

NEWS RELEASE



FOR IMMEDIATE RELEASE

Billy Bishop airport preferred to Pearson

User satisfaction higher at Billy Bishop

TORONTO, March 15th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 520 Toronto residents 18 years of age and older, one half have flown in or out only from Pearson International in the past year (52%), one tenth have flown only in and out of Billy Bishop City Centre Airport (9%) and about one tenth have flown from both (13%). One quarter of Toronto adults have not used either airport in the past year (26%). Those who have not used the airports are the oldest (46%), the least wealthy (41%), and Scarborough residents (44%). Among those who had used both airports in the past year, two thirds had used Pearson last (67%) and one third used Billy Bishop (33%).

Billy Bishop preferred by those who use both

Among those who used both airports in the past year, Billy Bishop is preferred (56%) to Pearson International (32%), while one tenth do not prefer one over the other (11%).

One half “very satisfied” with airport experience in total

One half of those who have used either or both airports find their airport experience left them “very” satisfied (50%), while more than a third were satisfied (36%), for a total of almost all travelers who were satisfied (86%).

Satisfaction higher among Billy Bishop travelers

Among those who flew in or out of Billy Bishop only or last time they flew, almost all are satisfied (91%), and more than half are “very” satisfied (54%). Among those who used Pearson last time or only, somewhat fewer are satisfied (85%), and somewhat fewer are “very satisfied” (49%).

"It is not surprising that the bulk of Toronto's air travelers use Pearson International Airport, but it looks like the GTAA could learn something about customer satisfaction from its junior airport," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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TORONTO

March 15th, 2015

HIGHLIGHTS:

- One half have flown in or out only from Pearson International in the past year (52%), one tenth have flown only in and out of Billy Bishop City Centre Airport (9%).
- Among those who used both airports in the past year, Billy Bishop is preferred (56%) to Pearson International (32%).
- One half of those who have used either or both airports find their airport experience left them “very” satisfied (50%).
- Among those who flew in or out of Billy Bishop only or last time they flew, almost all are satisfied (91%).
- "It is not surprising that the bulk of Toronto's air travelers use Pearson International Airport, but it looks like the GTAA could learn something about customer satisfaction from its junior airport," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 520 randomly selected voters in Toronto, Ontario. The poll was conducted on March 10th, 2015.

Results based on the total sample are considered accurate +/- 4%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Pearson / Billy Bishop Use

'Have you flown in or out of Pearson International Airport or Billy Bishop Toronto City Centre Airport in the past year?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	520	122	100	114	97	87	267	253
Have flown in or out of Pearson only	52	50	56	56	52	47	56	49
Have flown in or out of Billy Bishop only	9	15	6	6	8	3	7	10
Have flown in or out of both	13	14	21	13	10	4	12	14
Have not flown out of either in the past year	26	21	18	25	30	46	25	27

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	520	206	96	117	101
Have flown in or out of Pearson only	52	55	57	55	40
Have flown in or out of Billy Bishop only	9	9	4	11	10
Have flown in or out of both	13	18	15	12	6
Have not flown out of either in the past year	26	17	25	22	44

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	520	64	69	64	62	53	99	20
Have flown in or out of Pearson only	52	31	54	53	60	55	61	62
Have flown in or out of Billy Bishop only	9	17	10	8	3	8	6	4
Have flown in or out of both	13	10	6	5	9	19	23	30
Have not flown out of either in the past year	26	41	30	34	27	18	10	4

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Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	520	89	203	92	29
Have flown in or out of Pearson only	52	50	52	52	55
Have flown in or out of Billy Bishop only	9	11	3	14	3
Have flown in or out of both	13	5	21	11	5
Have not flown out of either in the past year	26	35	24	23	37

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Airport Used Last

'Which airport did you use the last time you flew in or out of Toronto?'

[Have flown in or out of both Pearson and Billy Bishop]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	69	19	22	15	10	3	33	36
Pearson International	67	73	51	76	73	100	54	78
Billy Bishop City Centre	33	27	49	24	27	0	46	22

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	69	36	13	15	5
Pearson International	67	72	70	52	77
Billy Bishop City Centre	33	28	30	48	23

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	69	6	4	3	6	11	21	7
Pearson International	67	81	100	22	75	56	61	65
Billy Bishop City Centre	33	19	0	78	25	44	39	35

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	69	4	43	11	2
Pearson International	67	100	67	74	100
Billy Bishop City Centre	33	0	33	26	0

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Preferred Airport

'Which airport do you prefer to use?'

[Have flown in or out of either Pearson or Billy Bishop]

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	386	99	84	87	68	48	205	181
Pearson International	53	48	54	50	57	69	52	55
Billy Bishop City Centre	27	28	33	29	22	15	28	27
Don't prefer one over the other	15	18	12	14	15	14	17	12
Don't prefer either	1	0	0	2	0	2	0	1
Don't know	4	7	1	4	7	0	3	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	386	168	72	89	57
Pearson International	53	41	57	60	62
Billy Bishop City Centre	27	40	20	18	27
Don't prefer one over the other	15	14	19	16	7
Don't prefer either	1	0	1	0	2
Don't know	4	5	3	5	3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	386	37	46	43	46	46	90	19
Pearson International	53	65	60	61	64	57	37	33
Billy Bishop City Centre	27	19	10	20	21	26	45	46
Don't prefer one over the other	15	10	24	14	13	15	14	17
Don't prefer either	1	0	0	0	0	0	1	0
Don't know	4	6	6	5	2	2	3	5

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Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	386	57	156	71	17
Pearson International	53	62	43	43	49
Billy Bishop City Centre	27	21	38	29	16
Don't prefer one over the other	15	14	14	23	30
Don't prefer either	1	2	1	0	0
Don't know	4	1	3	6	5

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Airport Experience Satisfaction

‘How satisfied were you overall with your airport experience the last time you flew in or out of Toronto?’

[Have flown in or out of either Pearson or Billy Bishop]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	386	99	84	87	68	48	205	181
Very satisfied	50	50	50	50	51	48	46	53
Somewhat satisfied	36	33	38	36	39	42	36	36
Not very satisfied	10	10	11	10	11	8	12	8
Not at all satisfied	3	6	1	3	0	3	5	1
Don't know	1	1	1	2	0	0	1	1

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	386	168	72	89	57
Very satisfied	50	45	55	53	46
Somewhat satisfied	36	40	24	39	43
Not very satisfied	10	12	14	6	6
Not at all satisfied	3	1	7	2	2
Don't know	1	2	0	0	2

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	386	37	46	43	46	46	90	19
Very satisfied	50	36	57	51	61	59	43	64
Somewhat satisfied	36	51	35	37	31	32	35	3
Not very satisfied	10	11	7	8	8	6	15	12
Not at all satisfied	3	2	0	4	0	3	4	21
Don't know	1	0	1	0	0	0	3	0

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Satisfaction by Airport Used

%	Total	Flew out of Pearson only/last time	Flew out of Billy Bishop only/last time
Sample	386	326	60
Very satisfied	50	49	54
Somewhat satisfied	36	36	37
Not very satisfied	10	11	5
Not at all satisfied	3	4	0
Don't know	1	1	3

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	386	57	156	71	17
Very satisfied	50	41	50	45	51
Somewhat satisfied	36	40	38	42	24
Not very satisfied	10	12	11	12	11
Not at all satisfied	3	7	1	1	14
Don't know	1	0	0	0	0

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