



Perceptions of Toronto Pearson Airport

Polling Summary
June 2024

Methodology

- **Sample size:** Online survey of a randomly-selected sample of **N=2,034** adult (18+) Canadians.
- **Field window:** The survey was conducted from June 20 to 28, 2024.
- **Reliability:** Online samples cannot be assigned a margin of error. As a guideline, a probability sample of N=2,034 carries a margin of error of $\pm 2.2\%$, 19 times out of 20. The margin of error is larger for sub-segments.
- **Weighting:** 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.
- **Research standards:** Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.
- **Client:** This study was conducted on behalf of the Greater Toronto Airport Authority (GTAA).

Region	Number of Interviews (unweighted)	Margin of error*
British Columbia	256	$\pm 6.2\%$
Alberta	204	$\pm 6.9\%$
Manitoba/ Saskatchewan	139	$\pm 8.4\%$
Ontario	1,011	$\pm 3.1\%$
Quebec	287	$\pm 5.9\%$
Atlantic Canada	137	$\pm 8.4\%$
Canada	2,034	$\pm 2.2\%$



83%

of those who travelled through Pearson over the past 12 months are satisfied with their experience at Toronto Pearson

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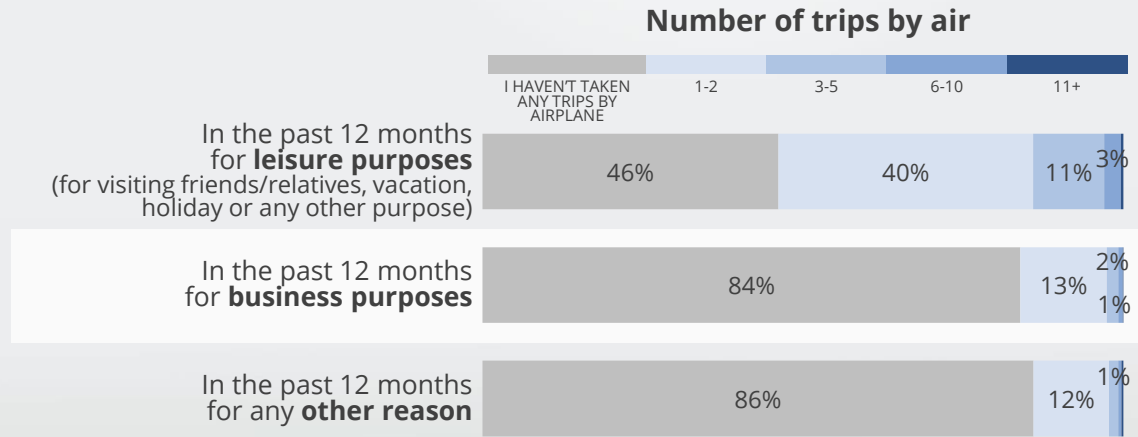
Key Insights

- Impressions of Toronto Pearson are higher among those who have travelled through the airport than among those who only hear about the airport second hand.
- **83% of travellers are satisfied with their overall experience at Toronto Pearson**, an increase from the 75% to 78% seen throughout 2023.
- Travellers who have been through the airport in the last 90 days are over four times more likely to describe Toronto Pearson as reliable (59%) rather than unreliable (14%).

Passenger Travel Profile

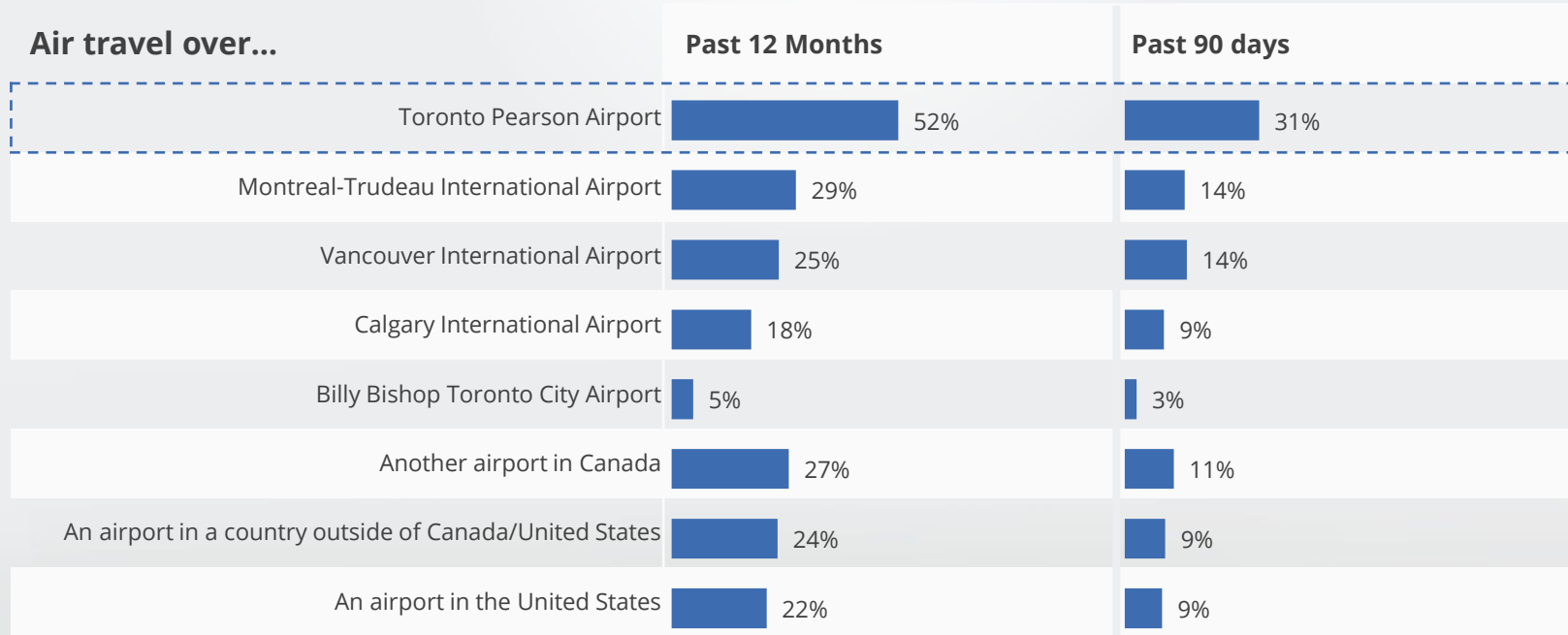
Majority (57%) of Canadians report travelling by air over the past 12 months

- Overall, **57% of Canadians have travelled by air in the past 12 months**. This is similar to the frequency seen in January 2024 (56%) and up from April 2023 (50%), as the public have “restarted” travelling in the post-pandemic world.
- British Columbians (68%), followed by Ontarians (59%) and Albertans (56%) are most likely to say they have flown over the past year.
- Likelihood of travelling by air is highest among younger Canadians aged 18-34 years (68%) and reduces with age (43% of 65+ year olds).



Toronto Pearson Airport remains the most travelled through airport in Canada by a wide margin

% of Canadians who have travelled by air in past year using each airport

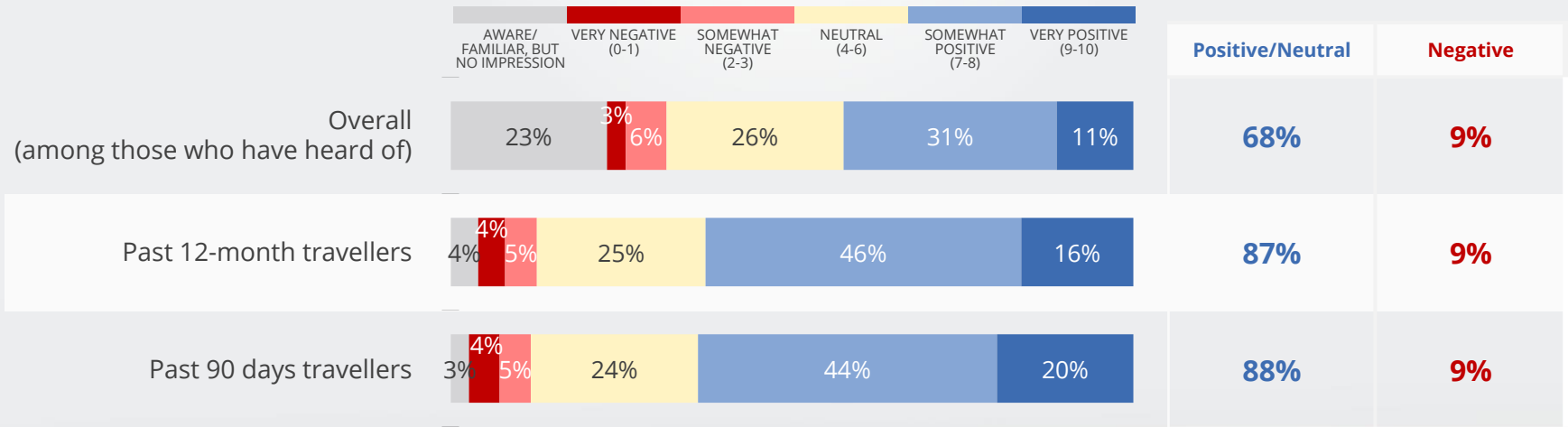


And thinking about your air travel over the past 12 months, which of the following airports have you departed from, arrived at, or transited through?
 And thinking about your air travel over the past 90 days, which of the following airports have you departed from, arrived at, or transited through?
 (Have travelled in the past 12 months N=1192)

Impressions and Travel Experience Through Toronto Pearson Airport

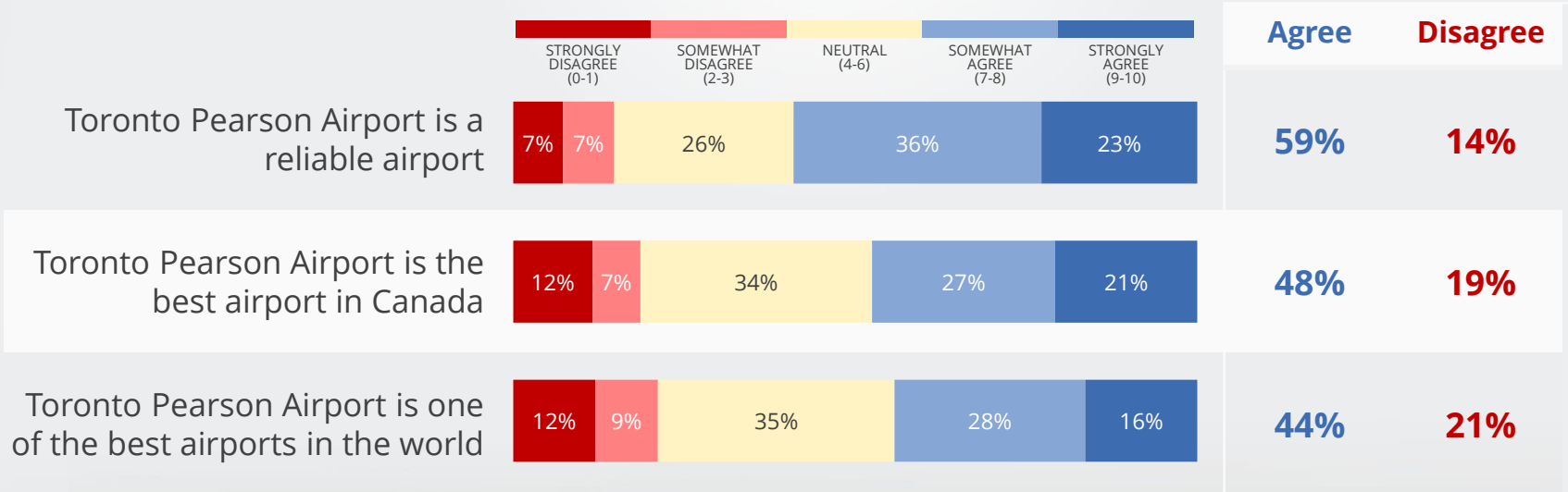
Impression scores for Toronto Pearson Airport are higher among those who have travelled through the airport

Impression of Toronto Pearson Airport



Using the scale below, please indicate your overall impression of the following companies or organizations: (Those who have heard of Toronto Pearson Airport N=1943, Those who travelled thru Toronto Pearson in the past 12 months N=712; Those who travelled thru Toronto Pearson in the past 90 days N=438)

Among those who have travelled via Toronto Pearson in the past 90 days, close to half agree that it is one of the best airports in Canada and one of the best airports in world, and majority consider it a reliable airport

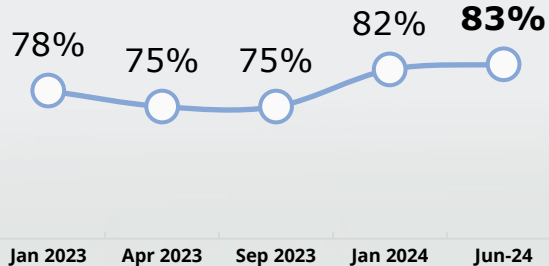


Using the scale below, please indicate how much you agree or disagree that each of these attributes describes Toronto Pearson Airport?
(Have travelled via Toronto Pearson Airport in the last 90 days: N=438)

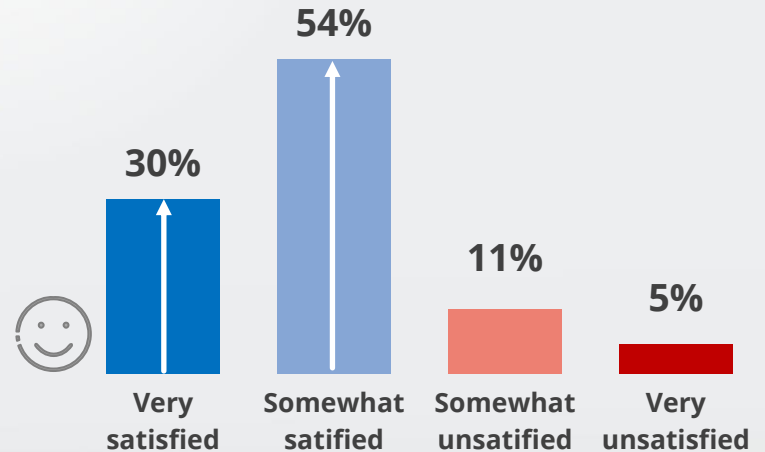
83% of passengers travelling through Toronto Pearson in the past 12 months are satisfied with their overall experience at the airport, an increase from last year

83%

Of travellers are satisfied
with Toronto Pearson



Satisfaction level towards Toronto Pearson





Perceptions of Toronto Pearson Airport

For media inquiries, contact:

Dan Arnold, Chief Strategy Officer
danarnold@pollara.com

