0.59	0.67	-0.19	-0.46	-0.70	0.31	-0.33	-0.02	-0.39	0.10	0.02	-0.20	-0.47	-0.72
Standard deviation	1.40	1.37	1.41	1.24	1.19	1.20	1.28	1.37	1.25	1.38	1.51	1.39	1.38	1.40	1.42	1.38	1.34	1.25

Virgin Atlantic Survey

Absolutes/col percents

Table 28

**Q.11 When you think of aircrafts in the future, how appealing or not appealing are the following?
There are no pilots on board - planes are automated from the ground**

Base: All respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
NET: Appealing	1726 17%	55 5%	137 14%	354 35%	91 9%	322 32%	151 15%	72 7%	295 29%	181 18%	68 7%	976 20%	750 15%	287 22%	645 22%	456 18%	229 12%	109 9%
Very appealing (+2)	634 6%	18 2%	58 6%	127 13%	17 2%	124 12%	36 4%	26 3%	145 14%	62 6%	21 2%	356 7%	278 5%	94 7%	248 8%	183 7%	76 4%	33 3%
Fairly appealing (+1)	1092 11%	37 4%	79 8%	227 23%	74 7%	198 20%	115 11%	46 5%	150 15%	119 12%	47 5%	620 12%	472 9%	193 15%	397 13%	273 11%	153 8%	76 6%
Neither appealing nor unappealing (0)	1832 18%	111 11%	119 12%	285 28%	235 23%	219 22%	272 27%	117 12%	193 19%	190 19%	91 9%	1023 21%	809 16%	262 20%	601 20%	495 19%	324 17%	150 12%
Not very appealing (-1)	2229 22%	199 20%	179 18%	182 18%	330 33%	238 23%	279 28%	243 24%	171 17%	209 21%	199 20%	1121 23%	1108 22%	305 23%	620 21%	543 21%	455 23%	306 25%
Not at all appealing (-2)	4267 42%	642 64%	566 57%	187 19%	346 35%	235 23%	301 30%	571 57%	348 35%	427 42%	644 64%	1850 37%	2417 48%	477 36%	1079 37%	1098 42%	936 48%	677 55%
NET: Not appealing	6496 65%	841 84%	745 74%	369 37%	676 67%	473 47%	580 58%	814 81%	519 52%	636 63%	843 84%	2971 60%	3525 69%	782 59%	1699 58%	1641 63%	1391 72%	983 79%
Mean	-0.84	-1.40	-1.11	-0.07	-0.91	-0.26	-0.69	-1.28	-0.42	-0.81	-1.40	-0.70	-0.97	-0.66	-0.64	-0.81	-1.04	-1.22
Standard deviation	1.26	0.95	1.23	1.28	1.01	1.33	1.12	1.01	1.45	1.27	0.98	1.28	1.22	1.29	1.32	1.28	1.15	1.05

Virgin Atlantic Survey

Absolutes/col percents

Table 29
Country
Base: All respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
UK	1007 10%	1007 100%	-	-	-	-	-	-	-	-	-	497 10%	510 10%	144 11%	210 7%	253 10%	209 11%	191 15%
USA	1001 10%	-	1001 100%	-	-	-	-	-	-	-	-	439 9%	562 11%	119 9%	245 8%	212 8%	236 12%	189 15%
China	1008 10%	-	-	1008 100%	-	-	-	-	-	-	-	511 10%	497 10%	133 10%	306 10%	346 13%	166 9%	57 5%
Japan	1002 10%	-	-	-	1002 100%	-	-	-	-	-	-	532 11%	470 9%	52 4%	206 7%	268 10%	236 12%	240 19%
India	1014 10%	-	-	-	-	1014 100%	-	-	-	-	-	674 14%	340 7%	226 17%	380 13%	234 9%	103 5%	71 6%
Hong Kong	1003 10%	-	-	-	-	-	1003 100%	-	-	-	-	411 8%	592 12%	144 11%	267 9%	220 8%	270 14%	102 8%
Australia	1003 10%	-	-	-	-	-	-	1003 100%	-	-	-	461 9%	542 11%	84 6%	240 8%	258 10%	239 12%	182 15%
Mexico	1007 10%	-	-	-	-	-	-	-	1007 100%	-	-	539 11%	468 9%	134 10%	329 11%	269 10%	179 9%	96 8%
UAE	1007 10%	-	-	-	-	-	-	-	-	1007 100%	-	546 11%	461 9%	130 10%	466 16%	289 11%	104 5%	18 1%
South Africa	1002 10%	-	-	-	-	-	-	-	-	-	1002 100%	360 7%	642 13%	165 12%	296 10%	243 9%	202 10%	96 8%

Virgin Atlantic Survey

Absolutes/col percents

Table 30
Age
Base: All respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
18-24	1331 13%	144 14%	119 12%	133 13%	52 5%	226 22%	144 14%	84 8%	134 13%	130 13%	165 16%	601 12%	730 14%	1331 100%	-	-	-	-
25-34	2945 29%	210 21%	245 24%	306 30%	206 21%	380 37%	267 27%	240 24%	329 33%	466 46%	296 30%	1362 27%	1583 31%	-	2945 100%	-	-	-
35-44	2592 26%	253 25%	212 21%	346 34%	268 27%	234 23%	220 22%	258 26%	269 27%	289 29%	243 24%	1292 26%	1300 26%	-	-	2592 100%	-	-
45-54	1944 19%	209 21%	236 24%	166 16%	236 24%	103 10%	270 27%	239 24%	179 18%	104 10%	202 20%	1025 21%	919 18%	-	-	-	1944 100%	-
55-64	1242 12%	191 19%	189 19%	57 6%	240 24%	71 7%	102 10%	182 18%	96 10%	18 2%	96 10%	690 14%	552 11%	-	-	-	-	1242 100%
Average age	38.50	40.96	41.12	36.54	43.70	33.80	38.57	41.83	37.34	33.75	37.48	39.37	37.65	21.65	29.61	39.29	49.28	59.12

Virgin Atlantic Survey

Absolutes/col percents

Table 31
Gender
Base: All respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	10054	1007	1001	1008	1002	1014	1003	1003	1007	1007	1002	4970	5084	1331	2945	2592	1944	1242
Male	4970 49%	497 49%	439 44%	511 51%	532 53%	674 66%	411 41%	461 46%	539 54%	546 54%	360 36%	4970 100%	-	601 45%	1362 46%	1292 50%	1025 53%	690 56%
Female	5084 51%	510 51%	562 56%	497 49%	470 47%	340 34%	592 59%	542 54%	468 46%	461 46%	642 64%	-	5084 100%	730 55%	1583 54%	1300 50%	919 47%	552 44%

Virgin Atlantic Survey

Absolutes/col percents

Table 32
Which one of these regions do you live in?
Base: All UK respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1007	1007	-	-	-	-	-	-	-	-	-	497	510	144	210	253	209	191
Scotland	95 9%	95 9%	-	-	-	-	-	-	-	-	-	45 9%	50 10%	12 8%	22 10%	24 9%	19 9%	18 9%
North East	33 3%	33 3%	-	-	-	-	-	-	-	-	-	18 4%	15 3%	9 6%	3 1%	7 3%	8 4%	6 3%
North West	110 11%	110 11%	-	-	-	-	-	-	-	-	-	59 12%	51 10%	14 10%	25 12%	28 11%	22 11%	21 11%
Yorkshire & Humberside	78 8%	78 8%	-	-	-	-	-	-	-	-	-	42 8%	36 7%	11 8%	12 6%	20 8%	17 8%	18 9%
West Midlands	98 10%	98 10%	-	-	-	-	-	-	-	-	-	51 10%	47 9%	14 10%	24 11%	26 10%	18 9%	16 8%
East Midlands	66 7%	66 7%	-	-	-	-	-	-	-	-	-	30 6%	36 7%	13 9%	13 6%	17 7%	15 7%	8 4%
Wales	41 4%	41 4%	-	-	-	-	-	-	-	-	-	19 4%	22 4%	5 3%	11 5%	11 4%	8 4%	6 3%
East of England	87 9%	87 9%	-	-	-	-	-	-	-	-	-	43 9%	44 9%	8 6%	19 9%	21 8%	24 11%	15 8%
London	126 13%	126 13%	-	-	-	-	-	-	-	-	-	70 14%	56 11%	16 11%	33 16%	36 14%	22 11%	19 10%
South East	137 14%	137 14%	-	-	-	-	-	-	-	-	-	55 11%	82 16%	25 17%	25 12%	35 14%	21 10%	31 16%
South West	101 10%	101 10%	-	-	-	-	-	-	-	-	-	49 10%	52 10%	16 11%	16 8%	24 9%	23 11%	22 12%
Northern Ireland	35 3%	35 3%	-	-	-	-	-	-	-	-	-	16 3%	19 4%	1 1%	7 3%	4 2%	12 6%	11 6%

Virgin Atlantic Survey

Absolutes/col percents

Table 33

Which of the following do you live in?

Base: All Australian respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1003	-	-	-	-	-	-	1003	-	-	-	461	542	84	240	258	239	182
New South Wales	342	-	-	-	-	-	-	342	-	-	-	160	182	32	87	92	70	61
	34%	-	-	-	-	-	-	34%	-	-	-	35%	34%	38%	36%	36%	29%	34%
Australian Capital Territory	16	-	-	-	-	-	-	16	-	-	-	8	8	2	4	1	5	4
	2%	-	-	-	-	-	-	2%	-	-	-	2%	1%	2%	2%	*	2%	2%
Victoria	259	-	-	-	-	-	-	259	-	-	-	113	146	25	75	55	70	34
	26%	-	-	-	-	-	-	26%	-	-	-	25%	27%	30%	31%	21%	29%	19%
South Australia	77	-	-	-	-	-	-	77	-	-	-	38	39	3	14	26	16	18
	8%	-	-	-	-	-	-	8%	-	-	-	8%	7%	4%	6%	10%	7%	10%
Queensland	195	-	-	-	-	-	-	195	-	-	-	90	105	13	42	49	50	41
	19%	-	-	-	-	-	-	19%	-	-	-	20%	19%	15%	18%	19%	21%	23%
Northern Territory	7	-	-	-	-	-	-	7	-	-	-	3	4	-	2	-	2	3
	1%	-	-	-	-	-	-	1%	-	-	-	1%	1%	-	1%	-	1%	2%
Western Australia	82	-	-	-	-	-	-	82	-	-	-	35	47	9	11	28	17	17
	8%	-	-	-	-	-	-	8%	-	-	-	8%	9%	11%	5%	11%	7%	9%
Tasmania	25	-	-	-	-	-	-	25	-	-	-	14	11	-	5	7	9	4
	2%	-	-	-	-	-	-	2%	-	-	-	3%	2%	-	2%	3%	4%	2%

Virgin Atlantic Survey

Absolutes/col percents

Table 34
Which of the following do you live in?
Base: All Chinese respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1008	-	-	1008	-	-	-	-	-	-	-	511	497	133	306	346	166	57
East	337	-	-	337	-	-	-	-	-	-	-	176	161	37	104	117	62	17
	33%	-	-	33%	-	-	-	-	-	-	-	34%	32%	28%	34%	34%	37%	30%
Northeast	113	-	-	113	-	-	-	-	-	-	-	53	60	10	42	35	16	10
	11%	-	-	11%	-	-	-	-	-	-	-	10%	12%	8%	14%	10%	10%	18%
North	176	-	-	176	-	-	-	-	-	-	-	92	84	11	60	64	30	11
	17%	-	-	17%	-	-	-	-	-	-	-	18%	17%	8%	20%	18%	18%	19%
Central	103	-	-	103	-	-	-	-	-	-	-	50	53	24	24	28	23	4
	10%	-	-	10%	-	-	-	-	-	-	-	10%	11%	18%	8%	8%	14%	7%
Southern	174	-	-	174	-	-	-	-	-	-	-	81	93	29	43	73	20	9
	17%	-	-	17%	-	-	-	-	-	-	-	16%	19%	22%	14%	21%	12%	16%
Northwest	33	-	-	33	-	-	-	-	-	-	-	19	14	4	12	11	4	2
	3%	-	-	3%	-	-	-	-	-	-	-	4%	3%	3%	4%	3%	2%	4%
Southwest	72	-	-	72	-	-	-	-	-	-	-	40	32	18	21	18	11	4
	7%	-	-	7%	-	-	-	-	-	-	-	8%	6%	14%	7%	5%	7%	7%

Virgin Atlantic Survey

Absolutes/col percents

Table 35
Which of the following do you live in?
Base: All Indian respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1014	-	-	-	-	1014	-	-	-	-	-	674	340	226	380	234	103	71
East	180	-	-	-	-	180	-	-	-	-	-	128	52	45	61	51	9	14
	18%	-	-	-	-	18%	-	-	-	-	-	19%	15%	20%	16%	22%	9%	20%
Northeast	41	-	-	-	-	41	-	-	-	-	-	32	9	14	19	4	2	2
	4%	-	-	-	-	4%	-	-	-	-	-	5%	3%	6%	5%	2%	2%	3%
North	328	-	-	-	-	328	-	-	-	-	-	204	124	68	123	89	37	11
	32%	-	-	-	-	32%	-	-	-	-	-	30%	36%	30%	32%	38%	36%	15%
South	281	-	-	-	-	281	-	-	-	-	-	189	92	70	107	49	30	25
	28%	-	-	-	-	28%	-	-	-	-	-	28%	27%	31%	28%	21%	29%	35%
West	184	-	-	-	-	184	-	-	-	-	-	121	63	29	70	41	25	19
	18%	-	-	-	-	18%	-	-	-	-	-	18%	19%	13%	18%	18%	24%	27%

Virgin Atlantic Survey

Absolutes/col percents

Table 36

Which of the following do you live in?

Base: All South African respondents

	Total	Country										Gender		Age					
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64	
Base	1002	-	-	-	-	-	-	-	-	-	-	1002	360	642	165	296	243	202	96
Gauteng	424	-	-	-	-	-	-	-	-	-	-	424	146	278	74	126	99	90	35
	42%	-	-	-	-	-	-	-	-	-	-	42%	41%	43%	45%	43%	41%	45%	36%
Free State	18	-	-	-	-	-	-	-	-	-	-	18	9	9	3	4	6	2	3
	2%	-	-	-	-	-	-	-	-	-	-	2%	3%	1%	2%	1%	2%	1%	3%
Eastern Cape	65	-	-	-	-	-	-	-	-	-	-	65	20	45	15	20	12	12	6
	6%	-	-	-	-	-	-	-	-	-	-	6%	6%	7%	9%	7%	5%	6%	6%
Western Cape	254	-	-	-	-	-	-	-	-	-	-	254	94	160	40	68	63	51	32
	25%	-	-	-	-	-	-	-	-	-	-	25%	26%	25%	24%	23%	26%	25%	33%
North West	24	-	-	-	-	-	-	-	-	-	-	24	10	14	2	8	11	2	1
	2%	-	-	-	-	-	-	-	-	-	-	2%	3%	2%	1%	3%	5%	1%	1%
Northern Cape	12	-	-	-	-	-	-	-	-	-	-	12	5	7	1	3	2	4	2
	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	1%	1%	1%	1%	2%	2%
Mpumalanga	30	-	-	-	-	-	-	-	-	-	-	30	9	21	6	12	6	5	1
	3%	-	-	-	-	-	-	-	-	-	-	3%	3%	3%	4%	4%	2%	2%	1%
Limpopo	22	-	-	-	-	-	-	-	-	-	-	22	9	13	2	8	7	3	2
	2%	-	-	-	-	-	-	-	-	-	-	2%	3%	2%	1%	3%	3%	1%	2%
KwaZulu-Natal	153	-	-	-	-	-	-	-	-	-	-	153	58	95	22	47	37	33	14
	15%	-	-	-	-	-	-	-	-	-	-	15%	16%	15%	13%	16%	15%	16%	15%

Virgin Atlantic Survey

Absolutes/col percents

Table 37
Which of the following do you live in?
Base: All USA respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1001	-	1001	-	-	-	-	-	-	-	-	439	562	119	245	212	236	189
New England	57 6%	-	57 6%	-	-	-	-	-	-	-	-	21 5%	36 6%	7 6%	10 4%	4 2%	13 6%	23 12%
Mid Atlantic	157 16%	-	157 16%	-	-	-	-	-	-	-	-	67 15%	90 16%	17 14%	34 14%	33 16%	33 14%	40 21%
East North Central	178 18%	-	178 18%	-	-	-	-	-	-	-	-	72 16%	106 19%	22 18%	40 16%	35 17%	44 19%	37 20%
West North Central	75 7%	-	75 7%	-	-	-	-	-	-	-	-	31 7%	44 8%	5 4%	10 4%	19 9%	16 7%	25 13%
South Atlantic	162 16%	-	162 16%	-	-	-	-	-	-	-	-	78 18%	84 15%	27 23%	47 19%	37 17%	50 21%	1 1%
East South Central	44 4%	-	44 4%	-	-	-	-	-	-	-	-	20 5%	24 4%	2 2%	17 7%	16 8%	9 4%	-
West South Central	78 8%	-	78 8%	-	-	-	-	-	-	-	-	36 8%	42 7%	12 10%	25 10%	22 10%	19 8%	-
Mountain	71 7%	-	71 7%	-	-	-	-	-	-	-	-	28 6%	43 8%	4 3%	11 4%	11 5%	15 6%	30 16%
Pacific	179 18%	-	179 18%	-	-	-	-	-	-	-	-	86 20%	93 17%	23 19%	51 21%	35 17%	37 16%	33 17%

Virgin Atlantic Survey

Absolutes/col percents

Table 38

Which of the following do you live in?

Base: All Japanese respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1002	-	-	-	1002	-	-	-	-	-	-	532	470	52	206	268	236	240
Hokkaido	47 5%	-	-	-	47 5%	-	-	-	-	-	-	18 3%	29 6%	3 6%	9 4%	11 4%	12 5%	12 5%
Tahoku region	51 5%	-	-	-	51 5%	-	-	-	-	-	-	33 6%	18 4%	2 4%	10 5%	13 5%	14 6%	12 5%
Kanto region (including Nanpo Islands)	377 38%	-	-	-	377 38%	-	-	-	-	-	-	204 38%	173 37%	12 23%	77 37%	100 37%	96 41%	92 38%
Chubu region (Hokuriku, Koshin'etsu, Tokai)	156 16%	-	-	-	156 16%	-	-	-	-	-	-	77 14%	79 17%	11 21%	34 17%	35 13%	34 14%	42 18%
Kansai	198 20%	-	-	-	198 20%	-	-	-	-	-	-	112 21%	86 18%	12 23%	38 18%	60 22%	42 18%	46 19%
Chugoku region	51 5%	-	-	-	51 5%	-	-	-	-	-	-	25 5%	26 6%	2 4%	10 5%	17 6%	10 4%	12 5%
Shikoku	30 3%	-	-	-	30 3%	-	-	-	-	-	-	13 2%	17 4%	1 2%	11 5%	8 3%	7 3%	3 1%
Kyushu (including Ryukyu Islands, Satsunan Islands, Daito Islands)	92 9%	-	-	-	92 9%	-	-	-	-	-	-	50 9%	42 9%	9 17%	17 8%	24 9%	21 9%	21 9%

Virgin Atlantic Survey

Absolutes/col percents

Table 39
Which of the following do you live in?
Base: All Hong Kong respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1003	-	-	-	-	-	1003	-	-	-	-	411	592	144	267	220	270	102
Hong Kong Island	181	-	-	-	-	-	181	-	-	-	-	78	103	22	33	45	54	27
	18%	-	-	-	-	-	18%	-	-	-	-	19%	17%	15%	12%	20%	20%	26%
Kowloon	336	-	-	-	-	-	336	-	-	-	-	136	200	44	86	76	95	35
	33%	-	-	-	-	-	33%	-	-	-	-	33%	34%	31%	32%	35%	35%	34%
New Territories (including marine)	486	-	-	-	-	-	486	-	-	-	-	197	289	78	148	99	121	40
	48%	-	-	-	-	-	48%	-	-	-	-	48%	49%	54%	55%	45%	45%	39%

Virgin Atlantic Survey

Absolutes/col percents

Table 40
Which of the following do you live in?
Base: All Mexican respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1007	-	-	-	-	-	-	-	1007	-	-	539	468	134	329	269	179	96
South	272	-	-	-	-	-	-	-	272	-	-	140	132	39	92	62	51	28
	27%	-	-	-	-	-	-	-	27%	-	-	26%	28%	29%	28%	23%	28%	29%
South West	102	-	-	-	-	-	-	-	102	-	-	59	43	16	40	26	13	7
	10%	-	-	-	-	-	-	-	10%	-	-	11%	9%	12%	12%	10%	7%	7%
South East	180	-	-	-	-	-	-	-	180	-	-	99	81	21	62	46	30	21
	18%	-	-	-	-	-	-	-	18%	-	-	18%	17%	16%	19%	17%	17%	22%
West	148	-	-	-	-	-	-	-	148	-	-	81	67	15	44	42	37	10
	15%	-	-	-	-	-	-	-	15%	-	-	15%	14%	11%	13%	16%	21%	10%
East	94	-	-	-	-	-	-	-	94	-	-	49	45	13	26	30	18	7
	9%	-	-	-	-	-	-	-	9%	-	-	9%	10%	10%	8%	11%	10%	7%
North	211	-	-	-	-	-	-	-	211	-	-	111	100	30	65	63	30	23
	21%	-	-	-	-	-	-	-	21%	-	-	21%	21%	22%	20%	23%	17%	24%

Virgin Atlantic Survey

Absolutes/col percents

Table 41
Which of the following do you live in?
Base: All UAE respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1007	-	-	-	-	-	-	-	-	1007	-	546	461	130	466	289	104	18
Abu Dhabi	264 26%	-	-	-	-	-	-	-	-	264 26%	-	162 30%	102 22%	27 21%	114 24%	90 31%	29 28%	4 22%
Ajman	75 7%	-	-	-	-	-	-	-	-	75 7%	-	46 8%	29 6%	10 8%	31 7%	23 8%	10 10%	1 6%
Al Ain	64 6%	-	-	-	-	-	-	-	-	64 6%	-	42 8%	22 5%	17 13%	25 5%	18 6%	4 4%	-
Dubai	319 32%	-	-	-	-	-	-	-	-	319 32%	-	158 29%	161 35%	37 28%	151 32%	91 31%	35 34%	5 28%
Ras Al Khaimah	35 3%	-	-	-	-	-	-	-	-	35 3%	-	16 3%	19 4%	7 5%	20 4%	6 2%	2 2%	-
Sharjah	217 22%	-	-	-	-	-	-	-	-	217 22%	-	105 19%	112 24%	25 19%	110 24%	54 19%	22 21%	6 33%
Umm Al Quwain	11 1%	-	-	-	-	-	-	-	-	11 1%	-	6 1%	5 1%	1 1%	6 1%	3 1%	1 1%	-
Other city	22 2%	-	-	-	-	-	-	-	-	22 2%	-	11 2%	11 2%	6 5%	9 2%	4 1%	1 1%	2 11%

Virgin Atlantic Survey

Absolutes/col percents

Table 42

What is the total annual income of your household, prior to tax being deducted?

Base: All UK respondents

		Country										Gender		Age				
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54
Base		1007	1007	-	-	-	-	-	-	-	-	497	510	144	210	253	209	191
Up to £7,000	(3.5)	47 5%	47 5%	-	-	-	-	-	-	-	-	16 3%	31 6%	18 13%	10 5%	3 1%	6 3%	10 5%
£7,001 to £14,000	(10.5)	113 11%	113 11%	-	-	-	-	-	-	-	-	39 8%	74 15%	30 21%	20 10%	19 8%	25 12%	19 10%
£14,001 to £21,000	(17.5)	139 14%	139 14%	-	-	-	-	-	-	-	-	64 13%	75 15%	20 14%	31 15%	28 11%	29 14%	31 16%
£21,001 to £28,000	(24.5)	137 14%	137 14%	-	-	-	-	-	-	-	-	64 13%	73 14%	17 12%	32 15%	33 13%	27 13%	28 15%
£28,001 to £34,000	(31)	128 13%	128 13%	-	-	-	-	-	-	-	-	60 12%	68 13%	14 10%	33 16%	32 13%	20 10%	29 15%
£34,001 to £41,000	(37.5)	125 12%	125 12%	-	-	-	-	-	-	-	-	62 12%	63 12%	15 10%	32 15%	37 15%	20 10%	21 11%
£41,001 to £48,000	(44.5)	77 8%	77 8%	-	-	-	-	-	-	-	-	42 8%	35 7%	10 7%	8 4%	24 9%	15 7%	20 10%
£48,001 to £55,000	(51.5)	87 9%	87 9%	-	-	-	-	-	-	-	-	56 11%	31 6%	3 2%	20 10%	26 10%	26 12%	12 6%
£55,001 to £62,000	(58.5)	41 4%	41 4%	-	-	-	-	-	-	-	-	24 5%	17 3%	8 6%	6 3%	11 4%	12 6%	4 2%
£62,001 to £69,000	(65.5)	28 3%	28 3%	-	-	-	-	-	-	-	-	16 3%	12 2%	2 1%	6 3%	12 5%	4 2%	4 2%
£69,001 to £76,000	(72.5)	22 2%	22 2%	-	-	-	-	-	-	-	-	16 3%	6 1%	3 2%	-	10 4%	6 3%	3 2%
£76,001 to £83,000	(79.5)	21 2%	21 2%	-	-	-	-	-	-	-	-	11 2%	10 2%	1 1%	6 3%	6 2%	4 2%	4 2%
£83,001 or more	(86)	42 4%	42 4%	-	-	-	-	-	-	-	-	27 5%	15 3%	3 2%	6 3%	12 5%	15 7%	6 3%
Average income (£000's)		34.57	34.57	-	-	-	-	-	-	-	-	38.03	31.20	27.05	32.94	39.36	37.49	32.49

Virgin Atlantic Survey

Absolutes/col percents

Table 43

What is the total annual income of your household, prior to tax being deducted?

Base: All Australian respondents

		Country										Gender		Age					
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base		1003	-	-	-	-	-	-	1003	-	-	-	461	542	84	240	258	239	182
Less than £20,000 AUD	(10)	79 8%	-	-	-	-	-	-	79 8%	-	-	-	40 9%	39 7%	15 18%	19 8%	11 4%	18 8%	16 9%
£20,000 to £29,999 AUD	(25)	69 7%	-	-	-	-	-	-	69 7%	-	-	-	36 8%	33 6%	7 8%	11 5%	16 6%	16 7%	19 10%
£30,000 to £39,999 AUD	(35)	78 8%	-	-	-	-	-	-	78 8%	-	-	-	27 6%	51 9%	3 4%	16 7%	20 8%	21 9%	18 10%
£40,000 to £49,999 AUD	(45)	84 8%	-	-	-	-	-	-	84 8%	-	-	-	48 10%	36 7%	9 11%	17 7%	23 9%	13 5%	22 12%
£50,000 to £59,999 AUD	(55)	82 8%	-	-	-	-	-	-	82 8%	-	-	-	39 8%	43 8%	4 5%	21 9%	22 9%	21 9%	14 8%
£60,000 to £69,999 AUD	(65)	81 8%	-	-	-	-	-	-	81 8%	-	-	-	31 7%	50 9%	6 7%	21 9%	15 6%	19 8%	20 11%
£70,000 to £79,999 AUD	(75)	82 8%	-	-	-	-	-	-	82 8%	-	-	-	37 8%	45 8%	7 8%	15 6%	22 9%	19 8%	19 10%
£80,000 to £89,999 AUD	(85)	78 8%	-	-	-	-	-	-	78 8%	-	-	-	30 7%	48 9%	7 8%	23 10%	16 6%	21 9%	11 6%
£90,000 to £99,999 AUD	(95)	72 7%	-	-	-	-	-	-	72 7%	-	-	-	34 7%	38 7%	3 4%	19 8%	23 9%	19 8%	8 4%
£100,000 to £129,999 AUD	(115)	136 14%	-	-	-	-	-	-	136 14%	-	-	-	62 13%	74 14%	12 14%	40 17%	42 16%	23 10%	19 10%
£130,000 to £159,999 AUD	(145)	83 8%	-	-	-	-	-	-	83 8%	-	-	-	35 8%	48 9%	6 7%	16 7%	25 10%	26 11%	10 5%
£160,000 to £199,999 AUD	(180)	51 5%	-	-	-	-	-	-	51 5%	-	-	-	31 7%	20 4%	5 6%	14 6%	16 6%	13 5%	3 2%
£200,000 to £249,999 AUD	(225)	20 2%	-	-	-	-	-	-	20 2%	-	-	-	5 1%	15 3%	-	6 3%	5 2%	8 3%	1 1%
£250,000 to £300,000 AUD	(275)	5 *	-	-	-	-	-	-	5 *	-	-	-	4 1%	1 *	-	1 *	2 1%	1 *	1 1%
More than £300,000 AUD	(325)	3 *	-	-	-	-	-	-	3 *	-	-	-	2 *	1 *	-	1 *	-	1 *	1 1%
Mean		81.88	-	-	-	-	-	-	81.88	-	-	-	81.95	81.82	71.43	85.77	87.73	85.61	68.38

Virgin Atlantic Survey

Absolutes/col percents

Table 43

What is the total annual income of your household, prior to tax being deducted?

Base: All Australian respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1003	-	-	-	-	-	-	1003	-	-	-	461	542	84	240	258	239	182
Standard deviation	52.49	-	-	-	-	-	-	52.49	-	-	-	54.54	50.73	49.15	53.16	51.33	55.93	47.31

Virgin Atlantic Survey

Absolutes/col percents

Table 44

What is the total annual income of your household, prior to tax being deducted?

Base: All USA respondents

		Country										Gender		Age				
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54
Base		1001	-	1001	-	-	-	-	-	-	-	439	562	119	245	212	236	189
Under £15,000	(7.5)	59 6%	-	59 6%	-	-	-	-	-	-	-	24 5%	35 6%	18 15%	7 3%	5 2%	13 6%	16 8%
£15,000-£19,999	(17.5)	34 3%	-	34 3%	-	-	-	-	-	-	-	8 2%	26 5%	5 4%	8 3%	3 1%	9 4%	9 5%
£20,000-£24,999	(22.5)	44 4%	-	44 4%	-	-	-	-	-	-	-	19 4%	25 4%	10 8%	10 4%	7 3%	10 4%	7 4%
£25,000-£29,999	(27.5)	57 6%	-	57 6%	-	-	-	-	-	-	-	14 3%	43 8%	6 5%	20 8%	14 7%	7 3%	10 5%
£30,000-£34,999	(32.5)	47 5%	-	47 5%	-	-	-	-	-	-	-	17 4%	30 5%	14 12%	9 4%	6 3%	8 3%	10 5%
£35,000-£39,999	(37.5)	53 5%	-	53 5%	-	-	-	-	-	-	-	20 5%	33 6%	10 8%	10 4%	13 6%	10 4%	10 5%
£40,000-£44,999	(42.5)	59 6%	-	59 6%	-	-	-	-	-	-	-	20 5%	39 7%	5 4%	15 6%	8 4%	21 9%	10 5%
£45,000-£49,999	(47.5)	50 5%	-	50 5%	-	-	-	-	-	-	-	16 4%	34 6%	7 6%	13 5%	14 7%	8 3%	8 4%
£50,000-£54,999	(52.5)	81 8%	-	81 8%	-	-	-	-	-	-	-	45 10%	36 6%	7 6%	21 9%	22 10%	16 7%	15 8%
£55,000-£59,999	(57.5)	35 3%	-	35 3%	-	-	-	-	-	-	-	13 3%	22 4%	2 2%	7 3%	12 6%	6 3%	8 4%
£60,000-£64,999	(62.5)	47 5%	-	47 5%	-	-	-	-	-	-	-	21 5%	26 5%	3 3%	14 6%	7 3%	13 6%	10 5%
£65,000-£69,999	(67.5)	46 5%	-	46 5%	-	-	-	-	-	-	-	22 5%	24 4%	5 4%	13 5%	11 5%	9 4%	8 4%
£70,000-£74,999	(72.5)	42 4%	-	42 4%	-	-	-	-	-	-	-	23 5%	19 3%	6 5%	9 4%	7 3%	10 4%	10 5%
£75,000-£79,999	(77.5)	63 6%	-	63 6%	-	-	-	-	-	-	-	29 7%	34 6%	6 5%	24 10%	14 7%	11 5%	8 4%
£80,000-£84,999	(82.5)	22 2%	-	22 2%	-	-	-	-	-	-	-	11 3%	11 2%	2 2%	5 2%	5 2%	5 2%	5 3%

Virgin Atlantic Survey

Absolutes/col percents

Table 44

What is the total annual income of your household, prior to tax being deducted?

Base: All USA respondents

		Country										Gender		Age				
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54
Base		1001	-	1001	-	-	-	-	-	-	-	439	562	119	245	212	236	189
£85,000-£89,999	(87.5)	26 3%	-	26 3%	-	-	-	-	-	-	-	10 2%	16 3%	3 3%	5 2%	6 3%	7 3%	5 3%
£90,000-£94,999	(92.5)	16 2%	-	16 2%	-	-	-	-	-	-	-	5 1%	11 2%	-	4 2%	4 2%	6 3%	2 1%
£95,000-£99,999	(97.5)	36 4%	-	36 4%	-	-	-	-	-	-	-	16 4%	20 4%	-	9 4%	9 4%	12 5%	6 3%
£100,000-£124,999	(112.5)	76 8%	-	76 8%	-	-	-	-	-	-	-	40 9%	36 6%	3 3%	22 9%	21 10%	17 7%	13 7%
£125,000-£149,999	(137.5)	36 4%	-	36 4%	-	-	-	-	-	-	-	22 5%	14 2%	3 3%	5 2%	10 5%	13 6%	5 3%
£150,000-£199,999	(175)	38 4%	-	38 4%	-	-	-	-	-	-	-	23 5%	15 3%	-	9 4%	6 3%	17 7%	6 3%
£200,000+	(225)	34 3%	-	34 3%	-	-	-	-	-	-	-	21 5%	13 2%	4 3%	6 2%	8 4%	8 3%	8 4%
Mean		69.04	-	69.04	-	-	-	-	-	-	-	77.33	62.56	50.19	68.76	74.10	76.22	66.63
Standard deviation		48.36	-	48.36	-	-	-	-	-	-	-	52.29	44.02	43.94	44.15	46.88	52.00	50.25

Virgin Atlantic Survey

Absolutes/col percents

Table 45

What is the total annual income of your household, prior to tax being deducted?

Base: All Mexican respondents

		Country										Gender		Age					
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base		1007	-	-	-	-	-	-	-	1007	-	-	539	468	134	329	269	179	96
Less than 10.000 Pesos	(5)	67 7%	-	-	-	-	-	-	-	67 7%	-	-	30 6%	37 8%	22 16%	21 6%	11 4%	10 6%	3 3%
Between 10.000 and 19.999	(15)	71 7%	-	-	-	-	-	-	-	71 7%	-	-	37 7%	34 7%	13 10%	29 9%	15 6%	9 5%	5 5%
Between 20.000 and 39.999 Pesos	(30)	55 5%	-	-	-	-	-	-	-	55 5%	-	-	25 5%	30 6%	7 5%	26 8%	11 4%	8 4%	3 3%
Between 40.000 and 59.999 Pesos	(50)	62 6%	-	-	-	-	-	-	-	62 6%	-	-	25 5%	37 8%	10 7%	17 5%	20 7%	9 5%	6 6%
Between 60.000 and 79.999 Pesos	(70)	71 7%	-	-	-	-	-	-	-	71 7%	-	-	37 7%	34 7%	14 10%	26 8%	15 6%	11 6%	5 5%
Between 80.000 and 99.999 Pesos	(90)	65 6%	-	-	-	-	-	-	-	65 6%	-	-	37 7%	28 6%	9 7%	17 5%	18 7%	13 7%	8 8%
Between 100.000 and 119.999 Pesos	(110)	95 9%	-	-	-	-	-	-	-	95 9%	-	-	49 9%	46 10%	15 11%	30 9%	26 10%	16 9%	8 8%
Between 120.000 and 139.999 Pesos	(130)	66 7%	-	-	-	-	-	-	-	66 7%	-	-	32 6%	34 7%	9 7%	24 7%	15 6%	11 6%	7 7%
Between 140.000 and 159.999 Pesos	(150)	50 5%	-	-	-	-	-	-	-	50 5%	-	-	29 5%	21 4%	5 4%	18 5%	14 5%	9 5%	4 4%
Between 160.000 and 179.999 Pesos	(170)	43 4%	-	-	-	-	-	-	-	43 4%	-	-	26 5%	17 4%	4 3%	14 4%	12 4%	9 5%	4 4%
Between 180.000 and 199.999 Pesos	(190)	54 5%	-	-	-	-	-	-	-	54 5%	-	-	31 6%	23 5%	1 1%	22 7%	19 7%	8 4%	4 4%
Between 200.000 and 299.999 Pesos	(250)	94 9%	-	-	-	-	-	-	-	94 9%	-	-	51 9%	43 9%	6 4%	28 9%	28 10%	24 13%	8 8%
Between 300.000 and 399.999 Pesos	(350)	75 7%	-	-	-	-	-	-	-	75 7%	-	-	40 7%	35 7%	7 5%	19 6%	23 9%	13 7%	13 14%
Between 400.000 and 499.999 Pesos	(450)	48 5%	-	-	-	-	-	-	-	48 5%	-	-	31 6%	17 4%	6 4%	12 4%	13 5%	10 6%	7 7%
Between 500.000 and 749.999 Pesos	(625)	47 5%	-	-	-	-	-	-	-	47 5%	-	-	29 5%	18 4%	2 1%	15 5%	14 5%	9 5%	7 7%

Virgin Atlantic Survey

Absolutes/col percents

Table 45

What is the total annual income of your household, prior to tax being deducted?

Base: All Mexican respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1007	-	-	-	-	-	-	-	1007	-	-	539	468	134	329	269	179	96
Between 750.000 and 999.999 Pesos	(875) 21 2%	-	-	-	-	-	-	-	21 2%	-	-	14 3%	7 1%	1 1%	4 1%	7 3%	6 3%	3 3%
Between 1.000.000 and 1.499.999 Pesos	(1250) 8 1%	-	-	-	-	-	-	-	8 1%	-	-	6 1%	2 *	-	3 1%	2 1%	3 2%	-
Between 1.500.000 and 2.000.000 Pesos	(1750) 5 *	-	-	-	-	-	-	-	5 *	-	-	2 *	3 1%	-	1 *	3 1%	-	1 1%
More than 2.000.000 Pesos	(2250) 10 1%	-	-	-	-	-	-	-	10 1%	-	-	8 1%	2 *	3 2%	3 1%	3 1%	1 1%	-
Mean	219.88	-	-	-	-	-	-	-	219.88	-	-	246.59	189.12	169.93	198.71	249.50	236.48	248.23
Standard deviation	309.96	-	-	-	-	-	-	-	309.96	-	-	344.55	261.58	347.78	292.63	340.00	283.33	258.78

Virgin Atlantic Survey

Absolutes/col percents

Table 46

What is the total annual income of your household, prior to tax being deducted?

Base: All Chinese respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1008	-	-	1008	-	-	-	-	-	-	-	511	497	133	306	346	166	57
< 20'000 CNY	(10)	5	-	5	-	-	-	-	-	-	-	2	3	1	-	-	3	1
		*	-	*	-	-	-	-	-	-	-	*	1%	1%	-	-	2%	2%
20'000-29'999 CNY	(25)	18	-	18	-	-	-	-	-	-	-	12	6	4	5	5	3	1
		2%	-	2%	-	-	-	-	-	-	-	2%	1%	3%	2%	1%	2%	2%
30'000-49'999 CNY	(40)	33	-	33	-	-	-	-	-	-	-	26	7	7	7	6	7	6
		3%	-	3%	-	-	-	-	-	-	-	5%	1%	5%	2%	2%	4%	11%
50'000-69'999 CNY	(60)	50	-	50	-	-	-	-	-	-	-	27	23	12	12	8	13	5
		5%	-	5%	-	-	-	-	-	-	-	5%	5%	9%	4%	2%	8%	9%
70'000-99'999 CNY	(85)	119	-	119	-	-	-	-	-	-	-	66	53	34	22	26	25	12
		12%	-	12%	-	-	-	-	-	-	-	13%	11%	26%	7%	8%	15%	21%
100'000-119'999 CNY	(110)	115	-	115	-	-	-	-	-	-	-	68	47	22	28	33	25	7
		11%	-	11%	-	-	-	-	-	-	-	13%	9%	17%	9%	10%	15%	12%
120'000-129'999 CNY	(125)	74	-	74	-	-	-	-	-	-	-	38	36	8	25	22	12	7
		7%	-	7%	-	-	-	-	-	-	-	7%	7%	6%	8%	6%	7%	12%
130'000-149'999 CNY	(140)	59	-	59	-	-	-	-	-	-	-	35	24	8	17	19	10	5
		6%	-	6%	-	-	-	-	-	-	-	7%	5%	6%	6%	5%	6%	9%
150'000-179'999 CNY	(165)	88	-	88	-	-	-	-	-	-	-	51	37	6	25	37	13	7
		9%	-	9%	-	-	-	-	-	-	-	10%	7%	5%	8%	11%	8%	12%
180'000-199'999 CNY	(190)	55	-	55	-	-	-	-	-	-	-	22	33	5	16	29	5	-
		5%	-	5%	-	-	-	-	-	-	-	4%	7%	4%	5%	8%	3%	-
200,000-219,999 CNY	(210)	79	-	79	-	-	-	-	-	-	-	41	38	8	29	27	14	1
		8%	-	8%	-	-	-	-	-	-	-	8%	8%	6%	9%	8%	8%	2%
220'000-239'999 CNY	(230)	79	-	79	-	-	-	-	-	-	-	36	43	1	37	31	9	1
		8%	-	8%	-	-	-	-	-	-	-	7%	9%	1%	12%	9%	5%	2%
240'000-269'999 CNY	(255)	101	-	101	-	-	-	-	-	-	-	38	63	4	42	44	9	2
		10%	-	10%	-	-	-	-	-	-	-	7%	13%	3%	14%	13%	5%	4%
270'000-299'999 CNY	(285)	52	-	52	-	-	-	-	-	-	-	20	32	2	15	26	9	-
		5%	-	5%	-	-	-	-	-	-	-	4%	6%	2%	5%	8%	5%	-
> 300'000 CNY	(315)	81	-	81	-	-	-	-	-	-	-	29	52	11	26	33	9	2
		8%	-	8%	-	-	-	-	-	-	-	6%	10%	8%	8%	10%	5%	4%
Mean	169.56	-	-	169.56	-	-	-	-	-	-	-	156.03	183.47	131.17	184.71	189.4	149.04	117.11

Virgin Atlantic Survey

Absolutes/col percents

Table 46

What is the total annual income of your household, prior to tax being deducted?

Base: All Chinese respondents

	Country											Gender		Age				
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1008	-	-	1008	-	-	-	-	-	-	-	511	497	133	306	346	166	57
Standard deviation	81.58	-	-	81.58	-	-	-	-	-	-	-	78.64	82.27	79.11	78.16	77.35	80.79	65.67

Virgin Atlantic Survey

Absolutes/col percents

Table 47

What is the total annual income of your household, prior to tax being deducted?

Base: All Japanese respondents

		Country										Gender		Age					
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base		1002	-	-	-	1002	-	-	-	-	-	-	532	470	52	206	268	236	240
1,500,000 JPY or less	(0.75)	30 3%	-	-	-	30 3%	-	-	-	-	-	-	12 2%	18 4%	10 19%	7 3%	5 2%	6 3%	2 1%
1,500,001 JPY - 3,000,000 JPY	(2.25)	84 8%	-	-	-	84 8%	-	-	-	-	-	-	42 8%	42 9%	8 15%	21 10%	13 5%	15 6%	27 11%
3,000,001 JPY - 4,000,000 JPY	(3.5)	111 11%	-	-	-	111 11%	-	-	-	-	-	-	58 11%	53 11%	9 17%	29 14%	32 12%	15 6%	26 11%
4,000,001 JPY - 5,000,000 JPY	(4.5)	131 13%	-	-	-	131 13%	-	-	-	-	-	-	64 12%	67 14%	6 12%	32 16%	39 15%	23 10%	31 13%
5,000,001 JPY - 6,000,000 JPY	(5.5)	116 12%	-	-	-	116 12%	-	-	-	-	-	-	65 12%	51 11%	5 10%	23 11%	36 13%	28 12%	24 10%
6,000,001 JPY - 8,000,000 JPY	(7)	193 19%	-	-	-	193 19%	-	-	-	-	-	-	101 19%	92 20%	7 13%	44 21%	62 23%	51 22%	29 12%
8,000,001 JPY - 10,000,000 JPY	(9)	141 14%	-	-	-	141 14%	-	-	-	-	-	-	76 14%	65 14%	2 4%	25 12%	35 13%	36 15%	43 18%
10,000,001 JPY - 13,000,000 JPY	(11.5)	88 9%	-	-	-	88 9%	-	-	-	-	-	-	54 10%	34 7%	2 4%	11 5%	25 9%	29 12%	21 9%
13,000,001 JPY - 15,000,000 JPY	(14)	43 4%	-	-	-	43 4%	-	-	-	-	-	-	24 5%	19 4%	1 2%	4 2%	12 4%	13 6%	13 5%
15,000,001 JPY - 20,000,000 JPY	(17.5)	39 4%	-	-	-	39 4%	-	-	-	-	-	-	19 4%	20 4%	-	6 3%	6 2%	15 6%	12 5%
20,000,001 JPY - 25,000,000 JPY	(22.5)	7 1%	-	-	-	7 1%	-	-	-	-	-	-	4 1%	3 1%	-	1 *	1 *	1 *	4 2%
More than 25,000,000 JPY	(27.5)	19 2%	-	-	-	19 2%	-	-	-	-	-	-	13 2%	6 1%	2 4%	3 1%	2 1%	4 2%	8 3%
Mean		7.41	-	-	-	7.41	-	-	-	-	-	-	7.67	7.11	5.20	6.55	7.11	8.22	8.16
Standard deviation		4.87	-	-	-	4.87	-	-	-	-	-	-	5.05	4.65	5.42	4.41	3.96	4.86	5.72

Virgin Atlantic Survey

Absolutes/col percents

Table 48

What is the total annual income of your household, prior to tax being deducted?

Base: All Indian respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1014	-	-	-	-	1014	-	-	-	-	-	674	340	226	380	234	103	71
Less than Rs 30,000	(15)	23	-	-	-	23	-	-	-	-	-	14	9	12	6	3	2	-
		2%	-	-	-	2%	-	-	-	-	-	2%	3%	5%	2%	1%	2%	-
Rs 30,000 to Rs 49,999	(40)	46	-	-	-	46	-	-	-	-	-	33	13	20	17	6	1	2
		5%	-	-	-	5%	-	-	-	-	-	5%	4%	9%	4%	3%	1%	3%
Rs 50,000 to Rs 99,999	(75)	46	-	-	-	46	-	-	-	-	-	33	13	16	20	6	2	2
		5%	-	-	-	5%	-	-	-	-	-	5%	4%	7%	5%	3%	2%	3%
Rs 1,00,000 to Rs 1,49,999	(125)	53	-	-	-	53	-	-	-	-	-	31	22	18	25	5	3	2
		5%	-	-	-	5%	-	-	-	-	-	5%	6%	8%	7%	2%	3%	3%
Rs 1,50,000 to Rs 1,99,999	(175)	48	-	-	-	48	-	-	-	-	-	25	23	15	16	9	4	4
		5%	-	-	-	5%	-	-	-	-	-	4%	7%	7%	4%	4%	4%	6%
Rs 2,00,000 to Rs 2,99,999	(250)	84	-	-	-	84	-	-	-	-	-	57	27	29	24	18	9	4
		8%	-	-	-	8%	-	-	-	-	-	8%	8%	13%	6%	8%	9%	6%
Rs 3,00,000 to Rs 4,99,999	(400)	158	-	-	-	158	-	-	-	-	-	107	51	40	45	38	22	13
		16%	-	-	-	16%	-	-	-	-	-	16%	15%	18%	12%	16%	21%	18%
Rs 5,00,000 to Rs 6,99,999	(600)	155	-	-	-	155	-	-	-	-	-	99	56	30	61	28	19	17
		15%	-	-	-	15%	-	-	-	-	-	15%	16%	13%	16%	12%	18%	24%
Rs 7,00,000 to Rs 9,99,999	(850)	144	-	-	-	144	-	-	-	-	-	96	48	14	62	47	10	11
		14%	-	-	-	14%	-	-	-	-	-	14%	14%	6%	16%	20%	10%	15%
Rs 10,00,000 to Rs 15,99,999	(1300)	121	-	-	-	121	-	-	-	-	-	89	32	13	51	36	17	4
		12%	-	-	-	12%	-	-	-	-	-	13%	9%	6%	13%	15%	17%	6%
Rs 16,00,000 to Rs 19,99,999	(1800)	62	-	-	-	62	-	-	-	-	-	42	20	10	23	14	9	6
		6%	-	-	-	6%	-	-	-	-	-	6%	6%	4%	6%	6%	9%	8%
Rs 20,00,000 to Rs 29,99,999	(2500)	44	-	-	-	44	-	-	-	-	-	26	18	5	17	16	3	3
		4%	-	-	-	4%	-	-	-	-	-	4%	5%	2%	4%	7%	3%	4%
Over Rs 30,00,000	(3500)	30	-	-	-	30	-	-	-	-	-	22	8	4	13	8	2	3
		3%	-	-	-	3%	-	-	-	-	-	3%	2%	2%	3%	3%	2%	4%
Mean	793.06	-	-	-	-	793.06	-	-	-	-	-	806.54	766.34	538.08	834.72	937.54	825.68	858.17
Standard deviation	771.62	-	-	-	-	771.62	-	-	-	-	-	777.88	759.48	663.93	792.31	802.78	694.87	810.44

Virgin Atlantic Survey

Absolutes/col percents

Table 49

What is the total annual income of your household, prior to tax being deducted?

Base: All Hong Kong respondents

	Total	Country										Gender		Age				
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1003	-	-	-	-	-	1003	-	-	-	-	411	592	144	267	220	270	102
Less than 100 000 HKD	(50)	54	-	-	-	-	54	-	-	-	-	12	42	21	8	7	15	3
		5%	-	-	-	-	5%	-	-	-	-	3%	7%	15%	3%	3%	6%	3%
100 000 - 124 999 HKD	(112.5)	47	-	-	-	-	47	-	-	-	-	20	27	8	17	7	10	5
		5%	-	-	-	-	5%	-	-	-	-	5%	5%	6%	6%	3%	4%	5%
125 000 - 159 999 HKD	(142.5)	53	-	-	-	-	53	-	-	-	-	21	32	17	11	15	4	6
		5%	-	-	-	-	5%	-	-	-	-	5%	5%	12%	4%	7%	1%	6%
160 000 - 189 999 HKD	(175)	31	-	-	-	-	31	-	-	-	-	6	25	10	8	4	6	3
		3%	-	-	-	-	3%	-	-	-	-	1%	4%	7%	3%	2%	2%	3%
190 000 - 254 999 HKD	(222.5)	89	-	-	-	-	89	-	-	-	-	30	59	15	23	15	27	9
		9%	-	-	-	-	9%	-	-	-	-	7%	10%	10%	9%	7%	10%	9%
255 000 - 319 999 HKD	(287.5)	111	-	-	-	-	111	-	-	-	-	45	66	17	34	17	33	10
		11%	-	-	-	-	11%	-	-	-	-	11%	11%	12%	13%	8%	12%	10%
320 000 - 379 999 HKD	(350)	103	-	-	-	-	103	-	-	-	-	40	63	14	37	17	30	5
		10%	-	-	-	-	10%	-	-	-	-	10%	11%	10%	14%	8%	11%	5%
380 000 - 444 999 HKD	(412.5)	116	-	-	-	-	116	-	-	-	-	53	63	17	33	29	24	13
		12%	-	-	-	-	12%	-	-	-	-	13%	11%	12%	12%	13%	9%	13%
445 000 - 508 499 HKD	(476.75)	112	-	-	-	-	112	-	-	-	-	46	66	8	34	28	29	13
		11%	-	-	-	-	11%	-	-	-	-	11%	11%	6%	13%	13%	11%	13%
508 500 - 569 999 HKD	(539.25)	58	-	-	-	-	58	-	-	-	-	27	31	2	14	21	13	8
		6%	-	-	-	-	6%	-	-	-	-	7%	5%	1%	5%	10%	5%	8%
570 000 - 634 999 HKD	(602.5)	75	-	-	-	-	75	-	-	-	-	38	37	8	18	18	24	7
		7%	-	-	-	-	7%	-	-	-	-	9%	6%	6%	7%	8%	9%	7%
635 000 or more	(650)	154	-	-	-	-	154	-	-	-	-	73	81	7	30	42	55	20
		15%	-	-	-	-	15%	-	-	-	-	18%	14%	5%	11%	19%	20%	20%
Mean	385.38	-	-	-	-	-	385.38	-	-	-	-	411.69	367.12	281.41	377.67	422.41	409.02	409.92
Standard deviation	185.12	-	-	-	-	-	185.12	-	-	-	-	180.12	186.50	175.79	170.40	181.23	186.96	186.52

Virgin Atlantic Survey

Absolutes/col percents

Table 50

What is the total annual income of your household, prior to tax being deducted?

Base: All South African respondents

		Country										Gender		Age					
		Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base		1002	-	-	-	-	-	-	-	-	-	1002	360	642	165	296	243	202	96
Less than 30,000 South African Rands	(15)	127	-	-	-	-	-	-	-	-	-	127	41	86	42	32	23	19	11
		13%	-	-	-	-	-	-	-	-	-	13%	11%	13%	25%	11%	9%	9%	11%
30,001 - 40,000 South African Rands	(35)	61	-	-	-	-	-	-	-	-	-	61	18	43	12	22	13	10	4
		6%	-	-	-	-	-	-	-	-	-	6%	5%	7%	7%	7%	5%	5%	4%
40,001 - 50,000 South African Rands	(45)	34	-	-	-	-	-	-	-	-	-	34	9	25	3	9	11	8	3
		3%	-	-	-	-	-	-	-	-	-	3%	3%	4%	2%	3%	5%	4%	3%
50,001 - 60,000 South African Rands	(55)	31	-	-	-	-	-	-	-	-	-	31	13	18	3	7	8	9	4
		3%	-	-	-	-	-	-	-	-	-	3%	4%	3%	2%	2%	3%	4%	4%
60,001 - 70,000 South African Rands	(65)	28	-	-	-	-	-	-	-	-	-	28	8	20	5	8	5	7	3
		3%	-	-	-	-	-	-	-	-	-	3%	2%	3%	3%	3%	2%	3%	3%
70,001 - 80,000 South African Rands	(75)	21	-	-	-	-	-	-	-	-	-	21	9	12	7	7	2	4	1
		2%	-	-	-	-	-	-	-	-	-	2%	3%	2%	4%	2%	1%	2%	1%
80,001 - 90,000 South African Rands	(85)	28	-	-	-	-	-	-	-	-	-	28	8	20	4	9	7	6	2
		3%	-	-	-	-	-	-	-	-	-	3%	2%	3%	2%	3%	3%	3%	2%
90,001 - 100,000 South African Rands	(95)	50	-	-	-	-	-	-	-	-	-	50	11	39	10	17	9	12	2
		5%	-	-	-	-	-	-	-	-	-	5%	3%	6%	6%	6%	4%	6%	2%
100,001 - 150,000 South African Rands	(125)	113	-	-	-	-	-	-	-	-	-	113	49	64	19	27	33	20	14
		11%	-	-	-	-	-	-	-	-	-	11%	14%	10%	12%	9%	14%	10%	15%
150,001 - 200,000 South African Rands	(175)	91	-	-	-	-	-	-	-	-	-	91	34	57	14	30	19	15	13
		9%	-	-	-	-	-	-	-	-	-	9%	9%	9%	8%	10%	8%	7%	14%
200,001 - 250,000 South African Rands	(225)	96	-	-	-	-	-	-	-	-	-	96	36	60	10	36	22	18	10
		10%	-	-	-	-	-	-	-	-	-	10%	10%	9%	6%	12%	9%	9%	10%
250,001 - 350,000 South African Rands	(300)	108	-	-	-	-	-	-	-	-	-	108	45	63	10	30	35	21	12
		11%	-	-	-	-	-	-	-	-	-	11%	13%	10%	6%	10%	14%	10%	13%
350,001 - 450,000 South African Rands	(400)	86	-	-	-	-	-	-	-	-	-	86	31	55	11	26	19	23	7
		9%	-	-	-	-	-	-	-	-	-	9%	9%	9%	7%	9%	8%	11%	7%
450,001 - 500,000 South African Rands	(475)	39	-	-	-	-	-	-	-	-	-	39	10	29	5	12	11	9	2
		4%	-	-	-	-	-	-	-	-	-	4%	3%	5%	3%	4%	5%	4%	2%
More than 500,000 South African Rands	(525)	89	-	-	-	-	-	-	-	-	-	89	38	51	10	24	26	21	8
		9%	-	-	-	-	-	-	-	-	-	9%	11%	8%	6%	8%	11%	10%	8%
Mean		201.10	-	-	-	-	-	-	-	-	-	201.10	211.28	195.39	155.09	202.33	218.55	217.18	199.11

Virgin Atlantic Survey

Absolutes/col percents

Table 50

What is the total annual income of your household, prior to tax being deducted?

Base: All South African respondents

	Country										Gender		Age					
	Total	UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64
Base	1002	-	-	-	-	-	-	-	-	-	1002	360	642	165	296	243	202	96
Standard deviation	163.80	-	-	-	-	-	-	-	-	-	163.80	163.78	163.66	156.69	160.44	166.47	169.99	153.88

Virgin Atlantic Survey

Absolutes/col percents

Table 51

What is the total annual income of your household, prior to tax being deducted?

Base: All UAE respondents

	Total	Country										Gender		Age					
		UK	USA	China	Japan	India	Hong Kong	Australia	Mexico	UAE	South Africa	Male	Female	18-24	25-34	35-44	45-54	55-64	
Base	1007	-	-	-	-	-	-	-	-	-	1007	-	546	461	130	466	289	104	18
Less than DH. 48000	(24)	206	-	-	-	-	-	-	-	-	206	-	109	97	42	117	36	9	2
		20%	-	-	-	-	-	-	-	-	20%	-	20%	21%	32%	25%	12%	9%	11%
DH. 48,001 - 84,000	(66)	180	-	-	-	-	-	-	-	-	180	-	111	69	26	91	49	11	3
		18%	-	-	-	-	-	-	-	-	18%	-	20%	15%	20%	20%	17%	11%	17%
DH. 84,001 - 144,000	(114)	192	-	-	-	-	-	-	-	-	192	-	112	80	14	86	65	25	2
		19%	-	-	-	-	-	-	-	-	19%	-	21%	17%	11%	18%	22%	24%	11%
DH. 144,001 - 180,000	(162)	74	-	-	-	-	-	-	-	-	74	-	40	34	8	33	21	10	2
		7%	-	-	-	-	-	-	-	-	7%	-	7%	7%	6%	7%	7%	10%	11%
DH. 180,001 - 240,000	(210)	87	-	-	-	-	-	-	-	-	87	-	52	35	5	33	31	15	3
		9%	-	-	-	-	-	-	-	-	9%	-	10%	8%	4%	7%	11%	14%	17%
DH. 240,001 - 300,000	(270)	59	-	-	-	-	-	-	-	-	59	-	28	31	5	24	20	9	1
		6%	-	-	-	-	-	-	-	-	6%	-	5%	7%	4%	5%	7%	9%	6%
DH. 300,001 - 360,000	(330)	41	-	-	-	-	-	-	-	-	41	-	20	21	3	15	16	6	1
		4%	-	-	-	-	-	-	-	-	4%	-	4%	5%	2%	3%	6%	6%	6%
DH. 360,001 - 420,000	(390)	23	-	-	-	-	-	-	-	-	23	-	11	12	3	8	10	2	-
		2%	-	-	-	-	-	-	-	-	2%	-	2%	3%	2%	2%	3%	2%	-
DH. 420,001 - 480,000	(450)	14	-	-	-	-	-	-	-	-	14	-	8	6	-	6	4	3	1
		1%	-	-	-	-	-	-	-	-	1%	-	1%	1%	-	1%	1%	3%	6%
Over DH. 480,000	(500)	15	-	-	-	-	-	-	-	-	15	-	9	6	1	2	6	5	1
		1%	-	-	-	-	-	-	-	-	1%	-	2%	1%	1%	*	2%	5%	6%
Don't know	116	-	-	-	-	-	-	-	-	-	116	-	46	70	23	51	31	9	2
		12%	-	-	-	-	-	-	-	-	12%	-	8%	15%	18%	11%	11%	9%	11%
Mean	136.03	-	-	-	-	-	-	-	-	-	136.03	-	133.32	139.49	99.78	118.42	158.14	185.28	186.13
Standard deviation	113.87	-	-	-	-	-	-	-	-	-	113.87	-	111.65	116.70	101.04	103.07	117.97	126.82	142.60