



### **Composition of Groups with Travelling Public**

In each location, two groups were composed of members of the public who were screened to ensure that they had travelled abroad at least once in the last two years and/or planned to travel abroad within the next year.

The travelling public groups were also divided into two age categories of 18 to 34 and 35 or older. The division by age group generally aligned with the methodology from 2008, whereby findings suggested a clear age gap in sources of information and attitudes towards international travel and Consular Services.

Additional qualifying criteria included:

- Canadian citizenship
- Travelled outside of Canada in the past two years and/or intent to travel outside Canada in the coming year

In addition to this mandatory criteria, recruitment also took into consideration the frequency of travel, type of travel, travel destinations and the amount spent on travel outside of Canada. Screeners attempted to ensure that there was good mix of participants in each group by gender, educational attainment, and household income. To the extent possible, attempts were made to include some individuals within each group who had dual citizenship.

### **Composition of Groups with Travel Professionals**

In Montreal and Toronto, a third group was undertaken with travel industry professionals. To maximize the representative nature of the groups, travel agents were screened for the following criteria:

- Senior travel professionals, with at least one year of full-time experience working as a travel agent and at least half having more than 5 years of such work experience;
- The majority in each group specializing in consumer (vs corporate) travel
- A good mix of those who book for a variety of international travel destinations
- A good mix of travel professionals who do and do not belong to travel associations/networks

