

Q1. In the next six months do you plan to take any business and/ or leisure trips to the following destinations?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D Overlap formulae used.

		Plan to travel	Plan to Travel	Canadian Passport	
	Total	Canada	US	Yes	No
		A	B	C	D
Base: All respondents	1628	1359	941	1161	467
Weighted	1628	1357	882	1106	522
Travel within Canada	1357	1357	703	881	476
	83%	100%	80%	80%	91%
		B			C
Travel to the United States	882	703	882	722	160
	54%	52%	100%	65%	31%
			A	D	
Travel to another destination	208	140	117	182	25
	13%	10%	13%	17%	5%
			A	D	
Travel to Europe	188	131	97	160	27
	12%	10%	11%	15%	5%
				D	
Travel to Asia	57	42	30	50	7
	4%	3%	3%	5%	1%
				D	

Q4. Which of the following best describes your current situation?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D Overlap formulae used.

		Plan to travel	Plan to Travel	Canadian Passport	
	Total	Canada	US	Yes	No
		A	B	C	D
Base: All respondents	1628	1359	941	1161	467
Weighted	1628	1357	882	1106	522
I currently have a Canadian Passport	1106 68%	881 65%	722 82% A	1106 100% D	0 -
I currently have a Passport from a country other than Canada	59 4%	44 3%	39 4% A	0 -	59 11% C
I do not currently have a Passport	463 28%	432 32% B	121 14%	0 -	463 89% C

Q5. What is the primary reason why don't you currently have a Passport?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig

		Plan to travel	Plan to Travel	Canadian Passport	
	Total	Canada	US	Yes	No
		A	B	C	D
Base: Do not have Passport	421	390	117	0	421
Weighted	463	432	121*	-**	463
Haven't gotten around to it	135 29%	120 28%	60 50% A	0 -	135 29%
I don't travel enough	120 26%	112 26% B	19 16%	0 -	120 26%
I only travel in Canada	60 13%	59 14% B	0 -	0 -	60 13%
Too expensive	56 12%	53 12%	20 16%	0 -	56 12%
I don't need one	55 12%	54 12% B	4 4%	0 -	55 12%
Other (specify)	37 8%	34 8%	18 15% A	0 -	37 8%

Q6. How likely are you to apply for a passport in the next 6 months?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig

		Plan to travel	Plan to Travel	Canadian Passport	
	Total	Canada	US	Yes	No
		A	B	C	D
Base: Do not have Passport	421	390	117	0	421
Weighted	463	432	121*	-**	463
Very likely	143 31%	125 29%	74 62% A	0 -	143 31%
Somewhat likely	111 24%	106 25%	29 24%	0 -	111 24%
Not very likely	138 30%	131 30% B	13 11%	0 -	138 30%
Not at all likely	71 15%	69 16% B	4 3%	0 -	71 15%
Summary					
TopBox (Very likely)	143 31%	125 29%	74 62% A	0 -	143 31%
Top2Box (Very/ Somewhat likely)	254 55%	231 54%	104 86% A	0 -	254 55%
Low2Box (Not at all/ Not very likely)	208 45%	200 46% B	17 14%	0 -	208 45%
LowBox (Not at all likely)	71 15%	69 16% B	4 3%	0 -	71 15%

Passport Study

Q7. Before today were you aware that as of June 1st, 2009 all Canadians entering the United States by land or sea must have one of the following forms of identification - a Passport, a Nexus Card, an enhanced driver's license approved by the US Government, or a Secure Certificate of Indian Status?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig

	Total	Plan to travel	Plan to Travel	Canadian Passport	
		Canada	US	Yes	No
		A	B	C	D
Base: Do not have Passport	421	390	117	0	421
Weighted	463	432	121*	-**	463
Yes, I knew this before today	420	390	116	0	420
	91%	90%	96%	-	91%
			A		
No, I did not know this before today	42	42	4	0	42
	9%	10%	4%	-	9%
		B			

Detailed tables

Q8. Before today were you aware that as of June 1st, 2009 all Canadians entering the United States by air must have one of the following forms of identification - a Passport, or a Nexus Card?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig

		Plan to travel	Plan to Travel	Canadian Passport	
	Total	Canada	US	Yes	No
		A	B	C	D
Base: Do not have Passport	421	390	117	0	421
Weighted	463	432	121*	-**	463
Yes, I knew this before today	407 88%	378 88%	114 95% A	0 -	407 88%
No, I did not know this before today	55 12%	54 12% B	6 5%	0 -	55 12%

Q8_1. Now that you know about the new regulations on entering the United States, how likely are you to apply for a Passport?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig

		Plan to travel	Plan to Travel	Canadian Passport	
	Total	Canada	US	Yes	No
		A	B	C	D
Base: Do not have Passport	421	390	117	0	421
Weighted	463	432	121*	-**	463
Much more likely to get a Passport	100 22%	87 20%	46 38% A	0 -	100 22%
Somewhat more likely to get a Passport	79 17%	75 18%	23 19%	0 -	79 17%
This information does not impact my decision to apply for a Passport	284 62%	269 62% B	52 43%	0 -	284 62%