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WORRIED ABOUT FLYING TO A CANADIAN  
DESTINATION, FOUR-IN-TEN (44%) ARE WORRIED  
ABOUT FLYING TO A DESTINATION IN THE U.S.**

*Six-in-Ten (60%) Agree That with All the Travel Bargains  
Available it's a Good Time to Fly*

*However, One-Third (34%) Say that they're Scared to Fly Now*



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**WHILE, NINE-IN-TEN (86%) CANADIANS ARE NOT WORRIED ABOUT FLYING TO A CANADIAN DESTINATION, FOUR-IN-TEN (44%) ARE WORRIED ABOUT FLYING TO A DESTINATION IN THE U.S.**

*Six-in-Ten (60%) Agree That with All the Travel Bargains Available it's a Good Time to Fly*

*However, One-Third (34%) Say that they're Scared to Fly Now*

**Toronto, ONTARIO** – According to an Ipsos-Reid/Globe and Mail/CTV poll released today, most Canadians are not worried about flying within Canada. Nine-in-ten (86%) say that they would have no problem flying to a Canadian destination, while over half (55%) would not have a problem flying to a destination in the United States.

In fact, six-in-ten (60%) say that with all the travel bargains now available it is actually a good time to fly. Four-in-ten (44%) say that they plan on flying for a vacation between now and the end of the school break period in March.

However, one-third (34%) of Canadians say that they are scared to fly now a days. An equal number (33%) say that they do not mind flying, but it is everyone else that they know who do not want them to fly.

*These are the findings of an Ipsos-Reid/Globe and Mail/CTV poll conducted between November 13<sup>th</sup> and 15<sup>th</sup>, 2001. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data*



*were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.*

Most Canadians are not worried about flying within Canada. In fact, nine-in-ten (86%) say that they would have no problem flying to a Canadian destination.

- Regionally, those in the west are more likely than those in the east to express this view. Those in Saskatchewan/Manitoba (93%), British Columbians (91%), and Albertans (90%) are more likely to agree than Quebecers (80%) or Atlantic Canadians (77%). Ontarians (87%) reflect the national average.
- Men (91% versus 81% of women) are more likely to express this belief.
- Younger (91%) Canadians, more than their middle aged (84%) or older (82%) counterparts to agree with this view.

Over half (55%) of Canadians would not have a problem flying to a destination in the United States, compared to 44% who would.

- Regionally, the pattern is slightly different. Albertans (62%) and Ontarians (61%) are the most likely to agree with this view, followed by those in British Columbia (56%), Atlantic Canada (51%), and Saskatchewan/Manitoba (50%). While Quebecers (47%) are the least likely to express this view.
- Men (63%) are more likely to agree than women (48%) with this idea.
- Younger (62%) Canadians, more than those in the middle aged (52%) or older (52%) groupings agree with this view.



Six-in-ten (60%) say that with all the travel bargains available now it is actually a good time to fly.

- Men (67% versus 53% of women), younger (64%) Canadians, and those in the highest household income group (66%) are more likely to be travel bargain hunters.

Four-in-ten (44%) say that they will be flying for a vacation between now and the end of the school break period in March.

- Those in the highest household income (54%) group and men (49%) are the most likely to be planning to fly on vacation over the winter months.

However, one-third (34%) of Canadians say that they are scared to fly now a days.

- This concern is stronger among women (44%) than among men (24%).
- Regionally, fear of flying decreases from the east to west across the country. Those in Atlantic Canada (46%) are more likely to say they are scared to fly. This compares to those in Quebec (39%), Ontario (32%), and Saskatchewan/Manitoba (30%). While those in Alberta (29%) and British Columbia (28%) are less likely to express this view.

An equal number (33%) say that they do not mind flying, but it is everyone else that they know who do not want them to fly.

- Regionally, residents of Quebec (40%) are the most likely to say that this is the case. Followed by Ontario (33%), Atlantic Canada (30%), Saskatchewan/Manitoba (30%), Alberta (28%), and British Columbia (28%).



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- Younger (39%) Canadians are more likely to say that they are fine with flying, but it is others who do not want them to fly. This compares to middle aged (31%) and older (28%) Canadians.

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