



Destination	United States = 20% (1/5) Caribbean/Mexico = 20% (1/5) All Other Destinations = 60% (3/5)	United States = 20% Caribbean/Mexico = 22% All Other Destinations = 60%
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The final sample includes those who self-selected for participation. In any survey, there is the potential for non-response bias exists and typically the final sample is compared with Census or other data to assess the degree to which it reflects the target audience in terms of key demographic characteristics. In this case, such a comparison is not possible given the implementation of soft quotas, particularly age and destination, which means the final sample may not be reflective of the broader international air travel patterns or demographic characteristics of Canadians who travel overseas. However, attempts have been made to reduce non-response bias by ensuring that interviews were undertaken at different times of the day, on different days of the week, and at different gates and at different locations past the security gates within each airport in order to encourage participation from as wide a range of air travelers as possible.

The response rate for the quantitative component of the research is 24.44%. This is calculated according to industry standards using the Empirical Method calculation as follows:

	<b>N</b>
Total attempts	3789
<b>UNRESOLVED (U)*</b>	<b>0</b>
<b>IN SCOPE NON-RESPONDING (IS)</b>	<b>2863</b>
Refusals	2739
Break-offs (interview not completed)	124
<b>IN SCOPE RESPONDING (R)</b>	<b>926</b>
Disqualified/Quote filled	80
Completed	846
<b>RESPONSE RATE [R / (U + IS + R)]</b>	<b>24.44%</b>

\* As an intercept methodology was used for this study, unresolved responses were difficult to track. Any traveller who did not speak to the field team directly (i.e. walked away) is not included in the calculation above.