

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **FOR IMMEDIATE RELEASE**

### **Most see more air crashes this year than last**

#### **Air travel plans won't change**

TORONTO January 6<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1741 Canadian adults, the largest group asked, about 3-in-10, said there were more air crashes this year than last year (29%), while about one fifth said there were fewer (18%). About a quarter think the number of crashes has not changed (26%) and just more haven't formed an opinion (28%). Incidence of thinking air crashes are up this year is common to lower income groups (\$20K to \$40K - 33%, \$40K to \$60K - 34%), in Quebec (36%), Bloc Quebecois voters (42%) and Francophones (36%).

#### **Two thirds will not change travel habits, one fifth will fly more**

Two thirds of Canadians are neither more nor less likely to fly this year than last (65%), while a further one fifth will fly more this year than last (19%). Just one tenth are less likely to fly this year (12%). Very few have no opinion (3%). Incidence of being less likely to fly is common to the oldest (20%), low income groups (\$20K to \$40K - 19%), in the prairies (16%) and the least educated (21%).

"It is clear that the unfortunate incidents in Asia recently have influenced the public's perceptions of the safety of air travel, but not enough, it seems, to stop them from flying," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## **TORONTO**

**January 6<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- The largest group asked, about 3-in-10, said there were more air crashes this year than last year (29%), while about one fifth said there were fewer (18%).
- Two thirds of Canadians are neither more nor less likely to fly this year than last (65%), while a further one fifth will fly more this year than last (19%).
- "It is clear that the unfortunate incidents in Asia recently have influenced the public's perceptions of the safety of air travel, but not enough, it seems, to stop them from flying," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
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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 1741 randomly selected Canadians 18 years of age or older. The poll was conducted on January 5 - 6<sup>th</sup>, 2015.

Results based on the total sample are considered accurate +/- 2%, 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](http://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](http://www.forumresearch.com/polls.asp)

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**Comparative Amount of Airplane Accidents This Year**

*'Were there more airplane accidents, fewer airplane accidents or neither more nor fewer airplane accidents this year than there were last year?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1741	358	283	353	364	383	937	804
More crashes	29	31	28	27	29	29	25	32
Fewer crashes	18	17	13	18	20	22	21	15
Same number of crashes	26	23	33	30	24	18	26	25
Don't know	28	30	26	26	27	32	28	28

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1741	117	428	647	150	170	229	1345	396
More crashes	29	25	36	27	25	27	26	27	36
Fewer crashes	18	15	12	18	20	25	20	20	10
Same number of crashes	26	27	29	25	22	18	28	24	31
Don't know	28	34	23	29	32	30	27	29	24

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1741	521	557	320	113	67	72
More crashes	29	25	31	31	24	42	24
Fewer crashes	18	21	18	16	16	11	10
Same number of crashes	26	24	27	26	26	28	31
Don't know	28	29	24	27	34	19	36

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**Comparative Likelihood of Air Travel This Year**

*‘Are you more likely to travel by air this year, less likely to travel by air or neither more nor less likely to travel by air this year as you were last year?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1741	358	283	353	364	383	937	804
More likely	19	15	19	21	24	21	20	18
Less likely	12	10	10	11	12	20	10	14
Neither more nor less likely	65	73	67	66	61	53	66	64
Don't know	3	2	4	2	3	6	3	4

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1741	117	428	647	150	170	229	1345	396
More likely	19	25	20	19	19	17	17	19	20
Less likely	12	8	11	12	16	12	15	13	11
Neither more nor less likely	65	65	63	65	63	69	67	65	64
Don't know	3	2	6	3	3	3	1	3	6

**Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1741	521	557	320	113	67	72
More likely	19	21	22	14	20	13	19
Less likely	12	12	14	9	12	10	20
Neither more nor less likely	65	65	61	74	65	72	58
Don't know	3	3	3	3	3	5	3

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For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

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