

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

Porter Airlines tops in customer satisfaction in Canada

Porter's score improving; WestJet is second

TORONTO March 2nd – In a random sampling of public opinion taken by the Forum Poll™ among 1364 Canadian adults, Porter Airlines won the top scores for customer satisfaction among the one tenth of Canadians who had flown with them (8%), while second place was taken by Westjet, among the 3-in-10 adult Canadians who had flown with them (31%).

Porter receives a score of close to 9-in-10 satisfied (89%), with as many as two thirds saying they are “very satisfied” (67%). This represents a significant increase in customer satisfaction scores since the last time we tracked Canada’s airlines (May, 2013, overall satisfaction with Porter - 76%). Average score for Porter is 3.5 out of 4.0.

Westjet has almost universal satisfaction overall as well (87%), but a lower level of those who are “very satisfied” than Porter (55%). Westjet’s ratings have not improved significantly since 2013. Its average score for satisfaction is 3.4 out of 4.0.

Following Porter and Westjet are Air Transat and Air Canada. Air Transat has a ridership of about one seventh (14%), and it scores 8-in-10 for overall satisfaction (80%), while more than 4-in-10 are “very satisfied” (44%). Average score for Air Transat is 3.2 out of 4.0.

In fourth place out of the five Canadian airlines, Air Canada, with the highest ridership at close to 4-in-10 Canadian adults (37%) has overall satisfaction among three quarters of its passengers (77%), and a “very satisfied” score of just less than 4-in-10 (38%). The average score for Air Canada is 3.0 out of 4.0.

In last place in customer appreciation among Canadian carriers is Sunwing, flown by about a tenth (13%), and with an overall satisfaction score of 7-in-10 (70%) and a “very satisfied” score of just more than one third (37%), about half that of Porter Airlines. Average score for Sunwing is 2.9 out of 4.0.

The industry average score is 3.3 out of 4.0. In total, about one half (52%) flew any airline.

TORONTO

March 2nd, 2016

HIGHLIGHTS:

- Porter Airlines won the top scores for customer satisfaction among the one tenth of Canadians who had flown with them (8%).
- Porter receives a score of close to 9-in-10 satisfied (89%).
- Westjet has almost universal satisfaction overall as well (87%).
- Air Transat has a ridership of about one seventh (14%), and it scores 8-in-10 for overall satisfaction (80%).
- Air Canada has overall satisfaction among three quarters of its passengers (77%).
- Sunwing has an overall satisfaction score of 7-in-10 (70%).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
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HIGHLIGHTS:

- “When it comes to delighting its customers, Porter is the little airline that could, despite its cramped base at Billy Bishop Airport, and the fact it flies only turboprops. Moreover, Porter has been consolidating its position atop the customer satisfaction leaderboard since we started tracking Canada’s carriers,” said Forum Research President, Dr. Lorne Bozinoff.

“When it comes to delighting its customers, Porter is the little airline that could, despite its cramped base at Billy Bishop Airport, and the fact it flies only turboprops. Moreover, Porter has been consolidating its position atop the customer satisfaction leaderboard since we started tracking Canada’s carriers,” 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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1364 randomly selected Canadians 18 years of age or older. The poll was conducted between February 25th and 26th, 2016.

Results based on the total sample are considered accurate +/- 3%, 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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“Very Satisfied” – Trending

%	Sample	Air Canada	WestJet	Porter Airlines	Sunwing Airlines	Air Transat
March 2 nd , 2016	1364	38	55	67	37	44
May 16 th , 2013	1592	33	60	65	43	48

Satisfaction, Ridership, and Average Score

%	Very Satisfied	Somewhat satisfied	Not very satisfied	Not at all satisfied	Ridership	Average Score
Air Canada	38	38	13	10	37	3.0
WestJet	55	32	8	5	31	3.4
Porter Airlines	67	22	5	6	8	3.5
Sunwing Airlines	37	33	14	16	13	2.9
Air Transat	44	36	13	7	14	3.2

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Airline Usage Summary

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1364	204	153	232	364	411	683	681
Air Canada	37	46	39	44	37	27	41	32
WestJet	31	37	32	39	30	25	35	28
Porter Airlines	8	8	10	8	7	6	8	7
Sunwing Airlines	13	15	19	17	12	8	13	13
Air Transat	14	17	14	19	13	12	15	14

Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	1364	97	331	501	91	166	178
Air Canada	37	46	22	41	40	51	30
WestJet	31	26	10	30	53	61	39
Porter Airlines	8	15	5	14	0	0	0
Sunwing Airlines	13	5	14	15	19	13	6
Air Transat	14	8	20	14	12	14	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1364	175	222	201	135	152	203	26
Air Canada	37	13	23	27	35	55	61	73
WestJet	31	12	23	27	32	43	47	73
Porter Airlines	8	2	6	9	4	11	13	15
Sunwing Airlines	13	5	11	13	12	14	22	27
Air Transat	14	9	12	15	15	17	19	23

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Satisfaction: Air Canada

‘Overall, how satisfied are you with your overall experience with each of the following airlines in the past 12 months?’ + ‘Air Canada’

[Has had experience with Air Canada in the past 12 months]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	498	94	59	103	133	109	279	219
Very Satisfied	38	41	31	30	38	49	38	39
Somewhat Satisfied	38	30	42	47	36	38	39	37
Somewhat Dissatisfied	13	14	17	16	15	6	14	12
Very Dissatisfied	10	15	10	8	11	8	9	12
Mean	3.0	3.0	2.9	3.0	3.0	3.3	3.1	3.0

Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	498	45	74	204	36	85	54
Very Satisfied	38	40	38	41	31	38	33
Somewhat Satisfied	38	31	34	40	44	36	43
Somewhat Dissatisfied	13	16	22	11	6	12	15
Very Dissatisfied	10	13	7	8	19	14	9
Mean	3.0	3.0	3.0	3.1	2.9	3.0	3.0

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	498	22	51	55	47	83	123	19
Very Satisfied	38	50	43	42	40	36	31	26
Somewhat Satisfied	38	18	33	35	36	40	49	16
Somewhat Dissatisfied	13	23	12	15	15	11	14	16
Very Dissatisfied	10	9	12	9	9	13	7	42
Mean	3.0	3.1	3.1	3.1	3.1	3.0	3.0	2.3

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Satisfaction: WestJet

‘Overall, how satisfied are you with your overall experience with each of the following airlines in the past 12 months?’ + ‘WestJet’

[Has had experience with WestJet in the past 12 months]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	428	76	49	90	109	104	240	188
Very Satisfied	55	39	53	57	61	58	48	63
Somewhat Satisfied	32	34	33	31	30	35	36	28
Somewhat Dissatisfied	8	11	10	8	6	7	11	4
Very Dissatisfied	5	16	4	4	2	1	5	4
Mean	3.4	3.0	3.3	3.4	3.5	3.5	3.3	3.5

Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	428	25	34	150	48	101	70
Very Satisfied	55	64	29	57	58	53	59
Somewhat Satisfied	32	24	47	31	29	35	30
Somewhat Dissatisfied	8	4	9	8	6	8	10
Very Dissatisfied	5	8	15	4	6	4	1
Mean	3.4	3.4	2.9	3.4	3.4	3.4	3.5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	428	21	52	54	43	66	95	19
Very Satisfied	55	57	54	65	53	50	51	47
Somewhat Satisfied	32	14	33	28	37	38	37	21
Somewhat Dissatisfied	8	14	8	6	7	8	9	5
Very Dissatisfied	5	14	6	2	2	5	3	26
Mean	3.4	3.1	3.3	3.6	3.4	3.3	3.3	2.9

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Satisfaction: Porter Airlines

‘Overall, how satisfied are you with your overall experience with each of the following airlines in the past 12 months?’ + ‘Porter Airlines’

[Has had experience with Porter Airlines in the past 12 months]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	103	16	16	18	27	26	55	48
Very Satisfied	67	44	81	67	70	69	65	69
Somewhat Satisfied	22	25	6	33	19	27	24	21
Somewhat Dissatisfied	5	13	6	0	7	0	5	4
Very Dissatisfied	6	19	6	0	4	4	5	6
Mean	3.5	2.9	3.6	3.7	3.6	3.6	3.5	3.5

Region

%	Total	ATL	PQ	ON
Sample	103	15	18	70
Very Satisfied	67	73	56	69
Somewhat Satisfied	22	20	39	19
Somewhat Dissatisfied	5	7	0	6
Very Dissatisfied	6	0	6	7
Mean	3.5	3.7	3.4	3.5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	103	3	14	18	6	16	27	4
Very Satisfied	67	67	57	67	67	69	70	25
Somewhat Satisfied	22	0	36	22	17	25	15	50
Somewhat Dissatisfied	5	0	7	6	0	6	7	0
Very Dissatisfied	6	33	0	6	17	0	7	25
Mean	3.5	3.0	3.5	3.5	3.3	3.6	3.5	2.8

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Satisfaction: Sunwing Airlines

‘Overall, how satisfied are you with your overall experience with each of the following airlines in the past 12 months?’ + ‘Sunwing Airlines’

[Has had experience with Sunwing Airlines in the past 12 months]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	173	31	29	40	42	31	86	87
Very Satisfied	37	29	38	33	40	45	35	39
Somewhat Satisfied	33	29	31	35	31	39	31	34
Somewhat Dissatisfied	14	16	10	23	12	10	15	14
Very Dissatisfied	16	26	21	10	17	6	19	13
Mean	2.9	2.6	2.9	2.9	3.0	3.2	2.8	3.0

Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	173	5	47	73	17	21	10
Very Satisfied	37	40	45	37	41	29	10
Somewhat Satisfied	33	0	40	38	18	29	10
Somewhat Dissatisfied	14	20	6	15	29	14	20
Very Dissatisfied	16	40	9	10	12	29	60
Mean	2.9	2.4	3.2	3.0	2.9	2.6	1.7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	173	8	24	26	16	21	44	7
Very Satisfied	37	25	54	50	31	19	36	14
Somewhat Satisfied	33	13	38	31	50	38	36	14
Somewhat Dissatisfied	14	38	4	15	13	33	7	14
Very Dissatisfied	16	25	4	4	6	10	20	57
Mean	2.9	2.4	3.4	3.3	3.1	2.7	2.9	1.9

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Satisfaction: Air Transat

‘Overall, how satisfied are you with your overall experience with each of the following airlines in the past 12 months?’ + ‘Air Transat’

[Has had experience with Air Transat in the past 12 months]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	196	34	22	45	47	48	102	94
Very Satisfied	44	41	55	38	38	52	42	46
Somewhat Satisfied	36	26	27	38	49	33	34	38
Somewhat Dissatisfied	13	12	14	20	9	10	16	10
Very Dissatisfied	7	21	5	4	4	4	8	6
Mean	3.2	2.9	3.3	3.1	3.2	3.3	3.1	3.2

Region

%	Total	ATL	PQ	ON	MB SK	AB	BC
Sample	196	8	65	71	11	23	18
Very Satisfied	44	38	42	48	9	57	44
Somewhat Satisfied	36	38	46	34	36	22	28
Somewhat Dissatisfied	13	13	9	13	36	13	11
Very Dissatisfied	7	13	3	6	18	9	17
Mean	3.2	3.0	3.3	3.2	2.4	3.3	3.0

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	196	15	27	31	20	26	39	6
Very Satisfied	44	60	30	42	35	46	49	33
Somewhat Satisfied	36	20	52	39	60	35	23	17
Somewhat Dissatisfied	13	13	7	16	5	12	18	17
Very Dissatisfied	7	7	11	3	0	8	10	33
Mean	3.2	3.3	3.0	3.2	3.3	3.2	3.1	2.5

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For more information:

Lorne Bozinoff, Ph.D.

President

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