

**FINAL
REPORT**

**2006 National
Client Satisfaction Survey**

Prepared for:
Passport Canada

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pn 5894



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INTRODUCTION

BACKGROUND

Passports are the most authoritative personal identification document in most countries around the world today, which makes them an essential travel document. Passport Canada (PPTC) is an agency of the Government of Canada responsible for the issuance and management of passports for Canadian citizens. It also provides guidance to missions issuing passports abroad and supervises all matters relating to Canadian travel documents.

As in other countries, the issuance and management of citizen passports is a core function of the federal government. At the same time, PPTC is guided by two guiding principles, as outlined in its vision statement: a) to be a leader in managing secure identity and travel documents; and b) to deliver service excellence in meeting the needs and expectations of its clients. These twin principles are not mutually incompatible, but taken together present unique challenges. Ensuring the integrity and security of essential travel documents sometimes requires processes (e.g. collection of personal information) can interfere with clients' expectations for fast and inexpensive service. Balancing these requirements is one of the central challenges facing the Agency.

Since the 1990s, Passport Canada has conducted client-centred research to identify client expectations for service, and then to measure progress against meeting these expectations. In 2001, PPTC launched an ongoing Client Satisfaction Measurement Program to support its ongoing objectives for service excellence. This research program provides PPTC with regular feedback from clients to evaluate previously-implemented business improvement initiatives, and to support strategic planning. This program is consistent with the federal government's broader Service Improvement Initiative (SII) established by the Treasury Board to focus efforts on improving service quality across the Government of Canada. Under this umbrella, the PPTC Program uses the Common Measurements Tool (CMT) for measuring client satisfaction, thereby ensuring comparability with service improvement initiatives across the federal government.

2006 NATIONAL CLIENT SATISFACTION SURVEY

In 2006, Passport Canada once again conducted the National Client Satisfaction Survey to update key indicators and also address certain aspects of service in greater depth. As before, the overall purpose of this survey is to measure the degree of client satisfaction with services offered to passport applicants through currently available channels at the national level. In 2006 the survey coverage expanded to include more Canada Post and Service Canada receiving agent outlets, and the survey itself focused more specifically on clients' channel preferences for submitting applications.

The specific objectives of the 2006 survey are to:

- Measure client satisfaction with services offered in connection with obtaining a recent passport (covering the full process from application to its use while travelling);
- Assess trends in client priorities and satisfaction, based on tracking results from previous waves of the national survey where comparable measures are available;
- Identify meaningful differences in opinions across relevant segments of the client population (e.g. by channel used, demographics), and how these differences have changed over time; and
- Conduct an in-depth analysis to uncover the drivers (levers) of client satisfaction, from which priority areas of improvement can be identified.

The 2006 National Client Satisfaction Survey was based on telephone interviews with a representative sample of 1,321 Canadians 18 years and older who applied for a new passport between January and April, 2006. The interviews were conducted between May 1 and June 10, 2006. The sample was stratified to ensure adequate representation by region of residence and application delivery channel. A national sample of this size will provide results accurate to within plus or minus 2.7 percentage points in 19 out of 20 samples (a larger margin of error will apply to subgroups of this population). A more detailed description of the methodology used to conduct this survey is presented at the back of this report, along with a copy of the questionnaire (see Appendix).

REPORT SYNOPSIS

This report begins with an Executive Summary that presents key findings from the 2006 survey. This is followed by a detailed analysis of the survey data which addresses results at the national level as well as for relevant subgroups (by channel, demographics).

Many of the questions included on this survey were drawn from the 2005 national client satisfaction survey, and provide a basis for comparing changes over the previous year. It should be noted, however, that while question wording is in many cases identical, the 2006 survey was redesigned so that questions appear in a different sequence, and in some cases in a very different context of topics. For these reasons, the comparisons between the 2005 and 2006 surveys cannot be considered to be as precise as may have been the case with previous waves using earlier versions of the questionnaire. Some of the difference in results recorded between 2005 and 2006 may be due to these methodological changes, although significant shifts would most likely indicate a true change in client opinions. Unless otherwise noted, all results are expressed as a percentage.

EXECUTIVE SUMMARY

The results of the 2006 survey reveal that Passport Canada continues to earn positive marks from most Canadians for the services it provides to those obtaining a new passport. Satisfaction ratings have declined in some cases over the past 12 months (most notably in terms of the base cost, ease of access to service by telephone, and duration of validity period), while increasing in others (e.g., in-person services, wait time to receive a passport, comparisons with services offered by other federal agencies and the private sector).

The findings also show clearly that the channel used for submitting a passport application has an impact on how clients evaluate their service experience. Those submitting their application to a Passport Canada office continue to be the most satisfied with the level of service provided, although satisfaction levels have declined over the past year in such areas as wait times and parking. The past year has seen significant improvement in the ratings given to Canada Post and Service Canada locations, while satisfaction ratings have declined noticeably among those submitting their application by mail. Regardless of where they submitted their application, a majority of clients are satisfied with the channel options available, and would choose the same one for their next passport.

The following points summarize the key findings from the research:

Application form and requirements

- Most clients are satisfied with the passport application form in terms of its availability (94% satisfied) and simplicity (86%), as well as with the clarity of the instructions provided (90%); very few expressed clear dissatisfaction in any of these areas. Satisfaction with availability is strongest and the proportion very satisfied has increased since 2005 (up 12 percentage points), while overall satisfaction ratings on simplicity and clarity declined marginally (down 5 points each).
- More than eight in ten (84%) clients are satisfied with the current requirements to obtain a new passport, but ratings are down from 2005 (down 9). Almost nine in ten (86%) believe the current guarantor requirements are reasonable, and this general endorsement is evident across all identifiable client subgroups.
- Opinions about the cost of a new passport are mixed, with four in ten (42%) clients expressing satisfaction with the base cost, down significantly since 2005 (down 21) points. The remainder are neutral (22%) or dissatisfied (35%) with this cost. Those opting for an express or urgent application are more apt to be satisfied with the additional costs for this service (61% express satisfaction), although this percentage is also down from last year (down 14).

Submitting the passport application

- Most clients are generally satisfied with the time and effort involved in getting a new passport, but this is less apt to be the case than in 2005 (down 13 points). More than eight in ten (83%) are satisfied with the ease of submitting their application, and three-quarters (76%) are satisfied with the total time and effort involved in applying for a passport. Declining satisfaction ratings are most evident among those who submitted their application by mail (down 19).
- Among clients who submitted their application in person, a majority are satisfied with the convenience of the office location in terms of hours of operation (79%), location (74%), signage (65%), and to a lesser extent parking availability (57%). Satisfaction levels have declined somewhat over the past year, particularly for outside signage (down 20) and parking (down 14).
- Those submitting their application in-person say they waited an average of 47 minutes to be served, down from 54 minutes in 2005. Average wait times were longer at Passport Canada offices (48 minutes) than at Canada Post (10) or Service Canada (18) outlets, but all declined since 2005. Two-thirds (66%) say their wait time was acceptable (up 5 points), and the threshold for acceptability is at 30 minutes. Despite shorter wait times, clients are less likely to express satisfaction with the speed of service, particularly at Passport Canada offices (down 14).
- Clients submitting their application in-person are very positive about the staff who served them, in terms of competency (95%), courtesy (92%), attention to their needs (95%), providing answers to their questions (92%), and offering service in their official language of choice (98%). “Very satisfied” ratings increased significantly since 2005 in all aspects of staff service (ranging from 11 to 26 points), and across all three channels, but especially Canada Post locations.

Telephone contact with Passport Canada

- One in ten (9%) clients contacted Passport Canada by telephone about their application. A similar proportion that did so in 2005, but there has been a significant increase in such calls among those who submitted their application by mail (up 7). Three-quarters (73%) are satisfied with the service received and with the staff with whom they interacted during these calls.
- Clients are least apt to be satisfied with the ease of access to Passport Canada services by telephone, with ratings declining significantly over the past year (down 36 points). Average reported wait times for service more than doubled (to 23 minutes) and acceptability of wait times declined to 57 percent. A 10 minute wait is the threshold beyond which most clients become dissatisfied.

- Six percent of clients report being called by Passport Canada about their application, mostly to fill in or verify specific information (this group is composed mainly of those clients who submitted their application by mail). Almost everyone (91%) contacted expressed satisfaction with how Passport Canada handled this contact.

Passport pick-up and delivery

- One in ten clients opted to pick up their passport in-person at a Passport Canada office, and they report waiting an average of 15 minutes for service, consistent with 2005 results. The vast majority (89%) are satisfied with the speed of service they received; with 30 minutes the threshold for satisfaction in this case.
- Nine in ten (90%) clients are satisfied with the ease with which they were able to pick up their passport at the Passport Canada office, with strong satisfaction ratings up significantly over last year (up 13 points). Few identify any specific improvements needed with respect to this aspect of service.
- The majority of clients opt to have their new passport delivered to them by mail or courier, and say it took an average of 16 days to receive their passport once their application has been accepted (up from 13 days reported in 2005). This increase over last year has taken place primarily among those who submitted their application by mail (increasing from 19 to 34 days), and to a lesser extent among those receiving their passport by mail (from 14 to 17 days).
- Almost all (91%) clients are satisfied with the time it took to receive their new passport in the mail, with the level of strong satisfaction up markedly since 2005 (up 18 points). Nine in ten say this total wait time was acceptable, and this remains constant for those who waited up to three weeks. Acceptability of wait time has declined over the past year, however, most notably among those who submitted their application by mail (down 31 points, to 68%).

Passport characteristics

- Clients continue to be mostly satisfied with the key characteristics of the passport document itself, particularly in terms of its acceptance by other countries (89% are satisfied), the number of pages in the document (85%) and security features to avoid forgery (84%). There is less widespread satisfaction with the current validity period (59%), and this rating has declined noticeably since 2005 (down 19 points), with dissatisfaction almost doubling to 30 percent.

- Despite growing dissatisfaction with the current five-year validity period, clients are divided on the merits of a passport valid for 10 years that costs double the current fee: 46 percent would prefer this option, compared with 47 percent who would opt for the status quo. These findings suggest the attractiveness of a longer validity period is as much about reducing the cost of a new passport as it is about the effort saved in obtaining one.
- A small majority (57%) of clients express interest in adding new security features to their passport that include a physical description of the bearer's physical characteristics, such as an iris or fingerprint. Thirty-seven percent prefer their passport include the current security features.

Overall Service Experience

- Nine in ten (91%) clients are satisfied with their overall service experience with Passport Canada, with one-third very satisfied compared with only five percent who are dissatisfied. Ratings are essentially unchanged at the national level, but have declined noticeably since 2005 among Quebec residents (29% very satisfied, down 15 points) and those who submitted their application by mail (22%, down 11). Strong satisfaction continues to be most prevalent among clients who submitted their application to a Passport Canada office, but has strengthened among those who used a Service Canada location (up 6 points).
- The level of service provided by Passport Canada compares very favourably to that provided by other federal government organizations (47% say Passport Canada does a better job, versus 3% who say it does a worse job), and to a lesser extent with the private sector (34%, versus 15%). In both cases, the Agency's relative performance has improved noticeably since 2005 (up 11 and 13 points, respectively).
- When asked to rate the importance they place on each of six aspects of service, clients are most likely to place the greatest priority on a secure passport design (62% say this is very important) and the least priority on easy access to telephone services (26%). Over the past year, the gap between these high and low points has widened.
- In between these endpoints, significant minorities place strong importance on ease of access to services in person (43%), duration of validity period (37%), understanding their particular needs (34%), and the time required to produce a passport (31%). Importance ratings in these areas are largely unchanged since 2005.

- A more in-depth analysis reveals the key “drivers” or factors influencing clients’ overall service experience. Clients are most likely to report a positive service experience if they are satisfied with the overall time and effort required to obtain a passport, find it easy to submit an application, and do not consider the guarantor requirements to be unreasonable. For those who submitted an application in person, courtesy of staff is key to a positive overall experience. For those submitting their application by mail, overall wait time emerges as an important factor.

Submission channel preferences

- Clients cite specific reasons for using a particular channel to obtain a new passport, in a largely predictable pattern. A Passport Canada office was used primarily because of speed, while some wanted to avoid losing documents in the mail. Convenience was the chief reason for sending by mail, while both speed and convenience factored in using Canada Post and Service Canada.
- Overall satisfaction with channels used is high, with seven in ten (70%) clients indicating they would use the same channel again for their next passport. This intention is much more prevalent among those who used an in-person option (ranging from 71% for Passport Canada offices to 86% for Service Canada) than among those who mailed in their recent application (59%).
- Among clients who would choose a different channel next time, there is no clear preference. Those who used an in-person option are most apt to say they might try the mail option, while those who used the mail are evenly split in citing either Passport Canada or Canada Post. Reasons for considering a new channel are largely the same ones identified by previous users (e.g. using Passport Canada for speed and document security, using the mail for convenience).

Differences by client segments

At the broadest level, the key findings outlined previously are applicable to clients across the country. Apart from reported differences by submission channel, the main findings hold for most other identifiable segments of the population, as defined by clients’ region of residence, demographic characteristics and travel patterns. The following highlights some notable differences, which in most cases are a matter of degree rather than a substantively different point of view:

Region. There are some notable difference in client experiences and ratings across regions, which likely reflect both the type of services available and characteristics of the population. Ontario residents tend to be the most positive about Passport Canada services, and it is in this province where satisfaction with the overall service experience has improved over the past year (very satisfied

up 6 points), along with reduced wait times (down 17 minutes). In contrast, it is in Quebec where overall satisfaction has declined most significantly since 2005 (see previous page), accompanied by greater dissatisfaction with wait times and application requirements (including forms).

Other regions tend to fall somewhere in between Ontario and Quebec in most aspects of service, with one notable shift being decreasing satisfaction with wait times for in-person service in B.C. (down 33 points) and the Prairies (down 25). This is the first year the national survey covered clients in the three northern territories. The size of this subsample limits the precision with which to assess this subgroup, but the findings show northern residents' experience and assessment of Passport Canada services are generally in line with that of their southern counterparts.

Age. Clients in the oldest age bracket (56 years and over) are generally the most positive about their service experience with Passport Canada. They are the most satisfied overall, and give the highest ratings in terms of application requirements, office convenience, staff courtesy and the passport document itself. Younger cohorts are more mixed in their assessments, and it is among clients in the 18 to 35 age group where a decline in overall service experience ratings is most evident (very satisfied down 6 points).

Other characteristics. The analysis examined how service experiences varied across the client population by gender, household income, mother tongue, country of origin and primary type of travel (business versus pleasure). Some differences do in fact emerge within these groups (and are identified in this report), but not in a systematic way that would lead to firm conclusions about these characteristics as important factors that shape the service experience.

APPLICATION FORM AND REQUIREMENTS

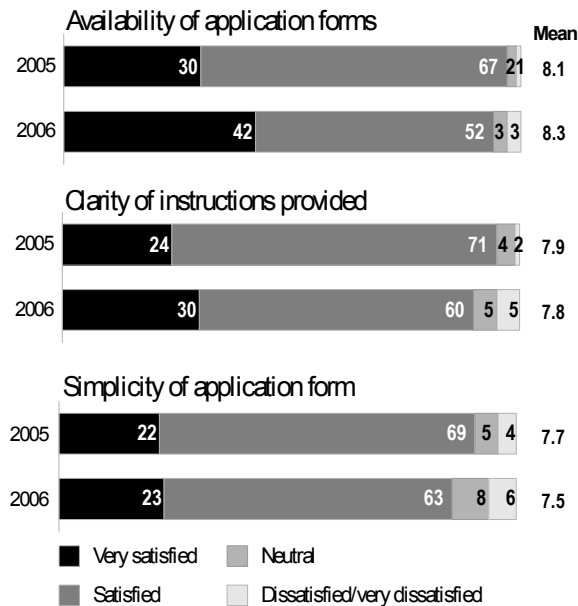
Application form

Most clients continue to be satisfied with the passport application form in terms of availability, simplicity and clarity of instructions. Satisfaction with availability is strongest and has increased since 2005, but ratings on simplicity and clarity have declined marginally.

The survey included several questions to measure clients' experience with the passport application form that needs to be completed for submission, in terms of availability, clarity and simplicity.

Availability of application forms. As in previous years, availability of passport application forms is not an issue for clients seeking them. More than nine in ten clients surveyed say they are very satisfied (42%) or satisfied (52%) with the availability of these forms, with very few either neutral (3%) or dissatisfied (3%). These ratings represent an overall improvement over the past year, as the proportion that are very satisfied has risen by 12 percentage points, largely reflecting a shift from those who previously said they were "satisfied" with the availability of application forms.

Satisfaction with passport application forms 2005 – 2006



Overall satisfaction ratings are essentially the same across the client population, but there is some variation in the prevalence of "very satisfied" ratings (which generally provide the most discriminating measure for group comparisons on this and other questions). Very satisfied ratings are most prevalent among women, anglophones and Ontario residents.

Since 2005, the increase in very satisfied ratings has taken place across the applicant population (except in the Prairie provinces), but most significantly in Ontario (up 23 points). In Quebec, very satisfied ratings have increased as well (up 6 points) but so have dissatisfaction ratings (to 11%, up 9), suggesting that clients in this province have become somewhat more polarized about this aspect of service (as they have in other areas – see the following sections).

Clarity of instructions provided with application. Nine in ten clients are very satisfied (30%) or satisfied (60%) with the clarity of instructions that accompany the passport application, with the remainder divided between those who were neutral (5%) and dissatisfied (5%). These ratings reflect a marginal downward shift since 2005: The very satisfied ratings increased by six points, but the net overall satisfaction ratings are down five points, with a minor increase in dissatisfaction (up 3 points).

Again, overall satisfaction levels are comparable across the population, but strong satisfaction with the application instructions is most evident among older clients, and residents of Ontario and Quebec, while less so among residents of the territories, and those who submitted their application by mail or through Service Canada.

Since 2005, very satisfied ratings increased most noticeably among business travellers, allophones, and Ontario residents, while declining in Atlantic Canada and the Prairies. As with availability of forms, ratings on clarity of instructions have become more polarized in Quebec over the past year, with increases among both the very satisfied (32%, up 6 points) and dissatisfied (13%, up 10).

Simplicity of the application form. More than eight in ten clients are very satisfied (23%) or satisfied (63%) with the simplicity of the passport application form, with the rest either neutral (8%) or dissatisfied (6%). Ratings on this measure have declined marginally since 2005, with overall satisfaction ratings down by five points, shifting from “satisfied” to either neutral (up 3 points) or dissatisfaction (up 2).

Strong satisfaction with the simplicity of the form is most likely to be reported by clients who submitted their application in-person, francophones, older clients and residents of Ontario and Quebec. Dissatisfaction levels are low across the population, but most apt to be in Quebec (12%) and among those who submitted their application by mail (14%).

Since 2005, very satisfied ratings are up in Ontario, while down in Atlantic Canada and the Prairies. Over the past year there has also emerged an age gap, with clients 56 and over becoming more

positive on this aspect (very satisfied at 29%, up 10 points), while those 18 to 35 have become less so (12%, down 10). Over this same time period, however, it is clients in the middle age bracket (36 to 55) who have become more likely to express dissatisfaction (9%, up 5).

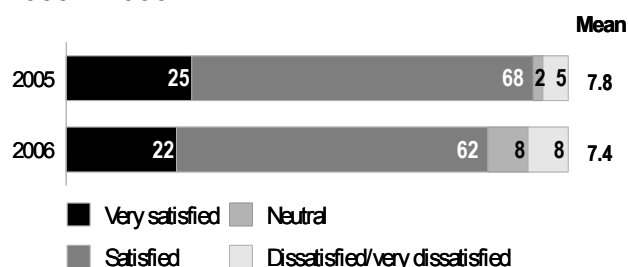
On all three of these aspects of the passport application, satisfaction ratings are closely linked to clients' satisfaction with the overall service received from Passport Canada for this most recent passport application. For instance, those generally very positive about their overall experience expressed satisfaction with the simplicity of the application by a wide margin (46% very satisfied versus 2% dissatisfied), compared with those who were generally negative about their overall experience (20% versus 28%). This type of finding is typical for service quality surveys, and indicates that the overall tenor of the global experience (be it positive or negative) invariably exerts some influence on most, if not all, specific aspects of the service provided.

Application requirements

More than eight in ten clients are satisfied with the current requirements to obtain a new passport, but ratings are down from 2005. Almost nine in ten believe the current guarantor requirements are reasonable.

Clients were also asked to evaluate their satisfaction overall with the requirements to obtain a new Canadian passport. As before, a significant majority (84%) continue to express general satisfaction with these requirements, but ratings have declined somewhat since 2005, reflecting a nine-point shift from satisfied (down 9 points) to both neutral (up 6) and dissatisfied (up 3).

**Overall requirements to obtain a passport
2005 – 2006**

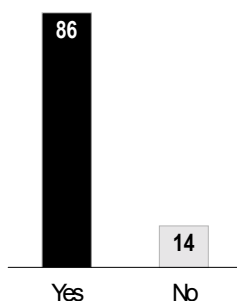


Overall satisfaction ratings are at or above the 80-percent mark for all identified segments – except clients using an express application (77%) and those submitting by mail (76%) – and there is little variation in very satisfied ratings. Lower ratings over the past year are recorded primarily among residents of Atlantic Canada, Quebec and the Prairies (while increasing in Ontario), as well as among

express application users, and those who submitted their applications through Canada Post or Service Canada. It is among these latter groups where dissatisfaction is most evident, but does not exceed 15 percent.

One of the longstanding requirements is to have the application signed by a “guarantor”, who can vouch for the identity and “character” of the applicant. Most (86%) clients believe this requirement is in fact a reasonable one. This is a strong majority view across the client population, and marginally lower only in B.C. (81%). Even among clients who are generally negative about their service experience with Passport Canada, seven in ten (72%) agree the guarantor requirement is reasonable, indicating this is not a principal source of dissatisfaction among those who are not fully pleased with the service they have received from Passport Canada.

**Is the guarantor requirement reasonable?
2006**



Finally, clients were asked to suggest any ways in which they think the passport application requirements could be improved (asked unprompted, without offering response choices). The overall high level of satisfaction with the application requirements is reflected in the finding that fewer than half could think of any improvements, and that no one suggestion was mentioned by as many as 10 percent of the client population.

The most common improvements pertain to the guarantor requirements (in various ways), and speeding up processing or waiting times, making it easier to renew a passport, and adding more locations or hours of operation. No other suggestion was given by more than four percent of the clients surveyed.

The types of improvements volunteered do not vary significantly across the client population. Suggestions of any kind, however, are most apt to be given by business travellers (56%) and residents of Atlantic Canadian (57%) and the Prairies (49%), while least so by clients in the lowest income bracket (30%) and residents of Quebec (28%).

How could the application requirements be improved?

2006

	%
Guarantor issues	8
Speed up processing/waiting times	7
Make it easier to renew	6
More locations/longer hours of operation	6
Improve clarity of requirements/readability	4
Longer validation period	4
Reduce passport fees	2
Strengthen security/make it harder to obtain	2
Add more staff	2
Change photo specs/allow smiles	1
Provide photos on site	1
Signature issues	1
Other suggestions	7
None/don't know	55

Passport cost

Four in ten clients express satisfaction with the base cost of their new passport, down significantly since 2005. Those opting for an express or urgent application are more apt to be satisfied with the additional costs, although this proportion is also down from last year.

Cost is rarely an aspect of service that will typically receive strong satisfaction ratings because consumers invariably prefer to pay less regardless of what is charged. This is the case with clients' assessment of the base cost of the Canadian passport they acquired in the previous several months, but satisfaction levels have declined noticeably over the past year.

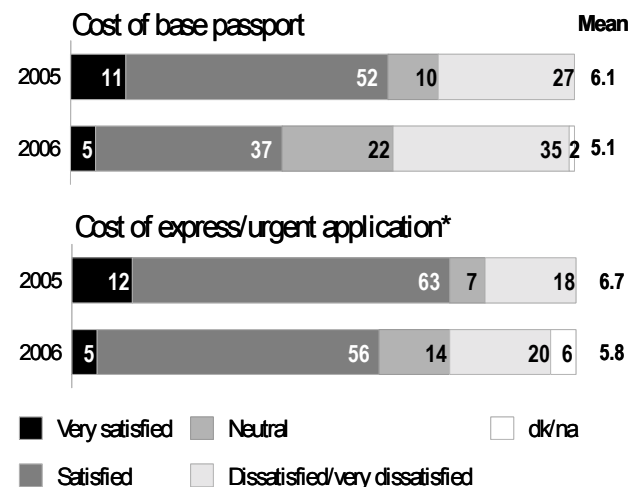
Base Cost. Four in ten (42%) clients say they are satisfied with the base passport cost, compared with 22 percent who are neutral, and one-third (35%) who are dissatisfied or very dissatisfied. This represents a sizeable decline in satisfaction ratings (down 21 points), which has shifted to both neutral (up 12) and dissatisfaction (up 8) ratings.

Lower satisfaction on base cost has occurred across the client population, but most significantly among residents of Ontario and the Prairies, and least so among those submitting their applications through Canada Post and Service Canada receiving agents (eliminating a gap in satisfaction with the other two modes which was evident in 2005). Dissatisfaction is most widespread non-native

Canadians who have been a citizen for 16 years or more (46%), while least evident among those who acquired their citizenship more recently (18%).

Satisfaction with passport cost

2005 – 2006



* Asked of those who used this type of application (n= 99)
2005 survey asked about express application only

Extra costs for urgent/express application. One in ten of the clients surveyed opted to obtain their passport through an express application (providing a new passport in 2 to 9 days) (8%) or an urgent service (guaranteeing delivery within 24 hours) (1%). These clients are somewhat more positive about the fees charged for these expedited services, with six in ten expressing satisfaction, compared with 14 percent neutral and 20 percent dissatisfied.

As with the base cost, however, satisfaction levels are down from 2005, when 75 percent expressed satisfaction. In this case, most of the shift has been from satisfaction to neutral ratings (up 7 points) or to “don’t know” responses (up 6) – which may possibly due to some clients not being sure exactly how much extra they paid for faster delivery. The subsample using these services is too small to provide for an in-depth analysis of subgroup differences.

SUBMITTING THE PASSPORT APPLICATION

The survey addressed clients’ experience and satisfaction with the process of submitting their passport application, focusing on those who did so in-person at a Passport Canada office, or through a Canada Post or Service Canada location.

Overall experience

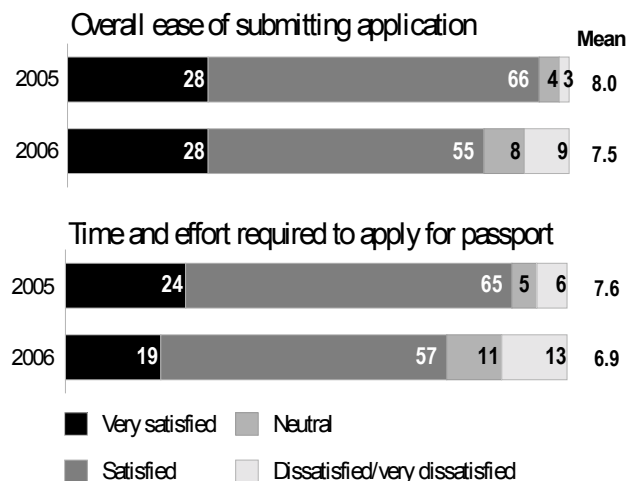
Most clients are generally satisfied with the time and effort involved in getting a new passport, but this is less apt to be the case than in 2005. Declining satisfaction ratings are most evident among those who submitted their application by mail.

Overall ease of process. Most clients are generally positive about their overall experience in submitting their recent passport application, although satisfaction levels are somewhat lower than in 2005. More than eight in ten are very satisfied (28%) or satisfied (55%) with ease of submitting their application, while the remainder are neutral (8%) or dissatisfied (9%). Ratings are down somewhat from 2005, with the percent who say “satisfied” down 11 points, shifting to neutral (up 4) or dissatisfaction (up 6) – the proportion that say “very satisfied” remains unchanged.

Satisfaction with this process is similar across the population but strongest among those who used a Service Canada or Passport Canada location (30% very satisfied each), and those 56 years of age and older (33%). Dissatisfaction levels do not exceed 15 percent in any group, but is most apt to be expressed by clients using express or urgent delivery (14%). Since 2005, overall satisfaction has declined more noticeably among clients who submitted their application by mail (down 14 points) or in-person (down 11) than by those using either Canada Post (down 7) or Service Canada (down 2).

Overall experience of submitting application

2005 – 2006

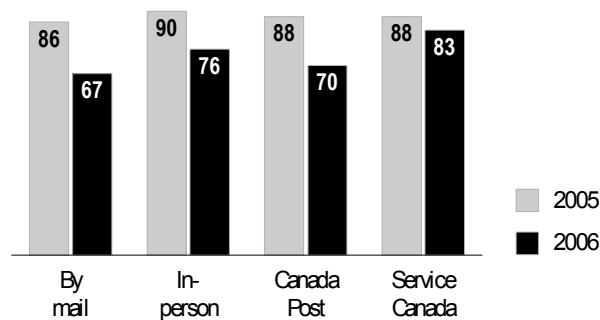


Total time and effort required. Three-quarters of the clients surveyed report they are very satisfied (19%) or satisfied (57%) with the total amount of time and effort it required to apply for a passport. Another 11 percent are neutral on this question, while slightly more (13%) are dissatisfied. Overall satisfaction has declined since 2005 (down 13 points), shifting both to neutral (up 6) and dissatisfied (up 7) ratings.

Over the past year, overall satisfaction has declined across all groups, but most significantly among clients who submitted their application by mail (down 19 points) or through Canada Post (down 18); these clients are now noticeably less apt to be satisfied with the total time and effort required, compared with those who submitted their application in-person or through Service Canada (which now has the highest level of satisfaction at 83%). Satisfaction with total time and effort required to apply for a passport has also declined most noticeably among francophones, Atlantic Canadians and British Columbians.

Satisfied with time and effort required to apply for passport

By submission channel 2005 – 2006



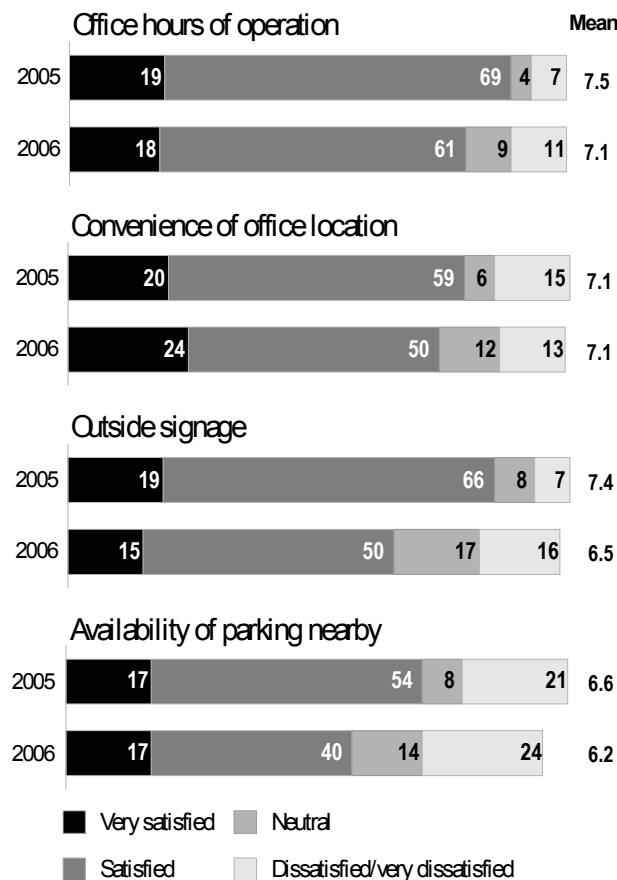
Convenience of submitting application in-person

A majority of clients are satisfied with the convenience of the submitting office location in terms of hours of operation, location, signage and parking availability. Satisfaction levels have declined over the past year, particularly in terms of outside signage and parking.

Clients were asked to rate the convenience of submitting their passport application in-person on each of several dimensions, including hours of operation, location, outside signage and availability of parking nearby.

Office hours of operation. Eight in ten clients submitting their passport application in-person are very satisfied (18%) or satisfied (61%) with the hours of operation of the office visited, with the remainder neutral (9%) or dissatisfied (11%). Satisfaction ratings are down slightly from 2005, mostly reflecting a shift from satisfied (down 9 points) to neutral (up 5) or dissatisfied (up 4).

Convenience of in-person application 2005 – 2006



Very satisfied ratings are now highest for clients using a Canada Post location (21%, up 8 points since 2005), with lower ratings now given by those visiting a Passport Canada (18%, down 1) or Service Canada (12%, down 9) location. As in 2005, strong satisfaction ratings are more evident among francophones and older clients. Across the country, satisfaction with hours of operation has declined most noticeably in Quebec and B.C.

Convenience of office location. Three-quarters of those surveyed say they are very satisfied (24%) or satisfied (50%) with the convenience of the office location they visited to submit their application, compared with those who are neutral (12%) or dissatisfied (15%). Overall satisfaction ratings are down from 2005 (down 5 points), but the proportion very satisfied has increased (up 4) (so that the mean rating is unchanged at 7.1).

Over the past year, strong satisfaction ratings have risen noticeably among clients visiting Canada Post (32%, up 17 points) and Service Canada (38%, up 12) locations, with levels well above those using Passport Canada offices (24%, up 4). This assessment of office locations has strengthened among older clients, allophones, francophones and Quebecers, while declining among residents of the Prairie and Atlantic provinces – Atlantic clients continue to be most apt to express dissatisfaction with office location convenience (23%, up 2).

Outside signage for office. Two-thirds are very satisfied (15%) or satisfied (50%) with the outside signage to find the office they visited to submit their application, with the remainder split between those neutral (17%) and dissatisfied (16%). Satisfaction ratings on this dimension are down significantly since 2005 (down 20 points), shifting to both neutral (up 9) and dissatisfied (up 9) ratings. Ratings have actually improved marginally among those visiting Canada Post locations, with very satisfied ratings up by 11 points (to 21%). A downward shift is most notable among those using Passport Canada locations, with overall satisfaction down 21 points (to 64%) and dissatisfaction up by nine points (to 16%). Very satisfied ratings are most apt to be given by Quebecers and older clients.

Availability of parking nearby. Of the four aspects of location convenience measured, clients are least apt to say they are very satisfied (17%) or satisfied (40%) with the availability of parking close to the office they visited. One in six (14%) are neutral, while one in four (24%) are dissatisfied (another 6% say this is not applicable or offer no response, ostensibly because they did not drive to submit their application). Satisfaction ratings are down 14 points since 2005, shifting mostly to neutral or not applicable (up 12) rather than to dissatisfied (up 3) ratings.

In terms of parking convenience, very satisfied ratings have actually improved among those visiting Canada Post (31%, up 15 points) and Service Canada (34%, up 17) locations, while holding steady for those using Passport Canada offices (16%, down 1), among whom overall satisfaction has dropped most substantially. Dissatisfaction with parking is now much more evident among visitors to Passport Canada locations (24%), compared with those going to a Canada Post (9%) or Service Canada (12%) location. As with other dimensions of office convenience, satisfaction is stronger among older clients and those living in Quebec.

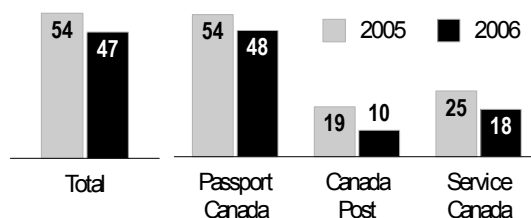
Waiting time at office

The average reported wait time to be served when submitting a passport application declined over the past year from 54 to 47 minutes. At the same time, clients are less likely than before to express satisfaction with the speed of service, particularly at Passport Canada offices.

An important aspect of service delivery is minimizing the amount of time clients need to wait to be served. The survey asked clients how long they recall waiting at the office location visited to submit their passport application. While such self-reported recall is by no means an accurate or objective measure of actual waiting time, such recollection is nevertheless a valuable indicator of the wait as experienced, and as a basis by which clients evaluate the service they received.

Clients report a range of time before being served, with one in five (18%) indicating it was less than 15 minutes, compared with a third (35%) who remember it being at least 60 minutes. The average wait time reported is 47 minutes, which is significantly lower than the 54 minutes recorded in 2005. The most significant reduction over the past year is in the proportion that say they waited 60 minutes or more (down 10 points).

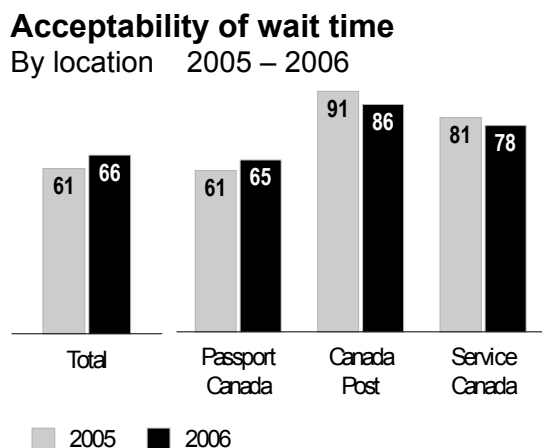
Wait time for service
Mean number of minutes By location 2005 – 2006



As in 2005, average wait times are much longer at Passport Canada offices (48 minutes) than at Canada Post (10 minutes) or Service Canada (18 minutes) locations, but averages have declined by a similar number of minutes in all three channels. By region, average wait times are lowest in the

Atlantic provinces (31 minutes) and longest in Quebec (62); they have declined most significantly in Ontario (40, down 17 minutes) while increasing in B.C. (56, up 20).

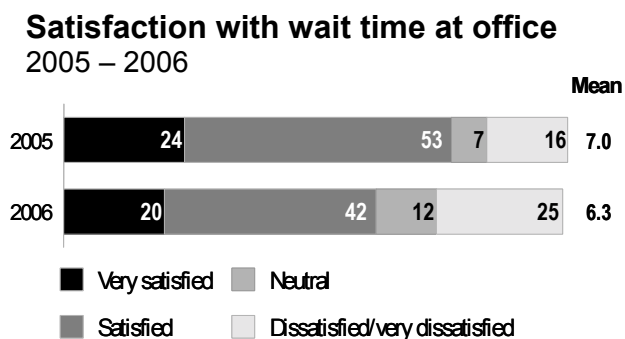
Along with shorter waiting times, clients are increasingly likely to say the time they had to wait is acceptable. Two-thirds (66%) say the amount of time they had to wait for service is acceptable, up marginally from the 61 percent who indicated this in 2005. Acceptability of wait times is higher among those visiting Canada Post (86%) and Service Canada (78%) locations, but is marginally lower than in 2005. This assessment is lower among those using Passport Canada offices (65%), but has increased over the past year. Satisfaction with wait times has increased noticeably in Quebec and Ontario, but declined significantly in B.C., where only 49 percent of clients now say the time they had to wait was acceptable (corresponding to the increased average wait time reported).



As might be expected, the acceptability of wait time is closely linked to how long clients recall waiting for service, with the key cut-off at 30 minutes. Wait times are considered fine for almost everyone who waited up to 14 minutes (99%) or 15 to 29 minutes (97%). This dropped somewhat to 72 percent among those waiting 30 to 59 minutes, and then dramatically to only 27 percent among those who say they waited for an hour or more before being served. The average wait time of those expressing dissatisfaction is 85 minutes.

The small minority of clients who said the time they waited is too long were asked what they *would* consider to be an acceptable wait when delivering their passport application. Most in this group said this would be either between 15 and 29 minutes (36%) or between 30 to 59 minutes (42%). The average desired wait time is 29 minutes (compared with 31 minutes in the 2005 survey), and is less than half as long as the average of 85 minutes experienced by this group. This 29-minute average is, in fact, almost identical to the average wait time reported by those who say their wait time is acceptable (28 minutes).

Finally, clients were also asked to rate their overall satisfaction with the amount of time they had to wait for service once arriving at the location where they submitted their application. Six in ten say they are very satisfied (20%) or satisfied (42%) with this aspect of service, compared with those who are neutral (12%) or dissatisfied (25%). Despite shorter wait times than last year, satisfaction ratings are noticeably lower (down 15 points), as increasing numbers give neutral (up 5) or dissatisfied (up 9) ratings.



The decline in overall satisfaction with wait times is most prevalent among clients visiting Passport Canada offices (62%, down 14 points since 2005), and is now well below the levels recorded for Canada Post (85%, down 5) and Service Canada (78%, down 10). Satisfaction levels have also shifted downward most noticeably among allophones (54%, down 22), and residents of Quebec (59%, down 20), the Prairies (55%, down 25) and B.C. (45%, down 33).

Satisfaction levels are very high for those clients who recall waiting less than 30 minutes to be served (94% of this group are very satisfied or satisfied), but diminishes for those waiting 30 to 59 minutes (64%) and is very low for those waiting at least an hour (27% satisfied, versus 56% dissatisfied). Together with the results on acceptability of wait times, the survey data indicate that providing service within 30 minutes is the key benchmark to satisfying client expectations for speed of service.

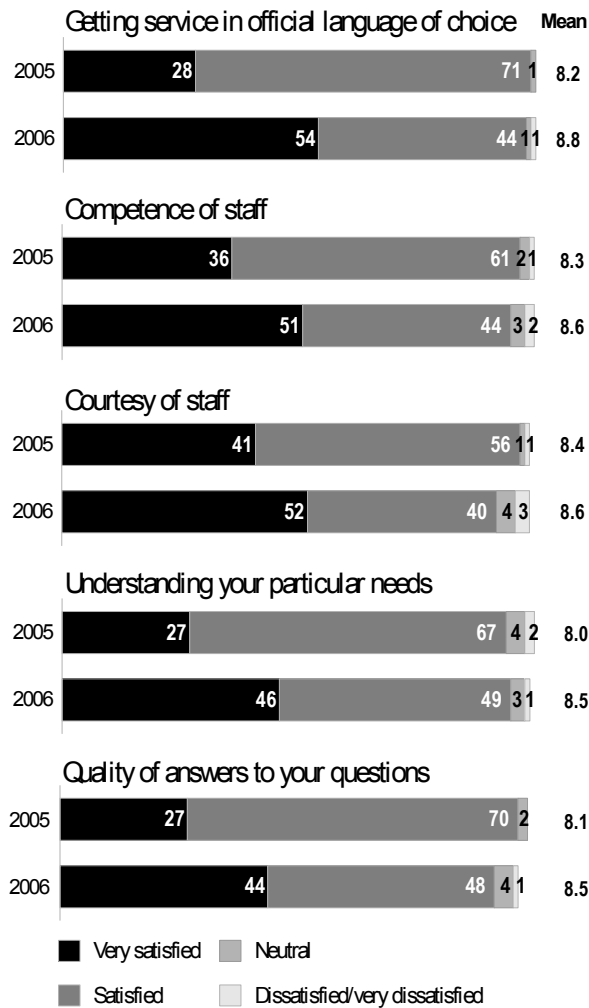
Staff service

Clients submitting their application in-person give very high marks to the staff who served them in terms of competency, courtesy and attention to their needs. Ratings have increased significantly since 2005 across all three location types, but especially Canada Post locations.

Clients' experience with submitting their application in-person was also assessed in terms of the level of service provided by the staff who served them. Most clients are satisfied in all five of the dimensions rated, with ratings increasing noticeably since 2005.

Staff competence. Almost all clients surveyed say they are very satisfied (51%) or satisfied (44%) with the competence of the staff who served them, which represents a significant shift toward very satisfied (up 15 points) from satisfied (down 17). Very few are neutral or dissatisfied on this dimension. Strong satisfaction ratings are up across the client population, but most noticeably among those visiting a Canada Post location (45%, up 27 points since 2005), followed by Passport Canada offices (51%, up 13). Such improvement is also more evident among older clients, men, and those living in Ontario, the Prairies and B.C.

Satisfaction with staff service for in-person delivery
2005 – 2006



Staff courtesy. A similar assessment is given to the courtesy of staff, with nine in ten saying they are very satisfied (52%) or satisfied (40%) with this dimension of service. As with competence, strong satisfaction ratings have increased significantly over the past year (up 11 points), with this shift most substantial among clients who visited Canada Post locations (54%, up 30 points), where satisfaction with staff courtesy is now comparable to ratings given to Passport Canada office staff (52%, up 10). This improvement since 2005 is also most noticeable among men, clients 36 years of age and older, and residents of Atlantic Canada.

Understanding client needs. More than nine in ten also say they are very satisfied (46%) or satisfied (49%) with the extent to which the staff who served them understood their particular needs when submitting their application. Very satisfied ratings are up 19 points from 2005, and have increased in all client groups, but most significantly among Canada Post location users (up 24 points), older clients and men.

Quality of answers to questions. Nine in ten are very satisfied (44%) or satisfied (48%) with the quality of the answers provided to their questions. Very satisfied ratings have increased by 17 points since 2005, most notably among those visiting Canada Post locations (up 23 points), older clients and men.

Service in official language of choice. Finally, almost all clients surveyed report to be very satisfied (54%) or satisfied (44%) in terms of receiving service in the official language of their choice. Very satisfied ratings have increased by 26 points since 2005. Strong ratings are up in all groups but once again most noticeably among those visiting Canada Post locations (58%, up 32 points). This assessment is most widely given by residents of Atlantic Canada (61%), and somewhat less so in Quebec (46%), although very few in this province express dissatisfaction (3%).

Improvements in application process

Six in ten clients who delivered their application in-person could not think of any needed improvements in this service. Those with suggestions are most apt to recommend reducing wait times and line-ups.

Clients were given the opportunity to offer any suggestions for how the service could be improved when delivering a passport application. As with similar questions on other dimensions throughout this survey, this type of information provides valuable insight into what aspects of service are of most importance to clients, as well as reveal any specific problem areas.

In keeping with the generally high level of satisfaction with in-person service revealed by responses to previous questions, fewer than four in ten (38%) clients had any suggested improvements to offer, many of which were each mentioned by only a handful. At the top of the list is the issue of wait times for service. One in four clients say that Passport Canada can improve service by reducing wait times (18%) or having more staff on hand to service clients (8%). These recommendations are most apt to be given by clients who delivered their application to a Passport Canada office (26%) – compared with 14 percent for Canada Post and 12 percent for Service Canada – and those who live in B.C. (44%).

How could the in-person service be improved?

2006

	%
Reduce wait times/line-ups	18
Have more staff on hand	8
More/accessible locations	5
More convenient/longer hours	3
More personable/skilled staff	3
More/better parking options	2
Other suggestions	9
None/don't know	62

No other recommendations are offered by more than five percent of the client population who delivered their application in-person. Among these, the most common suggestions involve improving the number or accessibility of locations, expanding hours of operation and parking. Six in ten (62%) could not think of any improvements to the in-person service, based on their recent experience.

TELEPHONE CONTACT WITH PASSPORT CANADA

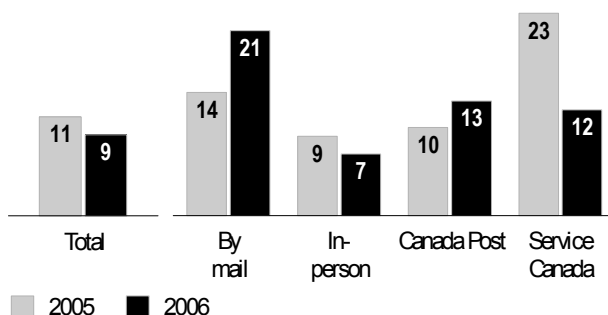
Client-initiated contact with Passport Canada

One in ten clients contacted Passport Canada by telephone about their application. Most were satisfied with the service, except for increasing dissatisfaction with getting through and wait times. The average recalled wait time more than doubled since 2005, to 23 minutes.

Incidence of contact. One in ten (9%) clients surveyed report to have contacted the Passport Canada telephone centre in the previous four months about their application, similar to the proportion reporting such contacts in 2005 (11%). Across the client population, such contacts have increased over the past year among those submitting their application by mail (21%, up 7 points), while declining among those using Service Canada (12%, down 11) and residents of Atlantic Canada (5%, down 8). The likelihood of making such a call is greater among those using the Express or Urgent service (17%) and those dissatisfied with their overall service experience (26% versus 6% among those very satisfied).

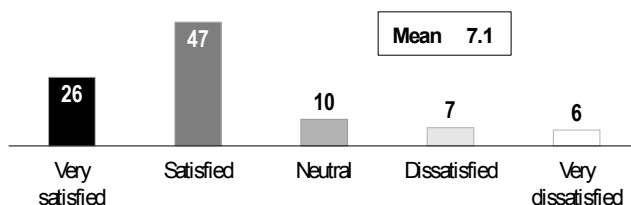
Client-initiated telephone contact with Passport Canada

By submission channel 2005 – 2006



Overall satisfaction. Among those who contacted Passport Canada by telephone over this period (N=159), three-quarters say they are very satisfied (26%) or satisfied (47%) with the service they received overall when they called, compared with only 13 percent who express dissatisfaction. The small size of this sample limits subgroup analysis, but strong satisfaction levels appear to be higher among those submitting their application in-person and those living in Quebec.

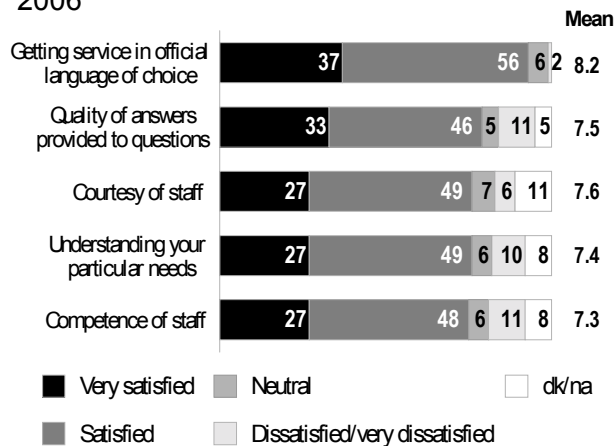
Overall satisfaction with telephone service 2006



The very small number (N=24) who express dissatisfaction with their telephone contact were asked to indicate how they were dissatisfied (unprompted). A range of issues were mentioned, but none by more than a handful of clients, including being unable to provide correct information that was requested, excessive wait time, and not being able to get through to talk to a live person.

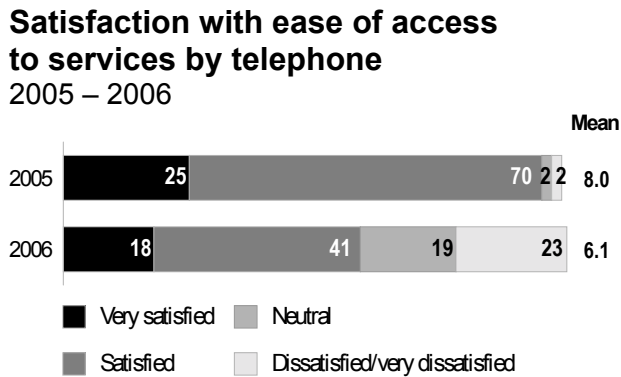
Staff service by Passport Canada. Clients who contacted Passport Canada by telephone were also asked to rate the service they received from staff during this call, on the same dimensions used for in-person service (see previously). In all areas, a majority express satisfaction with the service received, although not to the same degree as reported for in-person service.

Satisfaction with staff service for telephone contact 2006

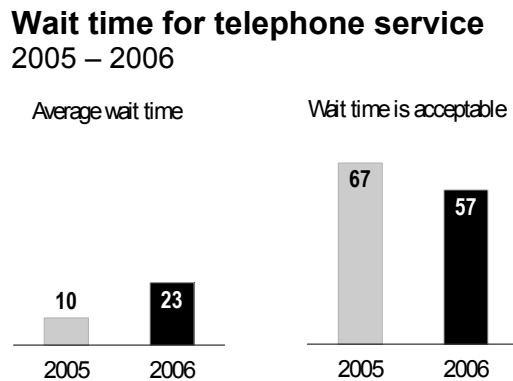


Almost all (93%) clients are very satisfied or satisfied with being able to be serviced in their official language of choice (comparable to the ratings given to in-person service). Three-quarters are very or somewhat satisfied with the service they received in terms of the quality of answers provided to questions (79%), staff courtesy (76%), staff competence (75%) and their understanding of the client's particular needs (76%).

Wait time for service. The one aspect of the telephone service least apt to meet client expectations is the time they needed to wait to speak with someone. Only a small majority (59%) express satisfaction with the ease of access to services by telephone, with one in four (23%) saying they are dissatisfied with this aspect of service. Ratings on ease of access are noticeably lower than on a similarly-worded question on the 2005 survey, although the data do not provide the basis for a conclusive comparison.



Clients’ recall suggests that wait times may, in fact, have increased noticeably since last year. The average wait time reported this year is 23 minutes, more than double the 10 minutes reported on the 2005 survey. Along with this, a smaller majority of clients (57%) say the time they had to wait was acceptable (down 10 points from 2005). Once again, acceptability is linked to reported waiting time, with the key cut-off at 10 minutes. Wait times were considered acceptable by nine in ten (92%) clients who recall waiting up to 10 minutes, but this drops to only 31 percent for those waiting 11 to 19 minutes, and further to 16 percent for those waiting 20 minutes or more. The average wait time of those expressing dissatisfaction is 43 minutes (Note: this analysis is based on a small sample so the results should be considered directional rather than conclusive).



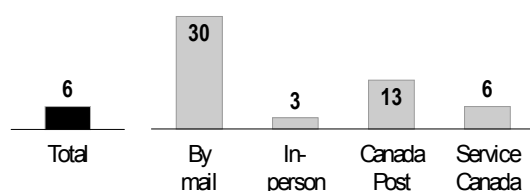
Those who found their wait time unacceptable identified an average of eight minutes as an appropriate time to wait for such service (close to the 10 minutes experienced by clients last year). This is also very close to the average wait time reported by those who found their wait time to be acceptable (9 minutes). In 2005, those dissatisfied with their wait time indicated that six minutes would be an appropriate benchmark.

Telephone contact initiated by Passport Canada

Six percent of clients report being called by Passport Canada about their application, mostly to fill in or verify specific information. Nine in ten are satisfied with how Passport Canada handled this contact.

In some cases, Passport Canada contacts passport applicants by telephone to fill in missing information, or to verify what has been included on the application. Among clients surveyed, six percent report to have received such a call about their recent passport application. Such calls are most apt to be reported by clients who submitted their application by mail (30%), as would be expected since such applications would not be screened by a service provider prior to being processed. By comparison, this type of contact with Passport Canada is reported by only three percent of clients who submitted their application to a Passport Canada office. Follow-up calls from Passport Canada are also more prevalent among residents of Atlantic Canada (13%) and the territories (16%) than elsewhere across the country.

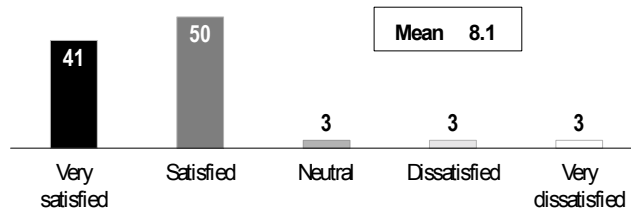
Contacted by Passport Canada about application
By submission channel 2006



When asked why they received a follow-up call from Passport Canada, most (65%) clients say it was to ensure the information on the application was accurate and/or complete. Others mentioned the call was about issues pertaining to delays or timing in the processing (11%), the validity of the documentation provided (e.g. birth certificates, guarantor signature) (7%), and the acceptability of the photograph (5%).

How satisfied are clients with how this contact was handled by Passport Canada? Nine in ten say they are very satisfied (41%) or satisfied (50%) with this call, with only six percent expressing dissatisfaction. This handful who report a negative experience (N=13) are most apt to say they are dissatisfied because they felt the call took too long, thought the requested information was overly intrusive or the call unnecessary, or indicated that the staff were not sufficiently courteous.

**Satisfaction with call received
from Passport Canada**
2006

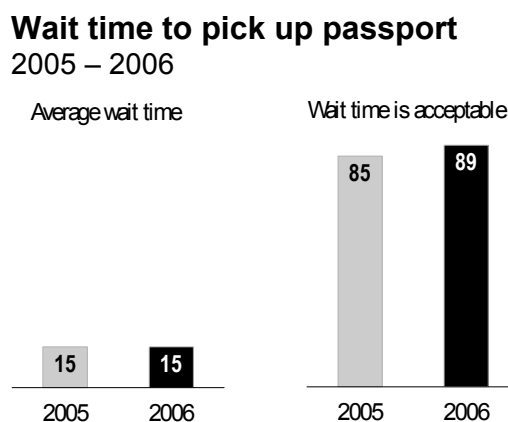


PASSPORT PICK-UP AND DELIVERY

Wait times for pick-up at Passport Canada offices

Clients who opted to pick up their passport in-person at a Passport Canada office report waiting an average of 15 minutes, and the vast majority are satisfied with the speed of service they received.

About one in ten (12%) clients opted to pick up their passport in-person at a Passport Canada office, instead of having it delivered by mail or courier. Wait times for pick-up are significantly shorter than when submitting an application. More than half (54%) recall waiting less than 14 minutes to be served, while only a handful (5%) say they waited for an hour or more. The average reported wait time is 15 minutes, which is the same as that reported in the 2005 survey.



As in 2005, a large majority (89%) of clients believe the time they waited is acceptable. This was the case for virtually all clients who say they waited less than 14 minutes (99%) or between 15 and 29 minutes (96%), but less so for those waiting 30 to 59 minutes (55%), or longer (32%).

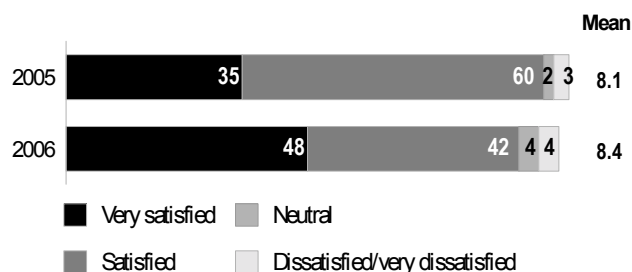
The few (N=14) who feel they waited too long to pick up their passport indicate that 19 minutes would be an acceptable wait time, compared to their average wait time of 50 minutes. (In 2005, those unhappy with their wait for service indicated that 18 minutes would be an acceptable period).

Satisfaction with ease of passport pick-up

Nine in ten clients are satisfied with the ease with which they were able to pick up their passport at the Passport Canada office, and few can identify any specific improvements in this service.

With relatively short waits for service, most clients are positive about the ease with which they were able to pick up their passport. Nine in ten say they are very satisfied (48%) or satisfied (42%) with the ease of this task, compared with only four percent who are dissatisfied. This represents a significant improvement over 2005, reflected by a 13-point jump in the percentage who are very satisfied.

Satisfaction with ease of passport pick-up
2005 – 2006



Consistent with this high level of satisfaction, most (74%) clients cannot identify any way in which this service could be improved. Those with suggestions are most apt to mention providing more staff or wickets (8%), providing a separate area for pick-ups (i.e. from those submitting applications) (4%), more passport office locations (3%), looser pick-up requirements (3%) and better parking (3%). No other improvement is identified by more than two percent of this group.

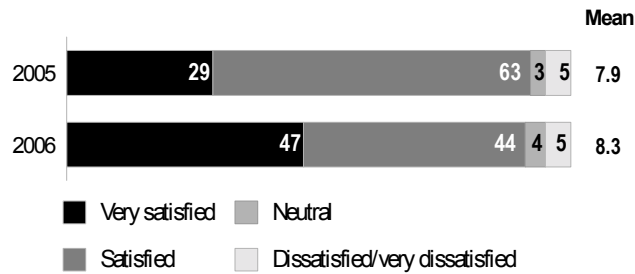
Satisfaction with wait times for mail delivery

Almost all clients are satisfied with the time it took to receive their new passport in the mail, with the level of satisfaction up markedly over the past year. Nine in ten say this total wait time is acceptable, and this remains constant for those who waited up to three weeks.

A majority of clients opt to have their new passport delivered to them by mail or courier, and most are satisfied with the speed with which this happens. Nine in ten say they are very satisfied (47%) or satisfied (44%) with the wait time for receiving their new passport in the mail, reflecting a significant improvement over 2005 when only 29 percent indicated they were very satisfied.

Satisfaction with wait time to receive passport by mail

2005 – 2006



Strong satisfaction is most prevalent among clients who submitted their application in-person (50% are very satisfied), those who travel mostly for pleasure (48%) and residents of Ontario (54%). This rating is given by six in ten (60%) of those who waited less than 10 days, compared with 49 percent who waited 11 to 20 days, and only 29 percent among those who waited longer. Dissatisfaction is most evident among those who submitted their application by mail (19%), residents of Quebec (13%), and those who waited more than 20 days to receive their passport. (13%).

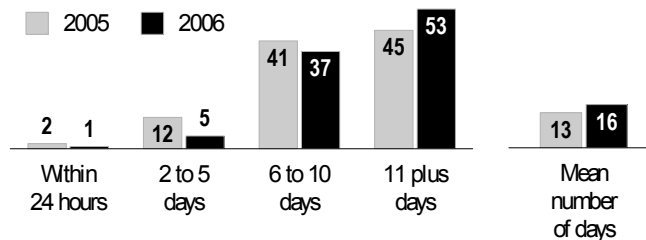
Total wait time to obtain passport

Clients report it took an average of 16 days to receive their passport once their application has been accepted, up from 13 days in 2005.

All clients surveyed were also asked about the overall time (total wait time) it took to obtain their new passport once they had provided all relevant information and documents. Most (68%) report this took between six and 20 days, while smaller proportions said it took either less (6%) or more (22%) time. The average reported total time is 16 days, which is up slightly from the 13 days reported in 2005.

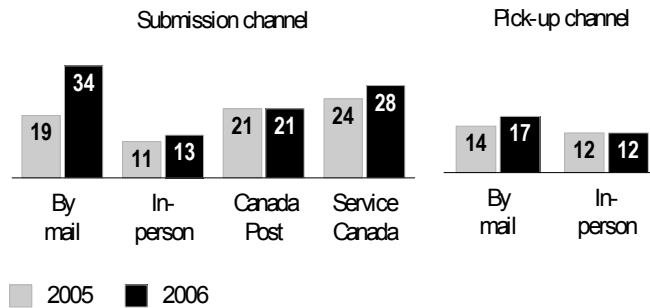
Total wait time to obtain passport

2005 – 2006



Average reported wait times are shortest for clients who delivered their application in-person (13 days), those who picked it up in-person (12 days), and those using the express or urgent service (10 days). By comparison, the total time reported by those mailing in their application is 34 days, followed by those submitting it through Service Canada (28 days) and Canada Post (21 days).

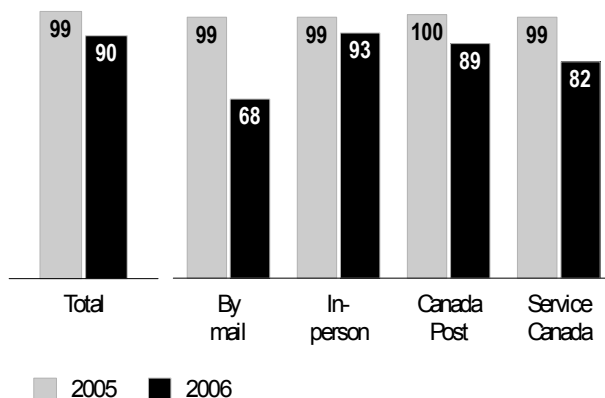
Average total wait time to obtain passport
 Mean number of days 2005 – 2006



Comparison with 2005 survey results indicates that reported total wait times have increased most significantly among those who submitted their application by mail (from 19 to 34 days), and to a lesser extent among those doing so in-person (up 2 days) or through Service Canada (up 4 days). Reported total wait times have also increased among those *receiving* their passport by mail (up 3 days) but not by those who picked it up at a Passport Canada office. The increase in number of days is similar across regions of client residence.

Most clients indicate the total time they waited to obtain their passport is acceptable, but this response has declined from virtual unanimity in 2005 (99%) to 90 percent in 2006. This decline is most significant among those who submitted their application by mail (68%), consistent with the fact that reported wait times have increased most substantially among this group.

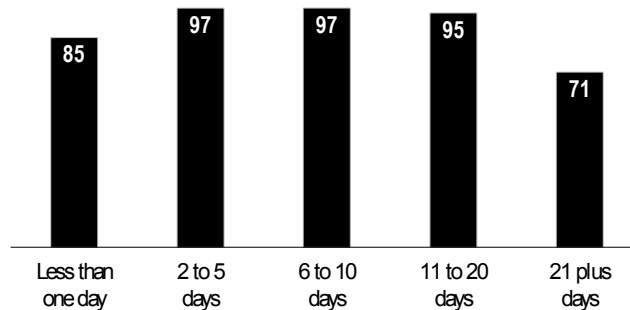
Acceptability of total wait time to obtain passport
 By submission channel 2005 – 2006



Acceptability of total wait time is surprisingly consistent whether clients received their new passport within one day (85%) or up to 20 days (95%), and drops off only modestly among those who say it took more than 20 days (71%). These data suggest that clients have much greater expectations about speedy service when waiting in line or on the telephone for service, than for receiving their new passport once the application has been submitted.

The few clients who say the time they had to wait is unacceptable believe on average they should be able to obtain a new passport in 13 days (e.g. within two weeks). The average expectation stated in 2005 was only six days, but this was based on a very small sample (N=12), which would not produce a reliable result.

Acceptability of total wait time to obtain passport
By reported wait time 2006



PASSPORT CHARACTERISTICS

Satisfaction with the travel document

Clients continue to be mostly satisfied with the key characteristics of the passport document itself, particularly in terms of acceptance by other countries and security features. They are less apt to be satisfied with the current validity period, and ratings have declined since 2005.

Unlike most government services, Passport Canada also provides clients with a tangible product, and one that is truly unique in being available in only one form and from one source. As in previous years, Canadians provide very high ratings to the passport as a travel document, although satisfaction with some aspects has dropped noticeably since 2005.

Acceptance by other countries. A critical requirement for any national passport is that it be accepted as valid by other countries to which travellers may choose to visit. Among the four dimensions rated on this survey, Canadians are most positive about this characteristic of their passport. Nine in ten say they are very satisfied (29%) or satisfied (60%) with the acceptance of the passport by authorities of other countries, with only one percent expressing dissatisfaction. This represents a marginal improvement over 2005, with the proportion that say “very satisfied” up by five points.

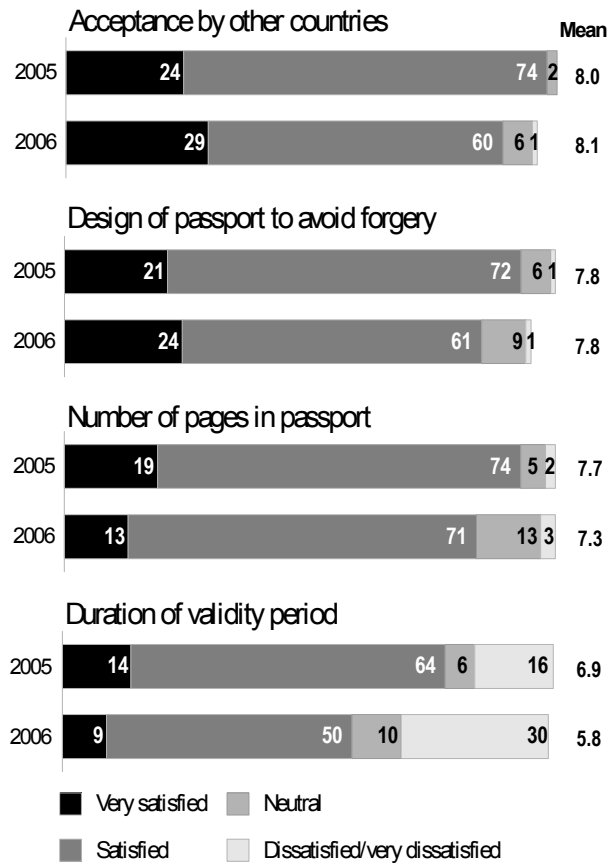
This aspect of the passport is rated highly across the population, but most noticeably among clients who have used their new passport more than once (98% satisfied overall, 41% very satisfied, with the latter rating having increased 14 points over the past year). Higher very satisfied ratings are also recorded among business travellers, clients 56 years and older, and residents of Quebec, Ontario and B.C. No more than two percent of any group express dissatisfaction. Four percent of clients are unable to rate their passport on this dimension, almost all of whom have yet to use it for travel.

Design to avoid forgery. Another key characteristic of travel documents is to ensure their authenticity and protection against forgery. Clients also express confidence, with more than eight in ten saying they are very satisfied (24%) or satisfied (61%) with their passport design in terms avoiding forgery, compared with only one percent who are dissatisfied. As with acceptance by other countries, the likelihood of being very satisfied with this design aspect increased marginally (up 5 points) since 2005.

Satisfaction levels with the security features of the passport are similar across the population, but the rise in very satisfied ratings is most evident among clients who have used their passport more than

once (up 10 points), those 56 and older, and residents of Ontario. Dissatisfaction ratings do not exceed three percent for any identifiable group. Five percent are unable to rate this aspect of the passport, with this response most common in Quebec (13%).

Satisfaction with the passport document
2005 – 2006



Number of pages in passport. The number of pages provided in a passport is not an essential feature relative to security and foreign acceptance, but is nevertheless important to some travellers. More than eight in ten clients say they are very satisfied (13%) or satisfied (71%) with the number of pages in their new Canadian passport, compared with three percent who are dissatisfied. Both the very satisfied and satisfied ratings are down somewhat from 2005 (down 9 points for overall satisfaction), with a corresponding increase in “neutral” ratings. This change has occurred in almost all groups, but most noticeably among allophones (down 17 points) and least so in B.C. (down 1). Dissatisfaction is most apt to be expressed by allophones (5%) and Quebecers (5%).

Duration of validity period. As in previous surveys, clients are least apt to be satisfied with the current five-year validity period of a Canadian passport (passports in some countries such as the U.S. are valid for 10 years). Six in ten now say they are very satisfied (9%) or satisfied (50%) with the current validity period, while three in ten (30%) are dissatisfied (6% of whom are very dissatisfied). This represents a significant drop from 2005, when eight in ten (78%) expressed satisfaction with this aspect of their passport, compared with only 16 percent who were dissatisfied.

This drop in satisfaction with the passport validity period has occurred across the client population, but most prominently in Quebec, Ontario and the Prairies, and to a much lesser extent in Atlantic Canada and B.C. Dissatisfaction is most evident among non-natives who have been citizens for 16 years or more (42%) and those who are most critical of Passport Canada service relative to the private sector (44%). Satisfaction on this aspect of the passport is only modestly related to overall satisfaction with Passport Canada service: Dissatisfaction with the current validity period is only marginally greater among those critical of the Agency overall (33%) than among those who are very satisfied (28%). This suggests that this issue is not likely to be a critical driver of overall opinion.

Preference for new passport features

Canadians are divided on the merits of a passport valid for 10 years that would cost double the current fee. A small majority express interest in having new security features that include a physical description of the bearer.

The survey also asked clients about the preference in terms of two potential changes to the current passport document, involving an extended validity period and additional security features.

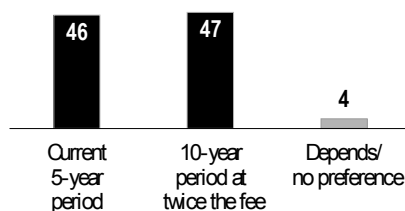
Extended validity period. Given the issue that some clients have with the current five-year validity period, how much interest would there be in having this extended to 10 years (but at a higher price)?¹ When presented with this option, preferences are in fact evenly divided. Fewer than half (47%) would prefer to have a passport valid for 10 years at twice the current fee, while a comparable percentage (46%) would opt for the status quo.

Preferences are divided in all identifiable client groups, but interest in the 10-year option is strongest among business travellers (54%) and non-native citizens (57%), while the current validity period is most apt to be favoured by lower income clients (56%) and Atlantic Canadians (54%). As might be expected, interest in the longer period option is much greater among those who express

¹ A similar question was asked on the 2005 survey, but did not include mention of a higher fee. This change is significant enough that it makes the results not directly comparable with those from the current survey.

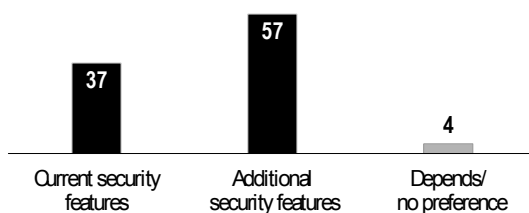
dissatisfaction with the status quo (61%) than among those who have no issues with the current year period (39%). Overall, these findings suggest that many Canadians would be interested in a passport that is valid for 10 years, but for some the higher fee associated with this option does not make it worthwhile.

**Preference for passport validity period
2006**



Additional security features. Clients express somewhat greater interest in having a passport with additional security features that would contain a description of the bearer’s physical characteristics such as an iris or fingerprint. A clear majority (57%) would prefer this option, compared with 37 percent who say they would opt for maintaining the current security features (no cost issue was raised with respect to these options).

**Preference for security features
2006**



Interest in additional passport security features is strongest among non-natives who have been citizens for 16 years or more (65%), anglophones (61%, versus 47% of francophones and 55% of allophones), and residents of Ontario (63%) and the Prairies (66%). This option is least apt to be preferred by residents of the territories (39%) and non-natives who have been citizens for less than 16 years (41%). Interest in the new security features appears to be stronger among those dissatisfied with the current design to avoid forgery, but this latter group is so small that the link cannot be considered conclusive.

OVERALL SERVICE EXPERIENCE

Overall satisfaction with Passport Canada service

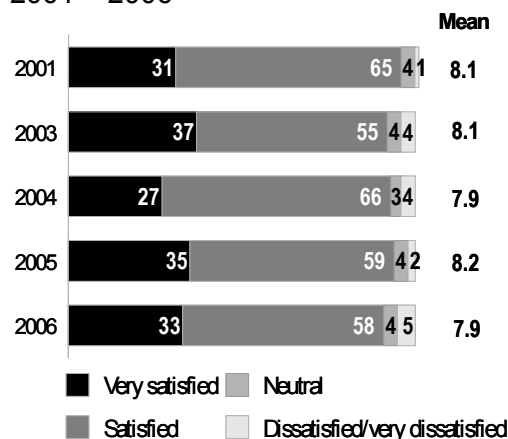
At least nine in ten clients continue to be satisfied with their overall service experience with Passport Canada, but ratings have declined noticeably since 2005 among Quebec residents and those who submitted their application by mail.

Following the series of questions probing experience and satisfaction with various aspects of their application and receipt of a new passport, the survey then asked clients about their overall service experience with Passport Canada (intended as a global measure of service quality). Consistent with the findings in most of the specific service areas already reported, the vast majority of clients who obtained a new passport in the previous several months are positive about this experience.

Nine in ten say they are very satisfied (33%) or satisfied (58%) with the overall service they received from Passport Canada when they obtained their (most recent) passport, compared with just five percent who are dissatisfied. These findings reflect a minor decline since 2005, with a three-point shift from very satisfied/satisfied ratings to dissatisfied. This latest change is within the typical fluctuation recorded on Passport Canada client satisfaction surveys dating back to 2001.

Overall satisfaction with Passport Canada services

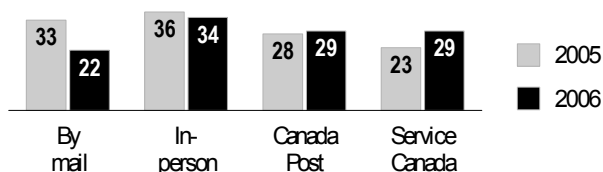
2001 – 2006



Nationally, the downward shift in ratings over the past year is minor, but it is centred within two specific client groups: Since 2005, satisfaction ratings have declined significantly among those who submitted their application by mail (22% very satisfied, down 11 points) and Quebec residents (29% very satisfied, down 15), accompanied by a noticeable jump in the percentage who express

dissatisfaction (up 11 and 14 points, respectively). This latest trend in Quebec reverses a previous trend which in 2005 saw residents in this province among the most satisfied.

Very satisfied with Passport Canada service
By submission channel 2005 – 2006



In terms of other submission modes, satisfaction edged slightly downward among those using the in-person service, but held steady among those who delivered their application to a Canada Post or Service Canada outlet.

While strong satisfaction among some groups has declined over the past year, it has also improved among others, notably business travellers (27%, up 9 points, narrowing the gap recorded in 2005) and Ontario residents (37%, up 6). Older clients (56 years plus) continue to be among the most satisfied (40% very satisfied), while those 18 to 35 have become somewhat less so over the past year (28%, down 6).

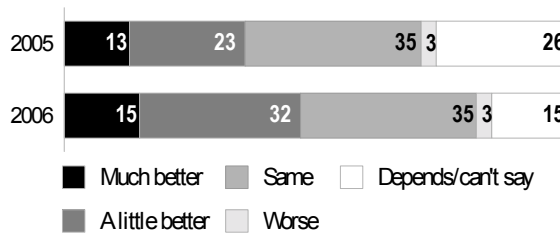
Comparison with other service providers

The level of service provided by Passport Canada compares very favourably to that provided by other federal government organizations, and to a lesser extent with the private sector. In both cases, the Agency’s relative performance has improved noticeably since 2005.

Another way to measure service quality is in relation to what is provided by other organizations with which clients have experience. This is an important dimension to consider because clients’ expectations are generally set in relation to their broader experiences with services with both government and the private sector.

Comparison with other federal government organizations. Passport Canada rates very highly when compared directly to the services provided by the federal government overall. Almost half of clients surveyed say that Passport Canada provides much better (15%) or a little better (32%) service than other federal organizations, compared with just three percent who believe it provides a worse level of service. This represents a significant improvement over 2005, when 36 percent rated Passport Canada services as better (and were more likely to be unable to make a comparison).

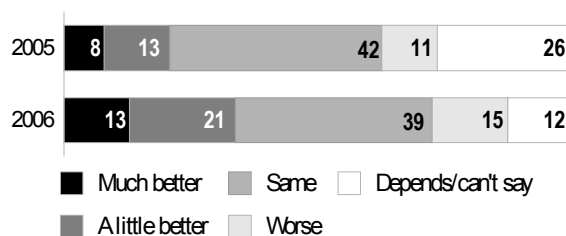
Comparison to other gov't services
2005 – 2006



Those most apt to say Passport Canada offers better than average service include clients using Service Canada to submit their application (54%), those opting for an express or urgent service (58%), Canadians in high income households (53%), and Ontario residents (52%). This assessment is least prevalent among Quebec residents (36%) and those submitting their application by mail (37%), consistent with their lower ratings on Passport Canada service overall (see the previous section). Even among these two groups, however, “better” ratings are higher than in 2005, and very few say the Agency provides service that is worse than the federal government norm.

Comparison with private companies. Passport Canada does not compare quite as strongly with the service delivered by private companies (a much tougher benchmark), but rates well and this comparison has also improved over the past year. One-third believe Passport Canada provides a much better (13%) or a little better (21%) service than private companies, compared with one in six who say it does a little (12%) or much (3%) worse. A plurality (39%) indicate the level of service is comparable. As with the comparison with other federal organizations, clients’ ratings of Passport Canada against the private sector have strengthened since 2005, with “better” ratings up by 13 points.

Comparison with private companies’ service
2005 – 2006



A positive comparison relative to the private sector is most widely cited by clients who used Canada Post to submit their application (43%), Canadians in low-income households (44%), non-natives who have been a citizen less than 16 years (56%), allophones (49%), and those 56 and

over (44%). This view has increased most noticeably since 2005 among clients using Canada Post (up 23 points) or Service Canada (up 23) to deliver their application, among those using the regular service (up 15), pleasure travellers (up 13), non-native citizens (up 20), allophones (up 25), clients 56 and over (up 24), and residents of Ontario (up 19).

This positive opinion of Passport Canada services is less prevalent among users of the mail-in service (28%, versus 19% who say Passport Canada provides worse service than the private sector, up 11 points since 2005), clients using the express or urgent service (22%, versus 25% worse), francophones (21%, versus 17% worse), and Quebecers (20%, versus 16% worse).

DRIVERS OF OVERALL SERVICE EXPERIENCE

In addition to measuring clients' experiences and level of satisfaction with the various aspects of service offered by Passport Canada, the survey also evaluated the degree of importance that clients place on each of them. This information is essential to understanding client priorities and where to focus future efforts to improve service quality. "Drivers" of satisfaction are those aspects of service that have the most impact on clients' overall service experience. This was addressed by identifying: a) those aspects of service clients say are most important to them (stated importance); and b) those aspects of service which are most closely linked to their overall service ratings (derived importance).

Stated importance of service quality

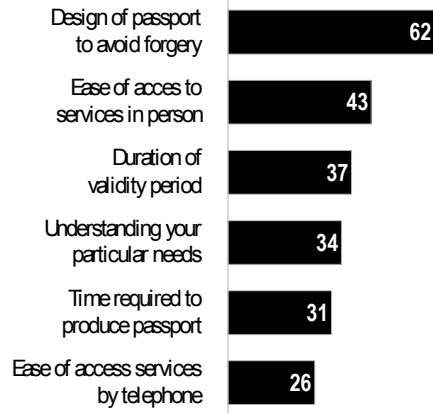
Across six aspects of service rated, clients are most likely to place the highest importance on a secure passport design and the least priority on easy access to telephone services. Since 2005 the gap between these two areas has widened.

One way to assess the importance that clients place on different aspects of service is to ask them directly, as has been done on previous Passport Canada client surveys over the past five years. This year's survey departs from the previous approach in focusing on six core aspects of service (rather than several dozen), and measuring them across the entire client sample (rather than just a subset). The advantage of this approach is that it provides more robust data on the aspects measured (e.g. greater precision and ability to examine group differences), and also makes it possible to compare importance scores with satisfaction ratings for the same clients. The service aspects covered in 2006 were also covered in 2005, but differences in questionnaire context and sample sizes mean the comparisons must be made at a general level rather than as a precise trend.

As in 2005, the six aspects of service were rated by clients on a five-point scale, ranging from "very important" to "very unimportant." As before, most clients rate all six areas to have some importance, with no more than a handful indicating any as unimportant. This is the norm in most service quality research, and what truly differentiates the degree of importance is the proportion that choose the top point on the scale, which in this case is "very important."

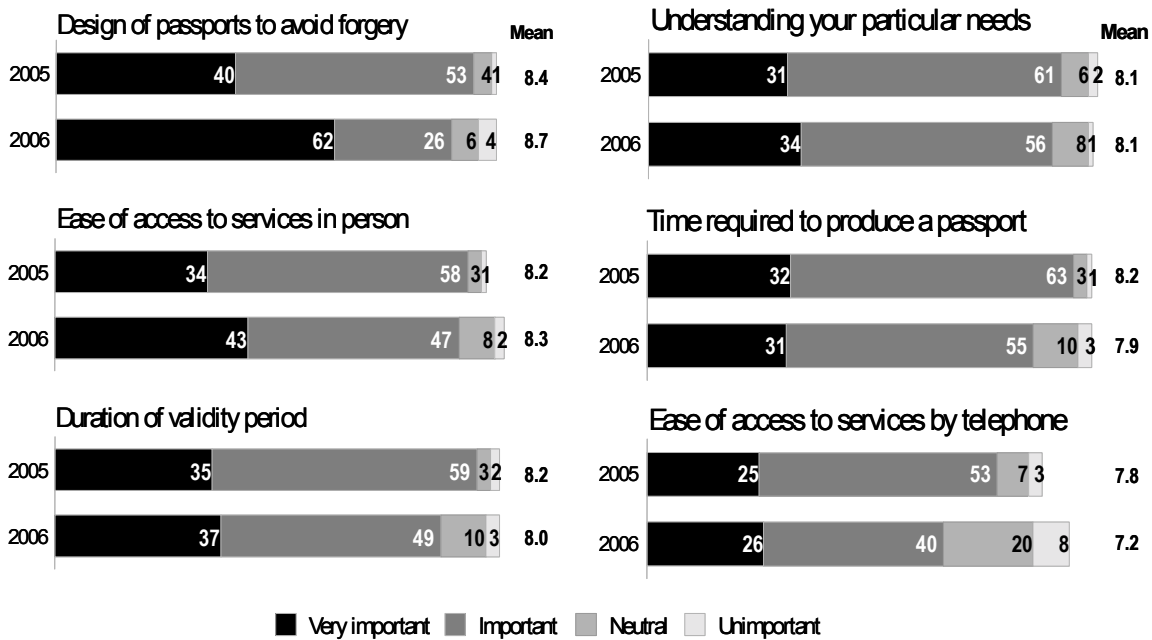
Across these areas, clients are most apt to place strong importance on the design of passports to avoid forgery (62% say this is very important). Smaller proportions place such importance on the ease of access to in-person services (43%), the duration of the validity period (37%), understanding their particular needs (34%) and the time required to produce a passport (31%). At the bottom is ease of access to telephone services (26%), a service many clients may feel they are unlikely to need.

Service aspect is very important 2006



The rank order of these six service aspects is largely the same as that recorded in 2005, with design to avoid forgery and access to in-person services at the top, and access to telephone services at the bottom. Since last year, the degree of importance placed on the top two aspects appears to have increased (notably design to avoid forgery), while those at the bottom have declined (notably access to telephone services). It should be noted that these comparisons should be considered directional rather than conclusive given changes in methodology. At the same time, the current values are generally in line with those recorded on previous Passport Canada surveys conducted since 2001.

Stated importance of service aspects 2005 – 2006



The degree of importance assigned to each aspect of service is similar across the client population, with some modest variation in the likelihood of rating as “very important:”

- *Design to avoid forgery* is most apt to be considered very important by non-native citizens, and residents of Ontario and B.C., while less so in Quebec;
- *Ease of access to in-person services* is given higher ratings in Ontario, while less so among clients 18 to 35 years of age, and residents of the territories (who do not have access to in-person services);
- *Duration of validity period* is most widely seen as very important by non-native citizens and Ontario residents, and less so by clients 18 to 35 and those living in the Prairie provinces;
- *Understanding of particular needs* is given higher importance ratings by non-native citizens and allophones, and least so by those 18 to 35, and residents of the Prairie provinces and territories;
- *Time required to produce a passport* is most likely to be rated as very important by clients 36 to 55 years of age, and Quebec residents, and least so by those 18 to 35 and Prairie residents; and
- *Ease of access to telephone services* is also given higher ratings by clients 36 to 55 and Quebecers, while this priority is least evident among residents of the Prairie provinces and territories.

Crosstab analysis reveals an interesting pattern with respect to how importance ratings relate to satisfaction with current Passport Canada services. In the case of each service aspect rated, strong importance is most likely to be assigned by those clients who are also very satisfied with the service they have received, particularly when compared with those who give only “satisfied” or “neutral” ratings.” The importance scores given by those dissatisfied fall somewhere in between.

This pattern indicates that stated importance is not driven primarily by dissatisfaction (i.e., those who are identifying a particular aspect of service as highly important are not doing so simply because they are dissatisfied with the service experienced to date). Dissatisfaction, however, does appear to play a role in the significance assigned to the duration of the passport validity period. This aspect of service is as likely to be seen as very important by those dissatisfied with the current period (56%; and 80% among the small group who are *very* dissatisfied) as it is among those very satisfied with it (55%), compared with those who are satisfied (25%) or neutral (21%).

Drivers of Overall Service Experience (derived importance)

The level of effort and ease of obtaining a new passport emerge as the key drivers of overall service experience, with staff courtesy also of particular importance to clients submitting their application in person.

Introduction. Clients' rating of their overall service experience (Question 50 on the survey) is of particular importance because it provides Passport Canada with a critical indicator of success in building and maintaining a positive service-related image among Canadians. It is therefore important to understand what factors most heavily influence or "drive" this general experience, particularly those factors that the Agency can influence in some way (e.g. it is possible for to improve clients' experience with wait times or staff courtesy, but not their age or travel patterns).

Analysis of Question 50 data by identifiable subgroups of the population is a valuable means of identifying such factors, and some have emerged from the data as have been presented earlier in the report (see pages 34-35).. But this level of analysis only tells part of the story because some of the factors measured in the survey are in fact closely related to one another, making it difficult to determine which of them are really the one(s) making a difference. For instance, satisfaction with ease of submitting an application and courtesy of staff are both strongly associated with ratings of the overall service experience, but respondents who agree with one are generally likely to agree with the other, so it is unclear which of these makes a greater difference in "driving" the overall satisfaction ratings.

This problem is addressed using a multivariate statistical technique often referred to as a "driver analysis" through which the influence of various factors can be tested as a group to determine the importance of each one in relation to all of the others being considered, in terms of their association with the key outcome variable (in this case overall service experience). This type of analysis is well established in the service quality research field, and has been successfully conducted for organizations in the public and private sector (e.g. it is now an established component of the ongoing client service research program conducted by Canada Revenue Agency).

The analysis was conducted first with the full sample of all clients surveyed, and then with the subset of clients who submitted their application in-person.

1). Full sample. The first analysis was conducted with the full sample, including clients who provided a substantive response or opinion to each of 38 questions on the survey, which yielded a total of 1,000 cases (respondents were excluded if they offered a "don't know/no opinion" response

or “refused” any of these questions). Included were all of the questions measuring aspects of satisfaction with services and the passport document (excluding those only relevant to in-person service – see below), stated importance, channels used to submit the application and receive the passport, region and demographic characteristics.²

When all of these questions are entered into the driver model, they collectively explain or predict 29 percent of the results, or “variance” in clients’ ratings of their overall service experience when obtaining their recent Canadian passport. This is a reasonably strong result for this type of social science data, and indicates a solid (robust) model of drivers.

Because the overall goal is to isolate the key drivers of overall experience, the most important part of this analysis is to isolate those factors which are the strongest predictors of overall satisfaction. Among the full set of variables included in the model, five emerge as statistically significant predictors of overall satisfaction and these are listed in order of predictive power in the table below:

Drivers of overall service experience

Table 1 – Full sample

Predictor variable	Beta weight ¹	Zero-order correlation ²
1. Satisfaction with total time/effort required to obtain passport (Q.11f)	.19	.38
2. Satisfaction with ease of submitting application (Q.11d)	.17	.38
3. Guarantor requirements are not reasonable (Q.12)	.12	.13
4. Satisfaction with number of pages in passport (Q.60b)	.07	.16
5. Importance of passport design to avoid forgery (Q.51a)	.07	.16

% of variance in Q.50 (overall service experience) explained: 29%

¹ Beta weight is a statistical measure of the relative predictive power of the predictor variable in explaining variance in the outcome measure (Q.50, overall service experience), within the overall model. The higher the value the stronger the influence.

² Zero-order correlation is a measure of the strength of association between the specific predictor variable and the outcome measure. The range of possible values is +1.0 to -1.0. A value of “1.0” represents a complete correspondence (the two variables are measuring the same thing; a value of “0” represents no relationship whatsoever. All of the correlations in this table are statistically significant to the p. <.001 level.

² Household income was not included in the analysis because a sizeable proportion of clients declined to volunteer their income (as is invariably the case for population surveys) and so inclusion in this analysis would have reduced the effective sample size by several hundred cases. Univariate analysis shows that household income is not strongly correlated with overall service experience or the specific aspects of service measured on this survey.

In terms of interpreting the results from Table 1, the key statistic is the “beta weight,” which is a statistical measure of the degree to which each factor predicts the outcome measure (in this case overall service experience). The value of the beta weight is in direct proportion to the factor’s predictive power, so for instance, views on the guarantor requirement with a beta weight of .12 is almost twice as powerful in predicting overall service experience as satisfaction with the number of pages in the passport (with a beta weight of .07).

The top three drivers in this analysis all pertain to the effort involved in obtaining a new passport. All three questions received strong ratings in 2006 (although the first two were somewhat lower than in 2005) with relatively few clients expressed clear dissatisfaction, and this has an important implication for interpreting this model. The absence of a broader range of responses (i.e. more neutral and negative ratings) suppresses the predictive power of the driver (The more everyone is fully satisfied with a particular aspect of service, the less powerfully it can predict the overall experience). Should satisfaction levels drop, the strength of these drivers can be expected to increase. It may therefore be best to consider these three items as drivers of “dissatisfaction”, in that they represent the central aspects of the overall service experience for the minority of clients who are not satisfied with them. Few clients (14%) say the current guarantor requirements are unreasonable, but this group finds this issue significant enough that it shapes their overall service experience.

The implication for Passport Canada is this: Ratings on overall ease and effort to obtain a passport (including guarantor requirements) are reasonably strong, although there is room for improvement and making progress in this area will likely result in higher overall service experience ratings. Of greater importance, however, is to ensure this aspect of service is maintained from the clients’ perspective, since any slippage in ratings here will be accompanied by a decline in overall ratings.

Finally, an important distinction to be made in this type of model is between those factors which Passport Canada can influence (e.g. service-related) and those which it cannot (demographics). In order to focus on the latter, the analysis was run in two steps. In step one, all of the demographic and other non-service-related questions were added to the driver model to test their collective impact in predicting overall service experience. All of the service-related items were then added in step 2 to determine their impact above and beyond the demographic factors. In this model, the demographics on their own proved to have very little predictive power (explaining only 6% of the variance in overall service experience), with the service-related items in step 2 providing most of the difference in boosting the final model (these explained 23% of the results above and beyond demographics).

These results confirm that clients' overall experience in obtaining a passport is shaped primarily by aspects of the service (and the passport document) they receive rather than the type of individual or traveller they may be. This is an important finding because it means that maintaining and improving clients' overall service experience will not be hampered by factors related to the client population that are outside of Passport Canada's control.

2). In-person sample. The analysis presented previously identifies the factors that are most likely to influence taxpayers' overall service experience in obtaining a new passport, based on the entire client population. But are the same factors equally at play among those clients who submitted their application in-person?

To answer this question, the analysis was repeated with the subsample of clients who submitted their application to a Passport Canada, Canada Post or Service Canada location. The sample totals 763, which is substantially smaller than the full sample model, but is large enough to provide results accurate for the national population.

Drivers of overall service experience

Table 2 – Subsample submitting application in-person

Predictor variable	Beta weight ¹	Zero-order correlation ²
1. Satisfaction with courtesy of staff (Q.19b)	.24	.34
2. Satisfaction with total time/effort required to obtain passport (Q.11f)	.14	.38
3. Guarantor requirements are not reasonable (Q.12)	.13	.13
4. Satisfaction with overall requirements to obtain passport (Q.11e)	.12	.33
5. Satisfaction with number of pages in passport (Q.60b)	.12	.16
6. Satisfaction with simplicity of the application form (Q.11c)	.11	.31
7. Importance of passport design to avoid forgery (Q.51a)	.07	.16

% of variance in Q.50 (overall service experience) explained: 34%

¹ Beta weight is a statistical measure of the relative predictive power of the predictor variable in explaining variance in the outcome measure (Q.50, overall service experience), within the overall model. The higher the value the stronger the influence.

² Zero-order correlation is a measure of the strength of association between the specific predictor variable and the outcome measure. The range of possible values is +1.0 to -1.0. A value of "1.0" represents a complete correspondence (the two variables are measuring the same thing; a value of "0" represents no relationship whatsoever. All of the correlations in this table are statistically significant to the p. <.001 level.

This in-person model provides a modestly stronger predictive power than the full sample model, explaining 34 percent of the variance in overall service experience. The list of statistically significant predictors in this model (presented in Table 2) is similar with two notable additions. First and foremost, client satisfaction with the courtesy of staff emerges as the single most powerful driver of overall service experience among those who submitted their application in person, explaining close to twice as much variance as any other aspect in the model (with a beta weight of .24). This is especially significant given the high ratings achieved for staff courtesy on the 2006 survey (92% satisfied, 52% very satisfied) which means limited variance and lower predictive power, and indicates this is a key driver of dissatisfaction.

The other new service aspect to emerge in this model is satisfaction with simplicity of the application form. The predictive power of this variable is not noticeably stronger in this model (compared with its role in full sample model), but its relative contribution edges into statistical significance. It is not clear from the data why this aspect of service would play a greater role in driving service experience among clients submitting their application in person.

3). Receipt of passport by mail. A third analysis was conducted with the subset of clients who *received* their passport by mail, to see whether the drivers vary between those who delivered their application by mail and those who did so in person (the sample sizes for this analysis were 1,143 and 636, respectively).

The driver model results are essentially the same as were reported above, with one notable exception. For those who submitted their application by mail, satisfaction with the waiting time to receive their passport (Q.44) emerges as a significant driver of overall service experience, whereas this is not the case for those who submitted their application in-person. This finding indicates that wait time once the application has been submitted makes the most difference (or is most likely to be an issue) for those clients who had no direct contact with Passport Canada or its agents when obtaining a new passport (either when submitting an application or receiving the passport itself). This suggests that direct contact with the Agency (or its agents) at some point in the process may, in fact, be important for many Canadians when they are getting a new passport (possibly because of the passport's significance as one of a handful of critical personal documents issued by government).

SUBMISSION CHANNEL PREFERENCES

A focus of this year's national client survey is on clients' experience with the different channel options currently available for submitting an application. The survey asked clients why they chose the specific channel they used, and which they would be inclined to use in the future.³

Reasons for channel option used

Clients are most apt to use a Passport Canada office because of speed, while some do so to avoid losing documents in the mail. Convenience is the chief reason for sending by mail, while both speed and convenience are factors in using Canada Post and Service Canada.

Clients generally cite convenience as the primary reason for using a particular channel to obtain a new passport, but other reasons emerge in a predictable pattern.

Delivery in-person at a Passport Canada office. Delivering the completed application to a Passport Canada office has traditionally been the most widely used channel, and this was certainly the case for the first few months of 2006 (87% of clients surveyed used this option). Clients are most likely to say they chose this option because they believe it is the fastest way to get a new passport (46%) (the survey did not ask how quickly they needed one, but it is likely that many leave this until soon before they travel, making speed a critical consideration).

Convenience is also an important factor for these clients, with four in ten saying they chose to deliver their application to a Passport Canada office because it is generally convenient (29%) or because the local office is easy to get to (9%). Another one in six (16%) say they chose to deliver their application in-person because they did not want to risk losing important documents in the mail. For another one in ten, other options were not under consideration, either because they were not aware of them (5%) or simply have always delivered their application in-person (3%).

Reasons for delivering the passport application to a Passport Canada office are generally similar across the population. Speed is somewhat more prominent among those with higher incomes and clients 35 to 55 years of age, while convenience is most prevalent among men, clients 18 to 35, and Quebec residents. Concern about losing documents in the mail is not the principal rationale for any group, but is most apt to be mentioned by women and non-native citizens.

³ This analysis is based on those clients whose recollection of how they submitted their application matches the Passport Canada records. In some cases, these do not match, likely because clients did not correctly remember how they submitted their application.

**Why submitted application at Passport Canada Office
2006**

	%
Fastest way to get passport	46
Most convenient	29
Don't want documents lost in the mail	16
Passport office convenient to get to	9
Know right away if there are problems with application	5
Not aware of other options	5
Have always done it this way	3
Prefer face-to-face contact	2
Worry-free method	1
Other reasons	7
Don't know/know answer	1

Submitting application by mail. One in ten (9%) clients over this time period submitted their passport application by mail. Convenience is the primary reason for using this channel, with clients saying either this was the most convenient (62%) or because delivering it in-person was problematic (e.g., live too far away from Passport Canada office; dislike going in-person).

**Why submitted application by mail
2006**

	%
Most convenient	62
Live far from Passport Canada office	17
Not aware of other options	8
Don't like going in-person	5
Not in hurry to get passport	4
Thought it would be faster	3
Trust the mail	3
Always done it this way	2
Dislike other options	1
Other reasons	5
Don't know/know answer	2

Other reasons are much less prominent, including not being aware of other options (8%), not being in a hurry to get a new passport, thinking this would be the fastest way, and trusting the mail. The subsample using this channel is too small to permit further in-depth group analysis.

Delivery to Canada Post/Service Canada location. Just four percent of clients used the newest channels for passport applications, which are selected Canada Post retail outlets and all Service Canada locations. Reasons for using this channel to submit a passport application are similar to those given for delivering in-person at a Passport Canada office. Half of this group say they chose this option for convenience, either generally (35%) or because they found the location convenient (14%). One-third (32%) cite speed, in terms of this being the fastest way to get a needed passport.

**Why submitted application to Canada Post/
Service Canada location**

	%
Most convenient	35
Fastest way to get passport	32
Locations convenient to get to	14
Personal service/can ask questions	11
Don't want documents lost in the mail	5
Not in a hurry to get passport	4
Not aware of other options	3
Safest method	3
Least cost option	2
Other reasons	5
Don't know/know answer	8

One in ten (11%) say they opted for this channel because it gave them a chance to ask questions and get personal help (e.g. to make sure they were submitting everything properly) – this reason was not mentioned by clients who delivered their application to a Passport Canada office. Small proportions of this group indicate they used a Canada Post or Service Canada location so they would not risk losing documents in the mail, because they were in no hurry, and because they were not aware of other options.

The small sample using these channels limits any subgroup analysis, but the data indicate that clients using Canada Post locations were more likely to use this channel because it was seen as most convenient and the fastest way to get a passport. Those who went to Service Canada locations are among those most apt to emphasize the personal service aspect, and also more likely to be unable to offer a reason for this choice.

Awareness of other options. The findings presented in the previous section indicate that most clients understand there is more than one channel for submitting a passport application. This is further confirmed when clients are asked specifically if they are aware of each of the channel options they did not use for this most recent application. Almost all clients who chose not to submit their application by mail knew this was an available option (92%), and a similar proportion applies to those who did not opt to deliver their application in-person at a Passport Canada office (90%).

Aware of not-chosen options for submitting application*

2006



* Each question asked of those who did not use this channel to submit their application and who did not say they were not aware of other options

By comparison, among clients who used the Passport Office or mail-in channels, only six in ten (62%) say they knew it was also possible to submit their application to a Service Canada or Canada Post location. These are relatively recent channel options, making this level of awareness notably high. Awareness of these options is highest among clients 18 to 35 (71%), allophones (75%), Quebec residents (74%), and lowest among anglophones (57%), and residents of Atlantic Canada (54%), the Prairies (57%) and the territories (33%), where these options are not currently available.

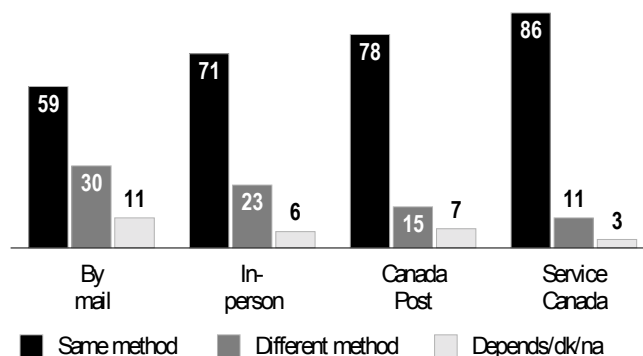
Channel preference for future passport application

Seven in ten say they would use the same channel again for their next passport. Those who would choose differently are divided between the mail and Canada Post options (mostly for convenience) and the Passport Canada office (for reliability and document security).

Clients were asked to think ahead to the next time they need to apply for a passport, and asked if they would use the same channel they used this time, or try a different one. This question provides a valuable indicator of how satisfied clients truly are with the way in which they submitted their application. Consistent with the positive experience reported by most clients, seven in ten (70%) say they would stick with the channel they used with this most recent application. One-quarter (23%) indicate they would use a different channel, while a few (7%) say it would depend (e.g. on their particular circumstances at that time).

Use same or different channel next time?

By submission channel 2006



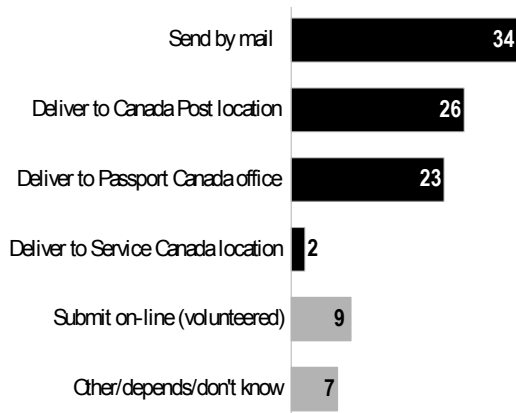
The likelihood of selecting the same service channel varies somewhat by channel used most recently. Intentions of staying with the same option are most widely reported by clients who used the Service Canada (86%) and Canada Post (78%) options, followed by those who delivered their application to a Passport Canada office (71%). Among those who sent their application by mail, six in ten (59%) say they would do so again, compared with those who would switch (30%), or say it would depend (11%). Across the client population, propensity to use the same channel in the future increases with age, and is higher among residents of Quebec (76%) and the territories (76%) (in the latter case, fewer options are available).

Those who say they would use a different service channel were then asked which one, and why they would select that option over others. No one channel emerges as a clear favourite among this group, with comparable proportions mentioning sending by mail (34%), delivering to a Canada Post location (26%) and delivering to a Passport Canada office (23%). Few say they would be most apt to use a Service Canada location (2%), while nine percent volunteered they would prefer most to submit their passport application on-line (this option was not offered as part of the question, but recorded as a response if specifically volunteered).

Those who had submitted their recent application by mail are evenly split in their preference for doing so again at a Passport Canada office or Canada Post location, while those had used a Passport Canada office are most apt to say they would send it next time by mail. The mail channel is more apt to be favoured by clients 18 to 35 and Quebec residents, while the Canada Post option is least apt to be favoured by this latter group. Preference for delivering their next application to a Passport Canada office is most prominent among anglophones, clients 36 and over, and low-income clients, although these groups are as likely to say they would use the mail option.

Which different channel would you use next time?

2006



The reasons for selecting a new channel for future passport applications are notably similar to those given for these channels by recent users. Across all options, the top reasons for using a different channel in the future are convenience (57%), followed by speed (23%) and reliability (11%). Convenience is the primary reason given by those who would use the mail, Canada Post or Internet options, while reliability and keeping documents secure are most apt to be mentioned by those who say they would go to a Passport Canada office.

Reasons for selecting different channel

2006 By new channel selected

	TOTAL	Send by mail	Passport Canada Office	Canada Post location	Internet/ On-line (Volunteered)
Most convenient	57	70	20	71	74
Faster	23	18	23	22	39
More reliable	11	2	34	5	1
Won't need to rush next time	5	11	3	-	-
Location/parking	5	2	3	12	-
Security issues/keep documents secure	3	-	9	1	-
Less costly	2	1	3	2	-
Save driving to the passport office	2	1	3	3	-
Other reasons	6	5	10	1	5

Convenience is most widely cited as a reason for selecting a specific new channel by clients with higher household incomes, while speed is most apt to be mentioned by those who used the mail-in option this past time, Quebec residents, francophones, clients 56 and older, and women (Note: these differences are based on small subsamples, so should be treated with caution).

SURVEY METHODOLOGY

The results of the survey are based on telephone interviews with a representative sample of 1,321 Passport Canada clients by telephone from May 1 to June 10, 2006. The margin of error for a sample of 1,321 is +/- 2.7 percentage points, 19 times in 20. The margin of error is greater for results pertaining to channel-specific, regional or demographic subgroups of the total sample.

Questionnaire design

The questionnaire used for this study was based in part on the one used by Passport Canada in 2005 to provide a basis for making comparisons over time. Some questions were changed and others added to address the Agency's current priorities (e.g. service channels), based on consultation with Passport Canada officials.

The questionnaire was pre-tested (in English and French) on a sample of 40 "live" respondents prior to being finalized, using the same methodology that was used for the final survey. A final copy of the questionnaire is presented in the Appendix.

Sample design and selection

The sampling method for the 2006 survey was designed to complete 1,300 interviews with clients who applied for and received a new passport between January and April, 2006. The sample was stratified by region (of client residence) and service channel in order to ensure robust sample sizes for relevant groups. The final distribution of the sample across groups is presented below.

	N Unweighted	N Weighted	Margin of Error (+/-%)*
REGION OF CLIENT RESIDENCE			
Atlantic Canada	132	73	8.5
Quebec	320	267	5.4
Ontario	433	587	4.7
Prairies (MB, SK, AB)	190	211	7.1
British Columbia	186	181	7.2
Territories (NT, YK, NWT)	60	3	12.7
SERVICE CHANNEL			
By mail	391	124	5.0
In-person at Passport Canada office	644	1,148	3.9
In-person at Canada Post outlet	145	33	8.1
In-person at Service Canada location	141	16	8.3
CANADA	1,321	1,321	2.7

* at the 95 percent confidence level

For this survey, the sampling frame was a comprehensive list of eligible clients provided by Passport Canada.

Survey administration

Fieldwork was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). A minimum of eight calls were made to a household before classifying it as a "no answer." The average length of time to complete a survey interview was 15 minutes.

Satisfaction index ratings

Consistent with the 2005 survey, the questions measuring satisfaction used a five-point rating scale based on the Common Measurements Tool (CMT), with scale points ranging from "1" (very dissatisfied) to "5" (very satisfied). The results were also converted to mean scores to produce a satisfaction "index" for each question. This was done by attaching a "weight" to each result, and generating a single value ranging from "0" (worst possible score, in which every client is very dissatisfied) to "10" (best possible score, where every client is very satisfied). These index scores appear in the report graphics as "mean rating." These index scores provide a companion measure of satisfaction, and are particularly useful in comparing results across groups or across time. They do not, however, provide a full picture of the distribution of responses across the five scale points (e.g. the same mean rating might reflect most respondents either giving the middle rating of "3", or evenly divided between those giving "1"s and "5"s).

Completion results

The sample for this survey consisted of 1,321 interviews completed among Passport Canada clients. The effective response rate for the survey is 24 percent.⁴ This is calculated as the number of responding participants (completed interviews plus those disqualified because of quotas being filled) (1,452), divided by unresolved numbers (e.g. busy, no answer) (2,278) plus non-responding households or individuals (e.g. refusals, language barrier, missed call-backs) (2,315) plus responding participants (1,452) $[R/(U+IS+R)]$. The disposition of all contacts is presented in the following table.

⁴ This response rate calculation is based on a new formula recently developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).

Completion results

	N
Total sample dialled	6,431
UNRESOLVED NUMBERS (U)	2,278
Busy	49
No answer/Answering machine	866
Answering machine	1,363
RESOLVED NUMBERS (Total minus Unresolved)	4,153
OUT OF SCOPE (Invalid/non-eligible)	386
Non-residential	34
Not-in-service	278
Fax/modem	74
IN SCOPE NON-RESPONDING (IS)	2,315
Refusals - household	322
Refusals - individual	485
Language barrier	110
Call-back missed/respondent not available	767
Break-offs (interview not completed)	29
IN SCOPE RESPONDING (R)	1,452
Disqualified (quota filled)	131
Completed interview	1,321
RESPONSE RATE [R / (U + IS + R)]	24%

**Passport Canada
2006 National Client Satisfaction Survey**

FINAL Questionnaire

Introduction

Good afternoon/evening. May I speak with [NAME OF PASSPORT APPLICANT] My name is _____ and I am calling from Environics Research Group, a public opinion research company.

Today we are conducting a study on behalf of Passport Canada, and I am calling to ask you a few questions about your recent experience in obtaining a passport. Please be assured that we are not selling anything. This survey is registered with the national survey registration system.

IF ASKED: The survey will take about 15 minutes to complete

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration systems toll-free telephone number is 1-800-554-9996.

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH

A. Eligibility and Type of Process

NEW

1. First, I would like to confirm that you obtained a new Canadian passport since January (2005).

01 – Yes SKIP TO Q.3
02 – No
99 – DK/NA

NEW

2. (IF NO/DK IN Q.1) Is there someone else in your household who obtained a passport since January?

01 – Yes ASK TO SPEAK TO THAT PERSON
02 – No THANK AND TERMINATE
99 – DK/NA THANK AND TERMINATE

Q1

3. Are you 18 years of age or older?

01 – Yes
02 – No THANK AND TERMINATE
99 – DK/NA THANK AND TERMINATE

NEW

4. Did you look after obtaining this passport
READ – CODE ONE ONLY

01 – Completely on your own

02 – With help from someone else, or

03 – Did someone else completely look after getting
this passport for you on your behalf?

THANK AND TERMINATE

VOLUNTEERED

99 – DK/NA

THANK AND TERMINATE

Q3-modified

5. Which of the following types of passport application did you use?
READ IN SEQUENCE – CODE ONE ONLY

01 – A Regular application

02 – An Express application (provides a new passport in 2 to 9 days), or

03 – An Urgent application (provides a new passport in 24 hours)

VOLUNTEERED

98 – Other (SPECIFY _____)

99 – DK/NA

NEW

6. Before submitting your application, did you complete it on paper or through Passport Canada's online version, called "Passport On-Line"?

01 – Completed paper application

02 – Used Passport On-Line

99 – DK/NA

Q2

7. Did you send your passport application by mail, or was it delivered in person to a Passport Canada office or other location?

01 – Sent by mail or courier

SKIP TO Q.9

02 – Delivered in person

98 – Other (SPECIFY _____)

SKIP TO Q.9

99 – DK/NA

SKIP TO Q.9

NEW

8. (IF DELIVERED IN PERSON IN Q.7) Did you deliver your passport application to:
READ IN SEQUENCE – CODE ONE ONLY

- 01 – A Passport Canada Office
- 02 – A Service Canada location, or
- 03 – A Canada Post location
- VOLUNTEERED
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

Q2B

9. Was your new passport sent to you by mail, or did you or someone else pick it up at the Passport Canada service counter?

- 01 – Sent to you by mail/courier
- 02 – Picked up in person
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

B. Application Form and Requirements

I would now like to ask about your experience in completing the passport application . . .

11. Would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following:
READ IN SEQUENCE-

- a. The clarity of instructions provided with the passport application [Q29.2-modified]
- b. The availability of application forms [Q8.1]
- c. The simplicity of the application form [Q6.1]
- d. The ease of submitting your application [Q6.5]
- e. The overall requirements to obtain a passport [Q6.7]
- f. The total amount of time and effort it required to apply for a passport [Q8.14]

- 01 – Very dissatisfied
- 02 – Dissatisfied
- 03 – Neutral
- 04 – Satisfied
- 05 – Very satisfied
- VOLUNTEERED
- 99 – DK/NA

NEW

12. Do you think the existing requirements for a guarantor to sign your passport application are reasonable or not?

- 01 – Yes, reasonable
- 02 – No, not reasonable
- VOLUNTEERED
- 99 – DK/NA

NEW

14. In what way, if any, do you think the application requirements to obtain a new passport could be improved?
SPECIFY

99 – None/DK/NA

C. Submitting Application In-Person

ASK IF SUBMITTED APPLICATION IN PERSON IN Q.7 – OTHERS SKIP TO Q.21

I would now like to ask you about your experience when you submitted your passport application in-person to {Passport Canada/Service Canada/Canada Post}

15. Considering your recent visit to submit your passport application, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following:
READ IN SEQUENCE

- a. The convenience of the office location [Q22.2]
- b. The availability of parking close to the office [Q22.3]
- c. Outside signage to find the office [Q22.4]
- d. The hours of operation of the office [Q22.6]
- e. The waiting time at the office [Q8.10]

01 – Very dissatisfied

02 – Dissatisfied

03 – Neutral

04 – Satisfied

05 – Very satisfied

VOLUNTEERED

90 – NOT APPLICABLE (e.g. did not drive)

99 – DK/NA

Q12

16. As far as you remember, how long did you have to wait at the [Passport/Service Canada/Canada Post] office when you delivered your application?
IF GIVEN IN HOURS, CONVERT TO MINUTES

___ ___ Minutes

999 – DK/NA

Q13

17. Do you consider this acceptable or too long?

01 – Acceptable

SKIP TO Q.19

02 – Too long

99 – DK/NA

SKIP TO Q19

Q14

18. (IF TOO LONG IN Q.17) What would you consider to be an acceptable wait when you deliver your application?

IF GIVEN IN HOURS, CONVERT TO MINUTES

___ ___ Minutes
999 – DK/NA

19. During your visit to submit your passport application, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of the service you received:
READ IN SEQUENCE

- a. The competence of the staff [Q8.2]
- b. The courtesy of the staff [Q8.3]
- c. The understanding of your particular needs [Q8.8]
- d. The quality of answers provided to your questions [Q29.2]
- e. Getting service in the official language of your choice [Q29.5-modified]

- 01 – Very dissatisfied
- 02 – Dissatisfied
- 03 – Neutral
- 04 – Satisfied
- 05 – Very satisfied
- VOLUNTEERED
- 90 – NOT APPLICABLE (e.g. did not ask any questions)
- 99 – DK/NA

NEW

20. In what way, if any, do you think the service could be improved when delivering a passport application?
SPECIFY

99 – None/DK/NA

D. Contact by Telephone

Q5

21. Did you contact the Passport Canada telephone centre in the past four months about your passport application?

- 01 – Yes
- 02 – No SKIP TO Q.29
- 99 – DK/NA SKIP TO Q.29

NEW

22. (IF YES TO Q.21) Would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of your experience when you contacted Passport Canada by phone:
READ IN SEQUENCE

- a. The ease of access to services by telephone [Q22.1]
- b. The competence of the staff [Q8.2]
- c. The courtesy of the staff [Q8.3]
- d. The understanding of your particular needs [Q8.8]
- e. The quality of answers provided to your questions [Q29.2]
- f. Getting service in the official language of your choice [Q29.5-modified]

- 01 – Very dissatisfied
- 02 – Dissatisfied
- 03 – Neutral
- 04 – Satisfied
- 05 – Very satisfied
- VOLUNTEERED
- 90 – NOT APPLICABLE (e.g. did not ask questions)
- 99 – DK/NA

Q32d

23. As far as you remember, how long did you have to wait when you called Passport Canada's telephone service?

IF GIVEN IN HOURS, CONVERT TO MINUTES

___ ___ Minutes
999 – DK/NA

Q32e

24. Do you consider this acceptable or too long?

- 01 – Acceptable SKIP TO Q.26
- 02 – Too long
- 99 – DK/NA SKIP TO Q.26

Q32f

25. (IF TOO LONG IN Q.24) What would you consider to be an acceptable wait when you call Passport Canada's telephone service?
IF GIVEN IN HOURS, CONVERT TO MINUTES

___ ___ Minutes
999 – DK/NA

Q32b-modified

26. Overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the service you received from Passport Canada's telephone service?

- 01 – Very dissatisfied
- 02 – Dissatisfied
- 03 – Neutral SKIP TO Q.28
- 04 – Satisfied SKIP TO Q.28
- 05 – Very satisfied SKIP TO Q.28
- VOLUNTEERED
- 99 – DK/NA SKIP TO Q.28

Q32c-modified

27. (IF DISSATISFIED IN Q.26) In what way were you dissatisfied?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Busy telephone line
- 02 – Being bounced from person to person
- 03 – Being stuck in tree selections
- 04 – Ending up at voice mail
- 05 – Never able to talk to an actual person
- 06 – Excessive wait time
- 07 – Not knowing where to look to find the contact information
- 08 – Unable to find the service in the telephone book
- 09 – Never received an answer to an enquiry
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

NEW

28. In what way, if any, do you think Passport Canada's telephone service could be improved?
SPECIFY

99 – None/DK/NA

NEW

29. Were you contacted BY Passport Canada by telephone about your passport application?

- 01 – Yes
- 02 – No SKIP TO Q.39
- 99 – DK/NA SKIP TO Q.39

NEW

30. (IF YES TO Q.29) What was the reason for this call from Passport Canada?
DO NOT READ – CODE ALL THAT APPLY

- 01 – To verify information on my application
- 02 – To correct information about my application
- 03 – To add missing information to my application
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

NEW

31. Overall, were you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the call you received from Passport Canada about your passport application?

- 01 – Very dissatisfied
- 02 – Dissatisfied
- 03 – Neutral SKIP TO Q.39
- 04 – Satisfied SKIP TO Q.39
- 05 – Very satisfied SKIP TO Q.39
- VOLUNTEERED
- 99 – DK/NA SKIP TO Q.39

NEW

32. (IF DISSATISFIED IN Q.31) In what way were you dissatisfied?
DO NOT READ – CODE ALL THAT APPLY

- 01 – Did not feel call was necessary
- 02 – Information on application was correct
- 03 – Staff was not courteous/polite
- 04 – Request for more information was intrusive
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

E. Passport Pick-up/Delivery

ASK IF PICKED UP PASSPORT IN PERSON IN Q.9 – OTHERS SKIP TO Q.44

I would now like to ask you about your experience when you picked up your passport at the Passport Canada office . .

Q15

39. As far as you remember, how long did you have to wait at the Passport Canada office when you picked up your passport?
IF GIVEN IN HOURS, CONVERT TO MINUTES

___ ___ ___ Minutes
999 – DK/NA

Q16

40. Do you consider this acceptable or too long?

01 – Acceptable SKIP TO Q.42
02 – Too long
99 – DK/NA SKIP TO Q.42

Q17

41. (IF TOO LONG IN Q.40) What would you consider to be an acceptable wait when you pick up your passport?
IF GIVEN IN HOURS, CONVERT TO MINUTES

___ ___ ___ Minutes
999 – DK/NA

Q6.6

42. Were you very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the ease of picking up your passport?

01 – Very dissatisfied
02 – Dissatisfied
03 – Neutral
04 – Satisfied
05 – Very satisfied
VOLUNTEERED
99 – DK/NA

NEW

43. In what way, if any, do you think the in- person service for picking up a passport could be improved?
SPECIFY

99 – None/DK/NA

SKIP TO Q.45

Q8.12

44. (ASK IF PASSPORT SENT BY MAIL/COURIER IN Q.9) How satisfied were you with the waiting time to receive your passport by mail?

REPEAT SCALE ONLY IF NECESSARY

01 – Very dissatisfied

02 – Dissatisfied

03 – Neutral

04 – Satisfied

05 – Very satisfied

VOLUNTEERED

99 – DK/NA

ASK ALL

Q18

45. How long did it take to obtain your passport, once you had provided all relevant information and documents?
RECORD IN HOURS, DAYS OR WEEKS AS GIVEN BY RESPONDENT – TO BE RECODED LATER

___ ___ Hours

___ ___ Days

___ ___ Weeks

99 – DK/NA

Q19

46. Do you consider this acceptable or too long?

01 – Acceptable SKIP TO Q.48

02 – Too long

99 – DK/NA SKIP TO Q.48

Q20

47. (IF TOO LONG IN Q.46) In your view how long should it take to obtain a passport once all relevant information and documents are provided?
RECORD IN HOURS, DAYS OR WEEKS AS GIVEN BY RESPONDENT – TO BE RECODED LATER

___ ___ Hours

___ ___ Days

___ ___ Weeks

99 – DK/NA

F. Passport Cost

I would now like to ask you about the cost involved in obtaining a new passport . . .

48. How satisfied were you with the following aspects associated with payment for your new passport, starting with:

READ IN SEQUENCE - REPEAT SCALE ONLY IF NECESSARY

a. The base cost of the passport itself [\[Q33.1\]](#)

b. The extra cost for [urgent/express] passport application [ASK IF USED EITHER OPTION IN Q.5] [\[Q33.2\]](#)

01 – Very dissatisfied

02 – Dissatisfied

03 – Neutral

04 – Satisfied

05 – Very satisfied

VOLUNTEERED

99 – DK/NA

G. Overall Service Experience

Q.39-modified

50. Globally, would you say you were very dissatisfied, dissatisfied, neutral, satisfied, or very satisfied with the overall service you received from Passport Canada when you obtained your new passport?

- 01 – Very dissatisfied
- 02 – Dissatisfied
- 03 – Neutral
- 04 – Satisfied
- 05 – Very satisfied
- VOLUNTEERED
- 99 – DK/NA

Now I would like to ask you about the importance you personally place on various aspects of obtaining a new passport . . .

51. Please tell me whether you find each of the following general aspects of service very unimportant, unimportant, neutral, important, or very important, starting with:
READ AND ROTATE ITEMS

- a. The design of the passports to avoid forgery [Q465]
- b. Ease of access to services in person [Q231C]
- c. The time it took to produce a passport [Q911]
- d. The number of years the passport is valid [Q461-modified]
- e. The understanding of your particular needs [Q908]
- f. The ease of access to services by telephone [Q231]

- 01 – Very unimportant
- 02 – Unimportant
- 03 – Neutral
- 04 – Important
- 05 – Very important
- VOLUNTEERED
- 99 – DK/NA

Q43

52. Would you say that in general, Passport Canada provides much better service than other federal government organizations, a little better, same as others, a little worse, or much worse service?
ALTERNATE START POINT BETWEEN 01 AND 05

- 01 – Much better service
- 02 – A little better
- 03 – Same as others
- 04 – A little worse
- 05 – Much worse service
- VOLUNTEERED
- 06 – Depends
- 99 – DK/NA

Q44

53. And would you say that in general, Passport Canada provides much better service than private companies, a little better, same as others, a little worse, or much worse service?

ALTERNATE START POINT BETWEEN 01 AND 05

- 01 – Much better service
- 02 – A little better
- 03 – Same as others
- 04 – A little worse
- 05 – Much worse service
- VOLUNTEERED
- 06 – Depends
- 99 – DK/NA

H. Channel Preferences

NEW

55. As you may know, there are several ways to submit an application for a new Canadian passport once you have all of the required documents. These include:

- Sending it in by mail
- Delivering it in-person at a Passport Canada office, or
- Delivering it in-person at a Service Canada or Canada Post location

You told me you obtained your passport by [SELECT OPTION FROM ABOVE BASED ON RESPONSES TO Q.7-8] Can you tell me why you chose this option to obtain your most recent passport?

DO NOT READ – CODE MORE THAN ONE IF VOLUNTEERED

a. Why Sent by mail

- 01 – Not aware of other options
- 02 – Most convenient
- 03 – Don't like having to go in-person
- 04 – Least cost option
- 05 – Trust the mail
- 06 – Have always done it this way
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

b. Why Delivered at Passport Canada Office

- 01 – Not aware of other options
- 02 – Most convenient
- 03 – Don't trust sending documents in mail
- 04 – Least cost option
- 05 – Fastest way to get passport
- 06 – Passport Office convenient to get to
- 07 – Have always done it this way
- 08 – Don't want documents lost in the mail
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

c. Why Delivered at [Canada Post/Service Canada Office]

- 01 – Not aware of other options
- 02 – Most convenient
- 03 – Don't trust sending documents in mail
- 04 – Least cost option
- 05 – Fastest way to get passport
- 06 – Service Canada/Canada Post location convenient to get to
- 07 – Don't want documents lost in the mail
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

NEW

56. (ASK IF NO MENTION OF “NOT AWARE OF OTHER OPTIONS IN Q.55) Were you aware of the options you did not use this last time to deliver your application for a new passport?
ASK SEPARATELY FOR TWO OPTIONS NOT USED IN Q.7-8

- a. Sending it in by mail
- b. Delivering it in-person at a Passport Canada office,
- c. Delivering it in-person at a Service Canada or Canada Post location

01 – Yes
02 – No
99 – DK/NA

NEW

57. The next time you need a new passport, would you use the same option you used this time, or would you consider one of the other options currently available?

01 – Use same method SKIP TO Q.60
02 – Use different method
VOLUNTEERED
03 – Depend
99 – DK/NA SKIP TO Q.60

NEW

58. (IF USE DIFFERENT METHOD/DEPENDS IN Q.57) Which other method would you be most likely to use next time?
READ CHOICES ONLY IF NECESSARY – CODE ONE ONLY

01 – Send in by mail
02 – Deliver in person to Passport Canada office
03 – Deliver in person to Service Canada office
04 – Deliver in person to Canada Post location
VOLUNTEERED
98 – Other (SPECIFY _____)
97 – Depends (too early to say; expect new options next time around SKIP TO Q.60
99 – DK/NA SKIP TO Q.60

NEW

59. Why would you be most likely to use this option next time you need a new passport?
DO NOT READ – CODE ALL THAT APPLY

01 – More convenient
02 – Faster
03 – More reliable
04 – Less costly
98 – Other (SPECIFY _____)
99 – DK/NA

I. Passport Characteristics

I would like to ask you a few questions about the passport itself . . .

Q45.1 – 45.5

60. Would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of the passport document, starting with:

READ IN SEQUENCE

- a. The number of years the passport is valid
- b. The number of pages in the passport
- c. The acceptance of the passport by the authorities of other countries
- d. The design of Canadian passports to avoid forgery

01 – Very dissatisfied

02 – Dissatisfied

03 – Neutral

04 – Satisfied

05 – Very satisfied

VOLUNTEERED

99 – DK/NA

NEW

61. In what way, if any, do you think the design or characteristics of the passport itself could be improved?

SPECIFY

99 – None/DK/NA

Q.49-modified

62. If you had a choice, would you prefer maintaining the current passport which is valid for five years, or would you prefer a passport that would be valid for 10 years that would cost twice the current fee?

01 – Prefer current passport for 5 years

02 – Prefer 10 year passport at twice the fee

VOLUNTEERED

03 – Depends

04 – No preference

99 – DK/NA

Q.49-modified

63. If you had a choice, would you prefer to have a passport that contains the current security features, or would you prefer a passport that includes an additional security feature containing a description of physical characteristics, such as your iris and fingerprints?

01 – Prefer current security features

02 – Prefer new security feature

VOLUNTEERED

03 – Depends

04 – No preference

99 – DK/NA

J. Passport Use and Socio-Demographics

To finish up, I have a few questions to help us analyze the results of this survey . . .

Q50

64. Do you use your passport mainly to travel for pleasure, to travel for business, as a general proof of your identity, or for other purposes?
CODE ALL THAT APPLY

- 01 – Pleasure travel
- 02 – Business travel
- 03 – General proof of identity
- 04 – Other purposes
- VOLUNTEERED
- 99 – DK/NA/REFUSE

Q51

65. Have you used your recently obtained passport to travel outside of Canada yet?

- 01 – Yes
- 02 – No SKIP TO Q.69
- 99 – DK/NA SKIP TO Q.69

Q52

66. (IF YES TO Q.65) How many times have you used your new passport?

_____ number of times
99 – DK/NA

Q53

67. Have you used your new passport to travel to the United States?

- 01 – Yes
- 02 – No
- 99 – DK/NA

Q54

68. Have you used your new passport to travel elsewhere in the world?

- 01 – Yes
- 02 – No
- 99 – DK/NA

SKIP TO Q.71

Q54B

69. (ASK IF NO/DK TO Q.65) In which country do you expect to go using your new passport?
RECORD COUNTRY – CODE ONE ONLY

_____ Country
97- No specific travel plans
99 – DK/NA

Q55

71. Are you a Canadian citizen by birth?

- 01 – Yes SKIP TO Q.73
- 02 – No
- 99 – DK/NA

NEW

72. (ASK IF NO/DK TO Q.71) How many years have you been a Canadian citizen?
RECORD IN YEARS

- ___ ___ Number of years
- 95 – Less than one year
- 99 – DK/NA/REFUSE

Q56

73. Which language did you first learn and still understand?
DO NOT READ – CODE ONE ONLY

- 01 – English
- 02 – French
- 03 – English and French equally
- 04 – Other language
- 05 – English or French and another language equally
- 99 – DK/NA

Q57

74. In what year were you born?

- ___ ___ – NA/REFUSE

NEW

75. For statistical purposes only, please tell me which of the following categories applies to your total household income for the year 2005?
READ - CODE ONE ONLY – STOP ONCE RESPONDENT CONFIRMS CATEGORY

- 01 - Under \$20,000
- 02 - \$20,000 to under \$40,000
- 03 - \$40,000 to under \$60,000
- 04 - \$60,000 to under \$80,000
- 05 - \$80,000 to under \$100,000
- 06 - \$100,000 and over
- VOLUNTEERED
- 99 - REFUSE/DK/NA

NEW

76 And to better understand how results vary by region, may I have the six digits of your postal code?
IF HESITANT TO PROVIDE, ACCEPT FIRST THREE DIGITS

- ___ ___ – DK/NA

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I please have your first name?

First Name: _____

Thank you very much for your time and assistance. This survey was conducted on behalf of Passport Canada, who will use the information collected to improve the level of service it provides to Canadians.

THANK AND TERMINATE

RECORD

Q59

77. Gender

- 01 - Male
- 02 - Female

Q58

78. Language of interview

- 01 - English
- 02 - French

Q60

79. Province/Territory

- 01 - British Columbia
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Quebec
- 07 - Newfoundland and Labrador
- 08 - Nova Scotia
- 09 - New Brunswick
- 10 - Prince Edward Island
- 11 - Yukon
- 12 - Northwest Territories
- 13 - Nunavut

**Sondage national sur la satisfaction de la clientèle
de Passeport Canada**

Questionnaire FINAL

Introduction

Bonjour/bonsoir. Puis-je parler à [NOM DU/DE LA DEMANDEUR(ERESSE) DE PASSEPORT]. Mon nom est _____ et je vous appelle au nom d'Environics Research Group, une société de recherche sur l'opinion publique.

Aujourd'hui, nous effectuons une étude pour le compte de Passeport Canada et je vous appelle pour vous poser quelques questions au sujet de votre récente expérience entourant l'obtention d'un passeport. Veuillez avoir l'assurance que nous ne vendons rien. Ce sondage est inscrit auprès du système national d'enregistrement des sondages.

SI DEMANDÉ : Il faudra environ 15 minutes pour compléter le sondage.

SI DEMANDÉ : Le système d'enregistrement a été mis sur pied par l'industrie canadienne de recherche par sondages, afin de permettre au public de vérifier la légitimité d'un sondage, d'obtenir plus de renseignements au sujet de l'industrie des sondages et de déposer une plainte. Le numéro sans frais du système d'enregistrement est le suivant : 1-800-554-9996.

SI LA PERSONNE CHOISIE N'EST PAS DISPONIBLE, PRENDRE DES ARRANGEMENTS POUR UN RAPPEL.

CONFIRMER SI LE/LA RÉPONDANT(E) SOUHAITE QUE L'ENTREVUE SE DÉROULE EN ANGLAIS OU EN FRANÇAIS.

A. Admissibilité et type de démarche

NOUVEAU

1. Tout d'abord, j'aimerais confirmer que vous avez bel et bien obtenu un nouveau passeport canadien depuis Janvier (2005).

- 01 – Oui PASSER À Q.3
02 – Non
99 – NSP/PR

NOUVEAU

2. (SI NON/NSP À Q.1) Est-ce qu'un autre membre de votre foyer a obtenu un passeport depuis janvier ?

- 01 – Oui DEMANDER À PARLER À CETTE PERSONNE
02 – Non REMERCIER ET TERMINER
99 – NSP/PR REMERCIER ET TERMINER

Q1

3. Avez-vous 18 ans ou plus ?

- 01 – Oui
02 – Non REMERCIER ET TERMINER
99 – NSP/PR REMERCIER ET TERMINER

NOUVEAU

4. Avez-vous fait la démarche d'obtention de ce passeport...

LIRE - CODER UNE SEULE RÉPONSE

01 – Entièrement par vous même

02 – Avec l'aide de quelqu'un d'autre ou

03 – Est-ce que quelqu'un d'autre a entièrement fait la démarche

d'obtention de votre passeport en votre nom ?

REMERCIER ET TERMINER

NON SUGGÉRÉ

99 – NSP/PR

REMERCIER ET TERMINER

Q3-Modifié

5. Parmi les types de demandes de passeport suivants, quel est le type de demande que vous avez présentée ?

LIRE DANS L'ORDRE - CODER UNE SEULE RÉPONSE

01 – Une demande normale

02 – Une demande express (permet d'obtenir un nouveau passeport en 2 à 9 jours) ou

03 – Une demande urgente (permet d'obtenir un nouveau passeport en 24 heures)

NON SUGGÉRÉ

98 – Autre (PRÉCISER _____)

99 – NSP/PR

NOUVEAU

6. Avant de déposer votre demande, est-ce que vous avez rempli une version imprimée du formulaire ou avez-vous utilisé la version électronique appelée « Passeport en direct » ?

01 – Rempli une version imprimée

02 – Utilisé Passeport en direct

99 – NSP/PR

Q2

7. Avez-vous envoyé votre demande par la poste ou a-t-elle été déposée en personne au bureau de Passeport Canada ou à un autre endroit ?

01 – Envoyée par la poste/messagerie PASSER À Q.9

02 – Livrée en personne

98 – Autre (PRÉCISER _____) PASSER À Q.9

99 – NSP/PR PASSER À Q.9

NOUVEAU

8. (SI DÉPOSÉE EN PERSONNE À Q.7) Avez-vous déposé votre demande de passeport à :
LIRE DANS L'ORDRE - CODER UNE SEULE RÉPONSE

01 – Un bureau de Passeport Canada
02 – Un point de service de Service Canada
03 – Un point de service de Postes Canada
NON SUGGÉRÉ
98 – Autre (PRÉCISER _____)
99 – NSP/PR

Q2B

9. Est-ce que votre nouveau passeport vous a été envoyé par la poste ou est-ce que vous ou quelqu'un d'autre l'a récupéré au comptoir de Passeport Canada ?

01 – Vous a été envoyé par la poste/par messagerie
02 – Récupéré en personne
98 – Autre (PRÉCISER _____)
99 – NSP/PR

B. Formulaire de demande et exigences

À présent, j'aimerais vous poser quelques questions au sujet de votre expérience d'avoir rempli cette demande de passeport...

11. Diriez-vous que vous avez été très insatisfait(e), insatisfait(e), neutre, satisfait(e) ou très satisfait(e) de chacun des aspects suivants :
LIRE DANS L'ORDRE-

- a. La clarté des directives fournies avec la demande de passeport [Q29.2-Modifié]
- b. La disponibilité des formulaires de demande [Q8.1]
- c. La simplicité des formulaires de demande [Q6.1]
- d. La facilité à soumettre votre demande [Q6.5]
- e. L'ensemble des exigences pour obtenir un passeport [Q6.7]
- f. L'ensemble du temps et des efforts pour faire une demande de passeport [Q8.14]

01 – Très insatisfait(e)
02 – Insatisfait(e)
03 – Neutre
04 – Satisfait(e)
05 – Très satisfait(e)
NON SUGGÉRÉ
99 – NSP/PR

NOUVEAU

12. Pensez-vous que les exigences actuelles liées à la signature de votre demande de passeport par un répondant sont raisonnables ou non ?

01 – Oui, raisonnables
02 – Non, pas raisonnables
NON SUGGÉRÉ
99 – NSP/PR

NOUVEAU

14. S'il y a lieu, de quelle façon pensez-vous qu'on peut améliorer les exigences d'une demande d'obtention d'un nouveau passeport ?
PRÉCISER

99 – Aucun/NSP/PR

C. Présenter une demande en personne

POSER SI A PRÉSENTÉ SA DEMANDE EN PERSONNE À Q.7 – LES AUTRES PASSER À Q.21.

J'aimerais maintenant vous poser quelques questions sur votre expérience d'avoir déposé en personne votre demande de passeport au bureau de {Passeport Canada/Service Canada/ Postes Canada}.

15. Compte tenu de votre récente visite pour déposer votre demande de passeport, diriez-vous que vous avez été très insatisfait(e), insatisfait(e), neutre, satisfait(e) ou très satisfait(e) de chacun des aspects suivants :
LIRE DANS L'ORDRE

- a. La commodité de l'emplacement du bureau [Q22.2]
- b. L'existence d'un stationnement à proximité du bureau [Q22.3]
- c. La signalisation pour se rendre au bureau [Q22.4]
- d. Les heures d'ouverture du bureau [Q22.6]
- e. Le temps d'attente au bureau [Q8.10]

01 – Très insatisfait(e)

02 – Insatisfait(e)

03 – Neutre

04 – Satisfait(e)

05 – Très satisfait(e)

NON SUGGÉRÉ

90 – NE S'APPLIQUE PAS (p.ex. ne conduit pas)

99 – NSP/PR

Q12

16. Autant que vous vous rappeliez, combien de temps avez-vous dû attendre au bureau de [Passeport/Service Canada/ Postes Canada] lorsque vous avez déposé votre demande ?
SI DONNÉ EN HEURES, CONVERTIR EN MINUTES.

___ ___ Minutes

999 – NSP/PR

Q13

17. Trouvez-vous ce délai acceptable ou trop long ?

01 – Acceptable PASSER À Q.19

02 – Trop long

99 – NSP/PR PASSER À Q19

Q14

18. (SI C'EST «TROP LONG» À Q.17) À votre avis, quel serait le temps d'attente acceptable quand on livre sa demande ?

SI DONNÉ EN HEURES, CONVERTIR EN MINUTES.

___ ___ Minutes
999 – NSP/PR

19. Lors de votre visite pour déposer votre demande de passeport, diriez-vous que vous avez été très insatisfait(e), insatisfait(e), neutre, satisfait(e) ou très satisfait(e) de chacun des aspects suivants du service que vous avez reçu :

LIRE DANS L'ORDRE

- a. La compétence du personnel [Q8.2]
- b. La courtoisie du personnel [Q8.3]
- c. La compréhension de vos besoins particuliers [Q8.8]
- d. La qualité des réponses à vos questions [Q29.2]
- e. Obtenir le service dans la langue officielle de votre choix [Q29.5-Modifié]

01 – Très insatisfait(e)

02 – Insatisfait(e)

03 – Neutre

04 – Satisfait(e)

05 – Très satisfait(e)

NON SUGGÉRÉ

90 – NE S'APPLIQUE PAS (p.ex. n'a pas posé de questions)

99 – NSP/PR

NOUVEAU

20. S'il y a lieu, de quelle façon pourrait-on améliorer le service au moment du dépôt d'une demande de passeport ?

PRÉCISER

99 – Aucun/NSP/PR

Q32f

25. (SI C'EST «TROP LONG» À Q.24) À votre avis, quel serait le temps d'attente acceptable lorsque vous utilisez le service téléphonique de Passeport Canada ?
SI DONNÉ EN HEURES, CONVERTIR EN MINUTES.

___ ___ Minutes
999 – NSP/PR

Q32b-Modifié

26. Dans l'ensemble, diriez-vous que vous avez été très insatisfait(e), insatisfait(e), neutre, satisfait(e) ou très satisfait(e) du service que vous avez reçu en communiquant avec le service téléphonique de Passeport Canada ?

- 01 – Très insatisfait(e)
- 02 – Insatisfait(e)
- 03 – Neutre PASSER À Q.28
- 04 – Satisfait(e) PASSER À Q.28
- 05 – Très satisfait(e) PASSER À Q.28
- NON SUGGÉRÉ
- 99 – NSP/PR PASSER À Q.28

Q32c-Modifié

27. (SI INSATISFAIT(E) À Q.26) De quelle façon avez-vous été insatisfait(e) ?
NE PAS LIRE – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

- 01 – Ligne téléphonique occupée
- 02 – Transféré(e) de personne en personne
- 03 – Coïncé(e) dans les options de sélection
- 04 – S'est retrouvé(e) à une boîte vocale
- 05 – Incapable de rejoindre une personne
- 06 – Délai d'attente excessif
- 07 – Ne pas savoir où chercher l'information pour contacter le service
- 08 – Incapable de trouver le service dans le bottin de téléphone
- 09 – Jamais reçu de réponse à sa demande
- 98 – Autre (PRÉCISER _____)
- 99 – NSP/PR

NOUVEAU

28. S'il y a lieu, de quelle façon pourrait-on améliorer le service téléphonique de Passeport Canada ?
PRÉCISER

99 – Aucun/NSP/PR

NOUVEAU

29. Avez-vous été contacté(e) PAR Passeport Canada par téléphone au sujet de votre demande passeport ?

- 01 – Oui
- 02 – Non PASSER À Q.39
- 99 – NSP/PR PASSER À Q.39

NOUVEAU

30. (SI OUI À Q.29) Quelle était la raison de cet appel provenant de Passport Canada ?
NE PAS LIRE – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

- 01 – Pour vérifier des renseignements présentés dans ma demande
- 02 – Pour corriger des renseignements relatifs à ma demande
- 03 – Pour ajouter des renseignements à ma demande
- 98 – Autre (PRÉCISER _____)
- 99 – NSP/PR

NOUVEAU

31. Dans l'ensemble, avez-vous été très insatisfait(e), insatisfait(e), neutre, satisfait(e) ou très satisfait(e) de l'appel que vous avez reçu de Passport Canada au sujet de votre demande de passeport ?

- 01 – Très insatisfait(e)
- 02 – Insatisfait(e)
- 03 – Neutre PASSER À Q.39
- 04 – Satisfait(e) PASSER À Q.39
- 05 – Très satisfait(e) PASSER À Q.39
- NON SUGGÉRÉ
- 99 – NSP/PR PASSER À Q.39

NOUVEAU

32. (SI INSATISFAIT(E) À Q.31) De quelle façon avez-vous été insatisfait(e) ?
NE PAS LIRE – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

- 01 – N'a pas eu l'impression que l'appel était nécessaire
- 02 – Les renseignements sur la demande étaient exacts
- 03 – Le personnel n'a pas été courtois/poli
- 04 – La demande pour obtenir plus de renseignements était importune
- 98 – Autre (PRÉCISER _____)
- 99 – NSP/PR

E. Récupération/livraison du passeport

POSER SI A RÉCUPÉRÉ LE PASSEPORT EN PERSONNE À Q.9 – LES AUTRES PASSER À Q.44.

J'aimerais maintenant discuter de votre expérience lorsque vous avez récupéré votre passeport au bureau de Passeport Canada...

Q15

39. Autant que vous vous rappeliez, combien de temps avez-vous dû attendre au bureau de Passeport Canada lorsque vous avez récupéré votre passeport ?
SI DONNÉ EN HEURES, CONVERTIR EN MINUTES.

___ ___ ___ Minutes
999 – NSP/PR

Q16

40. Trouvez-vous ce délai acceptable ou trop long ?

01 – Acceptable PASSER À Q.42
02 – Trop long
99 – NSP/PR PASSER À Q.42

Q17

41. (SI C'EST «TROP LONG» À Q.40) À votre avis, quel serait le temps d'attente acceptable quand on récupère son passeport ?
SI DONNÉ EN HEURES, CONVERTIR EN MINUTES.

___ ___ ___ Minutes
999 – NSP/PR

Q6.6

42. Avez-vous été très insatisfait(e), insatisfait(e), neutre, satisfait(e) ou très satisfait(e) de la facilité à récupérer votre passeport ?

01 – Très insatisfait(e)
02 – Insatisfait(e)
03 – Neutre
04 – Satisfait(e)
05 – Très satisfait(e)
NON SUGGÉRÉ
99 – NSP/PR

NOUVEAU

43. S'il y a lieu, de quelle façon pourrait-on améliorer le service en personne au moment de récupérer un passeport ?
PRÉCISER

99 – Aucun/NSP/PR

PASSER À Q.45

Q8.12

44. (POSER SI LE PASSEPORT A ÉTÉ ENVOYÉ PAR LA POSTE/PAR MESSEGE À Q.9) Dans quelle mesure avez-vous été satisfait(e) du temps d'attente avant de recevoir votre passeport par la poste ?
RÉPÉTER L'ÉCHELLE AU BESOIN SEULEMENT

- 01 – Très insatisfait(e)
- 02 – Insatisfait(e)
- 03 – Neutre
- 04 – Satisfait(e)
- 05 – Très satisfait(e)
- NON SUGGÉRÉ
- 99 – NSP/PR

POSER À TOUS

Q18

45. Combien de temps vous a-t-il fallu avant d'obtenir votre passeport après avoir fourni tous les renseignements et documents pertinents ?
INSCRIRE EN NOMBRE D'HEURES, DE JOURS OU DE SEMAINES TEL QUE MENTIONNÉ PAR LE/LA RÉPONDANT(E) – À RECODER PLUS TARD.

- ___ ___ Heures
- ___ ___ Jours
- ___ ___ Semaines
- 99 – NSP/PR

Q19

46. Trouvez-vous ce délai acceptable ou trop long?

- 01 – Acceptable PASSER À Q.48
- 02 – Trop long
- 99 – NSP/PR PASSER À Q.48

Q20

47. (SI C'EST « TROP LONG » À Q.46) À votre avis, quel devrait être le temps d'attente pour obtenir un passeport une fois que tous les renseignements et documents pertinents ont été soumis ?
INSCRIRE EN NOMBRE D'HEURES, DE JOURS OU DE SEMAINES TEL QUE MENTIONNÉ PAR LE/LA RÉPONDANT(E) – À RECODER PLUS TARD.

- ___ ___ Heures
- ___ ___ Jours
- ___ ___ Semaines
- 99 – NSP/PR

F. Coût du passeport

À présent, j'aimerais vous poser quelques questions au sujet des coûts liés à l'obtention d'un passeport...

48. Dans quelle mesure avez-vous été satisfait(e) de chacun des aspects suivants liés au paiement de votre passeport, à commencer par :

LIRE DANS L'ORDRE - RÉPÉTER L'ÉCHELLE AU BESOIN SEULEMENT

a. Le coût de base du passeport [Q33.1]

b. Le supplément pour la livraison [urgente/express] [POSER SI A EU RECOURS À UNE OU L'AUTRE OPTION À Q.5] [Q33.2]

01 – Très insatisfait(e)

02 – Insatisfait(e)

03 – Neutre

04 – Satisfait(e)

05 – Très satisfait(e)

NON SUGGÉRÉ

99 – NSP/PR

G. Expérience de l'ensemble du service

Q.39-Modifié

50. Tout considéré, diriez-vous que vous avez été très insatisfait(e), insatisfait(e), neutre, satisfait(e) ou très satisfait(e) de l'ensemble du service que vous avez reçu de Passport Canada lorsque vous avez obtenu votre nouveau passeport ?

- 01 – Très insatisfait(e)
- 02 – Insatisfait(e)
- 03 – Neutre
- 04 – Satisfait(e)
- 05 – Très satisfait(e)
- NON SUGGÉRÉ
- 99 – NSP/PR

Maintenant, j'aimerais vous poser quelques questions au sujet de l'importance que vous accordez personnellement à divers aspects liés à l'obtention d'un nouveau passeport...

51. Veuillez s'il vous plaît me dire si vous trouvez chacun des aspects généraux du service très peu important, peu important, neutre, important ou très important, à commencer par :
LECTURE ET ROTATION DES ÉLÉMENTS.

- a. La conception des passeports canadiens pour éviter la contrefaçon [Q465]
- b. La facilité d'accès au service en personne [Q231C]
- c. Le temps qu'il a fallu pour produire un passeport [Q911]
- d. Le nombre d'années de la période de validité du passeport [Q461-Modifié]
- e. La compréhension de vos besoins particuliers [Q908]
- f. La facilité d'accès aux services par téléphone [Q231]

- 01 – Très peu important
- 02 – Peu important
- 03 – Neutre
- 04 – Important
- 05 – Très important
- NON SUGGÉRÉ
- 99 – NSP/PR

Q43

52. En règle générale, diriez-vous que Passport Canada offre un bien meilleur service que d'autres organismes fédéraux, ou un service un peu meilleur, de même niveau, un peu moins bon ou bien moins bon ?
CHANGER LE POINT DE DÉPART ENTRE 01 ET 05

- 01 – Bien meilleur service
- 02 – Un peu meilleur
- 03 – De même niveau
- 04 – Un peu moins bon
- 05 – Bien moins bon service
- NON SUGGÉRÉ
- 06 – Tout dépend
- 99 – NSP/PR

Q44

53. Et, règle générale, diriez-vous que Passeport Canada offre un bien meilleur service que les entreprises privées, ou un service un peu meilleur, de même niveau, un peu moins bon ou bien moins bon ?
CHANGER LE POINT DE DÉPART ENTRE 01 ET 05

01 – Bien meilleur service
02 – Un peu meilleur
03 – De même niveau
04 – Un peu moins bon
05 – Bien moins bon service
NON SUGGÉRÉ
06 – Tout dépend
99 – NSP/PR

H. Préférences relatives aux modes d'envoi

NOUVEAU

55. Comme vous le savez peut-être, il existe plusieurs façons de présenter une demande pour un nouveau passeport canadien une fois que vous avez en main tous les documents requis. Ces façons comprennent :

- Envoyer la demande par la poste
- Remettre la demande en personne à un bureau de Passeport Canada ou
- Remettre la demande en personne à un point de service de Service Canada ou de Postes Canada

Vous m'avez dit avoir obtenu votre passeport en [CHOISIR UNE DES OPTIONS CI-DESSUS À PARTIR DES RÉPONSES DONNÉES À Q.7-8] Pouvez-vous me dire pourquoi vous avez choisi cette option pour obtenir votre plus récent passeport ?

NE PAS LIRE – CODER PLUS D'UNE RÉPONSE SI PLUSIEURS SONT MENTIONNÉES
SPONTANÉMENT

a. Pourquoi avoir envoyé la demande par la poste

01 – Pas au courant des autres options
02 – Le plus pratique
03 – N'aime pas avoir à se rendre en personne
04 – Option la plus économique
05 – Fait confiance à la poste
06 – A toujours utilisé cette façon
98 – Autre (PRÉCISER _____)
99 – NSP/PR

b. Pourquoi avoir livré la demande au bureau de Passeport Canada

01 – Pas au courant des autres options
02 – Le plus pratique
03 – Pas confiance à l'envoi de documents par la poste
04 – Option la plus économique
05 – Façon la plus rapide d'obtenir un passeport
06 – L'emplacement du bureau des Passeports est pratique
07 – A toujours utilisé cette façon
08 – Ne veut pas que les documents se perdent dans le courrier
98 – Autre (PRÉCISER _____)
99 – NSP/PR

c. Pourquoi avoir livré la demande à un point de service de [Postes Canada/Service Canada]

01 – Pas au courant des autres options
02 – Le plus pratique
03 – Pas confiance à l'envoi de documents par la poste
04 – Option la plus économique
05 – Façon la plus rapide d'obtenir un passeport
06 – L'emplacement de Service Canada/Postes Canada est pratique

- 07 – Ne veut pas que les documents se perdent dans le courrier
- 98 – Autre (PRÉCISER _____)
- 99 – NSP/PR

NOUVEAU

56. (POSER SI AUCUNE MENTION DE « PAS AU COURANT DES AUTRES OPTIONS » À Q.55) Étiez-vous au courant des options que vous n'avez pas utilisées la dernière fois pour présenter votre demande de passeport ?

POSER SÉPARÉMENT POUR LES DEUX OPTIONS PAS UTILISÉES À Q.7-8

- a. Envoyer la demande par la poste
- b. Remettre la demande en personne à un bureau de Passeport Canada,
- c. Remettre la demande en personne à un point de service de Service Canada ou de Postes Canada

- 01 – Oui
- 02 – Non
- 99 – NSP/PR

NOUVEAU

57. La prochaine fois que vous aurez besoin d'un nouveau passeport, utiliserez-vous la même option que vous avez utilisée cette fois-ci ou envisageriez-vous d'utiliser l'une des autres options présentement disponibles ?

- 01 – Utilisera la même méthode PASSER À Q.60
- 02 – Utilisera une autre méthode
- NON SUGGÉRÉ
- 03 – Tout dépend
- 99 – NSP/PR PASSER À Q.60

NOUVEAU

58. (SI UTILISERA UNE AUTRE MÉTHODE/TOUT DÉPEND À Q.57) Quelle autre méthode auriez-vous le plus tendance à utiliser la prochaine fois ?

LIRE LES CHOIX AU BESOIN SEULEMENT – CODER UNE SEULE RÉPONSE

- 01 – Envoyer la demande par la poste
- 02 – Remettre la demande en personne au bureau de Passeport Canada
- 03 – Remettre la demande en personne à un point de service de Service Canada
- 04 – Remettre la demande en personne à un point de service de Postes Canada
- NON SUGGÉRÉ
- 98 – Autre (PRÉCISER _____)
- 97 – Tout dépend (trop tôt pour le dire; prévoit qu'il y aura d'autres options la prochaine fois) PASSER À Q.60
- 99 – NSP/PR PASSER À Q.60

NOUVEAU

59. Pourquoi auriez-vous le plus tendance à utiliser cette méthode la prochaine fois où vous aurez besoin d'un nouveau passeport ?

NE PAS LIRE – CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

- 01 – Plus pratique
- 02 – Plus rapide
- 03 – Plus fiable
- 04 – Moins cher
- 98 – Autre (PRÉCISER _____)
- 99 – NSP/PR

I. Caractéristiques d'un passeport

J'aimerais vous poser quelques questions au sujet du passeport proprement dit . . .

Q45.1 – 45.5

60. Vous diriez-vous très insatisfait(e), insatisfait(e), neutre, satisfait(e) ou très satisfait(e) de chacun des aspects suivants du passeport lui-même, à commencer par :

LIRE DANS L'ORDRE

- a. Le nombre d'années de la période de validité du passeport
- b. Le nombre de pages du passeport
- c. L'acceptation du passeport par les autorités des autres pays
- d. La conception des passeports canadiens pour éviter la contrefaçon

01 – Très insatisfait(e)

02 – Insatisfait(e)

03 – Neutre

04 – Satisfait(e)

05 – Très satisfait(e)

NON SUGGÉRÉ

99 – NSP/PR

NOUVEAU

61. S'il y a lieu, de quelle façon pensez-vous qu'on pourrait améliorer la conception ou les caractéristiques du passeport lui-même ?

PRÉCISER

99 – Aucun/NSP/PR

Q.49-Modifié

62. Si vous aviez le choix, aimeriez-vous mieux maintenir le passeport actuel, valide pour cinq ans, ou préféreriez-vous un passeport qui serait valide pour 10 ans et qui coûterait le double du coût actuel ?

01 – Préfère le passeport actuel valide pour 5 ans

02 – Préfère un passeport valide pour 10 ans et qui coûte deux fois plus cher

NON SUGGÉRÉ

03 – Tout dépend

04 – Aucune préférence

99 – NSP/PR

Q.49-Modifié

63. Si vous aviez le choix, préféreriez-vous avoir un passeport qui possède les caractéristiques de sécurité actuelles ou préféreriez-vous un passeport comprenant une caractéristique de sécurité additionnelle, soit des caractéristiques physiques telles que la lecture de votre iris et vos empreintes digitales ?

01 – Préfère les caractéristiques de sécurité actuelles

02 – Préfère une nouvelle caractéristique de sécurité

NON SUGGÉRÉ

03 – Tout dépend

04 – Aucune préférence

99 – NSP/PR

J. Utilisation du passeport et caractéristiques socio-démographiques

Pour terminer, il me reste quelques questions dont les réponses nous aideront à analyser les résultats de ce sondage...

Q50

64. Utilisez-vous votre passeport surtout pour des voyages d'agrément, pour des voyages d'affaires, comme preuve d'identité générale ou à d'autres fins ?

CODER TOUTES LES RÉPONSES QUI S'APPLIQUENT

- 01 – Voyages d'agrément
- 02 – Voyages d'affaires
- 03 – Preuve d'identité générale
- 04 – Autres fins
- NON SUGGÉRÉ
- 99 – NSP/PR/REFUS

Q51

65. Avez-vous déjà utilisé le passeport que vous avez obtenu récemment pour voyager à l'extérieur du Canada ?

- 01 – Oui
- 02 – Non PASSER À Q.69
- 99 – NSP/PR PASSER À Q.69

Q52

66. (SI OUI À Q.65) Combien de fois avez-vous utilisé votre nouveau passeport ?

_____ nombre de fois
99 – NSP/PR

Q53

67. Avez-vous utilisé votre nouveau passeport pour vous rendre aux États-Unis ?

- 01 – Oui
- 02 – Non
- 99 – NSP/PR

Q54

68. Avez-vous utilisé votre nouveau passeport pour vous rendre ailleurs dans le monde ?

- 01 – Oui
- 02 – Non
- 99 – NSP/PR

PASSER À Q.71

Q54B

69. (POSER SI NON/NSP À Q.65) Dans quel pays principalement comptez-vous vous rendre en utilisant votre nouveau passeport ?

INSCRIRE LE NOM DU PAYS – CODER UNE SEULE RÉPONSE

_____ pays
97- N'a pas de plan de voyage
99 – NSP/PR

Q55

71. Êtes-vous citoyen canadien/citoyenne canadienne de naissance ?

- 01 – Oui PASSER À Q.73
- 02 – Non
- 99 – NSP/PR

NOUVEAU

72. (POSER SI NON/NSP À Q.71) Depuis combien d'années êtes-vous citoyen canadien/citoyenne canadienne ?
INSCRIRE UN NOMBRE D'ANNÉES

- ___ __ nombre d'années
- 95 – Moins d'un an
- 99 – NSP/PR/REFUS

Q56

73. Quelle est la première langue que vous avez apprise et que vous comprenez toujours ?
NE PAS LIRE - CODER UNE SEULE RÉPONSE

- 01 – Anglais
- 02 – Français
- 03 – L'anglais et le français également
- 04 – Autre langue
- 05 – L'anglais ou le français et une autre langue, également
- 99 – NSP/PR

Q57

74. Quelle est votre année de naissance ?

- ____ _ – ND/REFUS

NOUVEAU

75. À des fins statistiques seulement, veuillez s'il vous plaît me dire laquelle des catégories suivantes correspond au revenu total de votre ménage en 2005 ?
LIRE – CODER UNE SEULE RÉPONSE – STOPPER UNE FOIS QUE LE/LA RÉPONDANT(E) CONFIRME UNE CATÉGORIE DE REVENU

- 01 – Moins de 20 000 \$
- 02 – 20 000 \$ à moins de 40 000 \$
- 03 – 40 000 \$ à moins de 60 000 \$
- 04 – 60 000 \$ à moins de 80 000 \$
- 05 – 80 000 \$ à moins de 100 000 \$
- 06 – 100 000 \$ et plus
- NON SUGGÉRÉ
- 99 - REFUS/NSP/PR

NOUVEAU

76 Et, afin de mieux comprendre de quelle façon les résultats varient par région, puis-je avoir les six caractères de votre code postal ?
SI HÉSITE À FOURNIR, ACCEPTER LES TROIS PREMIERS CARACTÈRES

- ____ _ – NSP/PR

Voilà qui complète le sondage. Au cas où mon/ma superviseur(e) voudrait s'assurer que j'ai bel et bien effectué cette entrevue, puis-je avoir votre prénom s'il vous plaît ?

Prénom : _____

Merci beaucoup de votre temps et de votre aide. Le sondage a été effectué pour le compte de Passeport Canada qui utilisera l'information recueillie afin d'améliorer le niveau de service qu'il offre aux Canadiens et aux Canadiennes.

REMERCIER ET TERMINER

INSCRIRE

Q59

77. Sexe

- 01 – Masculin
- 02 – Féminin

Q58

78. Langue de l'interview

- 01 – Anglais
- 02 – Français

Q60

79. Province/Territoire

- 01 – Colombie-Britannique
- 02 – Alberta
- 03 – Saskatchewan
- 04 – Manitoba
- 05 – Ontario
- 06 – Québec
- 07 – Terre-Neuve et Labrador
- 08 – Nouvelle-Écosse
- 09 – Nouveau-Brunswick
- 10 – Île-du-Prince-Édouard
- 11 – Yukon
- 12 – Territoires du Nord-Ouest
- 13 – Nunavut