

**Air Travel, Terrorism, and Inconvenience:  
Inconvenience to Rise, Especially in Cross-Border Flights;  
More than 80% Support Profiling of Passengers;  
79% Support Bonded Travel Certificates;  
Increased Inconvenience May Be Less of a Threat to Air  
Travel in 2010 than Desire to Cut Costs**

**BDO Dunwoody Weekly CEO/Business Leader Poll  
By COMPAS in *Canadian Business*  
For Publication January 11, 2010**



**COMPAS Inc.  
Public Opinion and Customer Research  
January 11, 2010**

## 1.0 Overview

In the wake of the near downing of a passenger airline destined for Detroit on Christmas day, the CEOs and business leaders on the COMPAS business panel expect an increase in traveler inconvenience in 2010, especially in cross-border flights.

Responding to the terrorist threat, an overwhelming majority of panel members—more than 80%—favour the introduction of profiling.

Almost as many support an introduction of bonded travel certificates. This innovation would allow frequent air travelers to purchase from government a document that confirms their trustworthiness and that is verified by retina or finger print scanning at the airport, thereby speeding up their processing.

Despite the expected increase in inconvenience to travelers in 2010, such inconvenience may apt to be less of a threat to the volume of air travel than businesses' desire to control costs, according to the panel.

These are the key findings from this past week's Internet survey of CEOs and business leaders on the COMPAS panel. The weekly business survey is undertaken for *Canadian Business* magazine under sponsorship of BDO Dunwoody LLP.

## 2.0 Details

Table 2a provides details on expectations of increased inconvenience to air travelers in 2010. Table 2b displays the amount of support for profiling of passengers and the innovation of a bonded traveler certificate. Table 2c shows that panelists may anticipate a slight reduction in travel while table 2d shows that a desire for cost control may be more of a factor driving down air travel than inconvenience.



*Air Travel, Terrorism, and Inconvenience*  
*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication January 11, 2010*

---

*Table 2a: (Q1) Thinking of... flights in 2010, do you predict that security procedures will make air travel...<sup>1</sup>*

	Cross-border Canada-U.S. %	Inside Canada %
More inconvenient for travelers than in 2009	81	51
About the same	7	39
Or less inconvenient	12	9
Don't know or no opinion	0	1

*Table 2b: (Q3) On a 7 point scale where 7 means strongly agree and 1, strongly disagree, how much do you agree with each of the following security proposals?*

	Mean	7	6	5	4	3	2	1	DNK
Use of profiling, for example, singling out travelers who have visited countries known as magnets for terrorists	5.6	45	19	18	5	3	4	6	1
A bonded travel certificate that frequent air travelers could purchase from government to confirm their trustworthiness and that is verified by retina or finger print scanning at the airport	5.4	40	20	19	4	2	6	9	1

---

<sup>1</sup> Question preamble: The media have made much about two recent acts of violence allegedly by Islamic extremists. Thirty soldiers were wounded and 13 killed at Ft. Hood, Texas in November. A Christmas day flight to Detroit was almost downed by a bomb strapped to the leg of a passenger. Some observers forecast heightened terrorist threats to air travel in 2010. Others anticipate that security procedures will become more effective and more efficient.



*Air Travel, Terrorism, and Inconvenience*  
*BDO Dunwoody Weekly CEO/Business Leader Poll by COMPAS in Canadian Business for Publication January 11, 2010*

---

	Mean	7	6	5	4	3	2	1	DNK
Airports using more security personnel	4.4	17	16	22	11	17	10	8	1

*Table 2c: (Q4) Thinking of your own organization and the organizations that you know well, in 2010 do you forecast...*

	%
More air travel than in 2009	11
About the same	65
Less	22
Don't know or no opinion	3

*Table 2d: (Q5) On a 7 point scale where 7 means a lot and 1, not at all, how much will each of the following factors discourage air travel, if at all? RANDOMIZE*

	Mean	7	6	5	4	3	2	1	DNK
Controlling costs	4.9	15	19	36	14	6	6	3	2
Inconvenience caused by security procedures	4.7	21	18	21	12	9	11	7	1
Teleconferencing as an alternative	4.6	14	21	20	17	11	10	6	2

The following verbatims provide a nuanced sense of panel opinion:  
 100% security for travel in the Western World is just about impossible to achieve. The individual is the best protection by reporting and investigating anybody or anything suspicious.



All of the security measures including screening and profiling will be of little use unless governments are prepared to follow up and refuse to let suspect individuals board planes.

Enhanced security procedures are all sizzle and no steak. These increased measures are largely a waste of money time and resources. Not all passengers pose the same security risk. Targeting everyone is largely a misguided politically correct effort. It actually increases the risk because it uses up resources that should be diverted to more effective measures.

I fly two weeks of every month. Keeping air travel safe and secure far outweighs any inconvenience it may impose upon me or others. I don't like the additional time it may take me, but safety is job one!

If we allow radically increased security to cost us millions of dollars each year, the terrorists win. Everyone is so concerned about racial profiling and the "rights" violations caused by it, no airplane was ever blown up by Joe Smith and that should be the new reality, not being frisked or strip searched for daring to fly to the USA.

Make more efforts to avoid the US.

Nexus a trans-border security cleared pass that allows frequent flyers a faster, more efficient alternative, needs to be adopted for domestic travel as well.

Nothing will change! What happened on 9/11 should have changed security then for good (not these temporary procedures). If they didn't heighten security procedures then it won't happen now. Typical of all politicians don't do anything about anything that needs something done to it until it is too late!

Security policies are based on making travel more cumbersome and difficult for the average traveler by treating everyone the same. We have to find some way to quickly



separate out the no risk passenger from the risky ones by identification or use of the Israeli approach of interviewing- which can be done while in line.

The airline industry is heading for a bad year, particularly in business travel.

The Federal government already has a heightened security template in place - it is the Nexus program. The government should expand this to help speed through passengers who are not considered a threat.

The new security measures that hassle Grandma do nothing to stop terrorists. This is like punishing all the kids in a classroom for the misdeeds of one! I say - Go after the ones that are possible suspects!!

The real question should be about the effectiveness of airport security. The Detroit incident emphasizes how ineffective the security procedures are. They are in place to try to make us feel better about airline travel. For security to be effective, they need to screen passengers very well before they enter their aircraft, not before we enter a "secure" zone that has plastic knives but real forks and access to it by many low paid workers whose screening may not be effective. This would likely be more costly, but much more effective.

The United States takes knee-jerk security steps post-event that cause havoc with travelers and plays directly into the hands of the terrorists. The damage of such government heavy-handedness far exceeds the damage the terrorists might do.

Those weren't alleged Islamic terrorists; they were Islamic terrorists. Don't be so PC

Time for profiling. Why should we all suffer for a few idiots?

Travel within Canada will be impacted due to late flights and connections with USA planes. My opinion on the hiring of



additional security personnel is based on my opinion that they are woefully undertrained, underpaid, and NOT of the standard they should be based on the significance of their responsibilities

Unfortunately even though it sounds racist we are forced into more racial profiling

We have the Nexus program in place - hopefully that will serve as a frequent flyer assistance technique. Profiling is an essential tool in this circumstance

Without violating security restrictions, I can say that there are some significant changes in security equipment and protocols that will be affecting air and ground security in the next year.

### **3.0 Methodology**

The COMPAS web-survey of CEOs and leaders of small, medium, and large corporations was conducted January 4-5, 2010. Respondents constitute an essentially hand-picked panel with a higher numerical representation of small and medium-sized firms.

Because of the small population of CEOs and business leaders from which the sample was drawn, the study can be considered more accurate than comparably sized general public studies. In studies of the general public, surveys of n=121 are deemed accurate to within approximate 8.9 percentage points 19 times out of 20. The principal and investigator on this study is Conrad Winn, Ph.D.

