

DATE 09/10/95

958001 Goldfarb Report Update

REPORT 42

S.2 Q.2 How useful would you say Managing searches for missing Canadian persons is to Canadian travellers?

	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)	563	67	96	215	134	51	260	303	204	108	98	153	439	124	429	198	127	176
	70.4	69.8	70.3	72.7	66.3	73.5	65.6	75.2	74.4	65.9	71.9	68.0	72.0	65.3	71.8	72.1	69.2	70.3
Somewhat useful (66.7)	164	17	26	58	51	13	87	77	51	33	30	51	115	50	114	53	38	51
	20.5	17.2	19.4	19.6	25.1	18.1	22.0	19.1	18.5	19.9	21.9	22.6	18.8	26.2	19.0	19.3	20.8	20.2
Only a bit useful (33.3)	31	5	8	8	9	1	22	9	9	10	3	8	24	8	23	9	7	10
	3.9	4.9	5.9	2.8	4.3	1.9	5.6	2.2	3.4	6.3	2.4	3.7	3.9	4.0	3.8	3.3	3.9	4.0
Not at all useful (0)	29	3	5	11	6	5	22	8	8	10	2	9	23	6	23	9	8	11
	3.6	2.8	3.5	3.6	3.2	6.5	5.4	1.9	2.9	5.9	1.5	4.1	3.7	3.4	3.8	3.4	4.4	4.3
D.N.S.	12	5	1	4	2	-	5	7	2	3	3	4	10	2	10	5	3	3
	1.5	5.3	.9	1.3	1.0	-	1.3	1.7	.8	1.9	2.4	1.6	1.6	1.1	1.7	1.9	1.7	1.2
Index(Maximum=100)	87	87	86	88	85	86	83	90	89	83	89	86	87	85	87	88	86	86