



2006 Air Traveller Survey

Canadian Air Transport Security Authority (CATSA)

March 2006

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Introduction

Decima is pleased to present the following report to the Canadian Air Transport Security Authority (CATSA) highlighting the results from the 2006 Air Traveller Survey.

The mission of CATSA is to ensure that the public is protected by securing critical elements of the air transportation system. As stated on their website, CATSA's responsibilities fall into six major categories:

- Pre-board screening of passengers and their belongings;**
- Acquisition, deployment, operation and maintenance of explosives detection systems at airports;**
- Contracting for RCMP policing services on selected flights and all flights to Reagan National Airport;**
- Implementation of restricted area identification card;**
- Screening of non-passengers entering airport restricted areas; and**
- Contributions for supplemental airport policing services.¹**

The objectives of the 2006 air traveller survey are to evaluate the passenger screening process that is provided by CATSA. More specifically, the objectives of the research are to:

- Measure passenger awareness of CATSA;**
- Identify traveller satisfaction with particular elements of the security screening process;**
- Assess passengers' knowledge of prohibited items; and**
- Gather general opinions on flight safety.**

The research results are based on 2,929 interviews with passengers at 16 airports across Canada between March 9 and 17, 2006. A more detailed description of the methodology used to complete this research is appended at the end of this report.

This report begins with an executive summary highlighting key findings from the survey, followed by a detailed analysis section. Where possible, comparisons to the 2005 data are presented. Appended to this report are a

¹ http://www.catsa-acsta.gc.ca/english/about_propos/mandat.htm

copy of the survey questions (both English and French) and a set of detailed “banner” tables (under separate cover) that present results for each question by region and demographic categories. The key findings section of this report denotes these tables by question number (e.g. Q.1) for easy reference.

Executive Summary

This report serves to summarize the findings from passenger intercept surveys across 16 airports in Canada. Generally, passengers are confident with the systems in place to ensure air transportation security and they are satisfied with the security screening process. The research findings are as follows:

- Passengers are generally confident in the systems currently in place to ensure air transportation safety.
- One in three passengers claim awareness of CATSA (either unprompted or prompted), and this is unchanged from the results of a 2005 survey.
- Among those aware of CATSA, impressions of the organization are favourable. This group is most likely to have gained their awareness of the organization through airport signage or media reports.
- Passengers are quite satisfied with their security screening experience. About nine in ten are satisfied with the courtesy, respect, and professionalism of CATSA staff.
- A large majority of passengers feel they had sufficient information about items that were not permitted on the aircraft. Related to this is the fact that few were asked to surrender an item that day.

Based on the research findings, the following recommendations can be made:

- IF CATSA wishes to raise its profile among the travelling public, additional communications about its role and mandate will be required. The best venues for this publicity appear to be airport signage and news/media coverage.
- Additional staff training may be warranted, as a means to minimize negative impressions of CATSA. Rude, unfriendly behaviour, and unclear communications, for example, are commonly cited reasons among the minority who report dissatisfaction with the security screening experience.
- Additional training with Security Screening staff at designated airports may also contribute to ensuring that all passengers are greeted in both Official Languages.

Detailed Findings

Confidence in Air Travel

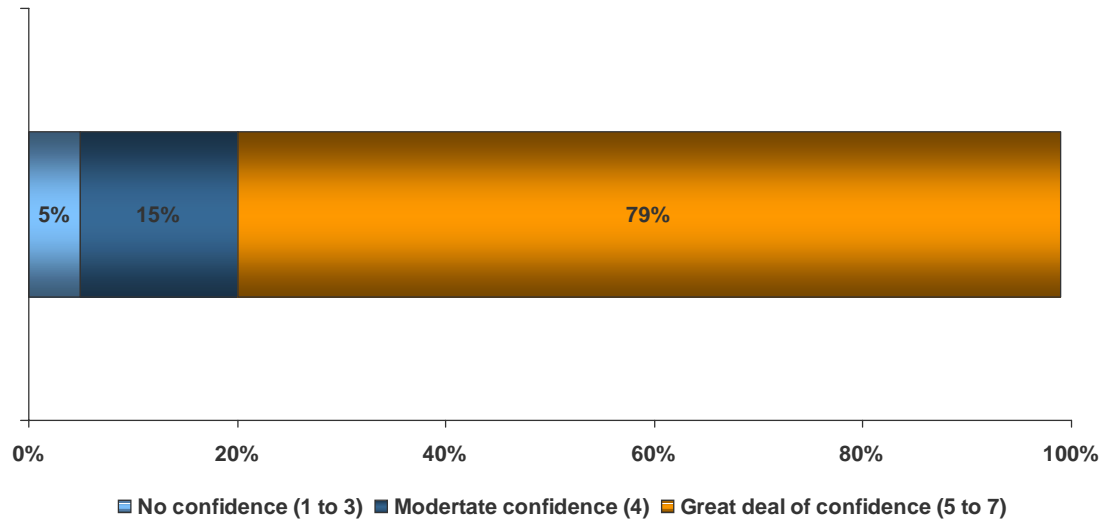
This section of the report presents passengers' overall level of confidence in the systems in place to ensure air transportation security.

Confidence in the systems to ensure air transportation security is high.

A large majority of passengers are confident in the systems in place to ensure air transportation security in Canada. Confidence was measured using a seven-point scale, where “7” represents a great deal of confidence, “4” represents moderate confidence, and “1” represents no confidence.

Using this scale, three in four passengers (79%) provided a rating of at least “5” in assessing their level of confidence in the systems to ensure air transportation security. Less than one in five (15%) have moderate confidence (a rating of 4), while only five percent have little or no confidence (a rating between 1 and 3) in the systems that ensure air transportation security.

Confidence in systems in place to ensure air transportation security in Canada



Awareness and Impression of CATSA

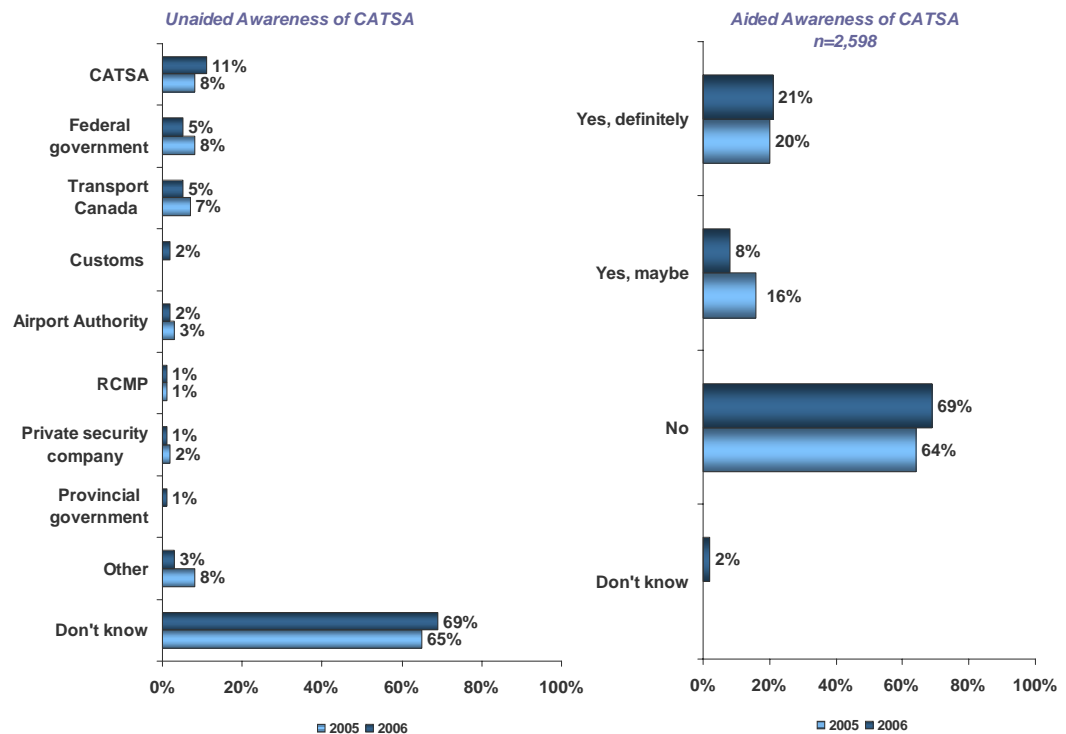
This section of the report presents participants’ awareness and familiarity with CATSA. Participants’ source of awareness and their overall opinion of the organization are also presented.

About one in three passengers are aware of CATSA. This group holds a favourable impression of the organization.

Consistent with the findings from 2005, about one in ten (11%) passengers say they are aware that CATSA is the organization responsible for passenger and baggage security screening at Canadian airports on an unprompted basis. Unaided awareness is highest among passengers at the following airports:

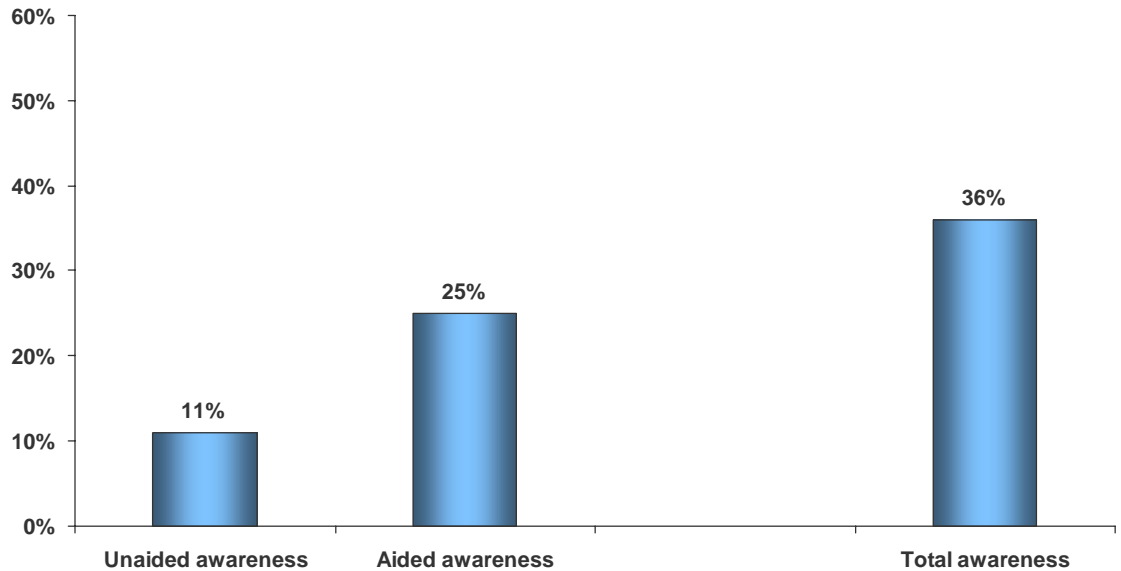
- Ottawa International airport (23%);
- Regina International airport (19%); and
- Winnipeg International airport (17%).

Among those who did not correctly identify CATSA (n=2,602), close to three in ten have definitely (21%) or maybe (8%) heard of CATSA before. The remaining seven in ten of this group (69%) are not aware of CATSA.



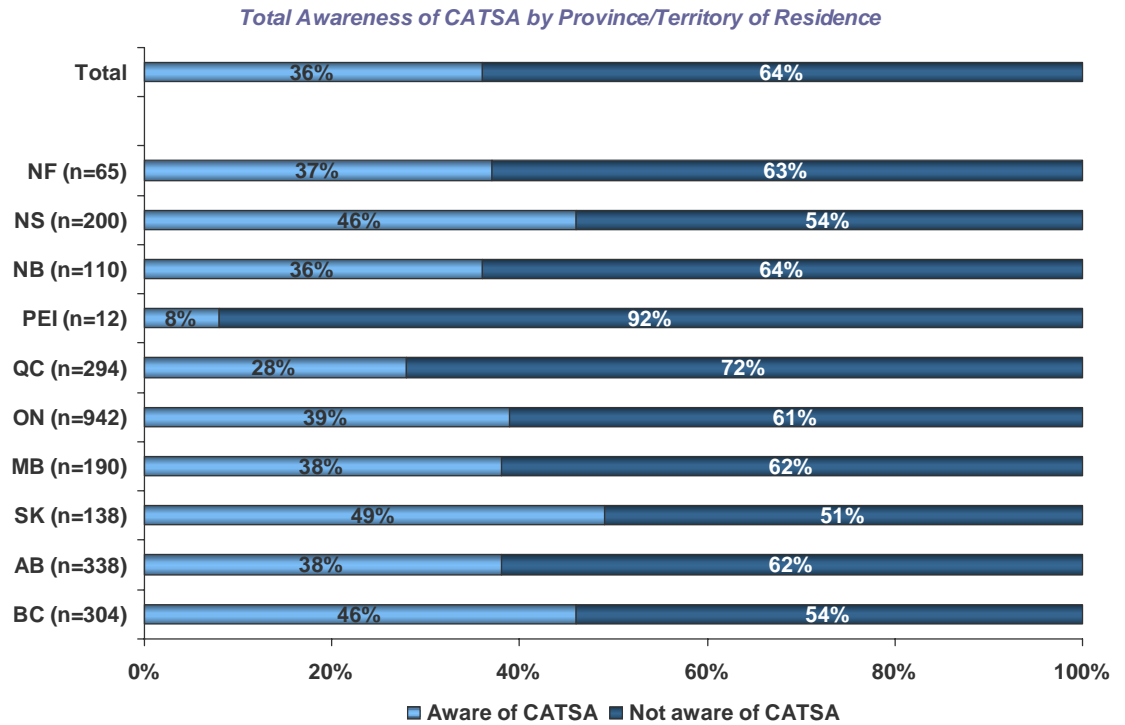
When unaided and aided awareness are combined, one in three passengers (36%) are aware that CATSA is the agency responsible for personnel and baggage security screening. (Q.3, 4)

Total Awareness of Canadian Air Transportation Security Authority

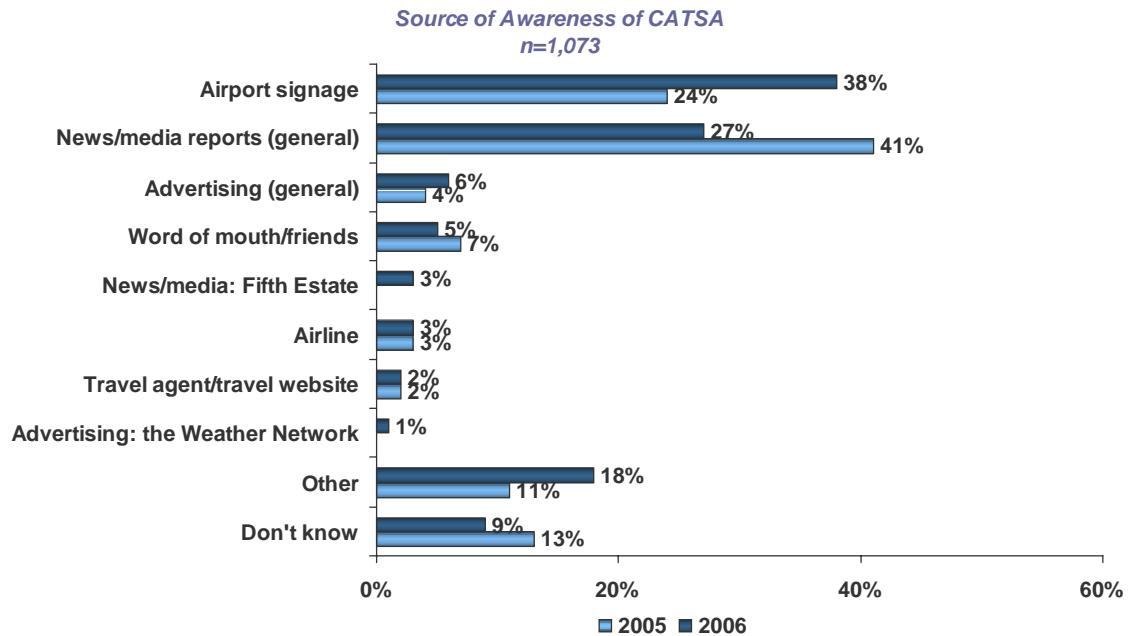


Total awareness of CATSA is slightly higher among men (39%) than women (33%). Furthermore, awareness is higher among those who have travelled more than ten times (52%) in the past year as compared to less frequent travellers (30%).

When looking at awareness by province of residence, participants from Saskatchewan (49%), Nova Scotia (46%) and British Columbia (46%) claim a higher level of awareness than participants from other provinces across Canada.

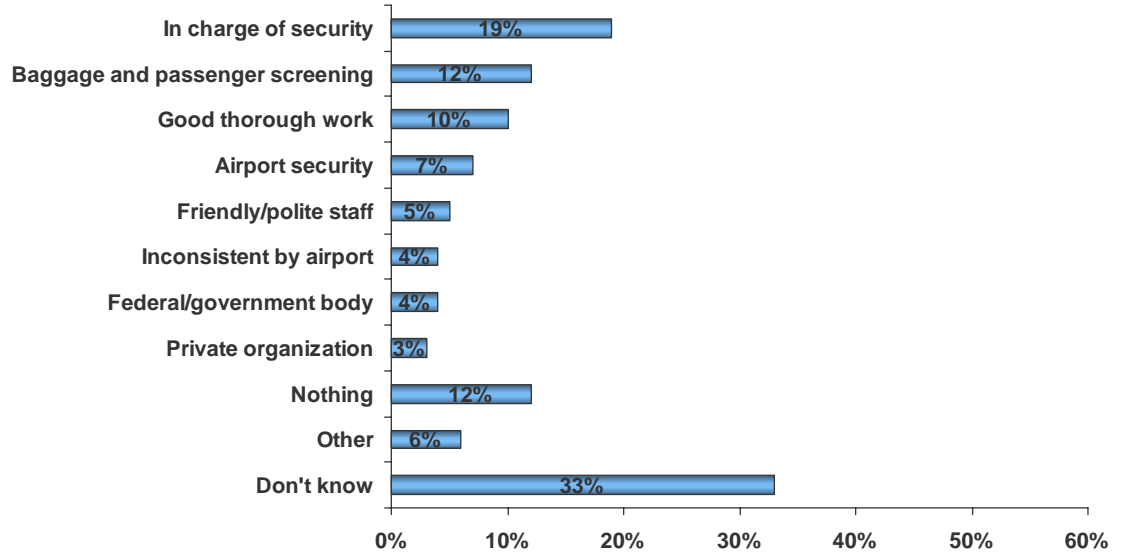


Among those who are aware of CATSA (n=1,073), most became aware of the organization through airport signage (38%). This has increased from 2005, where only 24% of passengers became aware of CATSA through this means. Others learned of the organization through the news and media (30%), including three percent who became aware of it from the Fifth Estate. Fewer say they became aware of the organization through word of mouth (5%), an airline (3%) or a travel agent (2%). Close to one in ten are unsure how they became aware of the organization. (Q.5)

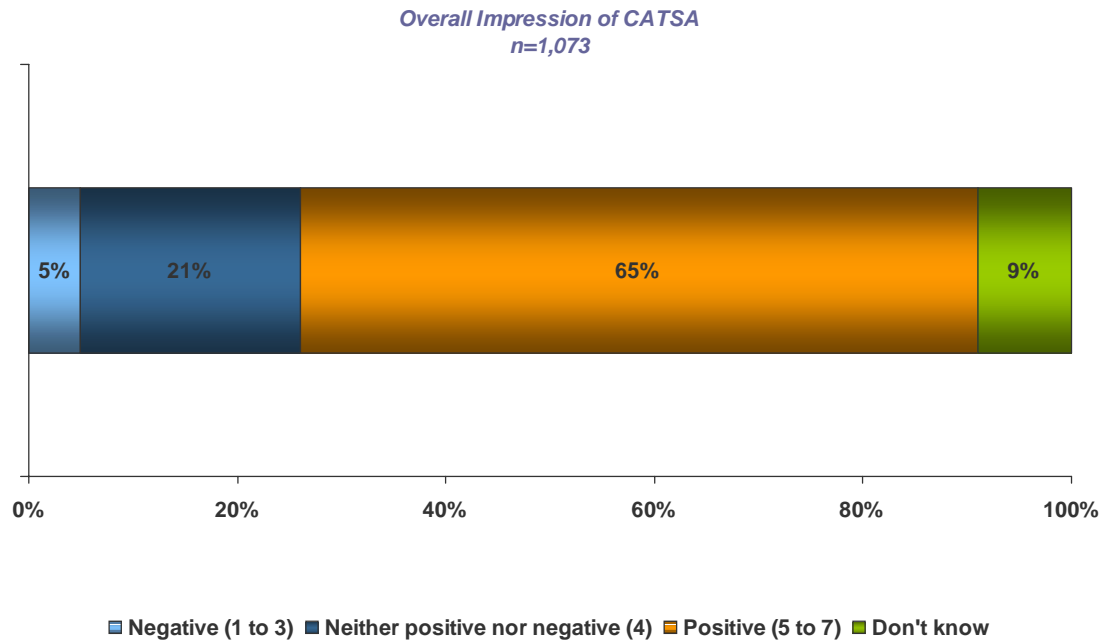


Passengers aware of CATSA were asked in general what they know about the organization, and this group is most likely to connect CATSA to airport security. One in five (19%) say the organization is responsible for security and safety, and slightly fewer believe they are responsible for baggage and passenger screening (12%). Others say CATSA is responsible for airport security (7%) or that they are a government body (4%). A variety of other responses are provided by fewer numbers of passengers. (Q.6a)

*What Passengers Know About CATSA
Top 10 Mentions
n=1,071*



Those who are aware of CATSA generally hold a favourable impression of the organization. Two in three (65%) passengers rate their impression of the organization either a “7”, meaning very positive (16%), a “6” (27%), or a “5” (22%). On the other end of the spectrum, only five percent say they have a negative impression of the agency (a rating between 1 and 3). Meanwhile, the remaining one in five (21%) are neutral in their assessment. (Q.6)

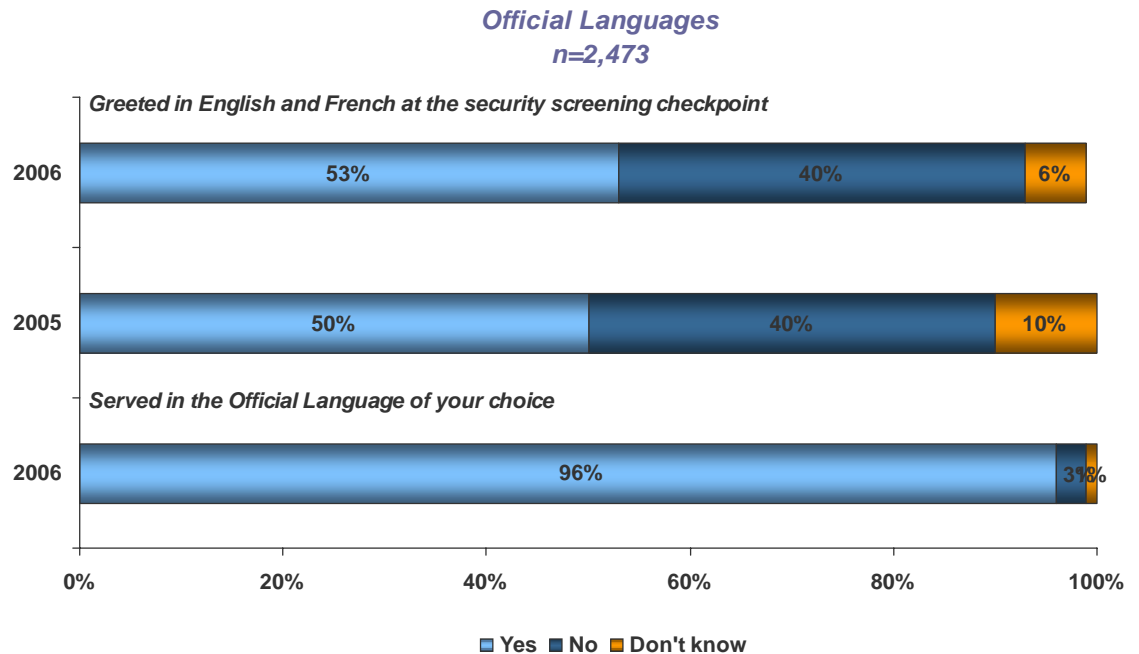


Passenger Security Screening Experience

This section of the report presents passengers' overall experience with the security screening process.

Passengers are satisfied with the security screening officers.

Consistent with the findings from 2005, about half (53%) of passengers say they were greeted in both Official Languages at the security screening checkpoint, while four in ten (40%) say they were not. When asked if they were served in the Official Language of their choice, almost all (96%) agree that they were helped in their preferred language. It should be noted that the results for these two questions are based only on airports that are designated as bilingual. Therefore, the results from the airports in Kelowna, Regina, and Thunder Bay were excluded from this analysis. (Q.7, 8)



A large majority of French passengers (80%) agree that they were greeted in both Official Languages compared to English speaking passengers (43%).

Passengers at the following airports are most likely to say they were greeted in both Official Languages:

- Quebec City (92%);
- Montreal (83%);
- Winnipeg (82%);
- Halifax (79%); and
- Sudbury (82%).

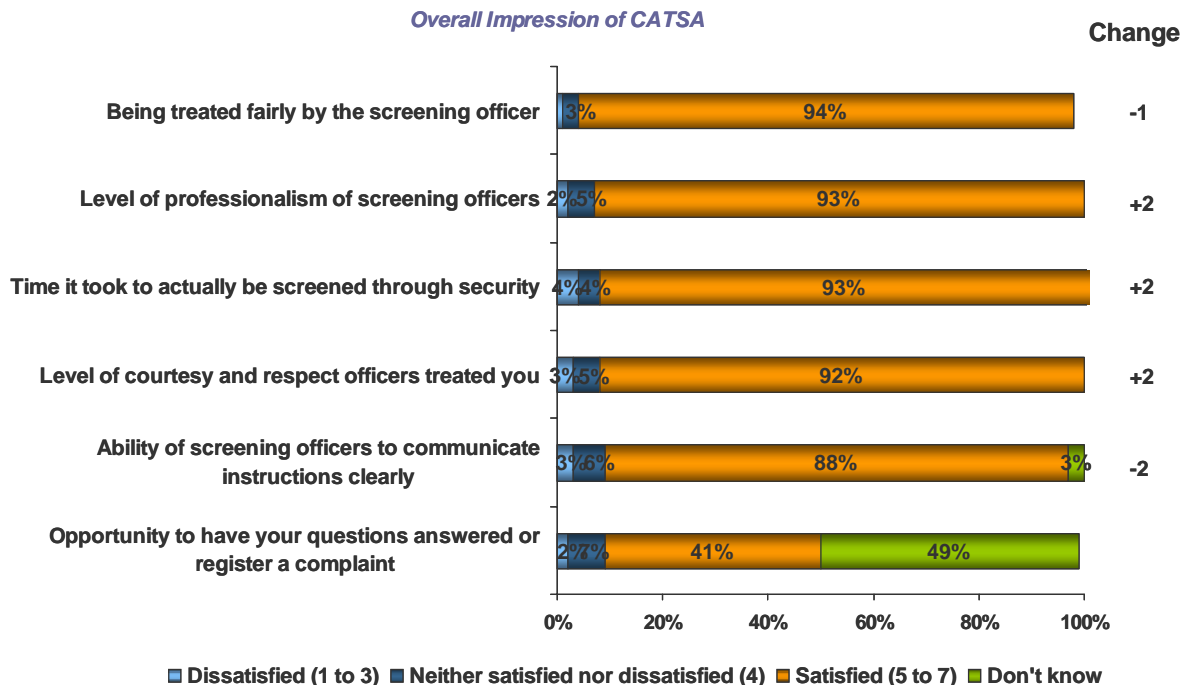
By contrast, passengers at the following airports are most apt to say they were *not* greeted in both Official Languages:

- Calgary (82%);
- Toronto Terminal 1 (68%);
- Toronto Terminal 2 (61%); and
- Toronto Terminal 3 (73%).

As was the case in 2005, an overwhelming majority of participants are satisfied with their overall experience at the security screening checkpoints. Indeed, nine in ten passengers are satisfied (a score ranging from 5 to 7) with the following:

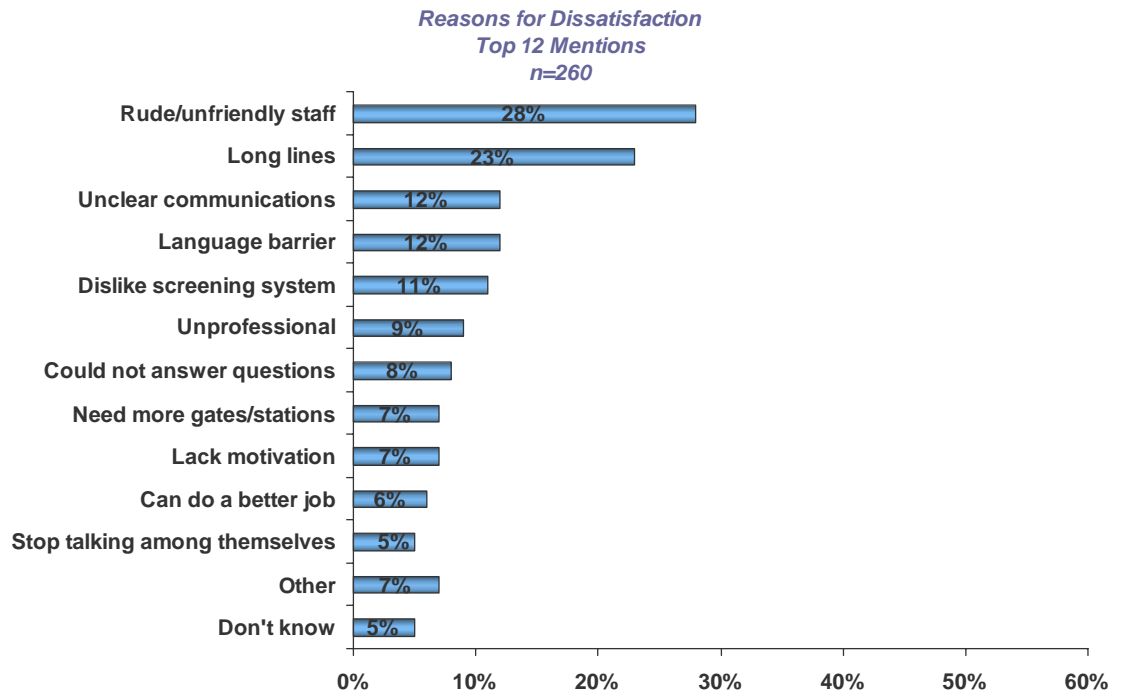
- That they were treated fairly by the screening officer (94%);
- The level of professionalism of screening officers (93%);
- The time it took to be screened through security (93%);
- the level of courtesy and respect officers treated you with (92%); and
- The ability of security screening officers to communicate instructions clearly (88%).

Four in ten (41%) say they were satisfied that they had the opportunity to have their questions answered or register a complaint. It should be noted that this is not a negative finding, however, instead, half (49%) were unable to provide a response either way. (Q9a-f)

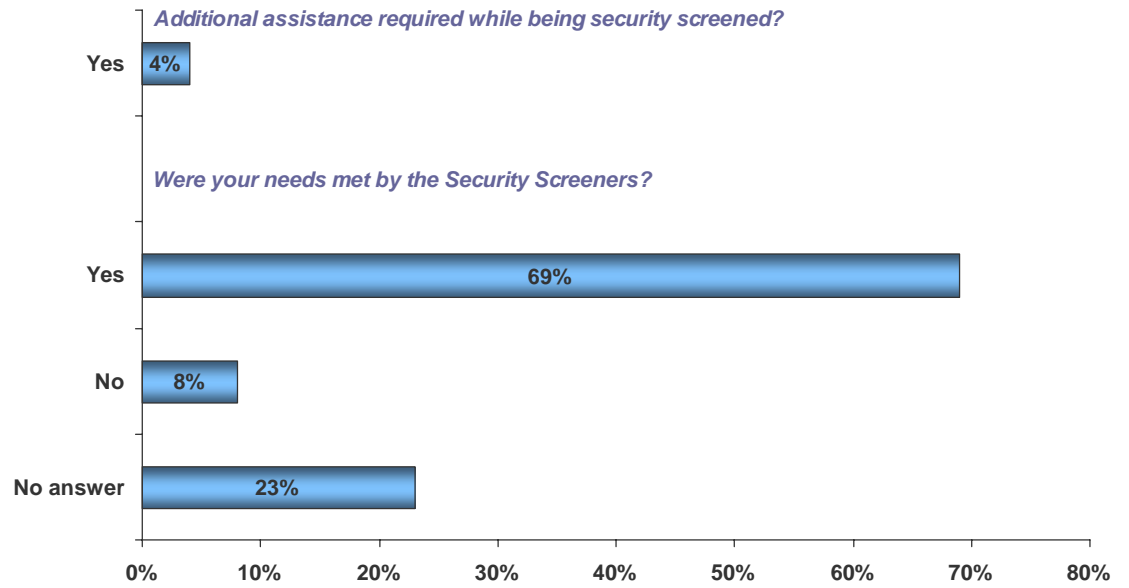


Women and participants at least 65 years of age are generally more likely to say they were extremely satisfied (a rating of 7) with various aspects of the security screening process than others.

Of the small group who reported that they were dissatisfied with their pre-board security screening process (n=260) a variety of reasons for their opinion are presented. They are most likely to say they were unhappy because the staff were rude or unfriendly (28%) or because there were long line ups (23%). Others were dissatisfied because they perceived communication problems (12%), a language barrier (11%), or that they generally dislike the screening process. A variety of other reasons for passenger dissatisfaction were offered by fewer numbers of participants. (Q.10)



Few (4%) passengers required additional assistance while being security screened. Among those who required assistance (n=114), seven in ten (69%) say CATSA staff met their needs, while one in ten (8%) do not believe that their needs were met. Close to one in four (23%) did not provide an assessment on this measure. (Q.10a, b)

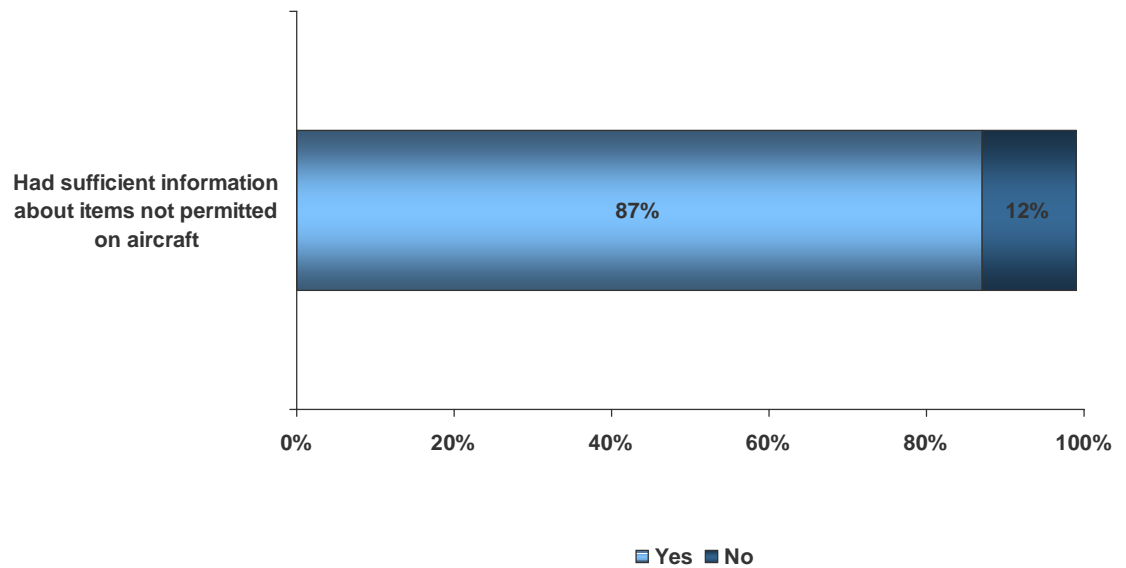


Distribution of Information

This section of the report presents the findings of passengers’ perceptions about the adequacy of information they have received about items that are prohibited on aircrafts. Sources of this type of information are also explored.

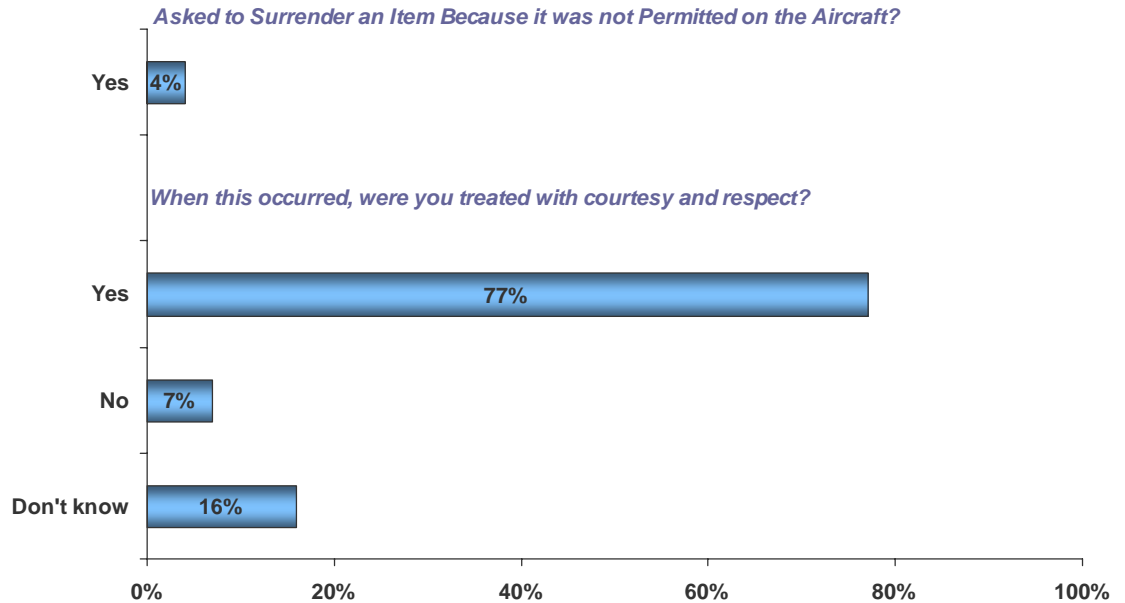
Passengers believe they had sufficient information about items not permitted on aircrafts.

A large majority of passengers believe they had sufficient information about items not permitted on the aircraft prior to their arrival at the airport. In fact, almost nine in ten (87%) participants believe they were adequately informed about prohibited items in comparison to one in ten (12%) who do not believe this was the case. (Q.11)

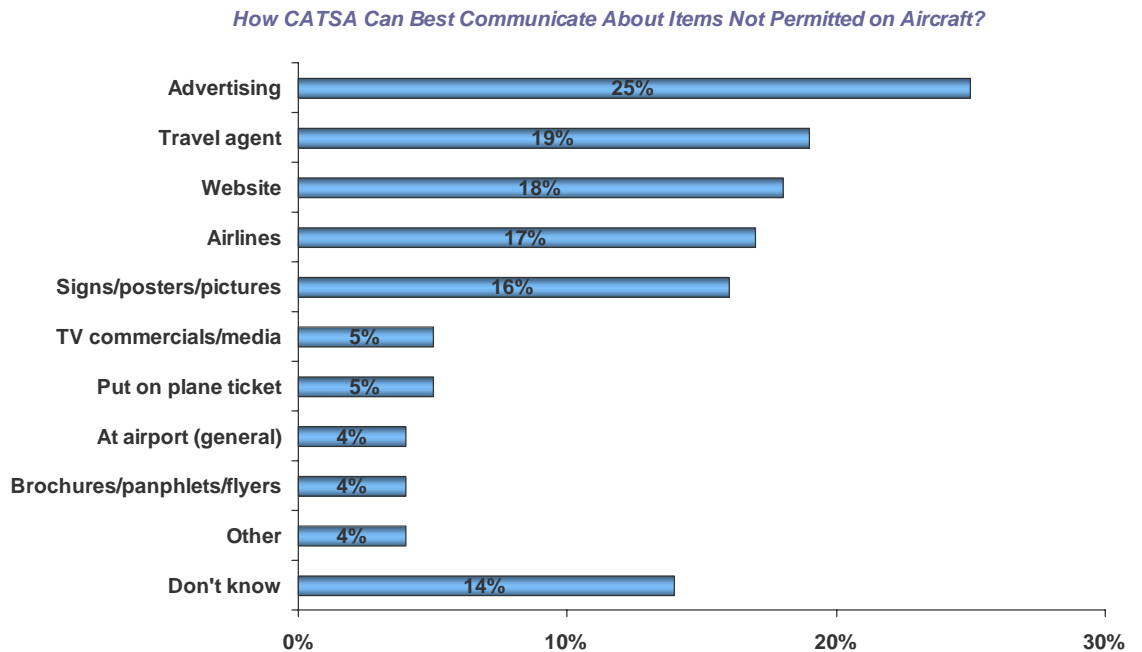


Given that the large majority say they are aware of items that are not permitted on the aircraft, it is not surprising that only four percent of passengers say they were asked that day to surrender an item because it was not permitted on the aircraft. (Q.12)

Among the small group of passengers who were asked to surrender an item (n=113), a strong majority believe that they were treated with courtesy and respect. Indeed, three in four (77%) say the screening officers treated them with courtesy and respect while less than one in ten (7%) do not believe this was the case. Nearly than one in five (16%) did not provide any comment. (Q.13)



In terms of best communicating with passengers about items that are not permitted on the aircraft, passengers believe advertising (25%) is the best way to get this message to them. Others believe that travel agents (18%), websites (17%), and airlines (17%) are the best way to communicate with passengers about items that are not permitted on aircrafts. A variety of other communication methods are suggested by fewer numbers of passengers. (Q.14)

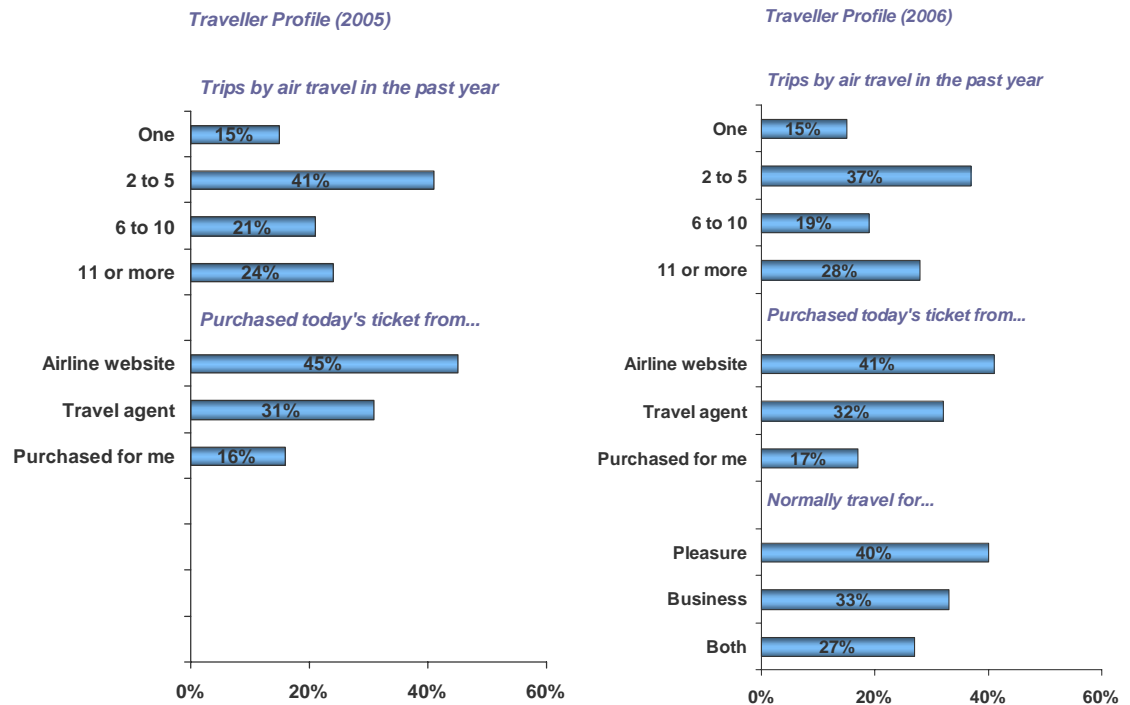


Passenger Profile

This section of the report presents a profile of passengers included in this study, in terms of the airport they were surveyed at, their travel profile as well as a socio-demographic description.

Half of those interviewed are passengers who travel by air at least six times per year.

A wide variety of travellers are represented in the survey and this is consistent with the profile of travellers presented in the 2005 survey. Just over one half of passengers have travelled by air once (15%) or two to five times (37%) in the past year. The other half have travelled by air between six and ten times (19%) or more than ten times (28%) within the past year.

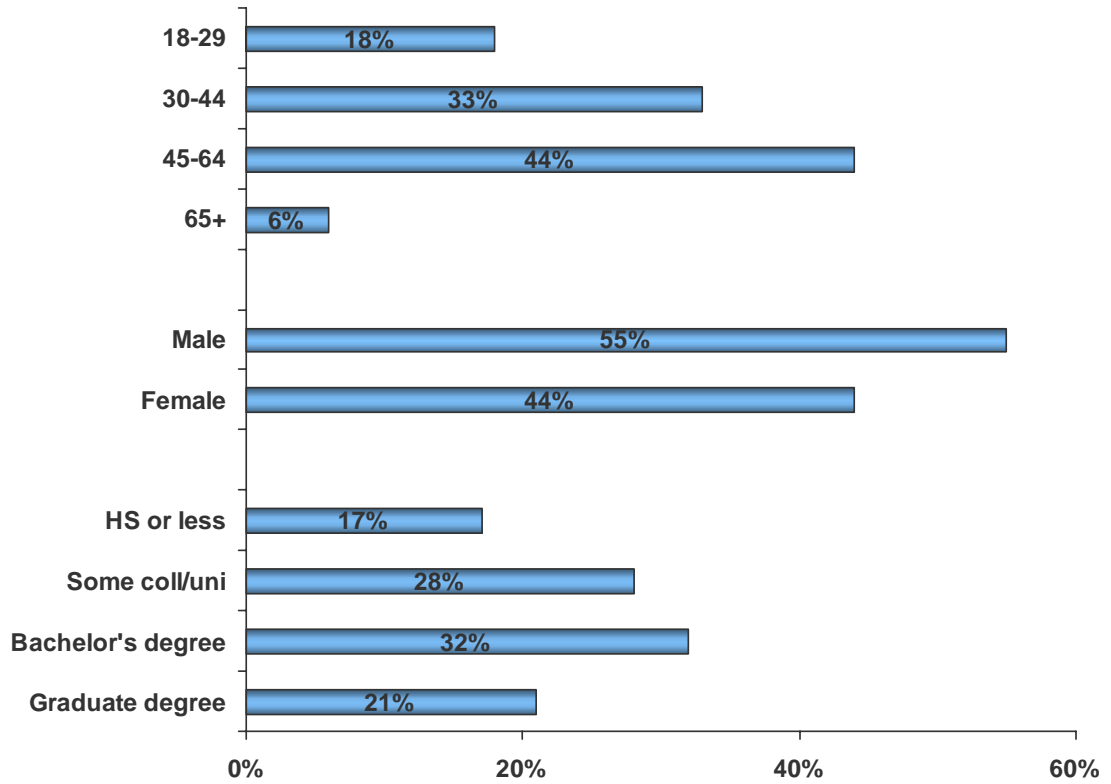


Passengers were most often travelling for pleasure (40%) and slightly fewer were travelling for business (33%). About one quarter of passengers interviewed were travelling for both business and pleasure (27%).

Airline tickets for this trip were most frequently purchased through the airline's website (41%). Others booked their air travel through a travel agent (32%), or the ticket was purchased for them (17%).

A wide variety of passengers are included in this study in terms of socio-demographic profile. As the chart below indicates, slightly more males (55%) than females (44%) were interviewed. In addition, a wide variety of ages and educational backgrounds of passengers are represented.

Traveller Profile



Survey Methodology

Questionnaire Design

Decima reviewed the questionnaire provided by CATSA and recommended revisions to ensure all questions were appropriately worded and the overall length of the survey was within the targeted length.

Survey Administration and Sampling

The sample for this survey was designed to complete interviews with passengers (18 years and older) who had just passed through the security screening checkpoint at 16 airports across Canada. CATSA provided Decima with a list of airports and the desired number of completions at each airport at the outset of the study. 200 interviews were to be completed at ten “Class 1” airports and 150 interviews were sought at six “Class 2” airports.

Decima coordinated with CATSA regional managers to identify the most appropriate times to conduct the interviews with passengers. In addition, Decima coordinated all of the interviewers at each airport.

Completion Results

A total of 2,929 interviews were conducted in English and French with passengers at 16 airports across Canada between March 9 and 17, 2006. The table below (on the next page) provides a breakdown of the number of completions at each airport.

COMPLETIONS BY AIRPORT

Airport	Number of Completions
Class 1 Airports	
Vancouver	200
Calgary	205
Edmonton	204
Winnipeg	201
Toronto (terminal 1)	200
Toronto (terminal 2)	202
Toronto (terminal 3)	202
Ottawa	204
Montreal	200
Halifax	201
Class 2 Airports	
Kelowna	154
Regina	150
Thunder Bay	152
Sudbury	151
Quebec City	150
Fredericton	153
Total number of interviews	2,929

Appendix A: Survey Questionnaire (English and French)

CATSA Airport Intercept Survey

Questionnaire – Final (March 3, 2006)

Hello, my name is _____ and I'm conducting a brief survey of air travellers on security screening at Canadian airports. I'd like to take 3-4 minutes, while you are waiting here to ask you a few questions, if I may? The survey is intended for travellers aged 18 years and over.

IF ASKED WHO SURVEY IS FOR: Since I will be asking you about the organization responsible for security screening at airports, I cannot go into details before we start the interview, but I can tell you that this survey has been authorized and approved by the authority involved.

IF ASKED: I work for Decima Research, a national public opinion research company.

*** ENSURE TRAVELLER HAS PASSED THROUGH THE SECURITY GATES AT THIS AIRPORT

1. Using a 7 point scale where "1" means no confidence, "7" means a great deal of confidence and "4" means moderate confidence, how much confidence do you have in the systems in place to ensure air transportation security in Canada?

- 1 – No confidence
- 2
- 3
- 4 – Moderate confidence
- 5
- 6
- 7 – Great deal of confidence
- 9 – Don't know/no answer

3. What organization is responsible for passenger and baggage security screening in Canada?

DO NOT READ OR PROMPT

- Canadian Air Transport Security Authority (CATSA) 1 **SKIP TO Q.5**
- Federal Government 2
- Provincial Government 3
- Private Security Company 4
- RCMP 5
- Provincial or Local Police 6
- Transport Canada 7
- The Airport Authority 8
- DND/Military 9
- Other (please specify) _____ 98
- DK/NR 99

4. **[ASK ONLY OF THOSE WHO DO NOT IDENTIFY CATSA AT Q.3]** The name of the organization that is responsible for passenger and baggage security screening in Canada is the Canadian Air Transport Security Authority or CATSA for short. Have you heard of this agency before?

- Yes, definitely 1
- Yes, maybe 2
- No 3 **SKIP TO Q.7**

5. **[ASK ONLY IF IDENTIFY CATSA AT Q.3 OR Q.4]** Can you recall where you heard of the Canadian Air Transport Security Authority or CATSA?

DO NOT READ OR PROMPT

- Airport signage
 - Advertising
- IF MENTIONED ASK:** Do you remember where you saw the advertising?
- The Weather Network
 - Other mention
 - Do not remember

News/media reports

IF MENTIONED ASK: Do you remember if it was a report on the Fifth Estate?

- Yes was on the Fifth Estate
- No was not on the Fifth Estate
- Do not remember
- Travel agent/travel web site
- Word of mouth/friends/colleagues
- Airline
- Other (please specify) _____
- DK/NR

6. **[ASK ONLY IF IDENTIFY CATSA AT Q.3 OR Q.4]** Using a 7-point scale where “1” means very negative, “7” means very positive, and “4” means neither positive nor negative, what is your overall impression of CATSA?

- 1 – Very negative
- 2
- 3
- 4 – Neither positive nor negative
- 5
- 6
- 7 – Very positive
- 9 – Don’t know/no answer

6a. **[ASK ONLY IF IDENTIFY CATSA AT Q.3 OR Q.4]** What can you tell me about CATSA?

ASK EVERYONE

7. Were you greeted in English and French at the security screening checkpoint?

- Yes 1
- No 2
- Don’t know/no answer 9

8. Were you served in the Official Language of your choice?

- Yes 1
- No 2
- Don’t know/no answer 9

9. I'd like you to think about the experience you just had with pre-board security screening. Using a 7-point scale where 1 means extremely dissatisfied, 4 means neither satisfied nor dissatisfied, and 7 means extremely satisfied, please tell me how satisfied you were with each of the following aspects of the experience?

	Extremely Dissatisfied		Neither satisfied nor dissatisfied					Extremely satisfied	DK/ NR
a. The time it took for you to actually be screened through security	1	2	3	4	5	6	7	9	
b. The level of courtesy and respect with which screening officers treated you	1	2	3	4	5	6	7	9	
c. The level of professionalism, of screening officers (e.g., appearance, conduct)	1	2	3	4	5	6	7	9	
d. The ability of screening officers to communicate instructions to you clearly	1	2	3	4	5	6	7	9	
e. The opportunity to have your questions answered or register any complaint you had	1	2	3	4	5	6	7	9	
f. Being treated fairly by the screening officer	1	2	3	4	5	6	7	9	

10. ASK IF ANY RESPONSE IS 3 OR LESS AT Q.9: Why are you not more satisfied?

10a. Did you require additional assistance while being security screened?

- | | | |
|---|---|---------------------|
| <input type="checkbox"/> Yes | 1 | |
| <input type="checkbox"/> No | 2 | SKIP TO Q.11 |
| <input type="checkbox"/> Don't know/no answer | 9 | SKIP TO Q.11 |

10b. **IF YES AT Q.10A:** Were your needs met by the Security Screeners?

- | | |
|---|---|
| <input type="checkbox"/> Yes | 1 |
| <input type="checkbox"/> No | 2 |
| <input type="checkbox"/> Don't know/no answer | 9 |

READ: One of the roles of CATSA is to ensure the security of passengers using air transportation. This includes the screening of passengers and their checked and carry on baggage to ensure that prohibited items that could affect their security are not carried on board commercial aircraft departing from Canada.

11. Prior to arriving at the security screening today, did you feel that you had sufficient information about items you are not permitted to bring on the aircraft?

- | | |
|---|---|
| <input type="checkbox"/> Yes | 1 |
| <input type="checkbox"/> No | 2 |
| <input type="checkbox"/> Don't know/no answer | 9 |

12. Were you asked today to surrender an item because it was not permitted on the aircraft?

- | | | |
|---|---|---------------------|
| <input type="checkbox"/> Yes | 1 | ASK Q13 |
| <input type="checkbox"/> No | 2 | SKIP TO Q.14 |
| <input type="checkbox"/> Don't know/no response | 9 | SKIP TO Q.14 |

13. **[ASK IF YES AT Q.12]** When this occurred, did you feel that you were treated with courtesy and respect?

- | | |
|---|---|
| <input type="checkbox"/> Yes | 1 |
| <input type="checkbox"/> No | 2 |
| <input type="checkbox"/> Don't know/no response | 9 |

ASK EVERYONE

14. How can CATSA best communicate to you about items that are not permitted on aircrafts?

DO NOT READ

- | | |
|---|---|
| <input type="checkbox"/> Travel agent | 1 |
| <input type="checkbox"/> Airlines | 2 |
| <input type="checkbox"/> Website | 3 |
| <input type="checkbox"/> Advertising | 4 |
| <input type="checkbox"/> Other: specify _____ | 5 |
| <input type="checkbox"/> Don't know/no answer | 9 |

15. Do you have any thoughts on how the security screening process could be made more traveller friendly?

Now I have just a few more questions that will be used for statistical purposes only.

16. Including your current trip, how many times have you traveled by air in the past year?

PROMPT FOR APPROXIMATE TO AVOID DK/DR

- 1
- 2 – 5
- 6 – 10
- 11 or more times
- Don't know/no answer

16a. Do you normally travel for business or pleasure?

- | | |
|---|---|
| <input type="checkbox"/> Business | 1 |
| <input type="checkbox"/> Pleasure | 2 |
| <input type="checkbox"/> Both | 3 |
| <input type="checkbox"/> Don't know/no answer | 9 |

17. Where did you purchase the ticket for your travel today?

PROMPT IF NECESSARY

- | | |
|---|----|
| <input type="checkbox"/> Travel agent | 1 |
| <input type="checkbox"/> Airline web site | 2 |
| <input type="checkbox"/> Purchased for me/handled by my workplace | 3 |
| <input type="checkbox"/> Other: specify _____ | 98 |
| <input type="checkbox"/> Don't know/no response | 99 |

18. What is the highest level of schooling that you have completed?

- | | |
|---|----|
| <input type="checkbox"/> Public/Elementary school or less (grade 1-8) | 1 |
| <input type="checkbox"/> Some high school | 2 |
| <input type="checkbox"/> Graduated from high school (grade 12-13) | 3 |
| <input type="checkbox"/> Community/Technical college or CEGEP | 4 |
| <input type="checkbox"/> Trade certification | 5 |
| <input type="checkbox"/> Some community college or university | 6 |
| <input type="checkbox"/> Bachelor's degree | 7 |
| <input type="checkbox"/> Professional certification | 8 |
| <input type="checkbox"/> Graduate degree | 9 |
| <input type="checkbox"/> DK/NR | 99 |

19. What is your age, please?

- | | |
|---|---|
| <input type="checkbox"/> Under 25 | 1 |
| <input type="checkbox"/> 25-29 years | 2 |
| <input type="checkbox"/> 30-34 years | 3 |
| <input type="checkbox"/> 35-44 years | 4 |
| <input type="checkbox"/> 45-54 years | 5 |
| <input type="checkbox"/> 55-64 years | 6 |
| <input type="checkbox"/> 65 years or older | 7 |
| <input type="checkbox"/> DK/NR DO NOT READ | 9 |

20. In what Country do you currently live?

- Canada
- Other: Specify _____
- DK/NR **DO NOT READ**

1 **ASK Q.21**
2 **SKIP TO CLOSING**
9 **SKIP TO CLOSING**

21. **ASK ONLY IF RESIDE IN CANADA AT Q.20** And in what province or territory do you currently live?

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon

22. **RECORD GENDER – DO NOT ASK**

- Male
- Female

This concludes our survey. Thank you for your participation.

- END -