



Greater Toronto Airport Authority Corporate Brand Reputation

Survey Highlights

JANUARY 2024



Methodology

Online survey of randomly-selected sample of **N=2,028** adult (18+) Canadians was conducted from January 11 to 19, 2024.

Reliability: Online samples cannot be assigned a margin of error. As a guideline, a probability sample of N=2,028 carries a margin of error of $\pm 2.2\%$, 19 times out of 20. The margin of error is larger for sub-segments.

The dataset has been weighted according to the most current gender, age, and regional Census data, to ensure sample reflects actual population of adult Canadians.

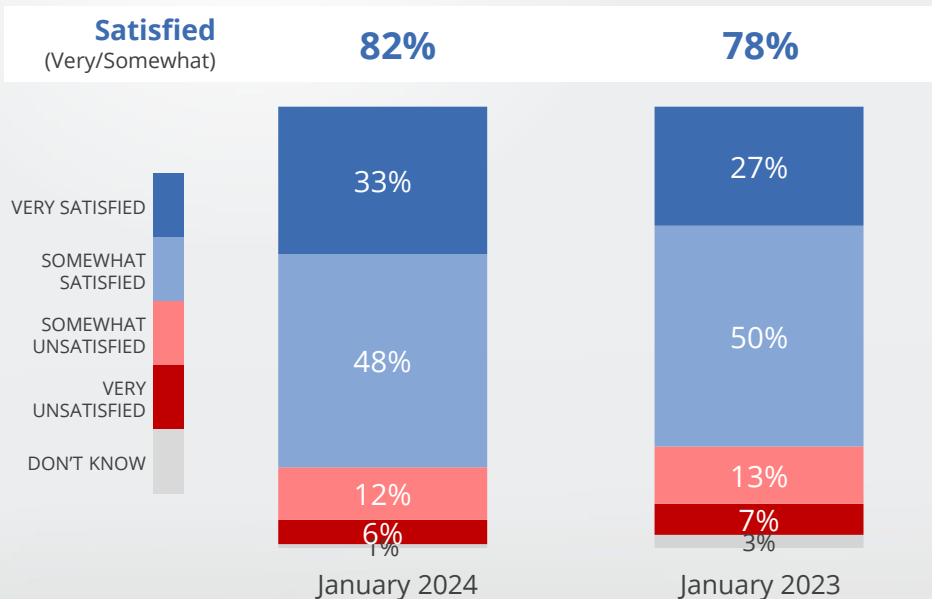
Region	Number of Interviews (Weighted)	Number of Interviews (Unweighted)	Margin of error*
British Columbia	283	254	$\pm 6.2\%$
Alberta	226	204	$\pm 6.9\%$
Manitoba/ Saskatchewan	131	138	$\pm 8.4\%$
Ontario	788	1012	$\pm 3.1\%$
Quebec	462	282	$\pm 5.9\%$
Atlantic Canada	137	138	$\pm 8.4\%$
Canada	2,028	2,028	$\pm 2.2\%$

82%

of those who travelled via Pearson over the last 12 months are satisfied with their travel experience

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strategic insights

Passengers travelling through Pearson Airport are highly satisfied with their overall experience at the airport

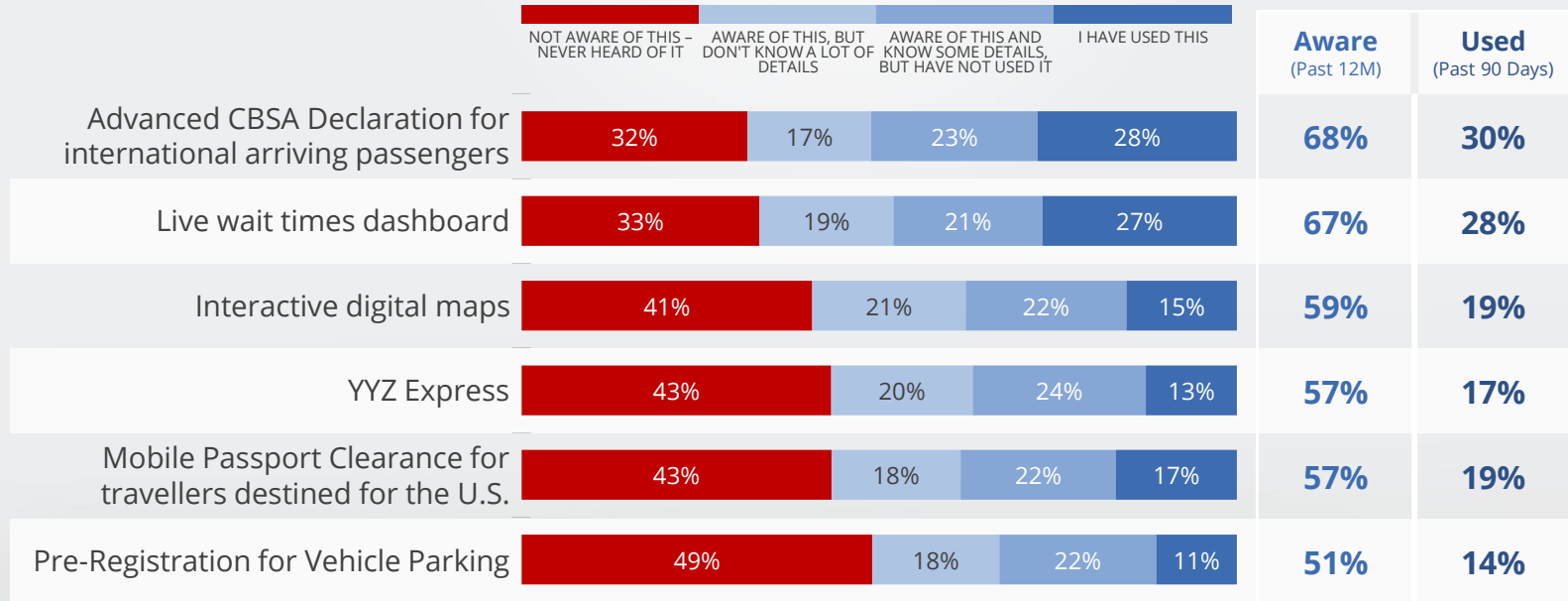


Thinking about your most recent trip through Toronto Pearson Airport, how do you feel about your overall experience at the airport? (Those who travelled thru Pearson in the past 12 months N=692)

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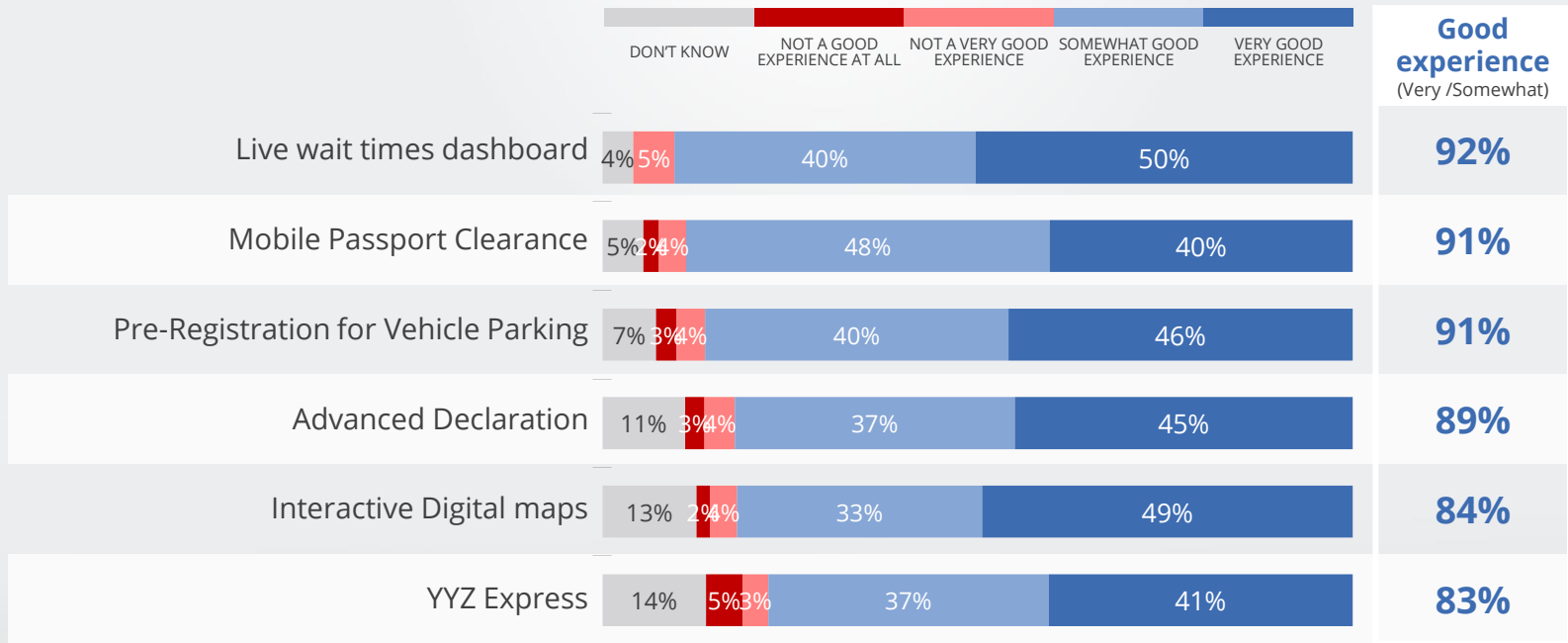
Between half to two-thirds of passengers travelling through Pearson Airport in the past 12 months are aware of the various digital tools introduced at the airport

- Overall, **56%** have used at least one of these digital tools at Pearson Airport while travelling via Pearson over the past year.



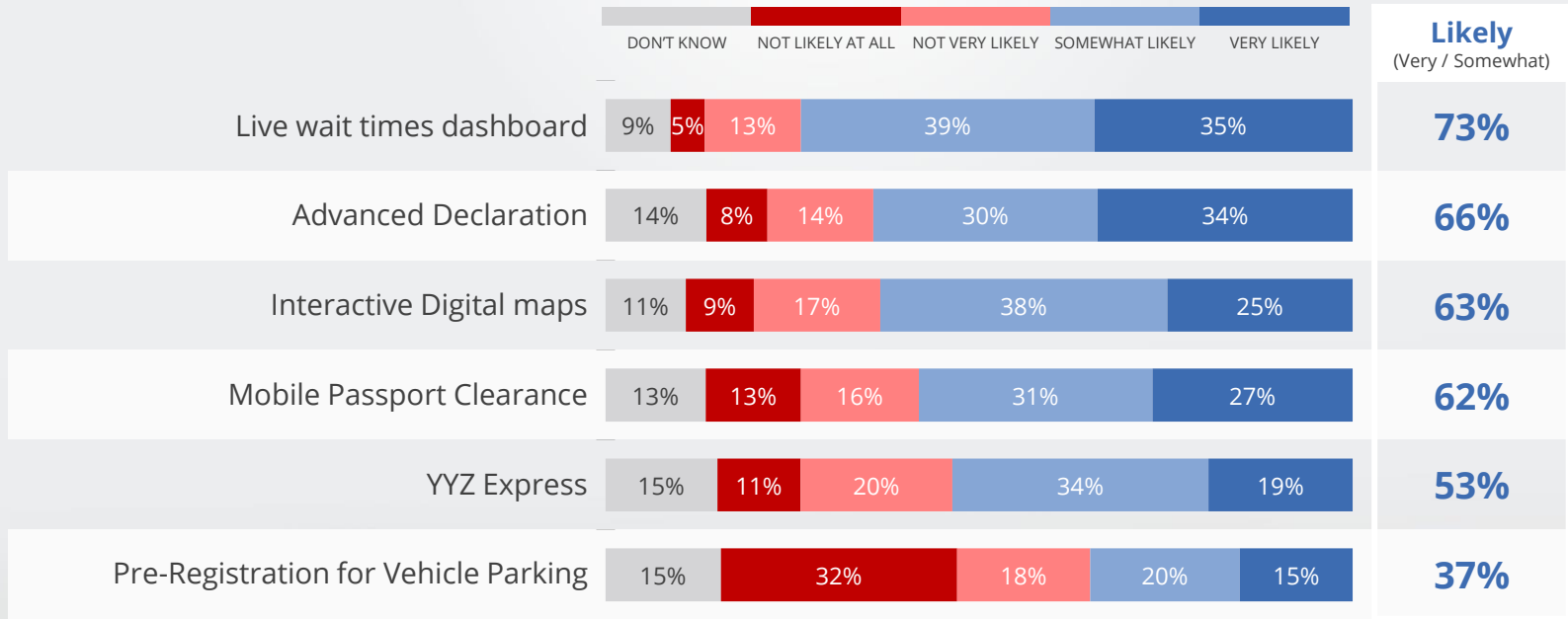
Below are some tools and initiatives introduced at Toronto Pearson Airport to make traveling easier and faster. Which of these tools are you aware of and/or have used in your recent travels (Those who travelled thru Toronto Pearson in the past 12 months Jan 2024 N=692). (Used Past 90 days Jan 2024 N=396)

Among those who have used each of these digital tools, the experience has been positive; eight-in-ten or more say they had a good experience



Majority of travellers say they are likely to use these digital tools during future travels through Pearson Airport

- Those who have used these tools in the past 12 months are more likely to use them again in the future, and are also more likely than average to use the other digital tools.





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