

## YouGov / Sunday Times Survey Results

Sample Size: 1989 GB Adults  
Fieldwork: 1st - 2nd June 2017

	EU Ref 2016		Voting Intention				Vote in 2015				Gender		Age				Social Grade		Region						
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1989</b>	782	849	626	641	141	66	561	465	119	192	963	1026	231	849	491	418	1134	855	239	660	428	479	183	
<b>Unweighted Sample</b>	<b>1989</b>	939	811	664	669	156	62	587	476	128	191	888	1101	243	729	514	503	1288	701	217	706	440	458	168	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you flown with British Airways over the last few years?

Yes, I have	<b>22</b>	27	19	26	19	35	18	26	20	23	22	23	21	23	23	19	21	27	14	38	28	13	13	24
No, I have not	<b>75</b>	71	79	73	79	61	82	73	78	72	77	73	77	66	73	79	78	69	82	58	68	84	85	73
Can't remember	<b>3</b>	2	2	1	2	3	0	1	2	5	1	4	3	11	3	2	1	3	3	4	5	3	2	3

Do you think the service offered by British Airways has got better or worse over the last few years, or stayed much the same?

Got better	<b>2</b>	2	2	2	2	3	1	2	2	0	3	2	1	1	2	1	3	2	2	1	1	2	2	2
Got worse	<b>26</b>	29	28	36	22	29	32	33	27	36	29	26	26	15	20	33	36	30	20	35	28	19	20	37
Stayed much the same	<b>14</b>	14	13	16	11	13	10	16	11	5	12	15	14	18	16	11	11	15	13	21	16	13	10	13
Don't know	<b>58</b>	55	57	46	66	55	57	50	61	59	55	58	59	66	62	55	51	53	65	43	55	66	68	49

As you may have seen or heard, British Airways had to cancel a large number of flights across the world last weekend after a failure in their IT systems.

Do you think British Airways responded well or badly to the incident?

Very well	<b>1</b>	1	2	1	1	3	1	1	1	0	3	1	1	2	1	2	1	1	2	1	1	2	1	0
Fairly well	<b>9</b>	9	8	9	8	13	11	9	8	8	6	8	10	20	9	4	8	9	8	10	8	10	8	10
<b>TOTAL WELL</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>16</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>22</b>	<b>10</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>10</b>
Fairly badly	<b>27</b>	29	26	32	23	32	21	32	25	31	27	27	28	20	27	27	33	31	22	27	30	25	26	28
Very badly	<b>27</b>	28	34	36	26	25	33	33	31	32	38	33	22	12	21	37	37	29	25	31	28	25	26	32
<b>TOTAL BADLY</b>	<b>54</b>	<b>57</b>	<b>60</b>	<b>68</b>	<b>49</b>	<b>57</b>	<b>54</b>	<b>65</b>	<b>56</b>	<b>63</b>	<b>65</b>	<b>60</b>	<b>50</b>	<b>32</b>	<b>48</b>	<b>64</b>	<b>70</b>	<b>60</b>	<b>47</b>	<b>58</b>	<b>58</b>	<b>50</b>	<b>52</b>	<b>60</b>
Don't know	<b>35</b>	33	30	22	41	28	34	25	35	30	25	31	39	46	42	29	22	30	42	31	33	39	39	30

And do you think Alex Cruz, the Chief Executive of British Airways, should or should not resign over the incident?

Should resign	<b>24</b>	24	30	32	23	26	28	30	26	23	34	30	19	13	16	33	35	26	22	24	28	20	21	26
Should not resign	<b>31</b>	34	28	32	29	34	25	33	27	33	28	31	31	38	33	27	27	34	26	28	32	31	32	30
Don't know	<b>45</b>	43	42	36	49	40	47	37	47	44	38	39	50	48	50	41	38	40	52	48	40	49	47	44

## YouGov / Sunday Times Survey F

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	Flown with British Airways over the last few years?			
Total	Yes, I have	No, I have not	Can't remember	
<b>Weighted Sample</b>	<b>1989</b>	432	1490	67
<b>Unweighted Sample</b>	<b>1989</b>	460	1473	56
	%	%	%	%

Have you flown with British Airways over the last few years?

Yes, I have	<b>22</b>	100	0	0
No, I have not	<b>75</b>	0	100	0
Can't remember	<b>3</b>	0	0	100

Do you think the service offered by British Airways has got better or worse over the last few years, or stayed much the same?

Got better	<b>2</b>	5	1	2
Got worse	<b>26</b>	42	22	10
Stayed much the same	<b>14</b>	33	8	14
Don't know	<b>58</b>	19	69	74

As you may have seen or heard, British Airways had to cancel a large number of flights across the world last weekend after a failure in their IT systems.

Do you think British Airways responded well or badly to the incident?

Very well	<b>1</b>	2	1	4
Fairly well	<b>9</b>	13	8	7
<b>TOTAL WELL</b>	<b>10</b>	<b>15</b>	<b>9</b>	<b>11</b>
Fairly badly	<b>27</b>	32	26	20
Very badly	<b>27</b>	31	27	7
<b>TOTAL BADLY</b>	<b>54</b>	<b>63</b>	<b>53</b>	<b>27</b>
Don't know	<b>35</b>	23	38	63

And do you think Alex Cruz, the Chief Executive of British Airways, should or should not resign over the incident?

Should resign	<b>24</b>	29	23	9
Should not resign	<b>31</b>	37	30	19
Don't know	<b>45</b>	34	47	72

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Fieldwork: 1st - 2nd June 2017

	EU Ref 2016			Voting Intention				Vote in 2015				Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Does the recent IT incident make you less likely to use British Airways in the future?**

Yes, it makes me less likely to use them	<b>17</b>	17	17	19	16	20	17	17	19	19	16	17	16	13	15	21	17	18	14	21	18	14	13	20
No, I would still use British Airways if they were the best flight to a location	<b>36</b>	43	31	41	35	43	18	41	33	36	33	36	35	45	40	30	29	42	27	41	38	34	33	34
No, I would probably not have used British Airways for any flights anyway	<b>27</b>	24	32	27	28	22	42	26	29	28	35	27	26	19	22	31	36	23	31	21	24	29	31	28
Don't know	<b>21</b>	16	21	14	22	16	23	16	19	16	15	19	23	23	23	17	18	16	27	18	20	23	23	18

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Total	Yes, I have	No, I have not	Can't remember
<b>Weighted Sample</b> 1989	432	1490	67
Unweighted Sample 1989	460	1473	56
	%	%	%

**Does the recent IT incident make you less likely to use British Airways in the future?**

Yes, it makes me less likely to use them	<b>17</b>	23	15	5
No, I would still use British Airways if they were the best flight to a location	<b>36</b>	59	29	32
No, I would probably not have used British Airways for any flights anyway	<b>27</b>	8	33	9
Don't know	<b>21</b>	9	23	53