



“Monitoring the opinions of opinion leaders”

oneilassociates public opinion research

Return to Normalcy? Airlines Trump Security Concerns in Decision to Fly

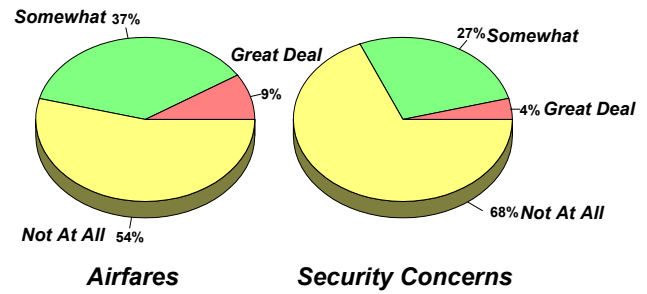
According to a just-released poll of 400 community and business leaders in the Valley, Arizona opinion leaders are slightly more influenced by airfares than by security concerns in decisions regarding air travel. The *Valley Influentials Poll* is a survey of members of Valley Leadership, Greater Phoenix Leadership, the East Valley Partnership, and Westmarc.

Travel Decision Factors

Valley Influentials Poll director Dr. Michael O’Neil notes: “It is striking that neither factor has a major influence in decisions to travel.” Two respondents out of three (68%) said that they were not at all influenced by security concerns in decisions to travel. A slight majority (54%) indicate that they were not at all influenced by airfares. On the other end of the spectrum, only 4% were influenced a great deal by security concerns. Over twice that number (9%) were influenced a great deal by airfares, though that was still a small number. These findings suggest a return to normalcy, and the fact that more people are influenced, we presume, by lifestyle decisions, business needs and vacation preferences than by external factors regarding air travel. This mirrors, to some extent, what we have heard from airlines who report increasing loads on airplanes – normally a function of substantial fare cuts.

Air Travel Decisions

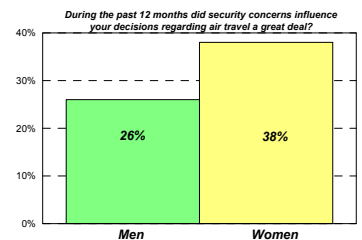
During the past 12 months how much did these factors influence your decisions regarding air travel?



Gender Differences

There are a few notable gender differences. Women (38%) are more likely to be at least somewhat more influenced by security concerns than men (26%). They are also somewhat more likely to be impacted by airfares; twice as many women (12%) report that they were influenced a great deal by airfares compared to men (6%). All in all, however, these figures suggest that the impact of security concerns on travel patterns is on the wane.

Security Concerns



About the Poll. The *O’Neil Associates Valley Influentials Poll* is a web-based survey that was sent to all members of Greater Phoenix Leadership, Valley Leadership, East Valley Partnership, and Westmarc. As such, this survey does not purport to be a random or representative sampling of the general population of the Phoenix metropolitan area. It would be difficult, however, to conceive of a more comprehensive representation from which to draw inferences about the opinions and sensibilities of *business and community leaders* than the combined membership of these organizations, although, inevitably, any definition of influentials is somewhat subjective. The persons surveyed are likely to exert disproportionate influence on and be an early indicator of community opinion by virtue of their position, community involvement, and political participation. The *O’Neil Associates Valley Influentials Poll was not sponsored or paid for by any outside organization.* Four hundred participants completed the survey between June 23 and July 2, 2003, yielding a margin of error of ±4.9%. O’Neil Associates, Inc. is a Tempe-based public opinion research firm specializing in client-focused attitude and awareness studies for a wide variety of industries and organizations.

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FURTHER INFORMATION: Michael O’Neil, Ph.D., 480-967-4441 ext. 221 (weekend media calls will be returned)

These results may be reported freely provided that they are identified as the “O’Neil Associates Valley Influentials Poll” including identification on any graphic material.

*O'Neil Associates has tracked public opinion across the Valley, Arizona, and the Nation since 1981. To be healthy, public debate must be informed—this is why we commit our resources to measuring opinions on the political and social issues people care about and talk about. O'Neil Associates, however, is much more than that. While the **Valley Influentials Poll** and **Valley Monitor** may be our most publicly visible activities, we do most of our work for private businesses and organizations as well as state and other public agencies. As a full-service research firm, we assist our clients with a broad range of research efforts to measure customer satisfaction, improve customer service, fine-tune public images, focus marketing campaigns, engineer products, increase market shares, strengthen employee relations, and plan, refine, and assess business strategies.*

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Warning: We are moving to an email-only distribution system.

Do you wish to continue to receive the O'Neil Associates, Inc. Valley Influentials Poll? Upcoming releases will deal with community leaders attitudes towards: Impact of Tax Cuts and Arizona Government Priorities

We are in the process of discontinuing the faxing of Valley Influential Polls, except in rare instances, in favor of a more efficient, reliable, and timely e-mail process. Accordingly, except in extenuating circumstances (we will honor special requests from those who do not have e-mail addresses), the Valley Monitor will be switched over to an e-mail only version in the future.

To keep receiving these polls at no cost, and on an irregular basis, *SEND US YOUR E-MAIL!*

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