

DATE 09/10/95

958001 Goldfarb Report Update

REPORT 42D1

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

Other than U.S.

	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	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)	110	19	18	38	32	3	51	59	38	19	18	35	82	28	78	17	26	53
	67.3	71.9	64.1	65.1	71.7	48.4	61.0	73.9	73.1	60.1	78.2	61.6	66.8	69.0	65.6	57.7	72.2	69.1
Somewhat useful (66.7)	33	4	8	12	8	2	19	14	9	4	3	17	25	8	25	7	4	16
	19.9	13.3	27.1	20.4	17.0	33.9	22.7	16.9	16.5	13.9	11.7	29.6	20.3	18.6	21.0	23.7	11.4	21.2
Only a bit useful (33.3)	13	2	2	5	3	-	11	2	3	5	1	3	10	3	10	3	5	3
	7.9	7.7	8.8	9.3	6.7	-	12.8	2.8	6.4	16.2	6.1	5.4	8.1	7.3	8.4	11.3	14.0	4.5
Not at all useful (0)	6	1	-	2	2	1	2	4	1	3	1	1	4	2	4	2	-	3
	3.7	4.1	-	3.4	4.7	17.7	2.6	4.9	1.9	9.7	4.0	1.9	3.3	5.1	3.4	7.2	-	3.8
D.N.S.	2	1	-	1	-	-	1	1	1	-	-	1	2	-	2	-	1	1
	1.2	3.1	-	1.8	-	-	1.0	1.3	2.1	-	-	1.5	1.6	-	1.6	-	2.3	1.4
Index(Maximum=100)	84	86	85	83	85	71	81	87	88	75	88	84	84	84	84	77	87	86