

CONCERNED SUMMARY TABLE

I'm going to read you a few items that may or may not be on people's minds as they consider whether or not to fly. Please tell me how concerned you are with any of the following:

		REGION TYPE		REGION						INCOME		
	TOTAL	Rural	Urban	BC	ALB	SK/MN	ONT	QUE	ATL	<\$30K	\$30K- <\$60K	\$60K +
Extremely / Somewhat concerned												
Base: All Respondents												
Unweighted Base	1000	186	814	150	100	100	300	250	100	232	326	353
Weighted Base	1000	167	833	130	90	70	377	251	81	238	321	352
1) The threat of terrorism and hijacking of the plane that I might be on	52%	60%	51%	48%	54%	51%	53%	50%	63%	62%	54%	44%
2) The maintenance standards of the aircraft that might cause a mechanical failure of the plane that I'm on	62%	66%	61%	60%	66%	60%	63%	57%	72%	67%	63%	57%
3) The financial health of the airline that I want to fly with which may cause it to go bankrupt or leave me stranded	66%	64%	67%	74%	66%	63%	72%	54%	68%	62%	68%	68%

		AGE			GENDER		EDUCATION			
	TOTAL	18-34	35-54	55+	Male	Female	<HS	HS	Post sec	University
Extremely / Somewhat concerned										
Base: All Respondents										
Unweighted Base	1000	276	458	255	500	500	127	221	366	283
Weighted Base	1000	337	381	272	490	510	129	215	368	286
1) The threat of terrorism and hijacking of the plane that I might be on	52%	48%	54%	55%	42%	62%	63%	61%	52%	42%
2) The maintenance standards of the aircraft that might cause a mechanical failure of the plane that I'm on	62%	53%	68%	64%	53%	70%	68%	67%	64%	53%
3) The financial health of the airline that I want to fly with which may cause it to go bankrupt or leave me stranded	66%	64%	67%	66%	62%	70%	63%	62%	67%	70%