



Awareness, Attitudes and
Behaviour of Canadian
Travellers Regarding Liquids,
Aerosols and Gels (LAGs)

National Telephone Survey

FINAL REPORT

Submitted to:

CATSA

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EXECUTIVE SUMMARY

In order to better monitor and evaluate the effectiveness of its ongoing communications activities, the Canadian Air Transport Security Authority (CATSA) has identified the need for a public opinion research plan covering a period of three years. The primary focus for the first year of research (i.e., 2008) will be the development of communications messaging, materials, and strategy designed to increase awareness, understanding, and acceptance/support for policies in effect at Canadian airports with regard to liquids, aerosols and gels (LAGs). The 2008 research plan takes an incremental approach to defining the communications problem and how best to address it, including the type of awareness, attitudes and behaviour that needs to be addressed, the type of messaging needed to address it and the best strategy of how and where to address it in order to reduce the non-compliance at airports regarding LAGs.

This report presents the results from Phase III of the research plan (i.e., the moving beyond the airport phase). This phase involved a national telephone survey of 1,807 Canadians who have travelled at least once by air in the past five years. Surveys were collected between August 20, 2008 and September 12, 2008. The survey focused on attitudes to security screening, the LAGs policy, and support for specific proposed measures to help make security screening more effective and efficient. The survey also looked at media consumption habits for the purposes of communications planning. The highlights of the research findings are provided below.

Views on the Canadian Security Screening Process

Overall, the security screening process at Canadian airports is rated fairly positively. Almost eight in ten view the quality of security to be “good”, and three-quarters rate the courtesy, knowledge and professionalism of screening personnel positively. Seven in ten also provide a positive assessment of the consistency in the application of restrictions from one passenger to the next. Air travellers are somewhat less satisfied with the speed of being processed, the willingness of screening personnel to answer questions, and the consistency in the application of restrictions from airport to airport; a majority, however, also rate these aspects of security screening as being “good”. Screening at Canadian airports also holds up well in an international comparison. On a range of measures (i.e., consistency, capability, and courtesy of screening officers, speed of the process, and overall security), Canadian screening is rated as being equal to or better than security screening available at airports in other countries by a margin of roughly 2 to 1. In fact, only about 1 in 10 rates these aspects of screening in Canadian airports as “worse” than that which is available in other countries.

As for the amount of time that is considered acceptable to wait to go through security screening, results vary significantly. While there are those that think they should have to wait no more than 5 minutes, most are willing to wait longer. In fact, 21.6 minutes is the average acceptable wait time. Regardless of their views on wait times, however, most consider the time it took to go through security screening the last time they flew to be acceptable.

Awareness of Restrictions of LAGs

Almost all travellers (more than 9 in 10) are aware that there are some restrictions in place at Canadian airports related to bringing LAGs through security screening. Of those aware of the restrictions, most (8 in 10) also understand that these apply only to carry on luggage. When asked to elaborate on the restrictions, 1 in 2 know that they apply to the *quantity* of LAGs, and another 1 in 4 note that the restrictions require LAGs to be packed in a clear, re-sealable bag. There are others, however, who seem somewhat confused about the restrictions (e.g., some thought that liquids were banned altogether).

Before proceeding any further with the survey, the restrictions on LAGs were clarified. Respondents were then asked about what they saw as the intent of the policy. Generally speaking, most recognize that the rules are in place for security reasons (i.e., to prevent explosives or bombs from being brought on board a plane, to prevent or respond to terrorism, for reasons of safety or security). Only a very few provided less accurate responses (e.g., so screeners can see what you have packed, to annoy travellers, because these items are messy).

Views about Restrictions and Related Attitudes

When informed that restrictions are in fact in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft, a strong majority of Canadian travellers (8 in 10) say they support the LAGs policy. Likewise, most travellers are not overly concerned or intimidated by the security screening process at Canadian airports. That said there is about 1 in 5 that feels “very uncomfortable” or “really annoyed” with this process. Some of this can be explained by looking at other variables. For example, over one-third of air travellers agree that it is “very annoying to have to throw away a good product at the airport due to security restrictions on LAGs”. Similarly, almost one-quarter of respondents are a bit sceptical about the effectiveness of the policy (i.e., they do not understand how LAGs can pose a security threat on board an airplane).

Despite some scepticism, fully three-quarters of travellers believe that security screening at Canadian airports really does increase the security of air travel, and close to seven in ten are confident that there are sufficient security procedures in place to protect passengers (even if they cannot see them). There are others, however, who are not as confident (e.g., 1 in 3 agrees that there is very little that law enforcement and security screeners can do to prevent a terrorist attack in general or on an airplane in specific). On a related note, close to two-thirds of travellers agree that governments must balance risks with the inconvenience they cause to Canadians, suggesting that there is a segment of Canadian travellers who are not fully convinced of the need for security screening.

Improving Compliance

When asked to rate the effectiveness of various measures in improving the compliance with restrictions on LAGs, reminding travellers of the restrictions prior to their arrival at the airport is thought to be the most effective, followed closely by reminding travellers of the reason for the restrictions (i.e., traveller

safety). Over half of respondents also believe that reminding travellers of the restrictions upon arrival at the airport or explaining why these items pose a safety risk would be very effective approaches in improving compliance. Considerably fewer agree that increasing the severity of consequences would be very effective.

Most travellers have made changes to their packing practices as a result of restrictions on LAGs (e.g., put LAGs in checked baggage, follow instructions for bringing LAGs in their carry-on, make sure not to have any LAGs in their possession when they arrive at security, travel without any LAGs). For the one-quarter of travellers that say they have not altered their packing practices, virtually all say it is because they already comply with the restrictions.

Despite the fact that most travellers indicate having made changes in order to comply with restrictions, close to half have at some point in the past had to surrender or throw away LAGs at the airport (20 per cent surrender, 16 per cent throw-away, and 13 per cent both). Most often, travellers had to surrender an item at screening because they simply forgot that they had placed this item in their carry on baggage or were unaware that the item was restricted. Only about 1 in 10 indicate that they had the item in their possession for convenience or personal need (e.g., food, lighter, toiletries, knitting kit), and fewer still said that they intentionally brought an item through security thinking that they could “get away with it”.

Communications

By far the largest proportion of travellers generally agrees that communications regarding restrictions should be pre-emptive, occurring before passengers arrive at the airport (7 in 10 takes this view), and an additional seven per cent say the information is best communicated even earlier, when passengers first book their trip. Only about 1 in 5 thinks passengers are best informed once they have arrived at the airport.

Travellers who believe that restrictions should be communicated before passengers arrive at the airport most often suggest travel agents or an electronic reminder as the best means of communicating this information. In terms of when travellers should be reminded, respondents most often suggest that passengers would be best informed a few days (38 per cent) or a few weeks in advance of their trip (31 per cent). Only about 1 in 10 suggests advising them the night prior to their departure, and a few (15 per cent) do not offer any precise suggestion for timing (stating “anytime”).

A Typology of Travellers

Additional multivariate analysis of the telephone survey results was undertaken with the objective of developing a typology that can be used to understand how the traveling public divides into identifiable groups or segments based on a variety of factors including their outlook on the LAG restrictions. The following five segments were identified through this process: Supportive Followers (38 per cent of air travellers), Retired Convenience Seekers (28 per cent), Passive Unimpressed (19 per cent), Younger Cynics (13 per cent), and Annoyed Business Travellers (seven per cent). Outlined below are the main

features of each segment, as well as the priority that should be placed on them from a communications perspective.

- *Supportive Followers*. This segment represents the “converted” (i.e., they express very limited reservations about the LAGs policy or screening in general). Although a lower communications priority than the other segments, they could also benefit from reminders and additional information to dispel confusion.
- *Retired Convenience-Seekers*. While this group tends to support the restrictions on LAGs, they are reluctant to sacrifice any personal convenience to meet safety requirements. They are a primary communications target as they are a sizable group, who are annoyed and flustered by the restrictions, but also amenable to suggestions for becoming better prepared. They are driven by what ever will make their trip through the airport more straightforward and less stressful.
- *Passive Unimpressed (or Cautious Worriers)*. This group is distinguished by the low levels of quality they accord to Canadian airport screening and the impact this has on passenger security. They may be a less immediate communications priority as they are not the most frequent travellers, nor are they the most annoyed or befuddled by the policy. It is difficult to discern whether they are unhappy with the level of security screening or are particularly likely to worry and be satisfied with nothing less than top notch security (because there is always room for improvement)
- *Younger Cynics*. This group is characterized by their strong opposition on the LAGs restrictions policy – as well as their higher level of annoyance with the policy. While cynical, they are not as entrenched in their view as the most annoyed (i.e., business travellers). In fact, there is room to inform this group as they seem less knowledgeable than most and information may help to fill in the gaps regarding the purpose of the policy. The key media for this segment is likely to be Web 2.0, with opinion being shaped and changed through editorials and social media sites (e.g., on blogs) online.
- *Annoyed Business Travellers*. This group expresses the strongest negativity regarding the screening process and LAGs restrictions, and are likely quite vocal about it. They are a crucial group from a communications perspective as they are the most likely to have a credible voice with the rest of the traveling public. That said, they are also the most informed and likely the most complaint group (as they fully realize that restricted items will be found and that the consequences are losing their possessions). They have had lots of opportunity to witness this over time, given their frequent travel. And, they are quite entrenched in their point of view. Changing their minds is not a likely outcome, and they will not easily be persuaded with gifts or even special treatment.

1. INTRODUCTION AND METHODOLOGY

In order to better monitor and evaluate the effectiveness of its ongoing communications activities, the Canadian Air Transport Security Authority (CATSA) has identified the need for a public opinion research plan covering a period of 3 years. The primary focus for the first year of research (i.e., 2008) will be the development of communications messaging, materials, and strategy designed to increase awareness, understanding, and acceptance/support for policies in effect at Canadian airports with regard to liquids, aerosols and gels (LAGs). The 2008 research plan takes an incremental approach to defining the communications problem and how best to address it, including the type of awareness, attitudes and behaviour that needs to be addressed, the type of messaging needed to address it and the best strategy of how and where to address it in order to reduce the non-compliance at airports regarding LAGs.

The 2008 research plan is currently in Phase III (i.e., the exploratory phase – moving beyond the airport). In this phase, travellers' knowledge of the purpose of the policy and their associated acceptance of or support for it are explored, although the central focus is on attitudes regarding security screening, the LAGs policy, privacy and acceptance/support for specific proposed measures to help make security screening more effective and efficient. The survey also looks at how travellers get travel information, when they wish to hear about the LAGs policy and what their general media consumption and interests are for the purposes of communications planning.

The survey includes a sample of 1,807 completed interviews with Canadians (Canadian citizens and permanent residents who are 18 years of age and older) who have travelled at least once by air in the past five years. This represents 67 per cent of Canadian households (with the other 33 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 +/-2.3 per cent for the sample overall, at a 0.05 confidence level (i.e., 19 times out of 20). The margin of error is typically between 5 and 8 per cent in most sub-groups that are isolated in the analysis (e.g., region, age, economic status, born outside of Canada).

The survey data were collected over a 3-week period between August 20 and September 12, using standard monitoring and call-back techniques. The sample drawn was a nationally representative sample, using a random-digit dial process to obtain listed and unlisted numbers. The average length of the interview was 23 minutes and explored awareness of the LAGs policy, views about security screening and the LAGs policy specifically, as well as about consumption of travel information, and news and current events. The survey collection obtained a response rate of 18 per cent. Appendix B presents details of this calculation.

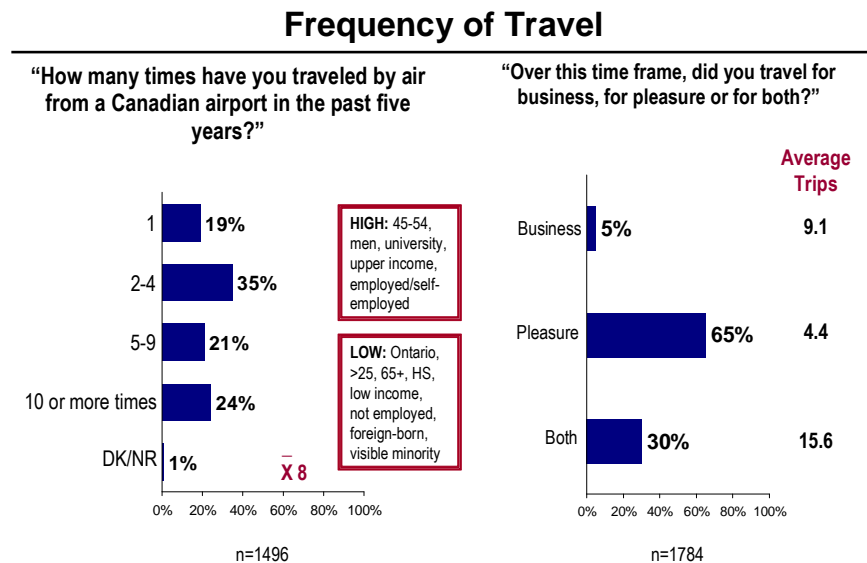
Prior to the conduct of the survey, the survey instrument was tested with 30 (15 in English and 15 in French) in iterations, with changes being made after the first 5 to 10 and then again after 10 interviews, to ensure that any changes were addressing particular issues experienced in the interviews. These related to small wording changes and skip logic. The survey instrument can be found in Appendix A.

2. BACKGROUND VARIABLES

2.1 FREQUENCY OF TRAVEL

There is, of course, considerable variation in the amount of air travel that Canadians report over a period of 5 years. The overall incidence of flying by air, even once in 5 years is 67 per cent. This encompasses the entire population considered to be “in scope” for the current survey. One in 5 (19 per cent) of these travellers have travelled only once by air during the past 5 years. One in 3 (35 per cent) travelled 2 to 4 times, 21 per cent have travelled 5 to 9 times and the remaining 24 per cent travelled 10 or more times in the past 5 years.

Just over 1 in 3 (35 per cent) of travellers have travelled for business (5 per cent exclusively for business and 30 per cent for both business and pleasure). As might be expected, those who travel exclusively for pleasure take the fewest trips over a 5-year period, averaging 4.4 in 5 years. Those taking trips exclusively for business take an average of 9.1 over 5 years. It is those who travel for both business and pleasure who report the most frequent trips (15.6 on average in 5 years).



- Men tend to travel more frequently than women (51 per cent of men have travelled 5 or more times in the past 5 years, compared to 44 per cent of women).
- Travellers from Quebec have made fewer trips than those from other provinces (21 per cent have travelled once and 42 per cent 2 to 4 times in the last 5 years).
- Frequent travellers are far more apt to be university educated and to report higher than average household incomes. Frequent travellers (those who have made 5 trips or more in the last 5 years) are also more apt to be between the age of 55 and 64. Conversely, the youngest respondents (under 25), those with high school education or less, and household incomes below \$50,000 are more apt to have travelled less than 5 times in the last 5 years.
- The self-employed are more apt than others to be frequent travellers (55 per cent are).
- Persons with a disability and members of visible minorities are the least frequent travellers.
- Men (who tend to be more frequent travellers) more often report having travelled for business or both business and pleasure, while women more often report having travelled for pleasure in the last 5 years (72 per cent of women travelled purely for pleasure, compared to 53 per cent of men).
- It is not surprising that the oldest (over 65) and youngest (under 25) respondents have more often travelled for pleasure only in the last 5 years, while those 25 to 54 have more often travelled for business and pleasure.
- Those with higher household incomes (\$80,000 or more) and with university education are more apt to report travelling for both business and pleasure (recall that these also tend to be more frequent travellers).
- Naturally, those employed and self-employed are more apt to report travelling for business and pleasure.
- Those travelling for both business and pleasure (and therefore more apt to be frequent travellers) are more apt to have flown with children in the past 5 years.

2.2 TRAVEL DESTINATION

Respondents were asked to indicate whether they have flown to domestic or international destinations during their travel in the past 5 years. Just under one-quarter flew exclusively to domestic destinations in the past 5 years (23 per cent); while 37 flew to international destinations, and 40 per cent to a combination of the two (domestic and international destinations).

- Travellers from British Columbia and Alberta more often report travelling to both domestic and international destinations; those from Manitoba, Saskatchewan and Atlantic Canada to

domestic destinations only; while those from Ontario and Quebec more often report travelling uniquely to international destinations.

- Not surprisingly, travellers born outside Canada more often report having travelled to international destinations (52 per cent have); while those Canada-born are more apt to have travelled exclusively to domestic locations (27 per cent have).
- Frequent travellers (who have travelled 5 or more times in the last 5 years) are more apt to have travelled to both domestic and international destinations in that time frame.
- Travellers aged 45 to 64 (who are more apt to be frequent travellers) are more apt to report travelling to both domestic and international destinations. Similarly, travellers with university education and household incomes of \$80,000 or more (also more apt to be frequent travellers) are also more apt to report travelling to both domestic and international destinations. Conversely, those with less education or lower income levels are more apt to have travelled to domestic or international destinations (and not both).
- As well, respondents who are employed or self-employed are more apt to have flown to both domestic and international locations.
- Those who have travelled for business (and tend to be frequent travellers) are more apt to have flown to both types of destinations, while pleasure travellers are more apt to have flown only to international destinations.

2.3 TRAVEL WITH CHILDREN

Less than one-quarter of the travellers surveyed have travelled with children under 12 within the past 5 years (22 per cent have).

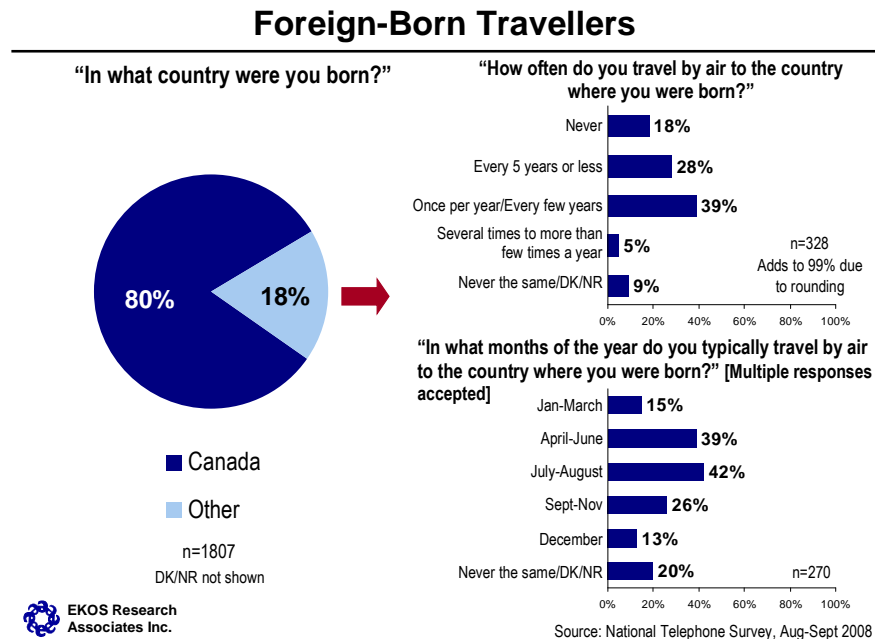
- Travellers aged 35 to 44 most often report having travelled with children in the past 5 years (50 per cent have), likely related to the age of the child.
- Those with university education are more apt to have flown with children (25 per cent have), and the proportion of respondents who have flown with children increases with household income, as do households with children in them based on results from other surveys (from 15 per cent of those with incomes of less than \$30,000 to 34 per cent of those with household incomes of \$120,000 or more).
- Furthermore, frequent travellers (who report higher incomes and education) are more apt to have travelled with children.
- Travellers born outside Canada more often report having travelled with children (31 per cent have, compared to 20 per cent of travellers born in Canada).

2.4 COUNTRY BORN IN AND TRAVEL TO HOME COUNTRY

Most travellers surveyed (80 per cent) were born in Canada. Those born outside Canada report a variety of different countries as their location of birth, including the United Kingdom (4 per cent), Eastern or Central Europe (3 per cent), Western Europe (2 per cent), Southeast Asia (2 per cent), and the US (2 per cent).

Those born outside Canada were asked to indicate how often they travel by air to the country where they were born. Close to 2 in 10 (18 per cent) never return to their home country; 28 per cent return every 5 years or more; 24 per cent every few years; 15 per cent return on an annual basis; and 5 per cent more frequently. Some (8 per cent) report that there is no frequency or pattern with which they return to the country they were born.

These foreign-born travellers most often return to the country of their birth in June (19 per cent), July (26 per cent) or August (16 per cent) (Canada's summer months); followed by May (12 per cent), December (13 per cent) or September (12 per cent).



- Foreign-born travellers who travel on business are somewhat more apt to report returning to the country of their birth on a frequent basis (more than once per year), as do the most frequent travellers.

3. VIEWS ON THE CANADIAN SECURITY SCREENING PROCESS

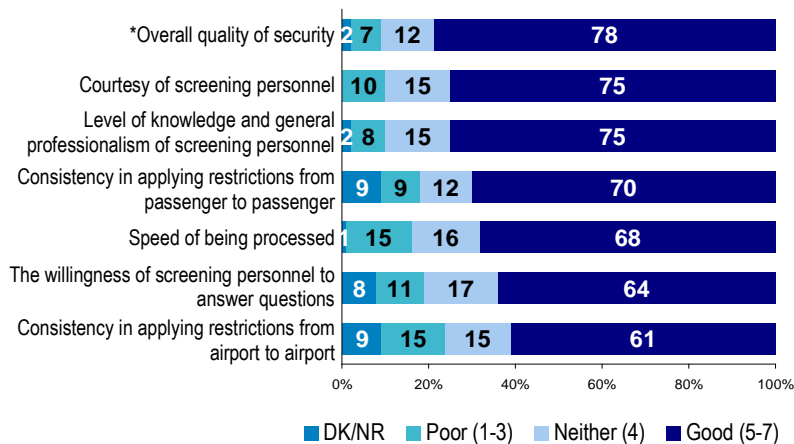
3.1 SECURITY SCREENING OVERALL

Overall, the security screening process at Canadian airports is rated fairly positively. Almost 8 in 10 (78 per cent) view the overall quality of security to be good, and three-quarters assess the courtesy of screening personnel (75 per cent), and knowledge and professionalism of screening personnel (75 per cent) positively. Fewer than 1 in 10 travellers rate Canadian airport screening negatively on these 3 points, while over 1 in 10 view it neutrally.

With slightly weaker results, 7 in 10 passengers consider the consistency in applying restrictions from one passenger to another in a positive way, although this is partially driven by a lack of awareness of other airports on the part of some passengers. Passengers are also somewhat less satisfied with the speed of being processed (68 per cent consider the speed to be good, but 15 per cent view it poorly); the willingness of personnel to answer questions (64 per cent rate this positively, although 11 per cent rate this poorly); or the consistency in restrictions from airport to airport (61 per cent rate this positively, but 15 per cent rate this poorly). These later two (consistency and willingness to respond) are the weakest of the results and suggest possible areas which require some improvement.

Perceptions of Security Screening

“Rate the SECURITY SCREENING PROCESS at Canadian airports on...?”



n=half sample/*full sample and adds to 99% due to rounding

Source: National Telephone Survey, Aug-Sept 2008

- Business travellers and frequent travellers are less positive about the security screening process on all aspects explored.
- Consistent with this same pattern, travellers with the highest household incomes are less apt to rate many elements positively, including the knowledge and professionalism of screening personnel, the courtesy of screening personnel, the willingness of personnel to answer questions, and the overall quality of security.
- Similarly, travellers' assessment of the overall quality of security declines with educational attainment (from 85 per cent of those with high school education or less, to 75 per cent of those with university education), and is more positive among those who are not employed.
- In terms of regional differences, travellers from Alberta are less apt to consider the knowledge and professionalism of screening personnel to be good (63 per cent do), while those from Atlantic Canada are most positive on this point (with 90 per cent providing a positive rating). Atlantic Canada respondents are also more positive in their assessment of the consistency in restrictions both from one passenger to another and across airports, while those from British Columbia are the least. Finally, travellers from Quebec and Atlantic Canada are most likely to rate the overall quality of security positively.

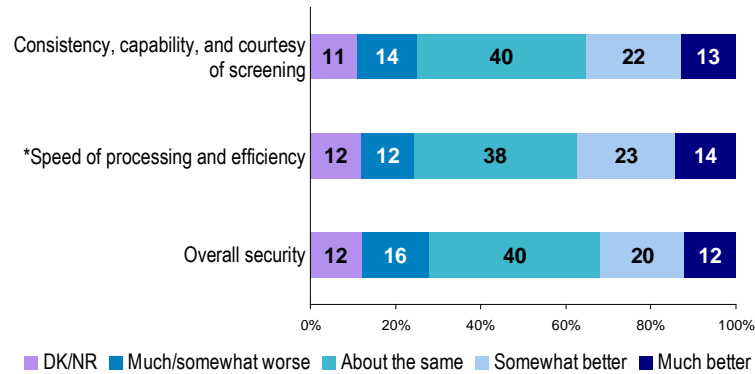
3.2 INTERNATIONAL COMPARISON

Most travellers are of the opinion that screening at Canadian airports is generally equal to or better than security screening available at airports elsewhere internationally by a margin of roughly 2 to 1 or more on each element measured. In fact, 37 per cent of the travellers surveyed agree that the speed and efficiency of processing is somewhat or much better in Canada than elsewhere, while 38 per cent believe it is about the same as elsewhere. Similarly, 35 per cent agree that the consistency, capability and courtesy of security screening in Canada is somewhat or much better than it is in other countries; and 32 per cent agree that overall security is superior in Canada. Less than 16 per cent believe that screening in Canadian airports is worse than that available in other countries on these 3 points.

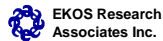
Over 1 in 10 respondents were unable to answer these questions, many because they have not travelled internationally in the past 5 years.

International Comparison

“Compared to security screening at airports in OTHER countries would you say screening at Canadian airports is generally much better, somewhat better, about the same, somewhat worse, or much worse in terms of ...?”



*Adds to 99% due to rounding



n=half sample

Source: National Telephone Survey, Aug-Sept 2008

- Travellers born outside Canada are more apt to agree that the screening at Canadian airports is much better than is available elsewhere internationally on all 3 points tested.
- As might be expected, travellers with less confidence in screening procedures and their ability to effectively protect passengers are also more negative about the international comparison of Canadian screening procedures.

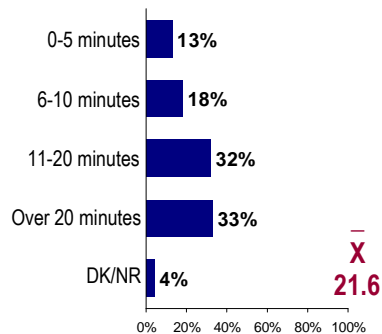
3.3 TIME REQUIRED TO COMPLETE SECURITY SCREENING

The amount of time that travellers consider acceptable to have to wait for screening varies significantly. The average or mean wait time considered acceptable is 21.6 minutes, however, 13 per cent feel that security screening should be completed in 5 minutes or less, and 18 per cent believe that 6 to 10 minutes is an acceptable timeframe for screening. On the other hand, most are content to wait longer, with 32 per cent considering 11 to 20 minutes to be an acceptable time lag, and 33 per cent are willing to wait more than 20 minutes. The degree of patience exhibited by travellers is largely driven by the extent to which they travel, and related to this, the purpose of their trip. Frequent flyers and business travellers are considerably less patient than those who travel less frequently, particularly if they travel exclusively for pleasure. In fact, 43 per cent of those who have travelled 10 times or more view 10 minutes or less to be an acceptable time lag for screening, compared to only 21 per cent of those who travelled only once.

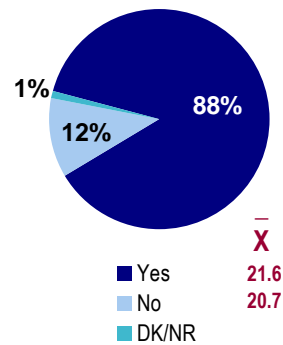
Most travellers (88 per cent) found that the time taken to complete security screening the last time they flew to be acceptable. Only 12 per cent were dissatisfied with the length of screening on their most recent trip. Naturally, those with less patience in terms of the declared acceptable amount of wait time are less apt to have been satisfied on their most recent trip.

Acceptability of Wait Times

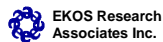
“What do you consider to be an acceptable period of time to go through security screening, including the waiting and processing time?”



“Thinking about the last time you travelled by air, did you consider the time it took for you to go through security screening to be acceptable?”



Adds to 101% due to rounding



n=1807

Source: National Telephone Survey, Aug-Sept 2008

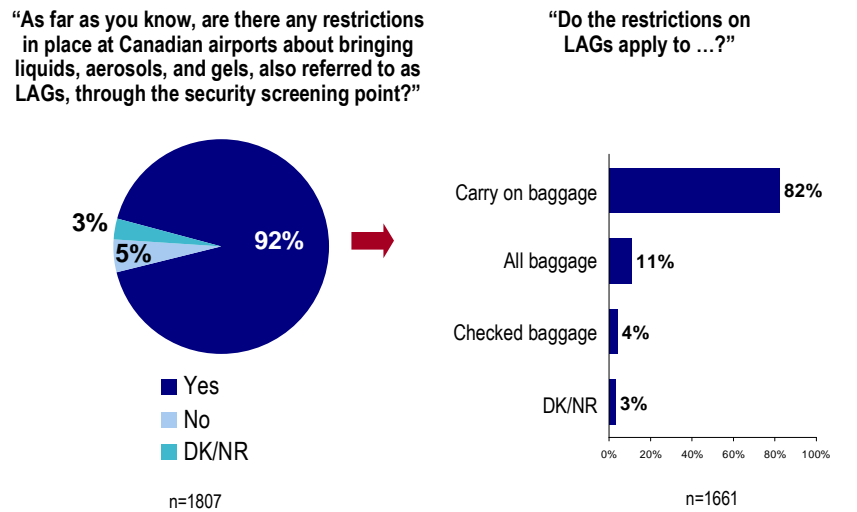
- Given that frequent travellers feel that security screening should be completed more promptly, it follows that men, travellers with university education, travellers with the highest household incomes, the self-employed, and business travellers are all less willing than other travellers to wait 20 minutes or more to complete screening, and more often express a preference to see screening completed in 10 minutes or less.
- It is interesting to note that those who rate the quality of screening at Canadian airports poorly, are generally less patient about the acceptable period in which to complete security screening.

4. AWARENESS OF RESTRICTIONS

4.1 BROAD AWARENESS OF POLICY

Top of mind awareness of some level of restrictions is high. For example, the vast majority of travellers surveyed (92 per cent) are aware that there are some restrictions in place at Canadian airports related to bringing liquids, aerosols and gels (LAGs) through security screening. Only 5 per cent are not aware. Of those aware of restrictions, 82 per cent know that these restrictions apply only to carry-on baggage, while 11 per cent incorrectly believe that these restrictions apply to all luggage, and 4 per cent that these apply to checked baggage.

Awareness of LAGs Restrictions



Source: National Telephone Survey, Aug-Sept 2008

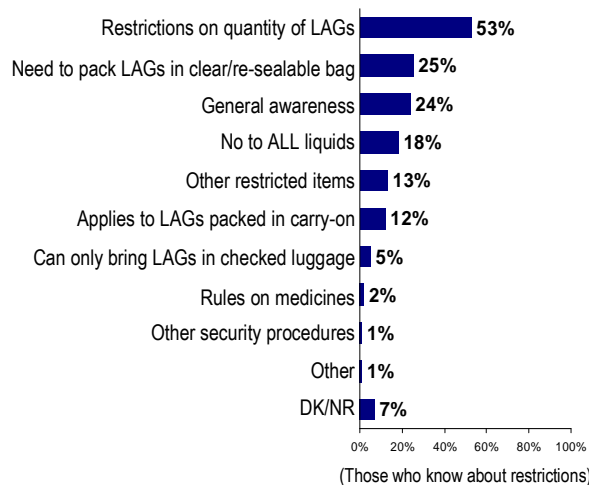
- Travellers who have made only one trip in the past 5 years (83 per cent), those with high school education or less (85 per cent), and those with the lowest household incomes (82 per cent) are all less apt to be aware of restrictions on LAGs. Similarly, awareness that restrictions apply only to carry-on baggage increases with the frequency of travel in the past 5 years (from 67 per cent of those who have flown once, to 90 per cent of those who have flown 10 times or more).
- Not surprisingly, travellers who have not had to discard or surrender LAGs during travel in the past 5 years are less likely to be aware that these restrictions apply only to carry-on baggage.

- Travellers who have flown to both domestic and international destinations (and are more often frequent travellers) are also more apt to be aware that restrictions apply only to carry-on baggage.

When asked to elaborate on the restrictions in place, about half (53 per cent) were able to specify that restrictions apply to the quantity of LAGs passengers are permitted to take on board a plane and another one-quarter noted that LAGs must be packed in a clear, resealable bag and a further 12 per cent recognized that the restrictions apply to LAGs in carry-on baggage. Somewhat less accurate or relevant responses were also provided including 18 per cent who specified that restrictions apply to all liquids and 13 per cent that restrictions are in place for other items in addition to LAGs. Approximately one-quarter, however, were only able to elaborate that they are generally aware that such restrictions exist and 5 per cent said that LAGs are permissible only in checked luggage.

Details of Awareness

“Can you tell me about these restrictions?” [Multiple responses accepted]



n=1661

Source: National Telephone Survey, Aug-Sept 2008

- The proportion of travellers able to specify that restrictions apply to LAGs, and that LAGs must be packed in a clear bag increases with the frequency of travel, with education and income. Business travellers and those who have travelled to both domestic and international destinations in the past 5 years are also more apt to be able to specify these details in comparison to other travellers.
- Although men tend to be more frequent travellers than women, it is interesting to note that women were more apt to specify that restrictions are in place on LAGs; that LAGs need to be packed in a clear bag; and that LAGs apply to carry-on baggage.

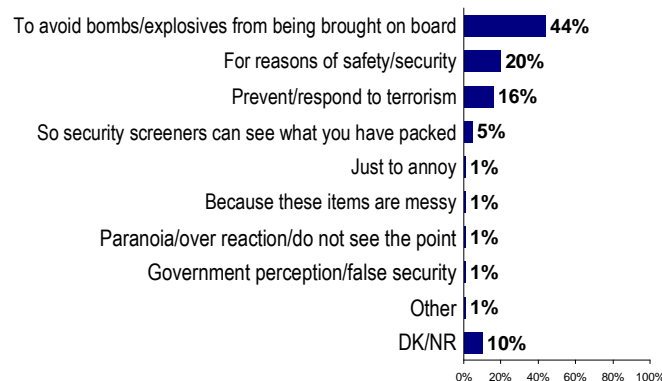
- Passengers who have not had to surrender or discard any LAGs during air travel in the past 5 years (who tend to travel less frequently) and those who have not bought any special products or containers are less likely to be able to specify that restrictions are in place on LAGs, or that LAGs need to be packed in a clear bag.
- The oldest travellers (65 years and over) are less likely to be able to elaborate on restrictions.

4.2 RATIONALE FOR RESTRICTIONS

Once survey respondents were provided with clarifications regarding restrictions relating to carry-on baggage and the limitation on amounts of LAGs in small containers (100 ml), to be sealed in clear bags, they were asked about intent of the policy. Over 4 in 10 believe that restrictions are intended to prevent explosives or bombs from being brought on board a plane (44 per cent) and another 16 per cent said that restrictions are intended to prevent or respond to terrorism. Two in 10 travellers responded more generally that restrictions are in place for reasons of safety or security (20 per cent). A small minority of respondents provided less accurate responses, stating that restrictions are in place for screening officers to be able to see what you have packed (5 per cent), to annoy travellers (1 per cent), or because these items are messy (1 per cent).

Perceptions of Rational

“Actually, most restrictions relate to carry-on baggage. Passengers are only permitted to bring LAGs through security screening at Canadian airports if the items are packaged in small 100 ml containers and sealed in a clear 1 litre plastic bag. Why do you think these restrictions are in place?”



- Frequent travellers, business travellers, men, those with university education and the highest household incomes (\$120,000 a year or more) are all more apt than others to accurately believe that restrictions are in place to avoid explosives from being brought on board.
- This is also true of those with high awareness of restrictions, travellers who follow current events, those who have had to throw LAGs away, and travellers who have been to both domestic and international destinations.

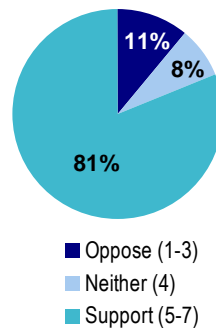
5. VIEWS ABOUT RESTRICTIONS AND RELATED ATTITUDES

5.1 SUPPORT FOR RESTRICTIONS

The large majority of Canadian travellers are supportive of the LAGs policy. When informed that restrictions are in fact in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft, 81 per cent of travellers indicate that they support these restrictions. Just over 1 in 10 (11 per cent) oppose such restrictions, and a similar number (8 per cent) are neutral (and neither support nor oppose restrictions).

Support for Restrictions

“In fact, these restrictions are in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft. Would you say you support or oppose these restrictions?”



- Support for restrictions declines with the frequency of travel (from 86 per cent of those who have flown once in the past 5 years to 74 per cent of those who have flown 10 or more times). Support is also lower among men than women (who are more apt to be frequent travellers) and declines with educational attainment.
- Travellers from British Columbia are less likely to support restrictions (70 per cent support and 19 per cent oppose) than those from other provinces.

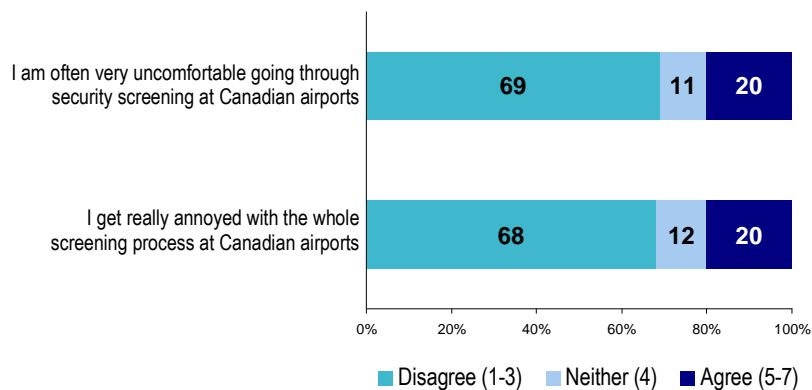
- Travellers who have had to both discard and surrender LAGs (and are more often frequent travellers) are also less likely to support restrictions.
- Support is higher among pleasure travellers (84 per cent) than business travellers (74 per cent).
- Support for restrictions increases with the assessment of quality of security screening at Canadian airports (from 63 per cent of those who believe that screening is poor to 84 per cent of those who believe it is good), and is much higher among those who do not regard restrictions as an annoyance or invasion of privacy. Similarly, travellers who are motivated by convenience, and those with confidence that restrictions protect passengers, are more apt to support restrictions.

5.2 REACTION TO SCREENING PROCESS

Most travellers are not overly concerned or intimidated by the security screening process at Canadian airports. That said, 2 in 10 agree that they often feel very uncomfortable going through security screening at Canadian airports, or that they get really annoyed with the screening process. Fully two-thirds disagree with this statement, and the remaining 1 in 10 respondents neither agree nor disagree (suggesting that they may feel vaguely annoyed or uncomfortable).

Comfort with Screening Process

“Please indicate the extent to which you agree or disagree with the following statements?”



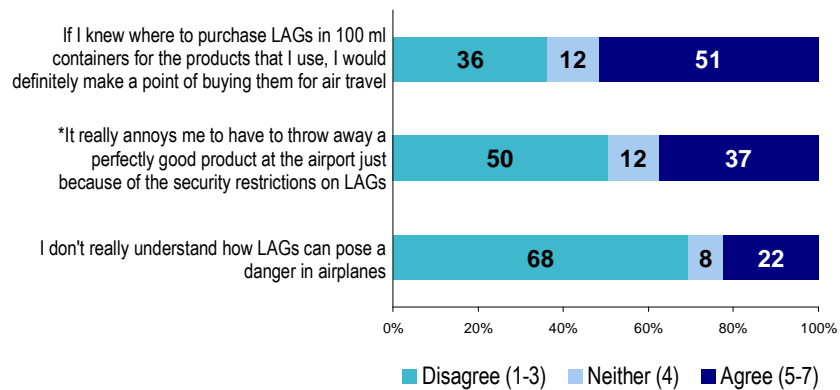
- Men, travellers from Quebec, those 65 and older, and travellers who are retired or self-employed are more apt to be very annoyed by the screening process. Travellers from Quebec are also more apt to feel uncomfortable with the screening process.
- The proportion of travellers who are very annoyed by the screening process declines as income rises (from 27 per cent of those with household incomes below \$30,000 down to 15 per cent of those with incomes of \$120,000 or more). The same is true with the tendency to feel very uncomfortable with the process. The proportion of travellers who feel very uncomfortable with the screening process also declines with educational attainment (from 29 per cent of those with high school education or less to 17 per cent of those with university education).
- Consistent with the previous points, the proportion of travellers who feel very uncomfortable going through security screening declines with the frequency of travel. Similarly, travellers with low awareness of restrictions are more apt to feel uncomfortable with the process.
- Visible minorities and those motivated by convenience are also more likely than other travellers to feel very uncomfortable with the screening process.
- Travellers who oppose restrictions, those who rate the quality of screening poorly, who are motivated by convenience and who express little confidence in the ability of restrictions to protect travellers are far more apt than others to be very annoyed by the screening process (e.g., 44 per cent of travellers who oppose restrictions are very annoyed by the process, compared to 16 per cent of those who support restrictions).
- Similarly, travellers who oppose restrictions, and those who are annoyed by them, are more apt to feel uncomfortable going through the screening process.

A significant proportion of travellers are annoyed or irritated specifically about restrictions, or are less accepting of the need for these restrictions. Over one-third (37 per cent) agree that it is very annoying to have to throw away a good product at the airport due to security restrictions on LAGs, and almost one-quarter do not understand how LAGs can pose a security threat on board an airplane.

Half the travellers surveyed (51 per cent) agree that if they knew where to purchase LAGs in 100 ml containers, they would make a point of purchasing them.

Views About Restrictions

“Please indicate the extent to which you agree or disagree with the following statements?”



DK/NR not shown



n=1807*/half sample

Source: National Telephone Survey, Aug-Sept 2008

- Naturally, passengers with low awareness of restrictions are less apt to say they understand how LAGs can pose a security threat. Correspondingly, travellers aged 65 and older, travellers from Quebec, pleasure travellers, those with high school education or less, and household incomes of less than \$30,000 are all more apt than others to agree that they have difficulty understanding the threat posed by LAGs.
- Travellers who oppose restrictions and who are annoyed by restrictions are more likely than others to have difficulty understanding the threat posed by LAGs, or to be annoyed by having to discard a product.
- Young travellers (under 25) and those with low household incomes are more apt than other travellers to be annoyed by having to discard a product at the airport as a result of restrictions.
- Women are more apt than men to agree that they would purchase LAGs in small sizes if they knew where they could do so.

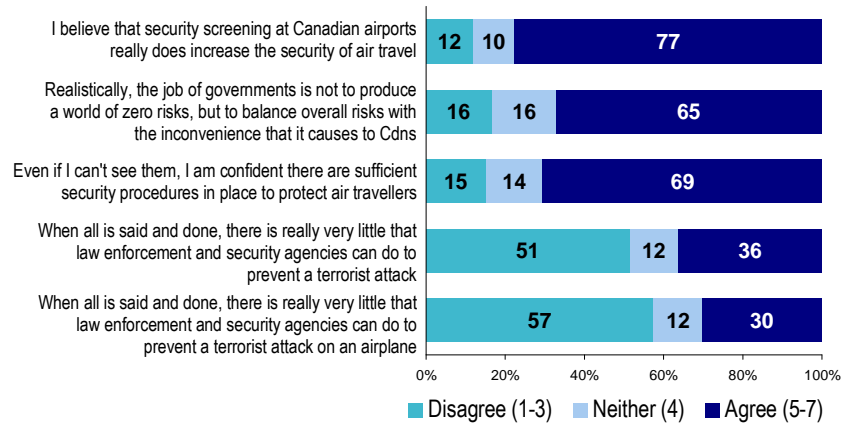
5.3 IMPACT OF RESTRICTIONS ON SECURITY

Fully three-quarters of travellers believe that security screening at Canadian airports really does increase the security of travel (77 per cent). Seven in 10 agree that they are confident that there are sufficient security procedures in place to protect passengers (even if they cannot see them). It is important to note, however, that 12 to 15 per cent of travellers disagree with these 2 statements, indicating their strong lack of confidence in airport security.

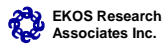
That said, over one-third hold a fairly fatalistic viewpoint, agreeing that there is very little that law enforcement and security can do to prevent a terrorist attack (36 per cent). A similar number believe that there is little that can be done to prevent a terrorist attack on an airplane (30 per cent), although more than half of Canadian travellers do not believe this to be the case. Related to this, close to two-thirds of travellers (65 per cent) agree that governments must balance risks with the inconvenience they cause to Canadians, suggesting that they believe that security screening should not come at any price. These findings suggest that there is a sizable segment of Canadian travellers who are not fully convinced of the need for security screening, particularly around something like potentially dangerous LAGs, given the extremely low likelihood of finding them among passengers.

Views about Impact of Security

“Please indicate the extent to which you agree or disagree with the following statements?”



DK/NR not shown



n=half sample

Source: National Telephone Survey, Aug-Sept 2008

- Confidence in security decreases with travellers' education and those with more education are also more likely to agree that there is little law enforcement or security agencies can do to prevent terrorist attacks, or terrorist attacks on airplanes.
- Similarly, business travellers are less sure that security screening increases the safety of travel, or that there are sufficient procedures in place.
- Travellers with children are more positive about security increasing the safety of air travel, and more apt to disagree that there is little law enforcement or security agencies can do to prevent terrorist attacks.
- Members of visible minorities are more apt than others to agree that there is little law enforcement or security agencies can do to prevent terrorist attacks (49 per cent agree, versus 34 per cent of those who do not identify themselves as a visible minority).

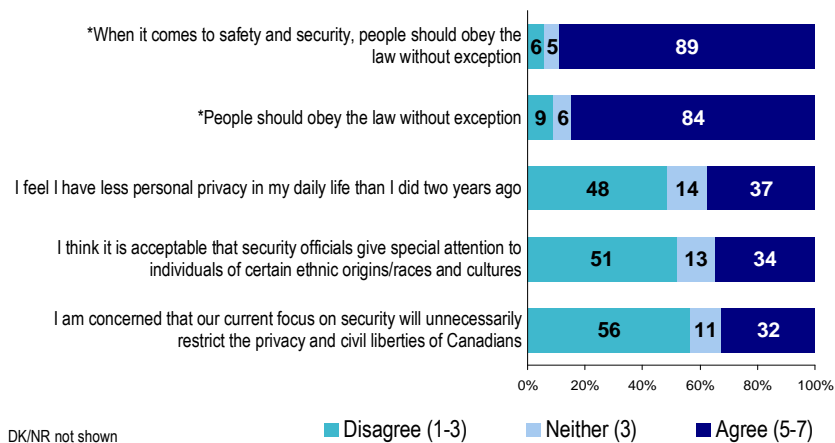
- Naturally, related attitudes go hand in hand, so travellers who are generally more supportive of the restrictions are much more positive about the impact of security screening on the safety of air travel. Similarly, positive attitudes about the quality of screening co-exist with positive views about its impact on safety.
- Confidence that there are sufficient safety procedures in place to protect travellers decreases with levels of awareness regarding the LAGs policy, as does the view that anything can be done to prevent terrorist attacks.
- Travellers who are annoyed by restrictions and motivated by convenience are also more apt than others to agree that governments must balance risks with inconvenience to Canadians.

Most travellers feel that Canadians should be law-abiding, particularly when it comes to safety and security. A total of 84 per cent agree that the law should be obeyed without exception, while 89 per cent feel it is important to obey the law without exception when matters of safety and security are concerned.

On the other hand, 32 per cent express concern that the current focus on security will unnecessarily restrict the privacy and civil liberties of Canadians and over one-third of travellers surveyed feel that they have less personal privacy in their daily life than they did 2 years ago (37 per cent). While one-third think that it is acceptable that security officials give special attention to individuals of certain ethnic origins/races and cultures (34 per cent), over half of Canadian travellers do not believe this to be the case.

Views about Degree of Security Measures (& Privacy)

“Please indicate the extent to which you agree or disagree with the following statements?”



EKOS Research Associates Inc.

n=1807/*half sample

Source: National Telephone Survey, Aug-Sept 2008

Obeying the Law

- Women are more apt to feel that it is important that the law be obeyed without exception.
- Naturally, those who oppose restrictions are less likely to agree that the law should be obeyed without exception.
- Those who express confidence that restrictions in place will ensure safety are more apt to agree that the law should be obeyed without exception.

Concerns about Privacy and Profiling

- Men are more apt to consider it acceptable that particular attention be paid to persons of particular ethnic or cultural origins.
- Men are more apt than women to express concern that security is restricting privacy and civil liberties.
- Respondents from British Columbia are much more likely to express concern over restrictions to privacy and civil liberties, and are less apt to agree that the law should be obeyed without exception.
- Travellers under 35 are far less likely to consider it acceptable that particular attention be paid to persons of particular ethnic or cultural origins, as do travellers with university education, while those over 65 and those with high school education or less are more apt to agree with this approach. Travellers under 35 are also less likely to agree that the law should be obeyed without exception.
- The proportion of respondents who feel that their personal privacy has been eroded in the past 2 years increases with age (from 25 per cent of those under 25 to 43 per cent of those 65 and older).
- Concern with restrictions to personal privacy and civil liberties declines with household income.
- Those with low awareness of restrictions are more apt than other travellers to express concern about potential restrictions to privacy and civil liberties, and are more apt to consider it acceptable to give special attention to passengers from particular ethnic or cultural origins. Travellers who are annoyed by restrictions and motivated by convenience are also more apt than others to agree that it is acceptable to give special attention to individuals of certain ethnic origins and cultures.
- Naturally, those who oppose restrictions and who are annoyed by them are more apt than other travellers to express concern about potential restrictions to privacy and civil liberties, to feel that their personal privacy has been eroded, and less likely to agree that the law should be obeyed without exception.

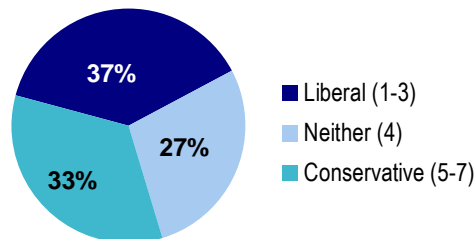
- Interestingly, visible minorities and persons with disabilities are more apt than others to agree that it is acceptable to give special attention to individuals of certain ethnic origins and cultures.

5.4 GENERAL ORIENTATION/PHILOSOPHY

More as an analytical tool than anything else, travellers were asked to classify their attitudes and opinions as typically more conservative or liberal in nature. Just over one-third (37 per cent) classify their views as liberal, just under one-third (33 per cent) consider their attitudes conservative, while nearly 3 in 10 (27 per cent) neither classify themselves as liberal or conservative. This variable has shown itself to be strongly linked to attitudes regarding security and the LAGs policy.

General Orientation/Philosophy

“Would you classify your attitudes and opinions to be typically more conservative or liberal in nature?”



DK/NR not shown



n=1807

Source: National Telephone Survey, Aug-Sept 2008

- Individuals who consider themselves more liberal in nature (more among British Columbia and Quebec respondents) are younger, tend to be university educated, and employed. More liberal minded people report a high awareness of LAG restrictions and are more likely to oppose the restrictions in airports. More of these travellers also threw away LAGs or both threw away and surrendered items at security during their last airport visit.
- Respondents who consider themselves more conservative (more Albertans describe themselves in this way) are older, tend to have a high school education (or less), and more are retired. Conservative minded individuals are more apt to support the restrictions than oppose them and they generally did not surrender or throw away any LAGS at security which could mean either they don't carry them or these were packed in checked baggage.

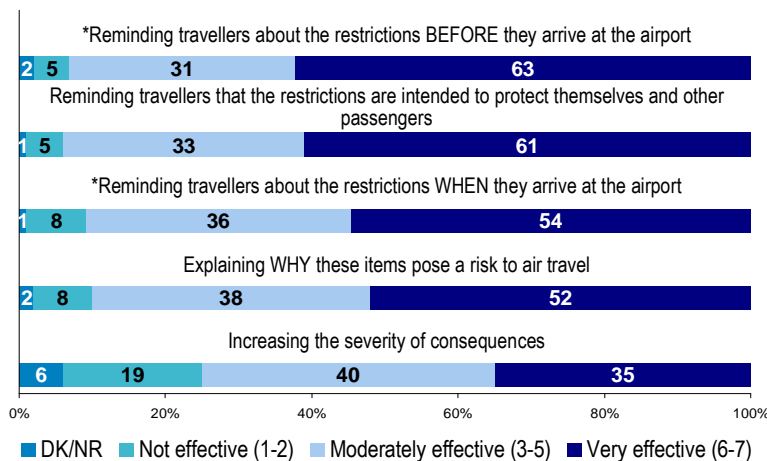
6. IMPROVING COMPLIANCE AND COMMUNICATIONS STRATEGY

6.1 PERCEIVED IMPACT OF FACTORS ON COMPLIANCE

Survey respondents were asked to rate the effectiveness of various measures in improving the compliance of travellers with restrictions on LAGs. Reminding travellers of the restrictions prior to their arrival is thought to be the most effective means of ensuring compliance (63 per cent regard this approach as very effective), followed closely by reminding travellers that the intention of restrictions is to protect traveller safety (61 per cent). Over half also believe that reminding travellers of the restrictions upon arrival at the airport (54 per cent) or explaining why these items pose a safety risk (52 per cent) would be very effective approaches in improving compliance. Considerably fewer (35 per cent) agree that increasing the severity of consequences would be very effective in increasing compliance, placing the emphasis on positive reinforcement as the preferred approach as opposed to penalties.

Factors in Compliance

“Effectiveness of ... in improving compliance with restrictions?”



- Women, travellers with high school education or less, those with the lowest household incomes (less than \$30,000) are all more apt to feel that most of these approaches would be very effective in ensuring compliance. Business travellers and those who have travelled 10 times or more in the past 5 years are less inclined to agree with these approaches.
- Older travellers (65 years and older), those born outside Canada, visible minorities, those with low awareness of restrictions, those who have never had to discard or surrender LAGs, and respondents from Atlantic Canada are more inclined to perceive increased penalties as an effective approach.
- The proportion of travellers who believe that explaining why these items pose a risk as being very effective declines with the frequency of travel in the past 5 years (from 67 per cent of those who travelled once, to 42 per cent of those who have travelled 10 or more times).
- Naturally, travellers who support restrictions, and those who are not annoyed by restrictions are much more likely than others to view all of the approaches tested as very effective in ensuring compliance. Similarly, passengers who believe that Canadian airports offer good security screening, those motivated by convenience, and those who express confidence in the ability of restrictions to protect passengers are also more inclined than others to view each of these approaches as potentially very effective in ensuring compliance.

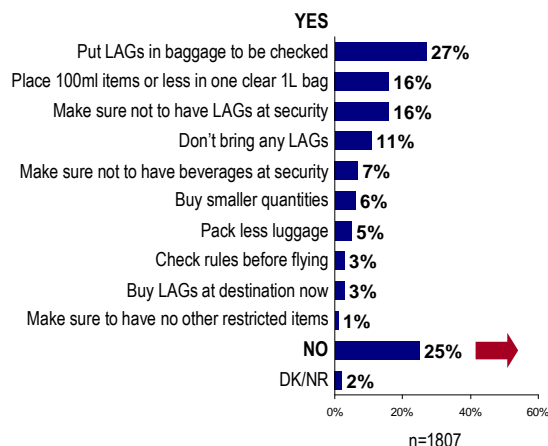
6.2 CHANGES TO BEHAVIOUR TO ACCOMMODATE RESTRICTIONS

Most travellers have made changes to their packing practices or habits as a result of restrictions on LAGs. Travellers most frequently place LAGs in baggage to be checked as a result of restrictions (27 per cent do), place items in containers of 100 ml or less in a clear plastic bag (16 per cent), make sure not to have any LAGs in their possession when they arrive at the screening checkpoint (16 per cent), or simply travel without any LAGs (11 per cent). Smaller numbers of travellers also indicate that they make sure they have no beverages in their possession when they arrive at the screening checkpoint (7 per cent), buy LAGs in small quantities (6 per cent), pack less baggage (5 per cent), check rules before flying (3 per cent), or buy LAGs at their destination (3 per cent).

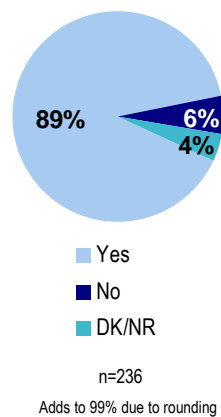
Although one-quarter of travellers surveyed indicate that they have not altered their packing practices or habits due to restrictions on LAGs, virtually all of them say that they do not need to alter their practices as they already comply with restrictions. The important message here is that very few travellers think of themselves as non-compliant. Even those who are asked to surrender a product are very unlikely to think of themselves in these terms. They may say that they forgot or did not understand the details of the policy, but few would consider themselves non-compliant, which is critical to any messaging or tone.

Accommodating Restrictions

“Because of the restrictions on LAGs, have you changed anything you do in terms of packing for the airport?” [Multiple responses accepted]



“Is this because you already comply with the restrictions?”



Source: National Telephone Survey, Aug-Sept 2008

- Women are more likely than men to have altered their practices (in a number of different ways) as a result of restrictions, while men are more apt to indicate that they already comply.
- The youngest (under 25) and oldest (65 and older) passengers are also more likely to say they already comply.
- Passengers with university education and the highest incomes (\$120,000 a year or more) are more likely to have altered their packing practices by putting LAGs in baggage to be checked and by not having beverages at the screening checkpoint. Similarly, frequent travellers, and those who have travelled to domestic and international destinations are also more apt than others to put LAGs in baggage that is checked, to avoid bringing LAGs, or to buy LAGs in small quantities.
- Naturally, passengers with a high level of awareness of restrictions, and those who have had to discard items in the past are more apt to have taken many of the actions listed, while those with low awareness are more apt to indicate that they have not changed their packing practices. Those who are motivated by convenience are also more apt to have taken steps to comply with restrictions.
- Not surprisingly, those with low awareness of restrictions are less likely to indicate the fact that they already meet restrictions as a reason for not altering their practices.

6.3 IMPACT OF RESTRICTIONS

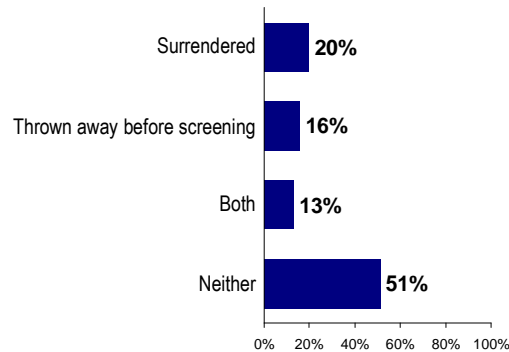
Many of the travellers surveyed have been affected by the restrictions on LAGs during travel in the past few years. While half (51 per cent) have never had to surrender or discard an item to comply with restrictions, half of travellers have. Two in 10 travellers have had to surrender an item at the screening checkpoint; 16 per cent have discarded or thrown an item away before arriving at screening; and 13 per cent have both surrendered and discarded items in order to meet restrictions on carry-on baggage.

Compliance

“Thinking about the past TWO years, have you ever been asked to surrender anything at security screening in a Canadian airport?”

OR

“Have you ever thrown away any LAGs or any other items BEFORE you got to the security screening point?”



EKOS Research
Associates Inc.

n=1807

Source: National Telephone Survey, Aug-Sept 2008

- Passengers who have travelled 5 or more times in the past 5 years are more likely to have both surrendered and discarded items during travel, while those who travelled less frequently are less likely to have faced either situation. It therefore follows that travellers with university education, high household incomes, business travellers, those who have flown with children, and those who have flown both domestically and internationally (and are all more apt to be frequent travellers) are also more likely than others to have surrendered and discarded items. Travellers aged 65 and older, retired passengers, and those born outside Canada are also less likely than others to have faced either situation.
- It is not surprising to note that passengers with high awareness of restrictions, and those who have purchased special products or containers to meet restrictions are more apt to have encountered a situation where they have had to discard or surrender an item in the past (experience thus leading to awareness and changed behaviour).

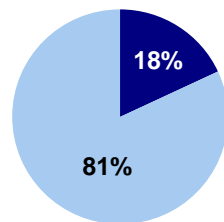
- Passengers who oppose restrictions are more apt to indicate that they have had to surrender and discard items in the past, while those who support restrictions are less likely to have faced either situation.
- Traveller with favourable impressions of Canadian airport security screening, and those who do not consider restrictions to be an annoyance, are less likely than other travellers to have had to discard or surrender an item.

Of those travellers surveyed who were forced to surrender an item at the screening checkpoint within the past 2 years, 18 per cent indicate that this item was purchased at the airport, while most brought the item with them to the airport.

Most often, travellers had to surrender an item at the screening checkpoint because they simply forgot that they had placed this item in their carry-on baggage (42 per cent) or they were unaware that the item was restricted (39 per cent). Only 12 per cent indicate that they had the item in their possession for convenience or personal need (e.g., food, lighter, toiletries, knitting kit), and fewer still said that they intentionally brought an item through screening thinking that they could “get away with it”.

Surrendered Items Purchased at Airport

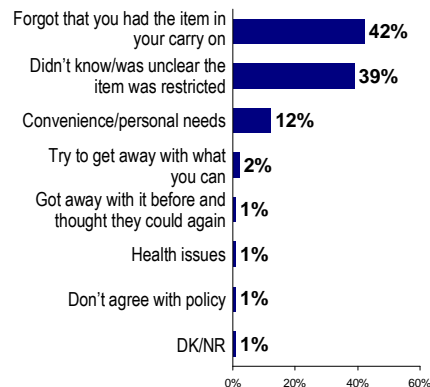
“Were the items you surrendered purchased at the airport?”



■ Yes
■ No

DK/NR not shown

“When you have had to surrender something what was the MAIN reason why you were trying to bring the restricted item through the security screening point?”



0% 20% 40% 60%

Adds to 99% due to rounding



(Those who have been asked to surrender items)

n=602

Source: National Telephone Survey, Aug-Sept 2008

- There are no significant variations in responses based on background variables for these 2 items.

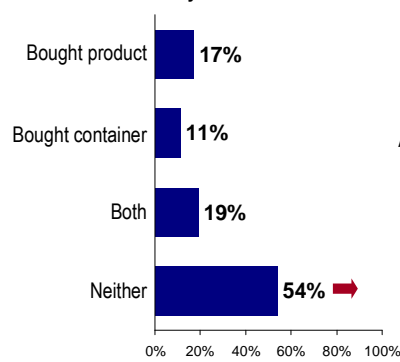
6.4 MEASURES TO COMPLY WITH RESTRICTIONS

Just under half of the passengers surveyed have purchased cosmetics or toiletries in containers that are 100 ml in size or smaller, or have purchased small containers to fill with their own toiletry items or cosmetics in order to meet restrictions for LAGs. A total of 17 per cent of passengers have purchased products in small sizes; 11 per cent have purchased small containers; and 19 per cent have done both (purchased products in small sizes and small containers).

Just over half (54 per cent) have not taken either step (purchase products in small sizes or small containers). When asked why, these travellers most often indicate that it is easier to simply pack LAGs in checked baggage (22 per cent); that they have no need of small sizes or containers (20 per cent); or that it is an inconvenience to do so (16 per cent). One in 10 travellers state that they can comply with restrictions without bothering to take this step, or that they simply buy these products at their destination.

Special Measures to Comply

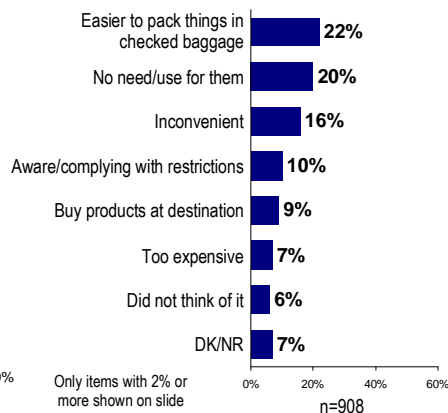
“Have you ever bought SPECIAL SIZED/100 ML OR SMALLER CONTAINERS to fill with your OWN cosmetics or toiletries so that you could bring them through security in your carry on?”



EKOS Research Associates Inc.

Adds to 101% due to rounding

“What is the main reason you have not purchased special sized products or containers?”



(Knew were available but never bought item)

Source: National Telephone Survey, Aug-Sept 2008

- Men, travellers under 25 and over 65, residents from Quebec, pleasure travellers and those born outside Canada are all less likely than others to have taken the step of purchasing small products and/or small containers for LAGs. Men are also less apt to have expressed a need for small products or containers.
- The proportion of travellers who have **not** done so also declines with education, income and frequency of travel (e.g., 61 per cent of those who travelled only once have never bought special products or containers, compared to 44 per cent of those who have travelled 10 times

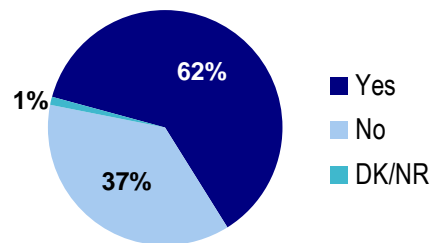
or more in the past 5 years). Conversely, the most frequent travellers are more apt to have purchased products in small sizes.

- Not surprisingly, the proportion that have purchased small products and containers increases with the level of awareness of restrictions, and is higher among travellers who have had to both surrender and discard items in the past. Similarly, respondents motivated by convenience are more apt to have purchased small products and containers.

Of those travellers who have never purchased products in small sizes or small containers for LAGs, most are aware that these are available (62 per cent). Just over one-third (37 per cent), however, were not aware that it was possible to purchase LAGs in containers of 100 ml or less, or to obtain small containers to fill with one's own cosmetics and toiletries.

Awareness of Potential for Special Measures

“Were you aware that these were available for purchase?”



(Those who said no to ever bought 100 ml or smaller containers)



n=1462

Source: National Telephone Survey, Aug-Sept 2008

- Men, respondents under 25 and over 65, respondents from Quebec and pleasure travellers (who were less apt to have purchased such products) are all less likely than other travellers to be aware that small products and/or small containers for LAGs are available for purchase.
- Those with the lowest awareness of restrictions, along with infrequent travellers, passengers with high school education or less, and those with household incomes of less than \$50,000 are also less apt to be aware that small products are available for purchase.
- Travellers who consider restrictions to be an annoyance or invasion of privacy are less likely than others to be aware that such products are available for sale.

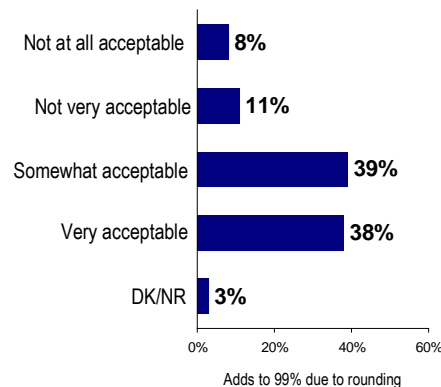
6.5 POTENTIAL SCREENING APPROACHES

Travellers were asked to react to a variety of different approaches or techniques which could be introduced to improve and/or streamline security screening at Canadian airports. Survey respondents were first asked about their acceptance of behaviour pattern recognition in Canadian airports. Respondents were told that behaviour pattern recognition involves clearly monitoring the behaviour of travellers to identify security threats, similar to how security officials are trained to detect suspicious behaviour. Findings indicate that Canadian travellers are quite supportive of this option, given that just over three-quarters of travellers consider it to be somewhat (39 per cent) or very (38 per cent) acceptable. It is noteworthy, however, that 2 in 10 consider this approach to be either not very (11 per cent) or completely (8 per cent) unacceptable.

Support for Behaviour Pattern Recognition

Some countries are considering the use of what is called behaviour pattern recognition, which involves closely monitoring the behaviour of travellers to identify security threats, similar to how other security officials are trained to detect suspicious behaviour.

“How acceptable would it be to you if security screeners were trained in this type of monitoring and used it at Canadian airports to detect security threats?”



n=half sample

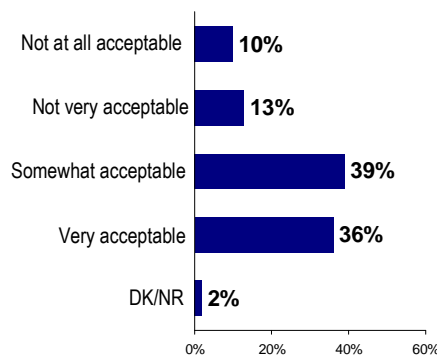
Source: National Telephone Survey, Aug-Sept 2008

- Men and travellers from Ontario are more likely than women and residents from other regions to consider behaviour pattern recognition to be perfectly acceptable.
- Those who support restrictions, who are not annoyed by restrictions, and who are motivated by convenience are all more likely than other travellers to consider this type of monitoring to be perfectly acceptable.

Travellers are also quite positive in their support for priority lanes in Canadian airports, to stream different travellers such as business travellers, leisure travellers and large groups. Three-quarters of travellers consider the idea of lane streaming to be either very acceptable (36 per cent) or somewhat acceptable (39 per cent). That said, almost one-quarter consider this to be either not very acceptable (13 per cent) or completely unacceptable (10 per cent).

Support for Priority Lanes

“How acceptable would it be to you if this type of lane streaming was implemented at Canadian airports, let’s say for business travellers, leisure travellers and larger groups?”



n=half sample

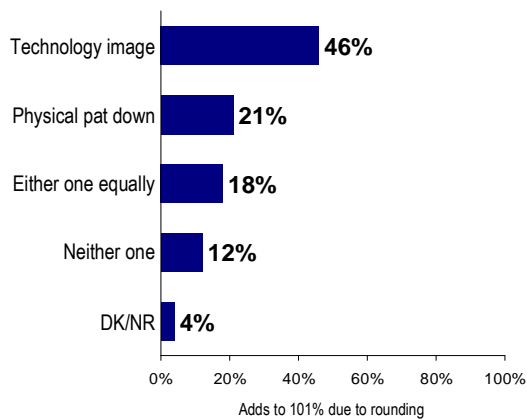
Source: National Telephone Survey, Aug-Sept 2008

- Travellers from Quebec are less apt to consider this proposition as acceptable (in fact 34 per cent consider this to be either somewhat or completely unacceptable).
- Travellers who feel that governments must weight risks with inconvenience to Canadians are much more likely than others to consider this idea to be perfectly acceptable.

Finally, travellers were asked to indicate whether they would prefer a thorough (but respectful) pat-down looking for dangerous items on their person, or a technology-based search of their body that would essentially provide an unclothed image of their body to a remote, unseen screening officer. They were further informed that this screening officer would not keep this image beyond the few seconds of viewing needed for security purposes. Given the choice between the 2, more travellers prefer the option of a technology image (46 per cent) as opposed to a physical pat-down (21 per cent). Almost 2 in 10 express no distinct preference for one approach over the other (18 per cent). The most resistant group is 1 in 8 (or 12 per cent), who object to both approaches.

Support for Technology Imaging vs. Pat Down

“If the need arose when going through airport security screening, would you be more comfortable with a thorough, but respectful physical pat-down looking for dangerous items on your person or a technology-based search of your body that would essentially provide an unclothed image of you to a remote, unseen screener, who would not keep the image or personal information beyond the few seconds of looking at it for security purposes?”



EKOS Research
Associates Inc.

n=half sample

Source: National Telephone Survey, Aug-Sept 2008

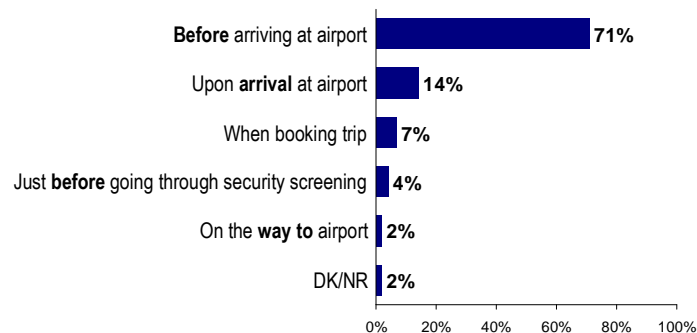
7. COMMUNICATIONS AND CONSUMPTION OF TRAVEL INFORMATION

7.1 COMMUNICATION OF RESTRICTIONS

By far the largest proportion of travellers generally agrees that communications regarding restrictions should be pre-emptive, occurring before passengers arrive at the airport. Seven in 10 travellers (71 per cent) agree that travellers should be informed of restrictions regarding carry-on baggage before they arrive at the airport, with an additional 7 per cent saying that the information is best communicated even earlier, when passengers first book their trip. Only 18 per cent think that passengers are best informed once they have arrived at the airport (including 14 per cent saying at the airport and 4 per cent saying just before screening).

Timing of Communications

“Communicating information about restrictions regarding carry on baggage can be done at different times. When do you think is the BEST time to inform travellers about these restrictions?”

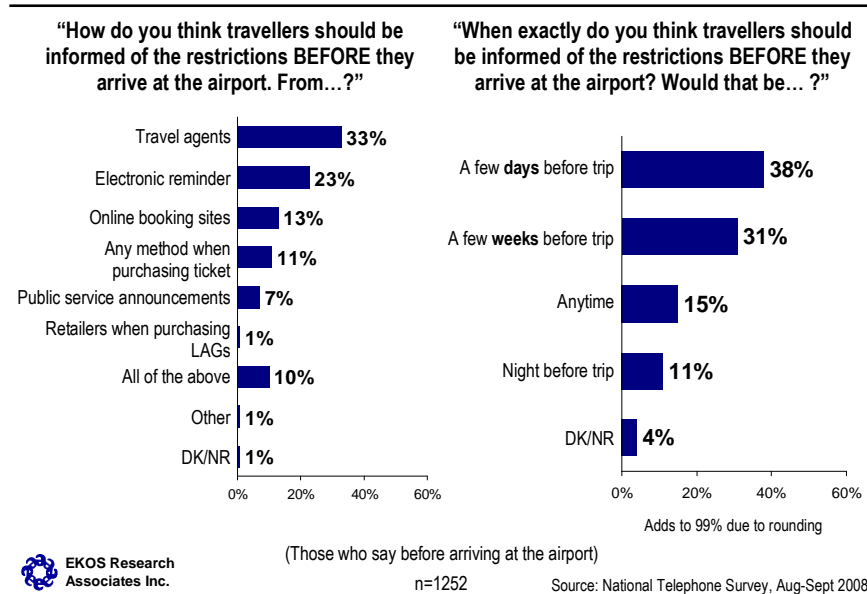


- Women are even more likely than men to express a preference for communications in advance of getting to the airport.
- The least frequent travellers are also more apt to suggest that restrictions should be communicated before arrival.

Travellers who believe that restrictions should be communicated before passengers arrive at the airport most often suggest travel agents (33 per cent) or an electronic reminder (23 per cent) as the best means of communicating this information. Just over 1 in 10 suggest that the information should be communicated on on-line booking sites (13 per cent), or at the point of purchase for airline tickets (11 per cent). A smaller number suggest public service announcements, and 1 in 10 suggest that all the above methods be used in tandem to communicate restrictions.

In terms of timing for advance notice, close to 4 in 10 travellers (38 per cent) suggest that passengers are best informed a few days before their trip, while 31 per cent believe that they should be informed a few weeks in advance. Only 11 per cent suggest advising them the night prior to their departure, and 15 per cent do not offer any precise suggestion for timing (stating “anytime”).

Method of Advance Communications

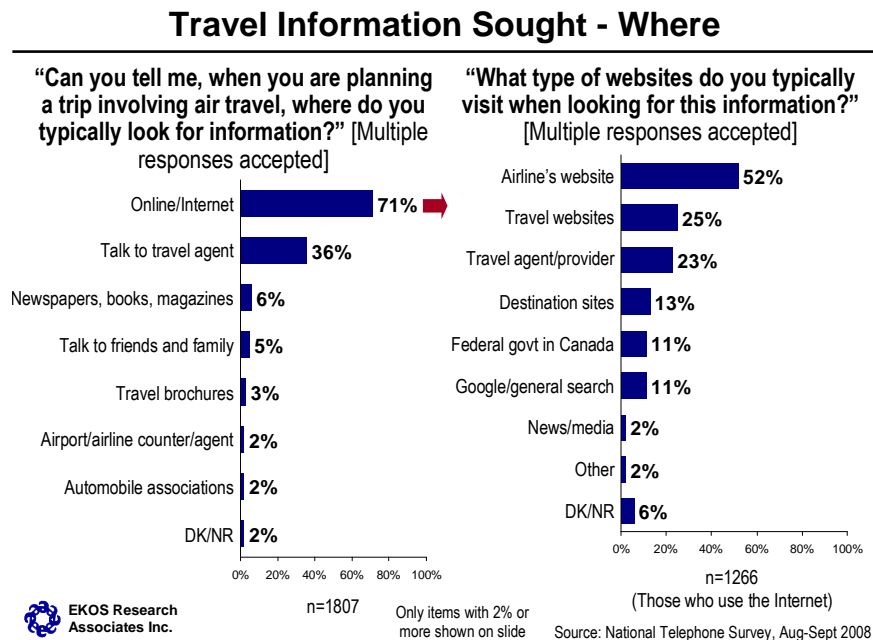


- Infrequent travellers, pleasure travellers, seniors, those with less education and incomes, as well as those born outside Canada are all more apt to suggest travel agents as the source of information. Conversely, business travellers, those with university education, high household incomes, those born in Canada, and those 35 and under are all more likely to suggest an electronic reminder.
- Travellers from Quebec are more likely than those from other provinces to suggest that travel agents should provide this information, and that the information should be provided several weeks in advance.
- Women, pleasure travellers and infrequent travellers are all more likely than others to prefer having notification several weeks prior to departure. Men, those earning high household

incomes (\$120,000 or more), business travellers and frequent travellers (all more apt to be aware of restrictions) are content to receive notification the night prior to departure. Travellers under 35 suggest that the information be communicated a few days prior to departure.

7.2 TRAVEL INFORMATION SOUGHT

When planning a trip involving air travel, nearly three-quarters of travellers surveyed (71 per cent) typically choose to use the Internet as their main source of information. Others rely on information from a travel agent (36 per cent), while relatively few turn to newspapers, books and/or magazines (6 per cent), along with talking to friends and family (5 per cent). A very small number flip through travel brochures or gather information via airport/airline counter/agents or automobile associations.



- Travellers more likely to seek information over the Internet tend to be younger, university educated, have a higher household income (above \$80,000), and are employed. Others who tend to go on-line for this information are parents who travel with their children, business travellers and those who consider themselves to be more liberal in attitudes and opinions. Individuals who typically look for information on-line report a higher awareness of restrictions on LAGs and tend to follow news and current events. A higher percentage of these travellers discarded LAGs at the airport.
- Quebec respondents tend to utilize the Internet less for this information and tend to talk to a travel agent when obtaining information. This is true also of older individuals (over 65 years), less educated individuals and those with a lower household income (below \$49,000). Those

who are more apt to retrieve information from a travel agent report low awareness of the restrictions and are less likely to follow news and current events. These individuals more often report neither surrendering nor throwing away products the last time they went through security.

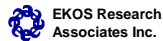
Of those respondents who rely on the Internet most often for information when planning a trip involving air travel, over half (52 per cent) typically visit airline Web sites. One-quarter (25 per cent) will peruse travel Web sites (e.g., Expedia, Travelocity) while another quarter (23 per cent) prefer to seek information on travel agent or provider sites. Less than 1 in 6 will visit destination sites (13 per cent) which describe hotels, parks or information related to specific attractions; the Canadian Federal Government site (11 per cent); or explore material via general search engine (11 per cent), such as Google.

- Airline Web sites are more popular among individuals travelling on business and frequent travellers.
- Travellers residing in Quebec are more inclined to gather information from the Federal Government Web site as well as travel agent/provider sites and less likely to use airline Web sites.

In terms of travel information typically sought, half of travellers (51 per cent) look for information pertaining to the costs involved and one-third (35 per cent) of respondents seek air/train or bus schedule information. One in 5 look for general transportation information (21 per cent), while fewer specify vacation or tourist information (15 per cent), accommodations or places to stay (14 per cent), deals or discounts related to travel packages (12 per cent), travel requirements (11 per cent), as well as where to go and what to do (10 per cent). A few (less than 1 in 10) respondents mention looking for background information regarding a possible destination (9 per cent), travel advisories and/or warnings (7 per cent), maps/locations/distances (3 per cent), tours (2 per cent) and health services or medical facilities in a proposed destination (2 per cent).

Travel Information Sought – What

“What TYPE of travel information are you typically looking for?”
[Multiple responses accepted]



n=1707

Source: National Telephone Survey, Aug-Sept 2008

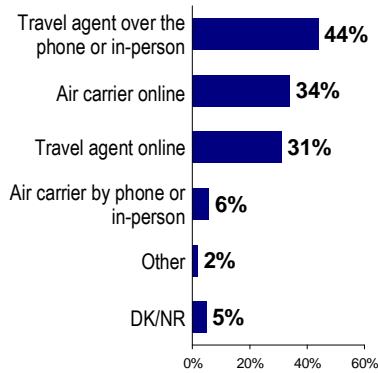
- Travellers from Quebec tend to search for vacation, holiday or tourism information more often than travellers from other regions.
- Not surprising, business travellers and frequent flyers seek air, train or bus schedule information, while those travelling for pleasure search for vacation, holiday and tourism information more, in comparison.
- Deals, discounts and travel package(s) information is sought more often by middle income travellers (\$50,000 - \$79,000) compared to other income brackets.

a) Booking Travel

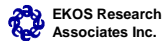
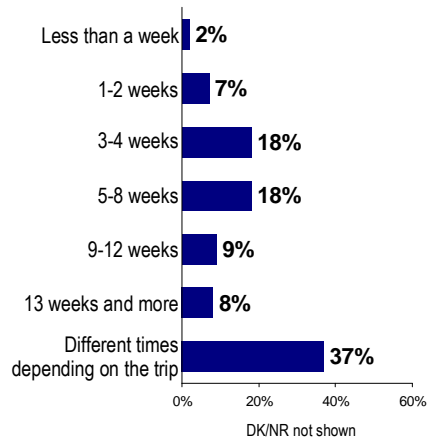
Just as information is most often sought on-line, travel arrangements (such as booking airline tickets) are also typically booked on-line, either through an air carrier on-line (34 per cent), or on-line with travel agent services (31 per cent). Another (44 per cent) prefer to use travel agent services, either in person or over the phone. Very few travellers (6 per cent) make arrangements via air carrier by phone or in person.

Booking Travel

“How do you typically make travel arrangements such as booking your airline ticket?” [Multiple responses accepted]



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



n=1807

Source: National Telephone Survey, Aug-Sept 2008

- Older (over 65) and retired travellers, those with less education, individuals born outside of Canada and travel home less frequently, as well as individuals travelling for pleasure typically make travel arrangements with a travel agent either over the phone or in person. Travellers from Quebec are also more likely to make travel arrangements through a travel agent over the phone, in person, or on-line.
- Younger (between 25 and 44 years of age) travellers are more apt than other age groups to book their travel with an on-line travel agent. Those who use an on-line travel agent also report high awareness of restrictions on LAGs (although these factors may not be related).
- Use of an on-line air carrier to make travel arrangements is more concentrated in Alberta or Atlantic region than average. This is also true of respondents with higher incomes (above \$80,000) and business travellers.

In order to get a sense of when to post communications for travellers, respondents were asked terms of how many weeks in advance travellers tend to book their trips. One sixth (17 per cent) make travel arrangements between 9 and 13 or more weeks in advance. Equal proportions (18 per cent each) tend to book either between 3 to 4 weeks or between 5 to 8 weeks prior to their trip. One in 10 book their trip shortly before their departure date (7 per cent cite booking travel within '1 to 2 weeks' prior and 2 per cent cite 'less than a week' beforehand). Nearly 4 in 10 (37 per cent) remarked "they book travel at different times - depending on the trip".

- Those travelling for pleasure and those who travel with children are more likely to plan and book their travel in advance (between 5 to 12 weeks prior to departure), whereas business travellers typically have a shorter lead time for booking a trip.

b) Consumption of Current Events

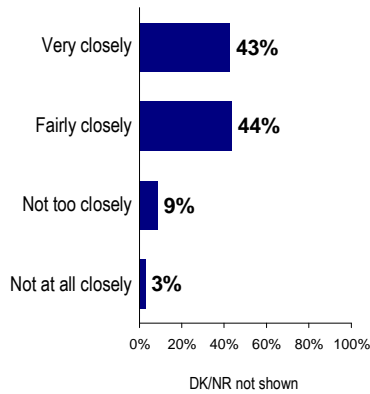
Also related to communications planning, travellers were asked how closely they follow news and current events. This provides both a profile of the extent to which travellers opinions are being formed by events in the news, and also provides an idea of what segments might see or hear an information campaign about the LAGs policy, if one were placed in mainstream media. Four in 10 (43 per cent) said that they follow news and current events 'very closely', while an additional 4 in 10 (44 per cent) follow it 'fairly closely'. Very few do not follow news and current events (9 per cent said not too closely and 3 per cent said 'not at all closely').

- Ontario residents, men, respondents aged 55 and above, frequent and business travellers, retirees, university educated and those with higher incomes (\$80,000 and above) are all above average consumers of news and current events.

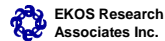
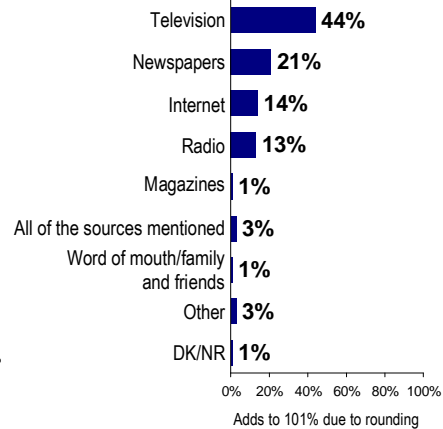
In terms of specific sources of news or information on current events, nearly half of respondents cite television viewing (44 per cent), and 1 in 5 (21 per cent) cite newspapers. Fewer list the radio (13 per cent) and Internet (14 per cent) as their main source for news or information on current events.

Consumption of Current Events

“How closely would you say you follow news and current events? Would it be...?”



“How do you get most of your news or information on current events? Is it from...?”



n=1807

Source: National Telephone Survey, Aug-Sept 2008

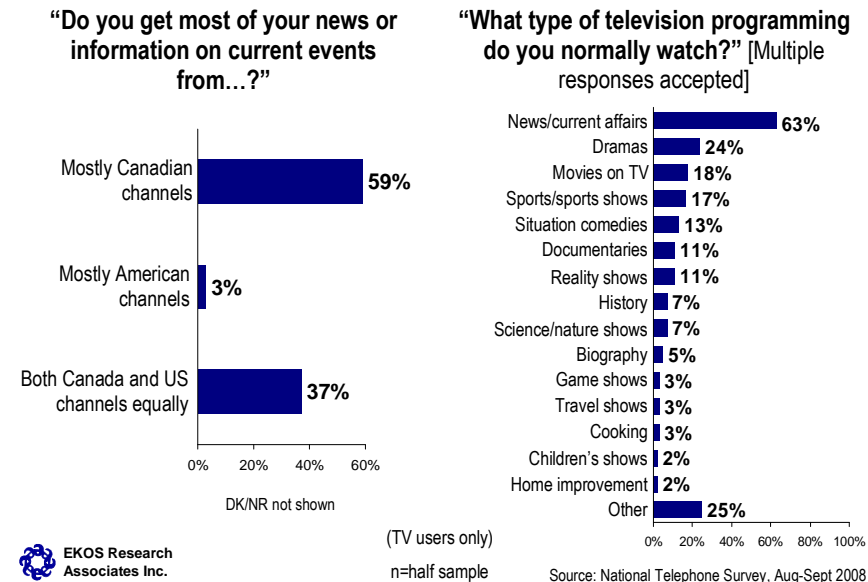
- Respondents from Quebec, women, those with a college education or less and pleasure travellers more often obtain their news or information on current events from television.
- Individuals who get information from newspapers more often live in Ontario (than elsewhere), are over the age of 65, retired individuals, university educated and have a higher income.
- The Internet is more often utilized by men, those between the ages of 25 and 44, business travellers, households with children, university educated and those with higher incomes (over \$120,000), compared with other segments.

c) Television Consumption

In terms of possible sources for mass media ads to be placed, television is a more popular, if also more expensive source. Of the travellers who cite television as their primary source of information on news and current events, 6 in 10 (59 per cent) say that they watch mostly Canadian channels, another one-third cite both Canadian and American channels equally.

In terms of the type of television programming normally watched, an overwhelming majority (63 per cent) watch news and current events. Less than one-quarter cite dramas (24 per cent) predominantly; movies on TV (18 per cent); sports or sports shows (17 per cent); situation comedies (13 per cent); documentaries (11 per cent); and reality shows (11 per cent). Fewer than 1 in 10 respondents list a range of other types of programming.

Television Consumption



- Residents of Quebec get most of their news or information on current events from Canadian television channels, while Ontario residents are less likely to and more often cite both Canadian and American channels equally. Quebec respondents more often watch news and current affairs, as do older individuals (over 65) and those who are university educated. Ontario residents tend to (more than others) watch dramas as do women. Those viewing sport/sport shows more often are men. Those who normally watch documentaries reside in Quebec.
- Canadian-born respondents are more likely to view mostly Canadian channels compared to those born outside of Canada.
- Respondents who get most of their news from mostly Canadian channels report a high awareness of restrictions on LAGs, whereas those who watch both Canadian and American channels equally report lower awareness of the restrictions in place.

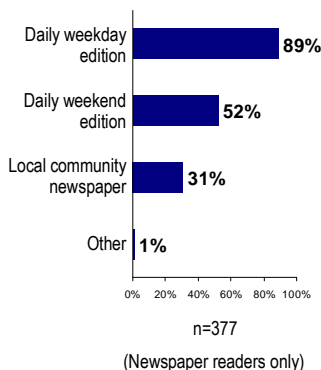
d) Newspaper Consumption

With regard to possible newspaper sources for ads about the LAGs policy, daily newspapers are a more obvious choice, although the travel section of newspapers is more popular in weekend editions. Of respondents who primarily get news and current event information from a newspaper, a majority (89 per cent) read the daily weekday edition, while half (52 per cent) read the daily weekend edition. Less than one-third (31 per cent) of those surveyed read their local community newspaper in a typical week.

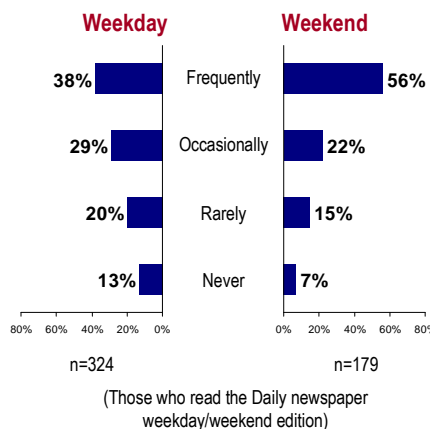
Of those who regularly read the weekday edition, over one-third (38 per cent) read the travel section frequently, less than one-third (29 per cent) read it occasionally and the rest rarely or never read it. The travel section is more popular in weekend editions, with nearly two-thirds (56 per cent) read the travel section frequently.

Newspaper Consumption

“Which of the following newspapers do you read in a typical week?” [Multiple responses accepted]



“How often do you read the travel section of a daily newspaper weekday/weekend edition? Would that be...?”



Source: National Telephone Survey, Aug-Sept 2008

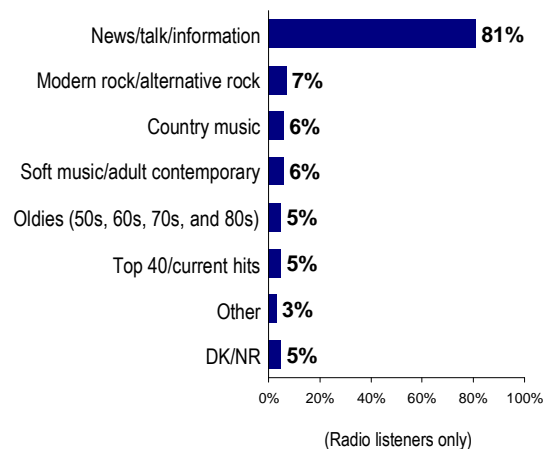
- The daily newspaper weekday edition is most often read by those over 55 years of age, retired individuals and those who are university educated. Those reading the daily weekday edition the least are within the lowest income bracket (under \$30,000).
- Readership of the daily newspaper weekend edition is strongest among Ontario respondents; meanwhile readership of a local community newspaper is strongest among British Columbia respondents.

e) Radio Consumption

Of those more apt to get news and current event information from the radio, 4 in 5 (81 per cent) of these individuals typically listen to news, talk and/or information programming. Fewer cite a range of other types of programming.

Radio Consumption

“Which types of radio programming do you typically listen to?”
[Multiple responses accepted]



n=232

Source: National Telephone Survey, Aug-Sept 2008

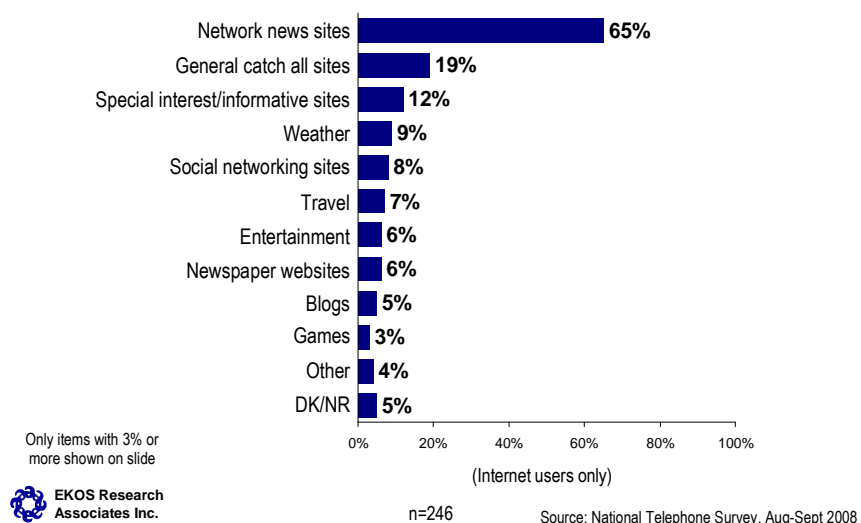
- News, talk or information radio programming is more typically listened to by those who are university educated; while soft music/adult contemporary is more popular among the college educated.
- Country music station listeners tend to reside in Alberta.

f) Internet Consumption

Similarly, for Internet surfers looking for news and current events, network news sites are the most obvious and popular source (65 per cent). Less than 1 in 5 (19 per cent) noted general 'catch all' sites and 1 in 10 (12 per cent) report 'special interest and/or informative' sites. Less popular types of sites (for getting news and current events) are social networking (8 per cent), weather (9 per cent), travel (7 per cent), entertainment (6 per cent) or newspaper Web sites (6 per cent).

Internet Consumption

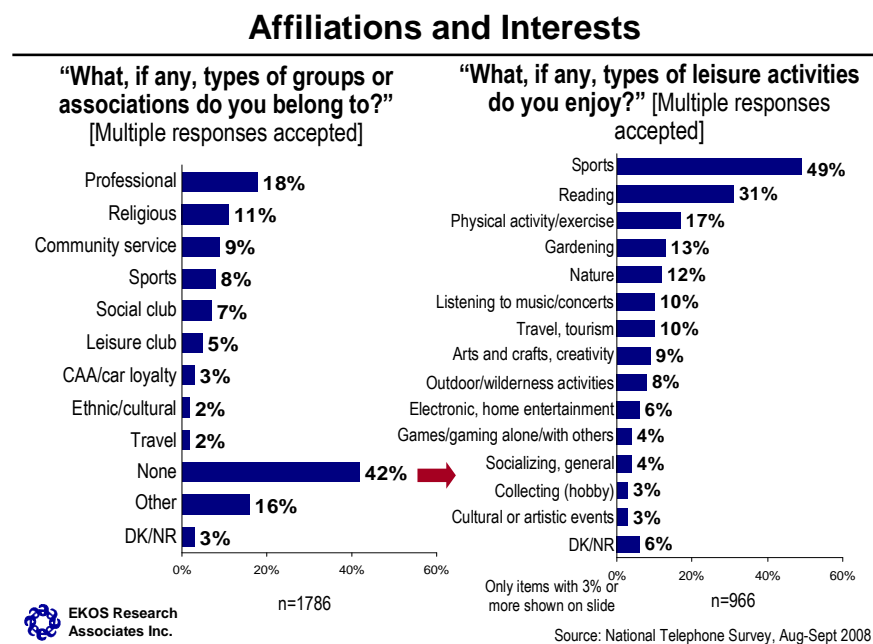
"What type of websites do you visit most often?" [Multiple responses accepted]



- Network news sites are most popular among Quebec respondents, those between 45 and 54 years of age, university educated, employed individuals, business travellers and frequent travellers.

g) Affiliations and Interests

In an effort to understand where to reach out to Canadian travellers with public education ads, the survey asked about groups or affiliations of travellers. Professional associations are at the top of the list (18 per cent), followed by religious groups/associations (11 per cent). Less than 1 in 10 belong to groups or associations such as: community services (9 per cent); sports (8 per cent); social clubs (7 per cent); and/or leisure clubs (5 per cent). A few respondents belong to car loyalty clubs, such as CAA (3 per cent); ethnic/cultural associations (2 per cent); or, travel groups (2 per cent). While these may be better sites in terms of targeting and providing a good context for the ads, they are not particularly popular (at least in terms of top of mind responses from survey respondents).



- Individuals who belong to professional groups or associations tend to be university educated, are in a higher income bracket (above \$80,000), are employed and tend to be business travellers and/or frequent travellers.
- Participation in religious groups or associations is higher among Prairie residents. Women, as well as those over the age of 65 also tend to participate more than their counterparts.
- Community service or special interest groups have higher participation among Prairie residents and older individuals. Social clubs are also more popular among seniors and/or retired individuals.
- While a quarter of Quebec respondents do belong to professional associations (more so than other regions) over half do not belong to any type of group or association.

- Respondents under the age of 34, as well as those with a college education or less are among those least likely to belong to any type of group or association.

Individuals who do not belong to any type of group or association were asked to elaborate on the types of leisure activities they enjoy. Nearly half of these respondents take pleasure in sports (49 per cent), one-third value reading (31 per cent), while 1 in 6 fancy physical activity and/or exercise (17 per cent). One in 10 notably appreciates nature (12 per cent), gardening (13 per cent), and/or listening to music/concerts (10 per cent). Also cited beyond these activities were arts and crafts or exploring their creativity (9 cent), travel and tourism (10 per cent), outdoor/wilderness activities (8 per cent), as well as electronic/home entertainment (6 per cent).

- Sports are found to be most popular among men, those under 25 years of age, university educated and those with higher incomes (over \$120,000).
- Reading was listed by more women, older individuals (between 55 and 64), as well as university educated and residents of Quebec as an enjoyed pastime.
- Physical activity and/or exercise is too, mentioned by more women, older individuals (over 65 years of age) and those with higher incomes (between \$80,000 and \$120,000).

h) Retail Consumption

In an effort to understand possible partnership opportunities with retailers who supply policy-compliant specially sized products and containers, survey respondents were asked where they most often purchase their cosmetics and/or toiletry products, one-third (34 per cent) cite Shoppers Drug Mart as their store of choice. Coming in second, one-quarter (26 per cent) purchase relevant products at a major grocery store. Next in line is Wal-Mart (15 per cent) and then major department stores (13 per cent). Jean Coutu, Uniprix (Quebec only) is a store of choice (among 6 per cent of respondents, but 35 per cent of Quebec travellers specifically), while fewer mention they shop at various locations or those closest to home (5 per cent); specialty cosmetic retailers (4 per cent); Zellers (4 per cent); London Drugs, other drug store, or small specialty shops (mentioned by 3 per cent each) or, Rexall pharmacy (2 per cent). Less than 1 in 10 (8 per cent) of travellers didn't respond to this question. Note that London Drugs (found only in the West) is used by 15 per cent of residents of British Columbia and 6 per cent of Albertans.

Retail Consumption

“Where do you most often purchase your cosmetics and toiletries products?”
[Multiple responses accepted]



- While women most often purchase their products at Shoppers Drug Mart or department stores, men tend to buy theirs at major grocery stores.
- Younger travellers are more likely to shop at Wal-Mart or Jean Coutu for cosmetics and toiletries. Older travellers, on the other hand, more often purchase their products from department stores.
- Individuals who were born outside of Canada, as well as those who fly home frequently tend to purchase most of their required products from department stores.

8. TYPOLOGY

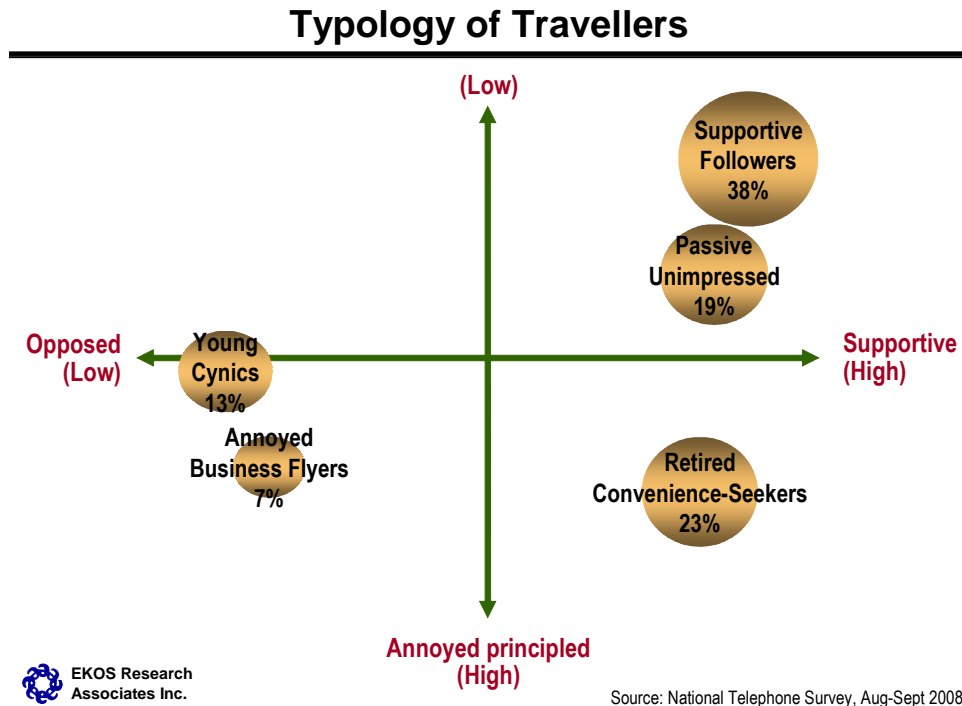
A typology of travellers was developed following a two-step process. In the first step, a wide range of survey items were included in a factor analysis for the purpose of identifying questions that were answered in common ways. Where commonalities were found, the statistical reliability of these summary scales was verified and indices were created as a stronger single measure of a common theme than could be represented by the results from any single item in the questionnaire. In the second step, the most useful indices (and single measures) were selected for the purpose of identifying homogeneous clusters or segments of the sample. This process classified cases in the sample on the basis of their commonalities along all of the dimensions represented by the indices, making decisions with each new case in terms of which group it most closely belonged to.

The opposition/support measure related to the LAGs policy was used along with 3 summary measures or indices. The composition of the indices used in the typology are outlined below, listing the survey items included in each one.

Composition of Indices:

Indices	Items included in the Indices
› Annoyance/Privacy	<p>Question QAGR2: Agreement with ... It really annoys me to have to throw away a perfectly good product at the airport just because of the security restrictions on LAGs</p> <p>Question QAGR5: Agreement with ... I get really annoyed with the whole screening process at Canadian airports</p> <p>Question QAGR6: Agreement with ... I am often very uncomfortable going through security screening at Canadian airports</p> <p>Question CLPR: Agreement with ... I am concerned that our current focus on security will unnecessarily restrict the privacy and civil liberties of Canadians</p> <p>Question LP231: Agreement with ... I feel I have less personal privacy in my daily life than I did two years ago</p>
› Convenience	<p>Question QAGR4: Agreement with ... If I knew where to purchase LAGs in 100 ml containers for the products that I use, I would definitely make a point of buying them for air travel</p> <p>Question CURRT: Agreement with ... I think it is acceptable that security officials, such as police, airport and customs officials, give special attention to individuals of certain ethnic origins/races and cultures</p> <p>Question QACR1: Agreement with ... Realistically, the job of governments is not to produce a world of zero risks, but to balance overall risks with the inconvenience that it causes to Canadians</p>
› Confidence	<p>Question AGR3: Agreement with ... I believe that security screening at Canadian airports really does increase the security of air travel</p> <p>Question TRUST: Agreement with ... Even if I can't see them, I am confident there are sufficient security procedures in place to protect air travellers</p>

Five segments were clearly defined in the typology. The following chart depicts where each segment falls in terms of their annoyance with restrictions on one axis, and support for restrictions on the other. Each of these segments is then described in turn below. A table summarizing key differences in results across the 5 segments is featured after the description of all 5.



8.1 SUPPORTIVE FOLLOWERS

This group is the largest segment, representing 38 per cent of all travellers. This group is largely comprised of less frequent travellers, averaging under 7 trips by air in the past 5 years. Accordingly, they are more often travelling for pleasure. This group tends to plan their trips farther in advance, and tends toward describing themselves as conservative in terms of their attitudes and opinions.

This group is characterized by their strong support for restrictions, as well as by their high level of confidence in the security measures in place and the ability of screening to protect air travellers. They view Canadian airport screening positively, and believe it compares well internationally. This group expresses no real annoyance with the screening process. In addition to being strongly supportive of restrictions, this group exhibits strong support for compliance and few concerns regarding the erosion of personal privacy. In short, they support restrictions, feel that their safety is being assured through screening, are patient in the face of any waiting time due to screening, are happy to follow any regulations and express very limited reservations about the LAGs policy or screening in general. Details about this segment follow.

Views on Canadian Airport Screening

This group holds the most positive views across all segments. They are most likely to rate the quality of Canadian security screening positively on all aspects examined (including personnel, consistency, and speed). In fact, the vast majority (89 per cent) rate the overall quality of security at Canadian airports as good.

They are more often willing to wait more than 20 minutes to complete screening. They are the group most satisfied with the time required to complete screening the last time they travelled by air.

This group is the most confident in the ability of security procedures to protect air travellers. They agree (almost unanimously) that security screening at Canadian airports increases the safety of air travel, and that sufficient procedures are in place to protect travellers. They are the least likely to say that there is little law enforcement or security agencies can do to prevent a terrorist attack on an airplane.

Support for Restrictions

All are supportive of restrictions on LAGs. They are most likely to consider all the measures examined to be effective in improving compliance with restrictions, with the exception of increased penalties (which is considered most effective by the pleasure seekers). They are less likely to suggest that passengers only need to be informed of restrictions the night before departure (feeling that advance notification is better).

This group is the least likely to express annoyance at having to throw away products as a result of restrictions, or to feel annoyed with the whole screening process. They are also least likely to feel uncomfortable with the process. They are more apt than any other group to be supportive of the use of behaviour recognition or priority lanes in security screening. They are more apt to be prepared to accept either a physical pat-down or technology image as a part of the screening process, and less likely to reject both. Overall, they seem willing to accept any measures or approaches deemed necessary, and understand that these are intended to protect their security.

Behaviour and Attitudes

This group is least likely to have surrendered a product due to restrictions, and more likely to have neither surrendered nor discarded a product (at least in part driven by their limited opportunity as less frequent travellers). This group is very compliant. They more often indicate that they ensure that they comply with restrictions by having no LAGs at the screening checkpoint. They are also more often aware that they can purchase small containers for LAGs. This group is the most likely to feel that they do understand the risks posed by LAGs.

They express no real concern about possible restrictions to privacy and civil liberties of Canadians as a result of screening, and are generally least likely to feel that their privacy has been eroded

in the past 2 years. The vast majority of this segment believes that people should obey the law without exception.

Profile Information

This group tends to plan their trips farther in advance, and more often report looking for information on accommodations. This group is somewhat more prevalent in the 35 to 44 age range than average. They more often reside in Ontario and are less apt to live in British Columbia or Quebec.

Their information and leisure habits do not differ from the average, other than a somewhat greater predilection for watching reality shows on television. This group more often classifies their attitudes and opinions as being conservative (37 per cent do).

8.2 RETIRED CONVENIENCE-SEEKERS

This group is the second largest segment, and accounts for 23 per cent of all air travellers. This group tends to be less frequent travellers, more often reporting 2 to 4 flights in the past 5 years, and averaging fewer than 7 trips in 5 years across the entire segment. Most travel for pleasure only. Consistent with their travel profile, this group is typically less aware of the details of restrictions on LAGs. This group is less likely to describe their attitudes and opinions to be liberal in nature. They more often live on their own, are much more likely to be retired, to be 55 or older, and report lower levels of household income and education.

This group is strongly motivated by convenience. While this group supports restrictions and has strong confidence in the security screening process, they are reluctant to sacrifice any personal convenience to meet safety requirements, quite possibly because new rules confuse them. They tend to be somewhat or very annoyed by restrictions and by their impact on their personal privacy. They more often feel that their personal privacy has eroded over the last few years and are concerned that the focus on security will have an impact on their civil liberties. While they are concerned with their own privacy and personal rights, they are not concerned with screening approaches that may target specific individuals (in other words – restrictions are fine as long as they don't affect me).

Views on Canadian Airport Screening

This group views the overall quality of security screening at Canadian airports positively, and believe that the overall level of security is similar to that in airports in other countries. This group also believes that security screening increases the security of air travel, and is confident that sufficient security procedures are in place.

This group is not very knowledgeable with respect to restrictions. They more often incorrectly assume, for example, that restrictions on LAGs apply to checked baggage as well as carry-on. They are

less apt to know that restricted items will be confiscated at the screening checkpoint. This group is less likely to understand how LAGs can pose a danger during air travel. They are more apt to be aware, however, that these restrictions are in place for reasons of safety and security.

Support for Restrictions

This group supports restrictions on LAGs. They believe that stiffer penalties would be an effective method of increasing compliance with restrictions, in addition to reminding travellers that these restrictions are intended to protect passengers.

Despite their support for restrictions, they tend to get very annoyed by the screening process at Canadian airports (expressing the second highest level of annoyance after the business travellers). This group more often expresses annoyance at having to throw away a perfectly good product as a result of restrictions. This segment is also most likely to feel very uncomfortable with the screening process.

Behaviour and Attitudes

Consistent with their moderate frequency of travel, they are less likely to have had to throw away a LAG prior to the screening checkpoint (more through limited opportunity than through an understanding of how to avoid it). That said, they are, however, somewhat more likely to have prepared in the past to meet restrictions by purchasing special products or containers. Most who have not taken this step agree that they would do so if they knew where to purchase such products or containers – again, largely being driven by something that will make the process more straightforward and convenient for them.

This group is much more likely to express concern about the restriction of privacy and civil liberties. They are more likely than any other segment to feel that their personal privacy has been eroded over the course of the last 2 years. Their concern, however, focuses largely on their own privacy and security, as they are the segment most likely to agree that it is acceptable for security officials to pay special attention to individuals of certain ethnic or cultural origins. Their views on behaviour pattern recognition and priority lanes are no different from the average. Consistent with this view, this group is highly motivated by convenience, and are most likely to agree that governments must balance risks with the inconvenience caused to Canadians. On the other hand, almost in direct conflict with this view, they also believe that the law should be obeyed without exception when it comes to issues of safety and security.

Profile Information

This group is less likely to describe their attitudes and opinions as liberal in nature. They more often reside alone. They are much more likely to be retired (32 per cent are), and less often report working full time. They report lower levels of household income and education (and are less likely to be university educated). Not surprisingly, close to half are 55 or older. They are somewhat more likely to reside in Quebec.

This group is less likely to look to the Internet for information on air travel. Consistent with the fact that they more often travel for pleasure, they are typically less concerned by schedules and more interested in looking for information on “deals”. They less often book their tickets on-line with the carrier. Travel agents are the primary conduit for booking with this segment.

This group is much more likely to obtain information on current events from television. They less often read daily newspapers. They do not follow news and current events very closely.

8.3 PASSIVE UNIMPRESSED (OR AVOIDANCE-SEEKING WORRIERS?)

This group represents 19 per cent of all travellers. Their travel habits do not differ from the average. They take an average number of trips (7.7 over 5 years) and tend to fly for business and pleasure domestically and internationally. They are marginally older, with a slightly higher concentration than average in the 55 to 65 age cohort. They are also slightly more educated, with a somewhat higher proportion than average reporting a Bachelor’s degree.

This group is distinguished by their lack of regard for the quality of Canadian airport screening and the impact this has on passenger security. That said, they are supportive of LAGs restrictions and are not overly annoyed by them. They are not particularly impatient, nor strongly motivated by convenience, and are not particularly concerned about issues of personal rights and privacy. These are passive travellers who essentially go with the flow and do not rock the boat, however, they are very sceptical of the screening process and its ability to protect air travellers. The results suggest that they may be either sceptical of Canadian airports ability to screen or that they are simply worriers by nature.

Views on Canadian Airport Screening

This is the second most negative group when it comes to their view of security screening in Canadian airports. With the exception of the Annoyed Business Flyers, they are more apt to provide poor ratings of the speed of security screening, the knowledge and professionalism of staff and their willingness to answer questions, as well as the consistency with which restrictions are applied from airport to airport, and the overall quality of security. In terms of comparing the screening at Canadian airports to that in airports in other countries, this group is more apt to believe that while Canadian screening is similar in terms of speed, consistency and courtesy, it is inferior in terms of overall security.

This segment is much less certain than average that security screening really does increase the security of travel. Similarly, more disagree that there are sufficient security procedures in place to protect air travellers. Despite this, they are no more likely than average to agree that there is little law enforcement and security agencies can do to prevent a terrorist attack.

Support for Restrictions

This group is very supportive of the restrictions in place for LAGs. They understand the danger LAGs can pose in air travel and are not annoyed by having to throw away products to meet these restrictions (they are second least likely to be annoyed, after the supportive followers). They do not, however, get annoyed with the whole security screening process at airports, nor do they feel uncomfortable with the process. Perhaps to exemplify this, they are among the most patient, however, in terms of the wait time they consider to be acceptable for completing security screening.

Behaviour and Attitudes

This group is no more likely than the average to have had to discard or surrender a restricted item in the past (which is likely driven by their average level of flight frequency). Those who have had to surrender an item more often indicate that this was because they forgot they had placed the item in their carry-on baggage.

Since this group is supportive of restrictions and not particularly annoyed by them, it is not surprising that they are not strongly motivated by convenience. They are less apt to have purchased special products or containers, and more often indicate that this is unnecessary as they find it easier to pack these items in their checked baggage. Nor would they tend to purchase these types of products if they knew where to get them. Furthermore, they are the segment least likely to agree that governments must balance risks with the inconvenience caused to Canadians.

This group is not particularly concerned that security will restrict the privacy and civil liberties of Canadians. Despite this, they are no more likely than average to consider racial profiling.

This group is less likely to feel that their personal privacy has been eroded in the past 2 years. When asked to choose, this group is less apt to choose a physical pat-down over technology imaging in the context of security screening.

Profile Information

This group does not stand out from the average in terms of their information, travel booking and leisure activities, although they tend to follow news and current events somewhat less closely than other segments. Nor do they stand out in terms of demographics, other than being marginally older (55 to 64) and slightly more apt to hold an undergraduate degree.

8.4 YOUNGER (PRINCIPLED) CYNICS

This group accounts for 13 per cent of all air travellers. They are the second most frequent travellers, flying an average of 10 trips over 5 years (with over half having travelled 5 or more times during that time). They do not differ from the average, however, in terms of whether they travel for business or pleasure, or in terms of their destination (domestic or international). This group is younger on average, with one-third under the age of 35. This group is more prevalent than average in British Columbia, and less likely to live in Ontario.

This group is characterized by their strong opposition on the LAGs restrictions policy, as well as their level of annoyance, and do not think that more severe consequences are the way to increase compliance. They place considerable importance on the privacy and civil liberties of Canadians and are unwilling to accept any targeting of particular individuals in screening. This group is also impatient; unwilling to accept a long delay for security screening. That said, they express reasonably strong confidence in security screening in general.

Views on Canadian Airport Screening

Their impressions of the current screening process at Canadian airports are average, although they have a somewhat damped view of the speed of screening and screening officers' knowledge, professionalism, and courtesy, as well as their willingness to answer questions for travellers.

This group is less patient than average when it comes to the amount of time that they are willing to wait for screening. As a result they are somewhat less likely to express satisfaction with the time it took to complete security screening the last time they travelled.

Support for Restrictions

This group is the second most opposed to restrictions on LAGs (after the Annoyed Business Flyers) even after being told of the reasons for such restrictions. Despite this, most of this group do believe that screening increases the security of air travel, and are confident that sufficient security procedures are in place.

They are less likely to consider any of the methods proposed (e.g., increasing penalties, reminding travellers, explaining the rationale for restrictions) effective in increasing compliance with restrictions. They are moderately more likely than other travellers to suggest that information about restrictions is best communicated upon arrival at the airport, although 65 per cent still say that information before arrival is optimal.

This group is annoyed by security restrictions, and having to throw away perfectly good products as a result of restrictions. Despite their annoyance, they have confidence that security restrictions

are in place to protect travellers, although they are somewhat fatalistic about the ability of law enforcement and security to prevent a terrorist attack on an airplane.

Knowledge, Behaviour and Attitudes

Consistent with their frequency of travel, this group is much more likely to have had to surrender an item at the airport or voluntarily discarded them in the past 2 years. They are also more apt to indicate that the item surrendered was purchased at the airport, and are generally more concerned with losing just purchased beverages at the checkpoint.

While their behaviour or actions to accommodate restrictions on LAGs does not differ from others (in terms of having purchased special products or containers) they are more likely to state that they have not done so as a result of the inconvenience or cost associated with purchasing special containers or products. They are also less apt to be aware of such products and are typically less willing to purchase them.

Although they do not differ in their general awareness of restrictions, this group is the least knowledgeable of the reasons for restrictions and more often agree that they don't understand the danger LAGs pose.

This group places strong importance on privacy and civil liberties. This group is moderately more inclined to express concern that security will unnecessarily restrict the privacy and civil liberties of Canadians. They do not consider it acceptable that security officials give special attention to individuals of certain ethnic or cultural origins. They are the least accepting of pattern recognition. Finally, if forced to make a choice, this group expresses a slightly greater preference for a physical pat-down (27 per cent of this segment compared with the 21 per cent average for all travellers), although the majority still prefer technology imaging (50 per cent).

Profile Information

This group is younger on average, with one-third under the age of 35. It follows that they are slightly more likely to be students or living at home with parents, and far less apt to be retired. This group is somewhat more apt to reside in British Columbia, and less likely to come from Ontario.

While their travel information practices do not stand out from the average, they are somewhat more apt to book their tickets on-line directly with the air carrier. They are least likely to read weekend editions of daily newspapers or community newspapers.

8.5 ANNOYED BUSINESS TRAVELLERS

This group is a small segment, representing only 7 per cent of travellers. That said, they are the most frequent travellers, therefore accounting for a much higher proportion of travellers on any given day. They fly for an average of 15 trips over a 5-year period, with 62 per cent 5 or more trips in the last 5 years). They are the most likely to travel for both pleasure and business, to both domestic and international destinations. Because they travel frequently, this group has the most experience with restrictions, and demonstrates the highest levels of awareness and knowledge. There is a higher concentration of men and they report high levels of education. They follow news and current events most closely and there is a higher than average concentration in British Columbia.

This group is the most negative of all the segments in their views and attitudes. They rate Canadian airport screening poorly, and express no confidence in the current screening process. They demonstrate the least support for restrictions, and are the most annoyed and impatient, when faced with delays. This group is also the most concerned with privacy and rights, and are less willing to accept approaches that target specific individuals. In sum, this group expresses the strongest negativity regarding the screening process and LAGs restrictions, and are likely quite vocal about it.

Views on Canadian Airport Screening

This group is the most likely to rate the current security screening process poorly on all aspects examined. In fact, less than half rate the overall quality of security at Canadian airports as good. They are also most likely to rate Canadian airport screening poorly in comparison to other airports internationally.

They are the most impatient when it comes to security screening; more often preferring to wait less than five minutes to complete screening, and far less willing to wait more than 10 minutes. They are least likely to be satisfied with the time required to complete screening on their last trip involving air travel.

Support for Restrictions

This group poses the greatest opposition to the policy on restrictions to LAGs (only 9 per cent support, while 59 per cent oppose restrictions). They are far less likely than other segments to consider any of the approaches suggested as potentially effective in increasing compliance with restrictions. They do not believe that security screening increases the safety of air travel (in fact none agree with this statement). They disagree that sufficient security procedures are in place, expressing a complete lack of confidence in the ability of security to protect air travellers. They are most likely to agree that there is little law enforcement and security agencies can do to prevent a terrorist attack.

This group is clearly also the most annoyed by restrictions. Close to three-quarters agree that it annoys them to throw away a perfectly good product as a result of restrictions. They are most likely to

agree that they get really annoyed by the whole screening process at Canadian airports. They are more likely to feel uncomfortable going through security screening (but are not as uncomfortable as the retired convenience-seekers).

When asked to choose between a physical pat-down or technology image as part of the security screening process, this is the most likely group to reject both of these options (although 46 per cent do select technology imaging as the preferred option of the 2).

Behaviour and Attitudes

They are most likely to have had to both surrender and discard LAGs at the airport as a result of restrictions, possibly owing to a level of defiance, but more likely driven by their greater opportunity as frequent flyers. They do not differ from the average, however, in terms of purchasing special products or containers to meet restrictions. This group is only moderately motivated by convenience.

They are the most knowledgeable about restrictions, which is not surprising given the frequency of their travel. This group is most apt to be able to specify that restrictions are in place on LAGs, that LAGs must be packaged in a clear bag, and to know that restrictions apply only to carry-on baggage. Consistent with their negative opinions on screening, they are more apt to state that restrictions represent an over-reaction on the part of government, or an attempt to create a false sense of security (although it is still a small minority who provide these responses when asked to describe the reasons for restrictions). This group is less apt to agree that they understand the dangers LAGs can pose in airplanes.

This group is also most likely to express concern over the restriction on privacy and civil liberties of Canadians. Most do not consider it acceptable that security officials pay special attention to individuals of certain ethnic origins or cultures. They are more apt to agree that their personal privacy has been eroded in the past 2 years (but do not feel as strongly on this point as the Retired Convenience-Seekers). They are less likely to consider the use of behaviour pattern recognition as acceptable, but do not differ from the average in their support of priority lanes (which would likely benefit them).

They are least likely to agree that people should obey the law without exception. They more often than any other segment characterize themselves as being liberal in their attitudes (52 per cent).

Profile Information

This group has a higher than average proportion of men (57 per cent) and more often report living alone. They are typically more educated than average, with 1 in 4 holding a graduate degree. There is also a higher than average concentration in British Columbia.

This group follows the news and current events more closely than all of the other segments, and they more often turn to the Internet for news and information. They are less frequent consumers of television drama types of shows. They are the group most likely to belong to professional associations.

They more often purchase cosmetics and toiletries in major grocery stores (presumably because they are busy and prefer one-stop shopping).

This group is less likely to consult travel agents when planning a trip, and are more apt to visit the Web site of airlines. They tend to book their trips without a long lead time (and are more often booking their trips only 1 to 2 weeks in advance).

8.6 OVERALL SNAPSHOT OF SEGMENTS

Following is a summary of some key findings for the five traveller segments in tabular format.

	TOTAL	Young Cynics	Retired Convenience-Seekers	Passive Unimpressed	Annoyed Business Travellers	Supportive Followers
Travellers	100%	13%	23%	19%	7%	38%
Frequency of air travel in past 5 years						
1	15%	14%	18%	13%	6%	18%
2-4	37%	32%	43%	39%	31%	35%
5 or more times	47%	54%	38%	48%	62%	46%
Over this time frame (5 years), did you travel for business, pleasure or both?						
Business	6%	6%	4%	6%	7%	6%
Pleasure	64%	62%	71%	60%	45%	67%
Both	30%	31%	25%	34%	48%	27%
Were you flying to domestic or international destinations?						
Domestic	23%	23%	25%	22%	21%	22%
International	37%	34%	40%	38%	25%	37%
Both	40%	42%	35%	40%	54%	41%
Rate the security screening process at Canadian airports on: the speed of being processed						
Good (5-7)	69%	62%	70%	65%	43%	78%
Rate the security screening process at Canadian airports on: knowledge and general professionalism of screening personnel						
Good (5-7)	76%	69%	79%	73%	56%	83%
Rate the security screening process at Canadian airports on: the willingness of screening personnel to answer questions						
Good (5-7)	65%	61%	68%	56%	44%	74%
Rate the security screening process at Canadian airports on: consistency in applying restrictions from passenger to passenger						
Good (5-7)	70%	67%	75%	55%	47%	80%
Rate the security screening process at Canadian airports on: Overall quality of security						
Good (5-7)	79%	78%	83%	68%	45%	89%
International Comparison (Compared to security screening at airports in other countries would you say Canadian screening is generally worse or better) (Index)						
Worse (1-3)	15%	15%	12%	21%	29%	13%
Same (4)	45%	42%	47%	47%	39%	44%
Better (5-7)	40%	44%	41%	32%	32%	43%

	TOTAL	Young Cynics	Retired Convenience-Seekers	Passive Unimpressed	Annoyed Business Travellers	Supportive Followers
What do you consider to be an acceptable period of time to go through security screening, including the waiting and processing time?						
0-5 minutes	13%	17%	13%	10%	32%	9%
6-10 minutes	18%	25%	19%	16%	23%	16%
11-20 minutes	32%	31%	31%	34%	22%	35%
Over 20 minutes	33%	26%	32%	37%	20%	36%
Thinking about the last time you travelled by air, did you consider the time it took to go through security screening acceptable?						
Yes	88%	83%	85%	87%	78%	94%
No	12%	17%	14%	13%	22%	6%
Awareness of restrictions on LAGs (index)						
Low	23%	27%	26%	21%	18%	22%
Moderate	34%	33%	36%	32%	30%	36%
High	43%	41%	38%	47%	52%	42%
In fact, these restrictions are in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft. Would you say you support or oppose these restrictions?						
Oppose (1-3)	10%	47%	0%	0%	59%	0%
Neither (4)	8%	37%	2%	1%	30%	0%
Support (5-7)	81%	15%	97%	97%	9%	100%
Effectiveness of increasing the severity of consequences in improving compliance with restrictions						
Very Effective (6-7)	35%	12%	45%	36%	14%	41%
Effectiveness of reminding travellers about restrictions before they arrive at airport in improving compliance with restrictions						
Very effective (6-7)	63%	52%	67%	61%	43%	69%
Effectiveness of reminding travellers that the restrictions are intended to protect passengers in improving compliance with restrictions						
Very effective (6-7)	61%	40%	69%	55%	26%	74%
Surrendered or Discarded LAGs at airport due to security screening						
Surrendered	20%	24%	21%	21%	25%	17%
Threw away	15%	16%	15%	17%	15%	15%
Both	13%	19%	9%	10%	22%	14%
Neither	51%	41%	55%	52%	38%	54%
Convenience Index						
Low (1-2)	24%	35%	6%	41%	28%	23%
Moderate (3-5)	39%	42%	32%	37%	48%	41%
High (6-7)	37%	23%	62%	22%	25%	36%
I don't really understand how LAGs can pose a danger in airplanes						
Agree (5-7)	23%	36%	32%	16%	35%	13%
Annoyance/Privacy index						
Low (1-2)	53%	33%	5%	67%	15%	91%
Moderate (3-5)	35%	51%	66%	31%	43%	9%
High (6-7)	12%	16%	29%	2%	42%	0%

	TOTAL	Young Cynics	Retired Convenience- Seekers	Passive Unimpressed	Annoyed Business Travellers	Supportive Followers
Confidence Index						
Low (1-3)	13%	0%	0%	41%	79%	0%
Moderate (4)	12%	9%	6%	43%	21%	0%
High (5-7)	74%	91%	93%	17%	0%	100%
I think that it is acceptable that security officials give special attention to individuals of certain ethnic origins/races and cultures						
Agree (5-7)	34%	25%	49%	27%	27%	32%
I feel I have less personal privacy in my daily life than I did two years ago						
Agree (5-7)	36%	42%	66%	28%	52%	17%
When it comes to safety and security, people should obey the law without exception						
Agree (5-7)	89%	86%	93%	84%	70%	94%
How acceptable would it be to you if security screeners were trained in behaviour pattern recognition?						
Not at all acceptable	8%	16%	5%	7%	17%	5%
Very acceptable	37%	25%	40%	36%	26%	43%
How acceptable would it be to you if lane streaming/priority lanes were implemented at Canadian airports?						
Not at all acceptable	10%	10%	7%	14%	15%	9%
Very acceptable	36%	26%	40%	28%	40%	41%
Would you be more comfortable with a physical pat-down or remote technology image?						
Physical pat-down	20%	28%	18%	15%	29%	20%
Technology image	45%	47%	46%	48%	26%	47%
Either one equally	18%	10%	13%	23%	10%	22%
Neither one	13%	13%	16%	10%	31%	9%
Follow news and current events						
Low	43%	40%	44%	48%	32%	43%
Moderate	30%	30%	33%	26%	31%	30%
High	27%	30%	23%	26%	37%	27%
Would you classify your attitudes and opinions to be typically more conservative or liberal in nature?						
Liberal	37%	42%	32%	41%	52%	33%
Neither	28%	27%	28%	29%	19%	29%
Conservative	33%	29%	37%	27%	26%	37%
Gender						
Male	42%	44%	41%	42%	57%	40%
Female	58%	56%	59%	58%	43%	60%
Region						
BC/Territories	14%	18%	13%	11%	26%	11%
Alberta	12%	14%	9%	14%	11%	12%
Manitoba and Saskatchewan	11%	13%	10%	10%	10%	12%
Ontario	34%	26%	32%	37%	30%	38%
Quebec	19%	22%	25%	19%	15%	16%

9. WHAT DOES IT ALL MEAN?

A Difficult Task

The challenging task for CATSA is to convince the travelling public that restrictions regarding some on-board articles and security screening processes are necessary and effective precautions for passenger security. This task is a daunting one given the delays and personal inconvenience that can be associated with security screening and the extremely low probability that a threat to passengers is uncovered during screening. Many travellers, in fact, are sceptical of the process. A large proportion are not convinced that security screening does what it is designed to do, or is worth the (perceived) extensive inconvenience to travellers or the (perceived) invasion of privacy that goes along with it. Many believe the entire process to be a waste of time and there is considerable annoyance expressed by a range of segments of the population.

A Good Opportunity

That said, there is also a strong degree of support for the restrictions policy, and a solid understanding of the rationale for the imposed restrictions. Travellers are generally resigned that heightened attention to safety and security is the current reality in which the world now finds itself. This creates an openness to receiving messages about the restrictions and presents CATSA with a well-timed opportunity to reach out to the travelling public and form a relationship of mutual cooperation. In this relationship CATSA's role is to teach and remind travellers how to prepare for travel in keeping with the restrictions, as well as creating an environment in which the traveller is likely to be successful in complying with the policy. The public in turn accepts the restrictions and tries to abide by the restrictions. In this relationship of mutual cooperation, the public looks to CATSA and screening officers to assist them in becoming prepared and CATSA, having fulfilled its role, can begin to move some of the responsibility for compliance onto passengers and minimize delays.

A New Orientation - More Honey than Vinegar

The formation of this positive relationship represents a fundamental shift in orientation; moving toward a more client-centred, helpful, proactive and preventative approach in dealing with passengers, rather than a reactive, punitive and authoritarian one. The goal of this shift in orientation is to improve the preparedness, and ultimately the compliance of passengers, and by extension, the efficiency of the screening process. Perhaps as important, however, is that this new orientation should serve to increase satisfaction and cooperation for both passengers and screening officers, creating a more positive and benign screening experience and environment. This more positive association can have ancillary benefits for all airport partners and stakeholders, including the airport authorities, air carriers, retail outlets and concessions who are dealing with less stressed and more satisfied customers.

Before is Key – Proactive and Preventative

Findings from this and the baseline survey are very clear in the emphasis travellers place on finding out and being reminded about the LAGs policy in a timely fashion that affords them **adequate** opportunity to respond appropriately. Purchasing and packing decisions are clearly made in advance of arrival at the airport so finding out about the policy only on arrival at the airport will clearly frustrate many travellers and fluster others. Information at the screening checkpoint only guarantees that many passengers will have to throw something away. Information and reminders even as early as prior to check-in only works for some (with baggage to check) and may fluster those who are already feeling stressed and time constrained. Passengers have said that information and reminders are most helpful when there is sufficient lead time to allow them to change their decisions and behaviour (days and even weeks in advance of the travel date).

Once this type of communications regime is in place, reminders at the airport can serve more as a last visual cue for passengers to check and make sure that they have packed accordingly and that they do not purchase something at the airport that they will immediately have to discard or consume. Thus, airport communications serve as a helpful last step in the communications chain, rather than being the first time that passengers hear about it.

This suggests the need for a layered approach to communications that also serves to build the relationship with passengers from education/information days or weeks before travel, to a reminder in some form the day before, to reminders at the airport to communications from screening officers at the screening checkpoint. This relationship also has the opportunity to be reinforced over time, through successive trips that travellers make from one year to the next.

One Size Doesn't Fit All – A Segmented Approach

The research clearly shows that one size does not fit all in terms of traveller communications. Largely driven by the amount (and type) of travel one does, some passengers have already learned about the restrictions and how to apply the policy to their own behaviour. Some of these require convincing, however, most are familiar and on board with the policy, and simply need a reminder the day before. Others are far less experienced with air travel, and therefore with the restrictions policy and its practical implications for their packing and purchasing decisions. These passengers require more information, with a longer lead time to give them sufficient opportunity to prepare. This type of passenger requires details, helpful hints, kid gloves and a smile.

The research has highlighted a range of methods that can be used to inform and remind travellers of the policy – for example, during passengers' in-person/telephone dealings with air carriers and travel agents when they are booking; during their on-line searches (e.g., costs and schedules) of planning sites and on-line booking of tickets. These methods of communication are also more or less appropriate for various segments that have different needs with regard to information/details/reminders about the policy, and variable timeframes within which it is most useful, as well as diverse attitudes to the policy and the

Authority. The twin communications goals of compliance and brand image or organizational reputation will likely drive the development of a communications strategy.

Dispelling Confusion – the Devil is in the Details

Although the research indicates that most travellers are aware of the policy and its purpose, many are unclear on some specifics of how the policy is applied (including how consistently the policy is applied, from airport to airport, and perhaps even day to day). The size of the container as the criterion for judging LAGs is a critical area of confusion, as are the types of cosmetics and toiletries that are considered to be LAGs (e.g., the creams, foams, gels, glosses and so on that are in the grey area for many passengers). Clear efforts are needed in these areas to help passengers understand how to apply the policy and be sure that they are successful in all airports, and over time. This is a critical element in the formation of the positive relationship. Travellers need to feel that the information is clear and that the rules will be applied in a predictable way (which does not conflict with random checks).

Friends Provide Convenient and Practical Solutions, not Punishment

Addressing these areas of confusion, CATSA has an opportunity to be a friend; to provide practical suggestions regarding how to purchase and pack in a way that will ensure preparedness and compliance. Suggestions about the use of small-sized products and containers and where to get them will be welcome information for some. This helps to increase the clarity regarding container size and what is and is not subject to the restriction. CATSA can do this in a range of ways, however, increasing the convenience for passengers will contribute to a positive relationship with travellers. Suggestions about the use of water bottles that can be emptied and re-filled on the secure side is one example. Provision of samples of small-sized containers, along with cheat sheet lists of do's and don'ts is another.

Operationalize It!

Results indicate that some travellers believe that willingness to respond to questions and consistency of the responses is lacking among screening officers. A more positive relationship between CATSA and travellers will not be built on communications materials alone. The interactions between passengers and screening officers must also reflect the new approach. If passengers perceive that screening officers are not helpful and are not consistent (and perhaps even trying to trip passengers up), no amount of advance communications is going to defuse the frustration that some travellers will feel toward the screening process.

Message and Tone

The research suggests that the message to travellers is that, if all passengers are prepared, the entire process will go more smoothly, effectively and efficiently for everyone. The tone of the messaging is that CATSA wants to help passengers to be prepared and that a little bit of advance preparation can

ensure that travellers are less flustered and stressed at the airport (pack right and then relax → you're on vacation/you have other things to think about!)

Brand it

The research indicates that some travellers have a low regard for the screening officers, pointing to the need for brand or image management. Forming a new relationship with travellers affords an opportunity to modify perceptions about the brand and generally increase brand recognition. Communications serves to raise the profile of the CATSA brand, and more frequent and friendlier communications from screening officers also helps to shape and fortify the brand. The provision of practical solutions and suggestions (e.g., water bottles with the CATSA logo, fridge magnets that serve as reminders about LAGs, with a CATSA logo, complaint sample bottles with the CATSA logo, etc.) all serve as excellent opportunities to increase recognition of the CATSA brand.

Partnership is key in consistency and reach

In order to be successful in the formation of this new relationship with travellers, all partners and stakeholders involved will need to be on board. This means conveying a consistent message that CATSA is interested in helping passengers to successfully be prepared. This translates into, for example, providing clear and consistent information to passengers, infrastructure that lends itself well to compliance (e.g., water fountains), and ensuring that passengers understand the practical implications before they make a purchase at the airport (so that they are not frustrated later with the outcome). The up side for partners, who, in some cases could serve as conduits for the information/communications about LAGs, is that it affords them their own additional opportunity for relationship building with their customers.

Challenges

The most difficult element of the communications messaging will be how best to convince sceptical, cynical and annoyed travellers that the restrictions have a greater purpose than simply inconveniencing passengers, and that they are not a waste of time. In fact, it is difficult to know if this can be successfully achieved or whether efforts at a more positive relationship and strategies to increase compliance and thus efficiency of the screening process are the only ways to reduce the annoyance level. This is an area that requires further investigation and testing over time.

The other key question is how best to convey the information and reminders in a way that translates into actual changes in behaviour (and attitudes) which will also require ongoing testing and re-formulation to arrive at the most effective mix of method, message and tone. For now, the research has provided considerable evidence of viable options for communications planning. These can be further tested, evolving communications over time.

Where to Start?

The research has described an array of awareness, attitudes and behaviour that coalesce in interesting ways in recognizable segments of the travelling public. From the standpoint of better communications and increased compliance, some segments are of greater interest than others.

The Retired Convenience-seekers are likely the most obvious primary communications target as they are a sizable group, who are annoyed and flustered by the restrictions policy and screening process and yet seem to be quite open to suggestions and solutions that will help them be better prepared. Early education with this group, through travel agents and planning Web sites, as they are researching and booking their trips, along with practical suggestions and perhaps even gifts and coupons will likely go a long way toward better preparedness and considerably diffuse situations at the screening checkpoint.

The second priority target group is of some debate. Some may argue that the Annoyed Business traveller is a good secondary target, given their influential status and volume of trips. The downside is that this group is the most informed and educated segment, but the most disgruntled and likely entrenched in their point of view. Changing their minds is not a likely outcome and they will not easily be persuaded with gifts or even special treatment. They are, however, a crucial group in terms of organizational reputation management as they are the most influential of travellers. It is members of this segment who are the most likely to shape opinion, in a strong public voice, and they are likely the most credible with the rest of the travelling public.

The Young Cynics may be in some ways a better bet for a secondary communications target as they are a more sizable group than the Annoyed Business traveller and still represent a high volume of passengers. While cynical, they are likely not as entrenched in their point of view as the most annoyed (Business) travellers are. Nor are they quite as strident in their concerns for privacy infringement and the balance between security and inconvenience. The key media for this segment is likely to be Web 2.0, with opinion being shaped and changed through editorials and social media sites (e.g., on blogs) on-line.

The Passive Unimpressed are still somewhat of an enigma and need further research to understand whether they are a good target group. They may be a less immediate priority as they are not the most frequent travellers, nor are they the most annoyed or befuddled by the policy.

On the face of it the Supportive Followers seems the least likely target group, as they are already 'the converted'. That said, they likely need additional information to dispel confusion as much as some of the other segments and reminders are useful for each of the segments. In some ways, this group is really the low lying fruit, since they are already supportive, but probably have occasion to be non-compliant through misunderstanding and forgetfulness.

APPENDIX A
SURVEY INSTRUMENT

INTRO [0,0]

Hello, my name is ... and I'm calling from EKOS Research Associates. We are conducting a 15 minute survey on behalf of the Government of Canada. It is totally voluntary and all responses will be kept strictly confidential. We are talking to people 18 years and over who are permanent residents of Canada. May I begin?

IF ASKED ABOUT CLIENT -- This study is being sponsored by the Government of Canada, and I will be happy to tell you which Agency, once we are a little further into the interview, if you are interested.

SEX

Record gender of respondent

DO NOT ASK

Male..... 1
Female 2

LANGI

Record language of correspondence

DO NOT ASK

English..... 1
French..... 2

PRIV [0,0]

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

SCRN

Have you travelled by air from a Canadian airport in the past five years?

Yes..... 1
No thank and terminate (screened out of survey if no travel in past five years)..... 2 ->THNK2
DK/NR thank and terminate (screened out of survey if no travel in past five years) 9 ->THNK2

QAIRP

Which airport do you typically fly out of?

Choose Airport here, dropdown menu.....	0	NB
Vancouver International Airport (YVR)	1	
Victoria International Airport (YYJ)	2	
Calgary International Airport (YYC)	3	
Edmonton International Airport (YEG).....	4	
Regina International Airport (YQR)	5	
Saskatoon/John G. Diefenbaker International Airport (YXE).....	6	
Winnipeg James Armstrong Richardson International Airport (YWG).....	7	
London International Airport (YXU)	8	
Ottawa Macdonald-Cartier International Airport (YOW)	9	
Thunder Bay International Airport (YQT)	10	
Toronto Pearson International Airport (YYZ)	11	
Montréal-Pierre Elliott Trudeau International Airport (YUL).....	12	
Montréal-Mirabel International Airport (YMX)	13	
Greater Moncton International Airport (YQM)	14	
Halifax Stanfield International Airport (YHZ).....	15	
Charlottetown Airport (YYG)	16	
Gander International Airport (YQX).....	17	
St. John's International Airport (YYT).....	18	
Iqaluit Airport (YFB)	19	
Yellowknife Airport (YZF)	20	
Whitehorse International Airport (YXY) DK/NR	21	
Other, (SPECIFY) -> AQAIRP; C150 L2 C75	77	B
DK/NR	99	B

TP1X

How many times have you travelled by air from a Canadian airport in the past five years?

Response -> ATP1X; N2.0 [1-98].....	77
DK/NR	99

TP2A

Over this time frame, did you travel for business, for pleasure or for both?

Business.....	1
Pleasure	2
Both	3
DK/NR	9

TP2B

Were you flying to domestic or international destinations?

Domestic.....	1
International.....	2
Both domestic and international.....	3
DK/NR	9

TP3

Do you ever travel with children under the age of 12?

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

TP4A

In what country were you born?

Canada.....	1	
Other (please specify) -> ATP4A; C150 L1 C50	77	
DK/NR	99	
Britain/United Kingdom (Ireland, England, Scotland, Wales)	2	I
Other Western Europe (Italy, France, Spain, Portugal...)	3	I
Northern Europe (Scandinavia, Sweden, Denmark...)	4	I
Eastern/Central Europe (Poland, Russia, Yugoslavia...)	5	I
Middle East (Lebanon, Turkey, Iraq...)	6	I
South Asia (Pakistan, India, Sri Lanka...).....	7	I
Southeast Asia (China, Vietnam, Korea...).....	8	I
Oceania (Australia, New Zealand, Fiji...).....	9	I
Latin/South America (Mexico, Brazil, Chile...)	10	I
Caribbean (Jamaica, Trinidad, Haiti...).....	11	I
United States of America (U.S.A)	12	I
Africa (south Africa, Nigeria, Somalia...)	13	I

TP4B

If... TP4A.EQ.77

IF NOT BORN IN CANADA

How often do you travel by air to &&ATP4A?

READ LIST

Never	1	->PSEC
Every five years or less.....	2	
Every few years	3	
Once per year.....	4	
Several times each year	5	
More than a few times each year	6	
Never the same	7	
DK/NR	9	

TB4C [1,12]

If... TP4A.EQ.77.AND.TP4B.NE.1

IF NOT BORN IN CANADA

In what months of the year do you typically travel by air to &&ATP4A?

Enter months (as many as apply)

January	1	
February	2	
March	3	
April	4	
May.....	5	
June.....	6	
July	7	
August	8	
September.....	9	
October.....	10	
November.....	11	
December.....	12	
Never the same/all months of the year are possible.....	13	X
DK/NR	99	X

PSEC [0,0]

Based on your own experience at Canadian airports I'd like you to rate the SECURITY SCREENING PROCESS on a number of dimensions. For each dimension please rate the screening process on a 1 to 7 scale where 1 means extremely poor, 7 extremely good and the mid-point 4 neither poor nor good.

SEC1

If... ROT6.EQ.1

HALF SAMPLE WITH SEC2

Speed of being processed

Rate the SECURITY SCREENING PROCESS Canadian Airports

1.Extremely poor	1
2.....	2
3.....	3
4.Neither poor nor good	4
5.....	5
6.....	6
7.Extremely good	7
DK/NR	9

SEC2

If... ROT6.EQ.2

HALF SAMPLE WITH SEC1

Level of knowledge and general professionalism of screening personnel

Rate the SECURITY SCREENING PROCESS Canadian Airports

1.Extremely poor	1
2.....	2
3.....	3
4.Neither poor nor good	4
5.....	5
6.....	6
7.Extremely good	7
DK/NR	9

SEC3

If... ROT7.EQ.1

HALF SAMPLE WITH SEC4

Courtesy of screening personnel

Rate the SECURITY SCREENING PROCESS Canadian Airports

1.Extremely poor	1
2.....	2
3.....	3
4.Neither poor nor good	4
5.....	5
6.....	6
7.Extremely good	7
DK/NR	9

SEC4

If... ROT7.EQ.2

HALF SAMPLE WITH SEC3

The willingness of screening personnel to answer questions

Rate the SECURITY SCREENING PROCESS Canadian Airports

1.Extremely poor	1
2.....	2
3.....	3
4.Neither poor nor good	4
5.....	5
6.....	6
7.Extremely good	7
DK/NR	9

SEC5

If... ROT1.EQ.1

HALF SAMPLE WITH SEC6

Consistency in applying restrictions from passenger to passenger

Rate the SECURITY SCREENING PROCESS Canadian Airports

1.Extremely poor	1
2.....	2
3.....	3
4.Neither poor nor good	4
5.....	5
6.....	6
7.Extremely good	7
DK/NR	9

SEC6

If... ROT1.EQ.2

HALF SAMPLE WITH SEC5

Consistency in applying restrictions from airport to airport

Rate the SECURITY SCREENING PROCESS Canadian Airports

1.Extremely poor	1
2.....	2
3.....	3
4.Neither poor nor good	4
5.....	5
6.....	6
7.Extremely good	7
DK/NR	9

SEC7

Overall quality of security

1.Extremely poor 1
2..... 2
3..... 3
4.Neither poor nor good 4
5..... 5
6..... 6
7.Extremely good 7
DK/NR 9

SEC8A

If... ROT5.EQ.1

Compared to security screening at airports in OTHER countries would you say screening at Canadian airports is generally much better, somewhat better, about the same, somewhat worse, or much worse in terms of the consistency, capability, and courtesy of screening

Much better..... 1
Somewhat better 2
About the same 3
Somewhat worse..... 4
Much worse 5
DK/NR 9

SEC8B

If... ROT5.EQ.2

Compared to security screening at airports in OTHER countries would you say screening at Canadian airports is generally much better, somewhat better, about the same, somewhat worse, or much worse in terms of overall security?

Much better..... 1
Somewhat better 2
About the same 3
Somewhat worse..... 4
Much worse 5
DK/NR 9

SEC8C

If... ROT5.EQ.3

Compared to security screening at airports in OTHER countries would you say screening at Canadian airports is generally much better, somewhat better, about the same, somewhat worse, or much worse in terms of speed of processing and efficiency?

- Much better..... 1
- Somewhat better 2
- About the same 3
- Somewhat worse..... 4
- Much worse 5
- DK/NR 9

SEC9

What do you consider to be an acceptable period of time to go through security screening, including the waiting and processing time?

- Response (in minutes) -> ASEC9; N3.0 [0-999]..... 1
- DK/NR 9

SEC10

Thinking about the last time you travelled by air, did you consider the time it took for you to go through security screening to be acceptable?

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

LAG1A

As far as you know, are there any restrictions in place at Canadian airports about bringing liquids, aerosols, and gels, also referred to as LAGs, through the security screening point?

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

LAG1B [1,6]

If... LAG1A.EQ.1

YES TO LAG1A

Can you tell me about these restrictions?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

Restrictions on quantity of LAGs (e.g., 100 ml containers)	1	
Need to pack LAGs in a clear, resealable bag	2	
Applies to LAGs packed in carry-on luggage	3	
General awareness (e.g., not allowed to bring LAGs, no liquids including water allowed through screening)	4	
No to ALL liquids (e.g., shampoo, cologne, etc.).....	5	
Can only bring LAGs in checked luggage.....	6	
Rules on medicines (e.g., need to be labeled, exempt from rules).....	7	
Other restricted items (e.g., scissors, nail clippers, lighters, firearms, etc.).....	8	
Other security procedures (e.g., remove shoes, pat-down).....	9	
Other, please specify -> ALAG1B; C350 L3 C75.....	77	
DK/NR	99	X

LAG1C

If... LAG1A.EQ.1

YES TO LAG1A

Do the restrictions on LAGs apply to all baggage, just carry on baggage, or just checked baggage?

All baggage.....	1
Carry on baggage	2
Checked baggage.....	3
DK/NR	9

LAG4

Actually, most restrictions relate to carry-on baggage. Passengers are only permitted to bring LAGs through security screening at Canadian airports if the items are packaged in small 100 ml containers and sealed in a clear 1 litre plastic bag. Why do you think these restrictions are in place?

DO NOT READ LIST

Just to annoy	1	
To avoid bombs/explosives from being brought on board an aircraft	2	
Because these items are messy	3	
Prevent / respond to terrorism (e.g., response to 9/11)	4	
For reasons of safety and security	5	
So security screeners can see what you have packed	6	
Weight restrictions on airplanes (e.g., items are heavy)	7	
(DO NOT READ) Other, please specify -> ALAG4; C200 L4 C50	77	
(DO NOT READ) DK/NR	99	
PARANOIA/OVER-REACTION TO INCIDENT/UNNECESSARYDO NOT SEE THE POINT	8	I
GOVERNMENT PRESENTING THE PERCEPTION/FALSE SECURITY OF SAFETY	9	I

LAG5

In fact, these restrictions are in place to prevent dangerous items such as liquid explosives from being carried aboard an aircraft. Would you say you support or oppose these restrictions? Please respond using a 7-point scale where 1 means strongly oppose, 7 means you strongly support and the mid-point 4 means you neither oppose nor support.

1.strongly oppose.....	1
2.....	2
3.....	3
4.neither oppose nor support	4
5.....	5
6.....	6
7.strongly support.....	7
DK/NR	9

LAG6

If... ROT13.EQ.1

Can you tell me what the consequences are if passengers are found at security screening to have LAGs that do not conform to the above specifications?

DO NOT READ LIST

Items confiscated	1
They miss their flight	2
Fine.....	3
There are no consequences	4
Police called / charges laid	5
Told to re-pack items (e.g., given a clear plastic bag)	6
(DO NOT READ) Other, please specify -> ALAG6; C200 L4 C50	77
(DO NOT READ) DK/NR	99
THE PERSON IS TAKEN ASIDE/IN FOR QUESTIONING/SEARCH/DENIED BORDING	7

LAG7 [0,0]

There are a number of reasons why some people may not comply with these restrictions. How would you rate the effectiveness of each of the following approaches in improving compliance with these restrictions, using a 7-point scale where 1 means not at all effective, 7 means extremely effective, and the mid-point 4 means moderately effective.

LAG7A

If... ROT13.EQ.1

...increasing the severity of consequences...

Effectiveness of...in improving compliance with restrictions

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

LAG7B

If... ROT2.EQ.1

HALF SAMPLE WITH LAG7C

...reminding travellers about the restrictions BEFORE they arrive at the airport...

Effectiveness of...in improving compliance with restrictions

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

LAG7C

If... ROT2.EQ.2

HALF SAMPLE WITH LAG7B

...reminding travellers about the restrictions WHEN they arrive at the airport...

Effectiveness of...in improving compliance with restrictions

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

LAG7D

If... ROT8.EQ.1

HALF SAMPLE WITH LAG7E

...reminding travellers that the restrictions are intended to protect themselves and other passengers...

Effectiveness of...in improving compliance with restrictions

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

LAG7E

If... ROT8.EQ.2

HALF SAMPLE WITH LAG7D

...explaining WHY these items pose a risk to air travel...

Effectiveness of...in improving compliance with restrictions

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

LAG8

Communicating information about restrictions regarding carry on baggage can be done at different times. When do you think is the BEST time to inform travellers about these restrictions?

READ LIST; ACCEPT ONLY 1 RESPONSE

BEFORE arriving at the airport.....	1
On the WAY TO the airport (e.g., on billboards).....	2
Upon ARRIVAL at the airport (e.g., when checking your bags)	3
Just BEFORE going through security screening	4
(DO NOT READ) Other, please specify -> ALAG8; C200 L4 C50.....	77
(DO NOT READ) DK/NR	99

LAG9A

If... LAG8.EQ.1

THOSE THAT SAY BEFORE ARRIVING AT THE AIRPORT at LAG8

When exactly do you think travellers should be informed of the restrictions BEFORE they arrive at the airport? Would that be...

READ LIST

Anytime	1
A few WEEKS before their trip	2
A few DAYS before their trip	3
The night before their trip.....	4
(DO NOT READ) DK/NR	9

LAG9B

If... LAG8.EQ.1

THOSE THAT SAY BEFORE ARRIVING AT THE AIRPORT at LAG8

And how do you think travellers should be informed of the restrictions BEFORE they arrive at the airport?

READ LIST

From public service announcements on TV or the radio.....	1
From travel agents	2
From on-line booking sites	3
From an electronic reminder (phone or email)	4
From retailers when purchasing liquids, aerosols and gels.....	5
(DO NOT READ) All of the above.....	6
(DO NOT READ) Other, please specify -> ALAG9B; C200 L4 C50	77
(DO NOT READ) DK/NR	99

LAG10 [1,7]

Because of the restrictions on LAGs, have you changed anything you do in terms of packing for the airport?

DO NOT READ; ACCEPT ALL THAT APPLY

Yes, put LAGs in baggage to be checked.....	1	
Yes, make sure I have no LAGS at security	2	
Yes, make sure not to have beverages at security.....	3	
Yes, place items of 100 ml or less in one clear 1 litre plastic bag	4	
Yes Don't bring any LAGs.....	5	
Yes Buy LAGs at destination now	6	
Yes Buy smaller quantities	7	
Yes Check rules before flying	8	
Yes Pack less luggage	9	
Other (specify) -> ALAG10; C200 L4 C50	77	
No.....	98	X
DK/NR	99	X

Q8B

ADDED SEPT 4; REWORDED SEP 10

If... LAG10.EQ.98

Is this because you already comply with the restrictions?

Yes.....	1
No.....	2
Don't know.....	9

LAG11

Thinking about the past TWO years, have you ever been asked to surrender anything at security screening in a Canadian airport?

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

LAG12

If... LAG11.EQ.1

Those who have been asked to surrender items

Were the items you surrendered purchased at the airport?

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

LAG13

If... LAG11.EQ.1

Those who have been asked to surrender items

When you have had to surrender something what was the MAIN reason why you were trying to bring the restricted item through the security screening point?

DO NOT READ LIST; ACCEPT ONLY 1 RESPONSE

Didn't know/was unclear the item was restricted 1
Forgot that you had the item in your carry on 2
Got away with it before and thought they could again 3
Try to get away with what you can..... 4
Don't agree with policy 5
Other (specify) -> ALAG13; C200 L4 C50 77
DK/NR 99

LAG14

Have you ever thrown away any LAGs or any other items BEFORE you got to the security screening point?

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

LAG15

Have you ever bought SPECIAL SIZED cosmetics or toiletries so that you could bring them through security in your carry on.

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

LAG16

Have you ever bought 100 ml or smaller CONTAINERS to fill with your OWN cosmetics or toiletries that you have at home for the purposes of travel?

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

LAG17A

If... LAG15.EQ.2,9.OR.LAG16.EQ.2,9

IF NO TO LAG15 OR LAG 16

Were you aware that these were available for purchase?

NOTE TO INTERVIEWER: Referring to SPECIAL SIZED cosmetics or toiletries and/or 100 ml or smaller CONTAINERS to fill

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

LAG17B

If... (LAG15.EQ.2,9.OR.LAG16.EQ.2,9).AND.LAG17A.EQ.1

IF YES TO LAG17A (Knew were available but never bought item)

What is the main reason you have not purchased special sized products or containers?

DO NOT READ LIST

Inconvenient	1
Too expensive.....	2
Didn't think of it.....	3
Didn't know where to find them.....	4
Easier to pack things in checked baggage	5
Other (Specify) -> ALAG17B; C L4 C40	77
DK/NR	99

PAGR [0,0]

I'm now going to read you a number of statements and I want you to tell me how strongly you agree or disagree with each. Please answer on a 1 to 7 scale, where 1 means disagree strongly and 7 means strongly agree.

QAGR1

I don't really understand how LAGs can pose a danger in airplanes.

AGREE OR DISAGREE WITH

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

QAGR2

If... LAG11.EQ.1.OR.LAG14.EQ.1

IF YES TO LAG12 OR LAG14 (surrendered or threw LAG away)

It really annoys me to have to throw away a perfectly good product at the airport just because of the security restrictions on LAGs.

AGREE OR DISAGREE WITH

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

QAGR3

If... ROT9.EQ.1

HALF SAMPLE WITH TRUST

I believe that security screening at Canadian airports really does increase the security of air travel.

AGREE OR DISAGREE WITH

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

QAGR4

If I knew where to purchase LAGs in 100 ml containers for the products that I use, I would definitely make a point of buying them for air travel.

AGREE OR DISAGREE WITH

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

QAGR5

I get really annoyed with the whole screening process at Canadian airports.

AGREE OR DISAGREE WITH

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

QAGR6

I am often very uncomfortable going through security screening at Canadian airports.

AGREE OR DISAGREE WITH

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

CLPR

I am concerned that our current focus on security will unnecessarily restrict the privacy and civil liberties of Canadians.

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

TRUST

If... ROT9.EQ.2

HALF SAMPLE WITH AGR3

Even if I can't see them, I am confident there are sufficient security procedures in place to protect air travellers.

- 1.Disagree strongly..... 1
- 2..... 2
- 3..... 3
- 4.Neither agree nor disagree..... 4
- 5..... 5
- 6..... 6
- 7.Strongly agree..... 7
- DK/NR 9

LIT1A

If... ROT3.EQ.1

HALF SAMPLE WITH LIT1B

When all is said and done, there is really very little that law enforcement and security agencies can do to prevent a terrorist attack.

- 1.Disagree strongly..... 1
- 2..... 2
- 3..... 3
- 4.Neither agree nor disagree..... 4
- 5..... 5
- 6..... 6
- 7.Strongly agree..... 7
- DK/NR 9

LIT1B

If... ROT3.EQ.2

HALF SAMPLE WITH LIT1A

When all is said and done, there is really very little that law enforcement and security agencies can do to prevent a terrorist attack on an airplane.

- 1.Disagree strongly..... 1
- 2..... 2
- 3..... 3
- 4.Neither agree nor disagree..... 4
- 5..... 5
- 6..... 6
- 7.Strongly agree..... 7
- DK/NR 9

CURRT

I think it is acceptable that security officials, such as police, airport and customs officials, give special attention to individuals of certain ethnic origins/races and cultures.

- 1.Disagree strongly..... 1
- 2..... 2
- 3..... 3
- 4.Neither agree nor disagree..... 4
- 5..... 5
- 6..... 6
- 7.Strongly agree..... 7
- DK/NR 9

LP231

I feel I have less personal privacy in my daily life than I did two years ago.

- 1.Disagree strongly..... 1
- 2..... 2
- 3..... 3
- 4.Neither agree nor disagree..... 4
- 5..... 5
- 6..... 6
- 7.Strongly agree..... 7
- DK/NR 9

QACR1

Realistically, the job of governments is not to produce a world of zero risks, but to balance overall risks with the inconvenience that it causes to Canadians.

- 1.Disagree strongly..... 1
- 2..... 2
- 3..... 3
- 4.Neither agree nor disagree..... 4
- 5..... 5
- 6..... 6
- 7.Strongly agree..... 7
- DK/NR 9

QAUT1A

If... ROT4.EQ.1

HALF SAMPLE WITH QAUT1B

People should obey the law without exception

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

QAUT1B

If... ROT4.EQ.2

HALF SAMPLE WITH QAUTIA

When it comes to safety and security, people should obey the law without exception.

1.Disagree strongly.....	1
2.....	2
3.....	3
4.Neither agree nor disagree.....	4
5.....	5
6.....	6
7.Strongly agree.....	7
DK/NR	9

BPR

If... ROT10.EQ.1

Some countries are considering the use of what is called behaviour pattern recognition, which involves closely monitoring the behaviour of travellers to identify security threats, similar to how other security officials are trained to detect suspicious behaviour. How acceptable would it be to you if security screeners were trained in this type of monitoring and used it at Canadian airports to detect security threats? Would you say it would be...

READ LIST

not at all acceptable	1
not very acceptable.....	2
somewhat acceptable.....	3
very acceptable.....	4
DK/NR	9

LANE

If... ROT11.EQ.1

At some airports, different lanes are set up for different types of travellers. For example, there are fast lanes for experienced travellers and slower lanes for inexperienced travellers, families with young children, or large groups. How acceptable would it be to

you if this type of lane streaming was implemented at Canadian airports, let's say for business travellers, leisure travellers and larger groups. Would you say it would be ...

READ LIST

not at all acceptable	1
not very acceptable	2
somewhat acceptable	3
very acceptable	4
DK/NR	9

COMF

If... ROT12.EQ.1

Maintaining a balance between security, personal space and privacy is a challenge. If the need arose when going through airport security screening, would you be more comfortable with a thorough, but respectful physical pat-down looking for dangerous items on your person or a technology-based search of your body that would essentially provide an unclothed image of you to a remote, unseen screener, who would not keep the image or personal information beyond the few seconds of looking at it for security purposes.

Physical pat-down	1
Technology image	2
Either one equally	3
Neither one	4
DK/NR	9

PINFO [0,0]

Part of the survey is about where people go to get TRAVEL INFORMATION.

INFO1 [1,3]

Can you tell me, when you are planning a trip involving air travel, where do you typically look for information?

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

On-line/Internet	1	
Talk to a travel agent	2	
Travel brochures	3	
Talk to friends and family	4	
Newspapers, books, magazines	5	
AUTOMOBILE ASSOCIATIONS (E.G: CAA, AMA, OTHER MOTOR ASSOCIATIONS).....	6	
LIBRARY	7	
THROUGH WORK/EMPLOYMENT RELATED	8	
GOVERNMENT SOURCES	9	
HEALTH ORGS/SERVICES DIRECTLY (DOCTORS, TRAVEL HEALTH CLINIC, WORLD HEALTH ORG)	10	
VARIOUS TOUR/TRAVEL COMPANIES	11	
Other (please specify) -> AINFO1; C200 L4 C50	77	
DK/NR	99	X
AIRPORT/AIRLINE COUNTER/AGENT	12	I

INFO2 [1,16]

If... INFO1.EQ.1

What type of Web sites do you typically visit when looking for this information?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

AIRLINE'S WEB SITE.....	1	
Federal government in Canada (unspecified)	2	
Travel agent/Provider-travel industry site (e.g., Expedia).....	3	
Destination sites (e.g., hotel, parks, attractions)	4	
NEWS/MEDIA	5	
Google / general search	6	
Travel Web sites (e.g., Expedia, Travelocity, cheaptickets.com).....	7	
Other (please specify) -> AINFO2; C200 L4 C50	77	
DK/NR	99	X
AIRPORT	13	I

INFO3 [1,24]

What TYPE of travel information are you typically looking for?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

Air/train/bus schedules	1	
Costs	2	
TRANSPORTATION, GENERAL (FLIGHT/AIRLINE INFORMATION, CAR RENTAL, FERRIES, AVAILABILITY).....	3	
Vacation/holiday/tourism information (e.g., best time to visit, vacation duration, general information)	4	
Deals/discounts, travel packages	5	
Travel requirements (laws/regulations, passport rules)	6	
Background information about possible destination (history, geography, environment)	7	
Where to go/what to do	8	
Maps, locations, distances	9	
Accommodations/places to stay	10	
Travel advisories, warnings.....	11	
Tours.....	12	
Health services / medical facilities in destination.....	13	
77 -> AINFO3; C150 L1 C75	77	
DK/NR	99	X

INFO4 [1,7]

How do you typically make travel arrangements such as booking your airline ticket?

DO NOT READ LIST; ACCEPT ALL THAT APPLY

Travel agent on-line.....	1	
Travel agent over the phone or in-person	2	
Air carrier by phone or in-person	3	
Air carrier on-line	4	
Other, please specify -> AINFO4; C200 L4 C50	77	
DK/NR	99	X

INFO5

How many weeks in advance do you tend to book your trips?

READ LIST

Number of weeks -> AINFO5; N2.0 [1-99].....	1
Less than one week.....	2
Different times depending on the trip.....	3
(DO NOT READ)DK/NR	9

PMC [0,0]

We would also like to ask you a few more general questions to be used for statistical purposes only.

MC1

How closely would you say you follow news and current events? Would it be . .

READ LIST

Very closely.....	1
Fairly closely	2
Not too closely.....	3
Not at all closely.....	4
DK/NR	9

MC2

How do you get most of your news or information on current events? Is it from ...?

READ LIST; PROBE

television	1	
newspapers	2	
radio.....	3	
magazines	4	
internet.....	5	
(DO NOT READ) Other-specify -> AMC2; C100 L2 C50	77	B
(DO NOT READ) DK/NR	99	BX
ALL OF THE ABOVE/ALL EQUALLY	10	I
WORD OF MOUTH/FRIENDS AND FAMILY	11	I

MC3A

If... MC2.EQ.1

TV USERS ONLY

Do you get most of your news or information on current events from . . .

Mostly Canadian channels.....	1	
Mostly American channels (including CNN)	2	
Both Canada and U.S. channels equally	3	B
(DO NOT READ) DK/NR	9	B

MC3C [1,14]

If... MC2.EQ.1

TV USERS ONLY

What type of television programming do you normally watch?

DO NOT READ LIST (ACCEPT ALL THAT APPLY)

News/current affairs	1
Dramas	2
Biography	3
History	4
Movies on TV	5
Reality shows	6
Science and nature shows	7
Situation comedies	8
Sports/sports shows	9
Travel shows.....	10
Children's shows	11
Game shows	12
Documentaries.....	13
Cooking	14
Home improvement.....	15
Other (please specify) -> AMC3C; C150 L2 C75	77
DK/NR	99

MC4A [1,5]

If... MC2.EQ.2

NEWSPAPER READERS ONLY

Which of the following newspapers do you read in a typical week?

READ LIST

Daily newspaper weekday edition.....	1
Daily newspaper weekend edition.....	2
Local community newspaper.....	3
(DO NOT READ) Other (please specify) -> AMC4A; C150 L2 C75	77
(DO NOT READ) DK/NR	99

X

MC4B1

If... MC2.EQ.2.AND.MC4A.EQ.1

NEWSPAPER READERS ONLY who read the Daily newspaper weekday edition

How often do you read the travel section of a daily newspaper weekday edition? Would that be ...

READ LIST

Frequently.....	1
Occasionally	2
Rarely	3
Never	4
DK/NR	9

MC4B2

If... MC2.EQ.2.AND.MC4A.EQ.2

NEWSPAPER READERS ONLY who read the daily newspaper weekend edition

How often do you read the travel section of a daily newspaper weekend edition? Would that be ...

READ LIST

Frequently.....	1
Occasionally.....	2
Rarely.....	3
Never.....	4
DK/NR.....	9

MC5 [1,9]

If... MC2.EQ.4

MAGAZINE READERS ONLY

Which types of magazines do you read in a typical month?

DO NOT READ LIST (ACCEPT ALL THAT APPLY)

Entertainment/Music.....	1	
General interest (e.g., Reader's Digest).....	2	
Food and Cooking (e.g., Gourmet).....	3	
Home and Garden.....	4	
Fashion and Beauty (e.g., Vogue).....	5	
News magazines (e.g., Time, Maclean's).....	6	
(DO NOT READ) Other (please specify) -> AMC5; C150 L2 C75.....	77	
(DO NOT READ) DK/NR.....	99	X

MC6 [1,9]

If... MC2.EQ.3

RADIO LISTENERS ONLY

Which types of radio programming do you typically listen to?

DO NOT READ LIST (ACCEPT ALL THAT APPLY)

News/talk/information.....	1	
Modern rock/alternative rock.....	2	
Oldies (50s, 60s, 70s, and 80s).....	3	
Country music.....	4	
Soft music/adult contemporary.....	5	
Top 40/current hits.....	6	
Other (please specify -> AMC6; C150 L2 C75.....	77	
DK/NR.....	99	X

MC7A [1,13]

If... MC2.EQ.5

INTERNET USERS ONLY

What type of Web sites do you visit most often?

DO NOT READ LIST (ACCEPT ALL THAT APPLY)

Weather	1	
Travel	2	
Entertainment	3	
Health	4	
Network news sites.....	5	
Games.....	6	
YouTube.....	7	
Social networking sites (e.g., MySpace, Friendster, Facebook).....	8	
Wikis	9	
Blogs.....	10	
Other (please specify) -> AMC7A; C200 L4 C50.....	77	
DK/NR	99	X
GENERAL CATCH-ALL SITES (EX: YAHOO, MSN, GOOGLE, SYMPATICO)	11	I
SPECIAL INTEREST/INFORMATIVE SITES (VARIOUS).....	12	I
NEWSPAPER WEB SITES.....	13	I

GRP1B [1,14]

What, if any, types of groups or associations do you belong to?

DO NOT READ LIST (ACCEPT ALL THAT APPLY)

Professional	1	
Ethnic/cultural	2	
Religious.....	3	
Sports.....	4	
Travel	5	
CAA/car loyalty	6	
Leisure club (reading, nature, gardening, hobby, etc)	7	
Social club.....	8	
Community service/special interest.....	9	
Other (Specify) -> AGRP1B; C200 L2 C75.....	77	
None	10	X
DK/NR	99	X

GRP1D [1,9]

What, if any, types of leisure activities do you enjoy?

ACCEPT MULTIPLE RESPONSES

Sports.....	1	
Reading.....	2	
Nature.....	3	
Gardening.....	4	
Collecting (hobby).....	5	
Listening to music/going to concerts.....	6	
Other, please specify -> AGRP1D; C350 L7 C50.....	77	
DK/NR.....	99	X
SOCIALIZING, GENERAL, EG. TIME WITH FAMILY, FRIENDS, CHILDREN.....	11	I
PHYSICAL ACTIVITY/EXERCISE, EG. WALKING/JOGGING/HIKING, GYM-GOING, BICYCLING, SWIMMING, SKIING/SNOWBOARDING, DOG-WALKING, HORSEBACK RIDING.....	12	I
OUTDOOR/WILDERNESS ACTIVITIES, EG. HUNTING/FISHING, CAMPING, KAYAKING/CANOEING, BOATING, SNOWMOBILES/ATV'S, COTTAGE-GOING.....	13	I
ARTS AND CRAFTS, CREATIVE EXPRESSION, EG. KNITTING, WOODWORKING, POTTERY, PAINTING/DRAWING, PERFORMANCE/COMPOSITION, PHOTOGRAPHY, INCLUDES COOKING/BAKIN.....	14	I
BUILDING, CONSTRUCTION, HOME REPAIR/RENOVATION.....	15	I
CIVIC OR COMMUNITY INVOLVEMENT, EG. VOLUNTEERING, ORGANIZATION MEMBERSHIP, CHURCH GOING.....	16	I
CULTURAL OR ARTISTIC EVENTS, EG. THEATRE, GALLERIES, DINING OUT.....	17	I
GAMES/GAMING, ALONE OR WITH OTHERS, EG. CARDS, GAMBLING, CROSSWORDS, BINGO, INCLUDES VIDEO-GAMES.....	18	I
ELECTRONIC, HOME ENTERTAINMENT, EG. MOVIES, TV, COMPUTERS/INTERNET.....	19	I
TRAVEL, TOURISM, EG. SIGHT-SEEING, CRUISES.....	20	I
AUTOMOTIVE LEISURE, EG. MAINTENANCE, RACING, MOTORCYCLING.....	21	I

PLA20

Would you classify your attitudes and opinions to be typically more conservative or liberal in nature, using a scale from 1, strongly liberal to 7, strongly conservative, with the mid-point 4 meaning neither.

THIS QUESTION REFERS TO OVERALL BELIEFS OR IDEOLOGY, NOT SUPPORT FOR POLITICAL PARTIES

1.Strongly liberal.....	1
2.....	2
3.....	3
4.Neither.....	4
5.....	5
6.....	6
7.Strongly conservative.....	7
DK/NR.....	9

BUY1 [1,9]

Where do you most often purchase your cosmetics and toiletries products?

ACCEPT MULTIPLE RESPONSES

Wal-Mart	1	
Shoppers Drug Mart	2	
Zellers.....	3	
Major grocery store	4	
Department store (e.g., Sears, The Bay).....	5	
Small specialty shops	6	
Other drug store (specify) -> ABUY1; C150 L1 C75	77	
Other retailer (specify)	78	
Other (Specify).....	79	
DK/NR	99	X
LONDON DRUGS.....	10	I
REXALL PHARMACY CHAIN GUARDIAN, IDA, PHARMAPLUS... ..	11	I
VARIOUS/ANY NOT LOYAL TO ONE, WHATEVER IS CLOSEST/ LOCAL, GO TO THE BEST SALES/PRICES	12	I
JEAN COUTU/UNIPRIX QUEBEC BASED	13	I
SPECIAL COSMETIC RETAILERS/DISTRIBUTORS (INCLUDES ON-LINE, MAIL ORDER, SHOPPING CHANNELS, CATALOGUE AVON, MAC, SEPHORA, YVES ROCHER, MARY KAY...)	14	I

HOU

Which of the following types best describes you and your current household?

One person, living alone.....	1	
Single, with child/children under 18.....	2	
Single, without children, living with roommate(s)	3	
Single, without children, living with family/ parents	4	
A married or common-law couple, without children.....	5	
A married or common-law couple, with children <18.....	6	
A married or common-law couple, with other family (i.e. parents, adult children) ...	7	
Other (please specify) -> AHOU; C200 L4 C50	77	
DK/NR	99	
SINGLE/ WIDOW LIVING WITH CHILDREN >18 (ADULT CHILDREN).....	20	I

EDUC

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

Public/Elementary school or less (grade 1-8).....	1
Some high school	2
Graduated from high school (grade 12-13)	3
Community/Technical college or CEGEP	4
Trade certification	5
Some community college or university	6
Bachelor's degree.....	7
Professional certification	8
Graduate degree.....	9
DK/NR	99

EMPL

Which of the following categories best describes your CURRENT employment status?

Self-employed	1
Employed full-time.....	2
Employed part-time	3
Seasonally employed	4
Term/casual employed.....	5
Unemployed	6
Student/Attending school full-time	7
Retired	8
Not in work force/Full-time Homemaker	9
Disability / sick leave	10
Other (please specify) -> AEMPL; C150 L2 C75	77
DK/NR	99

INC20

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

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 [1900-1990] 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

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 that restricts your ability to do things 3
(DO NOT READ) None 4 X
(DO NOT READ) DK/NR 9 X

DIS

If... MINOR.EQ.3

What type of disability is this?

Visual	1
Auditory	2
Physical	3
Intellection or emotional.....	4
Other	5
DK/NR	9

LAN

What is the language you speak most often in your home?

English.....	1
French.....	2
Other.....	8
DK/NR	9

THNK

Thank you for completing our survey!

Completion.....	1	D
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APPENDIX B CALL RESULTS

Final Disposition	#	Totals
A Invalid numbers		
		4839
BC - Blocked by Bell	248	
BU - Business/Fax /Modem	929	
DU - Duplicate Number	18	
NF - Invalid Number	3644	
B Unresolved		
		8632
AM - Callback in 2 hrs	4440	
AP - Callback - Specific time/date	384	
EV - Evening Call Request	0	
FR - French Household	143	
HO - Head Office - Unreachable 1-800#'s	0	
Incomplete	2	
NA - Callback in 12 hrs	1651	
ON - Will go On-line to Complete Survey	0	
RH - Referred to Head Office	0	
RT - Number Retired	0	
SA - Soft AP - Date/Time Required	0	
X - Exit without Dialing	12	
C Non-responding, unknown eligibility		
D Ineligible		
		1797
IG - Ineligible	1239	
LN - Language Barrier	475	
QF - Quota Filled	83	
E Non-responding, eligible		
		9524
IR - Incomplete Refusals	93	
RF - Refusal	9391	
UN - Unavailable within Project Timeframe	40	
F Completed interviews		
		1807
Complete	1807	
TOTALS		
	24559	24559