

CANADIAN PRESS / LEGER MARKETING

Canadians and Air Travel Safety

Report

September 25, 2001



Preamble

Leger Marketing conducted a survey among 1508 Canadians from September 5 to September 11, 2001 in order to better understand their attitudes towards airplane safety. In light of the recent tragedy in the United States, we surveyed 1346 individuals on between September 18 and September 23, 2001 in order to determine the way in which these events have affected the perception of Canadian air travellers by comparing these latest results to the first set of data.

1.0 Study Results

- The terrorist attack on the United States has spread fear among Canadian air travellers.

Following the recent events that took place in the United States, would you say that you are MORE SCARED to travel by plane, LESS SCARED to travel by plane or if these events have NO INFLUENCE on your behavior?

n=823	MORE SCARED	LESS SCARED	NO INFLUENCE	Dnk/refusal
	47.6%	4.1%	46.4%	2.0%

- One in five Canadian air travellers is afraid of flying.

Generally speaking, when you travel by plane, are you afraid?

n=823	YES	NO	Don't know/Refusal
	18.2%	81.6%	0.2%

- Safety is an important issue for Canadians choosing an airline.

Is airplane safety a factor that is VERY IMPORTANT, SOMEWHAT IMPORTANT, NOT VERY IMPORTANT or NOT AT ALL IMPORTANT in your selection of an airline?

n=823	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT	Don't know / Refusal
	65.4%	20.1%	7.9%	5.7%	1.0%

- Canadian commercial airlines are safer, according to Canadians.

Do you feel safer in a commercial airline plane that is...?

n=823	...Canadian	...European	...Regional	...American	Other	Don't know / Refusal
	58.1%	9.1%	3.8%	3.2%	7.3%	18.5%

2.0 Results

2.1 The Terrorist Attack on the United States Has Spread Fear Among Canadian Air Travellers

Following the tragic events of September 11, 47.6% of Canadians who have flown in the last five years admit to being more afraid to fly now compared to 46.4% who claim that this event has not affected them in this respect.

56.0% of women mention their greater level of fear compared to 39.0% of men.

Q1 Following the recent events that took place in the United States, would you say that you are MORE SCARED to travel by plane, LESS SCARED to travel by plane or if these events have NO INFLUENCE on your behaviour? n=823	MORE SCARED	LESS SCARED	NO INFLUENCE	Don't know/ Refusal
Atlantic provinces	35.9%	3.8%	60.3%	0.0%
Quebec	46.2%	1.8%	52.0%	0.0%
Ontario	52.9%	5.0%	40.1%	2.1%
Prairies	42.3%	3.4%	45.4%	8.9%
Alberta	44.2%	4.9%	51.0%	0.0%
British Columbia	46.5%	4.1%	46.6%	2.8%
Canada	47.6%	4.1%	46.4%	2.0%

This attitude is also reflected in the perception of the safest mode of transportation. In fact, while 33.4% considered air travel to be the safest form of travel prior to September 11, this evaluation fell to 21.8% after the event.

Q2 Among the four following modes of transportation, which one do you think is the safest? Is it travel by...? n=823	BEFORE September 11	AFTER September 11
... plane	33.4%	21.8%
... car	28.1%	37.2%
... boat	8.9%	9.4%
... train	24.9%	26.7%
... none	2.4%	2.7%
Don't know / refusal	2.3%	2.3%

On the other hand when we specifically ask if air travel represents a safe mode of transportation, 77.4% of the population considers it to be safe since September 11 while 84.6% thought so prior to the tragedy.

2.2 One in Five Canadian Air Travellers are Afraid of Flying

18.2% of Canadians who have flown in the last five years admit to being afraid of flying. Of that number, 28.0% need to take medication or alcohol in order to conquer this fear.

Q2 Generally speaking, when you travel by plane, are you afraid? n=823	YES	NO	DNK / Refusal
Atlantic provinces	15.1%	84.9%	0.0%
Quebec	12.5%	86.7%	0.7%
Ontario	22.5%	77.3%	0.2%
Prairies	20.8%	79.2%	0.0%
Alberta	15.3%	84.7%	0.0%
British Columbia	16.3%	83.7%	0.0%
Canada	18.2%	81.6%	0.2%

2.3 Safety is an Important Factor for Canadians Choosing an Airline

According to 85.4% of Canadians who have flown in the last five years, safety is important when choosing an airline, 65.4% defining it as very important and 20.1% as important.

Q3 Is airplane safety a factor that is VERY IMPORTANT, SOMEWHAT IMPORTANT, NOT VERY IMPORTANT or NOT AT ALL IMPORTANT in your selection of an airline? n=823	IMPORTANT	NOT IMPORTANT	DNK/Refusal
Atlantic provinces	76.3%	22.2%	1.5%
Quebec	85.8%	14.2%	0.0%
Ontario	84.2%	15.0%	0.8%
Prairies	86.7%	9.9%	3.4%
Alberta	87.7%	12.3%	0.0%
British Columbia	89.7%	8.6%	1.7%
Canada	85.4%	13.6%	1.0%

2.4 Canadian Airlines are the Safest According to Canadians

When it comes to safety, 58.1% of Canadians feel more comfortable with a Canadian commercial airline while 9.1% prefer a European airline, 3.2% an American airline and 3.8% a regional airline. 18,5% of respondents did not express an opinion in this respect.

Q4 Do you feel safer in a commercial airline plane that is...? n=823	...Canadian	...European	...Regional	...American	Other	Dnk/ Refusal
Atlantic provinces	67.9%	3.1%	2.3%	0.0%	14.5%	12.2%
Quebec	58.8%	16.2%	6.2%	1.2%	9.1%	8.5%
Ontario	58.8%	10.0%	1.1%	3.8%	6.5%	19.8%
Prairies	63.5%	2.4%	4.1%	2.4%	7.2%	20.5%
Alberta	58.8%	6.8%	2.9%	2.6%	6.2%	22.7%
British Columbia	49.1%	6.7%	8.6%	6.1%	4.7%	24.7%
Canada	58.1%	9.1%	3.8%	3.2%	7.3%	18.5%

3.0 Methodology

A first study was conducted by Leger Marketing through telephone interviews among a representative sample of 1508 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between September 5 and September 11, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1508 respondents, is of $\pm 2.6\%$, 19 times out of 20.

Following the events that occurred in the United States, we conducted a survey among a sample of 1346 individuals between September 18 and September 23, 2001 in order to better understand the impact of the incident on the perception of Canadians regarding air travel.