

Q4 2010:
**Passenger
Feedback**

March 31, 2010



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Summary of key findings

Generally, results are very similar to those collected before December 25th, 2009, indicating limited impact on PAX views about security screening.

Passenger experience is positive.

- ▶ Confidence that security screening makes air travel more secure is high.
- ▶ High levels of satisfaction (82%). A small minority find the screening process annoying. While overall satisfaction is marginally lower than previous measures taken.
- ▶ Ratings of SOs (instruction and professionalism) are positive. Consistency and signage receive lower ratings. Opportunity to ask questions of SOs is somewhat lower, but still positive.
- ▶ Ratings are generally lower at YYZ and higher at YVR (possible a result of the Olympics). Also, among more travelled (15+ trips, business) travellers.

Physical search of person (PSOP) is regarded positively.

- ▶ Only 1 in 10 reported their experience was negative. Results are marginally more positive for PAX using machines
- ▶ Strong ratings of PSOP conduct (professional, preserve dignity, time, privacy). Results are no different when machines were used.
- ▶ There is a lean toward technology over physical pat down as preferred method of search. This preference becomes even more pronounced when PAX have experienced the body scanning machines.

Many PAX still bringing non-permitted LAGs into security area (and losing personal belongings as a result → poor PAX experience).

- ▶ Overall, 1 in every 10 PAX lose items due to restrictions (either surrender LAGs at PBS or throw away LAGs at pre-PBS that they had not planned on throwing away).
- ▶ Although support for restrictions remains strong, 1 in 5 are opposed or unsure of need (unchanged since December 25th).
- ▶ Most PAX believe items do pose a risk (a message they have been told for many years).

CATSA reports on ongoing satisfaction levels of PAX as an overall performance indicator. The purpose of this study is to measure satisfaction levels related to the airport experience. Also addressed are basic awareness, attitude and behaviour indicators regarding LAGs restrictions.

A second major objective of the study was to measure changes in the awareness, attitudes and behaviour of PAX since the attempt on December 25th, 2009. This was done in light of changes in security screening measures, controversy regarding new technological approaches and longer wait times.

The study is designed to capture a range of PAX experience, including domestic, transborder and international checkpoints at the 3 largest airports.

It should be noted that the timing of the survey collection coincided with the end of the 2010 Winter Olympic Games and the start of the 2010 Paralympic Games. This period of time saw a much larger volume of PAX than normal, who were not the “typical” travellers travelling for the “typical” reasons. YVR also likely had a different level of staffing during that time.

The methodology involved a survey conducted with PAX shortly after having gone through the security screening process.

As in the survey conducted in December 2009 (Q3), collection used a self-administered approach where PAX would complete the survey while they were waiting for their flights. Prior to December 2009, the approach involved a surveyor asking PAX for their feedback and recording their answers.

The decision to move towards this self-administered approach was based on considerations for cost and data quality:

- ▶ Self-administered surveys are significantly more cost-effective.
- ▶ Self-administered surveys reduce the potential for social desirability bias (i.e., pressure exerted by presence of surveyor to respond more positively).
- ▶ This self-administered approach is also consistent with the broader trends in the industry which has seen a much larger emphasis on self-administered surveys through the use of online surveys.

The findings are based on PAX feedback collected at 3 airports during March, 2010.

In total, cases were completed with completed by 3,080 PAX.

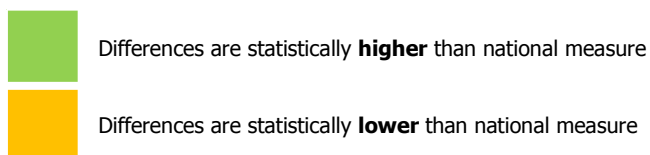
- ▶ Consistent with previous research, the survey data set was not weighted, with the exception of YQR.
- ▶ The full details of the sampling approach can be found below:

| Airport | Domestic | Transborder | Intern'l | Total | Dates of Interviews | Margin of Error (Total) |
|--------------|-------------|-------------|-------------|-------------|---------------------|-------------------------|
| YVR | 372 | 294 | 335 | 1001 | March 15 – 23 | +/-3.1% |
| YYZ | 339 | 328 | 355 | 1022 | March 15 – 23 | +/-3.1% |
| YUL | 355 | 387 | 368 | 1110 | March 15 – 24 | +/-2.9% |
| TOTAL | 1051 | 987 | 1042 | 3080 | | +/-1.8% |

The report shows the following key findings:

- ▶ aggregated at the national level;
- ▶ on an airport-by-airport basis; and
- ▶ a comparison to the results from 2009 (Q3)*.

The key differences for individual airports that are statistically significantly different from the national measure are identified by colour:



In the following example, perceptions are lower at YYZ checkpoints and higher at YUL checkpoints.

High Confidence (5-7 on 7-point scale)

| YVR | YYZ | YUL |
|-----|-----|-----|
| 76 | 71 | 75 |

* Overall results shown for 2010 (Q4) are calculated on the basis of the YUL, YYZ, and YVR only and, therefore, may be different that previously reported in other national level reports.



Passenger experiences

PAX confidence in security screening making air travel more secure is high. There are few differences since December 25th.

- ▶ Results are strongest among PAX screening through YVR.
- ▶ Confidence is strongest among compliant, less travelled, pleasure travellers.

1 in 4 find the screening process annoying, which has inched up from 1 in 5 in December 2009.

- ▶ Annoyance is strongest among the most travelled PAX – business, 15+ trips in 2 years, older, males. Annoyance levels are not as high at YVR relative to the other 2.
- ▶ More prevalent among PAX who both discarded LAGs (unplanned) AND were asked to surrender LAGs, and those not aware of details of restrictions.

High levels of satisfaction with SOs, although opportunity to ask questions lower.

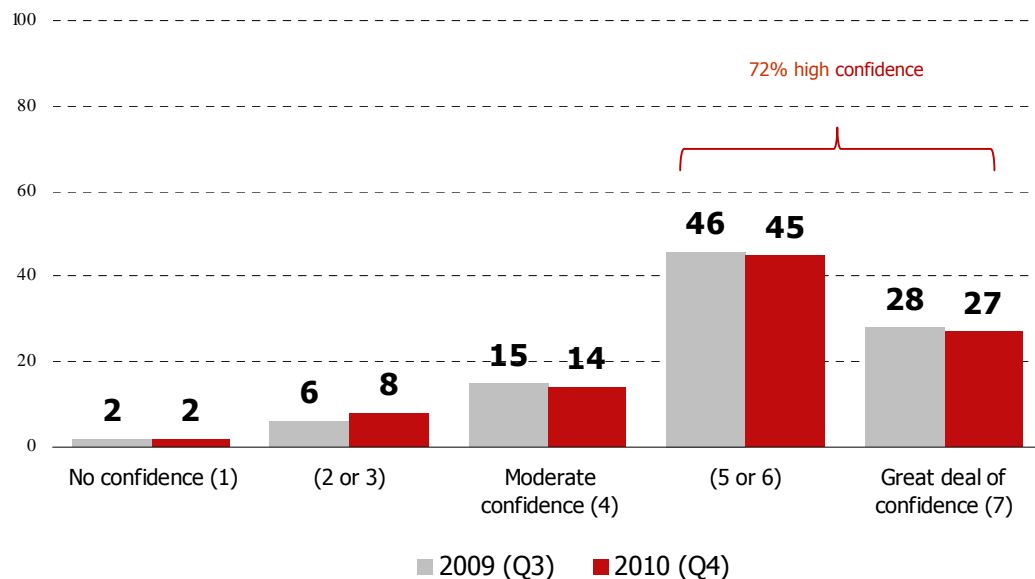
- ▶ Higher at YVR and lower at YYZ.
- ▶ Lower among the most travelled (15+ trips, business).

High ratings for SOs (instructions and professionalism). While still positive, lower ratings for consistency and signage. Ratings are similar to those collected in December 2009

- ▶ Higher at YUL and lower at YVR and YYZ (YYZ re: consistency). Professionalism and instructions higher at transborder.
- ▶ Higher with less travelled (5- trips, personal).
- ▶ Gains were made over time at YVR, but eroded at YYZ.

Confidence in security screening

% PAX ...
Confidence that security screening at Cdn. airports makes air travel more secure.



Security screening procedures at Canadian airports is perceived as making air travel more secure.

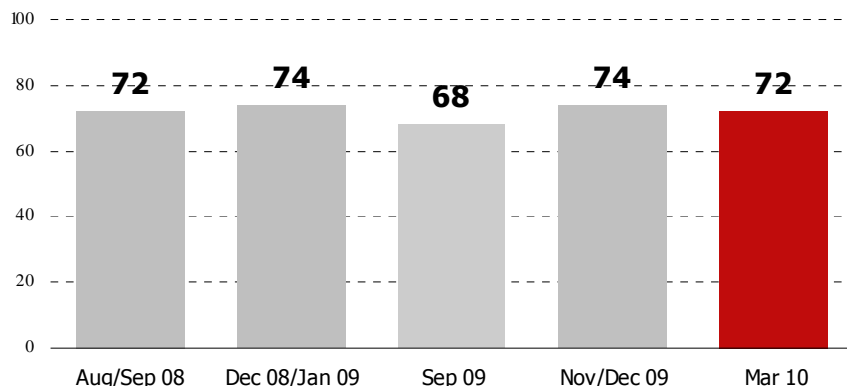
In fact, 3 in 4 PAX express high confidence on this front.

High Confidence (5-7 on 7-point scale)

| 2010 (Q4) | | | 2009 (Q3) | | |
|-----------|-----|-----|-----------|-----|-----|
| YVR | YYZ | YUL | YVR | YYZ | YUL |
| 75 | 70 | 71 | 76 | 71 | 75 |

Broad perceptions

% PAX agreeing ...
They believe security screening at Cdn. airports increases security of air travel

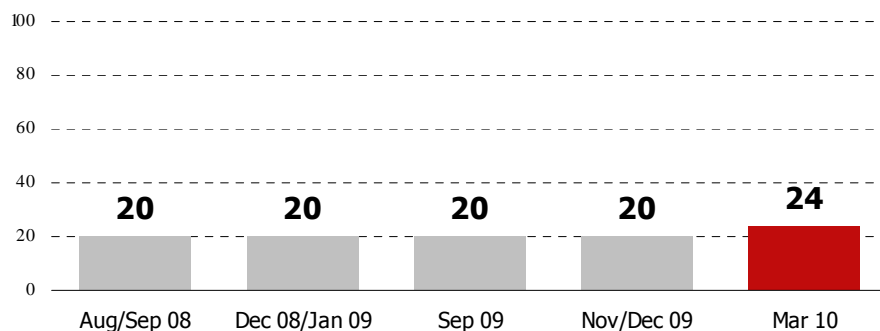


Likely reflecting the widely-held perception that security screening is seen as increasing the security of air travel. That said, about 1 in 4 PAX report that they get really annoyed by the process.

This has increased slightly since December 2009.

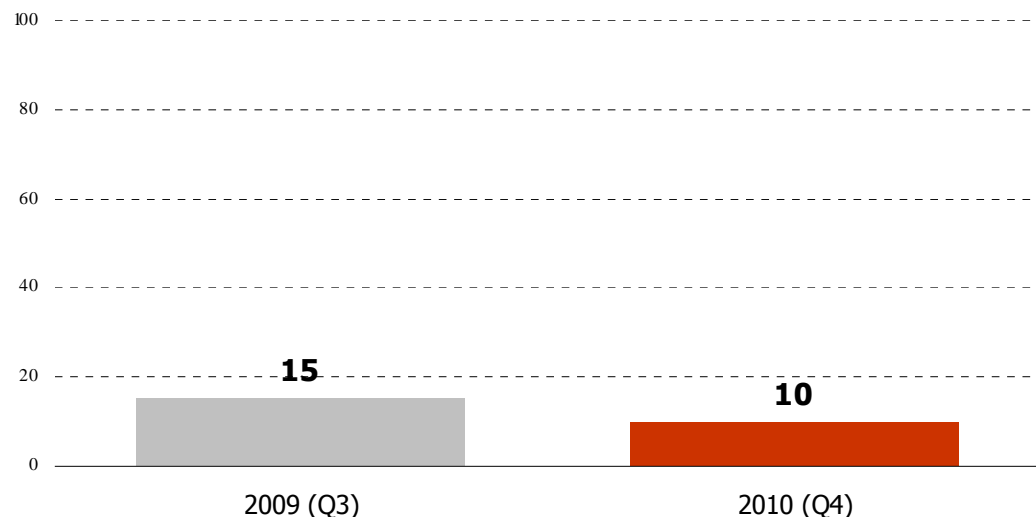
Annoyance is lower at YVR than other 2 airports (stable over time at 20%)

% PAX agreeing ...
They get really annoyed with security screening process at Cdn. airports



PAX's first point of contact

First point of contact is CATSA*



* The analysis assumes that PBS (CATSA) is the first point of contact for PAX who do not check luggage or use the check in counter (i.e., they do not interact with the air carrier prior to going to PBS).

Reinforcing the important role that CATSA plays in the overall PAX experience, a small, but significant proportion (10%) have their first main interaction at the airport with CATSA. This is lower than last measured in December 2009.

Given the trend towards electronic boarding passes and that PAX are increasingly responsible for placing their luggage into HBS in many airports, CATSA as the first point of contact is likely to grow going forward.

First point of contact is CATSA

| 2010 (Q4) | | | 2009 (Q3) | | |
|-----------|-----|-----|-----------|-----|-----|
| YVR | YYZ | YUL | YVR | YYZ | YUL |
| 6 | 11 | 12 | 15 | 15 | 15 |

| | Satisfied (5 to 7) | |
|---|--------------------|-----------|
| | 2010 (Q4) | 2009 (Q3) |
| Overall Experience | 82* | 83* |
| Level of courtesy and respect | 82 | 82 |
| Speed of being processed | 79 | 81 |
| Opportunity to have questions answered or register any complaints** | 71 | 71 |

CATSA enjoys relatively high levels of satisfaction when it comes to the overall PAX experience (with 82% report being satisfied). Similarly high levels of satisfaction are reported for courtesy and respect, and the speed of being processed.

When it comes to the opportunity to have questions answered or to register complaints, PAX are more likely to be indifferent compared to the other indicators. That said, 7 in 10 PAX still report being satisfied.

Results are essentially the same as levels in December 2009.

* Compared to previous years, there was a drop in satisfaction with PAX overall experience (from 92%). This is largely driven by the different method of collection (self-administered with no surveyor involvement compared to the approach involving a surveyor asking questions).

| % Satisfied (5-7) | 2010 (Q4) | | | 2009 (Q3) | | |
|---|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| Overall Experience | 87 | 79 | 81 | 85 | 83 | 83 |
| Level of courtesy and respect | 84 | 77 | 85 | 84 | 77 | 84 |
| Speed of being processed | 84 | 76 | 76 | 84 | 80 | 80 |
| Opportunity to have questions answered or register any complaints | 75 | 65 | 72 | 73 | 67 | 74 |

Ratings are lower over time across all categories at YYZ and YUL. They are up marginally at YVR (possible effect of the 2010 Winter Olympics).

Rating of key attributes

| | 2010 (Q4) | | 2009 (Q3) | |
|--|------------------|------------------|------------------|------------------|
| | Poor (1 to 3) | Good (5 to 7) | Poor (1 to 3) | Good (5 to 7) |
| Professionalism of SOs | 6 | 86 | 6 | 85 |
| Instruction from SOs | 7 | 83 | 7 | 82 |
| Clarity of signs | 11 | 74 | 11 | 74 |
| Consistency in security screening (with other Canadian airports) | 12 | 76 | 13 | 75 |

NOTE: Neither responses not shown in the tables

When asked to rate different attributes of security screening, PAX point to high ratings in relation to the professionalism of SOs and the instructions that they give.

While still positive, ratings for the clarity of signs and the consistency in screening are notably lower than those attributed to SOs.

Results are the same as those found in December 2009.

Rating of key attributes (cont.)

| | 2010 (Q4) | | | 2009 (Q3) | | |
|--|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| % Good (5-7) | | | | | | |
| Professionalism of SOs | 87 | 81 | 90 | 86 | 81 | 88 |
| Instruction from SOs | 84 | 76 | 88 | 82 | 78 | 85 |
| Clarity of signs | 73 | 71 | 77 | 70 | 73 | 78 |
| Consistency in security screening (with other Canadian airports) | 80 | 69 | 80 | 74 | 72 | 80 |

Ratings are generally lower than December 2009 at YYZ, but up at YVR.

Physical search of person



1 in 4 reported PSOP (27%)

- ▶ Higher at YYZ (32%) and among less travelled (2-4 trips in 2 years; 30%)
- ▶ Least among most travelled and business (24%)

Experience generally rated as positive. Only 1 in 10 reported negative experience.

- ▶ Lowest rating reported at YYZ. YYZ also saw erosion since December 2009, although results are up at YUL and YVR.
- ▶ Results are more positive among those who went through the machines (i.e., those going through pat down gave fewer positive ratings and more negative ratings).

Strong ratings of PSOP conduct (professional, preserve dignity, time, privacy) .

- ▶ Less positive at YYZ across the board. Weakened since December 2009 on dignity and professionalism.
- ▶ Ratings are largely the same based on method of PSOP, indicating that generally results are no more negative (e.g., privacy) with the body scanning machines.

6 in 10 PAX aware of PSOP requirement.

- ▶ Lower among less travelled (5- trips).

Fairly strong lean towards technology over physical pat down as preferred method of search.

- ▶ Becomes even more pronounced when PAX have experienced the machines
- ▶ Preference for scan less pronounced at YUL. Increased at YYZ and YVR since December 2009

Type of PSOP Experience

| | 2010 (Q4) | | | Overall |
|---|-----------|-----|-----|---------|
| | YVR | YYZ | YUL | |
| Did a Screening Officer conduct a physical search on you today? | | | | |
| Yes | 24 | 32 | 25 | 27 |

Just over 1 in 4 PAX experienced a PSOP. This was highest at YYZ where 1 in 3 had search.

| | 2010 (Q4) | | | Overall |
|-------------------------------|-----------|-----|-----|---------|
| | YVR | YYZ | YUL | |
| Physical search involved ...? | | | | |
| Pat down | 60 | 26 | 72 | 48 |
| Machine | 23 | 79 | 34 | 51 |

There is an even split overall in PSOP method, however, airport by airport use of the machines is quite different, with YYZ making twice the use of the machines as the found in YUL and YVR.

Primary search of person

| | 2010 (Q4) | | 2009 (Q3) | |
|------------------------------|----------------------|----------------------|----------------------|----------------------|
| | Negative (1 to 3) | Positive (5 to 7) | Negative (1 to 3) | Positive (5 to 7) |
| Overall experience with PSOP | 10 | 66 | 10 | 62 |

PAX experiences with PSOP are quite similar to those in December 2009.

| | 2010 (Q4) | | 2009 (Q3) | |
|-------------------------------|--------------------------|------------------------|--------------------------|------------------------|
| | Unfavourable (1 to 3) | Favourable (5 to 7) | Unfavourable (1 to 3) | Favourable (5 to 7) |
| PSOP conducted professionally | 4 | 83 | 6 | 86 |
| PSOP maintained PAX's dignity | 8 | 80 | 10 | 81 |
| The time PSOP took | 11 | 75 | 12 | 77 |
| PSOP provided enough privacy | 11 | 72 | 14 | 72 |

Interestingly, there are almost no differences between PAX who had a pat down and those who used machines.

NOTE: Neither responses not shown in the tables

Primary search of person (cont.)

| | 2010 (Q4) | | | 2009 (Q3) | | |
|------------------------------|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| % Positive (5-7) | | | | | | |
| Overall experience with PSOP | 69 | 60 | 65 | 62 | 67 | 59 |

| | 2010 (Q4) | | | 2009 (Q3) | | |
|-------------------------------|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| % Favourable (5-7) | | | | | | |
| PSOP conducted professionally | 83 | 75 | 87 | 87 | 84 | 86 |
| PSOP maintained PAX's dignity | 83 | 70 | 83 | 82 | 77 | 83 |
| The time PSOP took | 76 | 69 | 77 | 72 | 75 | 82 |
| PSOP provided enough privacy | 73 | 65 | 74 | 74 | 66 | 76 |

Ratings have increased at YVR and YUL, but are lower at YYZ since December 2009.

| Awareness | 2010 (Q4) | 2009 (Q3) |
|---|-----------|-----------|
| Aware of govt. regulations requiring random selection of PAX for PSOP | 62 | 55 |
| Not aware of govt. regulations | 38 | 45 |

While a sizable proportion of PAX (38%) are not aware that CATSA is required to randomly select individuals when there is no alarm set off at the WTMD, awareness has increased since December 2009.

| PSOP in the future ... Preferences | 2010 (Q4) | 2009 (Q3) |
|---|-----------|-----------|
| (1) Strong preference for Screening Officer | 12 | 17 |
| (2 or 3) | 5 | 7 |
| (4) No preference | 36 | 32 |
| (5 or 6) | 11 | 11 |
| (7) Strong preference for technology | 30 | 26 |

When asked about their preferences for physical searches in the future, 1 in 3 PAX who have just gone through a search indicate no preference. Among those who do hold a view, there is a considerably stronger preference towards technology.

This lean toward technology is growing over time. The preference is also considerably more pronounced among PAX that have gone through the scanner. In fact, half (49%) of those who went through the machines said they strongly prefer them.

Awareness/preferences (cont.)

| | 2010 (Q4) | | | 2009 (Q3) | | |
|---|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| % Yes | | | | | | |
| Aware of govt. regulations requiring random selection of PAX for PSOP | 62 | 66 | 59 | 64 | 56 | 47 |

There is an increase in awareness at YYZ and YUL since December 2009.

| | 2010 (Q4) | | | 2009 (Q3) | | |
|--------------|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| % Preference | | | | | | |
| Officer | 18 | 17 | 19 | 27 | 23 | 21 |
| Scan | 42 | 45 | 37 | 31 | 41 | 39 |

Lean towards technology has increased at YYZ and YVR since December 2009.



Non-permitted and restricted items

Mark, Halifax

Non-permitted and restricted items

Support for restrictions is generally strong, although 1 in 5 are opposed or unsure of need. Results have not changed since December 2009.

- ▶ Greatest opposition found among non-compliant, and most travelled (15+ trips, business).

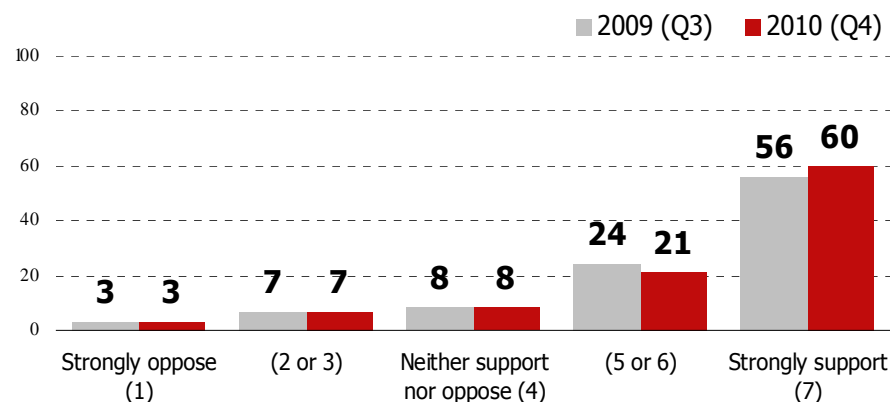
Almost all PAX say they have enough information about restrictions. When prompted, however, about half are missing important details. Results are stable since December 2009.

Almost 1 in 10 PAX either had to surrender LAGs (8.3%) at PBS or unexpectedly throw-away items at the pre-PBS area (2.2%) due to restrictions.

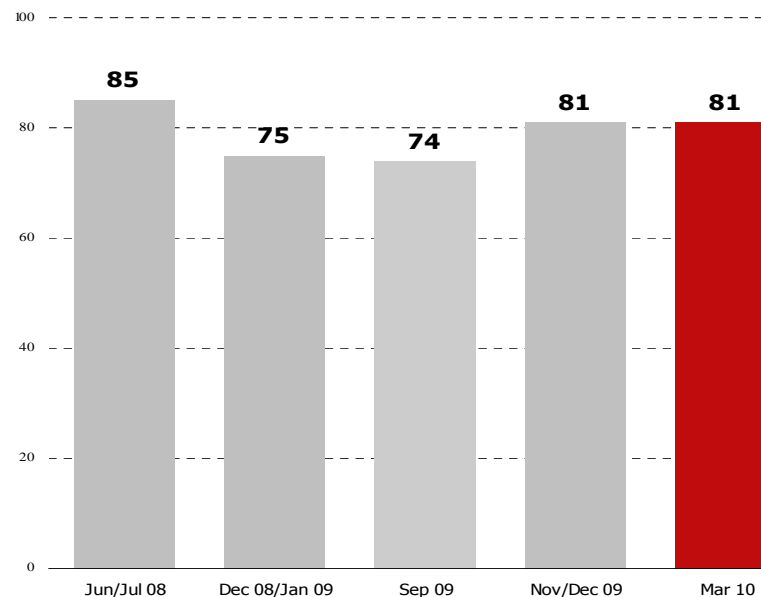
- ▶ Less non-compliance reported in YVR. Less travelled (and less aware of details of restrictions) are more often non-complaint.

Support/opposition for restrictions

% PAX supporting/opposing ...
Restrictions in place to prevent dangerous items from being carried on aircraft



% PAX supporting ...
Restrictions in place to prevent dangerous items from being carried on aircraft



Likely reflecting stable acceptance of the need for security restrictions, over 8 in 10 support the policy. This is very similar to the levels of support that were observed over time.

That said, there is a solid (and stable 1 in 5 (18%) who are either opposed or unsure).

Support/opposition for restrictions

| | 2010 (Q4) | | | 2009 (Q3) | | |
|---|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| % Support (5-7) | | | | | | |
| Restrictions in place to prevent dangerous items from being carried on aircraft | 81 | 80 | 81 | 78 | 83 | 80 |

Support has increased at YVR since December 2009.

Broad perceptions

| | 2010 (Q4) | |
|---|----------------------|-------------------|
| | Disagree (1 to 3) | Agree (5 to 7) |
| I don't really believe that LAGs pose any danger on airplanes | 50 | 27 |
| The attempted bombing of a plane in the US on December 25th reminded the world of the importance of placing restrictions on small amounts of liquids, aerosols and gels. on airplanes | 17 | 61 |
| The added restrictions after the attempted bombing on December 25th was an unnecessary over reaction | 44 | 36 |

NOTE: Responses indicating "neither" not shown.

As in 2009 (not shown), half of PAX believe that LAGs do pose a danger (although 1 in 4 do not believe this to be the case).

According to 6 in 10 the incident on Christmas Day emphasized the need for security, although some still do not believe this. Results are more split about whether added restrictions in the aftermath were an appropriate response.

| % Agree (5-7) | 2010 (Q4) | | |
|--|-----------|-----|-----|
| | YVR | YYZ | YUL |
| I don't really believe that LAGs pose any danger on airplanes | 24 | 26 | 29 |
| I don't really believe small items like scissors, pocket knives, and tools pose any danger on airplanes | 61 | 61 | 62 |
| Passengers should be allowed to bring small items such as scissors, pocket knives or tools in their carry-on baggage | 35 | 37 | 35 |

Results are largely similar across airports, although marginally higher proportions do not believe that LAGs pose a danger at YUL.

Awareness of restrictions

| Do PAX have sufficient information on restrictions | 2010 (Q4) | 2009 (Q3) |
|---|--------------|--------------|
| % of PAX who believe they had sufficient information about non-permitted items prior to arriving at PBS | 90 | 90 |

| PAX broad awareness of restrictions | 2010 (Q4) | 2009 (Q3) |
|--|--------------|--------------|
| Believe PAX NOT ALLOWED to bring ANY LAGs through PBS | 10 | 7 |
| Believe PAX allowed to bring SOME TYPES of LAGs, like toothpaste or shampoo, through PBS but not other types | 5 | 6 |
| Believe PAX can only bring through SMALL AMOUNTS (100mls) of any LAGs, through PBS, in a 1 litre clear plastic bag | 83 | 84 |
| PAX is not aware | 2 | 4 |

| PAX specific awareness of restrictions | 2010 (Q4) | 2009 (Q3) |
|--|--------------|--------------|
| Believe restrictions involve the <u>actual amount</u> of LAG/not aware | 48 | 43 |
| Believe restrictions involve the maximum <u>size of the container</u> | 50 | 58 |

While almost all PAX (9 in 10) think that they have sufficient information on non-permitted items, it is clearly evident that this is, in fact, not the case.

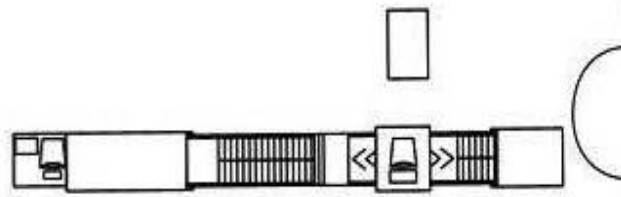
When asked about the restrictions in broad terms, only about 1 in 2 PAX can correctly identify the correct answers to two basic awareness questions.

These results remain stable over time, although understanding that the size of container is the method of judging size may actually be declining.



Items thrown away and surrendered

Pre-Board Screening (PBS)



LAGs surrendered going through PBS

Compliance with prohibited items list measured here

Prior to Pre-Board Screening (at the airport)

Excluded

LAGs thrown away prior to PBS which were **PLANNED** (e.g., a beverage that traveller planned to throw away)

LAGs thrown away **UNEXPECTEDLY** prior to PBS (e.g., cosmetics that traveller did not plan to throw away)

Welcome Table

Part of the public interest

Garbage

Travellers

Items thrown away and surrendered (cont.)

| | % PAX/Ave # of items | |
|--|----------------------|-----------|
| | 2010 (Q4) | 2009 (Q3) |
| % of PAX who threw away items unexpectedly (pre-PBS) | 2.2% | 2.5% |
| ave. number of items thrown away unexpectedly (pre-PBS) | 1.43 | 1.45 |
| % of PAX who surrendered items (PBS) | 8.7% | 9.5% |
| ave. number of items surrendered (PBS) | 1.44 | 1.44 |
| % of PAX who threw away unexpectedly <u>or</u> surrendered items | 10.0%* | 10.6% |

There continue to be a significant proportion of PAX who show up at security screening checkpoints with non-permitted items.

Overall, 8.7% of PAX report having had to surrender an item at PBS, and 2.2% had to unexpectedly throw away an item that they were not allowed to bring through PBS.

Taken together, 1 in 10 PAX had to either surrender or throw away items unexpectedly (or done both) – something which most of them will have found to be a poor PAX experience.

The percentage of PAX asked to surrender seems to have declined marginally since 2009.

*10.0% includes a 0.9% overlap of PAX who both threw away and surrendered items.

Items thrown away and surrendered (cont.)

| | 2010 (Q4) | | | 2009 (Q3) | | |
|---|-----------|------|------|-----------|------|------|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| % of PAX who threw away items unexpectedly (pre-PBS) | 2.8 | 1.9 | 1.9 | 2.2 | 2.6 | 2.7 |
| ave. number of items thrown away unexpectedly (pre-PBS) | 1.58 | 1.72 | 1.00 | 1.33 | 1.65 | 1.36 |
| % of PAX who surrendered items (PBS) | 10.3 | 8.4 | 7.5 | 10.2 | 9.4 | 8.8 |
| ave. number of items surrendered (PBS) | 1.29 | 1.63 | 1.45 | 1.40 | 1.39 | 1.51 |
| % of PAX who threw away items unexpectedly <u>or</u> surrendered items* | 11.8 | 9.4 | 8.9 | 11.7 | 10.6 | 10.3 |

There has been an increase at YVR and YUL since December 2009.

*Includes approximately a 0.9% overlap of PAX who both threw away and surrendered items.

What was thrown away/surrendered

| | 2010 (Q4) | | 2009 (Q3) | |
|----------------------|--|----------------------|--|----------------------|
| | Pre-PBS (Thrown away unexpectedly) | PBS (Surrendered) | Pre-PBS (Thrown away unexpectedly) | PBS (Surrendered) |
| Bottled water | 48 | 45 | 35 | 31 |
| Other beverages | 42 | 18 | 13 | 13 |
| Alcohol | 5 | 12 | 2 | 10 |
| Cosmetics/toiletries | 19 | 21 | 29 | 27 |
| Perfumes | 10 | 17 | 16 | 19 |
| Sharp objects | 7 | 13 | 2 | 16 |
| Lighter | 11 | 17 | 0 | 2 |
| Food products | 0 | 0 | 0 | 3 |
| Other | 0 | 0 | 21 | 23 |

The items that PAX throw away unexpectedly or surrender at PBS continue to be the same range of items, led by water, other beverages and cosmetics/perfumes.

Water and lighters have increased since December at pre-PBS and PBS. Other beverages are up at pre-PBS.

It should be noted that the current results were collected at a different time of year (March, post Olympics) that they were in 2009 (December, pre-Christmas)

Why PAX had to surrender items

| Reasons why items were surrendered at PBS | % of PAX | |
|--|-----------|-----------|
| | 2010 (Q4) | 2009 (Q3) |
| Did not know about the restrictions | 12 | 13 |
| Did not know that a specific item was not permitted to be brought through security | 17 | 21 |
| Forgot about the restrictions | 13 | 8 |
| Forgot they had a specific item with you | 48 | 39 |
| Hoped that SOs would let you through with it or would not notice it | 5 | 5 |
| Other reason (specify): | 5 | 13 |

When asked about the reasons for why they had to surrender items at PBS, the most common reasons are not remembering or not being aware of the restrictions in the first place.

This is also increasing over time.



Appendix A:

travelling profile of PAX

Frequency of flying

| Times Flown (Past 2 years) | 2010 (Q4) | 2009 (Q3) |
|----------------------------|-----------|-----------|
| Once | 7 | 5 |
| 2 – 4 times | 30 | 27 |
| 5 – 9 times | 23 | 23 |
| 10+ times | 40 | 45 |

This sample of PAX are slightly less apt to travel than the December 2009 sample (March - vacation, Olympics).

This is also increasing over time.

| Times Flown (Past 2 years) | 2010 (Q4) | | | 2009 (Q3) | | |
|----------------------------|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| Once | 7 | 6 | 9 | 4 | 3 | 9 |
| 2 – 4 times | 30 | 30 | 30 | 24 | 23 | 33 |
| 5 – 9 times | 25 | 23 | 21 | 24 | 25 | 21 |
| 10+ times | 38 | 40 | 41 | 48 | 49 | 37 |

Type of traveller

| Type of Traveller | 2010 (Q4) | 2009 (Q3) |
|-----------------------|-----------|-----------|
| Business | 27 | 33 |
| Personal | 69 | 63 |
| Business and Personal | 4 | 4 |

This sample of PAX are more apt to be travelling for personal reasons than the December 2009 sample (March - vacation, Olympics).

| Type of Traveller | 2010 (Q4) | | | 2009 (Q3) | | |
|-----------------------|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| Business | 17 | 27 | 36 | 27 | 37 | 31 |
| Personal | 79 | 69 | 60 | 70 | 58 | 66 |
| Business and Personal | 3 | 3 | 4 | 3 | 5 | 4 |

Type of boarding pass

| Type of Boarding Pass | 2010 (Q4) | 2009 (Q3) |
|-----------------------|-----------|-----------|
| Paper | 89 | 87 |
| Electronic | 11 | 13 |

| Type of Boarding Pass | 2010 (Q4) | | | 2009 (Q3) | | |
|-----------------------|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| Paper | 91 | 89 | 87 | 88 | 88 | 85 |
| Electronic | 9 | 11 | 13 | 12 | 12 | 15 |

| Method of Check-in | 2010 (Q4) | 2009 (Q3) |
|----------------------------|-----------|-----------|
| Check-in counter | 55 | 53 |
| Self-service kiosk | 25 | 27 |
| Checked-in through website | 20 | 20 |

| Method of Check-in | 2010 (Q4) | | | 2009 (Q3) | | |
|----------------------------|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| Check-in counter | 62 | 52 | 51 | 56 | 51 | 53 |
| Self-service kiosk | 19 | 25 | 30 | 24 | 28 | 29 |
| Checked-in through website | 19 | 23 | 19 | 20 | 21 | 18 |

Checked luggage

| Luggage | 2010 (Q4) | 2009 (Q3) |
|-----------------------|-----------|-----------|
| Checked luggage | 85 | 77 |
| Did not check luggage | 15 | 23 |

There is more checked baggage reported for the current sample of PAX (winter vacation, Olympics).

| Luggage | 2010 (Q4) | | | 2009 (Q3) | | |
|-----------------------|-----------|-----|-----|-----------|-----|-----|
| | YVR | YYZ | YUL | YVR | YYZ | YUL |
| Checked luggage | 88 | 86 | 82 | 77 | 77 | 77 |
| Did not check luggage | 12 | 14 | 18 | 23 | 23 | 23 |



Appendix B: **survey instrument**

PLACE A ✓ OR WRITE IN YOUR RESPONSE IN THE SQUARE WHERE APPLICABLE

Your experience today

1.a Using a 7-point scale where 1 means extremely dissatisfied, 4 means neither satisfied nor dissatisfied, and 7 means extremely satisfied, how satisfied were you with the following aspects of security screening?

| | Extremely Dissatisfied | | | | Neither Satisfied Nor Dissatisfied | | | | Extremely Satisfied | | Not Applicable |
|---|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | | |
| The speed of being processed (including the waiting time in line and actual process through security screening) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The level of courtesy and respect with which security Screening Officers treated you | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The opportunity to have your questions answered or register any complaint you had | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Your overall experience with the security screening here today | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

1.b Using a 7-point scale where 1 means extremely poor, 4 means neither good nor poor, and 7 means extremely good, how would you rate the following aspects of security screening?

| | Extremely Poor | | | | Neither Good Nor Poor | | | | Extremely Good | | Not Applicable |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | | |
| The clarity of the signs that tell passengers what they need to do before going through security screening | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The level of professionalism of security Screening Officers (e.g., appearance, conduct) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The instructions from security Screening Officers where passengers wait for the security screening process | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The consistency you found in the security screening procedures from previous trips through Canadian airports | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

2. Overall, how much confidence do you have that security screening procedures in place at Canadians airports make air travel more secure?

| No Confidence | | | | Moderate Confidence | | | | Great Deal of Confidence | | Do Not Know |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Security Screening Process

3. To the best of your knowledge, which BEST describes the restrictions on the liquids, aerosols, and gels (LAGs) that air travellers can bring through the security screening point at Canadian airports?

| | | | |
|--|--------------------------|--|--------------------------|
| Passengers are NOT ALLOWED to bring ANY LAGs through security screening | <input type="checkbox"/> | Passengers can only bring through SMALL AMOUNTS (100mls), of any LAGs, through screening, in a 1 litre clear plastic bag | <input type="checkbox"/> |
| Passengers are allowed to bring SOME TYPES of LAGs, like toothpaste or shampoo, through security screening but not other types | <input type="checkbox"/> | Do not know | <input type="checkbox"/> |

4.a The actual security screening process starts when passengers are asked to place their belongings into plastic bins that will go through the X-ray machines.
At any point in the process, starting with placing your belongings into plastic bins, were you told by a Screening Officer that you had something that could NOT be taken through?

| | |
|--|--|
| Yes, I had something that could not go through security | <input type="checkbox"/> |
| No, I did not have anything that could not go through security | <input type="checkbox"/> → Go to Question 5a (next page) |

4.b How many items were you told could not go through security screening today?

Items that could not go through security

4.c What were you told could not go through? (Select all that apply)

| | | | |
|---|--------------------------|----------------------|--------------------------|
| Bottled water | <input type="checkbox"/> | Cosmetics/toiletries | <input type="checkbox"/> |
| Coffee, juice, other non-alcoholic beverage | <input type="checkbox"/> | Sharp object | <input type="checkbox"/> |
| Alcohol (wine, liquor) | <input type="checkbox"/> | Other (specify): | <input type="text"/> |
| Perfumes | <input type="checkbox"/> | | <input type="checkbox"/> |

4.d Which best describes why you had items that could not go through? (Select only one)

| | | | |
|--|--------------------------|--|--------------------------|
| You did not know about the restrictions | <input type="checkbox"/> | You hoped that the officers would let you through with it or would not notice it | <input type="checkbox"/> |
| You did not know that a specific item was not permitted to be brought through security | <input type="checkbox"/> | Other reason (specify): | <input type="text"/> |
| You forgot about the restrictions | <input type="checkbox"/> | | <input type="checkbox"/> |
| You forgot you had a specific item with you | <input type="checkbox"/> | | <input type="checkbox"/> |

Survey instrument (b)

5.a Preparing for the security screening process, did you **throw anything away** at the airport **BEFORE** you got to the table where passengers are asked to place their belongings into plastic bins?

Yes ☐
No ☐ → Go to Question 6a (bottom of page)

5.b Did you expect to throw these items away or did you have to throw away some of these items unexpectedly (either because you didn't know they couldn't go through or that you forgot about)?

I EXPECTED to throw these items away ☐ → Go to Question 6a (bottom of page)
I had to throw away some items UNEXPECTEDLY ☐

5.c How many items did you throw away unexpectedly?

items thrown away unexpectedly

5.d What did you throw away unexpectedly? (Select all that apply)

| | |
|--|---|
| Bottled water <input type="checkbox"/> | Cosmetics/toiletries <input type="checkbox"/> |
| Coffee, juice, other non-alcoholic beverage <input type="checkbox"/> | Sharp object <input type="checkbox"/> |
| Alcohol (wine, liquor) <input type="checkbox"/> | Other (specify) <input type="checkbox"/> |
| Perfumes <input type="checkbox"/> | |

6a. 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?

Yes ☐ No ☐

6b. When you hear that the restriction is in place for amounts of more than 100 ml, as far as you know is that referring to the actual amount of liquid, aerosol or gel in the container or is it referring to the maximum size of the container itself?

The actual amount of LAG ☐ The maximum size of the container ☐ Do not know ☐

Physical Search

7.a Did a Screening Officer conduct a physical search on you today?

Yes ☐
No ☐ → Go to Question 7e (next page)

7.b Did the physical search involve a physical pat down by a Screening Officer or did it involve going through a machine that scans your body?

Yes, physical pat down by Screening Officer ☐
Yes, through a machine that scans your body ☐
Neither one ☐ → Go to Question 7e (next page)

7.c How would you rate your experience with the physical search that you underwent today (i.e., the physical pat down by the Screening Officer or the body scanning machine)?

| Very Negative | Neither Positive nor Negative | | | Very Positive | Do Not Know |
|--------------------------|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

7.d How would you rate the physical pat down by the Screening Officer or the body scanning machine that you experienced today in each of the following areas?

| | Very Unfavourable | Neither Favourable Nor Unfavourable | | | Very Favourable | Not Applicable |
|--------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| Conducted professionally | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Maintained your dignity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Provided enough privacy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The time it took | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Survey instrument (c)

7.e If you were going through the physical search process in the future, would you prefer to have it done by a Screening Officer or would you prefer it done by a machine which would scan your body?

| Strong Preference For Screening Officer | | | No Preference | | Strong Preference For Technology | | | Do Not Know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------------|--------------------------|--------------------------|-------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

7.f Are you aware that Screening Officers are required by government regulations to randomly select passengers for a physical search even when there is no alarm set off at the walk-through metal detector?

Yes ☐ No ☐

Views about the Policy

8a. The restrictions in what items you can bring through security screening are in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft. Using a 7-point scale, would you say you support or oppose these restrictions?

| Strongly Oppose | Neither Support Nor Oppose | | | Strongly Support | Do Not Know | | |
|--------------------------|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8b. How strongly do you agree or disagree with each of the following statements?

| | Strongly Disagree | 1 | 2 | 3 | Neither Disagree Nor Agree | 4 | 5 | 6 | Strongly Agree | 7 | Do Not Know | 8 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| I get really annoyed with the whole screening process at Canadian airports | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I believe that security screening at Canadian airports really does increase the security of air travel | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I don't really believe that LAGs pose any danger on airplanes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The attempted bombing of a plane in the US on December 25 th reminded the world of the importance of placing restrictions on small amounts of liquids, aerosols and gels, on airplanes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The added restrictions after the attempted bombing on December 25 th was an unnecessary over reaction | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

About you

9.a Including today, how many times have you traveled by air in the past two years?

| | | | |
|----------------------|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|----------------------|

Times traveled by air in past 2 years

9.b Over the past two years, did you fly mostly for business or personal travel?

| | |
|--------------|--------------------------|
| Business | <input type="checkbox"/> |
| Personal | <input type="checkbox"/> |
| Both Equally | <input type="checkbox"/> |

10.a Purpose of today's trip?

| | |
|--------------|--------------------------|
| Business | <input type="checkbox"/> |
| Personal | <input type="checkbox"/> |
| Both Equally | <input type="checkbox"/> |

10.b Method of check-in today?

| | |
|----------------------------|--------------------------|
| Self-Service Kiosk | <input type="checkbox"/> |
| Check-in Counter | <input type="checkbox"/> |
| Checked-in through website | <input type="checkbox"/> |

10.c Type of boarding pass?

| | |
|---|--------------------------|
| Paper copy of boarding pass | <input type="checkbox"/> |
| Electronic copy of boarding pass (e.g., on your Blackberry) | <input type="checkbox"/> |

10.d Did you check any luggage today?

| | |
|---------------------------------|--------------------------|
| Yes, checked luggage today | <input type="checkbox"/> |
| No, did not check luggage today | <input type="checkbox"/> |

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

| | | | |
|--|--------------------------|--------------------------------------|--------------------------|
| Some high school | <input type="checkbox"/> | Community/Technical College or CEGEP | <input type="checkbox"/> |
| Graduated from high school (grade 12-13) | <input type="checkbox"/> | University | <input type="checkbox"/> |
| Trade certification | <input type="checkbox"/> | Other (specify) | <input type="text"/> |
| Some community college or university | <input type="checkbox"/> | | <input type="checkbox"/> |
| | | Prefer not to answer | <input type="checkbox"/> |

Survey instrument (d)

| | | | | | |
|---|--------------------------|----------------|--------------------------|-------------------|--------------------------|
| 12. How old are you? | | | | | |
| Under 25 | <input type="checkbox"/> | 25 to 34 years | <input type="checkbox"/> | 35 to 44 years | <input type="checkbox"/> |
| 45 to 54 years | <input type="checkbox"/> | 55 to 64 years | <input type="checkbox"/> | 65 years or older | <input type="checkbox"/> |
| Prefer not to answer <input type="checkbox"/> | | | | | |

| | |
|--|-----------------------------|
| 13. Are you a resident of Canada? | |
| Yes <input type="checkbox"/> | No <input type="checkbox"/> |

| | |
|-------------------------------|---------------------------------|
| 14. Are you: | |
| Male <input type="checkbox"/> | Female <input type="checkbox"/> |

| |
|---|
| 15. Do you have any suggestions about improving the pre-boarding security screening process? |
| |
| |
| |

THANK YOU FOR YOUR COOPERATION AND TIME!