



# Perceptions of Toronto Pearson

Polling Summary  
September 15, 2025

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# Methodology

- **Sample:** Online survey of randomly-selected sample of **N=2,022** adult (18+) Canadians. Sample source is the Leger online panel.
- **Field Window:** This survey was conducted from July 18 to 30, 2025.
- **Reliability\*:** Online samples cannot be assigned a margin of error. As a guideline, a probability sample of N=2,022 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	UNWEIGHTED INTERVIEWS	MARGIN OF ERROR*
British Columbia	244	$\pm 6.3\%$
Alberta	204	$\pm 6.9\%$
Manitoba/ Saskatchewan	138	$\pm 8.3\%$
Ontario	1,012	$\pm 3.1\%$
Quebec	289	$\pm 5.8\%$
Atlantic Canada	135	$\pm 8.4\%$
<b>CANADA</b>	<b>2,022</b>	<b><math>\pm 2.2\%</math></b>

## Key Insights

- 86% of passengers who travelled through Toronto Pearson in the past 12 months are satisfied with their overall airport experience, a post-pandemic high and a steady increase from 78% in January 2023.
- Toronto Pearson remains Canada's most travelled airport, and 85% of Ontarians who flew in the past year did so through Toronto Pearson.
- 85% of Toronto Pearson travellers support expanding the airport and 80% support adding more airlines to improve connectivity and convenience.

A woman with a suitcase walking through an airport terminal. The image is overlaid with a blue and red gradient. The woman is seen from behind, wearing a white t-shirt and dark pants, pulling a black suitcase. The terminal has a high, arched ceiling with a grid pattern. There are signs for directions and a '2' in a circle.

# 86%

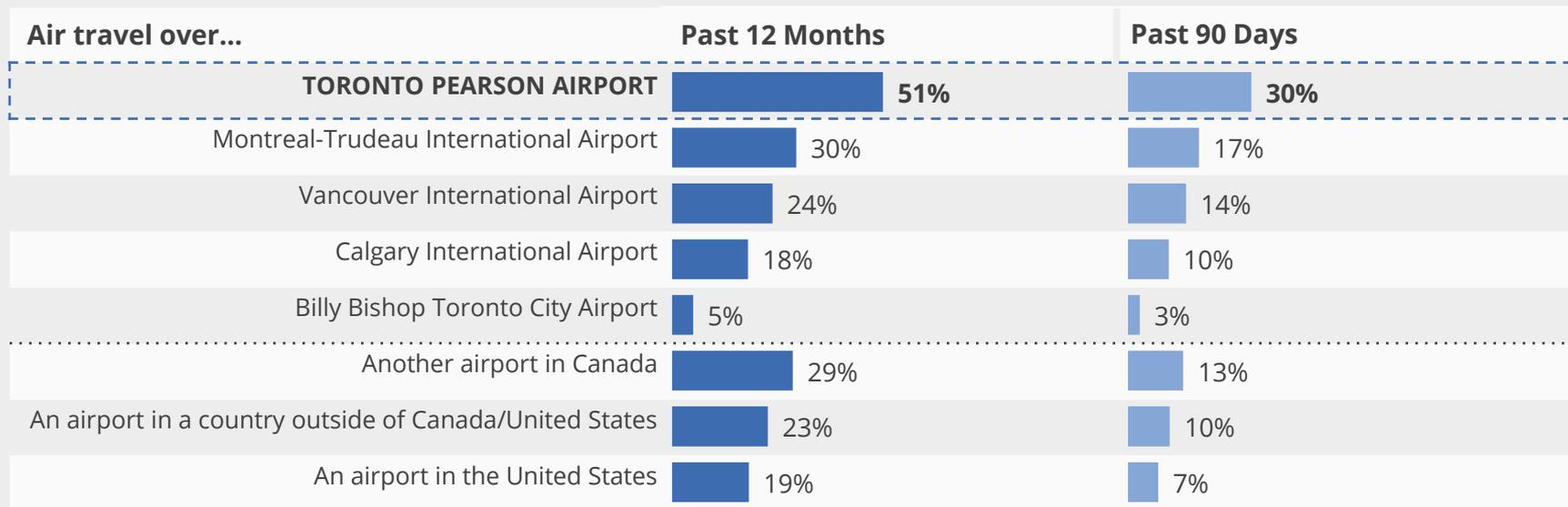
of those who travelled through Toronto Pearson over the past 12 months are satisfied with their airport experience

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

- Among Ontarians who have flown in the past year, 85% have been through Toronto Pearson.

% of Canadians who have travelled using each airport  
(among Canadians who have travelled by air in the past year)



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? | Base: Have travelled in the past 12 months (N=1,136).

**Toronto Pearson Satisfaction:** 86% of passengers travelling through Toronto Pearson in the past 12 months are satisfied with their overall experience at the airport, a new post-COVID high

**86%**

Of travellers are satisfied  
with Toronto Pearson



**Q** Thinking about your most recent trip through Toronto Pearson Airport, how do you feel about your overall experience at the airport?  
Base: Those who travelled thru Pearson in the past 12 months (N=686)

# Airport Expansion: Over eight-in-ten travellers through Toronto Pearson support airport expansion



**Q** Some people say more airlines means more convenient flights to destinations for travellers while others say it means the airport gets busier. Thinking about this, do you support or oppose Toronto Pearson Airport doing the following: | Base: Those who travelled thru Pearson in the past 12 months (N=686)



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