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Survey of Travellers on Key Issues Relating to Travel Health

FINAL REPORT

Ce rapport est également disponible en français

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Health Canada
por-rop@hc-sc.gc.ca

EKOS RESEARCH ASSOCIATES INC.

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EKOS RESEARCH ASSOCIATES

Ottawa Office

359 Kent Street, Suite 300

Ottawa, Ontario

K2P 0R6

Tel: (613) 235 7215

Fax: (613) 235 8498

E-mail: pobox@ekos.com

Toronto Office

480 University Avenue, Suite 1006

Toronto, Ontario

M5G 1V2

Tel: (416) 598 8002

Fax: (416) 598 2543

E-mail: toronto@ekos.com

www.ekos.com

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EXECUTIVE SUMMARY

The survey results explore Canadian travellers' planning and concern for travel health information, including their previous patterns of looking for this information and where they typically look for it, as well as the demand for this type of information and role of the government in providing it.

The survey is based on 2,206 completed interviews with travellers (at any point in the past or with the intention to travel at any point in the future). Results were collected by telephone, in a national sample between March 26 and April 11. Results are considered to be accurate to within +/-2.1 per cent, 19 times out of 20.

It is also useful for readers to understand that the base for the survey is all Canadians 18 years of age or older who indicated that they had travelled in the past or intend to in the future (n=2206). Readers should be mindful of the base used in interpreting the results. Throughout the report the following labels will be used to refer to these two different bases:

- All travellers (n=2,206) – past travellers and intenders (ever);
- Past travellers (n=2,005) – past travellers (ever); and,
- Recent travellers (n=1,961) – past travellers, last five years, and intenders, next three years.

Profile of Travels

Among all Canadians (approached for the survey), two in three said that they have either travelled outside of Canada or the US in the past or intend to travel in the future. Roughly one in three Canadians have not travelled abroad nor do they intend to in the future. Given the nature of the current survey, these Canadians (who do not travel internationally) were excluded from further questions and are not represented in the sample. Of those Canadian travellers included in the survey, two-thirds have travelled outside of Canada and the United States within the past five years and the remainder (who travelled prior to five years ago or intend to travel outside of Canada and the United States in the future.

More than half of travellers report going on a trip once a year or once every few years. Frequent travellers include 17 per cent who travel internationally a few times a year, and one per cent who travel every month or more. One-quarter travel relatively infrequently.

One-third of travellers is (or is expected to be) typically away for a week or so at a time. Just under half are/expect to be away for a few weeks during a trip. Twelve per cent are/expect to be typically away for a month or so, and four per cent are, or expect to be, away for several months or so. The lion's share of travel tends to be for pleasure. An additional one-quarter travel to visit friends and family in their home country, and thirteen per cent travel internationally for business.

Just over half of those who have travelled outside of Canada and the United States within the last five years have travelled to Mexico or the Caribbean. This is followed by over one-third who has travelled to Western Europe. Sixteen per cent have travelled to Eastern Europe and a similar proportion has ventured to South America. One in ten had travelled to Asia.

Sources of Information – Trip Planning

When planning a journey outside of Canada and the United States, two in three past travellers most often look for information online. Four in ten talk to a travel agent. In terms of actually booking travel for destinations outside of Canada and the United States, travellers typically go through a travel agent. Six in ten book through a travel agent, while a third book independently online.

Canadians who have travelled outside of Canada and the United States in the past tend to book their trip months in advance. Six in ten past travellers book months in advance, while twelve per cent book their trip a few weeks in advance. Only a handful book foreign travel only a few days before.

Concerns about Illness and Injury and Health Information

One-quarter of Canadians who have travelled or ever intend to travel abroad have a strong concern about the possibility of themselves or someone in their party getting sick or injured while travelling outside of Canada and the United States. About half are somewhat concerned, while another quarter are not concerned about the possibility of sickness or injury while in a foreign country.

In regards to precautions taken when travelling, half of recent travellers have received a vaccination for the purposes of a trip. Far fewer recent travellers have taken prescription medications; with three in ten having taken prescription medications for the purposes of a trip.

As a measure of potential health risk, past travellers (with the exception of business travellers) were asked if they typically travel with any members who may be more vulnerable to illness or injury. Over one in five typically travel with young children. One in ten travel with people with a chronic medical condition or with someone who is elderly. Nearly two-thirds indicated they do not typically travel with any vulnerable party members.

When self-assessing the level of health risk (from sickness or injury) when travelling, over half of all travellers with children in their household feel that travelling with an infant or young child is very important in assessing the level of health risk. This is followed closely by the travel destination and type of accommodations the traveller would be staying in. Excluding those travellers who did not consider this element to be applicable to their household, half indicate that any illness, disabilities, or chronic conditions of the people travelling to be a very important factor. Further, over a third indicate that the type of activities and the purpose of the trip (visiting friends and family, touring, camping, etc.) is a very important consideration. Finally, just over one-quarter indicate that it is important to consider whether they have been to the destination previously, or are from that country, and are already comfortable with the destination.

Over three-quarters of past travellers have looked for information about the health risks associated with a particular destination when planning a trip (either typically or ever). Of the 22 per cent who have not, the most common reason is that they are in good health and not concerned about illness or injury. One in five do not look for travel health information because they have confidence in their foreign accommodations. Roughly one in ten indicate that they have lived or visited the destination previously, they feel they are travelling to low risk areas, or have not thought about looking for information on the health risks associated with their destination.

Travel Health Information and Decision Making

One in five Canadians who have ever travelled outside of Canada and the United States always conduct advance research before going on their trip about how to obtain access to medical care once in their country of destination. Half of past travellers who have searched for information indicate they would tend to look for the information online. Nearly one in five would talk to a travel agent or a family doctor, nurse, or clinic. One in ten would contact the Canadian government for information about health risk in a foreign country.

Of all travellers surveyed, if someone were to find information suggesting that there was a higher than average or new health risk associated with a country or region that they were planning to visit, over six in ten are very likely to either change their plans and go to another area or take more steps to prepare for the trip. Another one-third would be somewhat likely, and six per cent are not likely to either change their plans or make additional preparations if informed of new or increased health risks.

Of all travellers, most are interested in health related information when planning to travel. Three-quarters of all travellers are interested in where to go to get assistance. The need for and timing of vaccines or immunizations is of interest to two in three, followed closely by the general level of risk of the travel destination along with what is needed and where to get travel health insurance. Just over half would be interested in information on outbreaks of disease in the travel area when planning to travel outside of Canada and the United States.

Use of Internet for Health Information

Access to the Internet is not a barrier for most of those who did not look for information online about health risk in a foreign country. Eighty eight per cent of people who have not already indicated they use the Internet to search for this travel health information state that they do have Internet access.

Ultimately, those looking for information online about the health risk in a foreign country arrive at a broad range of websites, with the Canadian federal government at the top of the list of sources, when all sources are pooled. Specifically, one in five have used Google to search the subject of medical care for their destination, slightly fewer have visited the Health Canada government website, and 12 per cent generally cite the federal government. Seven per cent each have visited a travel agent/industry site in Canada or the government in the destination country.

Providing Health Information

The Government of Canada is seen as having a strong role to play in making information available about health risks to Canadian travellers. Just under half of all travellers surveyed believe the federal government, Health Canada, or PHAC should be responsible for providing information about health risks associated with travelling to specific destinations and any necessary precautions that should be taken before Canadians travel. More than a third of all travellers feels it should be the travel agent's responsibility, while over one in five believes the individual travelling is responsible for finding information and taking the necessary precautions.

Of all travellers surveyed, most believe the federal government has a duty in informing travellers of travel health risk information. Three-quarters of all travellers believe the federal government should play a large role in informing Canadian travellers about outbreaks of illness in specific regions through public service announcements. A similar proportion feel the federal government should play a large role in increasing awareness of travellers about increased risks of illness in specific regions, increasing awareness of travellers about necessary precautions (such as vaccines) when travelling to specific regions, and increasing awareness about government websites that provide information about what you need to know, planning, risk, and other travel health information.

Final Points

The survey results provide some positive findings about the use of and level of interest in travel health information. Four in five (78 per cent) said that they typically do look for this type of information or that they look some of the time, depending on the nature of the trip. This fits with the proportion (three in four) that expresses at least some concern in general for the possibility of sickness or injury while travelling. Significant numbers even say they do advance research on how to access medical care in the destination country. Most travellers are interested in obtaining travel health information and report that information about increased health risks would have an important impact on their travel plans. That said, when asked top of mind what information they look for when planning a trip, very few travellers cite health information as something they look for. This suggests that if large proportions of travellers do seek out this information, it is not their top priority or a category of information that is in high demand. The survey itself may also have introduced a social desirability bias, exerting a pressure on respondents to say that they look for travel health information. Very high proportions also reported that they have or obtain travel insurance, which also seems overly inflated.

Travellers typically plan and book their trips well in advance which provides ample opportunity to find out about and react to travel health information regarding risks in a foreign country and necessary precautions. The most frequent method of researching (and to a lesser extent, booking) travel is online. This presents a good opportunity to make online planners and shoppers aware of the Internet as a tool for finding travel health information and increasing awareness of specific websites that provide this information. This group, in particular, considers the federal government to be a reliable and trustworthy source of travel health information. Internet-users also look to the government for a wide range of information including advisories,

types of risks and precautions. Those who rely more heavily on travel agents are more apt to expect their agent to be the source for travel health information. For these travellers, more generalized public education campaigns, heightening awareness of the need to do some advance research may be more effective. This is particularly relevant to travellers in Quebec who indicate a greater reliance on travel agents. The health care community seems to be a source that some people are hearing advice about researching travel health care and it's a trusted source for most.

Although not everyone obtains their travel health (and other travel) information online, access to the Internet is typically not a barrier. Relatively few without access say that it hinders their ability to get the information they need to plan a trip. Most people find websites through a search engine such as Google, typing in a wide array (but generally reasonable and logical) of phrases to get a good listing of sites. Those most apt to use the Internet to look for travel health information are also the most likely to suggest the federal government as an obvious source of such information, and the majority of travellers believe the federal government has an important role to play in providing travel health information. The health care worker community is also seen as being the most trustworthy, making Health Canada and PHAC websites a clear choice for them.

Those with vulnerable members in their travel group are the most open to hearing about the need for travel health information, as they are the most concerned in general. Likely the most difficult to reach will be those travellers who are "going home". That is, Canadians who immigrated to Canada as adults, who still have close ties to their former country and return often to visit friends and relatives. They are the least concerned about health risks and may be difficult to convince of the need for advance research on travel health.

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SOMMAIRE

Les résultats du sondage portent sur la planification de leur voyage par les voyageurs canadiens et leur intérêt pour obtenir de l'information sur la santé des voyageurs, y compris sur les façons qu'ils ont employées pour chercher des renseignements de cette nature, les endroits où ils s'adressent normalement ainsi que la demande pour ce genre d'information et le rôle du gouvernement lorsqu'il s'agit de la fournir.

Le sondage repose sur 2206 entrevues dûment complétées auprès de répondants (ayant déjà voyagé par le passé ou ayant l'intention de voyager à l'avenir). Les résultats ont été recueillis au téléphone, d'après un échantillon national, entre le 26 mars et le 11 avril. Ils sont réputés être exacts par une marge de $\pm 2,1$ points de pourcentage, 19 fois sur 20.

Il est également utile pour les lecteurs de comprendre que le sondage se basait sur tous les Canadiens et Canadiennes âgé(e)s de 18 ans ou plus ayant voyagé par le passé ou ayant l'intention de le faire à l'avenir (n=2206). Les lecteurs ne doivent pas oublier la base du sondage lors de l'interprétation des résultats. Tout au long du rapport, les appellations suivantes seront utilisées pour faire référence à ces deux différentes bases :

- Tous les voyageurs (n=2206) – passé et futur (n'importe quand);
- Voyageurs – passé (n=2005) – passé (n'importe quand); et,
- Voyageurs récents (n=1961) – passé (cinq dernières années) et futur (prochains trois ans)

Profil des voyages

Sur l'ensemble des Canadiens (rejoints dans le cadre du sondage), deux sur trois affirment avoir effectué un voyage à l'extérieur du Canada ou des États-Unis par le passé ou avoir l'intention d'en effectuer un à l'avenir. Près du tiers des Canadiens n'ont pas voyagé à l'étranger et ne prévoient pas non plus le faire à l'avenir. Compte tenu de la nature du présent sondage, ces Canadiens (qui ne font pas de voyages internationaux) ont été exclus du reste du sondage et ne sont pas représentés dans l'échantillon. Parmi les voyageurs canadiens faisant partie du sondage, les deux tiers ont voyagé à l'extérieur du Canada et des États-Unis au cours des cinq dernières années tandis que les autres (qui ont voyagé il y a plus de cinq ans ou qui) envisagent de voyager à l'extérieur du Canada et des États-Unis à l'avenir.

Plus de la moitié des voyageurs disent partir en voyage une fois par année ou par intervalle de quelques années. Les voyageurs fréquents sont 17 p. 100 à se rendre à l'étranger quelques fois par année et 1 p. 100 à le faire une ou plusieurs fois par mois. Le quart des voyageurs partent relativement peu souvent.

Le tiers des voyageurs ont l'habitude de passer (ou prévoient passer) environ une semaine à l'étranger à chaque voyage. Ils sont un peu moins de la moitié à être partis pour quelques semaines lors d'un voyage. Il y en a 12 p. 100 qui partent pour environ un mois tandis que 4 p. 100 s'absentent pendant plusieurs mois. La part du lion quant au but du voyage tend à aller au voyage d'agrément. Il reste le quart des voyageurs qui vont rendre visite à des amis et de la famille dans leur pays d'origine et 13 p. 100 qui vont à l'étranger par affaires.

Un peu plus de la moitié de ceux qui se sont déplacés à l'extérieur du Canada et des États-Unis au cours des cinq dernières années sont allés au Mexique ou dans les Caraïbes. Ensuite, plus du tiers qui sont allés en Europe de l'Ouest. Ils sont 16 p. 100 à avoir voyagé dans les pays d'Europe de l'Est et une proportion semblable à s'être aventurés en Amérique du Sud. Un voyageur sur dix s'est rendu en Asie.

Sources d'information – Planification du voyage

Lorsqu'ils s'appêtent à se rendre à l'extérieur du Canada et des États-Unis, deux répondants sur trois ayant voyagé par le passé cherchent le plus souvent à se renseigner en ligne. Quatre sur dix s'adressent à un agent de voyage. Le moment venu de faire des réservations pour une destination à l'extérieur du Canada et des États-Unis, les voyageurs ont normalement recours aux services d'un agent de voyage. Six sur dix passent par un agent de voyage tandis qu'ils sont le tiers à prendre leurs propres dispositions en ligne.

Les Canadiens qui se sont déplacés à l'extérieur du Canada et des États-Unis par le passé tendent à faire leurs réservations des mois à l'avance. Six de ces voyageurs sur dix font ainsi alors que 12 p. 100 s'y prennent quelques semaines à l'avance. Une poignée seulement de ceux qui s'en vont à l'étranger ne font leurs réservations que quelques jours avant de partir.

Préoccupations concernant les maladies et blessures et information touchant la santé

Le quart des Canadiens qui ont déjà voyagé à l'étranger ou qui songent à le faire s'inquiètent fortement de la possibilité qu'eux-mêmes ou des personnes qui les accompagnent tombent malades ou subissent des blessures pendant un voyage à l'extérieur du Canada et des États-Unis. Environ la moitié se disent assez inquiets tandis qu'un quart ne s'inquiètent pas du tout de la possibilité de maladies ou de blessures à l'étranger.

Pour ce qui est des précautions à prendre quand on voyage, la moitié des voyageurs récents se sont déjà fait vacciner en prévision d'un voyage. Les voyageurs récents sont beaucoup moins nombreux à avoir pris des médicaments d'ordonnance; ils sont trois sur dix à avoir pris des médicaments d'ordonnance en vue d'un voyage.

De manière à mesurer les risques potentiels pour la santé, on a demandé à ceux ayant voyagé par le passé (à l'exception de ceux qui voyagent par affaires) s'ils sont normalement accompagnés de personnes plus vulnérables à la maladie ou aux blessures. Ils sont plus d'un sur cinq à voyager

normalement en compagnie de jeunes enfants et, encore, un sur dix à être accompagnés d'un malade chronique ou d'une personne âgée. Près des deux tiers des répondants ne voyagent pas d'habitude avec des personnes vulnérables.

Invités à évaluer leur propre degré de risque pour la santé (en raison d'une maladie ou de blessures) lorsqu'ils sont en voyage, plus de la moitié des répondants de tous les voyageurs ayant des enfants à la maison trouvent que le fait d'être accompagné d'un bébé ou d'un enfant en bas âge est très important quand on veut évaluer le degré de risque pour la santé. Suivent de près la destination et le genre d'hébergement. Abstraction faite des voyageurs qui ont trouvé que cet élément était sans objet pour leur ménage, la moitié des répondants ont indiqué que les maladies, handicaps ou états de santé chroniques des personnes qui voyagent constituent un facteur très important. Ils sont encore plus du tiers à penser que le genre d'activités et le but du voyage (rendre visite à des amis, de la famille, faire du tourisme, du camping, etc.) revêtent beaucoup d'importance. Enfin, un peu plus du quart pensent qu'il est important de prendre en compte le fait d'être déjà allé dans le pays de destination ou de provenir de ce pays, et de se sentir à l'aise pour cette raison.

Plus des trois quarts des répondants ayant voyagé par le passé ont cherché (une fois ou régulièrement) à se renseigner sur les risques pour la santé associés à une destination particulière, au moment de planifier un voyage. Les 22 p. 100 qui ne l'ont pas fait répondent le plus souvent que c'est parce qu'ils sont en bonne santé et qu'ils ne s'inquiètent pas au sujet de maladies ou de blessures. Un cinquième des voyageurs ne se renseignent pas sur les questions de santé entourant leur voyage parce qu'ils ont confiance dans le mode d'hébergement qu'ils ont choisi à l'étranger. Ils sont près d'un sur dix à répondre que c'est parce qu'ils ont déjà vécu ou sont déjà allés à l'endroit de leur destination, que les régions où ils vont présentent peu de risques ou qu'ils n'ont pas pensé à se renseigner sur les risques pour la santé associés à leur destination.

Information sur le voyage et la santé et prise de décision

Les Canadiens qui ont déjà voyagé à l'extérieur du Canada et des États-Unis sont un sur cinq à toujours se renseigner avant de partir sur la façon d'obtenir des soins médicaux une fois rendus dans leur pays de destination. La moitié des répondants ayant voyagé par le passé qui ont cherché de l'information indiquent qu'ils tendent à procéder par Internet. Ils sont près d'un sur cinq à s'adresser plutôt à un agent de voyage ou bien à leur médecin de famille, à une infirmière ou à une clinique. Un sur dix communiquerait avec le gouvernement canadien pour obtenir de l'information sur les risques qu'un pays étranger peut représenter pour la santé.

Parmi tous les voyageurs interrogés dans le cadre du sondage, si l'un d'eux trouvaient de l'information selon laquelle le pays ou la région où ils prévoient se rendre présente pour la santé un risque nouveau ou plus élevé que la moyenne, il est très probable que plus de six voyageurs potentiels sur dix changeraient leurs plans et iraient dans une autre région ou prendraient davantage de mesures pour se préparer. Ils sont le tiers encore à répondre que ce serait assez probable tandis que 6 p. 100 affirment qu'ils

ne changeraient probablement pas leurs plans ou ne prendraient probablement pas davantage de mesures pour se préparer s'ils apprenaient l'existence d'un risque nouveau ou accru pour la santé.

Parmi tous les voyageurs, la majorité des gens qui préparent un voyage sont intéressés à avoir des renseignements sur la santé. Les trois quarts de tous les voyageurs veulent savoir où s'adresser pour obtenir de l'aide. Deux sur trois veulent savoir s'il est nécessaire de se faire vacciner ou immuniser et à quel moment puis, très près derrière, connaître le niveau de risque général dans le pays de destination de même que quelle assurance-maladie on doit avoir pour le voyage et où l'obtenir. Un peu plus de la moitié des répondants seraient intéressés à recevoir de l'information sur les éclosions de maladie dans la région où ils veulent se rendre lorsqu'ils préparent un voyage à l'extérieur du Canada et des États-Unis.

Utilisation d'Internet pour de l'information en matière de santé

L'accès à Internet ne constitue pas un obstacle pour la plupart de ceux qui n'ont pas recherché d'information en ligne sur les risques pour la santé dans un pays étranger. Les personnes qui n'ont pas répondu qu'elles se sont servies d'Internet pour chercher de l'information sur la santé à propos de leur voyage sont 88 p. 100 à affirmer qu'elles ont accès à Internet.

En bout de ligne, les personnes qui ont cherché dans Internet de l'information sur les risques pour la santé que pose un pays étranger ont consulté une vaste gamme de sites Web dont celui du gouvernement du Canada qui arrive en tête de liste, toutes sources confondues. Plus précisément, un voyageur sur cinq s'est servi de Google pour se renseigner sur les soins de santé dans le pays de destination; ils sont un peu moins nombreux à avoir consulté le site Web gouvernemental de Santé Canada et 12 p. 100 mentionnent de façon générale le gouvernement fédéral. Les voyageurs sont 7 p. 100 respectivement à avoir consulté le site d'une agence de voyage ou d'un fournisseur de services touristiques au Canada ou le site Web gouvernemental du pays de destination.

Offre d'information en matière de santé

Le gouvernement du Canada se voit attribuer un rôle important pour ce qui est de fournir de l'information sur les risques pour la santé des voyageurs canadiens. Un peu moins de la moitié des voyageurs interrogés sont d'avis que le gouvernement fédéral, Santé Canada ou l'ASPC devraient avoir la responsabilité de fournir de l'information sur les risques pour la santé associés au voyage vers des destinations particulières et sur les précautions à prendre avant de partir en voyage. Plus du tiers de tous les voyageurs estiment que cette responsabilité appartient à l'agent de voyage tandis que plus d'un voyageur sur cinq croient que c'est à chacun de trouver les renseignements nécessaires et de prendre les précautions qui s'imposent.

Parmi tous les voyageurs interrogés, la plupart pensent que le gouvernement fédéral a le devoir de leur procurer de l'information sur les risques d'un voyage pour leur santé. Les trois quarts des tous les voyageurs estiment que le gouvernement fédéral a un grand rôle à jouer pour ce qui est d'informer les voyageurs canadiens au sujet de l'éclosion de maladies dans des régions particulières, au moyen des

messages d'intérêt public. Ils sont une proportion semblable à penser que le gouvernement fédéral devrait jouer un grand rôle pour ce qui est d'augmenter la sensibilisation des voyageurs aux risques accrus de maladie dans des régions particulières, d'augmenter la sensibilisation des voyageurs aux précautions à prendre (p. ex., la vaccination) avant de se rendre dans des régions particulières et d'augmenter la sensibilisation aux sites Web du gouvernement qui donnent de l'information sur ce qu'on doit savoir avant de partir en voyage, sur la planification, les risques pour la santé et ainsi de suite.

En conclusion

Les résultats du sondage apportent certains renseignements positifs concernant l'utilisation de l'information sur la santé des voyageurs ainsi que le degré d'intérêt à cet égard. Quatre voyageurs sur cinq (78 p. 100) disent rechercher normalement ce genre d'information ou le faire parfois, selon la nature du voyage. Cela correspond à la proportion (trois sur quatre) de ceux qui expriment tout au moins une certaine préoccupation générale quant à la possibilité de tomber malade ou de se blesser lors d'un voyage. Ils sont même très nombreux à dire qu'ils se renseignent à l'avance sur la façon d'obtenir des soins médicaux dans le pays de leur destination. La plupart des voyageurs sont intéressés à obtenir des renseignements sur la santé en voyage et mentionnent qu'une information relative à une augmentation des risques pour la santé aurait un effet important sur leurs plans de voyage. Cela dit, quand on leur demande à brûle-pourpoint quel genre d'information ils recherchent au moment de planifier un voyage, très peu de voyageurs mentionnent de l'information sur la santé. Cela laisse entendre que si de grandes proportions de voyageurs recherchent effectivement ce genre d'information, ce n'est pas pour eux une priorité de premier ordre et cette catégorie d'information n'est pas fortement en demande. Le sondage lui-même pourrait avoir produit un biais de désirabilité sociale et incité les répondants à dire qu'ils recherchent de l'information sur la santé des voyageurs. Les répondants affirment aussi dans des proportions très élevées qu'ils possèdent ou se procurent une assurance-voyage, ce qui semble être également exagéré.

Normalement, les voyageurs préparent leur voyage et font leurs réservations longtemps à l'avance, ce qui leur laisse amplement la possibilité de se renseigner sur les risques qu'un pays étranger peut présenter pour la santé et d'y réagir en prenant les précautions nécessaires. Internet est la méthode la plus fréquente de faire de la recherche en vue d'un voyage (et, dans une moindre mesure, de faire ses réservations). L'occasion est donc bonne de faire connaître Internet en tant que source d'information sur la santé en voyage à ceux qui préparent en ligne leur voyage, et de leur faire mieux connaître certains sites Web qui offrent cette information. Ce groupe particulier trouve justement que le gouvernement fédéral est digne de confiance comme source d'information sur la santé en prévision d'un voyage. Les internautes s'attendent aussi à obtenir du gouvernement toute une gamme de renseignements dont des avis de sécurité et de l'information portant sur les risques et les précautions. Ceux qui comptent davantage sur les agents de voyage ont plus tendance à les voir aussi comme leur source d'information sur la santé en voyage. Pour ces voyageurs, des campagnes plus générales de sensibilisation du public qui mettraient l'accent sur la nécessité de faire une recherche préalable pourraient être plus efficaces. Tel pourrait être le cas, notamment, des voyageurs québécois qui semblent compter davantage sur les agents de voyage. Le milieu des professionnels de la santé semble être une source auprès de laquelle on s'adresse pour des conseils de santé relatifs à un voyage, et la plupart la qualifient de digne de confiance.

Même si ce n'est pas tout le monde qui obtient en ligne des renseignements de voyage touchant (entre autres) la santé, l'accès à Internet ne constitue pas normalement un obstacle. Les personnes qui n'y ont pas accès sont relativement peu nombreuses à dire que cela les empêche d'obtenir l'information dont elles ont besoin pour planifier un voyage. Pour trouver des sites Web, la plupart des gens ont recours à un moteur de recherche comme Google et tapent toute une gamme d'expressions (en général raisonnables et logiques) dans le but d'obtenir un grand nombre de sites. Les personnes les plus portées à se servir d'Internet pour se renseigner sur les questions de santé en voyage sont aussi les plus susceptibles d'affirmer que le gouvernement fédéral est une source d'information évidente dans ce domaine, et la majorité des voyageurs croient que le gouvernement fédéral a un rôle important à jouer pour ce qui est de fournir ce genre d'information. Le milieu des professionnels de la santé est également jugé le plus digne de confiance, et les sites Web de Santé Canada et de l'ASPC constituent le choix à faire.

Les voyageurs accompagnés de personnes vulnérables sont les plus disposés à entendre parler d'information sur la santé en voyage étant donné qu'ils sont, d'ordinaire, les plus inquiets. Les voyageurs sans doute les plus difficiles à atteindre sont ceux qui « retournent chez eux ». Ce sont des Canadiens ayant immigré au Canada à l'âge adulte, qui entretiennent encore des liens étroits avec leur pays d'origine et qui y retournent souvent pour rendre visite à des amis ou des membres de la famille. Ils sont les moins inquiets des risques pour la santé et peuvent être difficiles à convaincre de la nécessité de se renseigner à l'avance sur les questions de santé en voyage.

Fournisseur : Les Associés de recherche EKOS

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Date d'attribution du contrat : 17/03/2008

Pour de plus amples renseignements sur cette étude, prière d'adresser un courriel à por-rop@hc-sc.gc.ca

1. INTRODUCTION

1.1 STUDY BACKGROUND

Overseas travel by Canadians is increasing. In the first quarter of 2006 a new record was set for the number of trips to overseas countries – over two million overnight trips. The most frequently visited countries (excluding the US) were Mexico, Cuba, Dominican Republic, the United Kingdom and France. Canadians are making overseas trips for business reasons, tourism, international aid and, increasingly, to visit friends and family in their native country. The Internet is becoming a key source of travel information, with many travellers using the Internet for travel-related purposes – most often to research travel costs; accommodation; destinations; weather; and transportation and also to purchase travel products.

As part of its mandate to protect the health and safety of all Canadians, the Public Health Agency of Canada (PHAC) Travel Health Website issues Travel Health Notices – on its website and list services by telephone, fax, e-mail or mail upon request. The PHAC Travel Health Website is the most visited site at PHAC. There are three types of travel health notices:

Level 1: When there are health risks, either posed by an infectious disease or condition, only to the Canadian traveller; there are no potential implications for the non-travelling Canadian population.

Level 2: When there are high level of health risks or risks with elements of uncertainty to the Canadian traveller; they may recommend postponement of all non-essential travel to the destination of concern

Level 3: When there are high health risks for both the Canadian traveller and the general Canadian population. They would outline travel restriction or recommend the suspension of all travel to or from the area of concern.

The purpose of this research is to generate information about Canadians' knowledge and perceptions of travel health. These data will inform an overarching PHAC travel health communications strategy, including the types of products and tools developed, as well as to update PHAC's Travel Health Website to ensure it is meeting travellers' needs.

1.2 METHODOLOGICAL APPROACH

The survey includes a sample of 2,206 completed interviews with Canadians (Canadian citizens and permanent residents who are 18 years of age and older) who have travelled outside of the

United States or Canada in the past or intend to travel outside this area in the future¹. This represents 65 per cent of Canadian households (with the other 35 per cent being screened out as non-eligible to participate in the survey). This size of sample carries with it a level of precision of +/-2.1 per cent for the sample overall, at a .05 confidence level (i.e., 19 times out of 20). The margin of error is typically between five and eight per cent in most sub-groups that are isolated in the analysis (e.g., region, age, economic status, born outside of Canada).

In sampling the broader general public, EKOS relies on Survey Sample, produced by ASDE in Gatineau. The software uses the most up to date directories as they become available and is updated quarterly. It samples by Random Digit Dial (RDD) methodology and checks its samples against published phone lists to divide the RDD into "Directory Listed" (DL) and "Directory Not Listed" (DNL) RDD components. The software allows the researcher to set the tolerance level for DNL numbers to an acceptable risk level. The flexibility of this software allows you to sample nationally or within specific provinces, regions or cities. You can sample according to population representativeness or stipulate stratification parameters, as required.

The questionnaire addressed the following areas in a 17 minute survey instrument:

- attitudes, awareness and knowledge levels around travel health issues;
- personal health risks relating to travel;
- current methods used for accessing travel health information;
- where Canadian travellers seek travel health information;
- where and how Canadians would prefer to obtain travel health information and determining preferred content;
- current level of concern when travelling internationally;
- current travel health behaviours;
- what Canadian travellers preferences are regarding the role of government in this area; and,
- demographic variables (sex, age, education, travel experience).

Prior to the conduct of the survey, the survey instrument was tested with 30 (15 in English and 15 in French) in iterations, with changes being made after the first five to ten and then again after 10 interviews, to ensure that any changes were addressing particular issues experienced in the interviews. These related to small wording changes and skip logic.

¹ Data were not weighted to represent a larger population due to the unknown characteristics of those in the population who travel.

At the beginning of each interview the interviewers:

- informed the participants that he or she is a consultant hired by the Public Health Agency of Canada to carry out the survey;
- informed the participants of the reasons why the survey is being conducted;
- informed the contacted individuals that participation in the survey is voluntary;
- informed the respondent that the survey is registered with the National Survey Registration System;
- informed the individual of the length of the survey; and
- obtained verbal agreement by the individual before beginning the survey.

The survey instrument can be found in Appendix A.

The survey data were collected over a two-week period between March 26 and April 11, using standard monitoring and call-back techniques. A response rate of 20 per cent was obtained in the collection of the survey sample. Appendix B presents details of this calculation.

Readers should note that sub-group differences are described in this report for a particular segment only when they were statistically different from the rest of the sample and they are judged to be substantively significant. Detailed tables of results for all segments reviewed in the analysis (along with statistical testing) can be found in Appendix C – under separate cover).

It is also useful for readers to understand that the base for the survey is all Canadians 18 years of age or older who indicated that they had travelled in the past or intend to in the future (n=2206). There are two other bases that are often referred to in various parts of the report. Those who have ever travelled in the past included 2,005 of the 2,206 cases and were asked questions about what they have done in the past. A third base often referred to is the 1,961 cases who have travelled in the past five years and/or intend to travel in the next three years. Readers should be mindful of the base used in interpreting the results. Throughout the report the following labels will be used to refer to these two different bases:

- All travellers (n=2,206) – past travellers and intenders (ever);
- Past travellers (n=2,005) – past travellers (ever); and,
- Recent travellers (n=1,961) – past travellers, last five years, and intenders, next three years.

2. TRAVEL EXPERIENCE AND TRIP PLANNING

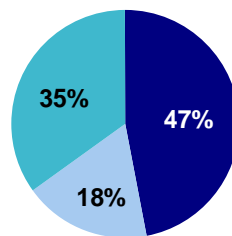
This chapter provides a brief profile of travellers' behaviour, including the frequency of travel, length and purpose of trips, typical travel companions and destinations.

2.1 TRAVEL BEHAVIOUR

Among all Canadians (approached for the survey), two in three (65%) said that they have either travelled in the past or intend to travel in the future. Roughly one in three Canadians (35 per cent) have not travelled in the past nor do they intend to in the near future. Given the nature of the current survey, these Canadians (who have not and do not expect to travel) were excluded from further questions and are not represented in the sample. Of those Canadian travellers included in the survey, two-thirds have travelled outside of Canada and the United States within the past five years and the remainder (who travelled prior to five years ago or intend to travel outside of Canada and the United States in the future. That is, of all Canadians 47% have travelled in the past five years and 18 per cent have travelled before that or intend to. Readers should note that the results portrayed in this chart are based on the 3,415 Canadian households asked the set of two screening questions. Of these, 2,206 qualified and completed a questionnaire (therefore subsequent results throughout the report are based on a sample of 2,206 cases labelled as "all travellers").

Travel Behaviour: Last Five Years/Next Three Years

"Have you travelled ... within the past five years/do you think that it is likely that you will travel outside of Canada and the US within the next three years?"



- Travelled past 5 years
- Travelled prior to 5 years ago or intend to in future
- Neither

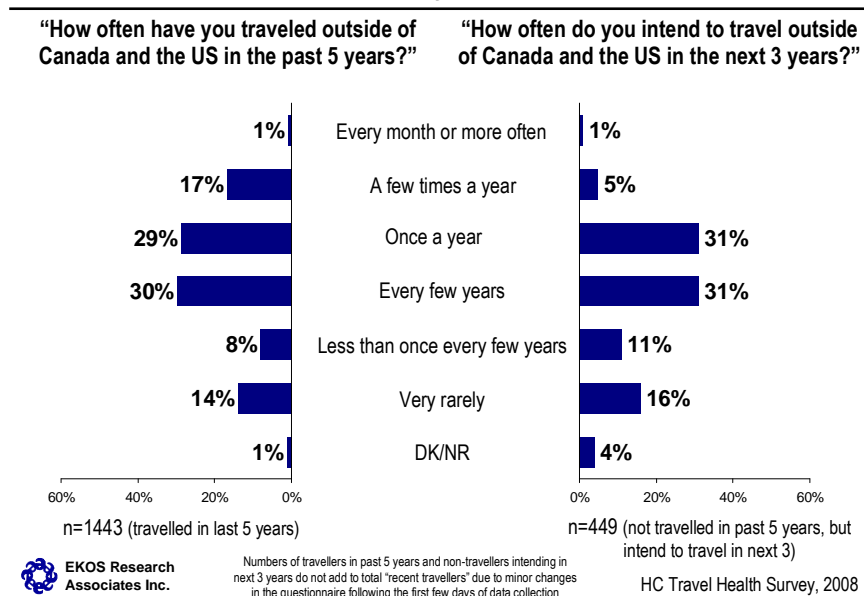
- Among all travellers, those in Ontario and British Columbia are more apt than those in other regions to have travelled outside of Canada and the US in the past five years. Individuals in the Atlantic provinces are least likely to have.
- Individuals age 55 and over are more likely to have travelled in the last five years, in addition to those without dependant children under age 18.
- The propensity to have travelled (or intend to travel) increases with individuals' income and level of education.
- Men are more apt than women to indicate they intend to travel in the next three years.
- Immigrants who came to Canada as adults are more likely than those who came as a child to plan to travel outside Canada and the US in the next three years.

2.2 TRAVEL FREQUENCY

Of the two-thirds of travellers in the survey sample who have travelled outside of Canada and the United States within the past five years, most travel once a year (29 per cent) or once every few years (30 per cent). Frequent travellers include 17 per cent who travel internationally a few times a year, and one per cent who travel every month or more. One-quarter travel relatively infrequently; less than once every few years (eight per cent) or even more rarely (14 per cent).

Among those who have not travelled in the past five years, but intend to do so within the next three years, three in ten intend to travel once a year (31 per cent) or once every few years (31 per cent). These intenders are likely to travel less than those who are already travelling outside of Canada and the United States, with five per cent planning to travel a few times a year and one per cent who indicate they will travel every month or more. One in ten plan to travel less frequently; less than once every few years (11 per cent), or very rarely (16 per cent).

Frequency of Travel



- Frequency of travel is higher among those travelling for business, men and the university-educated, relative to other travellers. Among immigrants and those individuals who immigrated to Canada, it is those who came to Canada as adults who travel more often.

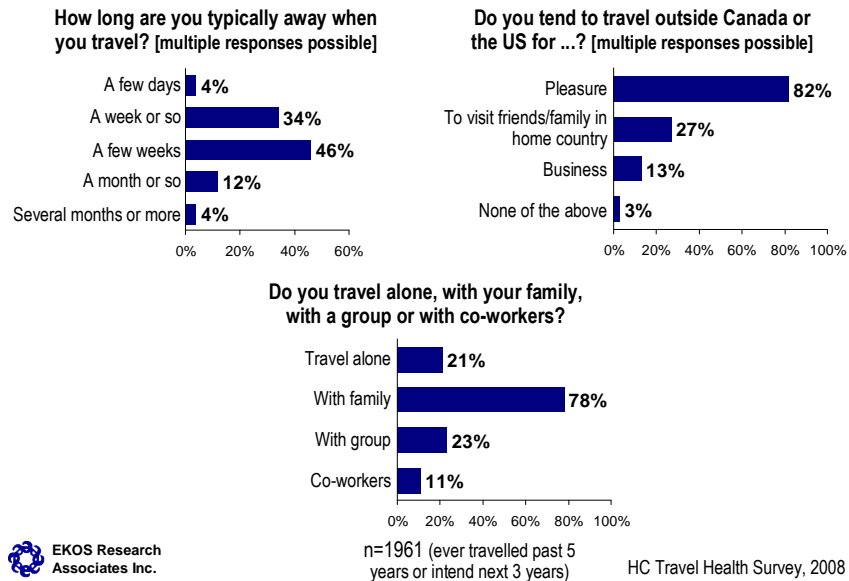
2.3 PROFILE OF TYPICAL TRIP

One-third of the recent travellers asked is typically away (or would expect to be away) for a week or so at a time. Just under half, 46 per cent, are away for a few weeks during a trip. Twelve per cent expect to or are typically away for a month or so, and four per cent would be away for several months or so.

The majority of recent travellers tend to travel outside of Canada and the United States for pleasure (82 per cent). Over one-quarter (27 per cent) tend to or would expect to travel to visit friends and family in their home country. Thirteen per cent travel internationally for business.

Over three-quarters of recent travellers (78 per cent) travel with family, while one in five either travel alone (21 per cent) or with a group (23 per cent). Eleven per cent travel, or would expect to travel, outside Canada and the United States with co-workers.

Profile of Typical Travel Behaviour



Length of travel:

- Among recent travellers, those travelling or expecting to travel for longer (i.e., a few weeks or longer) are more apt to be residents of Quebec and BC, those over 55 years of age, immigrants to Canada and those who are visiting friends or relatives (VFRs).
- Those travelling or expecting to travel for a moderate period of time (i.e., a week) are more often from the Atlantic and Ontario and younger than 55.
- Also among recent travellers, business travellers are more apt to be away for a few days, while those who travel for pleasure are or expect to be more likely to be away for a week or so.

Purpose of travel:

- Recent travellers born in Canada are more apt to travel for pleasure, while, congruently, those who immigrated to Canada as either a child or adult are more apt to travel to visit friends or family in their home country.
- Since there is a higher concentration of immigrants to Canada who are living in Ontario, it is not surprising to see that Ontario has more recent travellers who visit friends or family in their home country than is the case elsewhere in Canada.
- Men, those age 35-44, and those with a university education are more apt to travel for business.

Travel companions:

- Consistent with those typically travelling for business, men, those aged 35-44, and those with a university education who are recent travellers are more apt to travel with co-workers.
- Recent travellers from the Prairies are more apt to travel with family.
- Among recent travellers, immigrants who came to Canada as an adult, followed by those who came as a child, are more apt than those born in Canada to travel alone.

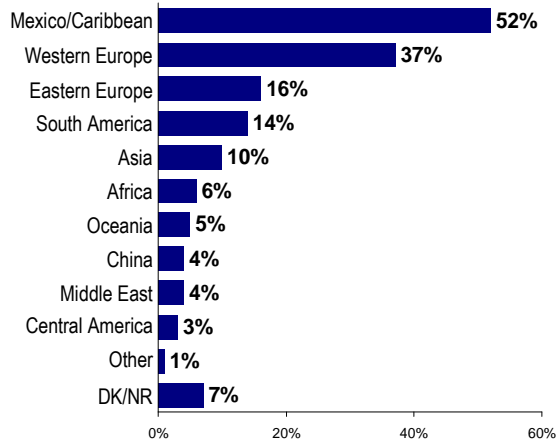
2.4 TRAVEL DESTINATIONS


Just over half of those who have travelled outside of Canada and the United States within the last five years have travelled to Mexico or the Caribbean (52 per cent). This is followed by over one-third (37 per cent) who have travelled to Western Europe. Sixteen per cent have travelled to Eastern Europe, while 14 per cent have ventured to South America. One in ten had travelled to Asia (10 per cent). Other destinations include Africa (six per cent), Oceania (five per cent), China (four per cent), the Middle East (four per cent), and Central America (three per cent). Seven per cent do not recall or did not disclose where they have travelled in the last five years.

- Recent past travellers from British Columbia are more apt than those from other regions to travel to China or Asia. Those from Quebec are more apt to travel to South America than those in other regions.
- Men, along with those with a university education and those who travel for business, are more apt to travel to Eastern Europe, Western Europe, and Asia than women, those with less than university education, or those who travel for pleasure.
- Immigrants who came to Canada as an adult are more apt than those who came as a child or were born in Canada to travel to China, Asia, or the Middle East.

Travel Destinations

“Where have you traveled outside of Canada and the US in the last five years?”



 EKOS Research
Associates Inc.

n=1443 (travelled in last 5 years)

HC Travel Health Survey, 2008

3. SOURCES OF INFORMATION – TRIP PLANNING

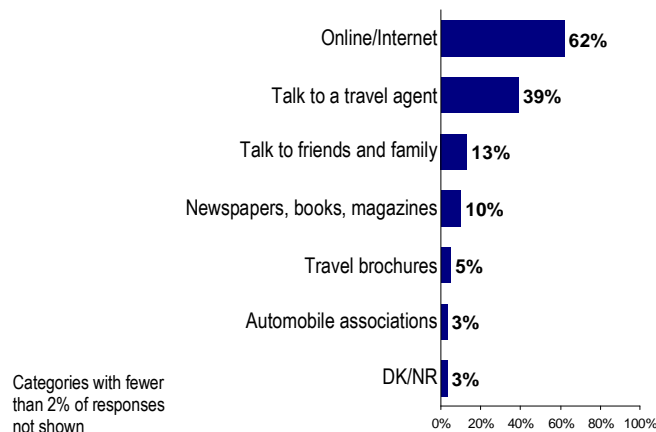
The following is a discussion of travellers' sources of information when they are planning a trip and extent of advance planning, with more detailed information on the use of online sources for trip planning.

3.1 TRIP PLANNING

When planning a journey outside of Canada and the United States, past travellers have most often looked for information online; about six in ten (62 per cent) use the Internet for trip planning. Four in ten (39 per cent) talk to a travel agent. Roughly one in ten talk to friends and family (13 per cent) or consult newspapers, books, and magazines for information when planning a trip (10 per cent). Five per cent consult travel brochures and a further three per cent look for information through their automobile association. A variety of other sources are used to a minor extent, including the library, through work, government sources, health organizations, and tour or travel companies.

Sources of Information for Planning Trip

“Can you tell me, when you are planning a trip outside of Canada and the US, where do you typically look for information?”



Categories with fewer than 2% of responses not shown

EKOS Research Associates Inc.

n=2005 (ever travelled)

HC Travel Health Survey, 2008

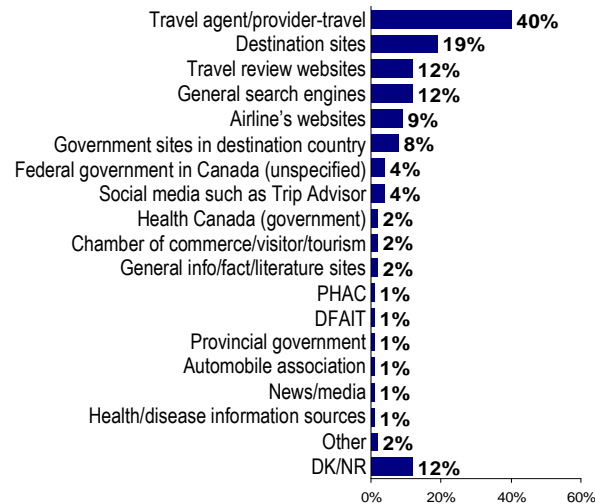
- While a top source across the country, the Internet is particularly popular with past travellers from British Columbia. Even though a second source overall, those in Quebec are more likely to talk to a travel agent.
- Younger people who have travelled in the past, especially those under age 45 and those with children under age 18, are more apt to consult online sources of travel information. Those age 55 and over are more likely than other age groups to talk to a travel agent regarding trip planning.
- The propensity to obtain information online increases with income and education.


3.2 USE OF WEBSITES

Among past travellers who consult the Internet for information when planning a trip, four in ten (40 per cent) are visiting travel agent websites. A further one in five (19 per cent) are visiting destination sites. Twelve per cent each use travel review websites or general search engines when planning their trip, while a further nine per cent go directly to an airline's website. Government websites are used to a lesser extent, including that of the destination country (eight per cent) or a Government of Canada website (four per cent) (which increases to eight per cent when other mentions of federal government websites such as Health Canada, PHAC and DFAIT are pooled). Social media websites such as Trip Advisor (four per cent) are consulted, along with Health Canada, Chamber of commerce/visitor/tourism, and general information or literature sites (two per cent each). Considering the multitude of travel content on the internet, it is not surprising that a variety of other websites are mentioned, including, Public Health Agency of Canada (PHAC), Foreign Affairs and International Trade Canada (DFAIT), provincial government sites, automobile associations, news and media, and health or disease information sources (all one per cent each).

Type of Websites Used for Planning Trip

“What type of websites do you typically visit?” [multiple responses possible]



 EKOS Research Associates Inc.

n=1304 (use websites to find travel information)

HC Travel Health Survey, 2008

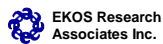
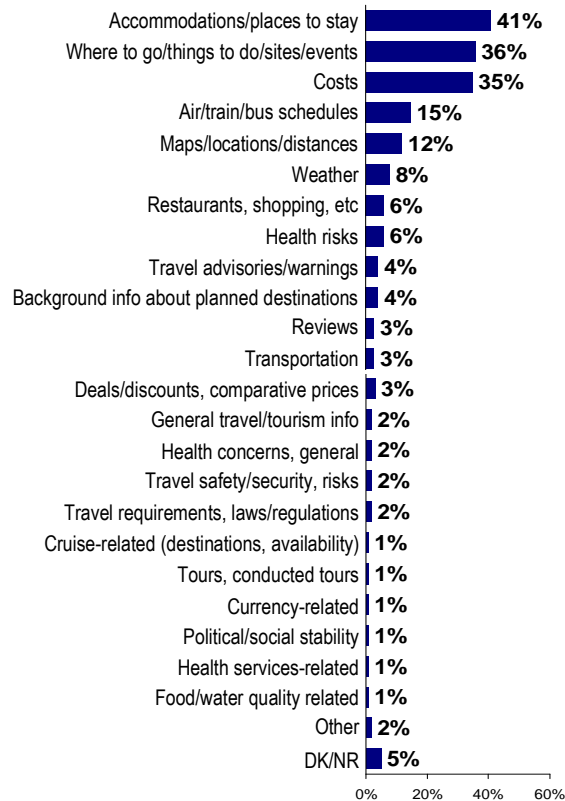
- Those Quebecers who have travelled in the past and sought information online information are more likely than their counterparts in other regions to visit travel agent websites. As indicated previously, Quebecers were also more apt to visit travel agencies in person.

When sourcing online travel information, those who have travelled in the past are typically pursuing three main types of information. Two in five (41 per cent) are looking for information regarding accommodations or places to stay, 36 per cent seek ideas on where to go/things to do/sites/events at their travel destination, and another one-third (35 per cent) look for information regarding costs for travel planning. Fifteen per cent look for information on schedules and a further 12 per cent search for maps, locations, and distances pertaining to their trip. Eight per cent look for information regarding the weather, while six per cent each seek information on restaurants and shopping. Six per cent mentioned looking for information on health risks relevant to their foreign travel destination and another four per cent seek information on travel advisories or warnings (total health-related responses increases to 12 per cent of all mentions when similar responses are pooled).

To a lesser extent, past travellers search the Internet for information on travel advisories and warnings, background information about their planned destinations (four per cent each), reviews relating to their trip, transportation, and discounts or price comparisons (three per cent each). A scattering of other mentions include: general travel or tourism information, general health concerns, travel safety or security risks, travel requirements and regulations, cruise related travel, tours, currency related, political stability of destination, health services related, and food or water quality issues of their travel destination.

Type of Information on Websites for Planning Trip

“What type of travel information are you typically looking for when you search it?”



n=2005 (ever travelled)

HC Travel Health Survey, 2008

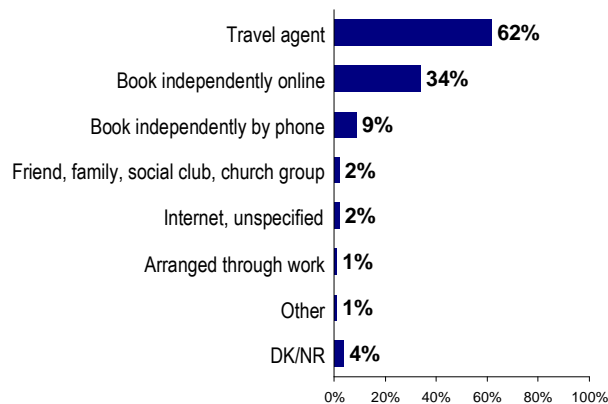
- Past travellers from Quebec are more apt than those in other regions to look for information on health risks or other information related to costs, maps, restaurants and shopping, and weather. Those in British Columbia are more likely to look for information on transportation schedules.
- Past travellers who were born in Canada are more apt to look for information on accommodations or places to stay than those who came to Canada as a child or adult.
- Those who have travelled in the past to two or more foreign destinations in the past five years, along with those travelling for pleasure, are more likely to visit websites regarding where to go/things to do/sites/events.

3.3 BOOKING TRAVEL

When booking travel for destinations outside of Canada and the United States, past travellers typically go through a travel agent. Six in ten (62 per cent) book through a travel agent, while over three in ten (34 per cent) book independently online. The remainder book independently by phone (nine per cent), make arrangements through friends, family, social club or church group (two per cent), generally through the Internet (two per cent), or have their travel arranged through work (one per cent).

Method of Making Travel Arrangements

“How do you typically make your travel arrangements when traveling outside of Canada and the US?”



EKOS Research
Associates Inc.

n=2005 (ever travelled)

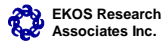
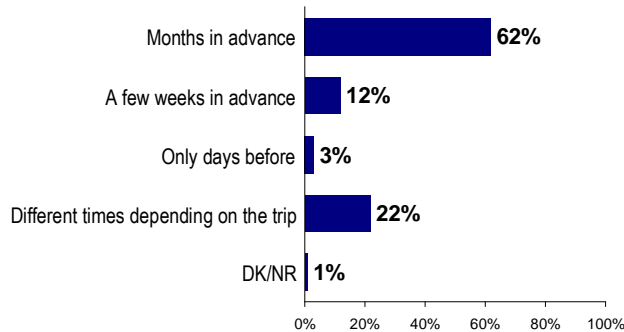
HC Travel Health Survey, 2008

- Past travellers who are residents in Quebec are more apt than those in other regions to book travel through a travel agent.
- Women, along with travellers age 55 and over, are more likely to make travel arrangements through a travel agent.
- Younger past travellers (especially those age 35 and under), travellers with university degrees, along with those with higher income (\$60,000 and over), all have a greater propensity to make their travel bookings independently online.
- Frequent past travellers (at least once per year), along with those who have travelled to two or more destinations in the past five years, are also more apt to make their travel bookings online.

Past travellers tend to book their trip months in advance. Six in ten book months in advance, while twelve per cent book their trip a few weeks in advance and a small proportion (three per cent), book their foreign travel only a few days before. For twenty two per cent of travellers, bookings are done at different times depending on the trip.

Advance Booking for Trips

“How far in advance do you tend to book your trips?”



n=2005 (ever travelled)

HC Travel Health Survey, 2008

- Past travellers from the Prairies are more likely than those in other regions to book their trip months in advance. Those in Quebec tend to book weeks in advance. Foreign travellers from British Columbia and Ontario book their travel at different times depending on the trip.
- Older past travellers (age 55 and over) are more apt than younger travellers to book their travel months in advance. Additionally, those who go away for a few weeks or more at a time tend to book months in advance.
- Those who travel for less than a week at a time have travelled to two or more destinations in the past five years, and those who travel for business are all more apt to book their travel at different times depending on the trip.

4. CONCERNS ABOUT ILLNESS/ INJURY AND HEALTH INFORMATION

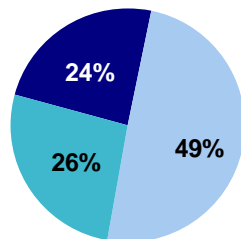
This section reports on findings related to travellers' perceptions of travel health risk, the precautions they have taken in their previous travels and the factors they see as important in assessing risk. There is a further discussion of the extent to which travellers have sought information related to travel health risk in the past.

4.1 ASSESSING TRAVEL HEALTH RISKS

One-quarter (26 per cent) of all travellers surveyed have a strong concern about the possibility of themselves or someone in their party getting sick or injured while travelling outside of Canada and the United States. About one-half (49 per cent) are somewhat concerned, while another one-quarter (24 per cent) are not concerned about the possibility of sickness or injury while in a foreign country.

Extent of Concern About Sickness/ Injury While Travelling

“How much of a concern is the possibility of you or someone else in your party getting sick or injured while you are traveling outside of Canada and the US?”



- Not a concern (1-2)
- Somewhat (3-5)
- Strong concern (6-7)

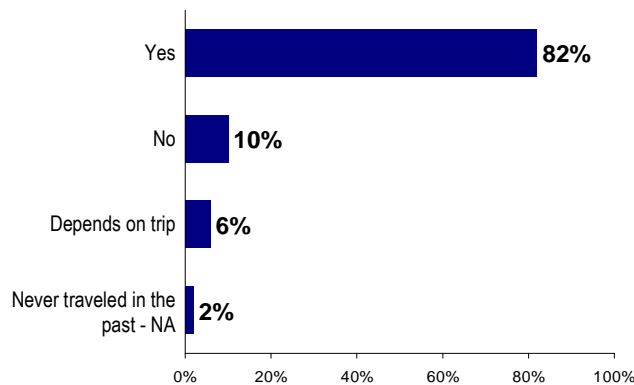
- Among all travellers, those from Quebec are more apt than those in other regions to indicate that sickness or injury is not a concern. Men are also more likely than women to indicate no concern.
- Older individuals (age 55 and over), and high risk travellers (those typically in a travel party that includes small children, the elderly, pregnant women, and/or people with a chronic medical condition), are more likely to have a strong concern about someone in their party becoming sick or injured.
- Travellers who plan their trip a few weeks in advance are more apt to indicate that sickness or injury is not a concern than those who plan months in advance.

4.2 TRAVEL HEALTH INSURANCE

The majority of past travellers typically have or obtained travel health insurance. Eight in ten (82 per cent) indicate they have secured travel health insurance, while one in ten (10 per cent) indicate they typically do not. For another six per cent, the perceived need to obtain health insurance depends on the trip.

Travel Health Insurance Coverage

“When planning a trip do you typically have or obtain travel health insurance?”



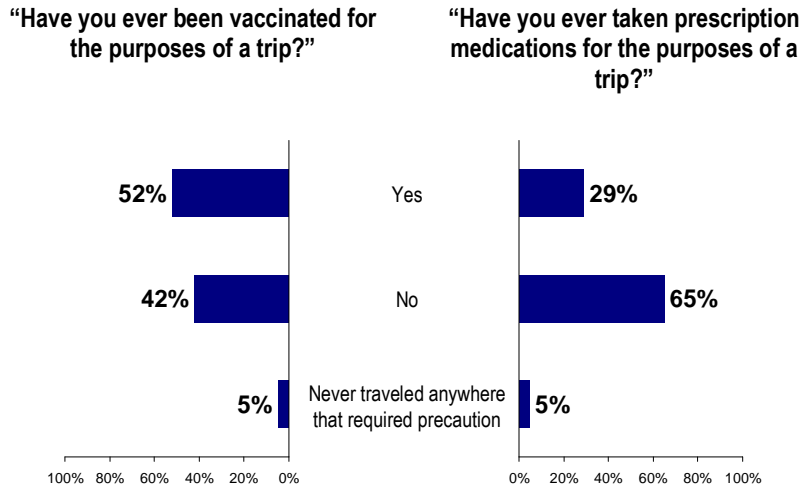
- Among past travellers, men are less apt than women to typically have travel health insurance (79 per cent of men compared to 83 per cent of women).
- Younger past travellers (age 35 and younger) are less likely to acquire health insurance, while those age 55 and over are more apt to say they typically do.
- Past travellers born in Canada are more likely than those who came to Canada as a child or adult to have or purchase travel health insurance (84 per cent of those born in Canada have or purchase travel health insurance, compared to 79 percent of those who came to Canada as a child and 69 per cent who came to Canada as an adult).
- Those travelling for pleasure in the past are more apt than those travelling for business or to visit family and friends to typically have or obtain travel health insurance (87 per cent of those travelling for pleasure have or obtain insurance compared to 78 per cent of those travelling for business and 76 per cent who travel to visit family or friends).
- Those who have a strong concern about someone in their party becoming sick or injured are more likely to have obtained travel health insurance.
- Travellers who use an agent to plan or book, along with those who use some other source for travel planning, are more apt to have or obtain insurance.
- Individuals who book months in advance are more likely than those who book only a few weeks in advance to have or obtain travel health insurance.
- Additionally, those who have had a vaccination for travel purposes are more apt than those who have taken no precautions to have or obtain insurance.

4.3 TRAVEL VACCINATIONS AND MEDICATIONS

Fifty-two per cent of recent travellers (who have travelled in the past five years or intend to in the next three years) have received a vaccination for the purposes of a trip, while 42 per cent have not. Another five per cent indicate that they have never travelled to a destination that required a vaccination.

Far fewer of these recent travellers have taken prescription medications than have received a vaccination for the purposes of a trip. Three in ten have taken prescription medications for the purposes of a trip. Again, five per cent have never travelled anywhere that required a prescription medication.

Vaccination/Prescription Medications for Travel



EKOS Research
Associates Inc.

n=1961 (ever travelled past 5 years or
intend next 3 years)

HC Travel Health Survey, 2008

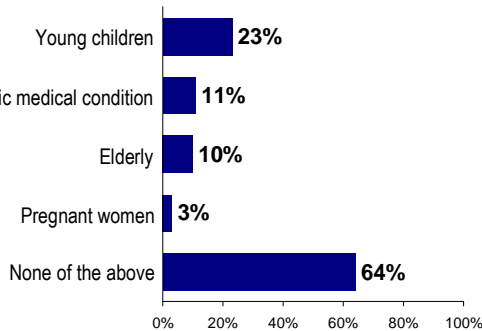
- Younger recent travellers (age 35 and younger) are more likely to say that they have never been vaccinated or taken a prescription for the purposes of a trip, while those age 55 and over are more apt to have done both.
- The propensity to have been vaccinated for a trip increases along with income and education, in addition to the number of destinations an individual has travelled to in the past five years.
- Those recently travelling for business or pleasure are more apt to have been vaccinated than those who are travelling to visit their home country. Only those who have travelled for business are more likely to have taken prescription medications for the purposes of a trip.

4.4 TRAVELLING WITH VULNERABLE INDIVIDUALS

As a measure of potential health risk, past travellers not travelling for business were asked if they typically travel with any members who may be more vulnerable to illness or injury. Over one in five (23 per cent) typically travel with young children. One in ten travel with people with a chronic medical condition (11 per cent) or with someone who is elderly (10 per cent). Three per cent have travelled with someone who is pregnant. Nearly two-thirds indicated they do not typically travel with any vulnerable party members. Those who typically travel with vulnerable members in their party have been identified as high risk travellers for the purposes of this study and the related sub group analysis.

Vulnerable Members in Travel Party

“Are there typically any members of the party that are young children, elderly or pregnant women or people with a chronic medical condition, ailment or injury?”



n=1655 (travellers, excluding those travelling alone/for business)

HC Travel Health Survey, 2008

- Those living in the Prairies are more apt than those in other regions to travel with people with a chronic medical condition (they were also more apt to travel with family). Those in Quebec are less likely to indicate that they typically travel with any vulnerable members.
- As would be expected, travellers age 44 and under are more likely to typically travel with young children, while those age 55 and over are more apt to indicate they travel with elderly members, people with a chronic medical condition, or to travel with no vulnerable members at all.

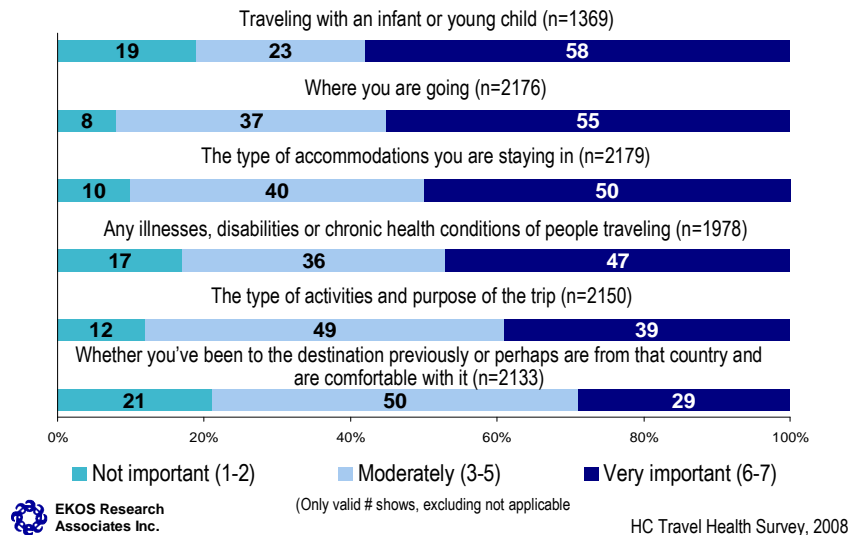
4.5 FACTORS IN ASSESSING TRAVEL HEALTH RISK

When asked about the importance of a number of factors in assessing the level of health risk (from sickness or injury) when travelling, the most important factor among travellers for whom the situation is applicable is found to be travelling with an infant or young child. While 37 per cent of all travellers do not feel qualified to comment on the question, over half (58 per cent) of those who do feel this issue is applicable to their situation, feel that travelling with an infant or young child is very important in assessing the level of health risk when travelling. This is followed closely by the travel destination (55 per cent) and type of accommodations the traveller would be staying in (50 per cent). Excluding those who did not consider this element to be applicable to their household, two in five (47 per cent) indicate that any illness, disabilities, or chronic conditions of the people travelling to be a very important factor (with 14 per cent indicating this factor is not applicable to them). Further, 39 per cent indicate that the type of activities and the purpose of the trip

(visiting friends and family, touring, camping, etc.) is a very important consideration. Finally, one-quarter (29 per cent) indicate that it is important to consider whether they have been to the destination previously, or are from that country, and are already comfortable with the destination.

Importance of Factors in Assessing Individual's Travel Health Risk

"How important is ... in assessing an individual's level of health risk when traveling?"



- Women are more apt than men to indicate that all six factors are very important.
- Past travellers who are typically away for less than one week at a time are more likely to say that the type of accommodations they are staying in is a very important consideration.
- Older individuals (age 55 and over), those with lower income (\$40,000 and under), along with those identified as being within this high risk travel group are all apt to say that any illness, disabilities, or chronic health conditions is an important factor in assessing the level of health risk when travelling.
- Not surprisingly, those with children under age 18, along with younger individuals in general (age 44 and under), are more likely to indicate that travelling with an infant or young child is a very important factor to assess.
- Immigrants to Canada (whether as a child or an adult) are more likely to consider whether they have been to the destination previously as very important in assessing health risks when travelling.

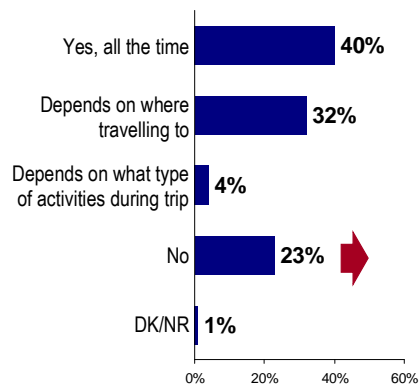
4.6 LOOKING FOR TRAVEL HEALTH RISK INFORMATION

Of past travellers, four in ten (40 per cent) typically look for information all the time about the health risks from illness or injury associated with a particular destination when planning their travel. A further one-third (32 per cent) look for information some of the time, depending on where they are travelling to, and another four per cent will look for information depending on the type of activities they will participate in during their trip. Twenty-three per cent do not typically look for information about the health risks associated with a particular destination when they are planning a trip outside of Canada and the United States.

Among past individuals who have not looked for health risk information (or who simply have not travelled internationally in the last five years), three in ten have searched at one time for information about the health risks associated with a particular destination. The majority, 63 per cent, have never looked for travel health risk information, and the remainder (six per cent) declined to answer, indicating that they have never planned a trip.

Looking for Information about Travel Health Risks

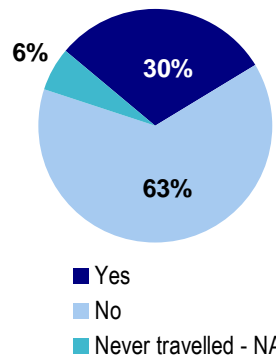
“Do you typically look for information about the health risks from illness or injury associated with a particular destination when you are planning a trip outside of Canada and the US ?”



EKOS Research Associates Inc.

n=2005 (ever travelled)

“Have you ever looked for information about the health risks associated with a particular destination when you were planning a trip?”



n=664 (have not looked for information)

HC Travel Health Survey, 2008

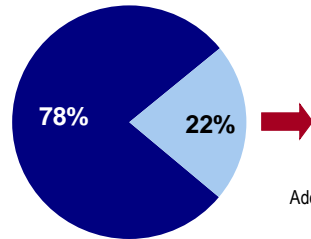
- Past travellers from Quebec are more likely than those in other regions to say they look for information about health risks all the time. Those in the Prairies are more apt to indicate that it depends on their travel destination. Residents of Ontario are more apt to say that they do not typically look for information.
- Women are more apt to always look for information about the health risks associated with a particular destination, while men are more likely to say they never do.
- Past travellers who use a travel agent for planning their trip are more apt than those planning online or through some other method to always look for health risk information regarding their destination when planning a trip.
- Those who have received a vaccination for travel purposes are more likely than those who have taken medication or no precaution at all to typically look for travel health risk information.
- The propensity to look for information about health risks increases along with the level of concern a traveller has about someone in their party becoming sick or injured.

When these are combined, looking at the overall population, three-quarters of all travellers (who have travelled or intend to travel) have looked for information about the health risks associated with a particular destination when planning a trip (either typically or ever). Of the 22 per cent who have not, the most common reason is that they are in good health and not concerned about illness or injury (32 per cent). One in five (20 per cent) do not look for travel health information because they have confidence in their foreign accommodations. Roughly one in ten indicate that they have lived or visited the destination previously (13 per cent), they feel they are travelling to low risk areas (10 per cent), or have not thought about looking for information on the health risks associated with their destination (eight per cent).

A further seven per cent each indicate that they are not aware of any health-related risks, or alternatively, that they feel they are adequately prepared for health problems. Six per cent indicate they are adequately informed or aware of the health risks, and one per cent do not travel often or have not done so recently.

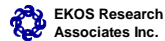
Looking for Health Risk Information for Particular Destination

“Have you ever looked for information about the health risks associated with a particular destination when you were planning a trip?”



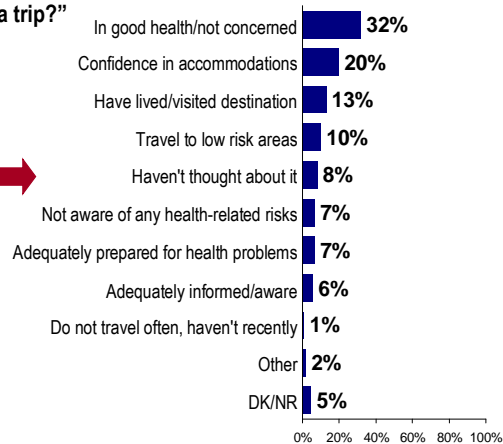
■ Yes
■ No

n=2206



EKOS Research
Associates Inc.

“What is the main reason why not?”



n=342 (have not looked for health risk information)

HC Travel Health Survey, 2008

- Among those who do not look for information regarding health risks, individuals from Quebec are more apt than those in other regions to indicate they have confidence in the safety of their accommodations as their reason why not. Individuals from British Columbia also seem to be more likely to say that they do not seek information because they travel to low risk areas or avoid dangerous destinations (although the number of BC cases for this question is relatively low at 40).
- Those age 55 and over, along with those identified as high risk travellers (those with small children, the elderly, pregnant women, having chronic medical conditions), are more likely to say that they are already adequately prepared for health problems.
- Immigrants who came to Canada as an adult are less apt to seek information because they are travelling to the country they have lived in or visited on many occasions.
- Those who have received a vaccination for travel purposes are more likely than those who have taken medication or no precaution at all to have ever looked for travel health risk information.

5. TRAVEL HEALTH INFORMATION AND DECISION-MAKING

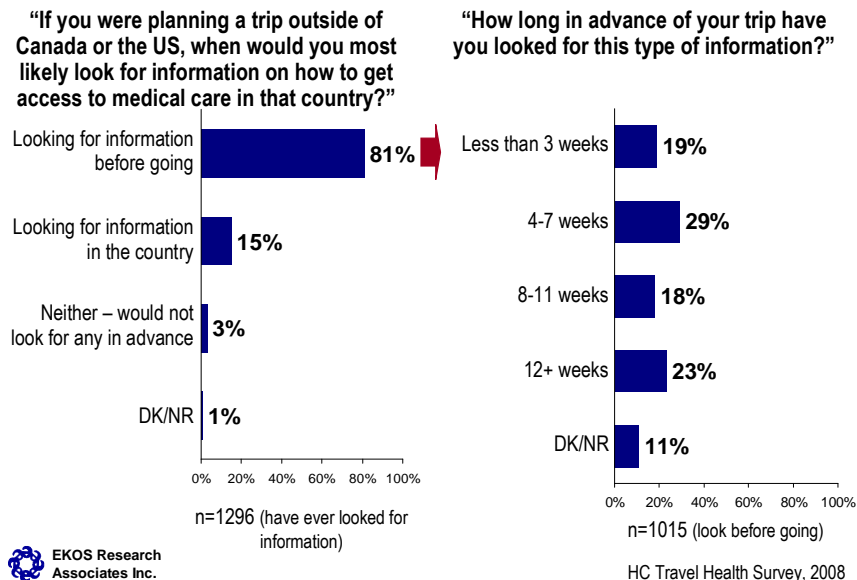
The purpose of this chapter is to examine travellers' intended behaviour with respect to travel health information if they were planning a trip. The section explores extent of advance planning in research travel health, potential for travel health information to influence travel decisions and interest in types of information on travel health.

5.1 ADVANCE PLANNING

If planning a trip outside of Canada or the United States, most (81 per cent) travellers who have searched for information regarding health risks of their destination typically would likely look for information on how to get access to medical care in that country before going on their trip (or they would at least some of the time depending on their destination). A further 15 per cent indicate they would look for information while in the country, and three per cent say they would not look for any information on how to access medical care in advance.

Of those who would look for information about accessing medical care in their destination country before going, one in five look for this information less than three weeks in advance of their trip. Most would look for this type of information considerably further in advance, presenting a good opportunity to assess implications of risk and potential precautions. Twenty nine per cent would search for the information four to seven weeks before their trip, 18 per cent would look eight to eleven weeks in advance, and a full 23 per cent would pursue information on medical care twelve or more weeks in advance. This is consistent with results found in the earlier section on the length of time in advance of trips travel bookings are made where fifteen per cent tend to book their trips a few weeks or less in advance, 62 per cent book months in advance (while the remaining 22 per cent book travel at different times, depending on the trip).

Looking in Advance for Travel Health Information



- Those age 55 and over who have looked for information are more likely than their younger counterparts to look for information on medical care before departing for their travel destination. They are also more apt to look for this information 12 or more weeks in advance.
- Travellers who have a strong level of concern about someone in their party becoming sick or injured are more likely to look for information before going on their trip.

5.2 ADVANCE RESEARCH TO ACCESS MEDICAL CARE

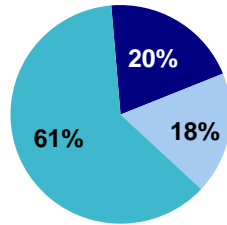
One in five (20 per cent) past travellers always conduct research in advance before going on their trip about how to obtain access to medical care once in their country of destination. Another one in five (18 per cent) have done so at least once. Three in five (61 per cent) have never conducted research on access to medical care.

Excluding anyone who has never looked for information related to health risk when travelling abroad, half of travellers who have searched for information indicate they would tend to look for the information online (50 per cent). Nearly one in five would talk to a travel agent (18 per cent) or a family doctor, nurse, or clinic (17 per cent). One in ten would contact the Canadian government for information about health risk in a foreign country. A variety of other proposed information sources include talking to friends and family (six per cent), through the hotel or resort (five per cent), newspapers/books/magazines and private companies (three per cent each). Two per cent or less mention travel brochures, health-related

service providers, health departments, the World Health Organization, or contact foreign government departments or agencies.

Advance Research on Access to Medical Care at Destination

“Have you ever done advance research before going on a trip about how to get access to medical care once in your country of destination ?”

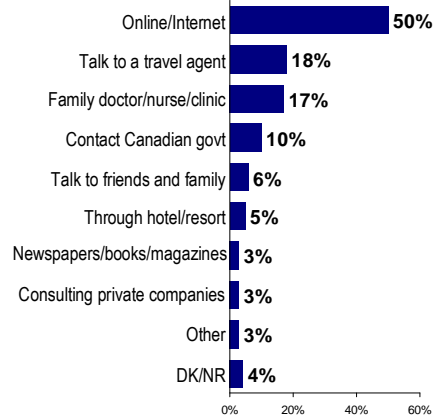


■ Yes, all the time
 ■ Yes, at least once
 ■ No

n=2005 (ever travelled)



“Where would you look for information about health risk in a foreign country if you needed it?”



Only items with 3% or more shown on slide

n=862 (those who have ever looked for travel health information)
 HC Travel Health Survey, 2008

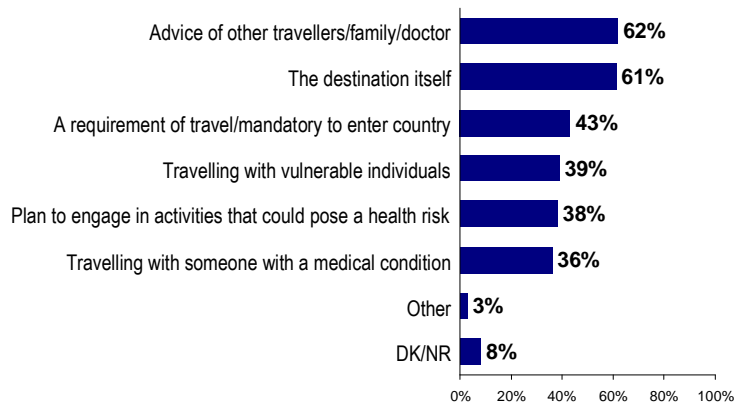
- Past travellers from Quebec are more apt than those in other regions to conduct research in advance on access to medical care all the time. They are also more likely to look for information about health risks from a travel agent.
- Past travellers with a high school education or less are less likely to have ever done research about how to access medical care.
- Younger past individuals (under age 45), and those with higher income (\$60,000 and over), who pursue information regarding health risks are more likely to do so on the Internet.

5.3 FACTORS IN DECISION OF INFREQUENT USERS TO LOOK FOR TRAVEL HEALTH INFORMATION

Six factors were presented to those who typically do not look for travel information, but have looked at one time. For six in ten, the advice of other travellers, family, or doctor (62 per cent), or the destination itself (61 per cent) was important in their decision to look for information about travel health risks. A mandatory travel requirement to enter the country was a factor in the decision to seek information for 43 per cent of this group. Roughly four in ten indicate that they decided to look for information about travel health risks because they would be travelling with vulnerable individuals (39 per cent), they planned to engage in activities that could pose a health risk (38 per cent), or were travelling with someone with a medical condition (36 per cent).

Importance of Factors in Decision to Look for Travel Health Information

“Which of the following were important in your decision to look for information about travel health risks?”



EKOS Research
Associates Inc.

n=200 (those who looked for
health risk information)

HC Travel Health Survey, 2008

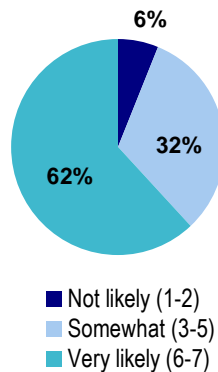
- Travellers age 35 and younger are more likely to look for travel health risk information depending on the destination they are travelling to.
- Those identified in this study as high risk travellers (those with small children, the elderly, pregnant women, having chronic medical conditions) are more apt to look for information about health risks when they were travelling with vulnerable individuals, travelling with someone with a medical condition, or on the advice of other travellers, family, or doctor.

5.4 IMPACT OF HEALTH RISK ON TRAVEL PLANS

Further supporting the importance that Canadian travellers place on potential health risks when travelling abroad, over six in ten of all travellers surveyed (62 per cent) said that they would be very likely to either change their plans or take more steps to prepare for the trip if they were to find information suggesting that there was a higher than average or new health risk. Another one-third would be somewhat likely, and six per cent are not likely to either change their plans or make additional preparations if informed of new or increased health risks in countries or regions that they were planning to visit.

Likelihood of Changing Travel Plans Due to Health Risk

“If you were to find information suggesting that there was a higher than average or new health risk associated with a country or region that you were planning to visit, how likely would you be to either change your plans and go to another area...?”



EKOS Research
Associates Inc.

n=2179

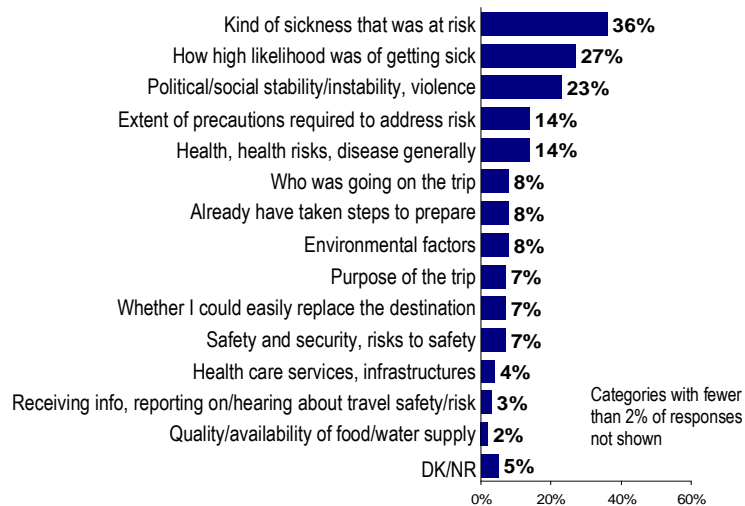
HC Travel Health Survey, 2008

- Women (64 per cent) are more apt to indicate they would be very likely to adjust their plans than men (58 per cent).
- Those age 55 and over (68 per cent) are more likely than their younger individuals, especially those age 35 and younger (54 per cent), to be very likely to change their travel plans.
- The propensity to adjust travel plans in the face of a new or increased health risk increases with the level of concern a traveller has about someone in their party becoming sick or injured.

Of all travellers who were at least somewhat likely to change their destination in light of health risk information, 36 per cent indicate that the kind of sickness that was at risk might influence the decision to change their foreign travel destination. Another one-quarter (27 per cent) indicate that it depends on the likelihood of getting sick. Twenty-three per cent would be influenced by political or social instability or violence in their destination country. The extent of precautions required to address the risk, or general health risks or disease, was cited by fourteen per cent. Potential travel risks would be a factor for eight per cent, depending on who was going on the trip, if they had already taken steps to prepare, or environmental factors. Further, seven per cent would be influenced by factors such as the purpose of the trip, whether they could easily replace the destination, or safety and security risks. Other factors were mentioned by five per cent or fewer.

Influencing Factors in Changing Travel Destination

“What factors might influence your decision to change your destination?”



EKOS Research Associates Inc.

n=2033 (would influence decision)

HC Travel Health Survey, 2008

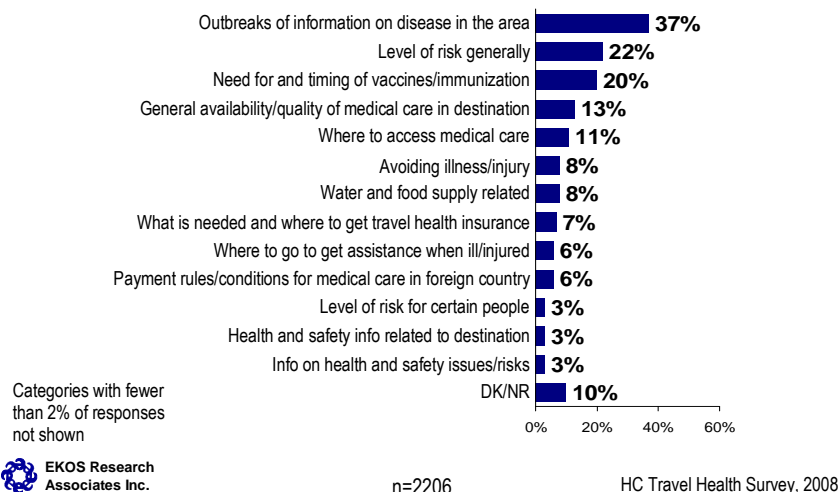
- Congruently, the likelihood of someone getting sick is more apt to influence a change in the travel destination of those who have a strong concern about someone in their party becoming sick or injured.

5.5 INTEREST IN TRAVEL HEALTH INFORMATION

When planning to travel outside of Canada and the US, travellers surveyed offered a multitude of suggestions about the type of health related information they would want to know. Most individuals would want to know information relating to outbreaks of disease in the area (37 per cent), the level of risk generally (22 per cent), or the need for and timing of vaccines or immunizations (20 per cent). Thirteen per cent want information on the availability and quality of medical care in the destination country, while 11 per cent want information on where to access medical care, and eight per cent each want information about how to avoid injury or illness, and water and food supply. Travellers also want information related to travel health insurance (seven per cent), where to go to get assistance when ill or injured, and payment rules or conditions for medical care in the foreign country (six per cent each). Three per cent or less mention such health related knowledge as the level of risk for certain people, health and safety information related to the destination, health and safety issues or risks, illnesses and diseases, social and political stability, health care costs and insurance coverage, insect or animal related, pharmacological issues, environmental information, emergency transportation, and social, economic, or legal factors within the destination.

Desired Travel Health Information

“What kind of health related information would you want to know when planning to travel outside of Canada and the US?”

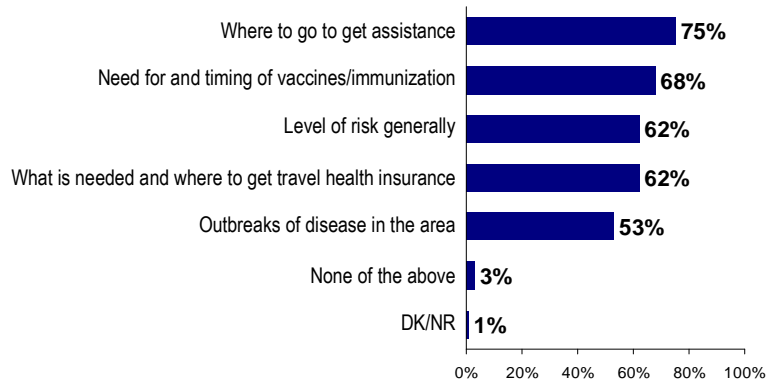


- Among all travellers, those from Quebec are more apt than those from other regions to want information regarding outbreaks of diseases in the area, the level of risk generally, and the need for and timing of vaccines or immunizations.
- Individuals born in Canada are more likely than those who came to Canada as either a child or an adult to want information about the need for and timing of vaccines or immunizations.

Again supporting the importance that Canadian travellers place on the health risks associated with travel, all areas of travel health information tested in the survey were seen as highly interesting. Of the five types of travel health information presented where to go to get assistance is of interest to three-quarters of all travellers surveyed (75 per cent). The need for and timing of vaccines or immunizations is of interest to 68 per cent, while the general level of risk of the travel destination along with what is needed and where to get travel health insurance is of interest to 62 per cent each. Just over half would be interested in information on outbreaks of disease in the travel area when planning to travel outside of Canada and the United States.

Interest in Kinds of Travel Health Information

“Would any of the following kinds of health related information be of interest to you when planning to travel outside of Canada and the US?”



EKOS Research Associates Inc.

n=2204

HC Travel Health Survey, 2008

- Women are more apt than men to be interested in information on where to go to get assistance when ill or injured, what is needed and where to get travel health insurance, and outbreaks of disease in the area.
- Individuals who have not travelled but intend to travel are more interested (than those who have travelled) in information on where to go to get assistance when ill or injured and what is needed and where to get travel health insurance.
- Travellers with a strong concern about someone in their party becoming sick or injured are more apt than those with a lesser concern to be interested in all of the health related information measured.

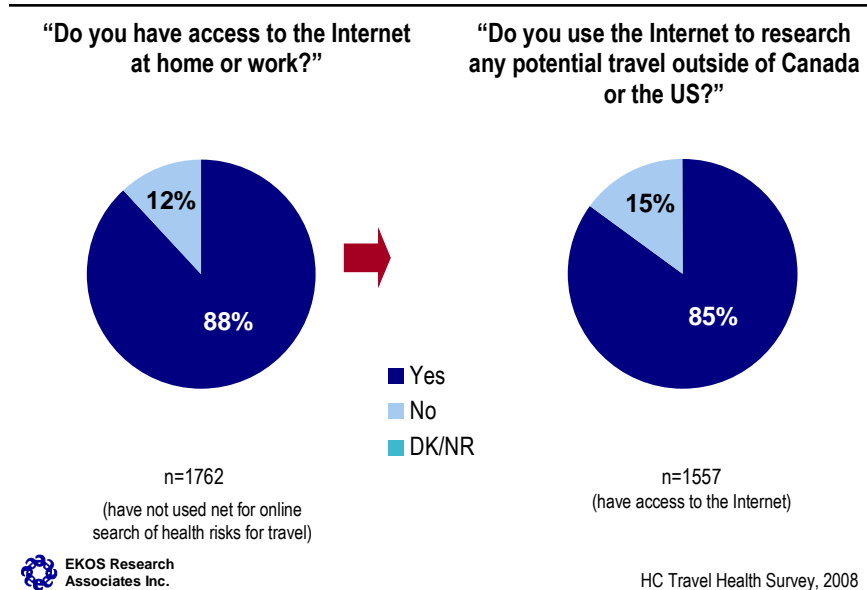
6. USE OF INTERNET FOR HEALTH INFORMATION

The following chapter explores use of the Internet to find information about health risk related to travel abroad, including access to the Internet as a barrier, method of selecting a website and range of websites used.

6.1 INTERNET USE

Access to the Internet is not the barrier for most of those who did not look for information online about health risk in a foreign country. Eighty eight per cent of people who have not already indicated they use the Internet to search for this travel health information state that they have Internet access. Of those who do have access, eighty five per cent say that they do use it to research potential travel outside of Canada and the United States.

Access to and Use of Internet

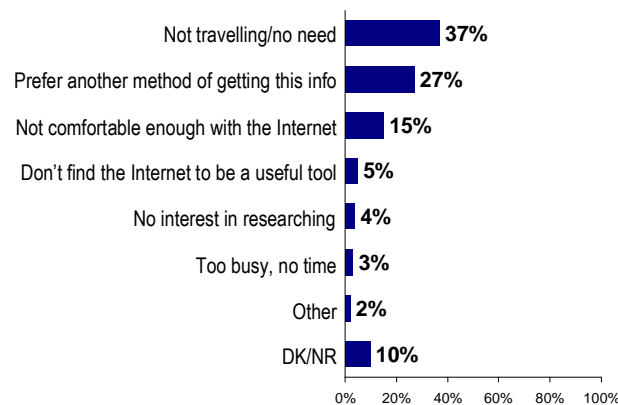


- Those from British Columbia who did not indicate they search online for travel health risks are more apt than those in other regions to have access to the Internet at home or at work, and indicate they use it for travel research when asked, while those from Quebec are less likely.
- The propensity to have access and use the Internet for travel research increases with income and education. Additionally, those under age 55 are more apt to have access at work or at home and use the Internet for potential travel plans.
- Immigrants who came to Canada as adults are less likely than those born in Canada, or came to Canada as a child, to have Internet access.

Of the 15 per cent that do not use the Internet to research any potential travel outside of Canada or the United States, over one-third (37 per cent) said that there is simply no need (i.e., they are not travelling or there is no need to search for information). Another quarter would prefer another method of obtaining foreign travel related information. Fifteen per cent are not comfortable enough with the Internet to use it for travel research and only five per cent do not find the Internet to be a useful tool for this purpose. Finally, four per cent mention that they have no interest in researching, three per cent are too busy to research online, and two per cent cite other reasons. One in ten do not know why they are not using the Internet to research any potential foreign travel which may represent an opportunity to raise the awareness of this segment about using the Net for this purpose.

Reasons for Not Using Internet

“Why is this?”

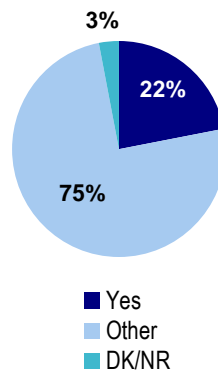


- Consistent with their preference for using a travel agent for booking travel, Quebecers are also more apt than others to prefer a method other than the Internet to get travel information.
- Among those not using the Internet for this purpose, those under age 45 are more likely to say that it is because they are not travelling/no need.

Only one in five (22 per cent) of the small segment without access to the Internet feel that this makes it harder to get health risk information related to their travel. This represents about two per cent of travellers overall (22 per cent of the nine per cent without access).

Impact of Lack of Internet Access

“Do you feel that not having access to the Internet makes it harder for you to get health risk information related to your travel?”



6.2 METHOD OF WEBSITE SELECTION FOR TRAVEL HEALTH RISK INFORMATION

Over half (56 per cent) of those who look for information online do so through a search function such as Google to select a website to gather information about travel health risks. One in ten (10 per cent) select a website based on a recommendation from a friend or family, while eight per cent follow a link from another trusted website. Four per cent each indicate that they have a few reliable websites bookmarked for information; that they had a recommendation from a physician or health care worker; or that they select the website through the destination or a government. Some websites were selected because they were from the Government of Canada, because of the reputation or familiarity of sites, or they were the result of an Internet search (three per cent each). Two per cent or less select a website to obtain information about travel health risks through the travel agent or other travel site, they search the destination or international sites, or because a newspaper or television source suggested it.

- Those who search for travel health risk information online from Quebec are more apt than those in other regions to do so through search functions such as Google.

In order to collect a reasonable or relevant list of websites, a plethora of search words are used to source websites using Google or other search engines. The most common terms are “Tourism” along with the name of the destination country as indicated by 52 per cent of travellers who used a search engine. Forty one per cent entered the words “Health risks”. Six per cent (each) use terms like “Vacation”, “Travel”, or their means of travel, or “Diseases/illnesses”, “Epidemics”, and other specific conditions. The search words “Medical info”, “Services”, or “Accessibility/availability” have been used by four per cent. Three per cent of travellers searching online through search engines enter search words such as “Canada” “Government of Canada” or “Departments”, “Hospitals” “Clinics” or “Doctors”, or “Immunization” or “Vaccination”. The remaining terms include “Health insurance” or “Costs of Health Care”, “Health”, or “Accommodations” “Hotels” or “Ratings”. Nineteen per cent do not recall what types of search words they entered to compile a reasonable or relevant list of websites.

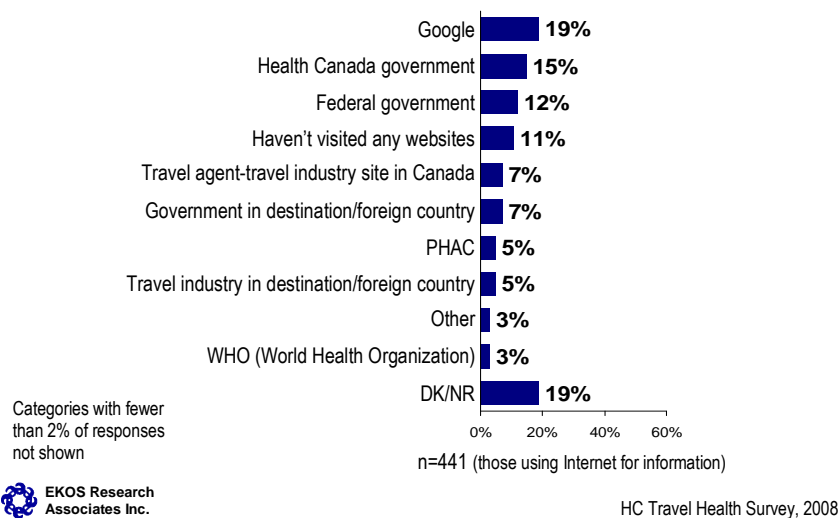
6.3 WEBSITE USE ON MEDICAL CARE INFORMATION

Ultimately, whether through a search function, recommendation or other method of selecting a site, those looking for information online about the health risk in a foreign country, arrive at a broad range of websites, with the Canadian federal government at the top of the list of sources, when all sources are pooled (33 per cent overall). Specifically, one in five (19 per cent) have used Google to search the subject of medical care for their destination, 15 per cent have visited the Health Canada government website, and 12 per cent generally cite the federal government. Seven per cent each have visited a travel agent/industry site in Canada or the government in the destination country. Five per cent each have visited PHAC or a travel industry website in the destination country, while three per cent have accessed the World Health

Organization for medical care information. Two per cent have visited the American Centre for Disease Control, a social media site (such as Trip Advisor), general travel sites, conduct general research of the destination, an insurance site, use other search engines aside from Google, access other medical, health, or hospital websites. Finally, one per cent list DFAIT, a provincial government website, travel review sites and blogs, the Chamber of Commerce or tourism bureaus, airline or cruise line or hotel, of the CIA website. Eleven per cent indicated they have not visited any websites regarding medical care information in a foreign country, and 19 per cent do not recall or refuse to specify what website they visited.

Website Use on Medical Care Information

“What websites have you visited?”



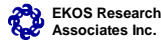
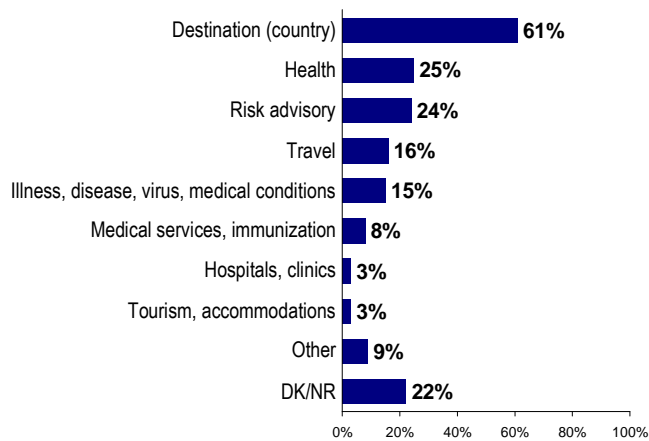
- Individuals in Quebec are more apt than those in other regions to have visited the Health Canada and the PHAC websites.

Among the five per cent of travellers who have visited the site, one-third indicated that the information found on the website was satisfactory. These individuals found out what they wanted to know from the PHAC website and felt the information was clear and complete. One in five suggested that the website is not satisfactory. However, these results should be considered with caution due to the low sample size of those who have accessed the PHAC website (n=25).

When visiting Google specifically to locate information on medical care information, the most common search words entered is the name of the destination country (61 per cent). One-quarter of mentions indicate the word “Health” (25 per cent) or “Risk” (24 per cent) is used to search in Google for websites regarding medical care information. Sixteen per cent type in the word “Travel”, followed by fifteen per cent who enter words such as “Illness”, “Disease”, “Virus”, or “Medical Conditions”. The terms “Medical services” or “Immunization” is used by eight per cent, followed by “Hospitals” or “Clinics” and “Tourism” or “Accommodations” (three per cent each).

Website Search Words

“What search words did you enter to get a reasonable or relevant list of websites?”



n=87 (those using Google to search)

HC Travel Health Survey, 2008

7. PROVIDING HEALTH INFORMATION

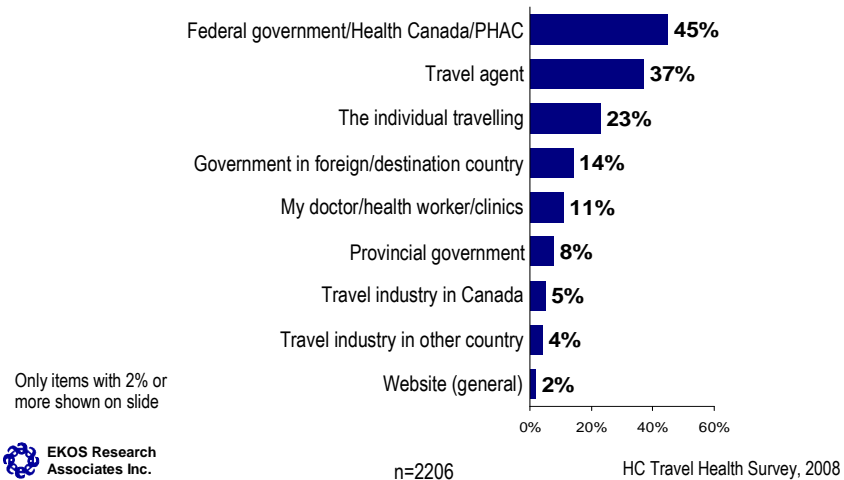
This chapter examines views about responsibility for providing health risk information to travellers, as well as sources considered to be trustworthy and the role of the Canadian federal government in particular.

7.1 RESPONSIBILITY FOR PROVIDING INFORMATION

The Government of Canada is seen as having a strong role to play in making information about health risks available to past and potential Canadian travellers. Forty-five per cent of all travellers surveyed believe the federal government, Health Canada, or PHAC should be responsible for providing information about health risks associated with travelling to specific destinations and any necessary precautions that should be taken before Canadians travel. Thirty-seven per cent of all travellers feel it should be the travel agent's responsibility, while over one in five (23 per cent) believe the individual travelling is responsible for finding information and taking the necessary precautions. Fourteen per cent place the responsibility on the government in the destination country, 11 per cent feel it should be the individual's physician or clinic, and eight per cent believe it is the responsibility of their provincial government. Five per cent or less indicate that the responsibility for providing travel health information should be that of the travel industry in Canada, the travel industry in the destination country, a website, the customs or security in the other country, the World Health Organization or other international organizations, the news media, health insurance companies, transportation or tour providers, embassies or consulates, or travel service providers (many of the latter not shown in chart, having been selected by one per cent or fewer respondents).

Responsibility for Providing Travel Health Information

“Who do you think should be responsible for providing information about HEALTH RISKS associated with traveling to specific destinations and any NECESSARY PRECAUTIONS that should be taken before you travel (e.g., vaccinations)?”

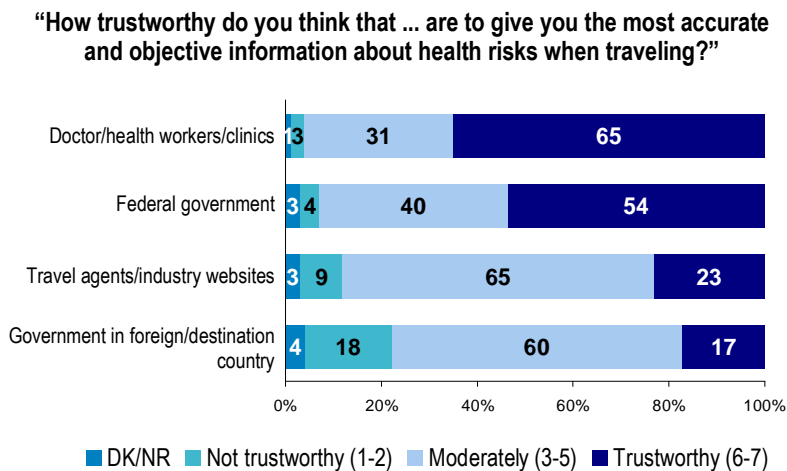


- Among all travellers it is individuals from Quebec who are more apt than those in other regions to feel travel agents should be responsible for providing information about health risks and necessary precautions. Those from Atlantic Canada are more likely to indicate it should be that of the federal government, Health Canada, or PHAC.
- Those age 35 and under, along with those with less than university education, are more apt to think it should be the responsibility of the travel agent.
- Those with less of a concern about someone in their party becoming sick or injured are less likely than those with a moderate to strong concern to believe the federal government, Health Canada, or PHAC should be responsible for providing information.
- Travellers who plan or book through a travel agent are more apt to believe the agent should be responsible for providing information regarding health risks, while those who plan or book online are more likely to indicate the federal government, Health Canada, or PHAC should be responsible.

7.2 TRUSTWORTHINESS OF INFORMATION ABOUT HEALTH RISKS

Overall, doctors, health workers, and clinics are considered to be the most trustworthy to give the most accurate and objective information about health risks when travelling (as stated by two-thirds of past and future foreign travellers). The federal government is rated as trustworthy by over half of all travellers surveyed (54 per cent) to provide accurate and objective information. Less than one-quarter believe that travel agents or industry websites (23 per cent), or the government in the destination country (17 per cent) are trustworthy to provide travel health risk information. Given that many see the federal government as a viable source for information and doctors and health care workers as the most trustworthy source, points to Health Canada and PHAC as having the strongest role to play in the minds of many Canadian travellers.

Trustworthiness to Give Accurate and Objective Travel Health Risk Information



- Those age 35 and under are more apt than older individuals to indicate doctor or health care workers, or government in the destination country is a trustworthy source of travel health risk information.
- Immigrants who came to Canada as an adult are less likely to feel that a doctor, health care worker, or clinic is a trustworthy source of information.
- Individuals with a university degree are more apt than those with less education to feel the federal government is a trustworthy source.

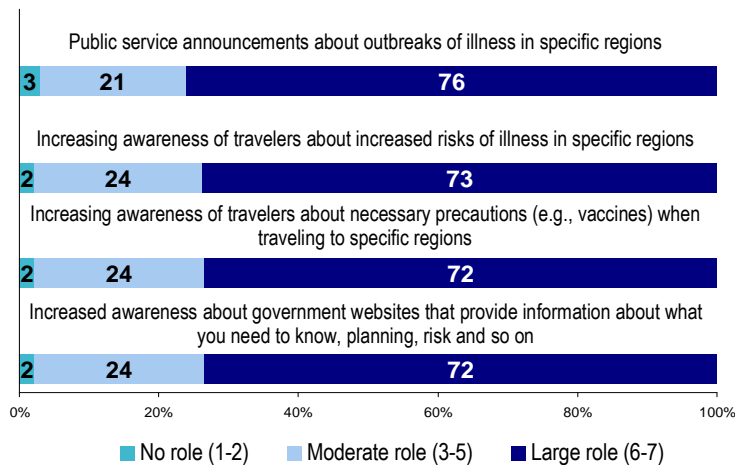
- Those who have a strong concern about someone in their party becoming sick or injured are more apt than those with a moderate to low concern to feel that travel agents and industry websites are trustworthy.
- Travellers who plan and book their travel online are more apt than those who use an agent or other method to indicate the federal government is a trustworthy source of accurate and objective information.
- Those who have received a vaccination for travel purposes are more likely than those who have received a prescription or have taken no precautions to feel the federal government is a trustworthy source.

7.3 ROLE OF FEDERAL GOVERNMENT

Most travellers believe the federal government has a role to play in informing travellers in all the areas tested. Three-quarters (76 per cent) of all travellers believe the federal government should play a large role in informing Canadian travellers about outbreaks of illness in specific regions through public service announcements. A similar proportion feel the federal government should play a large role in increasing awareness of travellers about increased risks of illness in specific regions (73 per cent), increasing awareness of travellers about necessary precautions (such as vaccines) when travelling to specific regions (72 per cent), and increasing awareness about government websites that provide information about what you need to know, planning, risk, and other travel health information (72 per cent).

Role of Federal Government in Informing Travellers

“How large a role should the federal government play in informing Canadian travelers in the following way?”



- Among all travellers, it is individuals from Atlantic Canada who are more apt than those in other regions to feel the federal government should play a large role in informing travellers in all four areas.
- Women are more likely than men to indicate the government should play a large role in all four areas measured.
- Travellers age 55 and over, along with those with a high school or less education, are more likely to feel the government should play a large role in informing Canadian travellers in most ways except through increasing awareness of the government website and about necessary precautions when travelling to specific regions. This is likely to do with the lower propensity of these groups to not have internet access or use it for travel research.
- Those with a strong concern about someone in their party becoming sick or injured are more likely to indicate the government should play a large role in all four areas.
- Travellers who use an agent to book are more likely than those who book their travel online to feel the federal government should use public service announcements about outbreaks of illness in specific regions.

8. CONCLUDING REMARKS

The survey results provide some positive findings about the use of and level of interest in travel health information. Four in five of all travellers (78 per cent) said that they typically do look for this type of information or that they look some of the time, depending on the nature of the trip. This fits with the proportion of all travellers (three in four) that express at least some concern in general for the possibility of sickness or injury while travelling. Significant numbers even say they do advance research on how to access medical care in the destination country. Of all travellers, most are interested in obtaining travel health information and report that information about increased health risks would have an important impact on their travel plans. That said, when asked top of mind what information they look for when planning a trip, very few past travellers cite health information as something they look for. This suggests that if large proportions of travellers do seek out this information, it is not their top priority or a category of information that is in high demand. The survey itself may also have introduced a social desirability bias, exerting a pressure on respondents to say that they look for travel health information. Very high proportions also reported that they have or obtain travel insurance, which also seems overly inflated.

According to past travellers, they typically plan and book their trips well in advance which provides ample opportunity to find out about and react to travel health information regarding risks in a foreign country and necessary precautions. The most frequent method of researching (and to a lesser extent, booking) travel is online. This presents a good opportunity to make online planners and shoppers aware of the Internet as a tool for finding travel health information and increasing awareness of specific websites that provide this information. This group, in particular, considers the federal government to be a reliable and trustworthy source of travel health information. Internet-users also look to the government for a wide range of information including advisories, types of risks and precautions. Those who rely more heavily on travel agents are more apt to expect their agent to be the source for travel health information. For these travellers, more generalized public education campaigns, heightening awareness of the need to do some advance research may be more effective. This is particularly relevant to travellers in Quebec who indicate a greater reliance on travel agents. The health care community seems to be a source that some people are hearing advice about researching travel health care and it's a trusted source for most.

APPENDIX A
QUESTIONNAIRE
(ENGLISH AND FRENCH)

INTRO [0,0]

Hello, my name is ... and I work for Ekos Research Associates.

We are conducting a survey for the Government of Canada to obtain the views of Canadians on important health related issues. It only takes 15 minutes or so, and does not involve any sales of any kind. It's voluntary and will not affect any services you might receive from the Government of Canada, but it helps the government to design and deliver better services for all Canadians.

The survey is registered with the National Survey Registration System and all of your answers are completely confidential. Can I ask if you are at least 18 years old and a permanent resident of Canada?

** IF NO: Is there someone at home now that I could speak to who is 18 years of age or older?

** IF YES: I'd like to speak with someone in the household who is involved in planning or making arrangements for travel for the household. Would that be you? May I begin?

PRIV [0,0]

This call may be recorded for quality control or training purposes.

SEX

Record gender of respondent

DO NOT ASK

Male..... 1
Female 2

Q1A

In order to put some of the responses in context and to skip some questions that don't apply, can you first tell me if you have travelled outside of Canada and the US within the past five years?

Yes..... 1
No..... 2
DK/NR 9

Q1B

Do you think that it is likely that you will travel outside of Canada and the US within the next three years?

- Yes..... 1
- No..... 2
- DK/NR 9

Q1A2

If... Q1A.EQ.2,9

Have you ever travelled outside of Canada and the US?

- Yes..... 1
- No..... 2
- DK/NR 9

Q1B2

If... Q1B.EQ.2,9

Do you think that it is likely that you will ever travel outside of Canada and the US?

- Yes..... 1
- No..... 2
- DK/NR 9

Q1SKP

IF not to q1a, b, a 2 and b2 – thank and terminate

If... (Q1A.EQ.2).AND.(Q1B.EQ.2).AND.(Q1A2.EQ.2).(Q1B2.EQ.2)

- 1..... 1

->THNK2

Q1CL

Q1CL = ((\$Q1A==1||\$Q1B==1)?1:(\$Q1A==2&&\$Q1B==2)?2:9)

Traveller (COMPUTED)

- Yes..... 1
- No..... 2
- DK/NR 9

Q1QCL

Q1QCL = ((\$Q1A==2&&\$Q1B==1)?1:2)

Haven't travelled within the past 5 years, but will travel within the next 3 years.

(COMPUTED)

- Yes..... 1
- Other..... 2

Q2SKP

If never travelled q1a2 then skip to q7

If... Q1A2.EQ.2

- 1..... 1 ->Q7

Q2 [1,3]

Part of the survey is about where people go to get travel information. Can you tell me, when you are planning a trip outside of Canada and the US, where do you typically look for information?

DO NOT READ LIST; ACCEPT UP TO 3 RESPONSES, BUT DON'T PROMPT FOR MORE THAN 1

- Online/Internet..... 1
- Talk to a travel agent 2
- Travel brochures 3
- Talk to friends and family 4
- Newspapers, books, magazines 5
- Other (please specify) -> AQ2; C350 L2 C75 77
- DK/NR 99 X
- AUTOMOBILE ASSOCIATIONS (E.G: CAA, AMA, OTHER MOTOR ASSOCIATIONS)..... 6 I
- LIBRARY 7 I
- THROUGH WORK/EMPLOYMENT RELATED 8 I
- GOVERNMENT SOURCES 9 I
- HEALTH ORGS/SERVICES DIRECTLY (DOCTORS, TRAVEL HEALTH CLINIC, WORLD HEALTH ORG) 10 I
- VARIOUS TOUR/TRAVEL COMPANIES 11 I

Q3 [1,19]

If... Q2.EQ.1

What type of websites do you typically visit?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

Public Health Agency of Canada (PHAC)	1	
Health Canada Government.....	2	
Department of Foreign Affairs and Trade (DFAIT).....	3	
Federal government in Canada (unspecified)	4	
Provincial government.....	5	
Travel agent/Provider-travel industry site (e.g., Expedia).....	6	
Chamber of Commerce/visitor/tourism bureaus	7	
Destination sites (e.g., hotel, parks, attractions).....	8	
Social media such as Trip Advisor (where people exchange opinions)	9	
Travel review websites.....	10	
Government sites in destination country	11	
Other (please specify) -> AQ3; C350 L2 C75	77	
DK/NR	99	X
GENERAL SEARCH ENGINES/LOOK UP ANY WEBSITE ON COUNTRY....	12	I
AIRLINE'S WEBSITE.....	13	I
AUTOMOBILE ASSOCIATION (CAA,AMA...).....	14	I
NEWS/MEDIA	16	I
SPORTS/RECREATION SITES	17	I
HEALTH/DISEASE INFORMATION SOURCES (VARIOUS).....	18	I
GENERAL INFORMATION/FACT/LITERATURE SITES RELATED TO COUNTRY, TRAVEL (WIKIPEDIA, FACTBOOK, TRAVEL BOOKS & MAGAZINE SITES, MAPQUEST, WEATHER...).....	19	I

Q4 [1,24]

What type of travel information are you typically looking for when you search it?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

Accommodations/places to stay	1	
Maps/locations/distances	2	
Where to go/things to do/sites/events	3	
Restaurants, shopping, etc	4	
Health risks	5	
Weather	6	
Air/train/bus schedules	7	
Reviews	8	
Travel advisories/warnings.....	9	
Costs	10	
Other (please specify) -> AQ4; C350 L2 C75	77	
DK/NR	99	X
TRANSPORTATION, GENERAL (FLIGHT/AIRLINE INFORMATION, CAR RENTAL, FERRIES, AVAILABILITY).....	11	I
CRUISE-RELATED (DESTINATIONS, AVAILABILITY).....	12	I
TOURS, CONDUCTED TOURS (COMPANY INFO, ITINERARY, ROUTES)..	13	I
DEALS/DISCOUNTS, COMPARITIVE PRICES, TRAVEL PACKAGES (CHEAPER AIR FARE, ALL-INCLUSIVE/VACATION PACKAGES, WHAT PACKAGE INCLUDES/OPTIONS)	14	I
GENERAL TRAVEL/TOURISM INFORMATION, (UNSPECIFIC VACATION/HOLIDAY/TOURISM INFO, BEST TIMES TO VISIT, VACATION DURATION, GENERAL INFO)	15	I
BACKGROUND INFORMATION ABOUT PLANNED/POSSIBLE DESTINATIONS (GEOGRAPHICAL/HISTORICAL, SCENIC/ENVIRONMENT, ECONOMIC, CULTURE/LANGUAGE, VIEWING TRAVEL GUIDES).....	16	I
CURRENCY-RELATED (EXCHANGE RATES, CURRENCY USED).....	17	I
POLITICAL/SOCIAL STABILITY (GOVERNMENT STABILITY, POLITICAL SITUATION, HUMAN RIGHTS, CONFLICT/WAR, SOCIAL PROBLEMS/CRIME-RATE)	18	I
HEALTH SERVICES-RELATED (TRAVEL/HEALTH INSURANCE, MEDICAL FACILITIES/SERVICES IN DESTINATION).....	19	I
HEALTH CONCERNS, GENERAL (NECESSARY VACCINATIONS).....	20	I
FOOD/WATER QUALITY RELATED	21	I
TRAVEL SAFETY/SECURITY, RISKS, GENERAL	22	I
TRAVEL REQUIREMENTS, LAWS/REGULATIONS (DOCUMENTATION, VISA/PASSPORT REQUIREMENTS, CUSTOMS, RELATED LAWS).....	23	I

Q5 [1,8]

How do you typically make your travel arrangements when travelling outside of Canada and the US?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

Travel agent.....	1	
Book independently online (directly with hotel or airline).....	2	
Book independently by phone (directly with hotel or airline).....	3	
Other (please specify) -> AQ5; C350 L2 C75.....	77	
DK/NR	99	X
FRIEND, FAMILY, SOCIAL CLUB, CHURCH GROUP	4	I
INTERNET, UNSPECIFIED	5	I
TRAVEL WEBSITES (EXPEDIA, TRAVELOCITY)	6	I
ARRANGED THROUGH WORK	7	I

Q6

How far in advance do you tend to book your trips?

READ LIST

Months in advance.....	1
A few weeks in advance	2
Only days before	3
Different times depending on the trip.....	4
(DO NOT READ) DK/NR	9

Q7

How much of a concern is the possibility of you or someone else in your party getting sick or injured while you are travelling outside of Canada and the US? Rate your answer on scale where 1 is not at all a concern and 7 is a very strong concern.

1 Not at all a concern.....	1
2.....	2
3.....	3
4 Somewhat	4
5.....	5
6.....	6
7 Very strong concern	7
DK/NR	9

Q8 [0,0]

How important are each of the following factors in assessing the level of health risk (from sickness or injury) when travelling outside of Canada and the US? Rate your answer on a scale where 1 is not at all important, 7 is extremely important and the midpoint 4 is moderately important.

Q8A

Travelling with an infant or young child

How important is ... in assessing an individual's level of health risk when travelling?

- 1 Not at all important..... 1
- 2..... 2
- 3..... 3
- 4 Moderately important 4
- 5..... 5
- 6..... 6
- 7 Extremely important..... 7
- Not applicable..... 8
- DK/NR 9

Q8C

Any illnesses, disabilities or chronic health conditions of people travelling

How important is ... in assessing an individual's level of health risk when travelling?

- 1 Not at all important..... 1
- 2..... 2
- 3..... 3
- 4 Moderately important 4
- 5..... 5
- 6..... 6
- 7 Extremely important..... 7
- Not applicable..... 8
- DK/NR 9

Q8D

Where you are going

How important is ... in assessing an individual's level of health risk when travelling?

- 1 Not at all important..... 1
- 2..... 2
- 3..... 3
- 4 Moderately important..... 4
- 5..... 5
- 6..... 6
- 7 Extremely important..... 7
- DK/NR 9

Q8F

The type of activities and purpose of the trip (visiting friends and family, touring, camping, etc)

How important is ... in assessing an individual's level of health risk when travelling?

- 1 Not at all important..... 1
- 2..... 2
- 3..... 3
- 4 Moderately important..... 4
- 5..... 5
- 6..... 6
- 7 Extremely important..... 7
- DK/NR 9

Q8G

Whether you've been to the destination previously or perhaps are from that country and are comfortable with it

How important is ... in assessing an individual's level of health risk when travelling?

- 1 Not at all important..... 1
- 2..... 2
- 3..... 3
- 4 Moderately important..... 4
- 5..... 5
- 6..... 6
- 7 Extremely important..... 7
- DK/NR 9

Q8H

The type of accommodations you are staying in (family or friends, hotel or resort, camping out, etc)

How important is ... in assessing an individual’s level of health risk when travelling?

- 1 Not at all important..... 1
- 2..... 2
- 3..... 3
- 4 Moderately important..... 4
- 5..... 5
- 6..... 6
- 7 Extremely important..... 7
- DK/NR 9

Q9

If never travelled q1a2 then skip to q10a

If... Q1A2.NE.2

Do you typically look for information about the health risks from illness or injury associated with a particular destination when you are planning a trip outside of Canada and the US?

- Yes, all the time..... 1
- Depends on where travelling to..... 2
- Depends on what type of activities planning during trip..... 3
- No..... 4
- DK/NR 9

Q10A

IF NO

If... Q9.EQ.4.OR.Q1A2.EQ.2

Have you ever looked for information about the health risks associated with a particular destination when you were planning a trip?

- Yes..... 1
- No..... 2
- Never travelled – not applicable..... 3
- DK/NR 9

Q10B [1,3]

If... Q10A.EQ.2.AND.Q1A2.NE.2

What is the main reason why not?

DO NOT READ LIST; ACCEPT UP TO 3 RESPONSES

Not aware of any health-related risks	1	
Have lived/visited destination on many occasions/comfortable with destination	2	
In good health/not concerned about illness/disease/injury	3	
Confidence in accommodations/well-regarded/safe	4	
Other (please specify) -> AQ10B; C350 L2 C75	77	
DK/NR	99	X
ADEQUATELY INFORMED/AWARE, RELY ON OTHER SOURCES OF		
INFO(TRIP ORGANIZER/TRAVEL AGENCY, MEDIA)	5	I
TRAVEL TO LOW RISK AREA, AVOID DANGEROUS DESTINATIONS	6	I
HAVEN'T THOUGHT ABOUT IT, AVOID HEALTH RISK INFORMATION.....	7	I
ADEQUATELY PREPARED FOR HEALTH PROBLEMS, TO AVOID		
THEM(HAVE MEDICAL INSURANCE, AVOID LOCAL WATER/FOOD,		
CAUTIOUS/ALERT, VACCINATIONS).....	8	I
DO NOT TRAVEL OFTEN, HAVEN'T RECENTLY	9	I

Q13

If... Q9.EQ.1-3

If you were planning a trip outside of Canada or the US, when would you most likely look for information on how to get access to medical care in that country? Would it be before you go away, taking the information with you or would you look for it while you were in the other country?

Looking for information in the country	1
Looking for information before going	2
(DO NOT READ OR PROMPT) Neither – wouldn't look for any in advance unless I needed it (in emergency in other country).....	3
DK/NR	9

Q15

If... Q13.EQ.2

How long in advance of your trip have you looked for this type of information?

Less than a week.....	0
Enter exactly number of weeks -> AQ15; N2.0 [1-98]	1
DK/NR	99

Q14

If never travelled q1a2 skip

If... Q1A2.NE.2

Have you ever done advance research before going on a trip about how to get access to medical care once in your country of destination?

- Yes, all the time..... 1
- Yes, at least once 2
- No..... 3
- DK/NR 9

Q11A [1,14]

If... Q9.EQ.1

Where would you look for information about health risk in a foreign country if you needed it?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

- Online/Internet..... 1
- Talk to a travel agent 2
- Travel brochures 3
- Talk to friends and family 4
- Newspapers/books/magazines 5
- Family doctor/nurse/clinic 6
- Other (please specify) -> AQ11A; C350 L2 C75 77
- DK/NR 99 X
- WORLD HEALTH ORGANIZATION 7 I
- CONSULTING PRIVATE COMPANIES (INSURANCE PROVIDERS, TOUR ORGANIZERS)..... 8 I
- CONTACT FOREIGN GOVERNMENT DEPARTMENTS/AGENCIES (EMBASSY, CONSULATE 9 I
- HEALTH-RELATED SERVICE PROVIDERS, GENERAL (HOSPITALS, PHARMACIST) 10 I
- CONTACT CANADIAN GOVERNMENT DEPARTMENTS/AGENCIES (EMBASSY, CONSULATE, HEALTH CANADA, DEPARTMENT OF FOREIGN AFFAIRS) 11 I
- HEALTH DEPARTMENTS/AUTHORITIES/AGENCIES, GENERAL (PUBLIC HEALTH AUTHORITY, HEALTH AGENCY GENERALLY)..... 12 I
- THROUGH HOTEL/RESORT (HOTEL PERSONNEL)..... 13 I

Q11B [1,23]

If.. Q11A.EQ.1

What websites have you visited?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

Public Health Agency of Canada (PHAC)	1	
Health Canada Government.....	2	
Department of Foreign Affairs and Trade (DFAIT).....	3	
Federal government (unspecified).....	4	
CDC (American Centre for Disease Control).....	5	
Google	6	
Provincial government.....	7	
Travel agent-travel industry site in Canada	8	
Social media site (i.e. Trip Advisor) where exchange information/opinions	9	
Travel industry in destination/foreign country	13	
Government in destination/foreign country.....	12	
Travel reviews sites and blogs where exchange opinions	10	
Chamber of Commerce/visitor/tourism bureaus	11	
Other (please specify) -> AQ11B; C350 L2 C75	77	
DK/NR	99	X
Haven't visited any websites.....	15	X
TRAVEL SITES (GEOGRAPHY UNSPECIFIED)	16	I
HEALTH SITE IN DESTINATION	17	I
GENERAL RESEARCH OF DESTINATION	18	I
WHO (WORLD HEALTH ORGANIZATION)	19	I
INSURANCE SITE (BLUE CROSS, CAA).....	20	I
SEARCH ENGINES ASIDE FROM GOOGLE (YAHOO, ASK JEEVES)	21	I
AIRLINE, CRUISE LINE, HOTEL.....	22	I
OTHER MEDICAL, HEALTH, HOSPITAL	23	I
CIA.....	24	I

Q11C

FOR PHAC

If... Q11B.EQ.1

How satisfactory was the information you found on the Public Health Agency of Canada (PHAC) website? That is, did you find out what you wanted to know and did the information seem to be clear and complete? Rate your answer on a scale where 1 is not at all satisfactory and 7 is completely satisfactory, with the midpoint of 4, moderately satisfactory.

1 Not at all satisfactory.....	1
2.....	2
3.....	3
4 Moderately satisfactory	4
5.....	5
6.....	6
7 Completely satisfactory	7
DK/NR	9

Q11D [1,5]

If... Q11B.EQ.6

What search words did you enter to get a reasonable or relevant list of websites?

Response -> AQ11D; C350 L2 C75.....	77	
DK/NR	99	X
DESTINATION (COUNTRY).....	1	I
TRAVEL	2	I
HEALTH.....	3	I
RISK ADVISORY/ISSUE/CONCERN/WARNING.....	4	I
ILLNESS, DISEASE, VIRUS, MEDICAL CONDITIONS	5	I
MEDICAL SERVICES, IMMUNIZATION.....	6	I
HOSPITALS, CLINICS	7	I
TOURISM, ACCOMODATIONS	8	I

Q12A [1,13]

If.. Q11A.EQ.1

How do you select a website to get information about travel health risks?

DO NOT READ LIST; ACCEPT ALL THAT APPLY, BUT DO NOT PROMPT FOR MORE THAN 1

Search function (e.g., Google).....	1	
Recommendation from friend/family	2	
Have a few reliable sites bookmarked	3	
Link in from other sites I trust (e.g., site with other health-related information)	4	
Recommendation from physician/health care worker	5	
Other (please specify) -> AQ12A; C350 L2 C75	77	
DK/NR	99	X
GOVERNMENT OF CANADA (HEALTH CANADA, FOREIGN AFFAIRS	6	I
DESTINATION OR UNSPECIFIED GOVERNMENT.....	7	I
REPUTABLE, RELIABLE, KNOWN SITES	8	I
INTERNET SEARCH, GENERAL	9	I
TRAVEL AGENT/TRAVEL SITE.....	10	I
SEARCH DESTINATION/INTERNATIONAL SITES.....	11	I
NEWSPAPER OR TV SUGGESTED	12	I

Q12A2 [1,5]

If.. Q12A.EQ.1.AND.Q11B.NE.6

What types of search words did you enter to get a reasonable or relevant list of websites?

Tourism and name of country.....	1	
Health risks.....	2	
Other (specify) -> AQ12A2; C350 L2 C75	77	
DK/NR	99	X
CANADA, GOVERNMENT OF CANADA, GOVERNMENT DEPARTMENTS	3	I
VACATION, TRAVEL, MEANS OF TRAVEL (AIRLINE, RAILWAY).....	4	I
HEALTH INSURANCE, COSTS OF HEALTH CARE	5	I
HOSPITALS, CLINICS, DOCTORS	6	I
MEDICAL INFORMATION, MEDICAL SERVICES/ACCESSIBILITY/AVAILABILITY	7	I
HEALTH.....	8	I
IMMUNIZATION/VACCINATION	9	I
DISEASES/ILLNESSES, EPIDEMICS, CONDITIONS.....	10	I
ACCOMODATIONS, HOTELS, RATINGS.....	11	I

Q10C [1,7]

If YES in Q10A

If... Q10A.EQ.1

Which of the following were important in your decision to look for information about travel health risks?

READ LIST AND TAKE AS MANY AS APPLY

The destination itself (known to have high risk of disease/illness)	1	
Plan to engage in activities that could pose a health or injury risk such as touring a remote area	2	
travelling with vulnerable individuals such as an infant, young child, pregnant woman or elderly person	3	
travelling with someone with a medical condition or disability	4	
Advice of other travellers/family/friends/doctor	5	
A requirement of travel/mandatory to enter country	6	
Other (please specify) -> AQ10C; C350 L2 C75	77	B
DK/NR	99	BX

Q12B

IF DO NOT USE WEB

If... Q11A.NE.1

Do you have access to the Internet at home or work?

Yes.....	1	
No.....	2	->Q12C
DK/NR	9	

Q12B2

If... Q12B.EQ.1

Do you use the Internet to research any potential travel outside of Canada or the US?

Yes.....	1
No.....	2
DK/NR	9

Q12B3 [1,3]

If... Q12B2.EQ.2

Why is this?

DO NOT READ LIST; ACCEPT UP TO 3 RESPONSES

Not comfortable enough with the Internet.....	1	
Do not have high speed and it takes too long	2	
Don't find the Internet to be a useful tool for researching travel.....	3	
Prefer another method of getting this information (e.g., reading books).....	4	
Other (please specify) -> AQ12B3; C350 L2 C75	77	
DK/NR	99	X
NOT TRAVELLING/NO NEED	5	I
NO INTEREST IN RESEARCHING	6	I
TOO BUSY, NO TIME.....	7	I

Q12C

IF NO INTERNET ACCESS

If... Q12B.EQ.2

Do you feel that not having access to the Internet makes it harder for you to get health risk information related to your travel?

Yes.....	1
No.....	2
DK/NR	9

Q16A

If you were to find information suggesting that there was a higher than average or new health risk associated with a country or region that you were planning to visit, how likely would you be to either change your plans and go to another area or take more steps to prepare for the trip?

READ LIST

1 Not at all likely	1
2.....	2
3.....	3
4 Somewhat likely	4
5.....	5
6.....	6
7 Extremely likely	7
DK/NR	9

Q16B [1,19]

If... Q16A.EQ.3-7

What factors might influence your decision to change your destination?

DO NOT READ; PROMPT IF NEEDED; ACCEPT ALL THAT APPLY

Who was going on the trip.....	1	
Purpose of the trip	2	
Whether I could easily replace the destination with another or not.....	3	
How high the likelihood was of getting sick	4	
The kind of sickness that was at risk	5	
Already have taken steps to prepare/had previous vaccinations.....	6	
Extent of precautions required to address risk.....	7	
Other (please specify) -> AQ16B; C350 L2 C75	77	B
DK/NR	99	BX
SAFETY AND SECURITY, RISKS TO SAFETY (IN DESTINATION, SEVERITY/NATURE OF THREAT/RISK, TO SELF/FAMILY).....	8	I
HEALTH, HEALTH RISKS, DISEASE GENERALLY (EPIDEMICS/OUTBREAKS, IN LOCATION, GENERAL SEVERITY)	9	I
HEALTH CARE SERVICES, INFRASTRUCTURE (AVAILABILITY/ACCESSIBILITY, QUALITY, COST, INCLUDES MEDICATION)	10	I
COST/PRICE (OF CHANGING DESTINATION, OF TRAVEL)	11	I
POLITICAL/SOCIAL STABILITY/INSTABILITY, VIOLENCE (WAR, TERRORISM, POLITICAL SITUATION/ISSUES, CIVIL UNREST, CRIME) ...	12	I
ENVIRONMENTAL FACTORS (WEATHER, EXTREME WEATHER, NATURAL DISASTERS/FLOODS/EARTH-QUAKE/HURRICANES).....	13	I
RECEIVING INFORMATION, REPORTING ON/HEARING ABOUT TRAVEL SAFETY/RISK, GENERAL (TRAVEL ADVISORY, GOVERNMENT RECOMMENDATIONS, MEDIA COVERAGE, INDIVIDUAL TESTIMONY).....	14	I
SOCIAL OR ECONOMIC FACTORS WITHIN DESTINATION (LANGUAGE, CULTURE, CURRENCY/EXCHANGE RATE, GENERAL STANDARD OF LIVING/POVERTY).....	15	I
QUALITY/AVAILABILITY OF FOOD/WATER SUPPLY (POTENTIAL CONTAMINATION, INCLUDES SANITARY CONDITIONS).....	16	I
PERSONAL/FAMILY HEALTH SITUATION PRIOR TO TRAVEL (PERSONAL ILLNESS, ILLNESS OF FAMILY MEMBERS, EXISTING HEALTH PROBLEMS).....	17	I
INSURANCE/MEDICAL COVERAGE (AVAILABILITY OF HEALTH COVERAGE).....	18	I

Q17A [1,22]

What kind of health related information would you want to know when planning to travel outside of Canada and the US?

DO NOT PROMPT; ACCEPT ALL THAT APPLY

Level of risk generally.....	1	
Level of risk for certain people (young, old, pregnant, vulnerable)	2	
Need for and timing of vaccines/immunization.....	3	
Outbreaks of disease in the area	4	
Where to go to get assistance when ill/injured	5	
What is needed and where to get travel health insurance	6	
Avoiding illness/injury	7	
Where to access medical care.....	8	
General availability and quality of medical care in destination country.....	9	
Payment rules/conditions for medical care in foreign country	10	
Other (please specify) -> AQ17A; C350 L2 C75	77	
DK/NR	99	X
HEALTH AND SAFETY INFORMATION RELATED TO DESTINATION (POTENTIAL HEALTH PROBLEMS, DANGEROUS DESTINATIONS/WHICH TO AVOID, ILLNESSES/DISEASES IN AREA, RISK OF CONTRACTING/COMMUNICABILITY OF LOCAL DISEASES, LOCAL DISEASES, LOCAL ILLNESS/DISEASE STATISTICS)		
11	I	
WATER AND FOOD SUPPLY RELATED (PRECAUTIONS, QUALITY, AVAILABILITY, INCLUDES SANITARY CONDITIONS)		
12	I	
INSECT OR ANIMAL RELATED (DISEASES, POISONOUS, RISKS).....		
13	I	
SOCIAL AND POLITICAL STABILITY/INSTABILITY(WAR, POLITICAL CLIMATE/UNREST, CRIME RATES, VIOLENCE)		
14	I	
PHARMACOLOGICAL ISSUES (MEDICATION AVAILABILITY, COST, WHAT TO TAKE ALONG).....		
15	I	
ENVIRONMENTAL INFORMATION (WEATHER, NATURAL DISASTERS, POLLUTION)		
16	I	
INFORMATION ON HEALTH AND SAFETY ISSUES/RISKS, GENERALLY (NATURE OF RISKS, POTENTIAL HEALTH RISKS, AS MUCH INFO AS POSSIBLE, TRAVEL SAFETY ADVISORIES/WARNINGS, GOVERNMENT INFO)		
17	I	
INFORMATION ON ILLNESSES/DISEASES, GENERALLY (COMMUNICABILITY, SYMPTOMS/SEVERITY, INFECTIONS/AIRBORNE, SPECIFIC DISEASES, AIDS, MALARIA).....		
18	I	
TRANSPORTATION, EMERGENCY TRANSPORTATION RELATED (EMERGENCY EVACUATION, LOGISTICAL INFO ABOUT RETURN HOME IN CASE OF EMERGENCY).....		
19	I	
SOCIAL, ECONOMIC, LEGAL FACTORS WITHIN DESTINATION, GENERAL (LANGUAGE, CULTURE, POVERTY).....		
20	I	
HEALTH CARE COSTS/INSURANCE COVERAGE (EXTENT OF MEDICAL INSURANCE COVERAGE, COST OF TREATMENT IN DESTINATION).....		
21	I	

Q17B [1,5]

Would any of the following kinds of health related information be of interest to you when planning to travel outside of Canada and the US?

READ LIST AND TAKE YES/NO ANSWER FOR EACH ONE AS YOU READ

Q17A.NE.1Level of risk generally.....	1	
Q17A.NE.3Need for and timing of vaccines/immunization.....	3	
Q17A.NE.4Outbreaks of disease in the area	4	
Q17A.NE.5Where to go to get assistance when ill/injured	5	
Q17A.NE.6What is needed and where to get travel health insurance	6	
(DO NOT READ) None of the above	98	BX
(DO NOT READ) DK/NR	99	BX

Q18 [1,17]

Who do you think should be responsible for providing information about HEALTH RISKS associated with travelling to specific destinations and any NECESSARY PRECAUTIONS that should be taken before you travel (e.g., vaccinations)?

DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES

The individual travelling	1	
Travel agent.....	2	
Federal government/Health Canada/PHAC.....	3	
Provincial government	4	
Government in foreign/destination country.....	5	
My doctor/health worker/clinics.....	6	
Travel industry in Canada	7	
Travel industry in other country	8	
Customs/security in other country.....	9	
Other (please specify) -> AQ18; C350 L2 C75.....	77	
DK/NR	99	X
WORLD HEALTH ORGANIZATION/INTERNATIONAL ORGANIZATIONS.	10	I
WEBSITEGENERAL WARNINGS AND ADVISORIES ISSUED ON THE		
WEB	11	I
NEWS MEDIA.....	12	I
TRAVEL INSURANCE/HEALTH INSURANCE COMPANIES-PROVIDERS ..	13	I
AIRLINES/TRAIN/BUS/TOUR PROVIDERS.....	14	I
EMBASSIES/CONSULATES	15	I
TRAVEL SERVICE PROVIDERS (ONLINE BOOKING SITES, TRAVEL		
RESORTS).....	16	I

Q20 [0,0]

How trustworthy do you think that each of the following are to give you the most accurate and objective information about health risks when travelling? Rate your answer on a scale where 1 is not at all trustworthy, 7 is extremely trustworthy and the midpoint 4 is moderately trustworthy.

Q20A

Travel agents/industry websites

How trustworthy do you think that ... are to give you the most accurate and objective information about health risks when travelling?

- 1 Not at all trustworthy..... 1
- 2..... 2
- 3..... 3
- 4 Moderately trustworthy 4
- 5..... 5
- 6..... 6
- 7 Extremely trustworthy 7
- DK/NR 9

Q20B

Federal government

How trustworthy do you think that the ... is to give you the most accurate and objective information about health risks when travelling?

- 1 Not at all trustworthy..... 1
- 2..... 2
- 3..... 3
- 4 Moderately trustworthy 4
- 5..... 5
- 6..... 6
- 7 Extremely trustworthy 7
- DK/NR 9

Q20C

Your doctor/health workers/clinics

How trustworthy do you think that ... are to give you the most accurate and objective information about health risks when travelling?

- 1 Not at all trustworthy..... 1
- 2..... 2
- 3..... 3
- 4 Moderately trustworthy 4
- 5..... 5
- 6..... 6
- 7 Extremely trustworthy 7
- DK/NR 9

Q20D

Government in foreign/destination country

How trustworthy do you think that the ... is to give you the most accurate and objective information about health risks when travelling?

- 1 Not at all trustworthy..... 1
- 2..... 2
- 3..... 3
- 4 Moderately trustworthy 4
- 5..... 5
- 6..... 6
- 7 Extremely trustworthy 7
- DK/NR 9

Q21 [0,0]

How large a role should the federal government play in informing Canadian travellers in each of the following ways? Rate your answer on a scale where 1 is no role at all, 7 is a very large role and the midpoint 4 is a moderate role.

Q21A

Increasing awareness of travellers about increased risks of illness in specific regions

How large a role should the federal government play in informing Canadian travellers in the following way?

- 1 No role at all 1
- 2 2
- 3 3
- 4 Moderate role 4
- 5 5
- 6 6
- 7 Very large role 7
- DK/NR 9

Q21B

Public service announcements about outbreaks of illness in specific regions

How large a role should the federal government play in informing Canadian travellers in the following way?

- 1 No role at all 1
- 2 2
- 3 3
- 4 Moderate role 4
- 5 5
- 6 6
- 7 Very large role 7
- DK/NR 9

Q21C

Increasing awareness of travellers about necessary precautions (e.g., vaccines) when travelling to specific regions

How large a role should the federal government play in informing Canadian travellers in the following way?

- 1 No role at all 1
- 2 2
- 3 3
- 4 Moderate role 4
- 5 5
- 6 6
- 7 Very large role 7
- DK/NR 9

Q23B

Have you ever taken prescription medications for the purposes of a trip?

- Yes..... 1
- No..... 2
- Never travelled anywhere that required precaution..... 3
- DK/NR 9

Q24

IF Q1A=1

If... Q1A.EQ.1

How often have you travelled outside of Canada and the US in the past 5 years?

READ LIST IF HELPFUL

- Every month or more often..... 1
- A few times a year..... 2
- Once a year..... 3
- Every few years 4
- Less than once every few years 5
- Very rarely (once every five to ten years or less) 6
- (DO NOT READ) DK/NR 9

Q25

If... (Q1B.EQ.1).AND.(Q1A.EQ.2)

How often do you intend to travel outside of Canada and the US in the next 3 years?

READ LIST IF HELPFUL

- Every month or more often..... 1
- A few times a year..... 2
- Once a year..... 3
- Every few years 4
- Less than once every few years 5
- Very rarely (once every five to ten years or less) 6
- (DO NOT READ) DK/NR 9

Q26

How long are you typically away when you travel?

READ LIST IF HELPFUL

A few days.....	1
A week or so.....	2
A few weeks.....	3
A month or so.....	4
Several months or more.....	5
(DO NOT READ) DK/NR.....	9

Q27 [1,3]

Do you tend to travel outside Canada or the US for ...

READ LIST; ACCEPT ALL THAT APPLY

Business.....	1	
Pleasure.....	2	
To visit friends or family in your home country.....	3	
(DO NOT READ) None of the above.....	8	BX
(DO NOT READ) DK/NR.....	9	BX

Q28 [1,4]

Do you travel alone, with your family, with a group or with co-workers?

ACCEPT ALL THAT APPLY

Travel alone.....	1	
With family.....	2	
With group.....	3	
Co-workers.....	4	
DK/NR.....	9	X

Q29 [1,4]

IF Q28=#2,#3 AND Q27=#2-#3

If... (Q28.EQ.2,3).AND.(Q27.EQ.2,3)

Are there typically any members of the party that are young children, elderly or pregnant women or people with a chronic medical condition, ailment or injury?

ACCEPT ALL THAT APPLY

Young children.....	1	
Elderly.....	2	
Pregnant women.....	3	
People with chronic medical condition.....	4	
(DO NOT READ) None of the above.....	8	BX
(DO NOT READ) DK/NR.....	9	BX

Q30 [1,11]

If... Q1A.EQ.1

Where have you travelled outside of Canada and the US in the last five years?

READ LIST IF HELPFUL

Mexico/Caribbean	1	
Eastern Europe	2	
Western Europe	3	
Africa.....	4	
China	5	
Middle East.....	6	
Asia.....	7	
South America.....	8	
Other (please specify) -> AQ30; C350 L2 C75.....	77	
DK/NR	99	X
OCEANIA (AUSTRALIA, NEW ZEALAND).....	9	I
CENTRAL AMERICA (COSTA RICA, HONDURAS).....	10	I

DEMIN [0,0]

I have a few last questions for statistical purposes.

QAGEX

In what year were you born? NOTE: ANSWER THE FULL YEAR, I.E. 1977 as "1977"

IF HESITANT MOVE ONTO NEXT QUESTION

Year -> AQAGEX; N4.0 [1900-1991].....	1
HESITANT	9

QAGEY

If... QAGEX.EQ.9

May I place your age into one of the following general age categories?

Under 25	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65-74 years	6
75 years or older	7
(DO NOT READ) DK/NR	9

EDUC

What is the highest level of schooling that you have completed?

- Some high school or less 1
- High school graduate 2
- Some college 3
- Community/Technical college or CEGEP graduate 4
- Private college graduate 5
- Some university 6
- Bachelor's degree 7
- Graduate degree 8
- DK/NR 9

CHLD

Do you have any children under 18 years of age living with you in your home? This includes children living there full-time or part-time as part of a shared-custody arrangement.

- Yes..... 1
- No 2
- DK/NR 9

BORNC

Were you born in Canada?

- Yes..... 1
- No 2
- DK/NR 9

COME C

If.. BORNC.NE.1

Did you come to Canada as a child, as a teenager or as an adult?

- Child 1
- Teenager 2
- Adult 3
- DK/NR 9

MINOR [1,3]

Do you consider yourself to belong to any of the following groups? PROMPT IF NECESSARY: A member of a visible minority by virtue of your race or colour

READ LIST, CHOOSE ALL THAT APPLY

- A member of a visible minority 1
- An Aboriginal person 2
- A person with a disability 3
- (DO NOT READ) None 8 X
- (DO NOT READ) DK/NR 9 X

INCM

What is your annual HOUSEHOLD income from all sources before taxes?

<\$10,000.....	1
\$10,000-\$19,999.....	2
\$20,000-\$29,999.....	3
\$30,000-\$39,999.....	4
\$40,000-\$49,999.....	5
\$50,000-\$59,999.....	6
\$60,000-\$79,999.....	7
\$80,000-\$99,999.....	8
\$100,000-\$119,999.....	9
\$120,000 or more	10
DK/NR	99

THNK

That completes the survey. Thank you very much.

End of Interview

Completion	1	D
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INTRO [0,0]

Bonjour. Je m'appelle ... et je travaille pour les Associés de recherche Ekos.

Nous effectuons pour le gouvernement du Canada un sondage afin de connaître l'opinion des Canadiens et Canadiennes sur d'importantes questions en matière de santé. Il ne prend qu'environ 15 minutes et je n'ai absolument rien à vous vendre. Vous êtes libre d'y répondre et votre décision n'aura aucun effet sur les services que vous recevez ou pourriez recevoir du gouvernement du Canada, mais votre participation aiderait le gouvernement à concevoir et à offrir de meilleurs services pour tous les Canadiens.

Le sondage est enregistré auprès du Système national d'enregistrement des sondages et toutes vos réponses seront traitées de façon absolument confidentielle. Puis-je savoir si vous avez au moins 18 ans et si vous êtes résident permanent du Canada?

**** SI C'EST NON:** Y a-t-il quelqu'un de 18 ans ou plus à la maison avec qui je pourrais m'entretenir?

**** SI C'EST OUI:** J'aimerais m'adresser à quelqu'un de votre ménage qui s'occupe de planifier les voyages de votre ménage ou d'en régler les détails. Seriez-vous cette personne? Puis-je commencer?

PRIV [0,0]

Cet appel peut être enregistré pour contrôle de la qualité ou formation.

SEX

Inscrire le sexe du répondant

NE PAS DEMANDER

Homme 1
Femme 2

Q1A

Afin de situer certaines de vos réponses dans leur contexte et de sauter les questions qui ne vous concernent pas, me diriez-vous tout d'abord si vous avez voyagé à l'extérieur du Canada et des États-Unis au cours des cinq dernières années?

Oui 1
Non 2
NSP/PDR 9

Q1QCL

Q1QCL = ((\$Q1A==2&&\$Q1B==1)?1:2)

Haven't travelled within the past 5 years, but will travel within the next 3 years.

(COMPUTED)

Oui.....	1
Autre.....	2

Q2SKP

If never travelled q1a2 then skip to q7

If... Q1A2.EQ.2

1.....	1	->Q7
--------	---	------

Q2 [1,3]

Une partie du sondage consiste à savoir où s'adressent les gens pour obtenir des renseignements de voyage. Pouvez-vous me dire, lorsque vous planifiez un voyage à l'extérieur du Canada et des États-Unis, où vous vous adressez normalement pour de l'information?

NE PAS LIRE LA LISTE; ACCEPTER JUSQU'À 3 RÉPONSES MAIS NE PAS CHERCHER À EN OBTENIR PLUS D'UNE

En ligne/Internet	1	
Parler à un agent de voyage.....	2	
Brochures touristiques	3	
Parler à des amis et famille.....	4	
Journaux, livres, magazines.....	5	
Autre (veuillez préciser) -> AQ2; C350 L2 C75	77	
NSP/PDR.....	99	X

Q3 [1,19]

If... Q2.EQ.1

Quels genres de sites Web consultez-vous normalement?

NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE

Agence de santé publique du Canada (ASPC)	1	
Santé Canada Gouvernement.....	2	
Affaires étrangères et Commerce international (MAECI).....	3	
Gouvernement fédéral du Canada (sans précision)	4	
Gouvernement provincial	5	
Agence de voyage/Fournisseur de services touristiques (p. ex., Expedia)	6	
Chambre de commerce/bureaux de tourisme	7	
Sites de destination (p. ex., hôtel, parcs, attractions).....	8	
Forums comme TripAdvisor (avec critiques personnelles, impartiales)	9	
Sites de revues touristiques	10	
Sites gouvernementaux du pays de destination	11	
Autre (veuillez préciser) -> AQ3; C350 L2 C75	77	
NSP/PDR.....	99	X

Q4 [1,24]

En général, lorsque vous en faite la recherche, quels genres de renseignements de voyage recherchez-vous?

NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE

Hébergement/où loger	1	
Cartes/emplacements/distances	2	
Où aller/que faire/sites/événements.....	3	
Restaurants, magasins, etc.	4	
Risques pour la santé	5	
Météo.....	6	
Horaires des avions/trains/autobus	7	
Recensions/commentaires	8	
Conseils/avertissements de voyage	9	
Coût	10	
Autre (veuillez préciser) -> AQ4; C350 L2 C75	77	
NSP/PDR.....	99	X

Q5 [1,8]

Normalement, comment faites-vous vos réservations lorsque vous voyagez à l'extérieur du Canada et des États-Unis?

NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE

Agent de voyage.....	1	
Indépendamment en ligne (directement auprès de l'hôtel ou de la compagnie aérienne).....	2	
Indépendamment au téléphone (directement auprès de l'hôtel ou de la compagnie aérienne).....	3	
Autre (veuillez préciser) -> AQ5; C350 L2 C75.....	77	
NSP/PDR.....	99	X

Q6

Combien de temps à l'avance tendez-vous à faire vos réservations de voyage?

LIRE LA LISTE

Des mois à l'avance.....	1
Quelques semaines à l'avance.....	2
Seulement quelques jours à l'avance.....	3
À des moments différents, selon le voyage.....	4
(NE PAS LIRE) NSP/PDR.....	9

Q7

À quel point êtes-vous inquiet des maladies ou blessures que vous pourriez ou que quelqu'un qui vous accompagne pourrait attraper ou subir lors d'un voyage à l'extérieur du Canada et des États-Unis? Veuillez situer votre réponse sur une échelle où 1 signifie pas du tout inquiet et 7, très fortement inquiet.

1 Pas du tout inquiet.....	1
2.....	2
3.....	3
4 Assez inquiet.....	4
5.....	5
6.....	6
7 Très fortement inquiet.....	7
NSP/NRP.....	9

Q8 [0,0]

Dans quelle mesure chacun des facteurs suivants est-il important afin d'évaluer le degré de risque pour la santé (maladie ou blessure) lors d'un voyage à l'extérieur du Canada et des États-Unis? Veuillez situer votre réponse sur une échelle où 1 signifie pas du tout important, 7, extrêmement important et le point milieu, 4, moyennement important.

Q8A

Le fait de voyager avec un bébé ou un enfant en bas âge

Importance de... pour évaluer le degré de risque de quelqu'un lors d'un voyage?

1 Pas du tout important.....	1
2.....	2
3.....	3
4 Moyennement important	4
5.....	5
6.....	6
7 Extrêmement important	7
Sans objet	8
NSP/NRP.....	9

Q8C

Les maladies, handicaps ou états de santé chroniques des personnes qui voyagent

Importance de... pour évaluer le degré de risque de quelqu'un lors d'un voyage?

1 Pas du tout important.....	1
2.....	2
3.....	3
4 Moyennement important	4
5.....	5
6.....	6
7 Extrêmement important	7
Sans objet	8
NSP/NRP.....	9

Q8D

L'endroit où vous allez

Importance de... pour évaluer le degré de risque de quelqu'un lors d'un voyage?

1 Pas du tout important.....	1
2.....	2
3.....	3
4 Moyennement important	4
5.....	5
6.....	6
7 Extrêmement important	7
NSP/NRP.....	9

Q8F

Le genre d'activités et le but du voyage (rendre visite à des amis, de la famille, faire du tourisme, du camping, etc.)

Importance de... pour évaluer le degré de risque de quelqu'un lors d'un voyage?

1 Pas du tout important.....	1
2.....	2
3.....	3
4 Moyennement important	4
5.....	5
6.....	6
7 Extrêmement important	7
NSP/NRP.....	9

Q8G

Le fait d'être déjà allé à cet endroit ou de provenir de ce pays et que cela vous mette à l'aise

Importance de... pour évaluer le degré de risque de quelqu'un lors d'un voyage?

1 Pas du tout important.....	1
2.....	2
3.....	3
4 Moyennement important	4
5.....	5
6.....	6
7 Extrêmement important	7
NSP/NRP.....	9

Q8H

Le type d'hébergement dans lequel vous resterez (famille ou amis, hôtel, lieu de villégiature, camping, etc.)

Importance de... pour évaluer le degré de risque de quelqu'un lors d'un voyage?

1 Pas du tout important.....	1
2.....	2
3.....	3
4 Moyennement important	4
5.....	5
6.....	6
7 Extrêmement important	7
NSP/NRP.....	9

Q9

If never travelled q1a2 then skip to q10a

If... Q1A2.NE.2

Recherchez-vous normalement des renseignements sur les risques pour la santé provenant de maladies ou de blessures, associés à une destination particulière, au moment de planifier un voyage à l'extérieur du Canada et des États-Unis?

- Oui, toujours 1
- Tout dépend de la destination 2
- Tout dépend du genre d'activités prévues durant le voyage 3
- Non 4
- NSP/NRP 9

Q10A

IF NO

If... Q9.EQ.4.OR.Q1A2.EQ.2

Avez-vous déjà recherché des renseignements sur les risques pour la santé associés à une destination particulière, au moment de planifier un voyage?

- Oui 1
- Non 2
- Jamais voyagé sans objet 3
- NSP/PDR 9

Q10B [1,3]

If... Q10A.EQ.2.AND.Q1A2.NE.2

Quelle a été votre principale raison de ne pas le faire?

NE PAS LIRE LA LISTE; ACCEPTER JUSQU'À 3 RÉPONSES

- Pas au courant de risques quelconques pour la santé 1
- Ai vécu à cet endroit/y suis allé plusieurs fois/à l'aise avec cette destination 2
- En bonne santé/pas inquiet au sujet des maladies/blessures 3
- Confiance dans l'hébergement/bien coté/sécuritaire 4
- Autre (veuillez préciser) -> AQ10B; C350 L2 C75 77
- NSP/PDR 99

X

Q13

If... Q9.EQ.1-3

Si vous prépariez un voyage à l'extérieur du Canada et des États-Unis, quand seriez-vous le plus susceptible de chercher de l'information sur l'obtention de soins médicaux dans ce pays? Est-ce que ce serait avant de partir, et vous emporteriez les renseignements, ou rendu sur place, dans l'autre pays?

Chercher de l'information dans l'autre pays.....	1
Chercher de l'information avant de partir	2
(NE PAS LIRE NI SUGGÉRER) Ni l'un ni l'autre – ne pas en chercher à l'avance (mais le faire dans l'autre pays, en cas d'urgence).....	3
NSP/PDR.....	9

Q15

If... Q13.EQ.2

Combien de temps avant votre voyage avez-vous recherché ce genre de renseignements?

Moins d'une semaine.....	0
Inscrire le nombre exact de semaines -> AQ15; N2.0 [1-98].....	1
NSP/PDR.....	99

Q14

If never travelled q1a2 skip

If... Q1A2.NE.2

Avant de partir en voyage, avez-vous déjà fait une recherche à l'avance sur la façon d'obtenir des soins médicaux une fois rendu dans votre pays de destination?

Oui, toujours.....	1
Oui, au moins une fois.....	2
Non.....	3
NSP/PDR.....	9

Q11A [1,14]

If... Q9.EQ.1

Où chercheriez-vous de l'information sur les risques pour la santé dans un pays étranger, si vous en aviez besoin?

NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE

En ligne/Internet	1	
Un agent de voyage	2	
Brochures touristiques	3	
Amis et famille	4	
Journaux/livres/magazines	5	
Médecin de famille/infirmière/clinique	6	
Autre (veuillez préciser) -> AQ11A; C350 L2 C75	77	
NSP/PDR.....	99	X

Q11B [1,23]

If... Q11A.EQ.1

Quels sites Web avez-vous consultés?

NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE

Agence de santé publique du Canada (ASPC)	1	
Santé Canada Gouvernement.....	2	
Affaires étrangères et Commerce international (MAECI).....	3	
Gouvernement fédéral (sans précision)	4	
CDC (Centre for Disease Control des États-Unis)	5	
Google	6	
Gouvernement provincial	7	
Agence de voyage/Fournisseur de services touristiques (p. ex., Expedia)	8	
Forums comme TripAdvisor (avec critiques personnelles, impartiales)	9	
Industrie touristique à destination/dans pays étranger	13	
Gouvernement à destination/du pays étranger	12	
Sites et blogues de recensions touristiques	10	
Chambre de commerce/bureaux de tourisme	11	
Autre (veuillez préciser) -> AQ11B; C350 L2 C75	77	
NSP/PDR.....	99	X
Consulté aucun site Web	15	X

Q11C

FOR PHAC

If... Q11B.EQ.1

À quel point l'information que vous avez trouvée dans le site Web de l'Agence de santé publique du Canada (ASPC) a-t-elle été satisfaisante? C'est-à-dire, avez-vous trouvé ce que vous vouliez savoir et l'information vous a-t-elle semblé claire et complète? Veuillez répondre selon une échelle où 1 signifie pas du tout satisfaisante, 7, entièrement satisfaisante et le point milieu, 4, moyennement satisfaisante.

1 Pas du tout satisfaisante.....	1
2.....	2
3.....	3
4 Moyennement satisfaisante.....	4
5.....	5
6.....	6
7 Entièrement satisfaisante.....	7
NSP/NRP.....	9

Q11D [1,5]

If... Q11B.EQ.6

Quels critères de recherche avez-vous employés pour obtenir une liste de sites Web assez bonne ou pertinente?

Réponse -> AQ11D; C350 L2 C75.....	77	
NSP/PDR.....	99	X

Q12A [1,13]

If... Q11A.EQ.1

Comment choisissez-vous un site Web en vue d'obtenir de l'information sur les risques pour la santé lors d'un voyage?

NE PAS LIRE LA LISTE; ACCEPTER JUSQU'À 3 RÉPONSES MAIS NE PAS CHERCHER À EN OBTENIR PLUS D'UNE

Moteur de recherche (p. ex., Google).....	1	
Recommandation d'un ami/membre de la famille.....	2	
Quelques sites sûrs de placés parmi mes favoris.....	3	
Lien à partir d'autres sites dans lesquels j'ai confiance (p. ex., sites avec d'autres renseignements sur la santé).....	4	
Recommandation d'un médecin/professionnel de la santé.....	5	
Autre (veuillez préciser) -> AQ12A; C350 L2 C75.....	77	
NSP/PDR.....	99	X

Q12A2 [1,5]

If... Q12A.EQ.1.AND.Q11B.NE.6

Quels mots-clés avez-vous tapés pour obtenir une liste de sites Web assez bonne ou pertinente?

Tourisme et nom du pays	1	
Risques pour la santé	2	
Autre (préciser) -> AQ12A2; C350 L2 C75	77	
NSP/PDR.....	99	X

Q10C [1,7]

If YES in Q10A

If... Q10A.EQ.1

Quels facteurs, parmi les suivants, ont eu de l'importance dans votre décision de chercher de l'information sur les risques pour la santé lors d'un voyage?

LIRE LA LISTE ET ACCEPTER TOUTE RÉPONSE PERTINENTE

La destination elle-même (connue pour présenter un risque élevé de maladie)	1	
Le projet d'activités pouvant poser un risque de maladie ou de blessure, comme de visiter une région éloignée	2	
Le fait d'être accompagné de personnes vulnérables comme poupon, enfant en bas âge, femme enceinte ou personne âgée	3	
Le fait d'être accompagné d'une personne ayant un problème médical ou un handicap	4	
Les conseils d'autres voyageurs/de membres de la famille/d'amis/d'un médecin	5	
L'obligation de satisfaire à certaines conditions pour pénétrer dans le pays	6	
Autre (veuillez préciser) -> AQ10C; C350 L2 C75	77	B
NSP/PDR.....	99	BX

Q12B

IF DO NOT USE WEB

If... Q11A.NE.1

Avez-vous accès à Internet, à domicile ou au travail?

Oui	1	
Non	2	->Q12C
NSP/PDR.....	9	

Q12B2

If... Q12B.EQ.1

Vous servez-vous d'Internet pour de la recherche en vue d'un voyage potentiel à l'extérieur du Canada ou des États-Unis?

- Oui..... 1
- Non..... 2
- NSP/PDR..... 9

Q12B3 [1,3]

If... Q12B2.EQ.2

Pourquoi donc?

NE PAS LIRE LA LISTE; ACCEPTER JUSQU'À 3 RÉPONSES

- Pas assez à l'aise pour me servir d'Internet..... 1
- Pas de haute vitesse et ça prend trop de temps 2
- Ne trouve pas Internet utile pour faire de la recherche sur les voyages..... 3
- Préfère une autre méthode pour obtenir cette information (p. ex., lire des livres)..... 4
- Autre (veuillez préciser) -> AQ12B3; C350 L2 C75 77
- NSP/PDR..... 99 X

Q12C

IF NO INTERNET ACCESS

If... Q12B.EQ.2

Trouvez-vous que le fait de ne pas avoir accès à Internet vous rend plus difficile la tâche d'obtenir de l'information sur les risques pour la santé liés à vos voyages?

- Oui..... 1
- Non..... 2
- NSP/PDR..... 9

Q16A

Si vous trouviez de l'information qui suggèrait que le pays ou la région où vous prévoyez vous rendre présente un risque pour la santé nouveau ou plus élevé que la moyenne, quelle est la probabilité que vous changiez vos plans et alliez dans une autre région ou que vous preniez davantage de mesures pour vous préparer?

LIRE LA LISTE

1 Pas du tout probable	1
2.....	2
3.....	3
4 Assez probable	4
5.....	5
6.....	6
7 Extrêmement probable.....	7
NSP/NRP.....	9

Q16B [1,19]

If... Q16A.EQ.3-7

Quels facteurs pourraient influencer sur votre décision de changer de destination?

NE PAS LIRE; SUGGÉRER AU BESOIN; ACCEPTER TOUTE RÉPONSE PERTINENTE

Les personnes faisant partie du voyage	1	
Le but du voyage	2	
La possibilité de remplacer facilement la destination par une autre	3	
L'ampleur de la probabilité de tomber malade.....	4	
Le genre de maladie qu'on risque d'attraper	5	
Les mesures déjà prises pour se préparer/la vaccination déjà faite.....	6	
L'ampleur des précautions à prendre pour affronter le risque	7	
Autre (veuillez préciser) -> AQ16B; C350 L2 C75	77	B
NSP/PDR.....	99	BX

Q17A [1,22]

Quelle sorte de renseignements relatifs à la santé voudriez-vous avoir lorsque vous envisagez de voyager à l'extérieur du Canada et des États-Unis?

NE PAS SUGGÉRER; ACCEPTER TOUTE RÉPONSE PERTINENTE

Le niveau de risque en général	1	
Le niveau de risque pour certaines personnes (jeunes, âgées, enceintes, vulnérables)	2	
La nécessité de vaccination/d'immunisation et le moment	3	
Les éclosions de maladie dans la région.....	4	
Où s'adresser pour obtenir de l'aide en cas de maladie/blessure.....	5	
Quelle assurance-maladie on doit avoir pour voyager et où l'obtenir	6	
Comment éviter les maladies/blessures.....	7	
Où s'adresser pour obtenir des soins médicaux.....	8	
La disponibilité et la qualité des soins médicaux dans le pays de destination, en général	9	
Les règles/conditions de paiement des soins médicaux dans le pays étranger	10	
Autre (veuillez préciser) -> AQ17A; C350 L2 C75	77	
NSP/PDR.....	99	X

Q17B [1,5]

Y a-t-il parmi les suivants des sortes de renseignements relatifs à la santé que vous aimeriez-vous avoir lorsque vous envisagez de voyager à l'extérieur du Canada et des États-Unis?

LIRE LA LISTE ET DEMANDER AU FUR ET À MESURE SI C'EST OUI/NON

Q17A.NE.1		
Le niveau de risque en général	1	
Q17A.NE.3		
La nécessité de vaccination/d'immunisation et le moment	3	
Q17A.NE.4		
Les éclosions de maladie dans la région.....	4	
Q17A.NE.5		
Où s'adresser pour obtenir de l'aide en cas de maladie/blessure.....	5	
Q17A.NE.6		
Quelle assurance-maladie on doit avoir pour voyager et où l'obtenir	6	
(NE PAS LIRE) Aucune des réponses précédentes.....	98	BX
(NE PAS LIRE) NSP/PDR.....	99	BX

Q18 [1,17]

À votre avis, qui devrait avoir la responsabilité de fournir de l'information sur LES RISQUES POUR LA SANTÉ associés au voyage vers des destinations particulières et sur LES PRÉCAUTIONS À PRENDRE avant de partir en voyage (p. ex., la vaccination)

NE PAS LIRE LA LISTE; ACCEPTER LES RÉPONSES MULTIPLES

La personne qui part en voyage.....	1	
L'agent de voyage	2	
Le gouvernement fédéral/Santé Canada/l'ASPC.....	3	
Le gouvernement provincial.....	4	
Le gouvernement du pays étranger/de destination	5	
Mon médecin/un professionnel de la santé/les cliniques.....	6	
L'industrie touristique au Canada.....	7	
L'industrie touristique de l'autre pays.....	8	
Les douanes/services de sécurité de l'autre pays.....	9	
Autre (veuillez préciser) -> AQ18; C350 L2 C75	77	
NSP/PDR.....	99	X

Q20 [0,0]

Selon vous, dans quelle mesure les suivants sont-ils dignes de confiance pour ce qui est de vous donner l'information la plus exacte et objective qui soit sur les risques des voyages pour la santé? Veuillez répondre selon une échelle où 1 signifie pas du tout digne(s) de confiance, 7, extrêmement digne(s) de confiance et le point milieu, 4, moyennement digne(s) de confiance.

Q20A

Les sites Web des agences de voyage/de l'industrie touristique

Dans quelle mesure ... est-il/sont-ils digne(s) de confiance pour ce qui est de vous donner l'information la plus exacte et objective qui soit sur les risques des voyages pour la santé?

1 Pas du tout digne(s) de confiance	1
2.....	2
3.....	3
4 Moyennement digne(s) de confiance.....	4
5.....	5
6.....	6
7 Extrêmement digne(s) de confiance	7
NSP/NRP.....	9

Q20B

Le gouvernement fédéral

Dans quelle mesure ... est-il/sont-ils digne(s) de confiance pour ce qui est de vous donner l'information la plus exacte et objective qui soit sur les risques des voyages pour la santé?

- 1 Pas du tout digne(s) de confiance 1
- 2 2
- 3 3
- 4 Moyennement digne(s) de confiance 4
- 5 5
- 6 6
- 7 Extrêmement digne(s) de confiance 7
- NSP/NRP 9

Q20C

Votre médecin/les travailleurs de la santé/les cliniques

Dans quelle mesure ... est-il/sont-ils digne(s) de confiance pour ce qui est de vous donner l'information la plus exacte et objective qui soit sur les risques des voyages pour la santé?

- 1 Pas du tout digne(s) de confiance 1
- 2 2
- 3 3
- 4 Moyennement digne(s) de confiance 4
- 5 5
- 6 6
- 7 Extrêmement digne(s) de confiance 7
- NSP/NRP 9

Q20D

Le gouvernement du pays étranger/de la destination étrangère

Dans quelle mesure ... est-il/sont-ils digne(s) de confiance pour ce qui est de vous donner l'information la plus exacte et objective qui soit sur les risques des voyages pour la santé?

- 1 Pas du tout digne(s) de confiance 1
- 2 2
- 3 3
- 4 Moyennement digne(s) de confiance 4
- 5 5
- 6 6
- 7 Extrêmement digne(s) de confiance 7
- NSP/NRP 9

Q21 [0,0]

Quel genre de rôle le gouvernement fédéral devrait-il jouer pour ce qui est d'informer les voyageurs canadiens sous chaque aspect ci-dessous? Veuillez répondre selon une échelle où 1 signifie aucun rôle, 7, un très grand rôle et le point milieu, 4, un rôle moyen.

Q21A

Augmenter la sensibilisation des voyageurs aux risques accrus de maladie dans des régions particulières

Quel genre de rôle le gouvernement fédéral devrait-il jouer pour ce qui est d'informer les voyageurs canadiens sous cet aspect?

- 1 Aucun rôle 1
- 2 2
- 3 3
- 4 Un rôle moyen 4
- 5 5
- 6 6
- 7 Un très grand rôle 7
- NSP/NRP 9

Q21B

Les messages d'intérêt public sur l'éclosion de maladies dans des régions particulières

Quel genre de rôle le gouvernement fédéral devrait-il jouer pour ce qui est d'informer les voyageurs canadiens sous cet aspect?

- 1 Aucun rôle 1
- 2 2
- 3 3
- 4 Un rôle moyen 4
- 5 5
- 6 6
- 7 Un très grand rôle 7
- NSP/NRP 9

Q21C

Augmenter la sensibilisation des voyageurs aux précautions à prendre (p. ex., la vaccination) avant de se rendre dans des régions particulières

Quel genre de rôle le gouvernement fédéral devrait-il jouer pour ce qui est d’informer les voyageurs canadiens sous cet aspect?

1 Aucun rôle	1
2.....	2
3.....	3
4 Un rôle moyen	4
5.....	5
6.....	6
7 Un très grand rôle	7
NSP/NRP.....	9

Q21D

Augmenter la sensibilisation aux sites Web du gouvernement qui donnent de l’information sur ce qu’on doit savoir, sur la planification, les risques et ainsi de suite

Quel genre de rôle le gouvernement fédéral devrait-il jouer pour ce qui est d’informer les voyageurs canadiens sous cet aspect?

1 Aucun rôle	1
2.....	2
3.....	3
4 Un rôle moyen	4
5.....	5
6.....	6
7 Un très grand rôle	7
NSP/NRP.....	9

Q22SKP

IF NO TO Q1A AND Q1B SKIP TO DEMOS

If... Q1CLEQ.2

1.....	1	->DEMIN
--------	---	---------

Q22

Lorsque vous planifiez un voyage, avez-vous ou prenez-vous normalement une assurance-maladie de voyage?

Oui.....	1	
Non.....	2	
Tout dépend du voyage	3	
Jamais voyage par le passé – Sans objet.....	4	->DEMIN
NSP/PDR.....	9	

Q23A

Avez-vous déjà été vacciné en prévision d'un voyage?

- Oui..... 1
- Non..... 2
- Jamais voyagé dans un endroit où il fallait prendre des précautions 3
- NSP/PDR..... 9

Q23B

Avez-vous déjà pris des médicaments d'ordonnance en prévision d'un voyage?

- Oui..... 1
- Non..... 2
- Jamais voyagé dans un endroit où il fallait prendre des précautions 3
- NSP/PDR..... 9

Q24

IF Q1A=1

If... Q1A.EQ.1

À quelle fréquence avez-vous voyagé à l'extérieur du Canada et des États-Unis au cours des cinq dernières années?

LIRE LA LISTE AU BESOIN

- Une fois par mois au moins 1
- Quelques fois par année..... 2
- Une fois par année..... 3
- À intervalles de quelques années..... 4
- Moins souvent qu'à intervalles de quelques années 5
- Très rarement (une fois par de cinq à dix ans ou moins souvent)..... 6
- (NE PAS LIRE) NSP/PDR..... 9

Q25

If... (Q1B.EQ.1).AND.(Q1A.EQ.2)

À quelle fréquence prévoyez-vous voyager à l'extérieur du Canada et des États-Unis au cours des trois prochaines années?

LIRE LA LISTE AU BESOIN

- Une fois par mois au moins 1
- Quelques fois par année..... 2
- Une fois par année..... 3
- À intervalles de quelques années..... 4
- Moins souvent qu'à intervalles de quelques années 5
- Très rarement (une fois par de cinq à dix ans ou moins souvent)..... 6
- (NE PAS LIRE) NSP/PDR..... 9

Q26

En général, lorsque vous voyagez pendant combien de temps partez-vous?

LIRE LA LISTE AU BESOIN

Quelques jours	1
Environ une semaine	2
Quelques semaines	3
Environ un mois	4
Au moins plusieurs mois	5
(NE PAS LIRE) NSP/PDR.....	9

Q27 [1,3]

Avez-vous tendance à voyager à l'extérieur du Canada et des États-Unis...

LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE

Par affaires.....	1	
Par agrément.....	2	
Pour rendre visite à des amis ou de la famille dans votre pays d'origine	3	
(NE PAS LIRE) Aucune des réponses précédentes.....	8	BX
(NE PAS LIRE) NSP/PDR.....	9	BX

Q28 [1,4]

Voyagez-vous seul, en famille, en groupe ou avec des collègues?

ACCEPTER TOUTE RÉPONSE PERTINENTE

Seul.....	1	
En famille	2	
En groupe	3	
Avec des collègues	4	
NSP/PDR.....	9	X

Q29 [1,4]

IF Q28=#2,#3 AND Q27=#2-#3

If... (Q28.EQ.2,3).AND.(Q27.EQ.2,3)

En général, êtes-vous accompagné d'enfants en bas âge, de personnes âgées, de femmes enceintes ou de personnes ayant une maladie chronique, un mauvais état de santé ou blessées?

ACCEPTER TOUTE RÉPONSE PERTINENTE

Enfants en bas âge	1	
Personnes âgées	2	
Femmes enceintes.....	3	
Malades chroniques	4	
(NE PAS LIRE) Aucune des réponses précédentes.....	8	BX
(NE PAS LIRE) NSP/PDR.....	9	BX

Q30 [1,11]

If... Q1A.EQ.1

Où avez-vous voyagé à l'extérieur du Canada et des États-Unis au cours des cinq dernières années?

LIRE LA LISTE AU BESOIN

Mexique/Caraïbes	1	
Europe de l'Est	2	
Europe de l'Ouest	3	
Afrique	4	
Chine	5	
Moyen-Orient	6	
Asie.....	7	
Amérique du Sud.....	8	
Autre (veuillez préciser) -> AQ30; C350 L2 C75	77	
NSP/PDR.....	99	X

DEMIN [0,0]

Encore quelques questions, à des fins statistiques, cette fois.

QAGEX

En quelle année êtes-vous né? NOTE: INSCRIRE L'ANNÉE AU COMPLET, P. EX., "1977"

EN CAS D'HÉSITATION PASSER A LA QUESTION SUIVANTE

Année -> AQAGEX; N4.0 [1900-1991]	1
HÉSITANT	9

QAGEY

If... QAGEX.EQ.9

Puis-je vous situer dans l'un des groupes d'âges suivants?

Moins de 25 ans.....	1
25-34 ans	2
35-44 ans	3
45-54 ans	4
55-64 ans	5
65-74 ans	6
75 ans ou plus.....	7
(NE PAS LIRE) NSP/PDR.....	9

EDUC

Quel est le plus haut niveau de scolarité que vous avez atteint?

Un peu d'école secondaire ou moins.....	1
Diplôme d'études secondaires.....	2
Un peu d'études collégiales	3
Diplôme d'un collège communautaire/technique ou CEGEP	4
Diplôme d'un collège privé.....	5
Un peu d'études universitaires	6
Baccalauréat	7
Diplôme d'études supérieures	8
NSP/PDR.....	9

CHLD

Est-ce que des enfants de moins de 18 ans habitent avec vous ? Il est question ici des enfants qui vivent chez vous en permanence ou en alternance, dans le cas d'une garde partagée.

Oui.....	1
Non.....	2
NSP/PDR.....	9

BORNC

Êtes-vous né(e) au Canada?

Oui.....	1
Non.....	2
NSP/PDR.....	9

COMEC

If... BORNC.NE.1

Lors de votre arrivée au Canada, étiez-vous enfant, adolescent(e) ou adulte?

- Enfant 1
- Adolescent(e)..... 2
- Adulte 3
- NSP/PDR..... 9

MINOR [1,3]

Considérez-vous que vous appartenez à l'un ou l'autre des groupes suivants?
PRÉCISER AU BESOIN: Membre d'une minorité visible en raison de votre race ou de la couleur de votre peau

LIRE LA LISTE, CHOISIR TOUTE RÉPONSE PERTINENTE

- Membre d'une minorité visible..... 1
- Autochtone 2
- Personne handicapée 3
- (NE PAS LIRE) Aucun de ces groupes 8 X
- (NE PAS LIRE) NSP/PDR..... 9 X

INCM

Quel est le revenu annuel de votre MÉNAGE, de toutes sources et avant impôts?

- <10,000\$..... 1
- 10,000\$-19,999\$..... 2
- 20,000\$-29,999\$..... 3
- 30,000\$-39,999\$..... 4
- 40,000\$-49,999\$..... 5
- 50,000\$-59,999\$..... 6
- 60,000\$-79,999\$..... 7
- 80,000\$-99,999\$..... 8
- 100,000\$-119,999\$..... 9
- 120,000\$ ou plus 10
- NSP/PDR..... 99

THNK

Voilà qui conclut l'entrevue. Merci beaucoup.

Fin de l'entrevue

- Complet 1 D

APPENDIX B
CALL RESULTS AND RESPONSE
RATES TABLE

Exhibit 1
Call Results and Response Rates Table

Total Numbers Accepted		18881
Total out of scope		3746
Numbers not in service	2965	
fax or modem or business	666	
Duplicates	15	
Numbers blocked by Phone companies	100	
Unresolved		3926
Busy , no answers, Answering machines	3926	
Retired, called 10 times without success	0	
In-scope Non-responding		8257
Unavailable	35	
refusals	8106	
Break offs	116	
In-scope Responding units		2952
Completes	1755	
Ineligible.	698	
Quota Filled	32	
Language difficulty	467	
Response Rate		19.6%