

NEWS RELEASE



Half of Canadians Won't Choose Boeing Max 737 Plane

Three-quarters agree with decision to ban Boeing 737 from Canadian airspace

Toronto, March 18th — In a random sampling of public opinion taken by the Forum Poll™ among 1103 Canadians 18 years of age or older, three quarters (76%) agree with the Federal government's decision to ban all Boeing 737 Max airplanes from Canadian airspace. 1 in 4 (24%) disagree with the decision.

Those who were most likely to agree with the ban are those 65 years of age and over (87%), earning between \$40,000 to \$60,000 (77%) and \$80,000 to \$100,000 (79%), the most educated (82%) and living in the Atlantic region (83%) or Québec (80%).

Majority not likely to fly on a Boeing 737 Max

7 in 10 (BTM2: 71%) would not likely choose to fly on a Boeing 737 Max airplane, with half (51%) saying they would not be likely at all.

About a third (TOP2: 29%) say they'd be likely to choose a Boeing 737 Max, but only 1 in 10 (9%) say they'd be very likely.

Half feel very safe travelling by airplane

9 in 10 (TOP2: 87%) feel safe when travelling by airplane with over half (51%) feeling very safe and a third (36%) feeling somewhat safe.

1 in 10 (BTM2: 13%) do not feel safe traveling by airplane with a few feeling not very safe (5%) and not safe at all (7%).

Almost two thirds agree Boeing 737 Max should be grounded by Canadian airlines

When asked if the Boeing 737 Max airplanes belonging to Canadian airlines such as Air Canada and WestJet should be grounded, almost two thirds (64%) agree the planes should be grounded while a third (36%) disagree.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

"Half of Canadians say they wouldn't choose a flight scheduled to use a Boeing 737 Max 8, and almost two-thirds are likely to change their flight if they learned it was going to use one," said Dr. Lorne Bozinoff, President of Forum Research.



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

6 in 10 likely to change their flight if it was on a Boeing 737 Max airplane

6 in 10 (61%: TOP2) would change their flight to one that did not use a Boeing 737 Max airplane if they learned their flight was to use that plane, with 4 in 10 (42%) saying they'd be very likely to change flights.

About 4 in 10 (BTM2: 39%) say they aren't likely to change their flight, with a quarter (24%) saying they aren't likely at all.

Most Canadians travel by air once a year or less

Half (49%) say that they travel by airplane less than once per year.

A quarter (25%) travel once every six months by airplane.

1 in 10 (12%) say they travel by airplane once every three months while a similar proportion say they never travel by airplane (8%).

Few respondents travel once per month (3%), once per week (1%) and more than once per week (1%).

"Half of Canadians say they wouldn't choose a flight scheduled to use a Boeing 737 Max 8, and almost two-thirds are likely to change their flight if they learned it was going to use one," said Dr. Lorne Bozinoff, President of Forum Research.

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.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603



**FORUM
RESEARCH**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1103 randomly selected Torontonians. The poll was conducted March 13th, 2019.

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 forumpoll.com.



Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Frequency of Air Travel

Generally, which of the following best describes how often you travel by airplane?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
Sample	1103	131	153	186	284	349	602	462
Less than once per year	49	51	39	53	49	55	46	52
Once every six months	25	24	30	20	27	25	27	24
Once every three months	12	11	16	16	9	10	14	11
Once per month	3	3	4	3	4	1	4	2
Once per week	1	0	2	0	1	1	1	0
More than once per week	1	3	0	1	2	0	0	2
Never	8	8	9	7	8	8	8	8



Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1103	84	278	391	74	126	150
Less than once per year	49	48	58	48	50	45	39
Once every six months	25	33	17	26	28	26	32
Once every three months	12	12	9	13	8	21	13
Once per month	3	2	2	3	3	2	8
Once per week	1	1	1	0	2	2	1
More than once per week	1	2	2	2	0	0	1
Never	8	2	10	9	9	4	6

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Income

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
Sample	1103	118	170	161	136	123	199
Less than once per year	49	62	68	54	44	47	33
Once every six months	25	13	9	28	33	33	38
Once every three months	12	6	4	8	11	13	23
Once per month	3	0	2	3	6	5	3
Once per week	1	0	0	0	0	0	2
More than once per week	1	2	1	0	5	0	0
Never	8	16	16	7	2	3	1

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1103	185	286	433	199
Less than once per year	49	60	60	43	39
Once every six months	25	11	21	31	32
Once every three months	12	6	8	15	20
Once per month	3	1	1	4	5
Once per week	1	1	1	1	1
More than once per week	1	1	1	2	1
Never	8	20	9	4	3



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Safety

Overall, how safe do you feel when travelling by airplane?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
Sample	1103	131	153	186	284	349	602	462
NET: TOP2	87	88	89	89	86	85	90	87
NET: BTM2	13	12	11	11	14	15	10	13
Very safe	51	49	56	55	47	50	60	45
Somewhat safe	36	39	33	34	39	35	31	43
Not very safe	5	4	5	6	6	7	4	7
Not safe at all	7	8	7	5	8	8	6	6

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1103	84	278	391	74	126	150
NET: TOP2	87	85	83	89	91	90	90
NET: BTM2	13	15	17	11	9	10	10
Very safe	51	58	41	52	59	60	55
Somewhat safe	36	27	42	37	31	30	35
Not very safe	5	4	9	4	4	5	4
Not safe at all	7	11	8	7	5	5	6

Income

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
Sample	1103	118	170	161	136	123	199
NET: TOP2	87	74	79	92	94	95	94
NET: BTM2	13	26	21	8	6	5	6
Very safe	51	32	37	54	65	56	69
Somewhat safe	36	42	42	38	29	38	25
Not very safe	5	8	10	6	3	2	3
Not safe at all	7	18	11	2	3	3	3



NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1103	185	286	433	199
NET: TOP2	87	72	91	90	91
NET: BTM2	13	28	9	10	9
Very safe	51	35	50	57	56
Somewhat safe	36	37	41	33	35
Not very safe	5	8	6	4	4
Not safe at all	7	20	3	5	4



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Grounding Airplanes

Do you think the Boeing 737 Max airplanes belonging to Canadian airlines like Air Canada and Westjet should be grounded or not?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
Sample	1103	131	153	186	284	349	602	462
No	36	50	42	31	29	23	38	35
Yes	64	50	58	69	71	77	62	65

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1103	84	278	391	74	126	150
No	36	29	44	34	47	36	31
Yes	64	71	56	66	53	64	69

Income

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
Sample	1103	118	170	161	136	123	199
No	36	49	46	38	28	31	35
Yes	64	51	54	62	72	69	65

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1103	185	286	433	199
No	36	48	40	32	31
Yes	64	52	60	68	69



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Banning Boeing 737 Airplanes from Canadian airspace

Do you agree or disagree with the Federal government's decision to ban all Boeing 737 Max airplanes from Canadian airspace?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
Sample	1103	131	153	186	284	349	602	462
Agree	76	65	74	79	81	87	77	76
Disagree	24	35	26	21	19	13	23	24

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1103	84	278	391	74	126	150
Agree	76	83	80	76	62	69	78
Disagree	24	17	20	24	38	31	22

Income

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
Sample	1103	118	170	161	136	123	199
Agree	76	74	74	77	72	79	75
Disagree	24	26	26	23	28	21	25

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1103	185	286	433	199
Agree	76	70	77	76	82
Disagree	24	30	23	24	18



NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Flying on Boeing 737 Max

Based on what you have seen, or heard, how likely would you be to choose to fly on a Boeing 737 Max airplane?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
Sample	1103	131	153	186	284	349	602	462
NET: TOP2	29	35	33	25	26	22	34	23
NET: BTM2	71	65	67	75	74	78	66	77
Very likely	9	9	9	11	10	8	12	6
Somewhat likely	20	26	24	14	16	14	22	18
Not very likely	21	25	16	24	19	18	20	22
Not likely at all	51	41	51	52	55	61	46	55

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1103	84	278	391	74	126	150
NET: TOP2	29	34	28	26	40	29	30
NET: BTM2	71	66	72	74	60	71	70
Very likely	9	7	9	9	11	9	11
Somewhat likely	20	28	20	17	29	20	18
Not very likely	21	24	22	22	11	17	21
Not likely at all	51	42	50	53	49	54	49

Income

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
Sample	1103	118	170	161	136	123	199
NET: TOP2	29	27	29	30	25	26	35
NET: BTM2	71	73	71	70	75	74	65
Very likely	9	10	10	8	9	10	9
Somewhat likely	20	17	19	22	16	15	26
Not very likely	21	22	20	15	24	20	21
Not likely at all	51	51	51	54	51	54	44



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1103	185	286	433	199
NET: TOP2	29	30	28	28	30
NET: BTM2	71	70	72	72	70
Very likely	9	12	7	10	7
Somewhat likely	20	19	21	17	23
Not very likely	21	19	20	23	18
Not likely at all	51	51	52	49	52



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Changing flight

If you learned a flight you were scheduled to take was scheduled to use a Boeing 737 Max airplane, how likely would you be, if at all, to change your flight to one that did not use a Boeing 737 Max airplane?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
Sample	1103	131	153	186	284	349	602	462
NET: TOP2	61	51	60	65	65	68	58	63
NET: BTM2	39	49	40	35	35	32	42	37
Very likely	42	36	41	39	44	51	40	43
Somewhat likely	19	14	19	26	21	17	17	20
Not very likely	16	20	20	12	15	11	15	17
Not likely at all	24	30	20	22	21	21	28	19

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1103	84	278	391	74	126	150
NET: TOP2	61	61	60	62	47	66	58
NET: BTM2	39	39	40	38	53	34	42
Very likely	42	39	47	42	28	45	37
Somewhat likely	19	22	13	20	19	22	21
Not very likely	16	20	16	15	26	10	14
Not likely at all	24	19	23	22	27	24	28

Income

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
Sample	1103	118	170	161	136	123	199
NET: TOP2	61	45	53	62	69	66	65
NET: BTM2	39	55	47	38	31	34	35
Very likely	42	39	37	37	52	47	38
Somewhat likely	19	6	16	25	17	19	26
Not very likely	16	26	17	13	13	15	15
Not likely at all	24	29	30	24	18	19	21



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1103	185	286	433	199
NET: TOP2	61	47	60	65	64
NET: BTM2	39	53	40	35	36
Very likely	42	37	40	42	48
Somewhat likely	19	10	20	23	16
Not very likely	16	21	15	15	14
Not likely at all	24	33	25	19	22



For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com