

DATE 09/10/95

958001 Goldfarb Report Update

REPORT 42D

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

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

	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	505	74	94	189	110	38	263	242	185	105	82	133	405	100	395	122	119	208
TOTAL INTERVIEWS	508	71	95	192	114	36	266	242	186	105	84	133	404	104	394	123	116	213
	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)	354	47	64	135	82	25	176	178	135	71	65	84	281	73	272	83	86	149
	69.7	66.2	68.1	70.3	72.4	69.5	66.1	73.7	72.8	67.1	77.1	62.9	69.5	70.7	69.0	67.5	73.9	69.9
Somewhat useful (66.7)	105	15	17	41	24	8	55	50	38	16	16	35	83	23	82	27	19	46
	20.7	21.7	18.4	21.5	20.8	20.6	20.8	20.7	20.7	15.6	18.8	26.0	20.4	21.8	20.7	21.9	16.1	21.3
Only a bit useful (33.3)	25	3	8	8	4	1	19	6	7	9	3	6	21	4	21	7	5	9
	4.9	4.3	8.5	4.3	3.5	3.7	7.1	2.4	3.6	8.8	3.0	4.7	5.1	3.9	5.3	5.5	4.4	4.2
Not at all useful (0)	19	3	5	5	4	2	14	5	4	7	1	7	15	4	15	3	6	9
	3.7	3.8	5.0	2.8	3.3	6.2	5.3	1.9	2.4	6.6	1.1	4.9	3.7	3.7	3.8	2.7	4.9	4.1
D.N.S.	5	3	-	2	-	-	2	3	1	2	-	2	5	-	5	3	1	1
	1.0	4.0	-	1.1	-	-	.7	1.3	.6	1.9	-	1.4	1.2	-	1.2	2.4	.7	.5
Index(Maximum=100)	86	86	83	87	87	84	83	89	88	82	91	83	86	87	86	86	87	86