

DATE 09/10/95

958001 Goldfarb Report Update

S.2 Q.2 How useful would you say Mail service for travelling Canadians is to Canadian travellers?

REPORT 37

|                          | REGION |       |          |         |        |          | GENDER |        | AGE      |       |       |       | LANGUAGE |        | H.H. INCOME    |             |            |        |
|--------------------------|--------|-------|----------|---------|--------|----------|--------|--------|----------|-------|-------|-------|----------|--------|----------------|-------------|------------|--------|
|                          | TOTAL  | B.C.  | Prairies | Ontario | Quebec | Atlantic | Male   | Female | Under 35 | 35-44 | 45-54 | 55+   | English  | French | REST OF CANADA | Under \$30k | \$30-49.9K | \$50k+ |
| Unweighted row           | 803    | 98    | 138      | 293     | 200    | 74       | 398    | 405    | 275      | 165   | 134   | 229   | 615      | 188    | 603            | 279         | 186        | 245    |
| TOTAL INTERVIEWS         | 800    | 96    | 136      | 296     | 202    | 70       | 396    | 404    | 274      | 164   | 136   | 226   | 610      | 190    | 598            | 274         | 183        | 250    |
|                          | 100.0  | 100.0 | 100.0    | 100.0   | 100.0  | 100.0    | 100.0  | 100.0  | 100.0    | 100.0 | 100.0 | 100.0 | 100.0    | 100.0  | 100.0          | 100.0       | 100.0      | 100.0  |
| Very useful (100)        | 234    | 26    | 36       | 86      | 63     | 23       | 110    | 124    | 81       | 45    | 33    | 75    | 175      | 59     | 171            | 91          | 56         | 58     |
|                          | 29.3   | 27.2  | 26.6     | 29.0    | 31.4   | 32.4     | 27.9   | 30.7   | 29.6     | 27.6  | 24.4  | 33.1  | 28.7     | 31.2   | 28.6           | 33.1        | 30.3       | 23.0   |
| Somewhat useful (66.7)   | 270    | 27    | 49       | 94      | 77     | 22       | 136    | 134    | 96       | 54    | 49    | 71    | 198      | 72     | 193            | 105         | 61         | 76     |
|                          | 33.7   | 28.5  | 36.2     | 31.7    | 38.3   | 31.8     | 34.3   | 33.2   | 35.0     | 33.0  | 35.7  | 31.6  | 32.4     | 38.1   | 32.2           | 38.4        | 33.0       | 30.4   |
| Only a bit useful (33.3) | 136    | 20    | 16       | 53      | 38     | 10       | 64     | 72     | 53       | 30    | 19    | 34    | 98       | 38     | 98             | 44          | 24         | 55     |
|                          | 17.0   | 20.3  | 11.7     | 17.9    | 18.7   | 13.8     | 16.2   | 17.8   | 19.4     | 18.4  | 13.7  | 15.0  | 16.1     | 19.9   | 16.4           | 16.2        | 13.1       | 21.9   |
| Not at all useful (0)    | 147    | 19    | 35       | 58      | 23     | 13       | 82     | 66     | 43       | 33    | 31    | 41    | 128      | 20     | 125            | 29          | 41         | 57     |
|                          | 18.4   | 19.5  | 25.5     | 19.7    | 11.2   | 18.6     | 20.6   | 16.3   | 15.6     | 20.3  | 22.4  | 18.1  | 20.9     | 10.3   | 20.9           | 10.4        | 22.3       | 22.9   |
| D.N.S.                   | 13     | 4     | -        | 5       | 1      | 2        | 4      | 8      | 1        | 1     | 5     | 5     | 12       | 1      | 12             | 5           | 2          | 4      |
|                          | 1.6    | 4.5   | -        | 1.7     | .5     | 3.3      | 1.1    | 2.1    | .4       | .7    | 3.9   | 2.2   | 1.9      | .5     | 1.9            | 2.0         | 1.2        | 1.7    |
| Index(Maximum=100)       | 58     | 55    | 55       | 57      | 63     | 60       | 57     | 60     | 60       | 56    | 55    | 61    | 57       | 64     | 57             | 65          | 57         | 52     |