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Understanding Canadians' Knowledge of Consular Services

Final Report

Prepared for Global Affairs Canada

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This public opinion research report presents the results of an online survey conducted by The Strategic Counsel on behalf of Global Affairs Canada. The research study was conducted with 1,850 Canadians between January 13th, 2026, and January 28th, 2026. The sample was split with 1,500 respondents drawn to be reflective of the general population of Canadians by gender, age, region, education and household income, and 350 respondents drawn as an oversample of Canadians who have travelled internationally in the past 3 years and/or are planning to travel internationally in the next 3 years.

Cette publication est aussi disponible en français sous le titre: La compréhension du niveau de connaissance des Canadiens concernant les services consulaires

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I. Executive Summary



Executive Summary

A. Background and Objectives

Global Affairs Canada (GAC) is responsible for providing consular assistance to Canadians who are travelling or living abroad. Part of this responsibility is ensuring that Canadians have timely access to information about travel health and safety, as well as about consular services. The Consular and Emergency Communications division and the Consular Engagement and Outreach divisions are tasked with the mandate of communicating safe travel advice and consular information to Canadians through various means and raising awareness amongst Canadians. The Consular Policy and Program Management Division is tasked with modernizing and digitizing the consular program.

1. Purpose

The last research GAC conducted on Canada's consular services was the 2018 Consular Policy and Programs Report, which covered Canadians' travel patterns, how they prepare for trips, how they use GAC's consular services and their level of confidence in them. Since this study is over seven years old, recent data is required to gauge Canadians' current level of knowledge of consular services.

2. How the Research Will be Used

This research provides baseline data that is essential to understanding Canadians' awareness and understanding of the Government of Canada's official travel advice and the consular services it provides to Canadians abroad. The findings and insights from this research will help to identify gaps and opportunities for communicating and increasing clarity in the consular information provided to the Canadian public through various means, including GAC's consular communications strategy, as well as outreach and stakeholder engagement. In addition, the findings will guide strategies to increase awareness of available travel resources for Canadians and support change management and communications planning for the implementation of digital and innovation projects.

3. Objectives

Specifically, the results of this research addressed the following key objectives:

- Gain an understanding of what Canadians travelling abroad know about and how they use official Government of Canada (GC) information;
- Establish a baseline of information on Canadians' knowledge and use of the GC's official travel advice and consular services; and
- Identify gaps and opportunities for communicating and increasing clarity in the consular information provided to the Canadian public through various means.

B. Methodology

To address the above-noted research objectives, a 19-minute nationwide online survey was administered to 1,850 Canadians, aged 18 and older, between January 12th and January 28th, 2026. The sample for this research study consisted of the general public (n=1,500) and an oversample of international travellers (those who have travelled internationally in the past 3 years or are planning to travel internationally over the next 3 years).



Monitoring was undertaken while the survey was in field to ensure quotas were met. For the general public, a disproportionate sampling plan was employed, including oversampling in Atlantic Canada, the Prairies, and Pacific Canada to ensure sufficiently robust regional analysis could be performed. Additional quotas were set by gender, age, household income and education level to ensure the sample was reflective of the population. A weighting scheme was applied to the general population to bring the final sample back into line with a representative distribution of the population in Canada. For the oversample, quotas by age, income level and education were not applied and thus, no weighting was applied.

Given the reliance on an online panel for the methodology, the study utilized a non-probability approach to sampling. As such, a margin of error cannot be applied to the final sample, and no inferences can be made to the broader target population.

More details on the methodology can be found in Section III - Detailed Methodology.

C. Summary of Key Findings

International Travel is Common – But Risk-Related Information is Not Top of Mind

International travel is a routine part of life for many Canadians. Nearly three-quarters (72%) qualify as international travellers, either having travelled abroad in the past three years or planning to do so in the next three. Travel is largely leisure-driven (80%), with far fewer travelling primarily for business (8%) or study (3%).

However, when planning trips, Canadians tend to prioritize experiential and practical information over official safety guidance. When asked top of mind, without any prompting or a predefined list, what type of advice they typically look for when planning a trip, the most commonly sought information relates to attractions and activities (31%) and affordability (28%), while only one in five (21%) actively seek safety and security information. Fewer still report looking for health considerations (4%), entry requirements (4%), or political/social conditions (3%).

When asked about the likelihood of future use, a meaningful proportion indicate openness to consulting the Government of Canada's Travel Advice and Advisories (TAAs) and travel.gc.ca in the future, but this intent is strongly tied to prior familiarity and travel frequency. Survey data further suggests that consultation of TAAs often occurs closer to departure rather than earlier in the trip planning cycle (just over a third of respondents (36%) indicate they would or do consult TAAs several months prior to their departure date), limiting their influence on the initial destination choice.

This suggests that while travel is widespread, engagement with official Government of Canada (GoC) travel risk and advisory information is not yet embedded as a routine part of trip preparation for many Canadians, nor is it top of mind.

Awareness of GoC Travel Advice and Advisories and travel.gc.ca is Moderate – But Deep Familiarity is Limited

Familiarity with the Government of Canada's Travel Advice and Advisories (TAAs) is moderate. Just under three in ten (28%) report being very or mostly familiar, while 44% indicate they are not familiar. Familiarity



with the travel.gc.ca website is even lower, with only 18% reporting high familiarity and 61% saying they are not familiar.

Awareness and familiarity are strongly correlated with travel behaviour and socio-economic status:

- International travellers are significantly more familiar with TAA's relative to non-travellers (37% vs. 10%).
- Frequent international travellers (those travelling several times a year) report markedly higher familiarity (49%).
- Familiarity increases with income and education.

Actual engagement patterns reinforce this divide:

- Those who have used travel.gc.ca once or twice report that Government of Canada travel advice is generally easy to understand and apply (75%), rising to 87% among regular users. Perceptions of ease of use of travel advice drops to 50% among those who have not been exposed to or used the travel.gc.ca website.
- Similarly, deeper familiarity with the TAA's correlates with ease of understanding and applying advice (79% among those very/mostly familiar with the TAAs vs. 37% among those not familiar).

Importantly, clarity does not appear to be a barrier once people engage with the site – among those who have visited travel.gc.ca perceptions of clarity are overwhelmingly positive (96% net clear).

Consulting the TAAs and/or travel.gc.ca remains moderate even among those who have visited or report at least some familiarity: fewer than two in five say they consult travel.gc.ca always or often before travelling (39%), and three in ten say they consult TAAs always or often (30%). When asked, using a predefined list, about why they do (or would) consult travel.gc.ca and the TAA's and what information they find the most useful, the dominant need-states are consistent: safety/security risks, entry/exit requirements, and health/vaccine information are most often cited as key reasons for consulting and as the most useful types of information.

Notably, some Canadians appear to recognize the TAAs without necessarily associating them with travel.gc.ca, suggesting brand recognition of the advisories may exceed awareness of the platform itself. Furthermore, the findings indicate that exposure and familiarity significantly improve Canadians' ability to understand and apply travel advice and advisories in the context of trip planning.

Awareness of the Registration of Canadians Abroad Service is Limited – And Use is Driven by Perceived Relevance Rather Than Opposition

Awareness of the Registration of Canadians Abroad service is not universal (35% are aware or have heard of it), and usage remains modest (42% have never used it). While a majority report registering trips (52% among those aware of the service) and indicate intent to use the service in the future (77%), there is a substantial proportion who do not see it as necessary or relevant to their circumstances.

Notably, intent to use the Registration of Canadians Abroad Service is positively associated with higher familiarity with TAAs and travel.gc.ca suggesting that uptake is concentrated among those who are already engaged. The primary barrier appears not to be mistrust, but perceived lack of necessity. Many indicate



they do not believe registration is needed for their specific trip or circumstances. This suggests that the service is not yet embedded as a routine protective step, and is viewed as situational rather than standard.

At the same time, precautionary behaviours taken in response to elevated risk levels (such as increased monitoring or contingency planning) indicate that Canadians are willing to take protective action when risk is made salient. The Registration of Canadians Abroad Service may therefore represent an under-leveraged behavioural tool within that broader preparedness mindset.

Awareness of the Four Official Risk Levels is Moderate – But Understanding of Their Implications is Uneven

Awareness of the Government of Canada’s four official travel risk levels is present among a portion of Canadians, but it is not universal and does not consistently translate into informed decision-making.

While some Canadians report being aware of the four risk levels (21%), awareness is strongly associated with travel experience and familiarity with other consular tools. However, awareness does not necessarily equate to behavioural change. A proportion of respondents (30%) report that risk levels have influenced past travel decisions (i.e., they have changed or reconsidered their plans). Among those who have never changed or reconsidered their travel plans because of a risk level, precautionary steps include actions such as:

- Purchasing travel insurance;
- Monitoring conditions more closely;
- Travelling with fewer valuables; and
- Registering with the Registration of Canadians Abroad Service.

This suggests that risk levels function more often as a risk-mitigation tool than as a deterrent to travel.

At the same time, understanding of the relationship between risk levels and travel insurance coverage is uneven. While some Canadians recognize that a change in a destination’s risk level can affect the validity of travel insurance (28%), others are either unaware of this connection (56%) or uncertain (16%). This gap is significant, as misunderstanding insurance implications may expose travellers to unintended financial and safety risks.

Importantly, respondents themselves identify clearer explanations of risk levels as an area for improvement (28%), and an even larger share (40%) express a desire for more practical “what to do” guidance. This reinforces that the issue is not resistance to advisories, but a need for more actionable clarity.

Canadians Express Confidence in Consular Services – But Knowledge of Scope, Eligibility, and Limits is Uneven

Familiarity with consular services remains modest. Just 13% of Canadians describe themselves as very or mostly familiar, while 20% are somewhat familiar. Despite this limited familiarity, perceived usefulness is high: more than three-quarters (77%) believe consular services would be very or moderately useful if ever needed. This creates an important dynamic – confidence exceeds knowledge.

Detailed knowledge testing reveals significant gaps and misconceptions across multiple dimensions:

- Understanding of what consular services can and cannot provide is inconsistent.



- Awareness of eligibility criteria is uneven – many believe Permanent residents are eligible to receive services.
- Knowledge of urgent financial assistance options is limited.
- Many are unaware or uncertain about how consular services are funded and whether there are fees associated with accessing the services.
- Knowledge of access channels, including 24/7 emergency lines, is not universal.
- Understanding of consular roles during large-scale international emergencies varies significantly.

The data suggests that Canadians often either overestimate the mandate (e.g., assuming intervention in foreign legal systems beyond what is possible), or underestimate support (e.g., not realizing assistance channels or financial mechanisms exist). This misalignment between expectation and mandate presents a risk. In crisis situations, inaccurate assumptions (whether inflated or diminished), may lead to frustration, delayed contact, or inappropriate reliance on unavailable forms of assistance.

Actual use of consular services remains relatively rare, which is expected given the episodic nature of emergencies abroad. Satisfaction among users is high, reinforcing trust in the service when accessed.

Overall, Canadians generally trust consular services, but expectations may not always align with mandate. Clearer articulation of both capabilities and limits, particularly around financial assistance, legal constraints, and emergency response could reduce misunderstandings before crises occur.

Digital Channels are the Primary Gateway – And Canadians Prefer Direct, Trusted Online Sources, Aligning with Opportunities for Digital Modernization and Improvement

Preferred channels for receiving travel-related information are primarily digital, reinforcing the role of online platforms as both the main point of discovery and a preferred mode of engagement. Search engines remain a key entry point through which Canadians first encounter Government of Canada travel resources. At the same time, when asked about preferred ways of receiving information, a majority indicate a preference for direct and trusted digital sources, including the travel.gc.ca website (51%) and opt-in email updates (49%). While social media and other channels play a supporting role, preferences skew toward formats that allow Canadians to access information on demand or receive timely, relevant updates tied to their travel plans. There is also measurable interest in enhanced digital services, including tools that provide more proactive, destination-specific information and clearer, more actionable guidance.

At the same time, respondents identify opportunities for improvement in how travel information is presented and delivered. These include clearer explanations of travel risk levels, more practical ‘what to do’ guidance, and improvements to navigation and usability. Together, these findings suggest that while core content is generally viewed as clear and credible, there is an opportunity to enhance how information is structured and experienced to better support decision-making.

Overall, the findings indicate that Canadians are receptive to expanded and more integrated digital approaches to travel information. This openness is consistent with, and may support, ongoing efforts to modernize and digitize the delivery of consular information and services, particularly where improvements enhance accessibility, relevance, and timeliness.



D. Conclusions and Recommendations

This study provides updated baseline data on Canadians' awareness, understanding, and use of Government of Canada travel advice and consular services. The findings indicate that while international travel is common among Canadians, engagement with official Government of Canada travel information and consular resources is not yet routine or deeply embedded in travel planning behaviours.

Most Canadians qualify as international travellers. However, trip preparation is primarily focused on experiential and logistical considerations. Fewer report proactively seeking safety, health, entry requirements, or risk-level information when planning travel. Awareness of the Government of Canada's Travel Advice and Advisories is moderate, while familiarity with travel.gc.ca as a platform is more limited. Awareness of consular services exists, but familiarity is often self-described as low or partial.

At the same time, the findings suggest that Canadians view these resources positively once they encounter them. Among those who have visited travel.gc.ca, perceptions of clarity and ease of understanding are consistently high. Similarly, when provided with a brief explanation of consular services, most respondents indicate that such services would be useful if needed. Taken together, this suggests that the principal challenge is less about perceived quality and more about awareness, recall, and depth of understanding.

Across the study objectives, several patterns are evident. First, awareness and engagement vary considerably by travel behaviour. International travellers – particularly those who travel frequently or for business – demonstrate higher familiarity with Travel Advice and Advisories, greater likelihood of having visited travel.gc.ca, and stronger awareness of related tools such as risk levels and consular services. However, higher awareness does not always correspond with fully accurate understanding. In several areas, including financial assistance and the scope of consular intervention abroad, some respondents appear to overestimate the types of support available. Non-travellers, by contrast, are consistently more likely to report uncertainty across measures.

Second, socio-economic and demographic factors are associated with differing levels of engagement. Respondents with higher household incomes and university education are more likely to report familiarity with official travel resources and to have visited travel.gc.ca. Lower-income respondents and those with lower levels of formal education are more likely to report limited familiarity. Francophone respondents report lower familiarity with travel.gc.ca relative to Anglophones. Older respondents (65+) are also less likely to report having visited the website.

Third, discovery of official travel resources is primarily digital and self-directed. Search engines are the most commonly reported source of initial awareness, followed by word of mouth and social media. Institutional or in-person touchpoints, such as airport signage or outreach activities, are less frequently cited. This suggests that digital visibility and integration into broader online travel planning behaviours may influence awareness and uptake.

The findings highlight several areas for consideration in terms of communications and outreach:

- There may be an opportunity to further integrate official travel information into the early stages of trip planning, particularly through digital channels where Canadians are already seeking travel-related information. Given the prominence of search engines as an entry point, continued attention to digital discoverability may support broader awareness.



- The data also suggest value in reinforcing clear explanations of the scope and limits of consular services, particularly with respect to financial and legal assistance. Clarifying what consular services can and cannot provide may help align expectations prior to travel.
- Targeted outreach strategies may warrant consideration for groups reporting lower familiarity, including lower-income Canadians, those with lower educational attainment, Francophone audiences, and infrequent travellers. Tailored communications approaches could be explored to enhance reach and comprehension among these segments.
- Awareness of preventative tools such as the Registration of Canadians Abroad service remains comparatively limited. Communications that emphasize the purpose and benefits of such tools may support increased uptake.

While this survey establishes a current quantitative baseline against which future communications and outreach efforts can be assessed, further study of underlying behaviours and perceptions could provide additional insight in several areas, including:

- How Canadians navigate travel planning in practice and at what stage safety information is considered;
- Expectations regarding consular assistance in specific emergency scenarios;
- Barriers to registering with the Registration of Canadians Abroad service or consulting official travel advice; and
- Usability testing of digital tools to assess comprehension and ease of navigation.

Additional research in these areas could support refinement of communications, digital engagement strategies, and modernization initiatives.

Overall, the findings underscore that Canadians recognize the value of Government of Canada travel advice and consular services once they are aware of them. However, awareness remains uneven, knowledge is fragmented in some areas, and misconceptions exist regarding eligibility, financial assistance, and the limits of government intervention abroad. These results provide a current baseline from which future communications, outreach, and modernization efforts may be evaluated.

E. Note to Reader

Throughout the report, the findings presented are reflective of the general population weighted sample (n=1,500). The results for international travellers and non-travellers are unweighted and reflect completes obtained through both the general population sample and oversample. Additionally, regional differences noted throughout the report reflect the unweighted total sample (i.e., the general population and the oversample of international travellers). More details on this can be found in Section III - Detailed Methodology.

Only statistically significant differences between sub-groups, according to the Z-test at a 95% confidence interval, are presented throughout the report. Unless otherwise noted, results shown in this report are expressed as percentages and may not add up to 100% due to rounding and/or multiple responses to a given question.



F. Contract Value

The contract value was \$67,799.75 including any applicable taxes.

MORE INFORMATION

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For more information on this report, please contact Global Affairs Canada at: por-rop@international.gc.ca

Statement of Political Neutrality

I hereby certify as Senior Officer of The Strategic Counsel that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

Donna Nixon, Partner



II. Detailed Findings



Detailed Findings

A. Travel Purpose and Frequency

To contextualize the findings throughout this report, respondents were classified as ‘international travellers’ if they reported having travelled outside of Canada in the past three years and/or were planning to do so in the next three years. Those who indicated that they have not travelled internationally in the past three years and do not plan to travel in the upcoming three years were classified as ‘non-travellers.’

Nearly three-quarters of respondents (72%) qualify as international travellers under this definition – with six in ten (61%) who plan to travel outside of Canada in the next 3 years and 44% who report having travelled internationally in the past three years. In contrast, just over one-quarter (27%) say they have not travelled and do not plan to do so.

Across age groups, international travel plans (past or future) are more likely among younger respondents (85% - age 18-24; 77% - age 25-44) while older respondents are more likely to report they have not travelled and do not plan to do so (39% - age 65+; 29% - age 45-64).

Table 1 – INTERNATIONAL TRAVEL IN THE PAST 3 YEARS AND PLANS TO TRAVEL INTERNATIONALLY IN THE NEXT 3 YEARS

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT’L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET – INTERNATIONAL TRAVELLERS	72	85	77	70	59	100	-
I plan to travel outside of Canada in the next 3 years	61	75	66	62	46	86	-
I have travelled internationally in the past 3 years	44	45	49	42	37	62	-
I have not traveled outside of Canada in the past 3 years and don’t plan to in the next 3 years	27	12	21	29	39	-	100
n=	1500	164	523	465	348	1415	410

Q8. Thinking about travelling internationally, which of the following best describes you? Select all that apply to you. Base: Total sample

Regional Variations

- Respondents residing in Quebec (85%) and British Columbia and the North (84%) are more likely to say they are planning to or have travelled, relative to other provinces (ranges from 63% to 76%).
- Those residing in the Atlantic provinces report with greater frequency that they have not travelled and don’t plan to (34%), relative to Quebec (15%) and Ontario (22%).

Demographic and Socio-Economic Variations

- Men are more likely to report future international travel plans (74%) whereas women more often report they have not travelled and do not intend to do so (29%).
- By household income, those with household incomes of \$100K or more are most likely to report having travelled internationally or planning to do so (89%), when compared to those with a household income of less than \$100K (80% - \$60K to less than \$100K; 69% - \$40K to less than



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- Respondents with a university level education are much more likely to report having travelled or an intention to travel (85%), relative to those with a college level education (68%) or high school or less (63%).

Overall, just over four in ten respondents (41%) report travelling outside of Canada at least once a year, including 15% who do so several times a year and 26% who travel once annually. Just over half (52%) travel outside of Canada less frequently, either once every few years (22%) or rarely (30%), while fewer than one in ten (8%) report never having travelled outside of the country.

Travel frequency differs by age with younger respondents, aged 18-24, more likely to report travelling once a year/once every few years (59%) when compared to those who are older. Conversely, older respondents, aged 65+, are less likely to travel internationally on a regular basis – nearly two-thirds (64%) say they travel once every few years or rarely.

Not surprisingly, significant differences are observed when comparing international travellers (those who have or are planning to travel within a 3-year timeframe) and non-travellers. Non-travellers are much more likely to indicate they rarely travel (65%), relative to travellers (15%).

Table 2 – FREQUENCY OF TRAVELLING OUTSIDE OF CANADA

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
TOP 2 BOX – Several times a year/Once a year	41	42	46	40	33	57	3
Several times a year	15	9	19	14	13	21	1
Once a year	26	33	27	25	20	36	2
Once every few years	22	26	21	22	21	27	9
Rarely	30	23	22	31	43	15	65
BOTTOM 2 BOX – Once every few years/Rarely	52	48	43	53	64	42	74
I have never travelled outside of Canada	8	10	11	7	3	2	23
n=	1500	164	523	465	348	1415	410

Q9. How often do you typically travel outside of Canada? Base: Total sample

Regional Variations

- Those living in the Atlantic provinces are more likely to indicate they travel infrequently (once every few years/rarely), relative to other provinces (59% vs. 44%-50%).

Demographic and Socio-Economic Variations

- Men report with higher frequency that they travel internationally on a more regular basis (several times a year/once a year), relative to women (44% vs. 37%).
- Respondents with a household income of \$100K or more are most likely to say they typically travel at least once a year (66%), relative to those with lower household incomes (47% - \$60K to less than \$100K; 34% - \$40K to less than \$60K; 19% - less than \$40K). Lower income households (those with an income of less than \$60K) more frequently report they typically travel once every few years or rarely, as compared to those with higher household incomes (65% - less than \$40K; 59% - \$40K to less than \$60K; 47% - \$60K to less than \$100K; 33% - \$100K+).



- By education, those with a university level education are more likely to say they travel at least once a year (57%) whereas those with a college level education or high school or less more often say they travel only once every few years or rarely (56% and 58%, respectively).

When planning a trip, Canadians most commonly seek practical, experience-oriented information, with fewer prioritizing risk- or compliance-focused travel advice.

Overall, the most frequently cited type of travel advice relates to local attractions, activities, and things to do (31%). This is followed closely by cost of travel and affordability (28%). About one in five respondents (21%) say they typically look for information related to safety and personal security, making it the most commonly sought risk-related topic.

About one in ten say they seek travel advice related to weather, climate, or natural hazards (9%), or transportation and local mobility (9%). Even fewer report seeking advice related to health and medical considerations (4%), entry requirements and documentation (4%), political and social conditions (3%), or local laws, customs, and cultural norms (2%). About one in five (19%) indicate they look for other advice outside of the categories listed below in Table 3 and just over one in ten (13%) say they do not look for any travel advice.

The type of travel advice sought varies by age, with respondents younger than 65, most likely to say they seek information related to local attractions/activities (ranging from 32% to 39%) and affordability (ranging from 29% to 34%).

Differences among international travellers and non-travellers are also evident. As expected, non-travellers are much more likely to report they do not look for any travel advice (25%), relative to travellers.

**Table 3 – TYPE OF TRAVEL ADVICE SOUGHT WHEN PLANNING A TRIP**

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Local attractions, activities, and things to do	31	39	35	32	21	26	22
Cost of travel and affordability	28	34	29	29	20	21	24
Safety and personal security	21	19	20	24	21	18	18
Weather, climate and natural hazards (e.g., weather conditions, natural disasters, etc.)	9	5	7	10	11	7	6
Transportation and local mobility (e.g., local transit, driving conditions, etc.)	9	8	8	11	9	7	8
Health and medical considerations (e.g., vaccinations, access to healthcare, risk of disease, etc.)	4	3	3	4	6	3	5
Entry requirements and documentation (e.g., visa requirements, entry rules, etc.)	4	1	3	4	6	3	3
Political and social conditions	3	-	2	4	5	2	4
Local laws, customs, and cultural norms (e.g., cultural etiquette, prohibited behaviours, etc.)	2	4	3	2	1	2	2
Other	19	14	20	15	24	14	17
I don't look for any travel advice/Not sure	13	16	11	13	16	6	25
n=	1500	164	523	465	348	1415	410

Q10. What kind of travel advice do you usually look for when you are planning a trip? Base: Total sample

Regional Variations

- Respondents in Quebec are most likely to say they seek advice related to local attractions, activities, and things to do (32%), relative to the Prairies (21%), Ontario (24%), and British Columbia and the North (24%). They are also least likely to seek safety and personal security advice (13%) when compared to those in the Prairies (20%) and British Columbia and the North (22%).

Demographic and Socio-Economic Variations

- Those with a household income of \$60K or more indicate more frequently that they seek advice related to:
 - Local attractions/activities (47% - \$100K+; 32% - \$60K to less than \$100K; 24% - \$40K to less than \$60K; 22% - less than \$40K); and
 - Safety/personal security (24% - \$100K+; 27% - \$60K to less than \$100K; 16% - \$40K to less than \$60K; 17% - less than \$40K).
- A similar pattern emerges by education. Respondents with a university degree are most likely to seek advice related to:
 - Local attractions, activities, and things to do (39% vs. 23%-32%); and
 - Safety and personal security (26% vs. 18%-20%).

Among respondents who have travelled internationally in the past three years or who plan to do so in the next three years, the purpose of travel is overwhelmingly driven by pleasure or leisure. Four in five respondents indicate that leisure is the primary purpose of their international travel, making it the most common motivation.



Three in ten (30%) say they primarily travel internationally to visit friends or family, or to travel to their country of heritage. Fewer than one in ten identify business (8%), study abroad (3%), or other reasons (2%) as their primary purpose. Additionally, one in ten (10%) indicate they do not travel internationally.

By age:

- Respondents aged 65+ (71%) are least likely to cite 'pleasure/leisure' as their primary purpose of travel, when compared to those who are younger (ranges from 80% to 85%).
- Respondents younger than 45 (35% - age 25-44; 39% - age 18-24) are more likely to report 'visiting friends/family or country of heritage' as their primary purpose, relative to those who are older (25% - age 65+; 28% - age 45-64).

Not surprisingly, international travellers are more likely to cite a variety of purposes for travel relative to non-travellers.

Table 4 – PRIMARY PURPOSE OF INTERNATIONAL TRAVEL

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Pleasure/leisure	80	80	85	83	71	90	53
Visiting friends/family or country of heritage	30	39	35	28	25	35	15
Business	8	7	14	6	2	10	3
Study abroad	3	9	4	-	-	3	-
Volunteering abroad	3	5	4	1	2	2	2
Other	2	4	1	1	3	2	1
I do not travel internationally	10	2	5	10	20	1	38
n=	1385	148	466	432	339	1390	315

Q11. What is the primary purpose for your international travel? Base: Excludes those who have never travelled outside of Canada.

Regional Variations

- A higher proportion of respondents in Quebec cite 'pleasure/leisure' as their primary purpose of travel (89%), relative to other provinces (ranging from 80% to 83%).
- Those residing in British Columbia and the North are most likely to say they primarily travel to visit friends and family or their country of heritage (45%), as compared to other regions. (ranging from 17% to 37%).

Demographic and Socio-Economic Variations

- Those more likely to cite pleasure/leisure as their primary purpose for international travel are those who:
 - Have a household income of \$100K or more (92%); and
 - Are university educated (89%).
- Furthermore, respondents who have a university level education more often report visiting friends/family or country of heritage as their primary purpose of travel (37%).



B. Travel.gc.ca and Travel Advice Advisories

The travel.gc.ca website is the Government of Canada's primary online resource for Canadians travelling to, from, and within Canada. It provides a wide range of practical, destination-specific information to support informed travel decisions, including entry and exit requirements, health and safety considerations, and guidance on accessing consular assistance abroad. A core component of the website is the Government of Canada's Travel Advice and Advisories (TAAs), which offer official, regularly updated guidance on safety and security conditions in destinations around the world, including risk levels and other factors that may affect a traveller's safety and well-being.

1. Awareness of and Familiarity with Travel.gc.ca and Travel Advice/Advisories

Overall familiarity with the Government of Canada's TAAs is moderate. Just under three in ten (28%) report being very (12%) or mostly (15%) familiar with the TAAs, while a similar proportion say they are somewhat familiar (29%). The plurality – more than four in ten (44%) – indicate they are not familiar with about one in five (18%) who say they are not too familiar and one quarter (25%) who say they are not at all familiar.

Familiarity with the TAAs varies by age:

- Respondents aged 25-44 (34%) are more likely to report familiarity (*very/mostly*) relative to those aged 45-64 (24%) and those aged 65+ (22%).
- Conversely, younger respondents aged 18-24 (32%) and older respondents aged 65+ (33%) are most likely to say they are not at all familiar with the TAAs, when compared to those who are aged 25-44 (21%) or aged 45-64 (22%).

International travellers are much more likely to report familiarity (37% vs. 10% for non-travellers) while a much higher proportion of non-travellers say they are unfamiliar (66% vs. 33% for international travellers).

Table 5 – FAMILIARITY WITH TRAVEL ADVICE AND ADVISORIES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET FAMILIAR – TOP 2 BOX	28	29	34	24	22	37	10
Very familiar	12	16	16	11	8	17	4
Mostly familiar	15	13	19	14	14	20	7
Somewhat familiar	29	25	30	30	27	30	23
Not too familiar	18	14	15	23	18	18	19
Not at all familiar	25	32	21	22	33	15	47
NET NOT FAMILIAR – BOTTOM 2 BOX	44	46	36	46	51	33	66
n=	1500	164	523	465	348	1415	410

Q12. How familiar are you with each of the following? ... The Government of Canada's Travel Advice and Advisories for countries around the world. Base: Total sample

Demographic and Socio-Economic Variations

- Gender – Men are more likely to say they are very/mostly familiar with the TAA's (31% vs. 25%), whereas a higher proportion of women say they are not familiar (48% vs. 40%).



- Household income – Respondents with a household income of \$60K+ are more likely to cite familiarity (*very/mostly*) with the TAA's (33% - \$60K to less than \$100K; 37% - \$100K+), relative to those with lower household incomes (24% - \$40K to less than \$60K; 20% - less than \$40K).
- Educational attainment – Respondents whose highest level of educational attainment is university are most likely to cite familiarity (*very/mostly*) with the TAA's (41%), when compared to those with a college-level education (24%) and those with a high school level education or less (18%).

Differences by Travel Patterns and Awareness of Consular Services

- Frequency of travel – Those who travel internationally several times a year are most likely to report they are very/mostly familiar (49%), relative to those who travel internationally less frequently (35% among those who travel internationally once a year or once every few years; 11% among those who travel rarely or never).
- Purpose of travel – Familiarity (*very/mostly*) of the TAA's is higher among those who cite business as their primary purpose for travelling internationally (58%), when compared to those who say they primarily travel for pleasure, leisure, or visiting friends and family (31%).
- Familiarity with travel.gc.ca – Respondents who say they are very/mostly familiar with the travel.gc.ca website are also most likely to say they are very/mostly familiar with the TAA's (82%), when compared to those who are '*somewhat familiar*' (28%) and those who are not too/not at all familiar (11%).
- Familiarity with consular services – Those who say they are very/mostly familiar with consular services are more likely to cite a familiarity (*very/mostly*) with the TAA's (75%), relative to those who are less familiar with consular services (36% among those who are '*somewhat familiar*' with consular services and 16% among those who are not too/not at all familiar).

Fewer than one in five respondents (18%) describe themselves as being very (8%) or mostly (11%) familiar with the travel.gc.ca website. A similar proportion report being somewhat familiar (20%) while a majority (61%) indicate they are not too (22%) or not at all (39%) familiar.

It's important to note that although 28% of respondents report being very or mostly familiar with the Travel Advice and Advisories (as shown in Table 5) – which are housed on the travel.gc.ca website – overall familiarity with the website itself is lower. This suggests that some Canadians may be aware of or have encountered the TAAs without necessarily recognizing or recalling travel.gc.ca as the source platform.

Familiarity with the travel.gc.ca website varies by age (in a similar pattern observed for TAAs):

- Respondents aged 25-44 (26%) are more likely to report familiarity (*very/mostly*) relative to those aged 45-64 (16%) and those aged 65+ (11%).
- Conversely, younger respondents aged 18-24 (46%) and older respondents aged 65+ (51%) are most likely to say they are not at all familiar with the website, when compared to those who are aged 25-44 (30%) or aged 45-64 (37%).

As with TAAs, a much higher proportion of non-travellers say they are unfamiliar with the website relative to international travellers (79% vs. 52%).

Table 6 – FAMILIARITY WITH TRAVEL.GC.CA

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET FAMILIAR – TOP 2 BOX	18	18	26	16	11	26	5
Very familiar	8	6	11	7	5	12	2
Mostly familiar	11	12	15	9	6	14	3
Somewhat familiar	20	16	23	22	15	23	16
Not too familiar	22	19	21	25	23	23	19
Not at all familiar	39	46	30	37	51	29	60
NET NOT FAMILIAR – BOTTOM 2 BOX	61	66	51	62	74	52	79
n=	1500	164	523	465	348	1415	410

Q12. How familiar are you with each of the following? ... The *travel.gc.ca* website. Base: Total sample

Regional Variations

- Those residing in Quebec are more likely to be unfamiliar (*not too familiar/not at all familiar*) with the *travel.gc.ca* website (72%), relative to those residing outside of Quebec (ranging from 50% for those residing in the Atlantic provinces to 57% for those residing in the Prairies).

Demographic and Socio-Economic Variations

- Gender – Men are more likely to say they are very/mostly familiar with the *travel.gc.ca* website (22% vs. 15%), whereas a higher proportion of women say they are not familiar (68% vs. 55%).
- Language – Francophones are most likely to say they are not familiar (78%) versus Anglophones (57%).
- Household income – Respondents with a household income of less than \$40K are most likely to be unfamiliar with *travel.gc.ca* (70%), when compared to those with higher household incomes (59% - \$40K to less than \$60K; 58% - \$60K to less than \$100k; 55% - \$100K+).
- Educational attainment – Respondents whose highest level of educational attainment is university are most likely to cite familiarity (*very/mostly*) with the *travel.gc.ca* website (28%), when compared to those with a college-level education (16%) and those with a high school level education or less (12%).

Differences by Travel Patterns and Awareness of Consular Services

- Frequency of travel – Those who rarely or never travel internationally are most likely to report they are not familiar (78%), relative to those who travel internationally more frequently (54% among those who travel internationally once a year or once every few years; 38% among those who travel several times a year).
- Purpose of travel – Familiarity (*very/mostly*) of the website is higher among those who cite business as their primary purpose for travelling internationally (46%), when compared to those who say they primarily travel for pleasure, leisure, or visiting friends and family (20%).
- Familiarity with consular services – Those who say they are very/mostly familiar with consular services are more likely to cite a familiarity (*very/mostly*) with *travel.gc.ca* (64%), relative to those who are less familiar with consular services (24% among those who are '*somewhat familiar*' with consular services and 7% among those who are not too/not at all familiar).



Among those who express at least some familiarity with the TAAs or travel.gc.ca, the most common way respondents report first hearing about these resources is through a search engine, with over one third (37%) who say they first heard via search engine. Other frequently cited sources, mentioned by more than one in five, include word of mouth (27%) and social media (23%). Smaller proportions report hearing about them through advertisements (13%), travel agents (12%), or via information provided by the airline (8%). Fewer than one in ten say they first encountered these resources through airport signage (6%), a travel.gc.ca booth or outreach activity (6%), work (5%) or school (3%). Just over one in ten (13%) say they first heard about these resources through some other channel.

Due to small sub-cell sizes, statistical differences have only been examined for the three most common sources – search engine, word of mouth, and social media.

Search engines are least likely to be cited respondents aged 65 and older (25%), relative to those who are aged 25 to 44 (43%) or aged 45 to 64 (39%).

Relative to non-travellers, international travellers are more likely to report first hearing about travel.gc.ca and/or the TAAs via:

- Search engine (41% vs. 31%);
- Word of mouth (29% vs. 22%); and
- Social media (24% vs. 18%).

Table 7 – INITIAL SOURCE FOR TRAVEL.GC.CA AND/OR TRAVEL ADVICE AND ADVISORIES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Search engine (e.g., Google, Bing, Yahoo!, etc.)	37	34	43	39	25	41	31
Word of mouth	27	23	26	26	32	29	22
Social media	23	25	25	24	19	24	18
Advertisement	13	14	15	11	13	13	13
Travel agent	12	9	10	13	13	13	9
Information provided by the airline	8	5	11	7	7	11	3
Signage at airport/predeparture gate	6	8	7	5	2	7	2
Travel.gc.ca booth/outreach	6	7	8	4	4	6	4
At work	5	10	5	3	2	5	3
At school	3	12	4	-	-	2	2
Other	13	10	9	13	20	10	22
n=	1154	117	425	375	237	1219	235

Q13. How did you first hear about *travel.gc.ca* and/or the destination-specific Travel Advice and Advisories? Please select all that apply. Base: Excludes those who are 'not at all familiar' with the travel.gc.ca website and the Government of Canada's Travel Advice and Advisories.

Those more likely to say they first heard about travel.gc.ca and/or the TAA's via a search engine include:

- Respondents who cite 'business' as their primary purpose of international travel (50%), when compared to those who say they travel internationally for pleasure, leisure, or visiting family/friends (38%);



- Those who travel internationally several times a year (46%), relative to those who travel less frequently (37% among those who travel internationally once a year/once every few years and 32% among those who rarely or never travel internationally);
- Respondents with a university-level education (43%), relative to those with a high school education or less (31%);
- Men versus women (41% vs. 33%); and
- Those with a household income of \$60K+ (40% - \$60K to less than \$100K; 42% - \$100K+), when compared to those with a household income of less than \$40K (30%).

2. Use of Travel.gc.ca and Travel Advice/Advisories

Among those who express at least some familiarity with the TAAs or travel.gc.ca, a small majority (54%) say they have visited the travel.gc.ca website. Almost two in five (38%) say they have visited the website once, while another 16% say they have visited the website multiple times in the past.

Propensity to have visited the website varies by age:

- Respondents aged 25-44 (63%) are more likely to report having visited travel.gc.ca relative to those aged 45-64 (53%) and 65+ (41%).
- Older respondents, aged 65+, are more likely to say they have not visited travel.gc.ca (59%) when compared to all other age groups, including those aged 18-24 (47%), 45-64 (47%) and 25-44 (37%).

Perhaps not surprisingly, international travellers are much more likely to report having visited the website (61% net yes vs. 32% for non-travellers).

Table 8 – HAVE VISITED THE TRAVEL.GC.CA WEBSITE

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET YES	54	53	63	53	41	61	32
Yes, many times	16	19	21	14	12	21	3
Yes, once	38	34	42	39	29	40	30
No	46	47	37	47	59	39	68
n=	1154	117	425	375	237	1219	235

Q14. Have you ever visited the website *travel.gc.ca*? Base: Excludes those who are 'not at all familiar' with the travel.gc.ca website and the Government of Canada's Travel Advice and Advisories.

Regionally and demographically, those who are more likely to have ever visited travel.gc.ca ('net yes') include:

- Respondents with a university-level education (65%), relative to those with some university/college/apprenticeship (50%) and those with a high school education or less (45%);
- Residents of British Columbia and the North (63%), relative to those in Quebec (53%);
- Men versus women (59% vs. 50%);
- Those with a household income of \$60K+ (59% - \$60K to less than \$100K; 60% - \$100K+), when compared to those with a household income of less than \$60K (53% - \$40K to less than \$60K; 43% - less than \$60K+); and
- Anglophones versus Francophones (55% vs. 47%).



Past use of travel.gc.ca is higher among respondents with greater travel experience, awareness, and familiarity with Government of Canada consular resources. Those more likely to report having visited travel.gc.ca in the past ('net yes') include:

- Those definitely aware of the Registration of Canadians Abroad service (83%) or who had heard of it (67%) compared with those not aware (39%);
- Those who are very or mostly familiar with consular services (82%) compared with those somewhat (64%) or not too/not at all familiar (42%);
- Those travelling primarily for business (82%) compared with those travelling for pleasure, leisure, or visiting family and friends (57%);
- Those aware of all four risk levels (75%) or aware of risk levels but not the four categories specifically (58%) compared with those not aware (34%);
- Those travelling internationally several times per year (74%) compared with travelling once a year/once every few years (59%) or rarely/never (34%);
- Those scoring high or medium (57% each) on the knowledge index compared to those scoring low (47%).

Among those who have visited travel.gc.ca, perceptions of clarity are overwhelmingly positive. The vast majority (96%) indicate that the information on the website is clear and easy to understand, including over one third who describe it as very clear (37%) and almost three in five who say it is mostly clear (59%). Only 4% indicated that the website is unclear.

Perceptions of clarity are consistent across age groups and by traveller status, with no significant differences to note.

Table 9 – PERCEIVED CLARITY AND EASE OF UNDERSTANDING OF INFORMATION ON TRAVEL.GC.CA

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET CLEAR – TOP 2 BOX	96	97	96	95	96	96	99
Very clear	37	38	32	38	46	39	34
Mostly clear	59	59	64	58	49	57	64
Somewhat unclear	4	3	4	5	3	3	1
Very unclear	<1	-	<1	-	1	<1	-
NET UNCLEAR – BOTTOM 2 BOX	4	3	4	5	4	4	1
n=	623	62	267	198	97	745	76

Q15. Based on anything you may have seen, read, or heard, how clear and easy to understand do you find the information on travel.gc.ca? Base: Those who have visited the travel.gc.ca website.

Regional Variations

- Atlantic Canadians are more likely than residents of British Columbia and the North to report that information on travel.gc.ca is very or mostly clear and easy to understand (99% vs. 94%).

Differences by Travel Patterns and Awareness of Consular Services

- Those who are very or mostly familiar with travel.gc.ca are more likely to report that the information on the website is clear and easy to understand (98%) compared with those who are not too/not at all familiar (91%).



Consultation of travel.gc.ca when preparing for a trip abroad is moderate among those who report having visited the website. Fewer than two in five respondents (39%) say they consult travel.gc.ca always (15%) or often (24%) prior to travelling, while over one third report consulting it occasionally (35%). A further one quarter (25%) indicate that they rarely or never consult the site when preparing for a trip.

Frequency of consultation of the website does not vary by age or traveller status.

Table 10 – FREQUENCY OF CONSULTING TRAVEL.GC.CA WHEN PREPARING FOR A TRIP ABROAD

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
TOP 2 BOX – Always/Often	39	42	41	33	45	41	33
Always	15	12	17	13	17	16	11
Often	24	30	24	20	28	25	22
Occasionally	35	37	34	39	31	36	37
Rarely	22	19	20	25	22	20	24
Never	3	2	5	3	2	3	7
BOTTOM 2 BOX – Rarely/Never	25	21	25	28	24	23	30
n=	623	62	267	198	97	745	76

Q16. When you are preparing for a trip abroad, how often do you typically consult ... The *travel.gc.ca* website? Base: Those who have visited the *travel.gc.ca* website.

While no differences are observed across region, demographic or socio-economic groups, likelihood of consulting travel.gc.ca is higher among respondents with greater use of the website in the past and greater awareness and familiarity with Government of Canada travel resources. Those more likely to report that they would consult travel.gc.ca include:

- Frequency of website use – Those who have used the travel.gc.ca many times (73%) compared to those who have used it once or twice (25%).
- Familiarity with consular services - Those who are very or mostly familiar with consular services (70%) compared with those somewhat familiar (37%) or not too/not at all familiar (24%).
- Familiarity with travel.gc.ca - Those very or mostly familiar with travel.gc.ca (67%) compared to those who are somewhat familiar (24%).
- Familiarity with Travel Advice and Advisories (TAAs) - Those very or mostly familiar with TAAs (67%) compared to those who are somewhat familiar (24%).
- Awareness of Registration of Canadians Abroad – Those who are definitely aware of the service (66%) versus those who had only heard of it (38%).
- Awareness of four risk levels – Those who are aware of all four risk levels (54%) versus those who aware of risk levels but not the four categories specifically (36%).
- Frequency of international travel – Those travelling several times per year (48%) compared to those travelling once a year or once every few years (38%).

Consultation of the Government of Canada's Travel Advice and Advisories when preparing for a trip abroad is also moderate among those who report at least some familiarity with the TAAs or travel.gc.ca. Three in ten respondents (30%) say that they consult TAAs always (10%) or often (20%) prior to travelling, while a



similar proportion report consulting them occasionally (30%). The plurality –four in ten (40%) – indicate they consult the TAAs rarely (23%) or never (17%).

By age, respondents aged 25-44 (34%) are more likely to report frequent consultation (*always/often*) relative to those aged 65 and older (25%). The frequency of consultation is also higher among international travellers, with 35% indicating they consult the TAAs always or often, compared to non-travellers (17%).

Table 11 – FREQUENCY OF CONSULTING TRAVEL ADVICE AND ADVISORIES WHEN PREPARING FOR A TRIP ABROAD

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON-TRAVELLERS
	%	%	%	%	%	%	%
TOP 2 BOX – Always/Often	30	35	34	28	25	35	17
Always	10	12	11	10	10	13	8
Often	20	23	23	18	15	22	10
Occasionally	30	26	30	31	28	30	24
Rarely	23	22	23	23	23	22	24
Never	17	16	13	18	25	13	34
BOTTOM 2 BOX – Rarely/Never	40	39	36	41	47	34	58
n=	1154	117	425	375	237	1219	235

Q16. When you are preparing for a trip abroad, how often do you typically consult ... The Government of Canada's Travel Advice and Advisories for countries around the world? Base: Excludes those who are 'not at all familiar' with the travel.gc.ca website and the Government of Canada's Travel Advice and Advisories.

Regional Variations

- Residents of Quebec (40%) are more likely than residents of British Columbia and the North (31%), Ontarians (30%), and those living in the Prairies (28%) to say they always or often consult the Government of Canada's Travel Advice and Advisories.

Demographic and Socio-Economic Variations

Those more likely to report always or often consulting TAAs include:

- Men versus women (33% vs. 27%);
- Francophones versus Anglophones (43% vs. 27%); and
- Respondents with a university degree or more (36%), relative to those with some university/college/apprenticeship (28%) and those with a high school education or less (25%).

Differences by Travel Patterns and Awareness of Consular Services

As with the previous question on consulting travel.gc.ca, likelihood of consulting Travel Advice and Advisories (TAAs) is higher among respondents with greater use of the website in the past and greater awareness and familiarity with Government of Canada travel resources. Those more likely to report that they would consult TAAs include:

- Frequency of website use – Those who have used the travel.gc.ca many times (77%) compared to those who have used it once or twice (29%) or never (14%).
- Familiarity with consular services - Those who are very or mostly familiar with consular services (71%) compared with those somewhat familiar (29%) or not too/not at all familiar (18%).



- Familiarity with travel.gc.ca - Those very or mostly familiar with travel.gc.ca (63%) compared to those who are somewhat familiar (26%) or not too/not at all familiar (16%).
- Awareness of Registration of Canadians Abroad – Those who are definitely aware of the service (63%) versus those who had only heard of it (34%) or not aware (19%).
- Familiarity with Travel Advice and Advisories (TAAs) - Those very or mostly familiar with TAAs (58%) compared to who are somewhat familiar (22%).
- Awareness of four risk levels – Those who are aware of all four risk levels (55%) versus those who aware of risk levels but not the four categories specifically (34%).
- Purpose of travel – Those travelling for business (47%) compare with those travelling for pleasure, leisure, or visiting friends/family (31%).
- Frequency of international travel – Those travelling several times per year (43%) compared to those travelling once a year or once every few years (31%) or rarely/never (20%).
- Knowledge index – Those scoring medium (34%) or high (31%) on the knowledge index versus those scoring lower (20%).

Among those who consult the Travel Advice and Advisories at least rarely, just over two in five (42%) report having made travel-related decisions based on the information provided, while an equal proportion say they have not. A further 16% of respondents indicate that they are not sure.

The influence of the Travel Advice and Advisories on decision-making varies by age. Respondents aged 25-44 are more likely to report having made travel-related decisions based on the TAAs (51%), compared to those aged 45-64 (35%) or and those aged 65 and older (34%).

Due to small sub-cell sizes, differences by traveller status cannot be analysed.

Table 12 – INFLUENCE OF TRAVEL ADVICE AND ADVISORIES ON TRAVEL DECISIONS

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Yes	42	44	51	35	34	46	27
No	42	41	36	46	47	41	54
Not sure	16	15	12	19	19	13	19
n=	967	98	375	313	180	1073	158

Q17. Have you ever made decisions related to your travel plans based on the information in the Travel Advice and Advisories?
Base: Excludes those who 'never' consult the travel.gc.ca website and the Government of Canada's Travel Advice and Advisories when preparing for a trip abroad.

Regionally and demographically, those more likely to have made a travel-related decision based on information in the TAA's include:

- Those residing in Quebec (50%) and Ontario (44%) relative to those living in the Prairies (36%);
- Francophones (50%) versus Anglophones (40%);
- Those with a household income of \$100K+ (48%) when compared to those with a household income of less than \$40K (34%);
- Respondents with a university-level education (48%), relative to those with a high school education or less (35%);



There are also some clear differences by travel patterns and awareness of consular services. Those more likely to have made a travel-related decision based on information in the TAA's include:

- Frequency of website use – Those who have used the travel.gc.ca many times (79%) compared to those who have used it once or twice (39%) or never (27%).
- Familiarity with consular services - Those who are very or mostly familiar with consular services (70%) compared with those somewhat familiar (44%) or not too/not at all familiar (31%).
- Awareness of Registration of Canadians Abroad service – Those who are definitely aware of the service (67%) versus those who had only heard of it (46%) or not aware (31%).
- Purpose of travel – Those travelling for business (67%) compare with those travelling for pleasure, leisure, or visiting friends/family (43%).
- Familiarity with travel.gc.ca - Those very or mostly familiar with travel.gc.ca (64%) compared to those who are somewhat familiar (38%) or not too/not at all familiar (30%).
- Familiarity with Travel Advice and Advisories (TAAs) - Those very or mostly familiar with TAAs (59%) compared to who are somewhat familiar (36%).
- Frequency of international travel – Those travelling several times per year (59%) compared to those travelling once a year or once every few years (43%) or rarely/never (27%).

Regardless of familiarity with or prior use of travel.gc.ca and the Travel Advice and Advisories, respondents most commonly cite safety, entry/exit requirements, and health-related considerations as reasons they do (or would) consult these sources. Nearly seven in ten (69%) say they use or would use the information from the website or TAAs to understand safety or security risks, followed by reviewing entry or exit requirements (60%) and checking required or recommended vaccines (56%). Secondary reasons, selected by more than three in ten respondents, include understanding local laws or customs (44%), seeking guidance in the event of an issue during the trip (40%), obtaining contact information for an embassy/consulate (33%), and planning where to travel (30%). Fewer (18%) indicate that they would look for advice based on specific traveller types. One in ten (11%) say they do not or would not use any information from these sources.

By age:

- Older respondents (aged 45 and older) are more likely than younger respondents (under 45 years of age) to indicate they would consult travel.gc.ca or the TAAs to:
 - understand safety or security requirements (74% aged 45-64 and 71% aged 65+ vs. 67% aged 25-44 and 57% aged 18-24);
 - review entry/exit requirements (66% aged 65+ and 64% aged 45-64 vs. 54% aged 25-44 and 52% aged 18-24);
 - check required/recommended vaccines (65% aged 65+ and 61% aged 45-64 vs. 49% aged 25-44 and 43% aged 18-24); and
 - obtain embassy/consular contact information (41% aged 65+ and 35% aged 45-64 vs. 29% aged 25-44 and 26% aged 18-24).
- Comparatively, younger respondents (under 45 years of age) are more likely to consult these sources *to plan where they should go* (35% aged 18-24; 32% aged 25-44) compared to those aged 45 and older (28% aged 45-64; 26% aged 65+).

Reasons for consulting these sources also vary by traveller status. International travellers are more likely than non-travellers to consult travel.gc.ca or the TAAs *to understand safety or security risks* (73% vs. 64%)



and to *review entry or exit requirements* (63% vs. 57%). By comparison, non-travellers are more likely to consult to *understand local laws or customs* (51% vs. 44%) and to *plan where to travel* (34% vs. 28%).

Table 13 – REASONS FOR CONSULTING TRAVEL.GC.CA OR THE TRAVEL ADVICE AND ADVISORIES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
To understand safety or security risks	69	57	67	74	71	73	64
To review entry/exit requirements	60	52	54	64	66	63	57
To check required or recommended vaccines	56	43	49	61	65	59	55
To understand local laws or customs	44	42	42	44	49	44	51
If I encounter an issue during the trip	40	39	35	46	41	42	44
To get embassy/consular contact information	33	26	29	35	41	35	36
To plan where to go	30	35	32	28	26	28	34
To find advice for specific traveller types (e.g., women, families, 2SLGBTQ+)	18	21	19	17	16	18	16
Other	1	2	1	2	1	1	1
I do not/would not use this information	11	10	11	10	12	6	19
n=	1500	164	523	465	348	1415	410

Q21. For what purposes do you or would you consult travel.gc.ca or the Travel Advice and Advisories? Please select all that apply.
Base: Total sample.

Those more likely to consult travel.gc.ca or the TAAs to *understand safety or security risks* are:

- Those scoring high (82%) or medium (76%) on the knowledge index versus those scoring lower (51%);
- Respondents with a university-level education (79%), relative to those with some university/college/apprenticeship (67%) and those with a high school education or less (61%);
- Residents of Atlantic Canada (76%) compared to those living in Quebec (68%) or the Prairies (67%).
- Women versus men (72% vs. 66%); and
- Those with a household income of \$60K+ (72% - \$60K to less than \$100K; 76% - \$100K+), when compared to those with a household income of less than \$40K (61%).

Those more likely to consult travel.gc.ca or the TAAs to *review entry/exit requirements* include:

- Those scoring high (70%) or medium (66%) on the knowledge index versus those scoring lower (47%);
- Residents of British Columbia and the North (68%) and Atlantic Canada (64%) compared to those living in Quebec (54%);
- Respondents with a university-level education (67%), relative to those with some university/college/apprenticeship (58%) and those with a high school education or less (56%);
- Those with a household income of \$60K+ (62% - \$60K to less than \$100K; 67% - \$100K+), when compared to those with a household income of less than \$40K (54%);
- Women versus men (63% vs. 56%); and
- Anglophones versus Francophones (61% vs. 53%).

Those more likely to consult travel.gc.ca or the TAAs to *check required or recommended vaccines* are:

- Those scoring high (68%) or medium (60%) on the knowledge index versus those scoring lower (41%);



- Residents of Atlantic Canada (68%) compared to those living in all other regions (ranging from 56-59%);
- Women versus men (62% vs. 50%);
- Those with a household income of \$60K+ (60% - \$60K to less than \$100K; 59% - \$100K+), when compared to those with a household income of less than \$40K (50%);
- Those travelling with a combination of travellers (62%) or a partner or spouse (60%), compared to those travelling alone (51%) or with family (49%);
- Respondents with a university-level education (60%) or some university/college/apprenticeship (58%) relative to those with a high school education or less (49%); and
- Those who are somewhat familiar (59%) or not too/not at all familiar (56%) with consular services compared to those who are very or mostly familiar (47%).

Participants' views on the most useful types of information align closely with the reasons they report for consulting travel.gc.ca and the Travel Advice and Advisories. A majority identify safety or security concerns (57%) and entry or exit requirements (50%) as the most useful types of information, while just over two in five cite health or vaccine information (41%) as most useful. Secondary information needs, cited as 'most useful' by more than one quarter of respondents, include guidance on what to do in an emergency (30%), clear risk-level summaries (26%), and information on local laws or cultural norms (25%). Less than one quarter of respondents identified contact information for Canadian offices abroad (22%), transportation or disruption alerts (13%), and advice for specific traveller types (9%) as most useful. Only a small proportion of respondents (2%) indicate that various other types of information not listed would be useful.

By age:

- Older respondents (aged 45 and older) are more likely to cite the following as most useful, compared to those under aged 45:
 - safety or security concerns (62% aged 45-64 and 58% aged 65+ vs. 53% aged 25-44 and 50% aged 18-24);
 - review entry/exit requirements (55% aged 45-64 and 54% aged 65+ vs. 47% aged 25-44 and 42% aged 18-24); and
 - health and vaccine information (49% aged 65+ and 45% aged 45-64 vs. 36% aged 25-44 and 35% aged 18-24).
- Younger respondents (under 45 years of age) are more likely to find *information on local laws and cultural norms as most useful* (36% aged 18-24; 30% aged 25-44), compared to those aged 45 and older (19%).

There are no clear differences by traveller status for most information types. One exception is *safety and security concerns*, which international travellers are more likely to identify as most useful compared to non-travellers (60% vs. 51%). Small sub-cell sizes prevent further analysis of differences by traveller status across some information types.

Table 14 – MOST USEFUL TYPES OF INFORMATION ON TRAVEL.GC.CA AND THE TRAVEL ADVICE AND ADVISORIES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Safety and security concerns	57	50	53	62	59	60	51
Entry/exit requirements	50	42	47	55	54	51	46
Health and vaccine information	41	35	36	45	49	43	40
What to do in an emergency	30	36	31	30	26	30	32
Clear risk level summaries	26	23	29	28	22	28	25
Local laws and cultural norms	25	36	30	19	19	23	26
Contact information for Canadian offices	22	20	20	22	27	23	23
Transportation/disruption alerts	13	18	14	12	11	13	13
Advice for specific traveller types	9	11	11	8	5	9	6
Other	2	1	1	2	5	1	4
n=	1500	164	523	465	348	1415	410

Q22. Which types of information do you or would you consider to be most useful from travel.gc.ca or the Travel Advice and Advisories? Please select up to 3 from the list below. Base: Total sample.

Those more likely to consider information on *safety or security concerns* useful are:

- Those scoring high (64%) or medium (57%) on the knowledge index versus those scoring low (51%);
- All regions across the country (63% BC/North; 62% Atlantic Canada; 59% Prairies; 58% Ontario) compared to those living in Quebec (51%);
- Respondents with a university-level education (63%), relative to those with some university/college/apprenticeship (53%) and those with a high school education or less (54%);
- Those with a household income of \$100K+ (62%) compared to those with a household income of less than \$40K (54%);
- Those who are somewhat (62%) or very or mostly familiar (59%) with the Government of Canada Travel Advice and Advisories (TAAs), compared to those who are not too/not at all familiar (52%);
- Women versus men (60% vs. 54%);
- Those who are not too/not at all familiar with consular services (59%) compared to those who are very or mostly familiar (47%); and
- Anglophones versus Francophones (58% vs. 49%).

Those more likely to consider information on *entry/exit requirements* useful include:

- Those scoring high (60%) or medium (52%) on the knowledge index versus those scoring low (45%); and
- Those with a household income of \$60K+ (54% - \$60K to less than \$100K; 53% - \$100K+) compared to those with a household income of less than \$40K (44%).

Those more likely to consider information on *health and vaccination information* useful include:

- Those with a household income of \$100K+ (48%) compared to those with a household income of less than \$100K (40% - \$60K to less than \$100K; 37% - \$40K to less than \$60K; 39% - less than \$40K); and
- Those travelling for pleasure, leisure or visiting family/friends (43%) versus those travelling for business purposes (33%).



The most commonly cited reasons for not consulting Government of Canada travel advice relate to reliance on alternative sources and forgetfulness. More than one quarter say they rely on other sources such as search engines, blogs, or friends and family (28%), while a similar proportion indicate that they simply forget to consult Government of Canada travel advice (27%).

Secondary reasons, cited by more than one in ten respondents, include not perceiving the advice or information as relevant to their travel destination (20%), being unsure where to find it (15%), feeling that the information is overwhelming or too detailed (13%), or preferring to rely on a travel agent (13%). Notably, nearly one quarter of respondents (24%) do not identify any reason for why they are less likely to consult Government of Canada travel advice.

There are only a couple of notable differences across age groups. Younger respondents (under the age of 45) are more likely to cite the following reasons, compared to older respondents (aged 45+):

- Relying on other sources (40% aged 18-24 and 36% aged 25-44 vs. 24% aged 45-64 and 16% aged 65+); and
- Forgetting to look (38% aged 18-24 and 31% aged 25-44 vs. 24% aged 45-64 and 18% aged 65+).

By traveller type:

- International travellers are more likely than non-travellers to cite *relying on other sources* (29% vs. 17%), *forgetting to look* (28% vs. 20%) and *perceiving that the advice/information would not apply to their destination* (21% vs. 17%).
- As to be expected, non-travellers are far more likely to indicate ‘*none of the above*’ compared to international travellers (35% vs. 23%).

Table 15 – REASONS FOR NOT USING GOVERNMENT OF CANADA TRAVEL ADVICE AND ADVISORIES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT’L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
I rely on other sources (e.g., Google, travel blogs, friends/family)	28	40	36	24	16	29	17
I forget to look	27	38	31	24	18	28	20
I don’t think it applies to the destination(s) where I travel to/am likely to travel to	20	16	20	23	20	21	17
I don’t know where to find it	15	20	16	14	11	13	16
It feels overwhelming/too much detail	13	19	18	10	8	15	10
I prefer to rely on my travel agent	13	18	11	13	14	13	12
Other	2	2	1	3	1	1	2
None of the above	24	10	18	25	38	23	35
n=	1500	164	523	465	348	1415	410

Q23. What, if anything, would make you less likely to use travel advice or information from the Government of Canada? Please select all that apply. Base: Total sample.

Those more likely to say they *rely on other sources* include:

- Francophones vs. Anglophones (32% vs. 25%);
- Those with a household income between \$40K to less than \$100K (30% - \$40K to less than \$60K; 32% - \$60K to less than \$100K) compared to those with an income of less than \$40K (23%);
- Men versus women (31% vs. 25%); and



- Those travelling as a family (36%), compared to those travelling alone or with a partner or spouse (26% each).

Those more likely to say they *forget to look* include:

- Those with a household income of \$60K+ (30% - \$60K to less than \$100K; 32% - \$100K+) compared to those with a household income of less than \$60K (24% - \$40K to less than \$60K, 21% - less than \$40K);
- Residents of Quebec (30%) and Ontario (28%) compared to those living in the Prairies (22%); and
- Those travelling for pleasure, leisure or visiting family/friends (29%) versus those travelling for business purposes (22%).

Those more likely to say they *don't think it applies to the destination they are travelling to/likely to travel to* include:

- Those scoring high (26%) or medium (22%) on the knowledge index versus those scoring low (16%);
- Respondents with a university-level education (25%), relative to those with some university/college/apprenticeship (18%) and those with a high school education or less (19%); and
- Residents of British Columbia and the North (24%), the Prairies (22%), and Ontario (22%) compared to Quebec (13%).

Those with annual household incomes less than \$40K (32%) are more likely to indicate '*none of the above*' compared to those with household incomes \$40K or more (21% \$40K to less than \$60K; 23% \$60 to less than \$100K; 20% - 100K+).

3. Knowledge of Travel Advice/Advisories

The Travel Advice and Advisories (TAA) issued and updated regularly by the Government of Canada provide comprehensive, destination-specific information and advice (e.g., risk levels, safety and security threats, entry/exit requirements, health/medical risks, local laws and culture, natural disasters and climate) to help citizens make informed travel decisions. While the decision to travel remains the prerogative of the individual, this information provides official Government of Canada advice on safety and security conditions in over 230 destinations worldwide, including new and evolving information that may affect a traveller's safety and well-being.

Regardless of their level of familiarity with the Government of Canada's Travel Advice and Advisories, all respondents were asked whether, in their estimation, specific types of information would typically be included in the TAAs. Many feel confident that TAAs would contain information related to safety and security risks (76%), entry or exit and visa requirements (70%), recommended or required vaccinations (68%), and contact information for the nearest Canadian office (63%). Fewer can say with confidence that information related to weather/climate risks (54%) and local laws and customs (48%) would be included. Notably, a small proportion of respondents incorrectly believe that the TAAs would include sightseeing (28%) and local cuisine recommendations (23%).

Those aged 18-24 are more likely to assume that weather/climate risks are included (64%), compared to those 25 and older (55% among those 25-44; 51% among those 45-65; 50% among those 65+). The youngest demographic (18-24) is also more likely, relative to others 65+ to say that local laws and customs are included in the TAAs. Belief that sightseeing recommendations are included in the TAAs is highest among respondents aged 25-44 (33%), as compared to those 45-64 (24%) or 65+ (22%).



International travellers are significantly more likely than others (e.g., those not travelling/haven't travelled outside of Canada in the next/last 3 years) to confidently report that, with the exception of local cuisine recommendations, the TAAs address each of the other topics, including the following:

- Safety and security risks (83% vs. 59%);
- Entry/exit and visa requirements (76% vs. 61%);
- Required/recommended vaccines (74% vs. 59%);
- Contact information for the nearest Canadian office (68% vs. 52%);
- Weather/climate risks (58% vs. 45%);
- Local laws and customs (52% vs. 39%); and
- Sightseeing recommendations (28% vs. 23%).

Table 16 – CONFIDENCE VARIOUS TYPES OF INFORMATION ARE INCLUDED IN TRAVEL ADVICE AND ADVISORIES

% SAYING EACH IS INCLUDED IN TAA	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON-TRAVELLERS
	%	%	%	%	%	%	%
Safety and security risks	76	77	74	77	76	83	59
Entry/exit and visa requirements	70	69	67	70	75	76	61
Required/recommended vaccines	68	74	67	67	69	74	59
Contact information for the nearest Canadian office	63	60	61	63	66	68	52
Weather/climate risks	54	64	55	51	50	58	45
Local laws and customs	48	56	50	42	47	52	39
Sightseeing recommendations	28	31	33	24	22	28	23
Local cuisine recommendations	23	29	26	20	21	23	20
n=	1500	164	523	465	348	1415	410

Q18. Regardless of your familiarity with the Government of Canada's Travel Advice and Advisories, how confident are you that each of the following types of information is or is not typically included in Canada's Travel Advice and Advisories? Base: Total sample.

Regional Variations

- Relative to others across Canada, respondents in the Prairies are generally less likely to believe that the TAAs include information on many of these topics.
- By contrast, those in Quebec are more likely to say with confidence that sightseeing recommendations are included (36% vs. 20%-28% in other regions). Quebecers and those in Ontario are also more likely to say that the TAAs include local cuisine recommendations (27% and 25%, respectively) specifically compared to those in Atlantic Canada (18%) and the Prairies (16%).
- By the same token, Quebecers are the most likely to indicate that information on weather/climate risks is included (61%), particularly relative to Ontario (53%) and the Prairies (50%). And, like others across Canada, they are also more likely to indicate that the TAAs include information on vaccines (72%) as compared to those in the Prairies (61%).

Demographic and Socio-Economic Variations

- Gender – Men are more likely than women to believe that the TAAs include information on sightseeing recommendations (31% vs. 24%, respectively) and local cuisine recommendations (27% vs. 20%)



- Language spoken – Anglophones are more likely than Francophones to indicate that information on local laws and customs is included (50% vs. 42%, respectively). In line with regional differences noted above, Francophones are by contrast more likely to say that information related to weather/climate risks (60% vs. 52%), sightseeing (40% vs. 25%) and local cuisine recommendations (29% vs. 22%) is addressed in the TAAs.
- Household income – In general, those in households earning \$100K+ are much more likely than those earning less than \$40K annually to confidently say the TAAs include information on each of the following: safety and security risks (85% vs. 63%), vaccines (80% vs. 61%), entry/exit and visa requirements (78% vs. 64%), contact information for the nearest Canadian office (74% vs. 53%), and weather/climate risks (63% vs. 48%).
- Educational attainment – A similar pattern holds for those with higher versus lower levels of educational attainment, with those having a university degree or higher more likely than those with a high school education or less to indicate that the items noted in the above are included in the TAAs.

Differences by Travel Patterns and Awareness of Consular Services

- Perhaps not unexpectedly, those who have travelled/plan to travel internationally and more frequent travellers are generally more likely to indicate that the TAAs cover a variety of topics, ranging from about half who believe the TAAs include information on local laws and customs to four in five saying they provide information on relevant safety and security risks.
- At the same time, a significant proportion (just over a third) of frequent travelers, and particularly those traveling primarily for business, report they include sightseeing recommendations.
- Notably, those who report higher levels of familiarity with travel.gc.ca and/or have used the website many times are more likely to believe all the topics shown in the table above are covered within the TAAs, including sightseeing recommendations and local cuisine recommendations (about two in five believe this type of information is included).

4. Likelihood to Use Travel.gc.ca and Travel Advice/Advisories for Future Trips

Before assessing respondents' likelihood of consulting travel.gc.ca or Travel Advice and Advisories for future trips, they were first provided with the following brief description:

"travel.gc.ca is the Government of Canada's website for travel advice for different types of travellers and information on travel health, safety and security, and what to do if you need help while you are abroad, among other things. The Government of Canada's Travel Advice and Advisories provide useful information about 230 destinations around the world so Canadians can inform themselves about entry requirements, security risks, and other details as they prepare for and undertake international travel."

When planning a future (or first) trip abroad, most indicate they would consult the Government of Canada's Travel Advice and Advisories. Overall, more than three-quarters (77%) say they are likely to do so, with one-third (34%) who say they would be *'very likely'* and just over two in five (43%) who report being *'somewhat likely.'* Fewer than one-quarter (23%) report being unlikely to consult the TAAs, with 15% who say they are *'not very likely'* and 8% who say *'not likely at all.'*

Likelihood to consult the TAAs is generally high across age groups however, some variations exist. A higher proportion of respondents aged 45 and older indicate they are *'very likely'* (39%) to consult the TAAs for



future trips, relative to those who are younger. In contrast, younger respondents are more likely to report being *'somewhat likely'* to consult the TAAs (48% - age 18-24; 45% - age 25-44; versus 37% - age 65+).

International travellers are more inclined to report they would consult the TAAs (81% net likely) compared to non-travellers (71%). Conversely, a larger proportion of non-travellers say they would be unlikely (29%) to consult the advisories, relative to international travellers (19%). Importantly, non-travellers more frequently report they are *'not likely at all'* (16%) to use TAAs for future trip planning when compared to international travellers (4%).

Table 17 – LIKELIHOOD TO USE TRAVEL ADVICE AND ADVISORIES FOR FUTURE TRIPS

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET LIKELY – TOP 2 BOX	77	71	76	81	76	81	71
Very likely	34	23	30	39	39	36	36
Somewhat likely	43	48	45	42	37	44	35
Not very likely	15	22	16	13	13	15	13
Not likely at all	8	8	8	6	11	4	16
NET UNLIKELY – BOTTOM 2 BOX	23	29	24	19	24	19	29
n=	1500	164	523	465	348	1415	410

Q19. If you were planning your next or first trip abroad, how likely would you be to consult ... The Government of Canada's Travel Advice and Advisories for countries around the world? Base: Total sample.

Regional Variations

- Although overall likelihood to use the TAA's is consistent across regions, a higher proportion of respondents residing in the Atlantic provinces (46%) or British Columbia and the North (41%) say they are *'very likely'* to use them, relative to those residing in Ontario (33%) and the Prairie provinces (30%).

Demographic and Socio-Economic Variations

Likelihood to consult the TAA's (net very/somewhat) is highest among:

- University-educated (84%), relative to those with a college education (73%) or whose highest level of educational attainment is high school (74%); and
- Households with an annual income of \$40K or more (ranging from 78% for HHI of \$100K+ to 81% for HHI of \$60K to just under \$100K), when compared to those with a household income of less than \$40K (68%).

Differences by Travel Patterns and Awareness of Consular Services

Those more likely to report they are very/somewhat likely to consult the TAA's include:

- Respondents who have used travel.gc.ca many times (97%), when compared to those who have used it only once or twice (86%) and those who have not used it (76%);
- Those who say they are very/mostly familiar with the TAA's (92%) and travel.gc.ca (92%), relative to those who are somewhat familiar (83% and 86%, respectively) or not too/not at all familiar (63% and 69%, respectively);



- Those who report they are very/mostly familiar with consular services (92%), relative to those who are somewhat familiar (84%) or not familiar (71%);
- Respondents who cite 'business' as their primary purpose of international travel (85%), relative to those who say they travel internationally primarily for pleasure, leisure, and visiting friends/family (79%); and
- Those who have held a valid passport (78%), when compared to those who have not or are unsure if they have (66%).

Intent to consult the travel.gc.ca website for future travel is similarly strong, though slightly lower than intent to consult the TAAs specifically. Nearly three-quarters (74%) say they would be likely to use travel.gc.ca, including roughly one-third (32%) who report they would be '*very likely*' and about two in five (42%) who say they are '*somewhat likely*.' Just over one in four (26%) indicate they would be unlikely to consult the website, which is comprised of 17% who say they are '*not very likely*' and 8% who indicate they are '*not likely at all*.'

Likelihood to consult the website is lowest among younger respondents, aged 18 to 24 (62% vs. 73% - age 25-44; 79% - age 45-64; 74% - age 65+). Furthermore, respondents aged 45+ are more inclined to say they are '*very likely*' (35%-38%) to consult the website, when compared to those who are aged 25 to 44 (29%).

As with consulting TAAs, international travellers report higher intent to use travel.gc.ca (77%), relative to non-travellers (71%). Correspondingly, non-travellers are more likely overall to indicate they would be unlikely to use the website (29% vs. 23%). The difference appears to be driven in part by a large proportion of international travellers who say they are '*somewhat likely*' to consult the website (43% vs. 37% among non-travellers), as well as a notably higher proportion of non-travellers who say they are '*not likely at all*' to use travel.gc.ca (16% vs. 6%).

Table 18 – LIKELIHOOD TO USE TRAVEL.GC.CA FOR FUTURE TRIPS

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET LIKELY – TOP 2 BOX	74	62	73	79	74	77	71
Very likely	32	18	29	35	38	34	34
Somewhat likely	42	44	44	44	36	43	37
Not very likely	17	27	17	14	16	18	13
Not likely at all	9	10	10	7	11	6	16
NET UNLIKELY – BOTTOM 2 BOX	26	38	27	21	26	23	29
n=	1500	164	523	465	348	1415	410

Q19. If you were planning your next or first trip abroad, how likely would you be to consult ... The *travel.gc.ca* website? Base: Total sample.

Regional Variations

- Respondents residing in Quebec (68%) and the Prairie provinces (71%) are least likely to report they are very/somewhat likely to consult the website, relative to those residing in the Atlantic provinces (84%), British Columbia and the North (82%), and Ontario (77%).



Demographic and Socio-Economic Variations

Likelihood to consult the travel.gc.ca website (net very/somewhat) is highest among:

- University-educated (81%), relative to those with a college education (72%) or whose highest level of educational attainment is high school (69%);
- Households with an annual income of \$40K or more (ranging from 73% for HHI of \$100K+ to 79% for HHI of \$40K to just under \$60K), when compared to those with a household income of less than \$40K (66%); and
- Anglophones (76%) vs. Francophones (66%).

Differences by Travel Patterns and Awareness of Consular Services

Those more likely to report they are very/somewhat likely to consult travel.gc.ca include:

- Respondents who have used travel.gc.ca many times (97%), when compared to those who have used it only once or twice (86%) and those who have not used it (68%);
- Those who say they are very/mostly familiar with travel.gc.ca (95%) and the TAA's (87%), relative to those who are somewhat familiar (86% and 79%, respectively) or not too/not at all familiar (64% and 62%, respectively);
- Those who report they are very/mostly familiar with consular services (93%), relative to those who are somewhat familiar (81%) or not familiar (68%);
- Respondents who cite 'business' as their primary purpose of international travel (83%), relative to those who say they travel internationally primarily for pleasure, leisure, and visiting friends/family (75%); and
- Those who have held a valid passport (75%), when compared to those who have not or are unsure if they have (65%).

Despite their likelihood to consult the TAAs or travel.gc.ca, respondents were asked at what point in their travel planning they would typically (or would be likely to) check destination-specific TAAs. A majority of respondents indicate they would check the TAAs well in advance of their departure – over one-third (36%) indicate they would consult the TAAs months before leaving and just under three in ten (29%) say they would do so weeks before their departure. Notably, over one in ten (13%) say they would check this information multiple times throughout their travel planning and travel. Smaller proportions report they would typically check destination-specific TAAs closer to their travel date, with 9% who say they would consult them days before departure. Very few indicate they would check upon arrival (1%) or only if something happens during the trip (2%). One in ten (10%) say they would not use this information at all.

Across age groups, early consultation remains the dominant pattern with a majority who indicate they would consult this information months or weeks before departure.

By traveller type:

- International travellers are more likely than non-travellers to report consulting the TAAs months (40% vs. 34%) or weeks (31% vs. 19%) before their departure.
- As to be expected, international travellers are far less likely to indicate they would not use the information at all (5% vs. 18%).
- Non-travellers are comparatively more likely to report consulting the information multiple times throughout planning and travel, relative to international travellers (17% vs. 12%).

**Table 19 – TIMING OF CONSULTING DESTINATION-SPECIFIC TRAVEL ADVICE AND ADVISORIES**

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Months before leaving	36	38	33	34	41	40	34
Weeks before leaving	29	27	34	30	22	31	19
Days before leaving	9	8	11	11	6	9	8
On arrival at destination	1	4	1	<1	<1	1	1
Only if something happens during the trip	2	1	2	2	2	2	2
Multiple times throughout planning and travel	13	14	9	14	16	12	17
I do not/would not use this information	10	9	10	8	12	5	18
n=	1500	164	523	465	348	1415	410

Q20. At what point do you typically or would you be likely to check destination-specific Travel Advice and Advisories? Base: Total sample.

Regional Variations

- A higher proportion of those living in Atlantic Canada say they would consult destination-specific TAA's months before leaving (50%), relative to those living in Quebec (32%), Ontario (36%), and the Prairie provinces (39%).

Demographic and Socio-Economic Variations

Those who check destination-specific TAA's months before leaving tend to be:

- Anglophones (38%) vs. Francophones (31%); and
- Those who have a household income of \$60K or more (37% - \$60K to less than \$100K; 41% - \$100K+), relative to those with a household income of less than \$40K (30%).

Those who check destination-specific TAA's weeks before leaving tend to be:

- University-educated (38%), relative to those with a college level education (27%) or high school or less (23%); and
- Men (32%), relative to women (26%).

Differences by Travel Patterns and Awareness of Consular Services

Across travel patterns and awareness of consular services no significant differences are observed among those who indicate they would or typically consult destination-specific TAA's months before leaving. However, there are a few variations among those who say they would check this information weeks before leaving. Those more likely to do so include:

- Those who are at least somewhat familiar with consular services (ranges from 37% to 41%), when compared to those who are not familiar (24%);
- Respondents who are at least somewhat familiar with travel.gc.ca (ranges from 33% to 38%), relative to those who are not familiar (25%);
- Those who are very/mostly familiar with the Government of Canada Travel Advice and Advisories (37%), when compared to those who are somewhat familiar (31%) or not familiar (23%); and
- Respondents who travel at least once every few years (ranges from 33% to 36%), relative to those who rarely or never travel (23%).



C. Registration of Canadians Abroad

The Registration of Canadians Abroad service is a free Government of Canada service that allows Canadians travelling or living abroad to register their trip details. The service enables the Government of Canada to contact registrants in the event of an emergency at their destination, such as a natural disaster or civil unrest, or in the case of a personal emergency at home.

1. Awareness of Registration of Canadians Abroad

Overall awareness of the service is limited. Just over one-third of respondents (35%) indicate they were aware of the service, including 13% who say they were definitely aware and 22% who had heard of it but did not know much about it. Nearly two-thirds (65%) report they were not aware of the service prior to completing the survey.

Awareness is generally consistent by age, with moderate proportions across all age groups who say they were previously aware (ranging from 30% for those aged 65+ to 40% for those aged 25 to 44).

By traveller type, awareness is substantially higher among international travellers (42%) compared to non-travellers (18%). Conversely, a large majority of non-travellers (82%) say they were not aware, relative to international travellers (58%).

Table 20 – AWARENESS OF THE REGISTRATION OF CANADIANS ABROAD SERVICE

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET YES	35	33	40	34	30	42	18
Yes, I was definitely aware of this service	13	9	18	13	8	17	4
Yes, I have heard of this but don't know much about it	22	24	22	22	21	26	14
No, I was not aware of this service	65	67	60	66	70	58	82
n=	1500	164	523	465	348	1415	410

Q24. Before today, were you aware of the Registration of Canadians Abroad service? Base: Total sample.

Regional Variations

- Awareness (net yes) is higher among those in British Columbia and the North (44%) and Ontario (39%), relative to Quebec (32%) and the Prairie provinces (31%).

Demographic and Socio-Economic Variations

Those more likely to report being aware of the Registration of Canadians Abroad service include:

- Those with a college level (35%) or university education (45%), relative to those with a high school education or less (25%);
- Respondents in households with an annual income of \$40K or more (ranges from 37% to 44%), compared to those with incomes of less than \$40K (25%);
- Men (38%) versus women (32%); and
- Anglophones (36%), compared to Francophones (30%).



Differences by Travel Patterns and Awareness of Consular Services

Awareness differs by:

- Use of travel.gc.ca – Those who have visited travel.gc.ca many times are most likely to be aware (77%), relative to those who have visited once or twice (51%) and those who have not visited (25%).
- Familiarity with consular services – Those very/mostly familiar with consular services report higher awareness (77%) than those somewhat familiar (58%) and those not too/not at all familiar (19%).
- Familiarity with travel.gc.ca – Those very/mostly familiar with travel.gc.ca report substantially higher awareness (71%) than those who are somewhat familiar (52%) and those not too/not at all familiar (19%).
- Purpose of travel – Those travelling primarily for business report higher awareness (63%) than those travelling for pleasure/leisure or visiting friends/family (39%).
- Awareness of risk levels – Those aware of all four risk levels report higher awareness of Registration of Canadians Abroad (63%), relative to those who are generally aware of risk levels but not the specific four (48%) and those not aware (12%).
- Familiarity with Travel Advice and Advisories – Those very/mostly familiar report higher awareness (61%) than those somewhat familiar (42%) and those not too/not at all familiar (13%).
- Frequency of travel – Those who travel internationally several times a year are more likely to be aware of the service (54%) than those who travel less frequently (41% - once a year/once every few years; 21% - rarely/never).

2. Use of the Registration of Canadians Abroad Service

Among those aware of Registration of Canadians Abroad, a follow-up question was asked to better understand the frequency with which respondents register their trips through the service.

Use of the service is mixed, with a minority who report registering their trips consistently – 10% say they do it for all trips and 18% indicate registering for most trips. Nearly one-quarter (24%) register less consistently, saying they do so for *'some trips.'* Four in ten (42%) indicate they have never registered their trips through the service and a very small proportion (6%) say they simply do not travel internationally.

Respondents 45 years of age or older are much more likely to report they have never used the service (53% - age 65+; 46% - age 45-64), when compared to those aged 25 to 44 (34%).

The small base size of non-travellers who are aware of the service precludes further analysis by traveller type, region or demographics.

**Table 21 – FREQUENCY OF REGISTERING TRIPS WITH REGISTRATION OF CANADIANS ABROAD**

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
All trips	10	10	13	8	9	11	7
Most trips	18	18	28	9	10	19	9
Some trips	24	33	24	28	14	25	7
Never	42	36	34	46	53	43	43
Not applicable/I do not travel internationally	6	2	1	9	13	1	35
n=	524	53	208	158	104	595	75

Q25. How often do you register your trips through the Registration of Canadians Abroad service? Base: Those aware of the Registration of Canadians Abroad service.

In order to accurately assess intent to use the service, all respondents were shown the following information before being asked whether they planned to use the Registration of Canadians Abroad service for any future trips abroad:

“Registration of Canadians Abroad is a free service that allows the Government of Canada to notify you in case of an emergency at your destination or a personal emergency at home. The service also enables you to receive important information before or during a natural disaster or civil unrest.”

Overall, more than three-quarters (77%) indicate they would consider using the service for future travel, including 28% who say they would definitely use it and 49% who say they might consider it or are not sure. Just under one in ten (9%) state they would not use the service, while 13% indicate the question was not applicable because they did not plan to travel abroad.

Intent to use the service (net yes) is lowest among the oldest cohort (70% for those aged 65 and older vs. 79%-81% for those younger). Younger respondents, aged 18 to 24, are most likely to indicate they might consider using the service (61%), relative to those who are older (ranges from 42% to 50%).

International travellers express particularly strong intent to use Registration of Canadians Abroad relative to non travellers – with 31% who say they would definitely use the service (vs. 21% for non-travellers) and 56% who say they would consider it (vs. 31% for non-travellers), for a combined net yes of 87% (vs. 52% for non-travellers).

Table 22 – INTENT TO USE THE REGISTRATION OF CANADIANS ABROAD SERVICE FOR FUTURE TRIPS

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET YES	77	81	79	80	70	87	52
Yes, definitely	28	20	30	30	28	31	21
Yes, I might consider it/I'm not sure	49	61	49	50	42	56	31
No	9	12	13	8	5	10	6
Not applicable/I don't plan to travel abroad	13	7	8	12	25	3	42
n=	1500	164	523	465	348	1415	410

Q26. Do you plan to use the Registration of Canadians Abroad service for any future trips abroad? Base: Total sample.



Regional Variations

- Respondents residing in British Columbia and the North are most likely to say they would use the service (definitely/might consider it) for future trips abroad (88%), relative to all other regions (ranges from 72% to 80%).
- Notably, Quebec residents are more likely to report they would '*definitely*' use it (37%), relative to residents of Ontario (27%) and the Prairies provinces (22%).

Demographic and Socio-Economic Variations

Respondents more likely to say they plan to use the Registration of Canadians Abroad service (net yes) for future international trips include:

- Those with household incomes of \$100K or more (89%);
- University-educated (85%); and
- Men (80%).

Differences by Travel Patterns and Awareness of Consular Services

Respondents more likely to say they would '*definitely*' use the Registration of Canadians Abroad service in the future are those who:

- Are '*definitely aware*' of the service (61%);
- Have used travel.gc.ca many times (58%);
- Are very/mostly familiar with consular services (55%);
- Are aware of the four specific risk levels (47%);
- Are very/mostly familiar with travel.gc.ca (46%);
- Are very/mostly familiar with Government of Canada Travel Advice and Advisories (43%); and
- Travel internationally several times a year (36%) or once a year/once every few years (31%).

Among those who said they would not plan to use the service for future trips, the most commonly cited reason is that they do not see a need for the service (48%). Smaller proportions indicate that they do not understand its purpose or benefits (10%), they feel safe travelling without it (10%), or that they have privacy concerns disclosing personal information (5%). Practical considerations such as inconvenience are mentioned by relatively few (4%), while 18% cite other reasons.

The small base size in terms of those responding to this question precludes any further analysis by age or traveller status.

**Table 23 – REASONS FOR NOT USING THE REGISTRATION OF CANADIANS ABROAD SERVICE FOR FUTURE TRIPS**

	TOTAL
	%
I don't see a need for it	48
I don't understand the purpose of benefits of it	10
I only travel to safe destinations/I feel safe without it	10
Privacy issue/I don't trust the government	5
It's inconvenient/too much of a hassle	4
I don't know/not sure	4
Other	18
	n= 142

Q27. Please elaborate on why you choose not to use the Registration of Canadians Abroad service for future trips? Base: Those who do not plan to use the Registration of Canadians Abroad service for any future trips abroad.

D. Risk Levels

The Government of Canada assigns one of four official travel risk levels to destinations worldwide. These four risk levels include: take normal precautions, exercise a high degree of caution, avoid non-essential travel, and avoid all travel. These risk levels are intended to provide Canadians with clear guidance about safety and security conditions abroad and to inform travel decision-making.

1. Awareness of Risk Levels

Just over half of respondents (55%) indicate they were aware prior to completing the survey that the Government of Canada uses four official travel risk levels. This includes 21% who say they were aware of the four specific levels and 34% who were aware that travel risk levels exist, but not the four official categories specifically. Notably, just under half of respondents (45%) report they were entirely unaware of risk levels.

By age, respondents aged 18 to 44, are more likely to report an overall awareness of the risk levels (65% for those aged 18 to 24; 60% for those aged 25 to 44), when compared to those who are older (51% for those aged 45 to 64; 48% for those aged 65+). In contrast, older respondents are more likely to indicate they were not aware of the risk levels (49% - age 45-64; 52% - age 65+).

Not surprisingly, international travellers demonstrate substantially higher awareness (64% net yes) compared to non-travellers (34%). Conversely, two-thirds (66%) of non-travellers report they were not aware that the Government of Canada uses four official travel risk levels – 30 points higher than the proportion of international travellers who indicate they were unaware (36%)

**Table 24 – AWARENESS OF THE GOVERNMENT OF CANADA’S FOUR OFFICIAL TRAVEL RISK LEVELS**

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT’L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET YES	55	65	60	51	48	64	34
Yes, I was aware of the 4 risk levels	21	24	24	20	17	25	10
Yes, I was aware of travel risk levels, but not these 4 specifically	34	41	37	32	31	39	23
No, I was not aware of this	45	35	40	49	52	36	66
n=	1500	164	523	465	348	1415	410

Q28. Before today, were you aware that the Government of Canada uses four official travel risk levels? The risk levels are take normal precautions, exercise a high degree of caution, avoid non-essential travel, and avoid all travel. Base: Total sample.

Regional Variations

- Overall awareness of the risk levels (net yes) is higher among respondents residing in Quebec (63%), compared to those residing in Ontario (55%) and the Prairie provinces (53%).

Demographic and Socio-Economic Variations

Awareness of the risk levels (net yes) differs by:

- Education – Respondents with a university level education are more aware (70%), when compared to those with a college level education (53%) or high school or less (43%).
- Household income – Those with a household income of \$100K or more are more likely to report awareness (69%), compared to those with household incomes less than \$100K (ranges from 38% to 58%).
- Language spoken – Francophones report higher awareness, relative to Anglophones (62% vs. 53%).
- Gender – Men are more aware than women (59% vs. 51%).

Differences by Travel Patterns and Awareness of Consular Services

Awareness of the risk levels (net yes) is higher among those who:

- Have visited travel.gc.ca many times (93%), relative to those who have visited once or twice (73%) and those who have not visited (51%);
- Are ‘*definitely aware*’ of the Registration of Canadians Abroad service (93%), relative to those who say they have heard of it (81%) and those not aware (39%);
- Are very/mostly familiar with consular services (90%), compared to those somewhat familiar (77%) and those not too/not at all familiar (41%);
- Are very/mostly familiar with travel.gc.ca (88%), relative to those who are somewhat familiar (71%) and those not too/not at all familiar (40%);
- Are very/mostly familiar with the TAA’s (84%) compared to those somewhat familiar (67%) and those not too/not at all familiar (29%);
- Travel internationally several times a year (75%), relative to those who travel less frequently (63% - once a year/once every few years; 40% - rarely/never); and
- Travel primarily for business (74%) compared to those travelling for pleasure/leisure or visiting friends/family (61%).



2. Use and Knowledge of Risk Levels

When asked whether they have ever changed or reconsidered their travel plans because of a risk level, three in ten (30%) report they have. This includes a small proportion (7%) who say they have done so many times and just over two in five (23%) who report having done so once or twice. A majority of respondents (70%) indicate they have never changed their travel plans due to a risk level.

Across age groups, those most likely to indicate they have changed or reconsidered their travel plans because of a risk level either many times or once or twice, includes those aged 18 to 24 (37%) and those aged 25 to 44 (37%). Conversely, those most likely to report never having changed plans are those aged 45 to 64 (75%) and those aged 65 and older (77%).

By traveller status, international travellers are more than twice as likely as non-travellers to report having changed or reconsidered travel plans due to a risk level (37% vs. 16%). Non-travellers, unsurprisingly, are far more likely to indicate they have never done so (84% vs. 63%).

Table 25 – IMPACT OF RISK LEVELS ON PAST TRAVEL PLANS

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET YES	30	37	37	25	23	37	16
Yes, many times	7	12	11	4	2	8	3
Yes, once or twice	23	26	27	21	21	29	12
No	70	63	63	75	77	63	84
n=	1500	164	523	465	348	1415	410

Q29. Have you ever changed or reconsidered your travel plans because of a risk level? Base: Total sample.

Regional Variations

- A higher proportion of those residing in British Columbia and the North (37%), Quebec (36%), and Ontario (32%) say they have changed or reconsidered their travel plans because of a risk level, when compared to those residing in the Prairie provinces (26%).

Demographic and Socio-Economic Variations

- Those with a university level education are more likely to indicate they have changed or reconsidered plans (36%), relative to those with a college level education (30%) and a high school education or less (25%).

Differences by Travel Patterns and Awareness of Consular Services

Propensity to have changed or reconsidered travel plans because of a risk level is linked to one's familiarity with the array of services offered by Global Affairs Canada. Those who say they have changed or reconsidered plans is higher among those:

- Who have used travel.gc.ca many times (64%);
- 'Definitely aware' of the Registration of Canadians Abroad service (57%);
- Very/mostly familiar with consular services (57%);
- Very/mostly familiar with travel.gc.ca (55%);
- Aware of the 4 specific risk levels (54%);



- Very/mostly familiar with the Travel Advice and Advisories (51%);
- Who travel internationally several times a year (51%); and
- Travelling primarily for business (50%).

Those who indicated they had never changed or reconsidered their travel plans because of a risk level, were asked a follow-up question to better understand what precautions (if any) they took instead. The plurality of respondents (49%) indicate they did not take any additional precautions. Alternative steps taken by nearly one-quarter or more include purchasing travel insurance (27%) and monitoring the news or government updates (24%). More than one in ten report carrying fewer valuables (16%) or adjusting their travel itinerary or activities (13%). While very few report registering with the Registration of Canadians Abroad service (5%) or some other (4%) precaution.

Across age groups, the precautionary steps taken vary minimally with one exception – those aged 65 and older (35%) are most likely to report purchasing travel insurance, relative to those who are younger.

Relative to non-travellers, international travellers are more likely to say they took the following precautions:

- Purchased travel insurance (34% vs. 18%); and
- Monitored the news or government updates (29% vs. 14%).

Conversely, a larger proportion of non-travellers say they did not take any precautions, relative to international travellers (61% vs. 41%).

Table 26 – PRECAUTIONARY STEPS TAKEN

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
I didn't take any precautions	49	54	50	46	47	41	61
Purchased travel insurance	27	19	24	27	35	34	18
Monitored the news or government updates	24	15	22	29	24	29	14
Carried fewer valuables	16	15	16	14	19	18	12
Adjusted itinerary or activities	13	12	18	14	8	16	9
Signed up for Registration of Canadians Abroad	5	1	5	6	6	5	5
Other	4	4	2	5	5	3	7
n=	1047	103	327	347	269	895	346

Q30. What precautions did you take instead? Please select as many as apply. Base: Those who have never changed or reconsidered their travel plans because of a risk level.

Regional Variations

- Respondents residing in British Columbia and the North are most likely to indicate purchasing travel insurance (40%) as a precaution, relative to all other regions (ranges from 27% to 28%).

Demographic and Socio-Economic Variations

- Relative to women, men are more likely to say they monitored the news or government updates as a precaution (29% vs. 20%).



- Respondents with household incomes less than \$40K are most likely to say they didn't take any precautions (60%), relative to those with household incomes of \$40K or more (ranging from 38% to 48%).
- Those whose highest level of educational attainment is high school are most likely to report not taking any precautions (61%), relative to those with a higher level of educational attainment (ranges from 37% to 45%).

When asked whether respondents were aware that a change in a destination's risk level might affect the validity of travel insurance coverage, fewer than three in ten (28%) indicate they were aware of this possibility. A majority (56%) report they were unaware and a further 16% report being unsure.

Awareness of a change in a destination's risk level affecting the validity of travel insurance coverage is highest among respondents aged 25 to 44 (32% vs. 22% to 26% for other cohorts). Younger respondents, aged 18 to 24, are most likely to report they were unaware (65%).

International travellers are more likely to report awareness of potential insurance implications (32% vs. 18%), while non-travellers are more likely to be unaware (61% vs. 53%) or unsure (21% vs. 15%).

Table 27 – AWARENESS OF THE IMPACT OF RISK LEVELS ON THE VALIDITY OF TRAVEL INSURANCE COVERAGE

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Yes	28	22	32	26	25	32	18
No	56	65	55	56	55	53	61
Not sure	16	14	13	18	21	15	21
n=	1500	164	523	465	348	1415	410

Q31. Before today, were you aware that a change in a destination's risk level might affect the validity of travel insurance coverage?
Base: Total sample.

Demographic and Socio-Economic Variations

- Men are more likely to say they were aware that a change in risk level could impact the validity of travel insurance coverage (31%) while women are more likely to say they were not aware of this (59%).
- Those with a household income of less than \$40K are least likely to say they were aware of this possibility (20%), relative to those with a household income of \$40K or more (ranges from 30% to 32%).
- Respondents with a university education report higher awareness of potential insurance implications (34%), relative to those with an education below the university level (ranges from 22% to 26%).

Differences by Travel Patterns and Awareness of Consular Services

Respondents more likely to say 'yes' they were aware a change in a destination's risk level could affect travel insurance coverage are those who:

- Are 'definitely aware' of the Registration of Canadians Abroad service (67%);
- Are very/mostly familiar with consular services (61%);
- Have used travel.gc.ca many times (60%);



- Are very/mostly familiar with travel.gc.ca (56%);
- Are aware of the four specific risk levels (53%);
- Cite ‘business’ as their primary purpose for international travel (51%);
- Are very/mostly familiar with Government of Canada Travel Advice and Advisories (46%); and
- Travel internationally several times a year (44%).

E. Consular Services

This section examines Canadians’ awareness, understanding, and perceptions of Government of Canada consular services, including familiarity with the services, knowledge of what they provide and who is eligible, understanding of financial assistance and service limitations, awareness of how services are funded, and knowledge of how to access support when needed.

Overall, findings reveal a consistent pattern: familiarity with consular services is limited, understanding is fragmented, and uncertainty is widespread across multiple dimensions, including eligibility, financial assistance, funding mechanisms, and access channels. Misconceptions are particularly evident in relation to financial and legal interventions, where many Canadians either overestimate the scope of government support abroad or are unsure about what assistance can realistically be provided. At the same time, once given a brief explanation of consular services, Canadians overwhelmingly perceive them as useful, suggesting strong latent value despite low baseline awareness.

Travel experience emerges as a key differentiator throughout this section. International travellers consistently demonstrate higher familiarity and stronger knowledge across most measures – including services provided, funding sources, and access channels. However, greater exposure does not always translate into more accurate understanding; those who are more familiar are often more likely to endorse both correct and incorrect statements, suggesting broader awareness accompanied by inflated or blurred expectations. The non-traveller sub-group, by contrast, are more likely to express uncertainty across nearly all items, reinforcing a broader pattern of lower engagement with consular-related information.

Age, education, and income also shape knowledge patterns. Older and higher socio-economic status respondents tend to demonstrate stronger understanding of service limits and documentation-related supports, while younger Canadians show somewhat stronger awareness of certain financial assistance mechanisms. However, knowledge gaps persist across all demographic groups.

Taken together, the findings point to four distinct but related challenges:

- low baseline awareness of consular services;
- partial and uneven understanding of what services include and who is eligible;
- inflated expectations regarding financial, legal, or material intervention; and
- limited understanding of how services are funded and how they can be accessed.

Each of these has different implications for public communications, expectation-setting, digital engagement strategies, and efforts to ensure Canadians understand when, how, and under what conditions consular services can assist them.



1. Familiarity With and Perceived Usefulness of Consular Services

Familiarity with consular services is limited. Two-thirds of respondents (66%) report little to no familiarity, including one-third (34%) who say they are *'not at all familiar.'* Even among those who express some awareness, familiarity tends to be superficial – only 13% describe themselves as *'very'* or *'mostly familiar.'*

Familiarity appears to follow a clear life-stage pattern. Respondents aged 25-44 stand out as the most knowledgeable group, although just one in five (20%) describe themselves as *'very/mostly familiar.'* In contrast, both younger adults (18-24) and older respondents (45+) are more likely to report low familiarity – 72% for those aged 65+, 69% for those 18-24 years of age, and 68% for those 45-64. While a high proportion of respondents between the ages of 25 and 44 (60%) are also unfamiliar with consular services, this is significantly lower relative to those in other age groups. This suggests that awareness peaks during prime travel and family-formation years and declines at either end of the age spectrum.

International travel experience is strongly associated with familiarity. Non-travellers are less aware of consular services – four in five (80%) report low familiarity compared to 60% among international travellers. Fully 53% of non-travellers say they are *'not at all familiar,'* twice as many relative to international travellers (26%), indicating that consular services are largely outside the awareness of Canadians who have not travelled internationally in recent years or are not planning to do so within the next few years.

Table 28 – FAMILIARITY WITH CONSULAR SERVICES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
TOTAL VERY/MOSTLY FAMILIAR	13	13	20	10	8	16	4
Very familiar	4	5	6	3	1	5	1
Mostly familiar	10	9	14	7	7	12	3
Somewhat familiar	20	18	20	22	20	23	16
Not too familiar	32	32	29	35	34	35	27
Not at all familiar	34	37	31	33	39	26	53
TOTAL NOT TOO/NOT AT ALL FAMILIAR	66	69	60	68	72	60	80
n=	1500	164	523	465	348	1415	410

Q32. How familiar are you with consular services? Base: Total sample

Regional Variations

- Across the regions, a higher proportion of those living in Quebec (70%) report being *'not too/at all familiar'* relative to those in B.C./North (62%) and Ontario (61%).

Demographic and Socio-economic Variations

- Educational attainment – University-educated respondents (22%) report higher levels of familiarity relative to those with a college education (11%).
- Gender – Men (18%) are more familiar (*'mostly/very familiar'*) compared to women (9%).



Differences by Travel Patterns and Awareness of Consular Services

- Purpose of travel – Familiarity (*very/mostly*) is higher among those for whom business is the main reason for travelling internationally (38%), compared to those who say they primarily travel for pleasure, leisure, or visiting friends and family (15%).
- Frequency of travel – More frequent travellers – those travelling internationally several times a year – also express higher levels of familiarity (27%), compared to those who travel yearly or once every few years (16%).

Respondents were provided with a short explanation of consular services as follows: *consular services are the services provided by the Government of Canada through its embassies, consulates and offices abroad to Canadian citizens living or travelling outside of Canada.* Based on this information and regardless of their level of familiarity, they were then asked how useful consular services would be to them or their family if they needed help when travelling abroad.

Despite generally low familiarity, perceived usefulness of consular services is quite high once respondents understand what the services involve. More than three-quarters (77%) feel the services would be useful, including 43% who consider them *'very useful'*. Very few view consular services as not useful (7%), although a meaningful minority (16%) remain unsure – suggesting room for clearer communication about when and how consular services apply.

While overall perceived usefulness is consistent across age groups, the intensity of perceived value varies. Older respondents – particularly those aged 45 and over – are much more likely to view consular services as *'very useful'* (54% - age 65+; 49% - age 45-64), whereas younger adults tend to see them as only *'moderately useful'* (48% - age 18-24; 43% - age 25-44). This may reflect differences in risk perception, travel confidence, or prior experience navigating challenges abroad.

International travellers are more likely than non-travellers to view consular services as useful overall (83% vs. 67%, respectively). While both groups are equally likely to rate the services as *'very useful'*, international travellers are more inclined to see them as *'moderately useful'*, whereas non-travellers are more likely to be unsure. This suggests that international travel experience increases appreciation of the role consular services can play, even if expectations vary.

Table 29 – PERCEIVED USEFULNESS OF CONSULAR SERVICES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
TOTAL USEFUL	77	75	77	78	76	83	67
Very useful	43	27	35	49	54	46	41
Moderately useful	34	48	43	29	22	37	26
Not very useful	5	5	7	4	4	5	4
Not useful at all	2	2	3	2	2	1	4
TOTAL NOT USEFUL	7	7	10	6	5	6	8
Not sure	16	17	13	16	19	11	26
n=	1500	164	523	465	348	1415	410

Q35. How useful do you think consular services would be to you or your family if you needed help abroad? Base: Total sample



Regional Variations

- Respondents in B.C./North (84%) are more likely to view consular services as useful, compared to those in the Prairies or Ontario (77% in each). Perceived utility of consular services is similarly high in Quebec and Atlantic Canada (79%), although not statistically different from other provinces/regions.

Demographic and Socio-economic Variations

- Educational attainment – Respondents with a university education (87%) are more inclined to view consular services as useful, compared to those with a college (74%) or high school education (71%).
- Household income – The perceived utility of consular services varies markedly based on household income. It is lowest for those earning less than \$40K annually (67%) and increases with income – 79% among those earning \$40K to less than \$60K; 81% (\$60K to less than \$100K); and 85% (\$100K or more).
- Gender – A higher proportion of men (80%) rate these services as useful relative to women (75%).

Differences by Travel Patterns and Awareness of Consular Services

- Perceived usefulness of consular services is higher among:
 - Those with higher levels of familiarity with consular services – 95% among respondents who are *'very/mostly familiar'*; 86% among those who are *'somewhat familiar'*; 71% for those who are *'not too/at all familiar'*;
 - Those indicating familiarity with travel.gc.ca – 91% among respondents who are *'very/mostly familiar'*; 82% for those who are *'somewhat familiar'*; 71% among those *'not too/not at all familiar'*;
 - Respondents aware of the 4 risk levels – 90% versus 68% among those who are not;
 - Those familiar with TAA's – 90% among those who are *'very/mostly familiar'*; 81% for those who are *'somewhat familiar'*; 66% among those *'not too/not at all familiar'*;
 - Users of travel.gc.ca – 92% among those who say they have used the website *many times* or those having used it *once or twice* (86%), compared to other who have not (76%);
 - Higher on the knowledge index of consular services – those classified as having medium (88%) or higher (87%) knowledge levels vs. others with low levels of knowledge (55%);
 - Respondents travelling more regularly – 84% among those travelling *'yearly/once every few years'*; 83% among those travelling *'several times a year'*; 70% among those who *'rarely/never travel'*; and
 - Passport holders – Respondents holding a valid passport (80%) relative to others (56%).

2. Knowledge of Consular Services

All respondents were asked a series of questions to gauge their understanding of consular services – what the services are and who is eligible to receive them. These questions were asked after gauging their level of familiarity with consular services, but prior to providing them with an explanation and assessing perceived usefulness.

Respondents' understanding of consular services is fragmented. While half (50%) correctly identify consular services as assistance provided by Canadian government offices abroad to Canadians who are travelling or living abroad, far fewer (28%) recognize their role in travel preparation and safety guidance.



At the same time, a substantial share of respondents are either unsure (29%) or associate consular services with functions that fall outside the Government of Canada's mandate. Misunderstandings tend to fall into three broad areas – confusion with services delivered by foreign governments, conflation with travel industry supports, and assumptions that consular services are delivered through international partnerships rather than directly by the Government of Canada:

- 25% say these are services offered through international partnerships to provide Canadians abroad with airport support, translation and emergency coordination;
- 21% understand the services to be those provided by foreign government to visitors and tourists in their countries; and
- 15% believe these are services offered to Canadians by airlines, tour operators, and other travel partners when problems arise abroad.

Across age groups, those 25 and older are more likely to correctly describe consular services as help offered by the Canadian government to assist Canadians travelling or living abroad (61% - age 65+; 55% - 45-64; 42% - 25-44), as compared to those aged 18-24 (33%).

International travellers demonstrate a more expansive – but not necessarily more accurate – understanding of consular services. They are more likely than non-travellers to select the correct definition, but also more likely to endorse incorrect options, suggesting broader exposure paired with inflated or unclear expectations. Non-travellers, by contrast, are more likely to express uncertainty (42% vs. 22%), reflecting lower overall engagement with the topic.

Table 30 – UNDERSTANDING OF CONSULAR SERVICES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON-TRAVELLERS
	%	%	%	%	%	%	%
Services provided by Canadian government offices abroad to assist Canadians who are travelling or living abroad. (CORRECT)	50	33	42	55	61	55	43
Services provided by the Government of Canada that help Canadians prepare for travel, including travel advice, destination information, and general safety guidance. (CORRECT)	28	31	27	26	29	30	21
Services provided to Canadians abroad through international partnerships, such as airport support, translation and emergency coordination.	25	21	26	26	25	27	19
Services that foreign governments provide to visitors and tourists in their countries, including visas and entry permits.	21	19	21	24	18	23	17
Travel services offered to Canadians by airlines, tour operators, and other travel industry partners when problems arise abroad.	15	10	16	14	15	17	10
Not sure	29	35	28	28	28	22	42
n=	1500	164	523	465	348	1415	410

Q33. To the best of your knowledge, which of the following most accurately describe the term “consular services?” Please select all that apply. Base: Total sample



Regional Variations

- Respondents residing in the Atlantic provinces (32%), the Prairie provinces (30%), and Ontario (28%) are more likely to say they are unsure how to describe consular services, when compared to those residing in British Columbia and the North (21%).

Demographic and Socio-Economic Variations

- By gender, a larger proportion of men correctly describe consular services as assistance for Canadians preparing to travel (31% vs. 24%), whereas women are more likely to be uncertain (33% vs. 24%).
- By language, Francophones are more likely to incorrectly identify consular services as assistance provided to Canadians abroad through international partnerships as compared to Anglophones (31% vs. 24%).
- By household income, respondents with a household income of \$100K or more are most likely to correctly describe consular services as assistance provided by Canadian government offices abroad (60%), relative to those with a household income less than \$100K (ranges from 42% to 50%). Conversely, those with a household income less than \$40K are most likely to express uncertainty (36%) when compared to those with a household income of \$40K or more (ranges from 22% to 27%).
- By education, respondents whose highest level of educational attainment is high school or college are most likely to say they are unsure of which term accurately describes consular services (35% and 33%, respectively) when compared to those with a university level education (18%).

Differences by Travel Patterns and Awareness of Consular Services

Frequency of travel and familiarity with various consular services does not necessarily correlate to a stronger understanding of the term consular services. As described in detail below, a similar pattern holds true with those who are more familiar and more likely to endorse all descriptions of consular services, accurately and inaccurately:

- Frequency of travel – Those who travel internationally several times a year are more likely to select all correct and incorrect options (ranging from 58% for services provided by Canadian government offices abroad to 26% for services offered by airlines, tour operators, and other travel industry partners), whereas those who travel rarely or never are more likely to express uncertainty (37%).
- Familiarity with travel.gc.ca – Those who are at least ‘*somewhat familiar*’ with travel.gc.ca are more likely to accurately and inaccurately describe consular services whereas respondents who are not familiar with travel.gc.ca are most likely to say they’re not sure (37%).
- Familiarity with the TAA’s – Respondents who are very/mostly familiar with the TAA’s are more likely to select each option and those who are not familiar are more likely to say they’re unsure.
- Use of travel.gc.ca – Relative to those who have used travel.gc.ca once or twice or not at all, respondents who have used travel.gc.ca many times are more likely to correctly describe consular services as assistance provided by the Government of Canada for Canadians preparing to travel (39% vs. 29% and 27%) and incorrectly describe it as services provided through international partnerships (39% vs. 28% and 25%) or services offered by airlines, tour operators and travel industry partners (26% vs. 18% and 11%).
- Awareness of the Registration of Canadians Abroad service and the risk levels – Respondents who are aware of the Registration of Canadians Abroad service or the risk levels (either generally or



- specifically) are more likely to identify all correct and incorrect options, when compared to those who are unaware of each.
- Familiarity with consular services – Those who are at least *‘somewhat familiar’* with consular services are more likely to accurately and inaccurately describe consular services by selecting each option.

Perceptions of eligibility for consular services are mixed, with no single understanding dominating. While a slight majority (54%) believe that Canadian citizens with a valid passport are eligible, many (45%) also say that the services extend to Permanent Residents as well as Canadian citizens with a valid passport. Over one-third believe these services are available to Permanent Residents of Canada (38%) or to Canadian citizens with or without a valid passport (35%). About one-quarter (23%) say that Canadian citizens without a valid passport are eligible (23%) while just over one in ten (14%) claim that this is also the case for Temporary Residents in Canada. One in five (21%) are unsure about the eligibility criteria.

Older respondents (65+) are much more likely than those in any other age group to point to Permanent Residents and Canadian citizens with a valid passport as being eligible to receive consular services (53% - 65+; 45% - 45-64; 41% - 25-44; 42% - 18-24).

As with understanding of services, international travellers are more likely to identify all potential eligibility categories, both correct and incorrect (ranging from 59% to 16%). This pattern suggests greater familiarity paired with looser assumptions about who consular services apply to. Non-travellers are significantly more likely to say they are unsure (32% vs. 14% among international travellers), reinforcing earlier findings about lower awareness overall.

Table 31 – PERCEIVED ELIGIBILITY FOR CONSULAR SERVICES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT’L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Canadian citizens with a valid passport (CORRECT)	54	50	53	56	55	59	48
Permanent Residents and Canadian citizens with a valid passport	45	42	41	45	53	49	40
Permanent Residents of Canada	38	37	38	38	38	42	33
Canadian citizens with or without a valid passport (CORRECT)	35	32	34	38	33	40	26
Canadian citizens without a valid passport (CORRECT)	23	17	22	27	21	26	17
Temporary Residents in Canada	14	17	13	14	13	16	10
Not sure	21	20	19	22	22	14	32
n=	1500	164	523	465	348	1415	410

Q34. Who do you believe is eligible to receive consular services from the Government of Canada? Base: Total sample

Regional Variations

- A higher proportion of respondents residing in British Columbia and the North say Canadian citizens with a valid passport (66%) are eligible to receive consular services, relative to all other regions (ranging from 54% to 56%).



- Residents of British Columbia and the North are also more likely to say Canadian citizens with or without a valid passport (45%) are eligible, relative to those residing Quebec (31%), the Prairie provinces (35%) and Ontario (37%).

Demographic and Socio-Economic Variations

- Relative to women, men are more likely to correctly identify those eligible to receive consular services:
 - Canadian citizens with a valid passport (59% vs. 49%);
 - Canadian citizens without a valid passport (27% vs. 18%); and
 - Canadian citizens with or without a valid passport (39% vs. 30%).
- Women on the other hand, are more likely to say they're unsure who is eligible (27% vs. 15%).
- Respondents with a household income of less than \$40K are least likely to identify Canadian citizens with or without a valid passport (29%) and most likely to express uncertainty (25%), relative to those with greater household incomes.
- Those with a university level education more frequently report the following groups as eligible to receive consular services, when compared to those with a college level education or high school or less:
 - Canadian citizens with a valid passport (63% vs. 52% and 48%, respectively);
 - Permanent residents and Canadian citizens with a valid passport (52% vs. 43% and 41%, respectively);
 - Canadian citizens with or without a valid passport (45% vs. 34% and 26%, respectively);
 - Canadian citizens without a valid passport (29% vs. 23% and 16%, respectively); and
 - Temporary residents in Canada (18% vs. 12% each).
- In contrast, respondents whose highest level of education is college or high school are more likely to express uncertainty about who is eligible to receive consular services (23% and 26%, respectively), as compared to those with a university level education (14%).

Differences by Travel Patterns and Awareness of Consular Services

Familiarity with and awareness of consular services is not always linked to a stronger understanding of who is and is not eligible to receive consular services.

- Frequency of travel – Relative to those who rarely or never travel, those who travel at least once every few years are most likely to correctly identify:
 - Canadian citizens with or without a valid passport (39% - once a year/once every few years; 41% - several times a year vs. 29% - rarely/never); and
 - Canadian citizens without a valid passport (25% - once a year/once every few years; 30% - several times a year vs. 19% - rarely/never).
- Familiarity with travel.gc.ca – Those who are very/mostly familiar with travel.gc.ca are more likely to identify the following groups (who are typically not eligible to receive consular services), as compared to those who are not too/not at all familiar:
 - Permanent residents of Canada (44% vs. 35%); and
 - Temporary residents of Canada (18% vs. 13%).
- Familiarity with the TAA's – Respondents who are very/mostly familiar with the TAA's more frequently select all options pertaining to both Canadian citizens and permanent residents, when compared to those who are not too/not at all familiar with the TAA's.
- Use of travel.gc.ca – Those who have used the website are more likely to identify Canadian citizens with a valid passport (62%), relative to those who have not used the site (53%).



- Awareness of the Registration of Canadians Abroad Service and familiarity with consular services – A similar pattern holds true for both audiences – those who are ‘*definitely*’ aware of the Registration of Canadians Abroad service and those who are at least ‘*somewhat*’ familiar with consular services are more likely to believe Permanent residents of Canada, Canadian citizens with a valid passport, without a valid passport, or both, are eligible to receive consular services.
- Awareness of risk levels – Those who report they are aware of the 4 specific risk levels are more likely to believe that Canadian citizens (with and without a valid passport), Permanent residents and Temporary residents are all eligible to receive consular services, as compared to those who are unaware of the risk levels.

Respondents’ understanding of what the Government of Canada can and cannot do abroad is uneven. While a majority correctly recognize several core functions of consular services, misconceptions persist – particularly regarding financial and legal interventions.

At a broad level, respondents demonstrate strongest knowledge of informational and coordination roles. Nearly three-quarters (73%) correctly indicate that the Government of Canada can contact family and friends, with consent, in the event of an accident. Similarly, 68% recognize that consular officials can provide public sources of information on local laws and regulations, and 63% understand that consular services can advocate for fair treatment under local laws. Just over half correctly identify that consular services can provide a list of local doctors and hospitals (56%) or local lawyers (53%).

However, fewer than four in ten correctly recognize the limits of consular services when it comes to direct financial or legal intervention. While 38% correctly say the Government of Canada cannot pay medical bills in the event of a medical emergency, and 37% correctly say it cannot post bail or pay legal fees, sizeable portions either believe these actions are possible or are unsure. Similarly, only 24% know that consular officials do not provide medical advice or services and 21% correctly recognize that consular services cannot secure the release of a Canadian from a foreign prison. This suggests that a significant minority overestimate the authority of the Government of Canada’s consular services and its financial role abroad.

Knowledge varies modestly by age, with older respondents generally demonstrating stronger understanding of the limits of financial and legal support. Respondents aged 45 and over are more likely than those aged 25 to 44 to correctly identify the Government’s role in contacting family or friends in the event of an accident (76% - age 65+; 75% - age 45-64; vs. 68% - age 25-44). Additionally, respondents aged 45+ are more likely than those who are younger to correctly recognize the limits related to the Government of Canada’s ability to post bail or pay legal fees (42% - age 65+; 40% - age 45-64; vs. 33% - age 25-44; 28% - age 18-24). Lastly, respondents aged 65 and older are most likely to recognize limits related to paying medical bills (45%), relative to those who are under the age of 45 (35% - age 25-44; 34% - age 18-24).

International travel experience is associated with stronger knowledge across most items. International travellers are more likely than non-travellers to correctly identify core services such as contacting family in the event of an accident (78% vs. 65%), providing information on local laws (72% vs. 62%) and advocating for fair treatment (68% vs. 54%). They are also more likely to correctly recognize consular services’ ability to provide lists of local doctors and hospitals (59% vs. 47%) and lawyers (57% vs. 42%).

Importantly, international travellers are also more likely to correctly identify service limitations – including that the Government of Canada cannot pay medical bills (41% vs. 35%) or provide medical advice (26% vs.



21%). Despite these differences, misconceptions remain evident even among those with international travel experience, particularly regarding legal intervention and medical services.

Non-travellers, by contrast, consistently demonstrate lower levels of knowledge across most items. This pattern reinforces earlier findings indicating lower familiarity and greater uncertainty among those without international travel experience.

Table 32 – KNOWLEDGE OF ASSISTANCE PROVIDED ABROAD BY GOVERNMENT OF CANADA – SET 1

SUMMARY OF CORRECT RESPONSES		TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON-TRAVELLERS
CORRECT		%	%	%	%	%	%	%
YES	Contact family or friends, with your consent, if you have an accident	73	74	68	75	76	78	65
YES	Give you public sources of information on local laws and regulations	68	65	64	72	71	72	62
YES	Advocate for fair treatment under local laws	63	62	62	65	63	68	54
YES	Provide a list of local doctors and hospitals	56	60	55	55	56	59	47
YES	Give you a list of local lawyers, if needed	53	54	54	55	49	57	42
NO	Pay medical bills in case of a medical emergency	38	34	35	39	45	41	35
NO	Post bail or pay legal fees, if needed	37	28	33	40	42	39	38
NO	Provide medical advice or services	24	16	26	25	26	26	21
NO	Get a Canadian out of a foreign prison	21	16	19	22	25	20	21
	n=	1500	164	523	465	348	1415	410

Q36. For the situations below, indicate whether you believe the Government of Canada can typically provide this type of assistance abroad? Base: Total sample

Note that additional demographics for Q36 (Table 32 above) through to Q39 (Table 35) are not shown. Please refer to the Knowledge Index (on page 59) for a broader examination of demographic patterns and a consolidated view of variation across key sub-groups.

Knowledge of additional consular functions remains moderate overall, with strongest awareness tied to passport replacement and next-of-kin notification, and weaker understanding of financial limitations related to burials and emergency circumstances as well as the Government of Canada's ability to assist in finding a funeral home in the event of a family member or friends' death abroad.

Nearly three-quarters (72%) correctly recognize that the Government of Canada can help replace a lost, stolen, damaged, or expired passport while abroad. Two-thirds (66%) correctly identify that consular officials can ask police in Canada to notify next of kin in the event of a death abroad. Roughly half correctly understand that consular services can help Canadians vote in federal elections (49%) and provide notarial services such as verifying signatures or certifying documents (47%). Just over one-third (36%) correctly indicate that consular officials can help locate a funeral home abroad in the event of a death. Similarly, only 32% correctly indicate that consular services can provide financial assistance in emergencies and exceptional circumstances – suggesting there is some confusion about the scope and conditions attached to financial support abroad.



Understanding of service limitations is more uneven. A small majority (52%) correctly recognize that the Government of Canada cannot help someone find a job overseas while fewer than four in ten (39%) are aware that consular services does not pay for burial, cremation, or transportation of remains back to Canada.

Older respondents tend to demonstrate stronger knowledge across several service areas, particularly related to documentation and end-of-life circumstances.

Those aged 45 and over are more likely than younger adults to correctly identify that consular services can help replace a passport (75% among those 45-64; 76% among those 65+, compared to 66% among those age 18-24 and 67% among those aged 25-44). Similarly, older respondents are more likely to correctly state that the government does not pay for burial, cremation, or repatriation of remains (ranging from 41%-48% for those age 45+ vs. 30%-34% for those aged 18-44). Knowledge that consular services cannot help one find employment overseas also increases with age (57% - age 65+; 55% - age 45-64; 48% - age 25-44; 47% - age 18-24).

By contrast, younger respondents are more likely to correctly identify that emergency financial assistance may be available in exceptional situations (40% - age 18-24; 37% - age 25-44), when compared to those who are older (29% - age 45-64; 23% - age 65+).

As with earlier findings, international travellers demonstrate stronger knowledge across most items compared to non-travellers. This includes correctly recognizing that consular services can:

- Help replace a passport (76% vs. 63%);
- Ask police in Canada to notify next of kin (72% vs. 59%);
- Help individuals vote in Canadian elections (52% vs. 41%);
- Provide notarial services (51% vs. 41%);
- Help find a funeral home abroad (39% vs. 30%); and
- Provide financial assistance in emergencies (35% vs. 23%).

It's important to note that knowledge related to service limitations does not vary significantly by traveller type, with about half who say consular services cannot help you find a job overseas (54% among international travellers and 49% among non-travellers) and four in ten who understand that consular services does not pay for burial, cremation or transportation of remains back to Canada (40% among international travellers and 38% among non-travellers).

Table 33 – KNOWLEDGE OF ASSISTANCE PROVIDED ABROAD BY GOVERNMENT OF CANADA – SET 2

SUMMARY OF CORRECT RESPONSES		TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON-TRAVELLERS
CORRECT		%	%	%	%	%	%	%
YES	Help you replace a lost, stolen, damaged or expired passport	72	66	67	75	76	76	63
YES	Ask police in Canada to notify next of kin, in case of a death abroad	66	64	63	71	68	72	59
NO	Help you find a job overseas	52	47	48	55	57	54	49
YES	Help you vote in Canadian elections	49	57	48	49	45	52	41
YES	Provide notarial services (verifying signatures, certifying documents)	47	46	49	46	48	51	41



NO	Pay for burial, cremation, or transportation of remains back to Canada	39	30	34	41	48	40	38
YES	Help finding a funeral home abroad in the case of a death of a family member or friend	36	32	38	33	40	39	30
YES	Provide financial assistance in emergency and exceptional situations	32	40	37	29	23	35	23
	n=	1500	164	523	465	348	1415	410

Q37. For the situations below, indicate whether you believe the Government of Canada can typically provide this type of assistance abroad? Base: Total sample

Understanding of the Government of Canada's role in providing urgent financial assistance abroad is limited and marked by considerable uncertainty. Only three in ten respondents (30%) correctly identify that the federal government may approve a repayable loan for a flight back to Canada in urgent circumstances. Even fewer (20%) correctly recognize that consular officials can help facilitate a private money transfer. By contrast, 15% believe incorrectly that the Government will issue pension or social security benefits should a Canadian abroad require urgent financial assistance. Over one in ten (14%) believe the Government of Canada does not provide any of the above-noted financial assistance while most notably, over two in five (43%) indicate they are not sure what type of financial assistance can be provided. These findings point to widespread ambiguity, suggesting an opportunity to enhance communications related to the financial assistance Canadians can expect in urgent circumstances while abroad.

While knowledge remains limited across all cohorts, some key differences are noted:

- Younger respondents demonstrate a stronger awareness of the availability of a repayable loan for a return flight (39% - age 18-24; 35% - age 25-44, compared to 26% - age 45-64; 22% - age 65+).
- By contrast, uncertainty around monetary supports available increases with age. Respondents aged 45+ are more likely to say they are 'not sure' what the Government of Canada is able to provide, relative to those who are younger (47%-49% among those aged 45+ versus 37% among those aged 18-44).

International travel experience is again associated with greater awareness of available financial supports, though knowledge remains modest even among this group. International travellers are more likely than non-travellers to correctly identify the availability of a repayable loan for a return flight (33% vs. 23%) and facilitation of a private money transfer (22% vs. 16%). However, they are also more likely to incorrectly identify that the Government of Canada has the ability to issue pension or social security benefits (17% vs. 12%). Non-travellers, in contrast, are much more likely to cite an uncertainty with respect to what kind of urgent financial assistance consular services can or cannot provide (52% vs. 39%).

Table 34 – KNOWLEDGE OF URGENT FINANCIAL ASSISTANCE PROVIDED BY CONSULAR SERVICES

		TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON-TRAVELLERS
		%	%	%	%	%	%	%
CORRECT	Approve a loan for a flight back to Canada, which must be repaid	30	39	35	26	22	33	23
CORRECT	Help in facilitating a private money transfer	20	20	22	18	20	22	16
	Issue pension or social security benefits	15	23	21	11	10	17	12



	None of the above	14	6	13	15	19	14	15
	Not sure	43	37	37	49	47	39	52
	n=	1500	164	523	465	348	1415	410

Q38. If a Canadian requires urgent financial assistance while abroad, which of the following do you believe the Government of Canada is able to provide? Base: Total sample

Understanding of the Government of Canada's role during large-scale international emergencies is comparatively stronger than for financial assistance scenarios, though important misconceptions remain – particularly regarding the provision of material supports. A substantial majority (70%) correctly indicate that consular services can provide urgent travel documents in a major emergency. Nearly seven in ten (68%) recognize that consular officials can help arrange flights back to Canada while more than half correctly believe that the Government of Canada provides urgent visas for immediate family members (58%) and transportation to a safe third country (54%).

Fewer respondents correctly recognize the limits of government support in these situations. Just over one-quarter (26%) correctly state that the Government of Canada does not assist with evacuating pets, 23% correctly indicate that it does not provide physical security, and 20% correctly say it does not provide accommodation, food, or water. This suggests that while many understand the documentation and coordination role of consular services during crises, there is either uncertainty or a tendency to overestimate the extent of direct, on-the-ground material support.

Knowledge of assistance provided by the Government of Canada in the event of a large-scale international emergency is generally consistent across all age groups.

International travellers again demonstrate stronger knowledge across most items however, there is little variation between those with international travel experience and non-travellers in relation to understanding limitations (e.g., evacuation of pets, physical security, and the provision of accommodation, food, and water). International travellers are more likely than non-travellers to correctly identify that urgent travel documents can be issued (75% vs. 59%) and that flights home can be arranged (72% vs. 60%). They are also more likely to recognize that urgent visas may be provided to immediate family members (62% vs. 47%) and that transportation to a safe third country may be facilitated (59% vs. 46%).

Table 35 – KNOWLEDGE OF ASSISTANCE PROVIDED ABROAD IN CASE OF A LARGE-SCALE INTERNATIONAL EMERGENCY

SUMMARY OF CORRECT RESPONSES		TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON-TRAVELLERS
CORRECT		%	%	%	%	%	%	%
YES	Provide urgent travel documents	70	64	67	73	73	75	59
YES	Arrange flights back to Canada	68	67	66	69	69	72	60
YES	Provide urgent visas for immediate family members	58	50	57	61	59	62	47
YES	Provide transportation to a safe third country	54	59	50	59	52	59	46
NO	Help with evacuating pets	26	26	28	24	28	28	24
NO	Provide physical security	23	22	25	19	25	23	21
NO	Provide accommodation, food and water	20	22	19	17	23	21	19
	n=	1500	164	523	465	348	1415	410



Q39. For the situations below, indicate whether you believe Government of Canada can typically provide this type of assistance abroad in case of a large-scale international emergency? Base: Total sample

Knowledge Index

To better understand Canadians' overall grasp of consular roles and limitations, responses to Q36 through Q39 (Table 32 to Table 35) were combined into a composite Knowledge Index. Respondents were classified as:

- High knowledge: answered 65% or more of items correctly
- Medium knowledge: answered 45% to 64% correctly
- Low knowledge: answered less than 45% correctly

This index provides a consolidated view of how well Canadians understand the scope of consular services across routine assistance, financial support, and large-scale emergency scenarios.

Overall, findings suggest that knowledge of consular services is moderate rather than strong, with a sizeable proportion of Canadians falling into the medium or low knowledge categories. As described above, many respondents demonstrate familiarity with core informational and documentation-related services (e.g., passport replacement, contacting next of kin, issuing emergency travel documents), however fewer consistently recognize the limits of financial, legal, and material assistance abroad.

High knowledge respondents represent a minority of the population (20%) – these individuals demonstrate a more consistent and accurate understanding across both services that can be provided and those that cannot.

Medium knowledge respondents comprise a substantial share of the public, with 42% who correctly identified 45% to 64% of the items across all 4 questions. Low knowledge respondents also account for a meaningful proportion (38%) and are characterized by frequent uncertainty and/or incorrect assumptions.

Knowledge levels vary modestly by age, reinforcing earlier item-level findings:

- Older Canadians (45+) are more likely to fall into the high knowledge category compared to younger respondents.

While age-related differences are present, they are not dramatic. Knowledge gaps are evident across all cohorts.

International travel experience is a clear differentiator in overall knowledge:

- International travellers are more likely to be classified as high knowledge (22%) or medium knowledge (45%), reflecting consistently stronger understanding across core services, documentation support, and emergency coordination roles.
- Non-travellers, by contrast, are disproportionately represented in the low knowledge category (49%). This aligns with lower familiarity, higher uncertainty (particularly around urgent financial assistance), and weaker recognition of both service capabilities and limitations.

Travel experience appears to increase exposure to government travel information and advisories, contributing to a more accurate overall understanding, though even among international travellers, knowledge remains far from universal.

Table 36 – KNOWLEDGE INDEX

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
High	20	15	15	22	25	22	16
Medium	42	45	45	42	38	45	35
Low	38	40	40	36	37	33	49
n=	1500	164	523	465	348	1415	410

Looking across all other demographics, those with **high** knowledge tend to be:

- Aware of the 4 specific risk levels (30%);
- Individuals with a household income of \$100K+ (29%);
- University educated (28%);
- Men (23%); and
- Somewhat or very/mostly familiar with Government of Canada Travel Advice and Advisories (21% and 26%, respectively).

Those with **low** knowledge tend to be:

- Not aware of the Government of Canada risk levels (52%);
- Not familiar with Government of Canada Travel Advice and Advisories (50%);
- Individuals with a household income of less than \$40K (46%);
- Not familiar with consular services (45%);
- Those with an education level below university (ranges from 42% to 45%);
- Respondents who rarely or never travel (44%);
- Not familiar with travel.gc.ca (43%);
- Unaware of the Registration of Canadians Abroad service (43%);
- Women (43%); and
- Anglophone (40%).

Awareness of how consular services are funded and whether there are fees associated with accessing consular services is limited. Fewer than one in six respondents (15%) say they knew about how consular services are funded prior to completing the survey, while 62% say they did not. Notably, just under one-quarter (23%) report they are '*not sure*.' Awareness of whether fees are associated with accessing consular services is similar – with 14% who report prior awareness, 60% who say they know nothing about it, and 25% who are unsure.

By age:

- The youngest cohort (those aged 18-24) are most likely to say they did not know how consular services are funded (71% vs. 59%-65% for those aged 25+).
- The oldest cohort (69% among those aged 65+) are more likely to report they did not know how anything about whether there are fees associated with accessing consular services, relative to those who are age 25-44 (55%) or those aged 45-64 (57%).

International travellers are less likely than non-travellers to report they were unaware of both funding (61% vs. 67%) and associated fees (59% vs. 65%). However, it's important to note that despite the difference,



fewer than one-in-five travellers indicate prior awareness of these aspects, suggesting that understanding of cost structures is broadly limited.

Table 37 – AWARENESS OF HOW CONSULAR SERVICES ARE FUNDED AND WHETHER THERE ARE FEES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
How consular services are funded							
Yes	15	11	19	13	13	18	7
No	62	71	59	59	65	61	67
Not sure	23	18	22	28	22	22	27
Whether there are fees associated with accessing consular services							
Yes	14	16	20	12	8	16	7
No	60	66	55	57	69	59	65
Not sure	25	18	25	30	23	25	28
n=	1500	164	523	465	348	1415	410

Q40. Before today, did you know anything about the following? Base: Total sample

There are no regional variations of note with respect to awareness of how consular services are funded and if services accessed are fee-based.

Demographic and Socio-Economic Variations

- Gender – Women are more likely than men to respond ‘no’ to each of the above questions – 65% vs. 57% do not know how consular services are funded; 65% vs. 56% do not know whether there are fees associated with accessing the services.
- Educational attainment – Compared to those with a university degree, a higher proportion of respondents with a high school education or less do not know how consular services are funded (66% vs. 57%) or whether the service operates on a fee-for-service basis (64% vs. 53%).

Differences by Travel Patterns and Awareness of Consular Services

- Frequency of travel – Not unexpectedly, those who rarely or never travel are more likely than others who travel sporadically or on a regular basis to report not knowing how consular services are funded (66% vs. 59%) or if there are fees applied (67% vs. 56%).
- Purpose of travel – Those travelling primarily for pleasure are more likely to say they do not know how consular fees are funded, relative to business travellers (61% vs. 47%).
- Familiarity with consular services – Those ‘not too/at all familiar’ or ‘somewhat familiar’ are more likely to respond ‘no’ to both the questions, relative to those who are ‘very/mostly familiar’:
 - How consular services are funded (69%; 56%; and 33%, respectively); and
 - Where there are fees associated (67%; 54%; and 34%, respectively).

When asked what contributes to funding consular services, responses reveal a fragmented understanding and high levels of uncertainty. About one-third correctly identify general tax-revenue (32%), while just over one-quarter (26%) correctly recognize that consular fees such as passport fees contribute to funding consular services. Furthermore, one quarter (25%) correctly indicate that select fees paid at Canadian offices abroad for services such as passport replacement or notarial services contribute to funding. A small



proportion (9%) mistakenly believe that emergency service provider fees contribute to consular funding. Notably, nearly three in ten (29%) incorrectly indicated ‘*all of the above*’ and a further 26% reported they were unsure.

Findings across the age groups are generally consistent however, older respondents are more likely to express uncertainty (29% among those aged 45-64 and 35% among those aged 65+).

International travellers are more likely than non-travellers to identify general tax revenue (36% vs. 24%), consular fees (29% vs. 20%), and fees paid at Canadian offices abroad (28% vs. 18%) as funding sources. They are also less likely to say they are ‘*not sure*’ (19% vs. 38%). The substantially higher uncertainty demonstrated by non-travellers reinforces the broader pattern of lower knowledge and engagement.

Table 38 – KNOWLEDGE OF SPECIFIC ASPECTS THAT CONTRIBUTE TO CONSULAR SERVICES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT’L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
General tax revenue (CORRECT)	32	35	34	30	32	36	24
Consular fees (e.g., passport fees) (CORRECT)	26	26	26	28	23	29	20
Fees paid at Canadian offices abroad when consular services are requested (e.g., replacing a passport or notarial services) (CORRECT)	25	27	29	23	22	28	18
Emergency service provider fees	9	15	11	8	5	10	7
All of the above	29	30	30	30	25	30	28
Not sure	26	19	22	29	35	19	38
n=	1500	164	523	465	348	1415	410

Q41. Which of the following do you think contribute to funding consular services? Please select all that apply. Base: Total sample

Regional Variations

- Respondents in B.C./North (35%) and Quebec (31%) are more likely than those in Ontario (24%) and the Prairies (24%) to identify consular fees.
- Those in B.C./North (34%) are also more likely than others residing in Quebec (26%), Ontario (24%) or the Prairies (24%) to identify fees paid at Canadian offices abroad when consular services are requested).

Demographic and Socio-Economic Variations

- Gender – Men are more likely than women to identify general tax revenue (38% vs. 27%), fees paid at Canadian offices abroad upon request for consular services (28% vs. 22%), and emergency service provider fees (11% vs. 7%).
- Household income – Respondents earning \$40K+ are more likely than those with incomes under \$40K to identify general tax revenue (35% vs. 23%) and consular fees (27% vs. 20%).
- Educational attainment – University-educated respondents are more likely than others to identify general tax revenue (41% vs. 28%), consular fees (34% vs. 22%) and fees paid at Canadian offices abroad when services are requested (32% vs. 22%).



Differences by Travel Patterns and Awareness of Consular Services

- Frequency of travel – Respondents who travel several times a year are more likely than those who rarely or never travel to identify general tax revenue (41% vs. 30%) and fees paid at Canadian offices abroad associated with a request for consular services (34% vs. 21%).
- Familiarity with consular services – Those who are *'very/mostly familiar'* are more likely than others who are *'not too/at all familiar'* to believe the following contribute to funding consular services: general tax revenue (41% vs. 28%), fees paid for services at Canadian offices overseas (41% vs. 20%), and consular fees (29% vs. 22%).

When asked to identify valid ways to access consular assistance, responses indicate moderate awareness of official channels. While knowledge of in-person access through Canadian offices abroad is moderately understood, awareness of digital and remote access channels is considerably lower.

Just under four in ten (39%) correctly identify visiting a Canadian office abroad as a valid access point. Smaller proportions correctly identify completing an online emergency contact form on travel.gc.ca (28%), calling the 24/7 Emergency Watch and Response Centre in Ottawa (23%), using the chat function on travel.gc.ca (21%), emailing the designated consular address (16%), or texting the 24/7 Emergency Watch and Response Centre via Signal or WhatsApp (15%).

At the same time, 18% incorrectly identify calling local emergency services at home or at the destination, and 10% incorrectly say consular services can be accessed by calling their Member of Parliament. Notably, nearly one-quarter (24%) incorrectly indicated *'all of the above'* and a further 22% reported they were unsure.

Differences across age groups are minimal, with the oldest cohort (those aged 65+) least likely to identify the chat function on travel.gc.ca as a valid access channel (15% - age 65+, compared to 24% - age 25-44; 22% - age 45-64).

International travellers are more likely than non-travellers to correctly identify all valid access channels however, they are also more likely to incorrectly identify calling local emergency services at home or at the destination as a valid channel (20% vs. 13%). Differences among international travellers and non-travellers for valid channels are as follows:

- Visiting a Canadian office abroad (44% vs. 35%)
- Completing an online emergency contact form on travel.gc.ca (33% vs. 19%)
- Calling the 24/7 Emergency Watch and Response Centre in Ottawa (26% vs. 17%)
- Using the chat function on travel.gc.ca (23% vs. 15%)
- Emailing sos@international.gc.ca (17% vs. 12%)
- Texting the 24/7 Emergency Watch and Response Centre in Ottawa on Signal or WhatsApp (18% vs. 11%)



In contrast, non-travellers demonstrate a particularly high uncertainty (34%), almost double that of international travellers (15%).

Table 39 – KNOWLEDGE OF CHANNELS TO ACCESS CONSULAR ASSISTANCE

		TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
		%	%	%	%	%	%	%
CORRECT	Visiting a Canadian office abroad	39	38	37	41	42	44	35
CORRECT	Completing an online emergency contact form on travel.gc.ca	28	24	26	30	29	33	19
CORRECT	Calling the 24/7 Emergency Watch and Response Centre in Ottawa	23	27	21	23	25	26	17
CORRECT	Using the chat function on travel.gc.ca	21	20	24	22	15	23	15
	Calling local emergency services at home or at the destination	18	23	17	18	18	20	13
CORRECT	Emailing sos@international.gc.ca	16	18	18	15	14	17	12
CORRECT	Texting the 24/7 Emergency Watch and Response Centre in Ottawa on Signal or WhatsApp	15	22	14	15	13	18	11
	Calling your Member of Parliament	10	8	12	8	11	11	7
	All of the above	24	25	21	27	23	24	23
	Not sure	22	19	22	21	26	15	34
	n=	1500	164	523	465	348	1415	410

Q42. Indicate which of the following you think are valid ways to access consular assistance? Base: Total sample

Regional Variations

- There are few variations across the regions, although it is noteworthy that, relative to those in other regions, respondents in Quebec (27%) are more likely to indicate that calling local emergency services at home or at the destination is one of the ways to access consular assistance.

Demographic and Socio-Economic Variations

- Gender – Men are more likely than women to correctly identify a number of ways to access consular services, including: completing the online form on travel.gc.ca (30% vs. 25%), calling or texting the Emergency Watch and Response Centre (26% vs. 20% (calling); 18% vs. 12% (texting)), and emailing sos@international.gc.ca (19% vs. 13%). However, men are also more likely to incorrectly believe that calling their Member of Parliament is an appropriate channel (12% vs. 8%). By contrast, more women report being unsure as compared to men (27% vs. 17%).
- Language spoken – In line with regional variations reported above, a higher proportion of Francophones relative to Anglophones believe consular services can be accessed via a call to local emergency services at home or at the destination (25% vs. 17%).
- Household income – Relative to those with annual household incomes of less than \$40K, respondents with higher incomes (over \$100K) are more likely to believe consular services can be accessed by visiting a Canadian office abroad (46% vs. 37%) or completing an online form/using the chat function on travel.gc.ca (34% vs. 24%/25% vs. 16%). Respondents earning under \$40K yearly



are more likely to be unsure how to access consular services (27%) compared to those earning over \$100K (15%).

- Educational attainment – Higher levels of education also correlate with a more accurate understanding of how consular services can be accessed – those with a university education are more likely than others with a college or high school education to identify visiting a Canadian office abroad (48% vs. 36%), and completing an online emergency contact form/using the chat function on travel.gc.ca (36% vs. 24%/26% vs. 19%). By contrast, the proportion of those with a university education who are unsure is much lower (13% vs. 26%).

Differences by Travel Patterns and Awareness of Consular Services

Frequency of travel and familiarity with consular services factor into opinions on how to access consular services, including in some cases invalid means of doing so.

- Frequency of travel – Respondents who report travelling often (several times a year) are more likely than those who rarely or never travel to identify completion of an online emergency contact form on travel.gc.ca (33% vs. 22%) or use of the chat function to connect with the Centre (31% vs. 16%) along with a call to the Emergency Watch and Response Centre (29% vs. 20%).
- Familiarity with consular services – Those who are *‘very/mostly familiar’* are more likely to identify each of the following, as compared to those who are *‘not too/at all familiar’*:
 - Visiting a Canadian office abroad (48% vs. 36%);
 - Calling the 24/7 Emergency Watch and Response Centre (35% vs. 20%);
 - Emailing sos@international.gc.ca (27% vs. 13%);
 - Calling one’s Member of Parliament (25% vs. 6%);
 - Texting the 24/7 Emergency Watch and Response Centre (25% vs. 11%); and
 - Using the chat function on travel.gc.ca (38% vs. 17%).

3. Use of Consular Services

Experience or interactions with consular services is limited. Relatively few respondents (8%) report ever having contacted or used consular services either for themselves or someone else. The vast majority (88%) have not, while a small percentage (5%) are unsure.

Those over the age of 45 are more likely to indicate not having contacted or used consular services (92%), compared to those under age 45 (82%).

And while most respondents, regardless of their travel status, have not interacted with consular services, more non-travellers (92%) than international travellers (88%) responded ‘no’ to this question.

Table 40 – CONTACT WITH OR USE OF CONSULAR SERVICES

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT’L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
Yes	8	9	11	6	5	9	3
No	88	82	82	92	92	88	92
Not sure	5	9	7	2	3	4	5
n=	1500	164	523	465	348	1415	410

Q43. Have you ever contacted or used consular services for yourself or someone else? Base: Total sample



There are no statistically significant differences across the regions in the use of consular services.

Demographic and Socio-Economic Variations

- There is some variability in the use of consular services by language and gender, as follows:
 - Francophones (91%) are more likely than Anglophones (87%) to say they haven't used these services; and
 - Women (90%), as compared to men (85%), are more likely to say the same.

Differences by Travel Patterns and Awareness of Consular Services

- The groups listed below are also more likely to report not having contacted consular services:
 - Respondents who are not aware of the Registration of Canadians Abroad service (94%) or the 4 risk levels (92%), relative to those who are *definitely aware* (62% and 79%, respectively);
 - Those '*not too/at all familiar*' with TAA's (93%) or the travel.gc.ca website (92%) compared to those who are '*very/mostly familiar*' (79% and 74%, respectively);
 - Those who '*rarely/never travel*' (92%), relative to those travelling '*yearly/once every few years*' (86%), or '*several times a year*' (82%); and
 - Respondents who mainly travel for pleasure or personal reasons (87%) versus those travelling on business (75%).

Of those who had contacted or used consular services (8%, or n=119), nine in ten (89%) were satisfied with the support they received. A similar proportion report being 'very satisfied' (43%) as say they were 'mostly satisfied' (46%), while relatively few were 'neutral' (5%), 'mostly dissatisfied' (2%) or 'very dissatisfied' (3%). Another one percent (1%) could not recall or preferred not to answer.

The small base size in terms of those responding to this question precludes any further analysis with respect to demographic, traveller status or regional variations.

Table 41 – SATISFACTION WITH CONSULAR SERVICES SUPPORT

	TOTAL
	%
TOTAL SATISFIED	89
Very satisfied	43
Mostly satisfied	46
Neutral	5
Mostly dissatisfied	2
Very dissatisfied	3
TOTAL DISSATISFIED	5
Cannot recall/Prefer not to say	1
	n= 119

Q44. How satisfied were you with the support you received? Base: Those who have contacted or used consular services



F. Communications, Digital Tools, and Opportunities for Improvements

This section explores how Canadians prefer to receive travel-related information, their level of interest in enhanced digital tools, and their perceived ease of understanding and applying travel advice. Taken together, the findings provide insight into how Canadians prefer to engage with travel information and which digital service enhancements are most likely to resonate.

1. Information Preferences

Overall, the most commonly preferred channel for receiving travel-related information is the travel.gc.ca website, with just over half of respondents (51%) selecting it. Roughly half (49%) also indicate a preference for opt-in email updates while smaller but notable proportions select opt-in text/SMS alerts (39%), through travel agents (36%), via news media (32%), and on embassy/consulate websites (32%). Fewer respondents cite a preference for social media (30%) or mobile apps with push notifications (26%). A very small proportion of respondents (4%) say they prefer to receive travel-related information through some other channel. The findings suggest that official digital channels – particularly the travel.gc.ca website and opt-in communications – remain central, though there is a clear appetite for a wide range of sources.

Preferences vary meaningfully by age, reflecting different media habits and comfort with digital tools:

- Younger respondents (18-24) are significantly more likely to prefer social media (54%) and news media (44%) compared to older cohorts. They are also least likely to select travel.gc.ca (37%) or email updates (33%).
- Those aged 25-44 are less likely to prefer opt-in email updates (43%), relative to older cohorts (56%).
- Respondents aged 45-64 are significantly more likely to prefer email updates (56%) and travel.gc.ca (57%).
- Those aged 65+ stand out for their preference for travel agents (50%) and email updates (56%), and are far less likely to select social media (14%) or mobile apps (17%).

Relative to non-travellers, international travellers are more likely to cite a preference for:

- Travel.gc.ca (53% vs. 47%); and
- Social media (30% vs. 24%).

By contrast, non-travellers are more likely to select travel agents (46% vs. 32%), suggesting a greater reliance on intermediaries.

Table 42 – PREFERRED CHANNELS FOR RECEIVING TRAVEL-RELATED INFORMATION

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
travel.gc.ca website	51	37	52	57	49	53	47
Email updates, that you could sign up for	49	33	43	56	56	51	53
Text/SMS alerts, that you could sign up for	39	38	35	43	40	41	38
Travel agents	36	32	33	31	50	32	46
News media	32	44	33	27	33	31	30
Embassy/consulate websites	32	29	29	34	35	32	30
Social media	30	54	40	20	14	30	24
Mobile apps and push notifications	26	32	30	27	17	28	24
Other	4	2	4	4	6	2	7
n=	1500	164	523	465	348	1415	410

Q45. What are your preferred ways to receive travel-related information? Please select your top 3. Base: Total sample

Regional Variations

- Residents of Quebec show a higher preference for *embassy or consulate websites* (40%) compared with other regions of Canada (27%–32%). They are also less likely to prefer *email updates* (39%) than respondents in other regions (51%–56%).
- Preference for the *travel.gc.ca website* is higher among residents of British Columbia and the North (58%), relative to those in Ontario and Prairies (49% each).
- Preference for a *travel agent* is higher among residents of Atlantic Canada (42%), Quebec (35%), compared to those in Ontario (32%) or BC/North (28%).

Demographic and Socio-Economic Variations

There is some variability in terms of preferences in receiving travel-related information, as follows:

- Language - Anglophones show a greater preference for *email updates* compared to Francophones (53% vs. 46%).
- Household Income - Respondents with higher household incomes (\$60K+) are more likely to prefer *email updates* (ranges 50-53%) and *text/SMS alerts* (ranges 41-42%), than those earning \$40K to less than \$60K annually (42% and 34%, respectively). Preference for *travel agents* is lower among those with household incomes of \$100K or more (28%) compared with lower-income groups (ranging 35-41%).
- Education – Those with a university degree or higher are more likely to prefer *the travel.gc.ca website* than those with a lower level of educational attainment (48% some university/college/apprenticeship; 45% high school or less). Conversely, respondents with a high school education or less show greater preference for *travel agents* (41%), *social media* (33%), and *mobile apps/push notifications* (29%), compared with those who hold a university degree of higher (28%, 25%, and 23%, respectively).
- Gender – Men are more likely than women to prefer *mobile apps and push notifications* (30% vs. 22%).



Differences by Travel Patterns and Awareness of Consular Services

Preferences for communication channels vary based on travel experience and familiarity with Government of Canada travel resources.

- Preference for travel.gc.ca is correlated with previous use: Preference for *travel.gc.ca* is higher among those who have used the website (67% used many times; 62% used once or twice) compared to those who have never used it (44%).
- Preference for official Government of Canada sources increases with familiarity - Those very or mostly familiar with travel.gc.ca (63%) or somewhat familiar (58%) are more likely to prefer *the website* than those not too/not at all familiar (45%). A similar pattern is observed for TAAs (60% very/mostly familiar; 53% somewhat familiar; 43% not too/not at all familiar).
- Familiarity with travel.gc.ca and TAAs - *Email updates* are more commonly preferred by those who are somewhat or not too/not at all familiar with the Travel Advice and Advisories (ranges 53-54%) or travel.gc.ca website (ranges 50-51%), compared with those who are very or mostly familiar (41% for the website; 39% for TAAs).
- Familiarity with consular services - Those not too/not at all familiar with consular services show greater preference for *email updates* and *text alerts* (51% and 41%, respectively) than those who are familiar (35% and 31%, respectively)
- Frequency of travel - Preference for *travel agents* is higher among those who rarely or never travel (44%) than among more frequent travellers (31%–32%). Conversely, those who travel internationally several times per year are more likely to prefer *social media* (35%) than those who rarely or never travel (25%).
- *Embassy and consulate websites* are more popular among those familiar with the TAAs (ranges 35-37%) and travel.gc.ca (36%), compared to those who are not (not too/not at all) familiar (29% and 27%, respectively).
- Familiarity with travel.gc.ca and TAAs - Preference for *travel agents* is higher among those who are not familiar with travel.gc.ca or TAAs (42% for both) compared to those who are familiar (ranging 30-31% and 27-24% respectively).

Interest in proposed digital enhancements from Global Affairs Canada is high across the board, indicating strong receptivity to digital tools, particularly ones that enhance personalization and real-time communication. More than three-quarters express being ‘very’ or ‘somewhat’ interested in each of the proposed tools:

- A simpler, more user-friendly travel.gc.ca interface (80%)
- A personalized travel profile showing alerts for your destinations (79%)
- A mobile app delivering push alerts for advice and emergencies (77%)
- An online portal to receive routine consular services digitally (77%)

Interest levels are consistently high across age groups, however respondents aged 65+ are significantly less likely to express interest in a mobile app (71%), relative to those who are younger (ranging from 78%-81%).

Differences by travel status are pronounced – those with international travel experience are significantly more likely than non-travellers to express interest in all of the proposed digital services:

- Simpler interface (87% vs. 65%)
- Personalized travel profile (86% vs. 66%)
- A mobile app with push notifications (84% vs. 63%)
- Online consular portal (84% vs. 64%)

**Table 43 – INTEREST IN DIGITAL SERVICES FROM GLOBAL AFFAIRS CANADA**

% Very/Somewhat Interested	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON-TRAVELLERS
	%	%	%	%	%	%	%
A simpler, more user-friendly travel.gc.ca interface	80	80	80	82	77	87	65
A personalized travel profile showing alerts for your destinations	79	83	78	81	77	86	66
A mobile app that can deliver push alerts for travel advice and emergencies in your destination	77	79	78	81	71	84	63
An online portal to receive some routine consular services without visiting an Embassy or High Commission.	77	75	77	80	72	84	64
n=	1500	164	523	465	348	1415	410

Q46. How interested would you be in the following digital services from Global Affairs Canada? Base: Total sample

Regional Variations

Interest in proposed tools and enhancements is generally higher among residents of British Columbia and the North, with some additional variation across regions.

- Residents of British Columbia and the North show higher interest in *a personalized travel profile showing alerts for their destinations* (87%), *an online portal for routine consular services* (85%), and *a mobile app with push alerts for travel advice/emergencies* (83%), compared to those in Ontario (80%, 78% and 78%, respectively) and the Prairies (76%, 77% and 75%, respectively).
- Interest in *a simpler, more user-friendly travel.gc.ca interface* is also higher among residents of BC/North (86%) and Ontario (83%), relative to those in the Prairies (77%).
- Residents of Atlantic Canada (84%) and Quebec (83%) also show higher interest in *a personalized travel profile*, compared with those in the Prairies (76%).

Demographic and Socio-Economic Variations

- Respondents with household incomes less than \$40K are less likely to be interested in any of the four options listed (ranging from 68-71% interested), compared to those with household incomes of \$40K or more (ranging from 76-78%).
- Those whose highest level of educational attainment is a university degree or higher are more likely to show interested in all digital services listed (ranging from 83-87% interested), relative to those with a lower level of educational attainment (ranging from 71%-79%).

Differences by Travel Patterns and Awareness of Consular Services

Interest in the proposed digital services is consistently higher among respondents with greater travel experience, awareness, and familiarity with Government of Canada consular information and tools. Those with higher interest in *all of the digital services* listed include:

- Familiarity with consular services - Those who say they are very or mostly familiar with consular services (ranging 93-95% interested), compared to those who are somewhat familiar (83-87%) or not too/not at all familiar (70-75%).
- Purpose of travel - Those who travel for business (87-95% interested) relative to those who travel for pleasure, leisure or visiting with family/friends (81-84%).
- Awareness of the Registration of Canadians Abroad - Those who are aware of the service (83%-94% interested) versus those who are not (71-76%).



- Familiarity with travel.gc.ca and TAAs - Those who are very or mostly familiar with travel.gc.ca (89-92% interested) or the Government of Canada Travel Advice and Advisories (90-91%), compared to those who are only somewhat (84-88% for the website; 79-84% for TAAs) or not too/not at all familiar (69-74% for the website; 66-70% for TAAs).
- Use of travel.gc.ca - Those who have used the website (87-92% interested) versus those who have not (76-81%).
- Awareness of the four risk levels - Those aware of the four risk levels (83-90% interested) relative to those who are not aware (67-71%).
- Knowledge Index - Those scoring medium (86-88%) or high (82%-87% interested) on the knowledge index, compared to those who scored low (60-64%).
- Frequency of travel - Those who travel internationally several times a year (83-87% interested) or once a year/once every few years (83-86%), compared to those who rarely or never travel internationally (68-72%).
- Passport status – Those who have held a valid passport (80-82% interested) compared to those who have not (53-62%).

2. Opportunities for Improvements

Overall, a majority of respondents indicate that Government of Canada travel advice is relatively easy to understand and apply. Nearly six in ten (57%) describe it as easy, with a small proportion (14%) who say it is *'very easy'* and over two in five who indicate it is *'somewhat easy.'* Just over one in ten (12%) report that Government of Canada travel advice is difficult to apply and understand (10% *somewhat difficult*; 2% *very difficult*). Notably, a substantial minority (31%) indicate they are unsure or have not used it.

Perceptions of ease vary by age:

- Respondents aged 25-44 are most likely to say travel advice is easy (very/somewhat) to understand (65%), relative to all other age cohorts (56% - age 18-24; 54% - age 45-64; 47% - age 65+).
- Older respondents, aged 65+, are most likely to indicate they have not used it or are unsure (43%), relative to those who are younger (27% - age 18-24; 22% - age 25-44; 34% - age 45-64).

Ease of understanding varies significantly by traveller type. International travellers are substantially more likely to indicate Government of Canada travel advice is easy (very/somewhat) to understand and apply, relative to non-travellers (66% vs. 37%). In contrast, non-travellers are more than twice as likely to say they are unsure or have not used it (51% vs. 22%).

Table 44 – EASE OF UNDERSTANDING AND APPLYING GOVERNMENT OF CANADA TRAVEL ADVICE

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
NET – EASY	57	56	65	54	47	66	37
Very easy	14	13	15	14	14	17	9
Somewhat easy	42	43	50	40	34	49	29
Somewhat difficult	10	17	11	10	8	10	8
Very difficult	2	1	2	2	2	1	3
NET – DIFFICULT	12	17	13	12	10	11	11
Not sure/I haven't used it	31	27	22	34	43	22	51
n=	1500	164	523	465	348	1415	410

Q47. How easy or difficult is it for you generally to understand and apply Government of Canada travel advice? Base: Total sample

Regional Variations

- Those residing in Quebec (63%) and BC/North (62%) are more likely to find it easy (*very/somewhat*) to understand and apply Government of Canada travel advice, relative to those residing in the Prairies (54%).

Demographic and Socio-Economic Variations

- Educational attainment – Respondents whose highest level of educational attainment is university are most likely to cite ease (*very/somewhat*) of understanding and applying this advice (68%), when compared to those with a college-level education (54%) and those with a high school level education or less (49%).
- Language – Francophones are most likely to say they find it easy (62%) versus Anglophones (55%).
- Gender – Men are more likely to say they find it very/somewhat easy to understand and apply travel advice (60% vs. 53%), whereas a higher proportion of women say it is very/somewhat difficult (36% vs. 26%).
- Household income – Respondents with a household income of less than \$40K are most likely to be to find the information as very/somewhat difficult to understand and apply (41%), when compared to those with higher household incomes (28% - \$60K to less than \$100k; 25% - \$40K to less than \$60K; 23% - \$100K+).

Differences by Travel Patterns and Awareness of Consular Services

Overall, perceptions that Government of Canada travel advice is easy (*very/somewhat*) to understand and apply are strongly associated with familiarity, awareness, and engagement with consular information sources, as well as travel experience.

- Familiarity with consular services – Those who say they are very or mostly familiar with consular services are more likely to report that Government of Canada advice is easy to understand and apply (89%), compared to those who are somewhat familiar (68%) or not too/not at all familiar (46%).
- Use of travel.gc.ca – Perceived ease is lower among those who have never used travel.gc.ca (50%) than among those who have used it once or twice (75%) or regularly (87%).
- Familiarity with travel.gc.ca and TAAs – Those who are very or mostly familiar with travel.gc.ca (83%) or the Government of Canada Travel Advice and Advisories (79%) are more likely to report



- ease compared to those who are only somewhat (72% for the website; 65% for TAAs) or not too/not at all familiar (43% for the website; 37% for TAAs).
- Awareness of the Registration of Canadians Abroad service – Those definitely aware of the service are most likely to report ease (84%), followed by those who had heard of it (65%), while those not aware at all are least likely to do so (48%).
 - Purpose of travel – Ease is higher among those who primarily travel for business (83%) than among those who travel mainly for pleasure, leisure, or visiting friends and family (63%).
 - Awareness of the four risk levels – Those definitely aware of the four risk levels are more likely to report ease (80%), compared with those aware of risk levels but not the four categories specifically (63%) or those not aware at all (40%).
 - Frequency of travel – Those who travel internationally say it is *very/somewhat* easy to understand or apply travel advice from the Government of Canada (76% among those travelling once a year or once every few years; 65% among those who travel several times a year), relative to those who rarely or never travel internationally (43%).
 - Knowledge Index – Those scoring high or medium on the knowledge index are more likely to say understanding and applying the advice was easy (66%) compared to those who scored low on the index (37%).

When asked what information is missing or should be improved in Government of Canada travel advice, responses point to a desire for greater practical clarity and situational specificity.

The most commonly selected improvement is more practical “what to do” steps (40%), followed by more frequent updates on situations in different countries (30%) and clearer explanations of risk levels (28%). About one in five mention more visuals or maps (22%), more concise summaries (20%), or more guidance tailored to specific traveller groups (18%). Very few (5%) cite some other improvements. Markedly, a substantial minority (33%) view current travel advice as adequate by stating ‘*nothing is missing.*’

By age, the oldest cohort (aged 65+) are most likely to indicate ‘*nothing is missing*’ (44%), when compared to those who are younger.

By traveller type, those with international travel experience are more likely than non-travellers to identify all potential areas of improvement whereas non-travellers are most likely to view current travel advice as adequate and say, ‘*nothing is missing.*’

**Table 45 – PERCEIVED GAPS OR IMPROVEMENTS FOR GOVERNMENT OF CANADA TRAVEL ADVICE**

	TOTAL	AGE 18-24	AGE 25-44	AGE 45-64	AGE 65+	INT'L TRAVELLERS	NON- TRAVELLERS
	%	%	%	%	%	%	%
More practical 'what to do' steps	40	46	41	41	34	43	31
More frequent updates on the situation in different countries	30	33	27	30	31	32	23
Clearer risk explanations	28	33	29	28	25	31	22
More visuals/maps	22	31	24	20	16	25	14
More concise summaries	20	26	22	20	15	23	13
More guidance for specific traveller groups	18	21	23	17	13	21	12
Other	5	2	4	8	7	4	8
Nothing is missing	33	19	31	31	44	28	46
n=	1500	164	523	465	348	1415	410

Q48. What information do you think is missing or should be improved in terms of Government of Canada travel advice? Base: Total sample

Data does differ across regions, demographics and travelling patterns for the top perceived gaps or improvements for Government of Canada travel advice as follows.

A higher proportion of respondents who selected *more practical 'what to do' steps* include the following:

- Region - Residents of Ontario (42%) compared with those in the Prairies (35%).
- Household income - Those with annual household incomes over \$100K (47%) compared with \$60K–\$100K (38%) and \$40K–\$60K (37%).
- Education - Respondents with a university degree (46%) compared with those with college/apprenticeship/some university (39%) or high school or less (36%).
- Purpose of travel - Those travelling primarily for business (55%) compared with those travelling for pleasure, leisure, or visiting friends and family.
- Awareness of the four risk levels - Those definitely aware (51%) compared with those aware of risk levels but not the four categories specifically (42%) and those not aware (33%).
- Awareness of the Registration of Canadians Abroad service - Those definitely aware (49%) compared with those not aware (38%).
- Frequency of international travel - Those travelling several times per year (48%) or once a year/every few years (42%) compared with those who rarely or never travel internationally (36%).
- Familiarity with travel.gc.ca - Those very or mostly familiar with the website (48%) compared with those not too/not at all familiar (37%).
- Familiarity with Travel Advice and Advisories (TAAs) - Those very or mostly familiar (47%) with TAAs compared with those not too/not at all familiar (36%).
- Knowledge index - Those scoring medium (47%) or high (46%) compared with those scoring low (29%).

There are no differences by region or age among those selecting *'more frequent updates on the situation in different countries.'* However, differences are evident based on travel-related knowledge, awareness, and experience.



- Awareness of the four risk levels - Those definitely aware (38%) are more likely to select this option than those aware of risk levels but not the four categories specifically (30%) or those not aware (24%).
- Frequency of international travel - Those travelling several times per year (36%) or once a year/every few years (31%) are more likely to select this option than those who rarely or never travel internationally (25%).
- Familiarity with Travel Advice and Advisories (TAAs) - Those very or mostly familiar (36%) are more likely to select this option compared to those somewhat familiar (29%) or not too/not at all familiar (25%).
- Knowledge index - Those scoring medium (37%) or high (34%) are more likely to select this option than those scoring low (18%).

Those more likely to report that there is “nothing missing” from Government of Canada travel information tend to have lower levels of travel experience, awareness, and familiarity with consular resources.

- Education - Respondents with high school or less (39%) are more likely to select this option than those with some university/college/apprenticeship (31%) or a university degree or higher (28%).
- Passport status - Those who have never held a valid passport or are unsure if they have (50%) are more likely to cite nothing is missing than those who have held a valid passport (30%).
- Knowledge index - Those scoring low (44%) are more likely to select this option than those scoring high (32%) or medium (24%) on the index.
- Awareness of the four risk levels - Those not aware (43%) are more likely to select this option than those aware of risk levels but not the four categories specifically (27%) or those definitely aware (20%).
- Frequency of international travel - Those who rarely or never travel internationally (41%), compared to those travelling once a year/every few years (28%) or several times per year (23%).
- Familiarity with Travel Advice and Advisories (TAAs) - Those not too or not at all familiar (40%) with TAAs compared with those somewhat (32%) very or mostly (21%) familiar.
Familiarity with travel.gc.ca – Those not too/not at all familiar (38%) compared to those who are somewhat (28%) or very/mostly (21%) familiar.
- Awareness of the Registration of Canadians Abroad service - Those not aware (38%) are more likely to select this option relative to those who have heard of it before (25%).
- Familiarity with consular services – Those not too/ not at all familiar with consular services are more likely to say nothing is missing or should be improved (37%), compared to those who are somewhat familiar (25%) or very/mostly familiar (23%).



III. Detailed Methodology



Detailed Methodology

A. Sample Design

The target audience for this online survey consisted of the general public of Canadians, 18 years of age and older. At the outset of the study, an additional boost oversample of Canadians planning to travel internationally within the next three years and/or those who have travelled internationally in the past three years was identified to ensure the final sample of recent international travellers was robust enough for meaningful sub-group analysis (e.g., provide an understanding of what Canadians traveling abroad know about consular services, etc.).

Overall, a final sample of $n=1,850$ was achieved, with $n=1,500$ for the general public, and $n=350$ for the oversample among international travellers.

To achieve good representation from regions such as Atlantic Canada, Manitoba, Saskatchewan, Alberta, and British Columbia within the general public sample, a disproportionate sampling approach was undertaken in order to conduct regional analysis. Additionally, quotas were set by age, household income, and education level to ensure a representative sample was achieved.

Weighting

To ensure that the final dataset was reflective of the Canadian population aged 18 and older, the general public sample ($n=1,500$) was weighted using a Random Iterative Method (RIM), also known as iterative proportional fitting. RIM weighting adjusts the distribution of data so that the final sample aligns with known population statistics across multiple demographic dimensions simultaneously. For this study, weighting was applied across the following variables:

- Region;
- Age;
- Gender;
- Education; and
- Household income.

The RIM procedure iteratively adjusts the sample across each dimension until the marginal distributions converge with the established population targets. This approach ensures that the final weighted dataset accurately reflects the demographic composition of the Canadian adult population across all weighting variables simultaneously. Due to the disproportionate sampling approach used to ensure adequate regional representation, weighting was necessary to restore proportionality and ensure national representativeness.

It should be noted that no quotas were applied to the oversample of international travellers ($n=350$).

The table below presents the unweighted and weighted distribution of the general public sample ($n=1,500$).

Table 46 – UNWEIGHTED AND WEIGHTED DISTRIBUTION OF GENERAL PUBLIC SAMPLE

Demographic	% of population	Unweighted Sample Size (n)	Weighted Sample Size (n)	% of Total Weighted Sample
Region				
Atlantic	6.5%	151	91	6.1%
Quebec	23%	301	341	22.7%
Ontario	38.5%	473	588	39.2%
Manitoba/ Saskatchewan/ Nunavut	6.8%	150	96	6.4%
Alberta/ Northwest Territories	11.6%	200	177	11.8%
British Columbia/ Yukon	13.6%	225	207	13.8%
Age				
18-24	10.9%	163	164	10.9%
25-44	34.9%	523	523	34.9%
45-64	31.0%	466	465	31.0%
65+	23.2%	348	348	23.2%
Gender				
Male	49.5%	739	742	49.5%
Female	50.5%	750	748	49.9%
Income				
<\$40,000	22%	332	313	20.8%
\$40,000-<\$60,000	24%	282	342	22.8%
\$60,000-<\$100,000	33%	478	464	30.9%
\$100,000 +	21%	317	297	19.8%
Education				
High school or less	33%	492	494	32.9%
College, CEGEP, trades	31%	518	524	34.9%
University	36%	483	475	31.7%

All results presented in this report are reflective of the weighted general population sample unless otherwise noted. The results presented for international travellers and non-travellers are presented on an unweighted basis and combine the total results for the general public and the oversample. Additionally, as a disproportionate regional sampling approach was employed, the differences noted across regions are reflective of the unweighted combined general population sample and oversample of international travellers.

Additional Information on Opt-In Online Panel

Our online panel partner for this study, Logit, has extensive experience managing panels for online research across Canada. The panels are recruited through various online portals to ensure demographically balanced respondents. Logit manages all aspects of the panel, from recruitment, registration, survey administration and removal of those who would like to retire from the panel. Strict guidelines are also



enforced ensuring that each panelist only participates in research surveys no more than twice a month. However, to be a respondent to this type of Government of Canada survey, panel members may not have participated in any Government of Canada survey as a member of Logit's panel, or a survey on similar subject matter, within the past 30 days.

B. Questionnaire Design

The Strategic Counsel worked with Global Affairs Canada to develop a questionnaire that ensured all research objectives were met and that it adhered to Government of Canada standards for public opinion research. All research materials (e.g., questionnaire in English and French) can be found in the Appendix.

C. Pre-Test

Following the [Government of Canada's Standards for Public Opinion Research for Online Surveys](#), The Strategic Counsel conducted a pre-test prior to launching the survey.

The survey was pre-tested online between January 12th, 2026, and January 14th, 2026, among n=37 respondents in a soft launch (23 in English and 14 in French) prior to running live.

Based on the 37 completes from the pre-test, the average length of completion was approximately 15 minutes.

Overall, the findings from the pre-test were very positive. A vast majority of respondents surveyed agreed, either somewhat or strongly, that:

- The questions asked were easy to complete (95%);
- The questions were straightforward and easy to understand (92%); and
- The length of the survey was reasonable (92%).

Moreover, the majority of respondents also found the topic interesting (95%) and stated that they had learned something from the survey (92%). Any additional feedback in terms of comments in the open-ends were positive such as "Very interesting and informative survey", or "Thank you for conducting these surveys which will help improve the current website, benefiting travellers and making them more widely used."

Given the positive findings, TSC recommended to Global Affairs Canada that the online survey be fully launched with no additional changes.

D. Fieldwork Length and Survey

Following the pre-test, the fieldwork was conducted from January 14th to January 28th, 2026. On average, the survey took 19 minutes to complete.



E. Final Dispositions

A total of 3,750 entered the survey online. Among those, 1,850 individuals qualified and completed the survey. The overall completion rate was 85.6% and the overall participation rate was 8.1%, according to the calculations shown below.

$$\begin{array}{lcl}
 \text{Response Rate} = & \frac{\text{Interviews Started}}{\text{Respondents E-mailed}} & \text{Completion Rate} = \frac{\text{Completes + Screen outs + Quota full}}{\text{Total \# of Click Ins}} \\
 8.1\% = & \frac{3,750}{46,250} & 85.6\% = \frac{(1,850 + 648 + 712) = 3,210}{3,750}
 \end{array}$$

Table 47 – ONLINE DISPOSITIONS

Disposition	N
Total Entered Survey	3,750
Completed	1,850
Not Qualified/Screen Outs	648
Quota Full	712
Suspend/Drop-Off	540

F. Study Limitations

The use of an online opt-in panel means that only those who have volunteered to participate in online surveys were asked to complete the survey. In addition, online surveys by nature only include respondents with the basic literacy skills to navigate the Internet. As such, a margin of error cannot be applied to the final sample and no inferences can be made to the broader target population.

Additionally, non-response bias can exist when respondents refuse, are unable or unwilling to complete the survey. With non-response bias, those who willingly participate in a survey and non-respondents may differ in their attitudes and behaviours. Therefore, the sample may not be representative of the target population as a whole. Furthermore, those without internet access or even reduced internet access would have been excluded from this study.



IV. Appendices



THE
STRATEGIC
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Appendices

A. English Questionnaire

Global Affairs Canada – Canadians' Awareness of Consular Services
January 6, 2026 - FINAL

Introduction

The Government of Canada is conducting a survey on how Canadians find, access and use information when preparing to travel or spend time away from home. **The Strategic Counsel** has been hired to administer this survey. Si vous préférez répondre au sondage en français, veuillez cliquer sur français **[Direct the respondent to the French language version]**. The survey takes **about 15 minutes** to complete, and your participation is voluntary and confidential.

Your answers will not be attributed to you and the information you provide will be administered according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation. Your decision to participate or not is yours alone and there will be no consequences if you decide not to participate.

Review the questions below for more information about how any personal information collected in this survey is handled.

How will your personal information be handled? [PN: COLLAPSIBLE PARAGRAPH – ONLY SHOW TEXT IF RESPONDENT CLICKS ON THE QUESTION]

The personal information you provide to Global Affairs Canada is handled in accordance with the *Privacy Act* and is being collected under the authority of Section 4 of the *Department of Foreign Affairs, Trade and Development Act* and in accordance with the Treasury Board Directive on Privacy Practices. We only collect the information we need to conduct the research project.

Why are we collecting your personal information? [PN: COLLAPSIBLE PARAGRAPH – ONLY SHOW TEXT IF RESPONDENT CLICKS ON THE QUESTION]

The aim of this survey is to understand your views and experiences with different types of travel-related information and services, whether or not you travel regularly. We require your personal information such as demographic information to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will never be directly identified.

We will not ask you to provide us with any information that could directly identify who you are, such as your name, or full date of birth. However, it's possible the responses you provide could be used alone, or in combination with other available information, to identify you. The protection of your personal information is very important to us, and we will make every effort to safeguard it and reduce the risk that you are identified.

Will we use or share your personal information for any other reason? [PN: COLLAPSIBLE PARAGRAPH – ONLY SHOW TEXT IF RESPONDENT CLICKS ON THE QUESTION]

The survey firm, The Strategic Counsel, will be responsible for collecting survey data from all participants. Once data collection is complete, The Strategic Counsel will provide Global Affairs Canada with a dataset that will not include any directly identifying responses to reduce the risk that you could be identified. All the responses received will be grouped for analysis and presented in grouped form. The dataset may also be available to federal and provincial governments, organizations, and researchers across Canada, if requested. Any reports or publications produced based on this research will use grouped data and will not identify you



or link you to these survey results. The final report and dataset will be published on the Library and Archives Canada website.

What are your rights? [PN: COLLAPSIBLE PARAGRAPH – ONLY SHOW TEXT IF RESPONDENT CLICKS ON THE QUESTION]

You have a right to complain to the Privacy Commissioner of Canada if you feel your personal information has been handled improperly. For more information about these rights, or about how we handle your personal information, please contact Trista Heney, Associate, The Strategic Counsel, at 416-975-4465 ext. 272.

To verify the authenticity of this survey, click here. **[POP UP IN NEW BROWSER WINDOW]**

This research is sponsored by Global Affairs Canada. Note that your participation will remain completely confidential and it will not affect your dealings with the Government of Canada, including Global Affairs Canada, in any way.

To verify the legitimacy of this survey please [click here](#) and enter the Project Code 20260105-TH831.

If you have any questions about the survey or would like to request an alternative format, please contact:

Trista Heney

Phone: 416-975-4465 ext. 272

Email: theney@thestrategiccounsel.com



A. Screening and Quota Monitoring Questions

1. In what year were you born? [PN: RECORD YEAR – YYYY. TERMINATE THOSE BORN 2008 OR LATER. MONITOR QUOTAS BY AGE GROUP]

Prefer not to answer ☐ [CONTINUE TO 1A]

- 1a. Would you be willing to indicate in which of the following age categories you belong?

18-24	☐	CONTINUE
25-34	☐	CONTINUE
35-44	☐	CONTINUE
45-54	☐	CONTINUE
55-64	☐	CONTINUE
65 or older	☐	CONTINUE
Prefer not to answer	☐	TERMINATE

2. Which one of the following best describes your citizenship status?

I am a Canadian citizen	☐	CONTINUE
I am a Canadian citizen with dual citizenship (citizen of both Canada and another country)	☐	CONTINUE
I am not a Canadian citizen	☐	TERMINATE

3. Please enter the first three characters of your postal code. [PN: MONITOR QUOTAS BY PROVINCE/REGION]

Prefer not to answer ☐

- 3a. [ASK ONLY OF THOSE WHO SAY 'PREFER NOT TO ANSWER' AT Q.3] In which province or territory do you currently reside? [PN: MONITOR QUOTAS BY PROVINCE/REGION]

Alberta	☐
British Columbia	☐
Manitoba	☐
New Brunswick	☐
Newfoundland and Labrador	☐
Northwest Territories	☐
Nova Scotia	☐
Nunavut	☐
Ontario	☐
Prince Edward Island	☐
Quebec	☐
Saskatchewan	☐
Yukon	☐
Outside of Canada [PN: TERMINATE]	☐
Prefer not to answer [PN: TERMINATE]	☐



4. What gender do you identify as? **[PN: AIM FOR APPROX. 50/50 GENDER SPLIT]**

Male	☐
Female	☐
Prefer to self-identify:	☐
Prefer not to answer	☐

5. What is the highest level of formal education that you have completed? **[PN: MONITOR QUOTAS]**

Grade 8 or less	☐
Some high school	☐
High school diploma or equivalent	☐
Registered Apprenticeship or other trades certificate or diploma	☐
College, CEGEP, or other non-university certificate or diploma	☐
University certificate or diploma below bachelor's level	☐
Bachelor's degree	☐
Post graduate degree above bachelor's level	☐
Prefer not to answer	☐

6. Which of the following categories best describes your total household income last year, before taxes, from all sources for all household members? **[PN: MONITOR QUOTAS]**

Under \$20,000	☐
\$20,000 to just under \$40,000	☐
\$40,000 to just under \$60,000	☐
\$60,000 to just under \$80,000	☐
\$80,000 to just under \$100,000	☐
\$100,000 to just under \$150,000	☐
\$150,000 and above	☐
Don't know/Prefer not to answer	☐

7. Which language do you speak most often at home? **[PN: ACCEPT ONE RESPONSE ONLY. MONITOR QUOTAS]**

English	☐
French	☐
Other, please specify:	☐
Prefer not to answer	☐

8. Thinking about travelling internationally, which of the following best describes you? Select all that apply to you. **[PN: MONITOR QUOTA FOR THOSE TRAVELING IN NEXT/PAST 3 YEARS]**

I plan to travel outside of Canada in the next 3 years	☐
I have travelled internationally in the past 3 years	☐
I have not traveled outside of Canada in the past 3 years and don't plan to in the next 3 years [PN: EXCLUSIVE]	☐
Prefer not to answer	☐



B. TRAVEL PURPOSE AND FREQUENCY

9. How often do you typically travel outside of Canada?

Several times a year	☐
Once a year	☐
Once every few years	☐
Rarely	☐
I have never traveled outside of Canada	☐

10. What kind of travel advice do you usually look for when you are planning a trip? **[OPEN-END]**

11. **[IF 'NEVER' AT Q.9, SKIP TO Q.12]** What is the primary purpose for your international travel? Please select all that apply.

Business	☐
Pleasure/leisure	☐
Visiting friends/family or country of heritage	☐
Study abroad	☐
Volunteering abroad	☐
Other, please specify:	☐
I do not travel internationally [PN: EXCLUSIVE]	☐

C. AWARENESS/KNOWLEDGE OF TRAVEL.GC.CA AND TRAVEL ADVICE/ADVISORIES

12. How familiar are you with each of the following?

ROTATE A AND B	Very familiar	Mostly familiar	Somewhat familiar	Not too familiar	Not at all familiar
a. The <i>travel.gc.ca</i> website	☐	☐	☐	☐	☐
b. The Government of Canada's Travel Advice and Advisories for countries around the world	☐	☐	☐	☐	☐

[IF 'NOT FAMILIAR AT ALL' FOR A AND B AT Q.12, SKIP TO Q.18.]

13. How did you first hear about *travel.gc.ca* and/or the destination-specific Travel Advice and Advisories? Please select all that apply. **[PN: RANDOMIZE LIST]**

Search engine (e.g., Google, Bing, Yahoo!, etc.)	☐
Social media	☐
Word of mouth	☐
Travel agent	☐
Information provided by the airline	☐
Signage at airport/pre-departure gate	☐
Advertisement	☐
<i>travel.gc.ca</i> booth/outreach	☐
At work	☐
At school	☐



Other, please specify: [PN: ANCHOR TO BOTTOM OF LIST]	☐
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14. Have you ever visited the website *travel.gc.ca*?

Yes, many times	☐
Yes, once or twice	☐
No [SKIP TO Q.16]	☐

15. Based on anything you may have seen, read or heard, how clear and easy to understand do you find the information on *travel.gc.ca*?

Very clear	☐
Mostly clear	☐
Somewhat unclear	☐
Very unclear	☐

16. When you are preparing for a trip abroad, how often do you typically consult ...

ROTATE A AND B	Always	Often	Occasionally	Rarely	Never
a. [PN: DO NOT ASK IF 'NO' AT Q14] The <i>travel.gc.ca</i> website?	☐	☐	☐	☐	☐
b. The Government of Canada's Travel Advice and Advisories for countries around the world?	☐	☐	☐	☐	☐

[IF 'NEVER,' SKIP TO Q.18]

17. **[IF 'ALWAYS,' 'OFTEN,' 'OCCASIONALLY' OR 'RARELY,' ASK]** Have you ever made decisions related to your travel plans based on the information in the Travel Advice and Advisories?

Yes	☐
No	☐
Not sure	☐

18. Regardless of your familiarity with the Government of Canada's Travel Advice and Advisories, how confident are you that each of the following types of information *is* or *is not* typically included in Canada's Travel Advice and Advisories? **[PN: RANDOMIZE LIST]**

	I am confident this IS included	I am confident it IS NOT included	I'm not sure
Local laws and customs	☐	☐	☐
Entry/exit and visa requirements	☐	☐	☐
Required/recommended vaccines	☐	☐	☐
Sightseeing recommendations	☐	☐	☐
Contact information for the nearest Canadian office	☐	☐	☐
Safety and security risks	☐	☐	☐
Weather/climate risks	☐	☐	☐
Local cuisine recommendations	☐	☐	☐



travel.gc.ca is the Government of Canada's website for travel advice for different types of travellers and information on travel health, safety and security, and what to do if you need help while you are abroad, among other things. The Government of Canada's Travel Advice and Advisories provide useful information about 230 destinations around the world so Canadians can inform themselves about entry requirements, security risks, and other details as they prepare for and undertake international travel.

19. If you were planning your next or first trip abroad, how likely would you be to consult ...

ROTATE A AND B	Very likely	Somewhat likely	Not very likely	Not likely at all
a. The <i>travel.gc.ca</i> website	☐	☐	☐	☐
b. The Government of Canada's Travel Advice and Advisories for countries around the world	☐	☐	☐	☐

20. At what point do you typically or would you be likely to check destination-specific Travel Advice and Advisories? **[ONE RESPONSE ONLY]**

Months before leaving	☐
Weeks before leaving	☐
Days before leaving	☐
On arrival at destination	☐
Only if something happens during the trip	☐
Multiple times throughout planning and travel	☐
I do not/would not use this information [PN: EXCLUSIVE]	☐

D. MOTIVATORS, BARRIERS AND PERCEIVED USEFULNESS OF TRAVEL ADVICE

21. For what purposes do you or would you consult *travel.gc.ca* or the Travel Advice and Advisories? Please select all that apply. **[PN: RANDOMIZE LIST]**

To plan where to go	☐
To understand safety or security risks	☐
To review entry/exit requirements	☐
To check required or recommended vaccines	☐
To find advice for specific traveller types (e.g., women, families, 2SLGBTQ+)	☐
To understand local laws or customs	☐
To get embassy/consular contact information	☐
If I encounter an issue during the trip	☐
Other, please specify: [PN: ANCHOR AS 2ND ITEM AT BOTTOM OF LIST]	☐
I do not/would not use this information [PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]	☐

22. Which types of information do you or would you consider to be most useful from *travel.gc.ca* or the Travel Advice and Advisories? Please **select up to 3** from the list below. **[PN: RANDOMIZE LIST]**

Clear risk level summaries	☐
Entry/exit requirements	☐
Health and vaccine information	☐
Safety and security concerns	☐



Advice for specific traveller types	☐
Transportation/disruption alerts	☐
What to do in an emergency	
Local laws and cultural norms	☐
Contact information for Canadian offices	☐
Other, please specify: [PN: ANCHOR TO BOTTOM OF LIST]	☐

23. What, if anything, would make you less likely to use travel advice or information from the Government of Canada? Please select all that apply. **[PN: RANDOMIZE LIST]**

I don't know where to find it	☐
I forget to look	☐
It feels overwhelming/too much detail	☐
I rely on other sources (e.g., Google, travel blogs, friends/family)	☐
I don't think it applies to the destination(s) where I travel to/am likely to travel to	☐
I prefer to rely on my travel agent	☐
Other, please specify: [PN: ANCHOR AS 2ND ITEM AT BOTTOM OF LIST]	☐
None of the above [PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]	☐

E. AWARENESS AND USAGE OF REGISTRATION OF CANADIANS ABROAD (ROCA)

24. Before today, were you aware of the Registration of Canadians Abroad service?

Yes, I was definitely aware of this service	☐
Yes, I have heard of this but don't know much about it	☐
No, I was not aware of this service	☐

25. **[IF 'YES' AT Q.24, ASK]** How often do you register your trips through the Registration of Canadians Abroad service?

All trips	☐
Most trips	☐
Some trips	☐
Never	☐
Not applicable/I do not travel internationally	☐

Registration of Canadians Abroad is a free service that allows the Government of Canada to notify you in case of an emergency at your destination or a personal emergency at home. The service also enables you to receive important information before or during a natural disaster or civil unrest.

26. Do you plan to use the Registration of Canadians Abroad service for any future trips abroad?

Yes, definitely	☐
Yes, I might consider it/I'm not sure	☐
No	☐
Not applicable/I don't plan to travel abroad	☐



27. **[IF 'NO' AT Q.26, ASK]** Please elaborate on why you choose not to use the Registration of Canadians Abroad service for future trips? **[OPEN-END]**

F. RISK LEVELS

28. Before today, were you aware that the Government of Canada uses four official travel risk levels? The risk levels are: take normal precautions, exercise a high degree of caution, avoid non-essential travel, and avoid all travel.

Yes, I was aware of the 4 risk levels	☐
Yes, I was aware of travel risk levels, but not these 4 specifically	☐
No, I was not aware of this	☐

29. Have you ever changed or reconsidered your travel plans because of a risk level?

Yes, many times	☐
Yes, once or twice	☐
No	☐

30. **[IF 'NO' AT Q.29, ASK]** What precautions did you take instead? Please select as many as apply. **[PN: RANDOMIZE LIST]**

Purchased travel insurance	☐
Signed up for Registration of Canadians Abroad	☐
Adjusted itinerary or activities	☐
Carried fewer valuables	☐
Monitored the news or government updates	☐
Other, please specify: [PN: ANCHOR AS 2ND ITEM AT BOTTOM OF LIST]	☐
I didn't take any precautions [PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]	☐

31. Before today, were you aware that a change in a destination's risk level might affect the validity of travel insurance coverage?

Yes	☐
No	☐
Not sure	☐

G. AWARENESS AND UNDERSTANDING OF CONSULAR SERVICES

32. How familiar are you with consular services?

Very familiar	☐
Mostly familiar	☐
Somewhat familiar	☐
Not too familiar	☐
Not at all familiar	☐



33. To the best of your knowledge, which of the following most accurately describe the term “consular services?”

Please select all that apply. [RANDOMIZE LIST.]

Services provided by the Government of Canada that help Canadians prepare for travel, including travel advice, destination information, and general safety guidance.	☐
Services provided by Canadian government offices abroad to assist Canadians who are travelling or living abroad.	☐
Services that foreign governments provide to visitors and tourists in their countries, including visas and entry permits.	☐
Services provided to Canadians abroad through international partnerships, such as airport support, translation and emergency coordination.	☐
Travel services offered to Canadians by airlines, tour operators, and other travel industry partners when problems arise abroad.	☐
Not sure	☐

34. Who do you believe is eligible to receive consular services from the Government of Canada? Select as many as apply. [RANDOMIZE LIST.]

Permanent Residents of Canada	☐
Canadian citizens with a valid passport	☐
Temporary Residents in Canada	☐
Canadian citizens without a valid passport	☐
Permanent Residents and Canadian citizens with a valid passport	☐
Canadian citizens with or without a valid passport	☐
Not sure [PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]	☐

Consular services are the services provided by the Government of Canada through its embassies, consulates and offices abroad to Canadian citizens living or travelling outside of Canada.

35. How useful do you think consular services would be to you or your family if you needed help abroad?

Very useful	☐
Moderately useful	☐
Not very useful	☐
Not useful at all	☐
Not sure	☐

36. For each of the situations below, please indicate whether you believe the Government of Canada can typically provide this type of assistance abroad?

ROTATE ITEMS A-I	Yes	No	Not sure
a. Provide a list of local doctors and hospitals	☐	☐	☐
b. Provide medical advice or services	☐	☐	☐



c. Contact family or friends, with your consent, if you have an accident	☐	☐	☐
d. Pay medical bills in case of a medical emergency	☐	☐	☐
e. Give you a list of local lawyers, if needed	☐	☐	☐
f. Advocate for fair treatment under local laws	☐	☐	☐
g. Get a Canadian out of a foreign prison	☐	☐	☐
h. Post bail or pay legal fees, if needed	☐	☐	☐
i. Give you public sources of information on local laws and regulations	☐	☐	☐

37. And, for each of the situations described below, please indicate whether you believe the Government of Canada can typically provide this type of assistance abroad?

ROTATE ITEMS A-H	Yes	No	Not sure
a. Ask police in Canada to notify next of kin, in case of a death abroad	☐	☐	☐
b. Provide help finding a funeral home abroad in the case of a death of a family member or friend	☐	☐	☐
c. Pay for burial, cremation, or transportation of remains back to Canada	☐	☐	☐
d. Help you replace a lost, stolen, damaged or expired passport	☐	☐	☐
e. Provide notarial services (verifying signatures, certifying documents)	☐	☐	☐
f. Help you find a job overseas	☐	☐	☐
g. Help you vote in Canadian elections	☐	☐	☐
h. Provide financial assistance in emergency and exceptional situations	☐	☐	☐

38. If a Canadian requires urgent financial assistance while abroad, which of the following do you believe the Government of Canada is able to provide? Please select all that apply. [PN: RANDOMIZE LIST]

Help in facilitating a private money transfer	☐
Issue pension or social security benefits	☐
Approve a loan for a flight back to Canada, which must be repaid	☐
None of the above [PN: EXCLUSIVE. ANCHOR AS 2 ND TO BOTTOM OF LIST]	☐
Not sure [PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]	☐

39. For each of the situations below, please indicate whether you believe the Government of Canada can typically provide this type of assistance abroad in the case of a large-scale international emergency?

ROTATE ITEMS A-G	Yes	No	Not sure
a. Provide urgent travel documents	☐	☐	☐
b. Provide transportation to a safe third country	☐	☐	☐
c. Arrange flights back to Canada	☐	☐	☐
d. Provide accommodation, food and water	☐	☐	☐
e. Help with evacuating pets	☐	☐	☐
f. Provide physical security	☐	☐	☐



g. Provide urgent visas for immediate family members	☐	☐	☐
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40. Before today, did you know anything about the following?

ROTATE A AND B	Yes	No	Not sure
a. How consular services are funded	☐	☐	☐
b. Whether there are fees associated with accessing consular services	☐	☐	☐

41. Which of the following do you think contribute to funding consular services? Please select all that apply.

[RANDOMIZE LIST.]

Consular fees (e.g., passport fees)	☐
Fees paid at Canadian offices abroad when consular services are requested (e.g., replacing a passport or notarial services)	☐
General tax revenue	☐
Emergency service provider fees	☐
All of the above [PN: EXCLUSIVE. ANCHOR 2 ND TO BOTTOM OF LIST]	☐
Not sure [PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]	☐

42. Please indicate which of the following you think are valid ways to access consular assistance? Please select all that apply. [RANDOMIZE LIST.]

Visiting a Canadian office abroad	☐
Calling the 24/7 Emergency Watch and Response Centre in Ottawa	☐
Emailing sos@international.gc.ca	☐
Calling your Member of Parliament	☐
Completing an online emergency contact form on travel.gc.ca	☐
Calling local emergency services at home or at the destination	☐
Texting the 24/7 Emergency Watch and Response Centre in Ottawa on Signal or WhatsApp	☐
Using the chat function on travel.gc.ca	☐
All of the above [PN: EXCLUSIVE. ANCHOR 2 ND TO BOTTOM OF LIST]	☐
Not sure [PN: EXCLUSIVE. ANCHOR TO BOTTOM OF LIST]	☐

43. Have you ever contacted or used consular services for yourself or someone else?

Yes	☐
No	☐
Not sure	☐

44. [IF 'YES' AT Q.43, ASK] How satisfied were you with the support you received?



Very satisfied	☐
Mostly satisfied	☐
Neutral	☐
Mostly dissatisfied	☐
Very dissatisfied	☐
Cannot recall/Prefer not to say	☐

H. COMMUNICATIONS, DIGITAL TOOLS AND MODERNIZATION

45. What are your preferred ways to receive travel-related information? Please select your **top 3**. [RANDOMIZE LIST]

Email updates, that you could sign up for	☐
Text/SMS alerts, that you could sign up for	☐
travel.gc.ca website	☐
Mobile apps and push notifications	☐
Social media	☐
Travel agents	☐
News media	☐
Embassy/consulate websites	☐
Other, please specify: [PN: ANCHOR TO BOTTOM OF LIST]	☐

46. How interested would you be in each of the following digital services from Global Affairs Canada?

ROTATE ITEMS A-D	Very interested	Somewhat interested	Not very interested	Not at all interested
a. A personalized travel profile showing alerts for your destinations	☐	☐	☐	☐
b. A mobile app that can deliver push alerts for travel advice and emergencies in your destination	☐	☐	☐	☐
c. An online portal to receive some routine consular services without visiting an Embassy or High Commission	☐	☐	☐	☐
d. A simpler, more user-friendly travel.gc.ca interface	☐	☐	☐	☐

47. How easy or difficult is it for you generally to understand and apply Government of Canada travel advice?

Very easy	☐
Somewhat easy	☐
Somewhat difficult	☐
Very difficult	☐
Not sure/I haven't used it	☐

48. What information do you think is missing or should be improved in terms of Government of Canada travel advice? Please select all that apply. [RANDOMIZE LIST]



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More concise summaries	☐
Clearer risk explanations	☐
More visuals/maps	☐
More guidance for specific traveller groups	☐
More frequent updates on the situation in different countries	☐
More practical 'what to do' steps	☐
Other, please specify [PN: ANCHOR AS 2ND LAST ITEM AT BOTTOM OF LIST]	☐
Nothing is missing [PN: ANCHOR TO BOTTOM OF LIST]	☐

I. DEMOGRAPHICS

This final set of questions will be used for statistical purposes only.

49. Have you ever held a valid Canadian passport?

Yes	☐
No	☐
Not sure	☐

50. Which of the following best describes how you travel? **[ONE RESPONSE ONLY]**

Mostly travel alone	☐
Mostly travel with partner/spouse	☐
Mostly travel with family, including children under 18 years of age	☐
Mostly travel with friends and/or adult family members	☐
A combination of the above	☐
Does not apply	☐

51. Language in which survey was completed **[PN: CODE]**

English	☐
French	☐



B. French Questionnaire

Affaires mondiales Canada — Niveau de connaissance des services consulaires chez les Canadiennes et Canadiens

Sondage — 06 janvier 2026

Introduction

Le gouvernement du Canada mène une enquête pour savoir comment les Canadiennes et les Canadiens recherchent, obtiennent et utilisent de l'information au moment de préparer un voyage ou de se préparer à passer du temps loin de chez eux. Le cabinet de recherche **The Strategic Counsel** a été mandaté pour réaliser le présent sondage. If you prefer completing the survey in English, please click on « English » **[Donner accès à la version anglaise du sondage]**. Il vous faudra **environ 15 minutes** pour répondre au sondage et votre participation est volontaire et confidentielle.

Vos réponses ne vous seront en aucun cas attribuées et les renseignements que vous fournirez seront traités conformément aux exigences de la *Loi sur la protection des renseignements personnels*, de la *Loi sur l'accès à l'information* et de toute autre loi applicable. La décision de participer ou non au sondage vous appartient et il n'y aura aucune conséquence à ne pas y participer.

Passez en revue les questions ci-dessous pour en savoir plus sur le traitement des renseignements personnels recueillis à votre sujet.

Quel traitement sera réservé à vos renseignements personnels? [NP : PARAGRAPHE RÉDUCTIBLE — N'AFFICHER LE TEXTE QUE SI LE RÉPONDANT CLIQUE SUR LA QUESTION]

Les renseignements personnels que vous fournissez à Affaires mondiales Canada sont traités aux termes de la *Loi sur la protection des renseignements personnels* et sont recueillis en vertu de l'article 4 de la *Loi sur le ministère des Affaires étrangères, du Commerce et du Développement*, conformément à la directive du Conseil du Trésor sur les pratiques relatives à la protection de la vie privée. La collecte porte uniquement sur les renseignements nécessaires à la réalisation du projet de recherche.

Pourquoi recueillons-nous vos renseignements personnels? [NP : PARAGRAPHE RÉDUCTIBLE — N'AFFICHER LE TEXTE QUE SI LE RÉPONDANT CLIQUE SUR LA QUESTION]

Le présent sondage a pour but de comprendre vos opinions et vos expériences concernant différents types d'informations et de services liés aux voyages, que vous voyagiez régulièrement ou non. Nous avons besoin de vos renseignements personnels, notamment de données démographiques vous concernant afin de mieux comprendre le sujet de la recherche. Toutefois, vos réponses seront toujours regroupées avec celles des autres répondantes et répondants au moment de l'analyse et de la production des rapports ; vous ne serez jamais directement identifié(e).

Aucun renseignement permettant de vous identifier directement, comme votre nom ou votre date de naissance complète, ne vous sera demandé. Il se pourrait toutefois que les réponses que vous nous fournirez soient utilisées seules ou en combinaison avec d'autres renseignements disponibles, dans le but de vous identifier. Nous attachons une grande importance à la protection de vos renseignements personnels et nous ferons tout notre possible pour les protéger et minimiser le risque que vous soyez identifié(e).

Utiliserons-nous ou échangerons-nous vos renseignements personnels à d'autres fins? [NP : PARAGRAPHE RÉDUCTIBLE — N'AFFICHER LE TEXTE QUE SI LE RÉPONDANT CLIQUE SUR LA QUESTION]

La firme de sondage The Strategic Counsel sera chargée de recueillir les données du sondage auprès de tous les participants et participantes. Afin de réduire le risque que vous soyez identifié(e), une fois la collecte de données terminée, The Strategic Counsel fournira à Affaires mondiales Canada un ensemble de données qui



ne comprendra aucune réponse permettant de vous identifier directement. Toutes les réponses recueillies seront regroupées aux fins d'analyse et présentées sous forme agrégée. L'ensemble de données pourrait également, sur demande, être mis à la disposition des gouvernements fédéral et provinciaux, ainsi que d'organisations et de chercheurs et chercheuses à travers le Canada. Les rapports et autres publications découlant de cette étude contiendront des données agrégées et des résultats du sondage auxquels vous ne serez ni identifié(e) ni associé(e). Le rapport définitif ainsi que l'ensemble de données seront publiés sur le site Web de Bibliothèque et Archives Canada.

Quels sont vos droits? [NP : PARAGRAPHE RÉDUCTIBLE — N’AFFICHER LE TEXTE QUE SI LE RÉPONDANT CLIQUE SUR LA QUESTION]

Vous êtes en droit de porter plainte auprès du Commissariat à la protection de la vie privée du Canada si vous estimez que vos renseignements personnels n'ont pas été traités de manière appropriée. Pour plus d'information sur ces droits ou sur nos pratiques en matière de protection de la vie privée, veuillez communiquer avec Trista Heney, Associée, The Strategic Counsel, au theney@thestrategiccounsel.com.

Pour vérifier l'authenticité du présent sondage, cliquer ici. **[AFFICHER DANS UNE NOUVELLE FENÊTRE DU NAVIGATEUR]**

La présente enquête est parrainée par Affaires mondiales Canada. Veuillez noter que votre participation demeurera strictement confidentielle et n'affectera en rien vos interactions avec le gouvernement du Canada, y compris avec Affaires mondiales Canada.

Pour vérifier l'authenticité du présent sondage, veuillez [cliquer ici](#). Et saisir le code du projet suivant : 20260105-TH831.

Si vous avez des questions au sujet du sondage ou souhaitez obtenir un autre format de rapport, veuillez communiquer avec :

Trista Heney

Téléphone : 416-975-4465, poste 272

Courriel : theney@thestrategiccounsel.com



A. Questions aux fins de la sélection et du suivi des quotas

1. Quelle est votre année de naissance? [NP : NOTER L'ANNÉE — AAAA. METTRE FIN AU SONDAGE POUR LES PERSONNES NÉES EN 2008 OU APRÈS. SURVEILLER LES QUOTAS EN FONCTION DU GROUPE D'ÂGE]

Je préfère ne pas répondre ☐ [PASSER À LA Q1A]

1a. Accepteriez-vous d'indiquer à laquelle des tranches d'âge suivantes vous appartenez?

18 à 24 ans	☐	POURSUIVRE
25 à 34 ans	☐	POURSUIVRE
35 à 44 ans	☐	POURSUIVRE
45 à 54 ans	☐	POURSUIVRE
55 à 64 ans	☐	POURSUIVRE
65 ans ou plus	☐	POURSUIVRE
Je préfère ne pas répondre	☐	METTRE FIN AU SONDAGE

2. Parmi les réponses suivantes, laquelle correspond le plus à votre statut de nationalité?

Je suis citoyen(ne) canadien(ne)	☐	POURSUIVRE
Je possède la double nationalité, canadienne et celle d'un autre pays	☐	POURSUIVRE
Je ne suis pas citoyen(ne) canadien(ne)	☐	METTRE FIN AU SONDAGE

3. Veuillez fournir les trois premiers caractères de votre code postal. [NP : SURVEILLER LES QUOTAS PAR PROVINCE OU RÉGION]

Je préfère ne pas répondre ☐

3a. [QUESTION À POSER UNIQUEMENT À CEUX QUI ONT RÉPONDU « JE PRÉFÈRE NE PAS RÉPONDER » À LA Q.3] Dans quelle province ou quel territoire habitez-vous actuellement? [NP : SURVEILLER LES QUOTAS PAR PROVINCE OU RÉGION]

Alberta	☐
Colombie-Britannique	☐
Manitoba	☐
Nouveau-Brunswick	☐
Terre-Neuve-et-Labrador	☐
Territoires du Nord-Ouest	☐
Nouvelle-Écosse	☐
Nunavut	☐
Ontario	☐
Île-du-Prince-Édouard	☐
Québec	☐
Saskatchewan	☐
Yukon	☐
À l'extérieur du Canada [NP : METTRE FIN AU SONDAGE]	☐
Je préfère ne pas répondre [NP : METTRE FIN AU SONDAGE]	☐



4. À quel genre vous identifiez-vous? **[NP : VISER UNE RÉPARTITION APPROXIMATIVEMENT ÉGALE D'HOMMES ET DE FEMMES (50-50)]**

Homme	☐
Femme	☐
Je préfère m'auto-identifier	☐
Je préfère ne pas répondre	☐

5. Quel est le niveau de scolarité officiel le plus élevé que vous ayez atteint? **[NP : SURVEILLER LES QUOTAS]**

École primaire ou niveau inférieur	☐
Études secondaires partielles	☐
Diplôme d'études secondaires ou l'équivalent	☐
Certificat ou diplôme d'études professionnelles (DEP) ou d'une école de métiers	☐
Certificat ou diplôme d'études collégiales, d'un CÉGEP ou d'un autre établissement non universitaire	☐
Certificat ou diplôme universitaire inférieur au baccalauréat	☐
Baccalauréat	☐
Diplôme d'études supérieures (après le baccalauréat)	☐
Je préfère ne pas répondre	☐

6. Parmi les catégories suivantes, laquelle décrit au mieux le revenu total de votre ménage l'année dernière, avant impôts, toutes sources confondues, pour toutes les personnes de votre ménage? **[NP : SURVEILLER LES QUOTAS]**

Moins de 20 000 \$	☐
20 000 \$ à moins de 40 000 \$	☐
40 000 \$ à moins de 60 000 \$	☐
60 000 \$ à moins de 80 000 \$	☐
80 000 \$ à moins de 100 000 \$	☐
100 000 \$ à moins de 150 000 \$	☐
150 000 \$ et plus	☐
Je ne sais pas/je préfère ne pas répondre	☐

7. Quelle langue parlez-vous le plus souvent à la maison? **[NP : [N'ACCEPTER QU'UNE SEULE RÉPONSE] SURVEILLER LES QUOTAS]**

Anglais	☐
Français	☐
Autre langue, veuillez préciser :	☐
Je préfère ne pas répondre	☐

8. En pensant à des voyages à l'étranger, lequel des énoncés suivants vous correspond le mieux? Sélectionnez toutes les réponses pertinentes. **[NP : SURVEILLER LES QUOTAS POUR CEUX QUI ONT SOIT VOYAGÉ OU QUI COMPTENT VOYAGER AU COURS DES 3 PROCHAINES ANNÉES]**

Je compte voyager à l'extérieur du Canada au cours des trois prochaines années	☐
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J'ai voyagé à l'étranger au cours des trois dernières années	☐
Je n'ai pas voyagé à l'étranger au cours des 3 dernières années et je ne prévois pas de le faire au cours des trois prochaines années [NP : EXCLUSIF]	☐
Je préfère ne pas répondre	☐

B. MOTIFS ET FRÉQUENCE DES VOYAGES

9. À quelle fréquence voyagez-vous habituellement à l'extérieur du Canada?

Plusieurs fois par année	☐
Une fois par année	☐
À intervalles de deux ou trois ans	☐
Rarement	☐
Je n'ai jamais voyagé à l'extérieur du Canada	☐

10. Quel type de conseils recherchez-vous en général au moment de planifier un voyage? [QUESTION OUVERTE]

11. [SI ON A RÉPONDU « JAMAIS » À LA Q.9, PASSER À LA Q.12] Quelle est principale raison pour laquelle vous voyagez à l'étranger? Veuillez sélectionner toutes les réponses pertinentes.

Voyages d'affaires	☐
Voyages d'agrément ou de loisirs	☐
Pour rendre visite à des amis ou à des membres de ma famille ou pour visiter mon pays d'origine	☐
Pour étudier à l'étranger	☐
Pour faire du bénévolat à l'étranger	☐
Autre(s) raison(s), veuillez préciser :	☐
Je ne voyage pas à l'étranger [NP : EXCLUSIF]	☐

C. NIVEAU DE SENSIBILISATION OU DE CONNAISSANCE DU SITE WEB VOYAGE.GC.CA ET DES « CONSEILS AUX VOYAGEURS ET AVERTISSEMENTS »

12. Dans quelle mesure êtes-vous familier(ère) avec chacun des sites suivants?

ALTERNER L'ORDRE DES RÉPONSES A ET B	Très familier(ère)	En grande partie familier(ère)	Assez familier(ère)	Pas très familier(ère)	Pas du tout familier(ère)
a. Le site Web <i>voyage.gc.ca</i>	☐	☐	☐	☐	☐
b. Les Conseils aux voyageurs et avertissements par destination du gouvernement du Canada	☐	☐	☐	☐	☐

[SI ON A RÉPONDU « PAS DU TOUT FAMILIER » AUX POINTS A ET B DE LA Q.12, PASSER À LA Q.18.]

13. Comment avez-vous entendu parler du site Web *voyage.gc.ca* ou des Conseils aux voyageurs et avertissements par destination? Veuillez sélectionner toutes les réponses pertinentes. [NP : RANDOMISER LA LISTE]



Moteur de recherche (p. ex. Google, Bing, Yahoo!, etc.)	☐
Réseaux sociaux	☐
Bouche-à-oreille	☐
Agence de voyage	☐
Renseignements fournis par la compagnie aérienne	☐
Signalisation à l'aéroport ou à la porte d'embarquement	☐
Publicité	☐
Kiosque ou activité de sensibilisation faisant la promotion du site <i>voyage.gc.ca</i>	☐
Au travail	☐
À l'école	☐
Autre(s) source(s), veuillez préciser [NP : ANCRER AU BAS DE LA LISTE]	☐

14. Avez-vous déjà consulté le site Web *voyage.gc.ca*

Oui, plusieurs fois	☐
Oui, une ou deux fois	☐
Non [PASSER À LA Q.16]	☐

15. D'après ce que vous avez lu, vu ou entendu, dans quelle mesure l'information fournie sur le site *voyage.gc.ca* est-elle claire et facile à comprendre, selon vous?

Très claire	☐
Assez claire	☐
Peu claire	☐
Très peu claire	☐

16. Lorsque vous préparez un voyage à l'étranger, à quelle fréquence consultez-vous ...

ALTERNER L'ORDRE DES RÉPONSES A ET B	Toujours	Souvent	Occasionnellement	Rarement	Jamais
a. [NP : NE PAS DEMANDER SI LA RÉPONSE À LA Q14 EST « NON »] Le site Web <i>voyage.gc.ca</i> ?	☐	☐	☐	☐	☐
b. Les Conseils aux voyageurs et avertissements par destination du gouvernement du Canada?	☐	☐	☐	☐	☐

[SI ON A RÉPONDU « JAMAIS » PASSER À LA Q.18]

17. **[SI ON A RÉPONDU « TOUJOURS », « SOUVENT », « OCCASIONNELLEMENT » OU « RAREMENT », POSER LA QUESTION SUIVANTE :]** Vous est-il déjà arrivé de prendre des décisions en rapport avec des projets de voyage en vous appuyant sur des informations contenues dans les Conseils aux voyageurs et avertissements ?

Oui	☐
Non	☐
Je ne suis pas sûr(e)	☐



18. Quel que soit votre degré de familiarité avec les conseils et avertissements aux voyageurs du gouvernement du Canada, dans quelle mesure êtes-vous certain(e) que chacune des informations suivantes est comprise dans les Conseils aux voyageurs et avertissements du gouvernement du Canada? **[NP : RANDOMISER LA LISTE]**

	Je suis certain(e) qu'elle EST comprise	Je suis certain(e) qu'elle n'est PAS comprise	Je ne suis pas sûr(e)
Lois et coutumes du pays	☐	☐	☐
Exigences d'entrée et de sortie et en matière de visa	☐	☐	☐
Vaccins obligatoires ou recommandés	☐	☐	☐
Recommandations relatives aux sites touristiques à visiter	☐	☐	☐
Coordonnées du bureau du Canada le plus proche	☐	☐	☐
Risques en matière de sécurité	☐	☐	☐
Risques liés aux catastrophes naturelles ou aux conditions climatiques	☐	☐	☐
Recommandations culinaires locales	☐	☐	☐

voyage.gc.ca est le site Web du gouvernement du Canada fournissant des conseils destinés à différents types de voyageurs et voyageuses, notamment en matière de santé et de sécurité, ainsi que sur les mesures à prendre si vous avez besoin d'aide pendant un séjour à l'étranger. Les Conseils aux voyageurs et avertissements du gouvernement du Canada fournissent de l'information utile concernant 230 destinations à travers le monde afin que les Canadiennes et Canadiens puissent s'informer au sujet des exigences d'entrée, des risques pour leur sécurité et obtenir d'autres précisions au moment de préparer et d'entreprendre un voyage à l'étranger.

19. Au moment de planifier votre prochain ou premier voyage à l'étranger, dans quelle mesure est-il probable que vous consultiez :

ALTERNER L'ORDRE DES RÉPONSES A ET B	Très probable	Assez probable	Peu probable	Pas du tout probable
a. Le site Web voyage.gc.ca	☐	☐	☐	☐
b. Les Conseils aux voyageurs et avertissements par destination du gouvernement du Canada	☐	☐	☐	☐

20. À quel moment consultez-vous généralement ou seriez-vous susceptible de consulter les conseils et avertissements aux voyageurs concernant une destination précise? **[N'ACCEPTER QU'UNE SEULE RÉPONSE]**

Plusieurs mois avant mon départ	☐
Plusieurs semaines avant mon départ	☐
Plusieurs jours avant mon départ	☐
Une fois arrivé(e) à destination	☐
Seulement si un incident survient pendant le voyage	☐
À plusieurs reprises pendant la planification et le voyage	☐
Je ne me sers pas ou ne me servais pas de ces informations [NP : EXCLUSIF]	☐



D. FACTEURS DE MOTIVATION, OBSTACLES ET UTILITÉ PERÇUE DES CONSEILS AUX VOYAGEURS

21. Pour quelle(s) raison(s) consultez-vous ou consulteriez-vous le site Web *voyage.gc.ca* ou les Conseils aux voyageurs et avertissements. Veuillez sélectionner toutes les réponses pertinentes. **[NP : RANDOMISER LA LISTE]**

Pour planifier où aller	☐
Pour comprendre les risques liés à la sécurité	☐
Pour passer en revue les exigences d'entrée et de sortie	☐
Pour vérifier quels sont les vaccins obligatoires ou recommandés	☐
Pour obtenir des conseils concernant une catégorie précise de voyageurs et voyageuses (p. ex. femmes, familles, personnes 2ELGBTQ+)	☐
Pour comprendre les lois et coutumes locales	☐
Pour obtenir les coordonnées d'une ambassade ou d'un consulat	☐
En cas de problème pendant le voyage	☐
Autre(s) raison(s), veuillez préciser [NP : ANCRER AU BAS DE LA LISTE EN TANT QUE DEUXIÈME ÉLÉMENT.]	☐
Je ne me sers pas/ne me servais pas de ces informations [NP : EXCLUSIF. ANCRER AU BAS DE LA LISTE]	☐

22. Quelles sont les informations contenues dans le site Web *voyage.gc.ca* ou dans les Conseils aux voyageurs et avertissements que vous considérez ou considéreriez comme les plus utiles? Veuillez **choisir un maximum de trois réponses** dans la liste ci-dessous. **[NP : RANDOMISER LA LISTE]**

Comptes rendus clairs du niveau de risque	☐
Exigences d'entrée et de sortie	☐
Informations en matière de santé et de vaccins	☐
Préoccupations en matière de sécurité	☐
Conseils pour certains types de voyageurs et voyageuses	☐
Alertes relatives aux transports/à des interruptions	☐
Quoi faire en cas d'urgence	☐
Lois locales et normes culturelles	☐
Coordonnées des bureaux du Canada à l'étranger	☐
Autre(s) raison(s), veuillez préciser [NP : ANCRER EN TANT QUE DEUXIÈME ÉLÉMENT, AU BAS DE LA LISTE]	☐

23. Qu'est-ce qui vous rendrait moins susceptible de recourir aux conseils ou aux informations aux voyageurs et voyageuses fournis par le gouvernement du Canada? Veuillez sélectionner toutes les réponses pertinentes. **[NP : RANDOMISER LA LISTE]**

Ne pas savoir où les trouver	☐
Oublier de les consulter	☐
Je trouve ça trop compliqué/il y a trop de détails	☐



Je me fie à d'autres sources d'information (p. ex. Google, blogues de voyage, amis, membres de ma famille)	☐
Je ne crois pas que l'information concerne la ou les destinations où je me rends ou suis susceptible de me rendre	☐
Je préfère me fier à mon agence de voyages	☐
Autre(s) raison(s), veuillez préciser [NP : ANCRER EN TANT QUE DEUXIÈME ÉLÉMENT, AU BAS DE LA LISTE]	☐
Aucune de ces réponses [NP : EXCLUSIF. ANCRER AU BAS DE LA LISTE]	☐

E. CONNAISSANCE ET UTILISATION DU SERVICE « INSCRIPTION DES CANADIENS À L'ÉTRANGER »

24. Avant aujourd'hui, connaissiez-vous le service d'Inscription des Canadiens à l'étranger?

Oui, je connaissais certainement ce service	☐
Oui, j'en avais entendu parler, mais je ne savais peu de chose à son sujet	☐
Non, je ne connaissais pas ce service	☐

25. [SI ON A RÉPONDU « OUI » À LA Q.24 POSER LA QUESTION SUIVANTE :] À quelle fréquence inscrivez-vous vos voyages au moyen du service d'Inscription des Canadiens à l'étranger?

Pour tous mes voyages	☐
Pour la plupart de mes voyages	☐
Pour certains voyages	☐
Jamais	☐
Sans objet/je ne voyage pas à l'étranger	☐

Le service d'Inscription des Canadiens à l'étranger est gratuit et permet au gouvernement du Canada de vous aviser en cas d'urgence à destination ou en cas d'urgence personnelle au Canada. Ce service vous permet également de recevoir de l'information importante avant ou lors d'une catastrophe naturelle ou de troubles civils.

26. Envisagez-vous de recourir au service d'Inscription des Canadiens à l'étranger pour de futurs voyages à l'étranger?

Oui, certainement	☐
Oui, je pourrais l'envisager/Je ne suis pas sûr(e)	☐
Non	☐
Sans objet, je ne prévois pas voyager à l'étranger	☐

27. [SI ON A RÉPONDU « NON » À LA Q.26, POSER LA QUESTION SUIVANTE :] Veuillez fournir une explication détaillée des raisons pour lesquelles vous choisissez de ne pas recourir au service d'Inscription des Canadiens à l'étranger pour de futurs voyages? [QUESTION OUVERTE]



F. NIVEAUX DE RISQUE

28. Avant aujourd'hui, saviez-vous que le gouvernement du Canada a défini quatre niveaux de risque officiels concernant les voyages? Ces niveaux de risque sont les suivants : Prenez des mesures de sécurité normales ; Faites preuve d'une grande prudence ; Évitez tout voyage non essentiel ; Évitez tout voyage.

Oui, je connaissais les quatre niveaux de risque	☐
Oui, je savais qu'il y avait des niveaux de risque, mais pas ces quatre risques en particulier	☐
Non, je ne le savais pas	☐

29. Vous est-il déjà arrivé de modifier ou de remettre en question vos plans de voyage en raison d'un niveau de risque?

Oui, plusieurs fois	☐
Oui, une ou deux fois	☐
Non	☐

30. **[SI ON A RÉPONDU « NON » À LA Q.29, POSER LA QUESTION SUIVANTE :]** Quelles précautions avez-vous prises à la place? Veuillez sélectionner toutes les réponses pertinentes. **[NP : RANDOMISER LA LISTE]**

J'ai souscrit une assurance voyage	☐
Je me suis inscrit(e) au service d'Inscription des Canadiens à l'étranger	☐
J'ai ajusté mon itinéraire ou mes activités	☐
J'ai emporté moins d'objets de valeur	☐
J'ai suivi les nouvelles d'actualités ou les mises à jour du gouvernement	☐
Autre(s) précaution(s), veuillez préciser [NP : ANCRER EN TANT QUE DEUXIÈME ÉLÉMENT, AU BAS DE LA LISTE]	☐
Je n'ai pas pris de précautions [PN : EXCLUSIF. ANCRER AU BAS DE LA LISTE]	☐

31. Avant aujourd'hui, saviez-vous qu'un changement concernant le niveau de risque lié à une destination pouvait avoir une incidence sur la validité de votre assurance voyage?

Oui	☐
Non	☐
Je ne suis pas sûr(e)	☐

G. CONNAISSANCE ET COMPRÉHENSION DES SERVICES CONSULAIRES

32. Dans quelle mesure êtes-vous familier(ère) avec les services consulaires?

Très familier(ère)	☐
En grande partie familier(ère)	☐
Assez familier(ère)	☐
Pas très familier(ère)	☐
Pas du tout familier(ère)	☐



33. À votre connaissance, parmi les descriptions suivantes, quelle sont celles qui définit le plus exactement le terme « services consulaires »? Veuillez choisir toutes les réponses pertinentes. **[RANDOMISER LA LISTE]**

Des services fournis par le gouvernement du Canada comprenant entre autres des conseils aux voyageurs, de l'information concernant une destination ainsi que des directives générales en matière de sécurité pour aider les Canadiennes et Canadiens à préparer un voyage.	☐
Des services fournis par des bureaux du Canada à l'étranger pour aider les Canadiennes et Canadiens voyageant ou vivant à l'étranger.	☐
Des services que les gouvernements étrangers fournissent aux visiteuses et visiteurs et aux touristes dans leurs pays, notamment pour l'émission de visas et d'autorisations d'entrée.	☐
Des services fournis aux Canadiennes et Canadiens se trouvant à l'étranger dans le cadre de partenariats internationaux, dont de l'aide dans les aéroports, des services de traduction et des services de coordination en cas d'urgence.	☐
Des services offerts aux voyageuses et voyageurs par des compagnies aériennes, des voyagistes et autres partenaires de l'industrie du voyage aux Canadiennes et Canadiens en cas de problèmes à l'étranger.	☐
Je ne suis pas sûr(e)	☐

34. Selon vous, quelles sont les personnes admissibles à recevoir des services consulaires du gouvernement du Canada? Veuillez choisir toutes les réponses pertinentes. **[RANDOMISER LA LISTE.]**

Les personnes avec le statut de résidents permanents du Canada	☐
Les personnes avec la citoyenneté canadienne possédant un passeport valide	☐
Les résidents et résidentes temporaires au Canada	☐
Les personnes avec la citoyenneté canadienne ne possédant PAS un passeport valide	☐
Les résidentes et résidents permanents et les citoyennes et citoyens canadiens possédant un passeport valide	☐
Les citoyennes et citoyens canadiens dont le passeport est ou n'est pas valide	☐
Je ne suis pas sûr(e) [NP : EXCLUSIF. ANCRER AU BAS DE LA LISTE]	☐

Les services consulaires sont les services que fournit le gouvernement du Canada aux citoyennes et citoyens canadiens vivant ou voyageant à l'extérieur du Canada par l'intermédiaire de ses ambassades, consulats et bureaux à l'étranger.



35. Dans quelle mesure des services consulaires pourraient-ils vous être utiles ou être utiles aux membres de votre famille si vous aviez besoin d'assistance à l'étranger?

Très utiles	☐
Assez utiles	☐
Pas très utiles	☐
Pas utiles du tout	☐
Je ne suis pas sûr(e)	☐

36. Pour chacune des situations décrites ci-dessous, veuillez indiquer si, à votre avis, le gouvernement du Canada est habituellement en mesure de fournir ce type d'assistance à l'étranger.

[ALTERNER L'ORDRE DES RÉPONSES A à I]	Oui	Non	Je ne suis pas sûr(e)
a. Fournir une liste des médecins et hôpitaux locaux	☐	☐	☐
b. Fournir des conseils ou services médicaux	☐	☐	☐
c. Avec votre consentement, communiquer avec un membre de votre famille ou des amis en cas d'accident	☐	☐	☐
d. Payer des frais médicaux en cas d'urgence médicale	☐	☐	☐
e. Vous fournir une liste d'avocats locaux, en cas de besoin	☐	☐	☐
f. Plaider pour qu'on vous assure un traitement équitable en vertu des lois locales	☐	☐	☐
g. Obtenir la libération d'une Canadienne ou d'un Canadien détenu(e) dans une prison étrangère	☐	☐	☐
h. Verser une caution ou payer des frais juridiques, si nécessaire	☐	☐	☐
i. Vous fournir des sources d'information publiques concernant les lois et règlements locaux	☐	☐	☐

37. Et pour chacune des situations décrites ci-dessous, veuillez indiquer si, selon vous, le gouvernement du Canada est habituellement en mesure de fournir ce type d'assistance à l'étranger.

[ALTERNER L'ORDRE DES RÉPONSES A à H]	Oui	Non	Je ne suis pas sûr(e)
a. Demandez à la police canadienne de prévenir vos proches en cas de décès à l'étranger	☐	☐	☐
b. Aider à la recherche d'un salon funéraire à l'étranger en cas de décès d'un membre de la famille ou d'un ami	☐	☐	☐
c. Payer les frais d'inhumation, de crémation ou de rapatriement de la dépouille au Canada	☐	☐	☐
d. Vous aider à remplacer un passeport perdu, volé, endommagé ou périmé	☐	☐	☐
e. Fournir des services notariaux (pour la vérification de signatures, la certification de documents)	☐	☐	☐
f. Vous aider à trouver de l'emploi à l'étranger	☐	☐	☐
g. Vous aider à exercer votre droit de vote lors d'élections canadiennes	☐	☐	☐



h. Fournir de l'aide financière dans des situations d'urgence et exceptionnelles	☐	☐	☐
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38. Dans le cas où une Canadienne ou un Canadien avait besoin d'une aide financière pendant qu'il ou elle se trouve à l'étranger, quels services suivants le gouvernement du Canada est-il, selon vous, en mesure de fournir? Veuillez sélectionner toutes les réponses pertinentes. **[NP : RANDOMISER LA LISTE]**

De l'aide pour faciliter un transfert d'argent privé	☐
Verser des prestations de retraite ou de sécurité sociale	☐
Approuver un prêt pour payer les frais remboursables d'un vol de retour au Canada	☐
Aucune de ces réponses NP : EXCLUSIF. ANCRER EN TANT QUE DEUXIÈME ÉLÉMENT, AU BAS DE LA LISTE]	☐
Je ne suis pas sûr(e) [NP : EXCLUSIF. ANCRER AU BAS DE LA LISTE]	☐

39. Pour chacune des situations décrites ci-dessous, veuillez indiquer si vous êtes d'avis que le gouvernement du Canada est habituellement en mesure de fournir ce type d'aide à l'étranger en cas d'urgence internationale à grande échelle.

ALTERNER L'ORDRE DES RÉPONSES A à G	Oui	Non	Je ne suis pas sûr(e)
a. Fournir des documents de voyage urgents	☐	☐	☐
b. Assurer votre transport vers un tiers pays sûr	☐	☐	☐
c. Organiser des vols de retour au Canada	☐	☐	☐
d. Fournir un hébergement, de la nourriture et de l'eau	☐	☐	☐
e. Aider à l'évacuation d'animaux de compagnie	☐	☐	☐
f. Assurer la sécurité physique de particuliers	☐	☐	☐
g. Fournir des visas urgents à des membres de la famille immédiate	☐	☐	☐

40. Avant aujourd'hui, saviez-vous...

ALTERNER L'ORDRE DES RÉPONSES A ET B	Oui	Non	Je ne suis pas sûr(e)
a. Comment les services consulaires sont financés?	☐	☐	☐
b. S'il y a des frais associés à l'obtention de services consulaires?	☐	☐	☐

41. Parmi les sources de financement suivantes, lesquelles contribuent, à votre avis, à financer les services consulaires? Veuillez sélectionner toutes les réponses pertinentes. **[RANDOMISER LA LISTE.]**

Les frais consulaires (p. ex. les frais de passeport)	☐
Les frais payés dans des bureaux du Canada à l'étranger lorsque des services consulaires sont sollicités (p. ex. pour le remplacement d'un passeport ou des services notariaux)	☐
Revenus fiscaux généraux (impôts)	☐
Frais d'un fournisseur de services d'urgence	☐



Toutes ces réponses [NP : EXCLUSIF. ANCRER EN TANT QUE DEUXIÈME ÉLÉMENT, AU BAS DE LA LISTE]	☐
Je ne suis pas sûr(e) [NP : EXCLUSIF. ANCRER AU BAS DE LA LISTE]	☐

42. Parmi les options suivantes, veuillez indiquer celles qui, selon vous, constituent des moyens valables d'obtenir des services d'assistance consulaire. Veuillez sélectionner toutes les réponses pertinentes.

[RANDOMISER LA LISTE.]

Se rendre à un bureau du Canada à l'étranger	☐
Communiquer avec le Centre de surveillance et d'intervention d'urgence ouvert 24 heures sur 24, 7 jours sur 7, à Ottawa	☐
Envoyer un courriel à : SOS@international.gc.ca	☐
Communiquer avec son ou sa députée	☐
Remplir un formulaire des personnes à joindre en cas d'urgence sur le site voyage.gc.ca	☐
Appeler des services d'urgence locaux au Canada ou à destination	☐
Envoyer un message texte à l'aide de Signal ou WhatsApp au Centre de surveillance et d'intervention d'urgence ouvert 24 heures sur 24, 7 jours sur 7, à Ottawa.	☐
Utiliser la fonction de clavardage sur le site Web voyage.gc.ca	☐
Toutes ces réponses [NP : EXCLUSIF. ANCRER EN TANT QUE DEUXIÈME ÉLÉMENT, AU BAS DE LA LISTE]	☐
Je ne suis pas sûr(e) [NP : EXCLUSIF. ANCRER AU BAS DE LA LISTE]	☐

43. Avez-vous déjà appelé ou eu recours à des services consulaires pour vous-même ou quelqu'un d'autre?

Oui	☐
Non	☐
Je ne suis pas sûr(e)	☐

44. **[SI ON A RÉPONDU OUI À LA Q.43, POSER LA QUESTION SUIVANTE :]** Dans quelle mesure avez-vous été satisfait(e) du soutien que vous avez reçu?

Très satisfait(e)	☐
Plutôt satisfait(e)	☐
Ni satisfait(e) ni insatisfait(e)	☐
Plutôt insatisfait(e)	☐
Très insatisfait(e)	☐
Je ne me souviens pas/Je préfère ne pas répondre	☐

H. COMMUNICATIONS, OUTILS NUMÉRIQUES ET MODERNISATION

45. Quels sont les moyens que vous préférez pour recevoir de l'information destinée aux voyageurs? Veuillez sélectionner vos **3 moyens préférés**. **[RANDOMIZE LIST]**



Des mises à jour par courriel auxquelles on peut s'inscrire	☐
Des alertes par messages texte ou SMS auxquels on peut s'inscrire	☐
Le site Web <i>voyage.gc.ca</i>	☐
Applications mobiles et alertes automatiques « push notification »	☐
Réseaux sociaux	☐
Agence de voyage	☐
Médias d'information	☐
Sites Web de l'ambassade ou du consulat	☐
Autre(s) moyen(s), veuillez préciser : [NP : ANCRER AU BAS DE LA LISTE]	☐

46. Dans quelle mesure seriez-vous intéressé(e) à obtenir chacun des services numériques suivants de la part d'Affaires mondiales Canada?

[ALTERNER L'ORDRE DES RÉPONSES A à I]	Très intéressé(e)	Assez intéressé(e)	Pas très intéressé (e)	Pas du tout intéressé(e)
a. Un profil de voyage personnalisé montrant les alertes en vigueur pour votre destination	☐	☐	☐	☐
b. Une application mobile pouvant envoyer des alertes automatiques avec des conseils aux voyageurs et en cas d'urgence à destination	☐	☐	☐	☐
c. Un portail en ligne où recevoir des services consulaires courants sans se rendre à une ambassade ou à un haut-commissariat	☐	☐	☐	☐
Une interface voyage.gc.ca simplifiée et conviviale	☐	☐	☐	☐

47. Dans quelle mesure trouvez-vous en général facile ou difficile de comprendre et de mettre en pratique les conseils aux voyageurs du gouvernement du Canada?

Très facile	☐
Assez facile	☐
Assez difficile	☐
Très difficile	☐
Je ne suis pas sûr(e), je n'y ai pas eu recours	☐

48. Quelle information manque-t-il ou devrait être améliorée dans les conseils aux voyageurs du gouvernement du Canada? Veuillez sélectionner toutes les réponses pertinentes. **[RANDOMIZE LIST]**

Des comptes rendus plus concis	☐
Des explications plus claires des risques	☐
Un plus grand nombre d'éléments visuels et de cartes	☐
Un plus grand nombre de directives pour certaines catégories de voyageurs et voyageuses	☐



Des mises à jour plus fréquentes sur la situation dans différents pays	☐
Un plus grand nombre de conseils à suivre de type « Quoi faire en cas de... »	☐
Autre information, veuillez préciser [ANCRER EN TANT QUE DEUXIÈME ÉLÉMENT, AU BAS DE LA LISTE]	☐
Il ne manque rien [PN : ANCRER AU BAS DE LA LISTE]	☐

I. DONNÉES DÉMOGRAPHIQUES

La dernière série de questions ne servira qu'à des fins statistiques.

49. Avez-vous déjà détenu un passeport canadien valide?

Oui	☐
Non	☐
Je ne suis pas sûr(e)	☐

50. Laquelle des options suivantes correspond le plus à vos habitudes de voyage? **[N'AUTORISER Q'UNE SEULE RÉPONSE]**

La plupart du temps, je voyage seul(e)	☐
Je voyage surtout en compagnie de mon/ma époux(se) ou partenaire	☐
Je voyage surtout en compagnie de membres de ma famille, notamment avec des enfants de moins de 18 ans	☐
Je voyage surtout en compagnie d'amis ou de membres adultes de ma famille	☐
Une combinaison des choix précédents	☐
Sans objet	☐

51. Langue dans laquelle le sondage a été effectué **[NP : CODE]**

Anglais	☐
Français	☐