Boeing Survey Indicates Most Air Travelers Feel Safe

Despite Sept. 11 event, 90 percent of travelers are confident about flying

"Freedom Is Being There" ad campaign launched to reassure travelers

Heightened airline and airport security measures are beginning to pay off, according to a comprehensive new air travel survey sponsored by Boeing.

The survey found that 9 out of 10 Americans who have flown commercially since Sept. 11 felt "safe" or "very safe."

"Once people get back to the airports and onto airplanes, they are seeing the extra safety procedures and feeling more secure about flying," said Donna Mikov, vice president of Communications for Boeing Commercial Airplanes.

Among those who have flown since Sept. 11, 91 percent feel air travel is safe. Ninety-six percent of all people surveyed feel Americans should enjoy the freedom to fly safely, 92 percent believe air travel is critical to the U.S. economy, 91 percent of employees say their company has no air travel restrictions, and 92 percent think air travel will return to normal within the next year. Also according to the survey, men are somewhat more comfortable about flying right now than are women.

"While we're heartened by those people who have resumed flying, our focus going forward will be on those who still have concerns," Mikov said. "We are committed to doing everything we can to rebuild confidence in air travel."

Boeing Commercial Airplanes has formed a Security and Safety Services organization to help customers identify and implement new safety recommendations. The new organization is one element of Boeing's efforts to employ its vast store of intellectual capital to enhance safety and security in all aspects of aviation. In partnership with airlines, industry and governments, Boeing is looking beyond immediate fixes for ways to enhance the security of the entire flight process - for passengers, cabin crews, flight crews, ground personnel, airports and airline operations.

"Commercial aviation is essential to the global economy," said Alan Mulally, president and CEO of Boeing Commercial Airplanes. "We must do all we can to restore our global air transportation system, which brings people, ideas and opportunities together."

Boeing today debuts the first of two new advertising programs in response to the post-Sept. 11 business environment. The campaign, "Freedom Iis Being There," targets the U.S. market and reminds people that being able to travel freely and without worry is a precious liberty. It also reassures the public that governments and industry are taking important steps to ensure their comfort, safety and security.

The "Freedom" print campaign will run in local and national publications, including the Wall Street Journal, USA Today, Seattle Times and Seattle Post-Intelligencer. A companion television spot will air nationally within the next two weeks.

The company is expanding support to the airline industry with a second campaign, "Being There is Everything," which will reach international markets.

"Our research says Americans feel very strongly that the ability to fly safely where they want to go, when they want to go is one of the most important freedoms that we enjoy," Mikov said. "And despite new communications technology, there's no substitute for personal contact.

"You can't fax a handshake, or e-mail the smell of a holiday dinner, or substitute videotape for the warmth of a grandparent's hug," she noted.

Findings were compiled from four telephone surveys conducted by Wirthlin Worldwide, a well-known research organization; a survey of 800 adult American air travelers conducted Sept. 27-30 with a 3.5 percent margin of error, a survey of 1,009 adult Americans conducted Oct. 5-8 with a 3.1 percent margin of error, and two tracking surveys of 300 adult Americans conducted Oct.12-13 and Oct. 23-24 with a 5.65 percent margin of error. People surveyed were randomly chosen and qualified based on whether they routinely fly twice per year.

Air Traveler Survey Results

Boeing/Wirthlin Worldwide Surveys: September-October 2001

- 91% of those who've flown since 9/11 feel air travel is safe.
- 96% feel Americans should enjoy the freedom to fly safely where they want to go, when they want to go.
- 92% feel air travel is critical to U.S. economy.
- 91% of employees say their company has no air travel restrictions.
- 92% think air travel will return to normal within a year.

Top choices to improve security:

- Secure cockpit doors
- On-flight security (armed marshals, etc.)
- Better luggage security
- More qualified and trained security staff

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