



Results of this research will be used to inform recommendations that will support government priorities while also benefitting Canadians. This research will allow GAC to develop an new consular strategy that supports an improved client experience for Canadians and safety for Canadian citizens when they are abroad.

C. Methodology

The study was undertaken as a hybrid, quantitative-qualitative, research program. The study design was similar to that undertaken in 2008 although some important changes have been made and are noted below.

1. Quantitative Component

The quantitative phase of this study involved conducting intercepts inside international departure areas at the Toronto, Vancouver and Montreal international airports. A total of 846 interviews were completed with the travelling public. The intercepts were undertaken between March 12 and April 2, 2018 and the average length of interview was about 15 minutes.

Interviewing was conducted on different days and times in each airport, depending on timing made available by each airport authority. Details can be found in the chart provided below. Authorization was provided at each airport and security passes were issued for on-site interviewing by each airport authority.

Airport	Dates (2018)	Times	Number of Completions
Toronto	March 17, 19, 20, 21	6am-2pm, 3pm-11pm	274
Vancouver	March 12, 13, 14, 15, 16, 31 April 2	7 am-11 pm	271
Montreal	March 27, 28 , 29, 31 April 2	1am-1pm, 3pm-10pm	301

The survey was designed to target Canadians aged 18 years and older who are travelling internationally. In order to ensure information was collected from international travellers as opposed to those travelling within Canada, the interviews took place beyond the security screening areas inside the international departure area.

Soft quotas were set to ensure the final sample was representative by gender, age, and travel destination as per the chart below. Additional quotas were also put in place to ensure a sufficient number of responses from Francophones transiting through the Montreal Airport. Given that a series of soft quotas for gender, age and destination were monitored and achieved, there was no requirement to weight the data in this study.

Demographic	Quota Set	Actual Completions
Gender	50% Men 50% Women	50% Men 50% Women
Age	18-34% = 27% 35-54 = 34% 55+ = 39%	18-34% = 28% 35-54 = 35% 55+ = 38%