

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 37D1

BASE: Have travelled outside Canada for at least 48 Hrs in last 3 years

Other than U.S.

	REGION					GENDER		AGE				LANGUAGE		H.H. INCOME				
	TOTAL	B.C.	Prairies	Ontario	Quebec	Atlantic	Male	Female	Under				English	French	REST		\$30-49.9K	\$50k+
									35	35-44	45-54	55+			OF CANADA	Under \$30k		
Unweighted row	160	27	26	57	44	6	81	79	50	31	24	55	120	40	116	28	38	72
TOTAL INTERVIEWS	164	27	28	59	45	5	83	80	52	32	23	57	123	41	119	30	36	76
	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)	39	8	4	11	14	1	14	24	11	6	5	17	27	11	24	10	12	12
	23.6	29.8	15.9	18.1	31.8	25.8	17.2	30.3	20.4	17.7	21.9	30.6	22.3	27.6	20.6	32.0	33.1	15.5
Somewhat useful (66.7)	46	10	7	19	9	2	24	22	18	6	6	16	37	9	37	12	8	22
	28.2	36.4	24.2	31.6	20.0	38.7	28.4	28.0	35.4	18.9	24.6	28.2	30.3	21.9	31.3	39.1	22.3	29.4
Only a bit useful (33.3)	39	8	4	14	12	1	24	15	13	10	7	9	27	12	27	2	9	26
	23.7	29.8	14.1	23.3	27.4	17.7	28.6	18.7	25.1	30.1	31.1	15.9	21.6	30.0	22.4	7.2	25.0	33.7
Not at all useful (0)	39	1	13	15	9	1	22	17	10	11	5	13	31	8	30	5	7	16
	23.8	3.9	45.8	25.3	20.9	17.7	25.8	21.7	19.1	33.3	22.3	23.5	25.0	20.5	25.0	18.4	19.6	21.3
D.N.S.	1	-	-	1	-	-	-	1	-	-	-	1	1	-	1	1	-	-
	.6	-	-	1.7	-	-	-	1.2	-	-	-	1.8	.8	-	.8	3.4	-	-
Index(Maximum=100)	51	64	37	48	54	58	46	56	52	40	49	56	50	52	49	63	56	46