

Customer Satisfaction Research

Report

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Canadian Centre for Occupational
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I. FOREWORD

A. BACKGROUND

The Canadian Centre for Occupational Health and Safety (CCOHS or the Centre) was created in 1978, by the *Canadian Centre for Occupational Health and Safety Act*, which mandates CCOHS to promote the fundamental right of Canadians to a healthy and safe working environment. CCOHS operates under a tripartite council that includes representatives from business, labour and government.

CCOHS council fulfils the Centre's mandate by operating as "a source for unbiased technical information and expertise to support the efforts of governments, labour organizations, employers, and individual Canadians to improve workplace safety and health".¹ CCOHS fulfils this mandate through a portfolio of free and priced products and services that draw upon a core collection of occupational safety and health information and the application of information management technologies. The key products and services offered by the Centre are the free Inquiries Service and web site and information products and services for which it charges.

B. PURPOSE

CCOHS wished to conduct a customer satisfaction survey of users of its Inquiries service, and subscribers to and users of its other products and services. The survey was designed to:

- < Measure client satisfaction.
- < Compare expectation or need versus to how they feel about the service received.
- < Identify service gaps.
- < Identify what users value in the service.
- < Identify direction for improvements.

In addition, CCOHS also wished to conduct a survey of visitors to their extensive web site.

The use of a web-based survey provided a self-completion mode with added flexibility of delivery: skip patterns are opaque to the respondent, as they are in a computerized telephone survey. In addition, a web survey is considered ideal for business users in that it provides for swift response and any-time-anywhere completion.

¹ CCOHS, *2001-2002 Estimates: Report on Plans and Priorities*, 2001, p.5.

C. METHOD

a) Modes

Two surveys were conducted as part of this assignment.

Web-site visitor survey: A pop-up survey of 603 visitors to the CCOHS/CCHST web site. The survey was available from February 13 to March 9, 2004. It should be kept in mind that this is a self-selecting sample.

Customer survey: An invitation to participate in an online survey was mailed to 3,736 customers from the CCOHS database. The invitation was mailed and not e-mailed due to the need to comply with federal privacy legislation, and because valid e-mail addresses were not available for some customers. The survey was available online from February 19 to March 26, 2004. A reminder card was mailed on March 8. Cards were returned from only 42 addresses.

b) Sampling for the Customer Survey

CCOHS provided two Access data files for the survey. One file contained contact information for individuals who had used the Inquiries Service. The second file contained coded information of purchasers of products and other services (such as subscriptions). Records with incomplete mailing addresses were removed. The files were checked for duplicates, cleaned and a sample selected of Canadian and US clients. A language preference (English/French) was available in CCOHS's sample file.

The sample file identified four product/service types:

1. Inquiries
2. Web Services
3. CD/DVD
4. Publications

Approximately $\frac{1}{4}$ of the selected sample was Inquiries clients.

Clients who purchased more than one type of product had more than one entry in the sample file. Our sampling department randomly selected a product for individuals with more than one.

The product names in the data file were used as provided, so there was a possibility that, in some instances, a French respondent could get an English product name, or vice versa. Product names were occasionally abbreviated and always capitalized in the original file, and thus appeared as such in the survey and the letter.

D. COMPLETIONS

Web-site visitor survey: 603 visitors to the CCOHS/CCHST web site completed the survey over the course of the field period.

Customer survey: Completions were achieved with 549 respondents for a response rate of 15%, which is quite typical for a customer survey in a self-completion mode but less than was anticipated given the level of involvement many customers have with CCOHS.

The distribution of respondents by jurisdiction is shown in Exhibit I-D below, using postal abbreviations for the jurisdictions. Canadian jurisdictions are shown in bold.

EXHIBIT I-D
Location of Respondents to CCOHS Customer Survey

Jurisdiction*	# Completes	% of total	Cumulative #	Cumulative %
AB	52	9.5%	52	9.5%
AZ	2	0.4%	54	9.8%
BC	50	9.1%	104	18.9%
CA	6	1.1%	110	20.0%
CO	1	0.2%	111	20.2%
CT	4	0.7%	115	20.9%
DC	1	0.2%	116	21.1%
DE	1	0.2%	117	21.3%
FL	2	0.4%	119	21.7%
GA	1	0.2%	120	21.9%
IA	1	0.2%	121	22.0%
ID	1	0.2%	122	22.2%
IL	2	0.4%	124	22.6%
IN	5	0.9%	129	23.5%
MA	2	0.4%	131	23.9%
MB	21	3.8%	152	27.7%
MD	4	0.7%	156	28.4%
MI	1	0.2%	157	28.6%
MN	1	0.2%	158	28.8%
MT	1	0.2%	159	29.0%
NB	10	1.8%	169	30.8%
ND	1	0.2%	170	31.0%
NJ	3	0.5%	173	31.5%
NL	9	1.6%	182	33.2%
NM	1	0.2%	183	33.3%
NS	25	4.6%	208	37.9%

Cont'd

EXHIBIT I-D CONT'D
Location of Respondents to CCOHS Customer Survey

Jurisdiction*	# Completes	% of total	Cumulative #	Cumulative %
NT	2	0.4%	210	38.3%
NU	2	0.4%	212	38.6%
NV	1	0.2%	213	38.8%
NY	3	0.5%	216	39.3%
OH	11	2.0%	227	41.3%
OK	2	0.4%	229	41.7%
ON	213	38.8%	442	80.5%
PA	5	0.9%	447	81.4%
PE	4	0.7%	451	82.1%
QC	58	10.6%	509	92.7%
SD	1	0.2%	510	92.9%
SK	24	4.4%	534	97.3%
TN	1	0.2%	535	97.4%
TX	2	0.4%	537	97.8%
VA	2	0.4%	539	98.2%
VT	2	0.4%	541	98.5%
WA	4	0.7%	545	99.3%
WI	2	0.4%	547	99.6%
YT	2	0.4%	549	100.0%

*Canadian jurisdictions in bold

E. CHALLENGES

A number of challenges arose during the design of the customer survey methodology. CCOHS did not have previous opt-in consent to e-mail their customers or Inquiries users for the purposes of conducting research. As well, a significant number of records did not have e-mail addresses.

To comply with Privacy legislation and to attempt to reach customers without e-mail addresses, a personalized letter was sent to a selected sample of potential respondents to the customer survey. This mixed mode methodology resulted in a somewhat lower completion rate than might have been expected with an all-electronic delivery, partially due to the extra effort required to turn from the written word to the computer and manually enter the web address for the survey. As well, it required a longer field period. However, our firm notes that many surveys involving client-supplied customer lists result in a response rate of between 10 and 15% regardless of mode.

II. EXECUTIVE SUMMARY

A. WEB VISITOR SURVEY

The CCOHS web site is unique in many ways, as it provides a great deal of technical information to a wide audience of varying levels of knowledge, much of it free or at low cost. Although predominantly designed for the needs of Canadian business and individuals, it is used by a worldwide audience to answer an astonishing variety of occupational health and safety queries.

Visitors mainly learn about the site via a search engine and, for half of respondents, it was their first visit to the site. Two-thirds of these first-time visitors indicate they are satisfied with the site, and satisfaction increases with more frequent visits. The majority indicates that they found the information they came to the site to seek, even though the site is structurally quite complex.

Visitors express a rather high level of satisfaction with how the site performed in all areas, however, areas where there is the most gap between satisfaction and importance are “ease of finding information” and “scope of information.” Visitors would also like to see more free information provided. Overall, more than three-quarters of visitors express satisfaction with the site. Very few suggested improvements were offered.

B. CUSTOMER SURVEY

CCOHS customers represent a mix of organization types and sizes, but a typical customer would be someone in a safety role of a manufacturing company of medium to large size. Despite the sizes of the organizations, most indicate that from 1 to 10 people will use or benefit from a specific CCOHS product or service. Close of half (43%) of customers have used the free web services, such as OSH Answers and INCHEM, in the past year. There is room for expansion in awareness and use of the HS Canada internet mailing list and the Health and Safety Report newsletter.

A quarter of customers indicate the product or service is used once a month, although pay for use services are used more frequently. There is a growing preference for electronic media for provision of products. In product attributes, reliability and clarity are the most valued qualities, and coverage/comprehensiveness and currency (being up-to-date) are the qualities customers would most like to see improved.

While the majority of customers are either satisfied or very satisfied with all rated attributes of the product or service they received, they are most satisfied with usefulness and relevance, and least with cost and assistance provided for solving a problem. Gaps between perceived importance and performance for CCOHS product and service attributes are small (0.5 or less) and show that CCOHS is very close to meeting customer expectations for most of its offerings, including the important measure of time required to receive products and

services. CCOHS meets its customers' expectations regarding the number of service staff and contacts required to obtain products and services.

Gaps in service attribute importance and performance are also small and there is a high level of customer satisfaction with the service provided by CCOHS staff on all measures. Very few errors are being made in provision of products and/or services. Close to three-quarters of customer report that, in the end, they got what they needed, and over 80% indicate they would purchase the product or service again.

III. GENERAL SUMMARY: WEB SITE VISITOR SURVEY

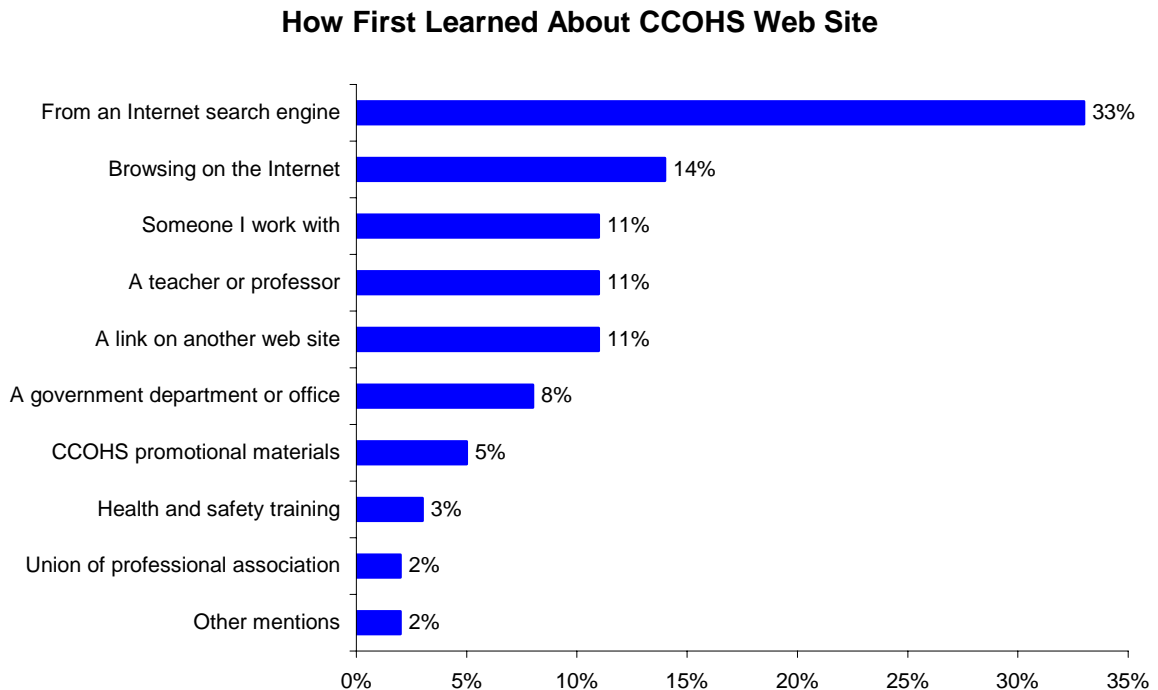
A. HOW FIRST LEARNED ABOUT CCOHS WEB SITE

Respondents to the web site visitor survey started the survey with a closed-ended question about how they first heard about the CCOHS site. An “other specify” option was permitted. Internet search engines were used by 33% of visitors, general browsing on the Internet by 14%, and a teacher or professor or a link from another web site by 11% each. Referral from a coworker was selected by 11%, a government department or office by 8%, and CCOHS promotional materials by 5%.

Other mentions provided by respondents included having learned about the site while taking health and safety training, or through a union or professional association.

Exhibit III-A.1 below provides a graphical representation of findings displayed in more detail in Exhibit III-A.2

EXHIBIT III.A.1



Predictably, visitors from the United States and other countries are more reliant than Canadians on finding out about the site through search engines or web browsing, and less likely to have received referrals from coworkers or government departments, or from CCOHS promotional materials.

First-time visitors to the site are significantly more likely than other visitors to say they found the site through a search engine (43%). They are less likely to report referrals through co-workers (6%) or government departments (4%).

Those who indicate they had visited the site 10 or more times are least likely to report having located it through a search engine (15%) or browsing on the Internet (6%). They are far more likely than the average to report referral through a co-worker (23%) or a government department (12%). They are also the most likely visitors to have heard about the site through CCOHS promotional materials (12%).

Exhibit III.A.2 following shows results by region and by frequency of visits to the site.

Placement in search engines remains critical for CCOHS promotion. There may also be additional promotional opportunities available through government, health training delivery and professional organizations both inside and outside of Canada.

**EXHIBIT III-A.2
How First Learned About CCOHS Web Site**

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
How did you first learn about the CCOHS web site?						
From an Internet search engine	33	28	18	32	49	44
Browsing on the Internet	14	9	11	15	21	17
A link on another web site	11	10	15	9	11	10
A teacher or professor	11	12	14	8	5	13
Someone I work with	11	10	16	15	7	4
A government department or office	8	11	10	8	3	4
CCOHS promotional materials	5	8	7	5	1	-
Health and safety training	3	5	3	3	-	1
Union of professional association	2	1	3	2	-	2
Other mentions	2	3	1	2	2	2

**EXHIBIT III-A.2 (Cont'd)
How First Learned About CCOHS Web Site**

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
How did you first learn about the CCOHS web site?					
From an Internet search engine	33	43	30	27	15
Browsing on the Internet	14	17	15	13	6
A link on another web site	11	13	15	4	8
A teacher or professor	11	8	13	17	14
Someone I work with	11	6	9	4	23
A government department or office	8	4	11	13	12
CCOHS promotional materials	5	1	5	6	12
Health and safety training	3	3	1	2	3
Union of professional association	2	1	1	8	2
Other mentions	2	2	1	6	2

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Web Site Visitors Survey Detailed Tables p. 1

B. FREQUENCY OF VISITING THE CCOHS WEB SITE

That day's visit to the CCOHS web site was the first for 48% of visitors. Strikingly, 22% of visitors have been to the site 10 or more times. It is clear that, once discovered, the CCOHS site has sufficient information to attract many repeat visits. It was very likely to be the first visit for those from outside of Canada (74% US and 65% other countries).

Multiple visitors (10 or more visits) are most likely to be Canadian, with somewhat fewer being from Western Canada. The United States has the lowest incidence of 10+ visitors, with only 5%. See Exhibit III-B to see the breakdown of visit frequency by location.

EXHIBIT III-B
Frequency of Visits to CCOHS Web Site in Past Six Months

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
How many times have you visited the CCOHS Web Site in the past six months						
Today was my first time on this web site	48	32	34	46	74	65
2 to 5 times	21	23	25	25	12	15
6 to 9 times	8	10	8	7	8	6
10 or more times	22	32	33	20	5	10

* Figures percentaged on a base of less than 100 should be interpreted with caution
Source: Web Site Visitors Survey Detailed Tables p. 2

C. LOCATING INFORMATION

The CCOHS web site follows federal government website “look and feel” requirements in terms of navigation and layout. However, it is a very busy site with a plethora of information available, and it might be expected that a considerable percentage of visitors may not be able to locate what they require. Of course, it must be recognized that no one web site will be able to fulfill every single visitor’s complete information needs.

When asked if they have found on the CCOHS web site the information they are seeking, 57% of visitors say yes, and 40% have not yet located the needed information. Only 4% say no. Exhibit III-C shows the results to this question with breaks by region and number of visits to the site.

It should be noted that this measure provides only a snapshot of the status at the time the respondent chose to take the survey. Many will continue to search for information after participating in the survey; and some may not have been searching for something specific but merely investigating to see what the site had available. It should be noted that, in a subsequent question, ease of finding information is an issue for a significant number of visitors.

Visitors from Eastern and Central Canada (62% each) are most likely to say they had found the information they were seeking; US visitors are least likely (46%). However, US visitors remain optimistic, with 53% selecting “not yet” as compared to only 1% indicating “no.” Foreign visitors (57%) are slightly more likely than Western Canadians (53%) to say they had found their required information.

As can be expected, the likelihood of finding the required information increases with number of visits to the site. Over twice as many 10-time-or-more visitors (83%) indicate they found the information they were seeking, compared to first time visitors (34%).

EXHIBIT III-C
Whether Visitors Found the Information Sought

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Did you find the information you were looking for?						
Yes	57	61	62	53	46	57
No	4	4	2	7	1	5
Not Yet	40	35	36	41	53	38

EXHIBIT III-C (Cont'd)
Whether Visitors Found the Information Sought

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Did you find the information you were looking for?					
Yes	57	34	73	79	83
No	4	5	2	4	2
Not Yet	40	60	24	17	14

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Web Site Visitors Survey Detailed Tables p. 3

D. SATISFACTION WITH AND IMPORTANCE OF WEB SITE FEATURES

1. Satisfaction With Web Site Features

Visitors were asked to rate their level of satisfaction with 10 features of the web site, using a scale of 1 to 5 where 1 was “very dissatisfied” and 5 was “very satisfied.” A “not applicable” option was also offered.

It should be noted that the average rating excludes any non response or “not applicable,” but the satisfaction ratings are percentaged on all respondents to the question. This accounts for some apparent discrepancies, where “net satisfied” may seem lower than the average provided might suggest.

Visitors are most satisfied with the clarity of the wording (78% net satisfied), followed by the layout of the home page (70%), the scope of the information (69%) and the time required to navigate from page to page (68%). Lower levels of satisfaction are reported for ease of finding information (60%), the availability of free vs. paid information (61%) and the usefulness of links within the site (61%).

In general, satisfaction with web sites increases with the number of visits paid. This is both because those who are most likely to return are those who find what they need at the site, and because repeat visitors increase their familiarity with both the look and feel of the site and its offerings.

Western Canadians (who tend to be less frequent visitors of the site) generally express lower levels of satisfaction with web site features than visitors from other parts of Canada.

a) Availability of free vs. paid information

Keeping in mind that most people would prefer not to have to pay for information, it appears that the CCOHS site strikes a reasonable balance in this area, with 61% of respondents expressing satisfaction with the availability of free vs. paid information. Those in Western Canada are least likely to be satisfied; still, 53% express some level of satisfaction. Eastern Canadians have the highest rate of satisfaction, at 68%.

Satisfaction with the availability of free vs. paid information increases with the number of times the site is visited, with 68% of those who have made 10 or more visits expressing satisfaction.

b) Clarity of the wording

Over three-quarters of visitors (78%) are satisfied with the clarity of wording on the site. Those in eastern Canada are most satisfied, at 88%, and those in the US are least satisfied, at 68%. Satisfaction increases with repeat visits (95% of those visiting 10 or more times express some level of satisfaction with wording clarity).

c) *Layout of the home page*

The CCOHS home page is very full of information, and it might be expected that some visitors would find it cluttered or confusing. However, 70% of visitors express some level of satisfaction with the home page layout. Those in Eastern and Central Canada are most satisfied (75% and 73% respectively), while those in Western Canada (69%), the US (64%) and other countries (65%) are less so. First-time users, however, express considerably less satisfaction (59%) than those visiting the site 6 or more times (83%).

d) *Time required to navigate from page to page*

Internal navigation of the site is satisfactory for 68% of visitors, with those in Eastern Canada being more satisfied (74%) than those outside of Canada (64%). Again, those who pay multiple visits to the site are more satisfied than first-time users, with 77% of those visiting 6 times or more expressing some level of satisfaction, compared to 62% of first-timers.

e) *Ease of finding information*

The ability of visitors to find the information they need is crucial to the success of the CCOHS web site. It appears there is room for improvement here. In total, 60% of visitors express some level of satisfaction with the ease of finding information on the site, with 38% satisfied and 22% very satisfied. However, 23% indicate they are neutral on this issue. A somewhat higher percentage of US visitors are satisfied with the ease of finding information (65%). First time visitors are least likely (53%) to be satisfied with the ease of finding information on the site.

f) *Scope of the information*

CCOHS prides itself on the scope of the information it provides, and over two-thirds of web sites visitors agree. When asked their satisfaction with the scope of information provided, 69% express some level of satisfaction. Canadians are more likely to be satisfied than those from the US (62%) and elsewhere (60%). First time users are considerably less likely to say they are satisfied with the scope of information (58%) than multiple visitors (86% for those visiting 10 times or more).

g) *Usefulness of the links within the site*

The CCOHS web site is quite complex, with some information requiring a number of links to access. Overall, 61% of visitors are satisfied with the usefulness of the links within the site. Those in Western Canada (58%), the US (53%) and elsewhere (57%) are somewhat less satisfied. Again, as expected, only half of first-time users express some level of satisfaction, compared to over three-quarters of multiple users (77% of those with 10 or more visits).

h) *Ease of use of the search engine*

Visitors to busy sites rely on search engines to help locate the information they need. This is especially true for first-time users, who are less familiar with the site layout and organization than are repeat visitors.

Of total visitors to the site, 63% are satisfied with the ease of use of the search engine. Those in Eastern Canada are most satisfied (70%) while those in Western Canada are least satisfied (55%). First time users are less satisfied (54%) than multiple users (71% for those with between 2 and 9 visits, and 73% of those visiting 10 times or more).

i) Relevance of the search results

Ease of use is only part of the story with search engines. The information they produce must be useful and relevant. When asked about this, 62% of visitors feel the search engine provides relevant results. This is fairly consistent regardless of location, although Western Canadians are somewhat less satisfied with response relevance (56%) and Eastern Canadians somewhat more satisfied (67%). As expected, first-time visitors are less satisfied, with 53%, compared with 75% of 10-or-more visit respondents.

j) Usefulness of the help features/instructions

Respondents are less satisfied on the whole with the usefulness of help features and instructions on the site. Just over half (55%) indicate they are either somewhat or very satisfied with the help features. Central Canadians are most satisfied, at 60%, compared to 49% of Western Canadians. Satisfaction is uneven depending on number of visits to the site, with 50% of first time users being satisfied, a similar result to those visiting 6 to 9 times. However, those visiting two to 5 times (62%) and those visiting 10 or more times (61%) express more satisfaction with the help features and on-site instructions.

EXHIBIT III-D1
Satisfaction With Web Site Features

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Satisfaction with Features of Web Site						
<i>Availability of free vs. paid information</i>						
Very dissatisfied (1)	4	4	1	3	4	6
Dissatisfied (2)	8	7	8	12	3	6
Neutral (3)	17	15	19	21	12	16
Satisfied (4)	32	37	29	32	26	31
Very satisfied (5)	29	31	32	20	36	28
<i>Net satisfied (all respondents)</i>	<i>61</i>	<i>68</i>	<i>61</i>	<i>53</i>	<i>62</i>	<i>59</i>
Average (excludes not applicable)	3.85	3.90	3.91	3.63	4.05	3.79
<i>Clarity of the wording</i>						
Very dissatisfied (1)	3	3	1	1	2	6
Dissatisfied (2)	1	1	3	-	-	1
Neutral (3)	10	4	9	13	15	14
Satisfied (4)	43	48	47	52	29	36
Very satisfied (5)	35	40	35	27	39	34
<i>Net satisfied (all respondents)</i>	<i>78</i>	<i>88</i>	<i>82</i>	<i>79</i>	<i>68</i>	<i>70</i>
Average (excludes not applicable)	4.17	4.28	4.19	4.12	4.20	4.00
<i>Layout of the home page</i>						
Very dissatisfied (1)	2	3	-	2	2	4
Dissatisfied (2)	5	4	4	7	2	4
Neutral (3)	15	11	18	15	15	16
Satisfied (4)	45	50	48	52	34	38
Very satisfied (5)	25	26	25	17	30	27
<i>Net satisfied (all respondents)</i>	<i>70</i>	<i>75</i>	<i>73</i>	<i>69</i>	<i>64</i>	<i>65</i>
Average (excludes not applicable)	3.93	3.96	3.99	3.80	4.05	3.88
<i>Time required to navigate from page to page</i>						
Very dissatisfied (1)	3	3	-	2	3	7
Dissatisfied (2)	3	1	6	4	2	4
Neutral (3)	17	17	20	18	15	16
Satisfied (4)	44	50	46	52	32	36
Very satisfied (5)	25	23	24	17	33	28
<i>Net satisfied (all respondents)</i>	<i>68</i>	<i>74</i>	<i>69</i>	<i>69</i>	<i>64</i>	<i>64</i>
Average (excludes not applicable)	3.91	3.95	3.93	3.85	4.04	3.81

Cont'd

EXHIBIT III-D1 (Continued)
Satisfaction With Web Site Features

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Satisfaction with Features of Web Site						
<i>Ease of finding information</i>						
Very dissatisfied (1)	3	3	1	2	2	5
Dissatisfied (2)	6	6	8	9	3	5
Neutral (3)	23	24	25	26	15	20
Satisfied (4)	38	43	37	41	30	35
Very satisfied (5)	22	17	23	15	35	24
<i>Net satisfied (all respondents)</i>	60	61	60	56	65	59
Average (excludes not applicable)	3.77	3.70	3.77	3.62	4.08	3.76
<i>Scope of the information</i>						
Very dissatisfied (1)	3	3	-	3	2	5
Dissatisfied (2)	4	3	4	6	3	4
Neutral (3)	16	13	18	13	17	18
Satisfied (4)	41	50	48	42	28	30
Very satisfied (5)	28	25	25	28	34	30
<i>Net satisfied (all respondents)</i>	69	75	73	70	62	60
Average (excludes not applicable)	3.96	3.98	4.00	3.95	4.04	3.85
<i>Usefulness of the links within the site</i>						
Very dissatisfied (1)	2	3	1	-	2	4
Dissatisfied (2)	2	1	1	4	-	4
Neutral (3)	20	17	21	20	23	18
Satisfied (4)	39	43	46	42	29	31
Very satisfied (5)	22	25	21	17	24	25
<i>Net satisfied (all respondents)</i>	61	68	67	58	53	57
Average (excludes not applicable)	3.91	3.96	3.92	3.87	3.93	3.84
<i>Ease of use of the search engine</i>						
Very dissatisfied (1)	2	3	-	1	2	6
Dissatisfied (2)	3	1	4	5	3	2
Neutral (3)	17	13	20	21	13	16
Satisfied (4)	40	47	40	42	33	37
Very satisfied (5)	23	23	24	13	28	25
<i>Net satisfied (all respondents)</i>	63	70	64	55	61	62
Average (excludes not applicable)	3.92	4.00	3.95	3.75	4.03	3.86

Cont'd

EXHIBIT III-D1 (Continued)
Satisfaction With Web Site Features

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Satisfaction with Features of Web Site						
<i>Relevance of the search results</i>						
Very dissatisfied (1)	3	4	-	2	2	5
Dissatisfied (2)	5	2	6	8	2	5
Neutral (3)	17	16	19	19	15	18
Satisfied (4)	39	44	41	39	35	31
Very satisfied (5)	23	23	22	17	28	27
<i>Net satisfied (all respondents)</i>	62	67	64	56	63	58
Average (excludes not applicable)	3.87	3.89	3.91	3.71	4.03	3.80
<i>Usefulness of the help features/instructions</i>						
Very dissatisfied (1)	3	3	-	1	3	6
Dissatisfied (2)	2	1	4	3	1	2
Neutral (3)	21	22	21	27	14	22
Satisfied (4)	35	37	39	37	29	33
Very satisfied (5)	20	18	21	12	27	22
<i>Net satisfied (all respondents)</i>	55	55	60	49	57	55
Average (excludes not applicable)	3.83	3.79	3.92	3.71	4.01	3.74

Cont'd

EXHIBIT III-D1 (Continued)
Satisfaction With Web Site Features

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Satisfaction with Features of Web Site					
<i>Availability of free vs. paid information</i>					
Very dissatisfied (1)	4	4	3	2	3
Dissatisfied (2)	8	4	10	15	12
Neutral (3)	17	19	15	15	15
Satisfied (4)	32	25	41	38	35
Very satisfied (5)	29	29	26	31	33
<i>Net satisfied (all respondents)</i>	61	54	67	69	68
Average (excludes not applicable)	3.85	3.91	3.81	3.81	3.85
<i>Clarity of the wording</i>					
Very dissatisfied (1)	3	3	2	-	2
Dissatisfied (2)	1	1	2	-	-
Neutral (3)	10	14	9	13	3
Satisfied (4)	43	40	50	38	46
Very satisfied (5)	35	27	36	50	49
<i>Net satisfied (all respondents)</i>	78	67	86	88	95
Average (excludes not applicable)	4.17	4.02	4.19	4.38	4.42
<i>Layout of the home page</i>					
Very dissatisfied (1)	2	3	2	-	1
Dissatisfied (2)	5	4	5	4	4
Neutral (3)	15	17	14	13	13
Satisfied (4)	45	36	50	65	55
Very satisfied (5)	25	24	27	19	27
<i>Net satisfied (all respondents)</i>	70	59	77	83	83
Average (excludes not applicable)	3.93	3.87	3.99	3.98	4.05
<i>Time required to navigate from page to page</i>					
Very dissatisfied (1)	3	4	2	-	3
Dissatisfied (2)	3	4	3	4	2
Neutral (3)	17	15	19	19	18
Satisfied (4)	44	38	49	52	49
Very satisfied (5)	25	23	25	25	28
<i>Net satisfied (all respondents)</i>	68	62	74	77	77
Average (excludes not applicable)	3.91	3.88	3.95	3.98	3.98

Cont'd

EXHIBIT III-D1 (Continued)
Satisfaction With Web Site Features

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Satisfaction with Features of Web Site					
<i>Ease of finding information</i>					
Very dissatisfied (1)	3	4	2	-	1
Dissatisfied (2)	6	7	6	4	5
Neutral (3)	23	21	23	23	26
Satisfied (4)	38	30	46	52	45
Very satisfied (5)	22	23	21	19	24
<i>Net satisfied</i>	60	53	67	71	68
Average (#)	3.77	3.72	3.81	3.87	3.85
<i>Scope of the information</i>					
Very dissatisfied (1)	3	3	2	-	2
Dissatisfied (2)	4	4	3	4	3
Neutral (3)	16	18	17	17	9
Satisfied (4)	41	34	48	48	49
Very satisfied (5)	28	24	27	31	37
<i>Net satisfied (all respondents)</i>	69	58	75	79	86
Average (excludes not applicable)	3.96	3.86	3.98	4.06	4.18
<i>Usefulness of the links within the site</i>					
Very dissatisfied (1)	2	2	2	-	1
Dissatisfied (2)	2	3	1	2	1
Neutral (3)	20	19	19	25	20
Satisfied (4)	39	33	44	38	49
Very satisfied (5)	22	18	26	29	28
<i>Net satisfied (all respondents)</i>	61	50	70	67	77
Average (excludes not applicable)	3.91	3.81	4.00	4.00	4.05
<i>Ease of use of the search engine</i>					
Very dissatisfied (1)	2	2	2	-	2
Dissatisfied (2)	3	2	2	6	3
Neutral (3)	17	16	14	19	19
Satisfied (4)	40	34	51	42	44
Very satisfied (5)	23	20	20	29	29
<i>Net satisfied (all respondents)</i>	63	54	71	71	73
Average (excludes not applicable)	3.92	3.89	3.96	3.98	3.97

Cont'd

EXHIBIT III-D1 (Continued)
Satisfaction With Web Site Features

	Total Visitors				
	Site Visit Frequency				
	Total	First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Satisfaction with Features of Web Site					
<i>Relevance of the search results</i>					
Very dissatisfied (1)	3	3	2	2	2
Dissatisfied (2)	5	5	2	6	6
Neutral (3)	17	18	20	15	14
Satisfied (4)	39	30	44	46	51
Very satisfied (5)	23	23	23	27	24
<i>Net satisfied (all respondents)</i>	62	53	67	73	75
Average (excludes not applicable)	3.87	3.84	3.89	3.93	3.94
<i>Usefulness of the help features/instructions</i>					
Very dissatisfied (1)	3	4	2	-	1
Dissatisfied (2)	2	3	1	-	2
Neutral (3)	21	17	23	33	24
Satisfied (4)	35	30	44	40	39
Very satisfied (5)	20	20	19	13	23
<i>Net satisfied (all respondents)</i>	55	50	62	52	61
Average (excludes not applicable)	3.83	3.81	3.85	3.76	3.91

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Web Site Visitors Survey Detailed Tables p. 4-13

2. Importance of Web Site Features

Visitors rated the importance of each of 10 features of the web site, on a scale of 1 to 5 where 1 was “very unimportant” and 5 was “very important.”

It should be noted that importance scores are typically quite high. In some cases the visitor will be thinking about this specific site, in others they may be thinking about web sites in general or about other sites they may have visited recently.

The features of a web site that visitors feel to be most important are ease of finding information (84%), the scope of information available (83%) and the clarity of the wording (82%). Lower levels of importance are assigned to layout of the home page (65%), usefulness of the help features (67%), and usefulness of links within the site (68%).

In general, visitors located in Eastern Canada are more likely to rate features as important than visitors from other parts of Canada, other countries and the US. First time visitors are less likely to rate features as important than visitors who returned to the site several times.

a) *Availability of free vs. paid information*

Of the 78% of respondents who feel the availability of free vs. paid information on a web site is important, the majority indicate it is very important. Eastern Canadians are most likely to indicate this (86%) compared to Western Canadians (82%), Central Canadians (75%), those in the US (79%) and other countries (68%). Repeat visitors are considerably more likely to indicate this feature is important (88% for those with 10 or more visits) than first time visitors (70%).

b) *Clarity of the wording*

Clarity of wording is a feature that most visitors consider important, with 82% indicating some level of importance. Again, those in Eastern Canada (90%) and those visiting the site 10 or more times (98%) are most likely to indicate that clarity of wording is important.

c) *Layout of the home page*

Of the 10 features being rated, layout of the home page proved to be least important to web site visitors. Still, close to two-thirds of visitors feel it to be either important or very important. Foreign visitors (57%) and first-time visitors (59%) are least likely to feel that layout of the home page is important.

d) *Time required to navigate from page to page*

As computer system capacities increase and faster Internet connections become more affordable and commonplace, time required to load and move between pages becomes less of a critical issue. Still, three-quarters of visitors to the CCPHS web site indicate that time to navigate from page to page is important. Those who have visited the site 10 or more times

(87%) and visitors from Eastern Canada (81%) are most likely to indicate navigation time as important; first time visitors are least likely (70%).

e) *Ease of finding information*

This was judged by visitors to be the most important of the features presented, with 84% indicating some level of importance, and 57% indicating it is very important. Again, Eastern Canadians and those visiting 10 or more times are most likely to indicate it is important.

f) *Scope of the information*

Scope of information is of importance to 83% of visitors, with 55% indicating it is very important. It is of somewhat less importance to foreign (76%) and first-time visitors (74%).

g) *Usefulness of the links within the site*

This was one of the areas deemed to be of lesser importance by customers, however, over two-thirds still feel it is of at least some importance. At this stage in web page development, most sites of this nature have been carefully designed and many visitors can take for granted that links on sites will take them where they expect to go.

h) *Ease of use of the search engine and relevance of the search results*

Search engines become key when sites are as information-packed and complex as the CCOHS site. Close to three-quarters of visitors feel ease of use of the search engine is of importance, and 79% indicate that the relevance of the search results obtained is important. Not surprisingly, a higher percentage of frequent site visitors rate relevance of search results as “very important.”

i) *Usefulness of the help features/instructions*

Because many web site users are becoming more savvy at negotiating sites, they rate usefulness of help features and instructions as being important to a lesser degree than other site features. Still, 67% feel this has some level of importance. Those who visit more often are more likely to feel this is important than do first-time visitors, who may be only “looking around” and not seriously seeking assistance.

EXHIBIT III-D2
Importance of Web Site Features

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Importance of Features of Web Site						
<i>Availability of free vs. paid information</i>						
Very unimportant (1)	3	2	3	2	3	6
Unimportant (2)	1	–	1	–	–	2
Neutral (3)	10	7	13	9	5	14
Important (4)	27	31	22	35	21	23
Very important (5)	52	55	52	46	59	45
<i>Net important (all respondents)</i>	78	86	75	82	79	68
Average (excludes not applicable)	4.34	4.44	4.32	4.34	4.49	4.11
<i>Clarity of the wording</i>						
Very unimportant (1)	2	1	3	2	3	3
Unimportant (2)	1	1	–	1	–	3
Neutral (3)	9	6	8	9	11	10
Important (4)	34	37	34	34	26	36
Very important (5)	48	52	48	47	51	40
<i>Net important (all respondents)</i>	82	90	82	82	77	76
Average (excludes not applicable)	4.33	4.43	4.35	4.33	4.33	4.18
<i>Layout of the home page</i>						
Very unimportant (1)	3	2	2	2	2	5
Unimportant (2)	2	2	1	2	1	4
Neutral (3)	24	22	22	24	27	24
Important (4)	42	50	43	40	35	36
Very important (5)	23	21	25	26	26	21
<i>Net important (all respondents)</i>	65	71	67	66	61	57
Average (excludes not applicable)	3.87	3.88	3.94	3.92	3.89	3.69
<i>Time required to navigate from page to page</i>						
Very unimportant (1)	2	1	1	2	2	4
Unimportant (2)	1	2	1	1	1	2
Neutral (3)	13	12	14	14	13	13
Important (4)	43	48	48	42	37	36
Very important (5)	33	32	29	34	38	36
<i>Net important (all respondents)</i>	76	81	76	76	75	71
Average (excludes not applicable)	4.12	4.12	4.10	4.14	4.18	4.10

Cont'd

EXHIBIT III-D2 (Cont'd)
Importance of Web Site Features

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Importance of Features of Web Site						
<i>Ease of finding information</i>						
Very unimportant (1)	2	1	2	2	4	3
Unimportant (2)	1	1	1	–	–	3
Neutral (3)	6	4	7	7	8	7
Important (4)	27	27	27	27	27	27
Very important (5)	57	64	56	57	52	51
<i>Net important (all respondents)</i>	84	91	83	84	79	78
Average (excludes not applicable)	4.45	4.57	4.45	4.49	4.35	4.35
<i>Scope of the information</i>						
Very unimportant (1)	3	2	2	2	3	4
Unimportant (2)	1	1	1	–	–	1
Neutral (3)	7	6	6	8	8	8
Important (4)	28	28	29	29	24	28
Very important (5)	55	61	55	55	57	48
<i>Net important (all respondents)</i>	83	88	84	83	80	76
Average (excludes not applicable)	4.42	4.48	4.45	4.44	4.43	4.28
<i>Usefulness of the links within the site</i>						
Very unimportant (1)	2	2	1	2	2	4
Unimportant (2)	3	3	3	2	3	2
Neutral (3)	19	21	16	20	17	21
Important (4)	36	40	39	37	36	28
Very important (5)	32	31	32	31	33	35
<i>Net important (all respondents)</i>	68	71	71	68	69	63
Average (excludes not applicable)	4.01	3.98	4.06	4.01	4.02	4.00
<i>Ease of use of the search engine</i>						
Very unimportant (1)	2	1	2	2	2	4
Unimportant (2)	2	2	1	3	2	4
Neutral (3)	15	17	13	15	16	13
Important (4)	39	46	40	39	33	36
Very important (5)	34	31	34	33	38	34
<i>Net important (all respondents)</i>	73	77	74	72	71	70
Average (excludes not applicable)	4.09	4.06	4.14	4.08	4.12	4.04

Cont'd

EXHIBIT III-D2 (Cont'd)
Importance of Web Site Features

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Importance of Features of Web Site						
<i>Relevance of the search results</i>						
Very unimportant (1)	2	3	2	2	2	3
Unimportant (2)	2	–	2	2	2	3
Neutral (3)	9	11	6	8	10	11
Important (4)	30	31	29	32	30	26
Very important (5)	49	52	50	48	47	48
<i>Net important (all respondents)</i>	79	83	79	81	77	74
Average (excludes not applicable)	4.32	4.34	4.38	4.33	4.29	4.26
<i>Usefulness of the help features/instructions</i>						
Very unimportant (1)	3	2	3	2	3	4
Unimportant (2)	2	2	1	5	1	3
Neutral (3)	20	26	15	17	23	20
Important (4)	35	39	36	35	34	30
Very important (5)	31	26	36	34	30	30
<i>Net important (all respondents)</i>	67	66	71	70	64	61
Average (excludes not applicable)	3.98	3.90	4.10	4.03	3.95	3.91

Cont'd

EXHIBIT III-D2 (Cont'd)
Importance of Web Site Features

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Importance of Features of Web Site					
<i>Availability of free vs. paid information</i>					
Very unimportant (1)	3	4	3	2	2
Unimportant (2)	1	1	–	–	–
Neutral (3)	10	11	9	8	9
Important (4)	27	22	32	21	34
Very important (5)	52	48	52	69	54
<i>Net important (all respondents)</i>	78	70	84	90	88
Average (excludes not applicable)	4.34	4.28	4.34	4.54	4.41
<i>Clarity of the wording</i>					
Very unimportant (1)	2	2	3	–	1
Unimportant (2)	1	1	1	2	1
Neutral (3)	9	10	12	8	1
Important (4)	34	31	35	31	42
Very important (5)	48	43	47	58	56
<i>Net important (all respondents)</i>	82	74	82	90	98
Average (excludes not applicable)	4.33	4.28	4.24	4.46	4.52
<i>Layout of the home page</i>					
Very unimportant (1)	3	3	4	–	1
Unimportant (2)	2	3	2	2	1
Neutral (3)	24	23	28	23	21
Important (4)	42	34	42	54	55
Very important (5)	23	25	22	21	23
<i>Net important (all respondents)</i>	65	59	64	75	78
Average (excludes not applicable)	3.87	3.86	3.78	3.94	3.98
<i>Time required to navigate from page to page</i>					
Very unimportant (1)	2	2	2	2	1
Unimportant (2)	1	2	2	–	1
Neutral (3)	13	13	15	15	11
Important (4)	43	37	52	44	50
Very important (5)	33	34	27	40	37
<i>Net important (all respondents)</i>	76	70	78	83	87
Average (excludes not applicable)	4.12	4.13	4.03	4.19	4.22

Cont'd

EXHIBIT III-D2 (Cont'd)
Importance of Web Site Features

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Importance of Features of Web Site					
<i>Ease of finding information</i>					
Very unimportant (1)	2	2	2	–	1
Unimportant (2)	1	1	2	2	1
Neutral (3)	6	7	10	4	2
Important (4)	27	25	29	40	27
Very important (5)	57	52	55	54	71
<i>Net important (all respondents)</i>	<i>84</i>	<i>77</i>	<i>84</i>	<i>94</i>	<i>97</i>
Average (excludes not applicable)	4.45	4.41	4.36	4.46	4.65
<i>Scope of the information</i>					
Very unimportant (1)	3	3	2	2	2
Unimportant (2)	1	–	1	2	–
Neutral (3)	7	9	10	4	–
Important (4)	28	26	29	35	29
Very important (5)	55	49	57	56	69
<i>Net important (all respondents)</i>	<i>83</i>	<i>74</i>	<i>86</i>	<i>92</i>	<i>98</i>
Average (excludes not applicable)	4.42	4.35	4.41	4.42	4.62
<i>Usefulness of the links within the site</i>					
Very unimportant (1)	2	3	2	–	1
Unimportant (2)	3	2	2	8	2
Neutral (3)	19	19	18	27	17
Important (4)	36	30	43	31	48
Very important (5)	32	32	32	31	32
<i>Net important (all respondents)</i>	<i>68</i>	<i>62</i>	<i>75</i>	<i>63</i>	<i>80</i>
Average (excludes not applicable)	4.01	4.00	4.07	3.87	4.09
<i>Ease of use of the search engine</i>					
Very unimportant (1)	2	2	2	–	2
Unimportant (2)	2	2	4	4	1
Neutral (3)	15	16	16	19	8
Important (4)	39	33	43	38	53
Very important (5)	34	34	31	38	36
<i>Net important (all respondents)</i>	<i>73</i>	<i>67</i>	<i>73</i>	<i>75</i>	<i>89</i>
Average (excludes not applicable)	4.09	4.08	4.02	4.11	4.21

Cont'd

EXHIBIT III-D2 (Cont'd)
Importance of Web Site Features

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Importance of Features of Web Site					
<i>Relevance of the search results</i>					
Very unimportant (1)	2	2	2	2	2
Unimportant (2)	2	2	2	2	2
Neutral (3)	9	12	13	8	2
Important (4)	30	29	26	31	36
Very important (5)	49	43	52	54	59
<i>Net important (all respondents)</i>	79	72	78	86	95
Average (excludes not applicable)	4.32	4.25	4.31	4.36	4.50
<i>Usefulness of the help features/instructions</i>					
Very unimportant (1)	3	3	2	—	2
Unimportant (2)	2	2	3	8	1
Neutral (3)	20	18	19	25	25
Important (4)	35	32	36	33	43
Very important (5)	31	32	34	31	27
<i>Net important (all respondents)</i>	67	64	69	65	71
Average (excludes not applicable)	3.98	4.02	4.01	3.89	3.94

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Web Site Visitors Survey Detailed Tables p. 14-23

3. GAP Analysis – Performance VS Importance of Various Features

To better understand the areas of strength and weakness in the CCOHS web visitor experience, we conducted a GAP analysis. The GAP score is calculated by subtracting the average importance score from the average performance score. Thus, a negative score indicates underperformance on that particular feature, whereas a positive score indicates overperformance.

The GAP analysis indicates if the web site is underperforming on any key visitor priorities. When gap scores are mostly negative, improvement efforts should be directed primarily at those features identified as being most important to visitors. Positive gap scores are not necessarily to be taken as a good thing, as it may indicate that too many resources are being directed to some areas deemed to be of lesser importance.

For this unique web site, comparisons with other sites are difficult to make. However, based on our experience, it is normal for respondents to rate most features as quite important, and it is difficult if not impossible for web sites to achieve satisfaction scores in the same range. However, the CCOHS site does in fact achieve very impressive performance scores. Most gaps are quite small. CCOHS is advised to concentrate on the four areas where the gaps are largest (0.45 or greater). Exhibit III-D3.1 shows the gaps for the web site attributes in priority of their importance.

The largest gap is between the rated performance and importance of what visitors consider the most important of the 10 features discussed: ease of finding information. As mentioned earlier, the CCOHS web site content is extensive and it can be expected that some visitors may find it challenging to locate the information they seek. Even though some related features have higher satisfaction ratings (layout of the home page, ease of use of the search engine, usefulness of the links within the site), it appears there is considerable room for improvement in guiding visitors through the site to the information they seek.

There is a smaller but nonetheless notable gap for the second most important feature, scope of the information on the site.

For the third most important feature, clarity of the wording, the performance of the CCOHS site is closer to the rated importance.

The only feature for which the site received a slightly higher performance ranking than its importance was layout of the home page. The CCOHS web site is therefore not overperforming in any of these areas.

EXHIBIT III-D3.1
Web Site Attribute GAP Analysis

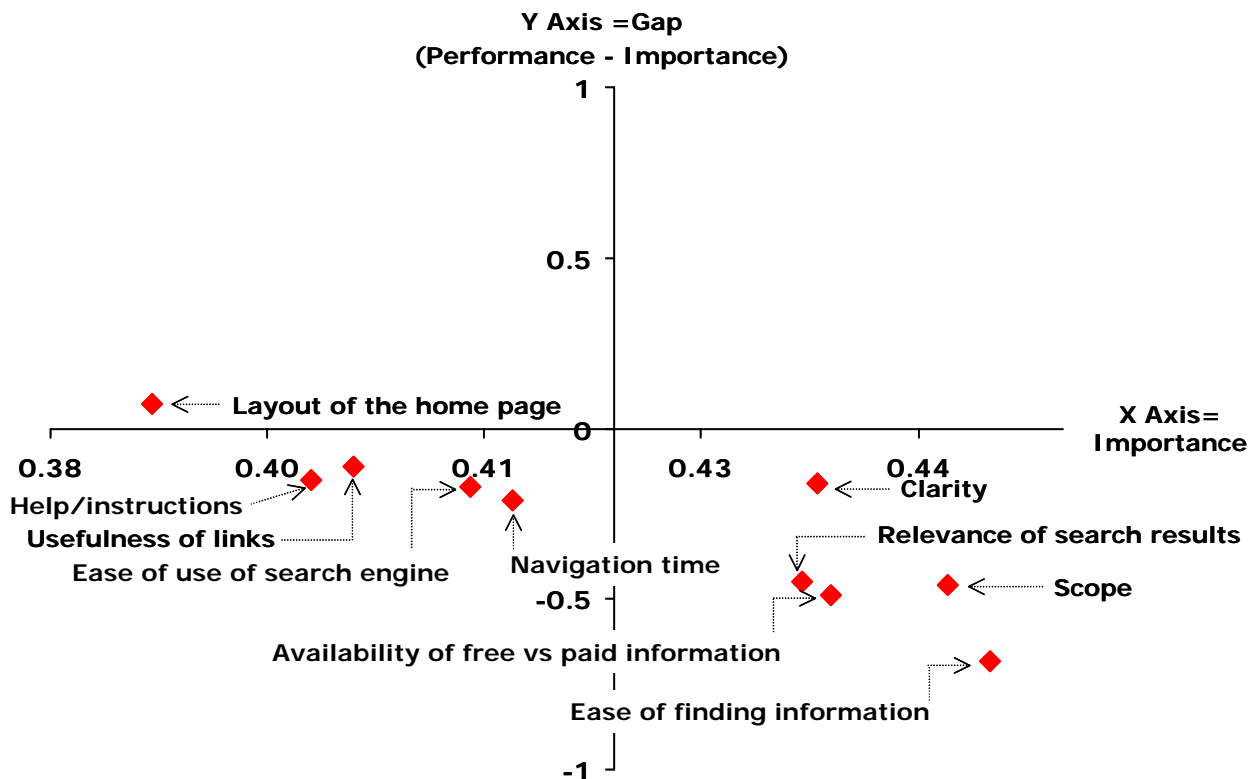
Priority	Web Site Attribute	Satisfaction	Importance	GAP
		Index	Index	
1	Ease of finding information	3.77	4.45	-0.68
2	Scope of the information	3.96	4.42	-0.46
3	Clarity of the wording	4.17	4.33	-0.16
4	Availability of free versus paid information	3.85	4.34	-0.49
5	Relevance of the search results	3.87	4.32	-0.45
6	Time required to navigate from page to page	3.91	4.12	-0.21
7	Ease of use of the search engine	3.92	4.09	-0.17
8	Usefulness of the links within the site	3.91	4.01	-0.10
9	Usefulness of the help features and instructions	3.83	3.98	-0.15
10	Layout of the home page	3.93	3.87	0.06

Exhibit III-D3.2 is a graphical representation of the gap analysis described above. Anything above the X axis indicates a positive gap (overperforming) and anything below the gap indicates underperforming. Attributes appearing closest to the X axis indicate small gaps, where performance is close to importance for that attribute.

Attributes to the right of the Y axis are deemed more important than those to the left. The attributes of greatest concern are the ones that appear furthest away from the X axis in either the upper left or lower right quadrants. In the upper left would appear any attributes deemed less important where the web site is overperforming, thus potentially wasting effort and resources. This is not an area of concern for CCOHS. In the lower right are the more important attributes where the web site is underperforming. In the case of the CCOHS web site, you can see that “ease of finding information” is the most important aspect and has the greatest gap.

When identifying areas for improvement or investment, it is generally of lesser concern if the site is overperforming on the most important attributes (upper right quadrant) or underperforming on the less important attributes (lower left quadrant). The CCOHS web site is only slightly underperforming on the less important attributes (showing small gaps, closer to the X axis).

EXHIBIT III-D3.2
Web Site Attribute GAP Analysis



E. OVERALL SATISFACTION WITH THE WEB SITE

Over three quarters of visitors to the CCOHS web site indicate they are satisfied with the site (77%). Eleven per cent claim to be neutral about it. Only 6% express dissatisfaction, with 4% indicating they are very dissatisfied.

As mentioned before, the CCOHS web site is quite unique in the enormous array of technical information it conveys and the huge variety of clients it serves. Although it is difficult in the absence of meaningful benchmarks to make strict comparisons with satisfaction results for other web sites, we can state that to have three-quarters of visitors satisfied is a very positive result.

As was the case when discussing satisfaction with various site features, visitors from Eastern Canada tend to be more satisfied (84%) than those from Central Canada (80%) or Western Canada (76%), US (73%) or foreign visitors (70%). Also falling into line with previously reported results, first time visitors are less satisfied overall with the site (65%) than the average, and much less so than multiple visitors. Those who visit the site the most often are, not surprisingly, the most satisfied with it, at 93%.

EXHIBIT III-E
Overall Satisfaction with the CCOHS Web Site

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Overall Satisfaction with CCOHS Web Site						
Very dissatisfied (1)	4	4	1	4	1	7
Dissatisfied (2)	3	1	2	4	2	4
Neutral (3)	11	9	11	13	9	11
Satisfied (4)	44	47	44	54	35	40
Very satisfied (5)	33	37	36	22	38	30
<i>Net satisfied</i>	77	84	80	76	73	70
Average (#)	4.07	4.13	4.17	3.90	4.26	3.91

EXHIBIT III-E (Cont'd)
Overall Satisfaction with the CCOHS Web Site

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Overall Satisfaction					
Very dissatisfied (1)	4	4	2	4	3
Dissatisfied (2)	3	4	1	2	2
Neutral (3)	11	15	11	6	2
Satisfied (4)	44	41	48	42	49
Very satisfied (5)	33	24	37	46	44
<i>Net satisfied</i>	77	65	86	88	93
Average (#)	4.07	3.89	4.18	4.23	4.30

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Web Site Visitors Survey Detailed Tables p. 24

F. SUGGESTED IMPROVEMENTS TO THE WEB SITE

Twenty-four per cent of visitors believe the web site needs no improvement. Fifty-four percent offered no opinion (stated “don’t know”), which is not unexpected given that it was the first visit to the site for many. Suggestions or comments were provided by 22%. This is quite typical of web site surveys, where few respondents will necessarily have given much thought to possible improvements to the site, or be willing to invest the time to delineate these.

First-time visitors were most likely to say “don’t know” (61%), which is not surprising, but were not less likely to say the site needs no improvement (23%, compared to 23% of those visiting 10 or more times).

Suggestions for improvement included the following:

More information	6%
Free information/free services/site/resources	3%
Better layout/too cluttered/busy	2%
Better/easier search options	2%
User friendly/easier to use	2%
Updated information	2%
Information more relevant	1%

G. DEMOGRAPHICS OF WEB SITE VISITORS

Respondents to the web site satisfaction survey were asked a number of demographics questions to assist in classifying their responses.

1. Main Role in Organization

We asked respondents to indicate their main role in their organization. A list of 11 possible roles was provided, along with an “other specify” option.

“Safety” was selected by 35% of respondents and “executive/management” by 11%, with other roles receiving less than 10% of mentions.

Roles provided by those indicating “other” included student, education/training and health.

2. Type of Organization

A list of types of organizations was provided, along with an “other specify” option. Manufacturing (22%) and government (16%) were the most frequently cited types, followed by Service Sector and Education (12% each) and Health Care Facilities (9%).

3. Location

Respondents were asked their location, with options provided being Eastern Canada, Central Canada, Western Canada, USA and Other. Almost half of respondents came from Eastern or Central Canada (24% each). Western Canada was the location of 18%, the US 15%, and “Other” was selected by 19%.

4. Entry into Draw

We asked respondents if they wished to be entered into the draw for a free year’s subscription to a database service. Entry into the draw involved the provision of, at minimum, an e-mail address. A slim majority of respondents (59%) indicated they wished to be entered into the draw.

5. Participation In Future Research

Respondents were asked if they would be willing to participate in further research to improve the CCOHS web site, and that this research could involve either focus groups or future surveys. Just under half (42%) of respondents agreed to participate in future research.

EXHIBIT III-F
Demographics of Web Site Visitors

	Total Visitors					
	Total	Location				
		Eastern Canada	Central Canada	Western Canada	US	Other
Base = (Actual)	(603) %	(145) %	(143) %	(108) %	(92)* %	(115) %
Main Role in Organization						
Safety	35	37	39	33	25	36
Executive/management	11	12	11	3	14	13
Production/operations	8	10	7	11	4	4
Medical	8	7	7	4	9	11
Engineering	5	5	4	9	2	6
Student	5	4	4	2	7	7
Industrial hygiene	4	4	4	5	4	4
Chemistry/science/research	4	2	3	5	8	3
Regulatory compliance	3	3	2	2	9	1
Education/training	3	3	3	3	–	4
Health	3	1	4	5	1	2
Library	2	2	1	3	3	1
Type of Organization						
Manufacturer/goods/production	22	19	27	19	27	16
Government	16	20	19	19	13	9
Service sector	12	15	11	11	13	10
Education	12	6	8	10	13	23
Hospital/health care facility	9	9	9	7	11	10
Consulting/marketing	6	6	4	10	4	6
Other not-for-profit/association	5	5	7	7	5	2
Health and safety organization	5	6	2	3	-	12
Student	3	5	3	-	3	4
Construction	2	1	1	3	1	2

Cont'd

EXHIBIT III-F (Cont'd)
Demographics of Web Site Visitors

	Total Visitors				
	Total	Site Visit Frequency			
		First Time	2 to 5	6 to 9	10 or more
Base = (Actual)	(603) %	(288) %	(124) %	(48)** %	(132) %
Main Role in Organization					
Safety	35	23	37	31	57
Executive/management	11	12	13	13	5
Production/operations	8	10	8	6	2
Medical	8	9	6	10	5
Engineering	5	8	4	2	2
Student	5	8	3	2	1
Industrial hygiene	4	2	2	8	9
Chemistry/science/research	4	5	4	2	2
Regulatory compliance	3	3	3	6	2
Education/training	3	2	2	6	3
Health	3	1	2	4	5
Library	2	2	3	2	-
Type of Organization					
Manufacturer/goods/production	22	18	24	10	30
Government	16	11	20	19	23
Service sector	12	14	13	10	11
Education	12	14	10	21	6
Hospital/health care facility	9	10	9	8	8
Consulting/marketing	6	7	4	6	5
Other not-for-profit/association	5	7	7	2	1
Health and safety organization	5	4	4	10	5
Student	3	5	2	4	1
Construction	2	1	2	4	1

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Web Site Visitors Survey Detailed Tables p.26-27, 28-29

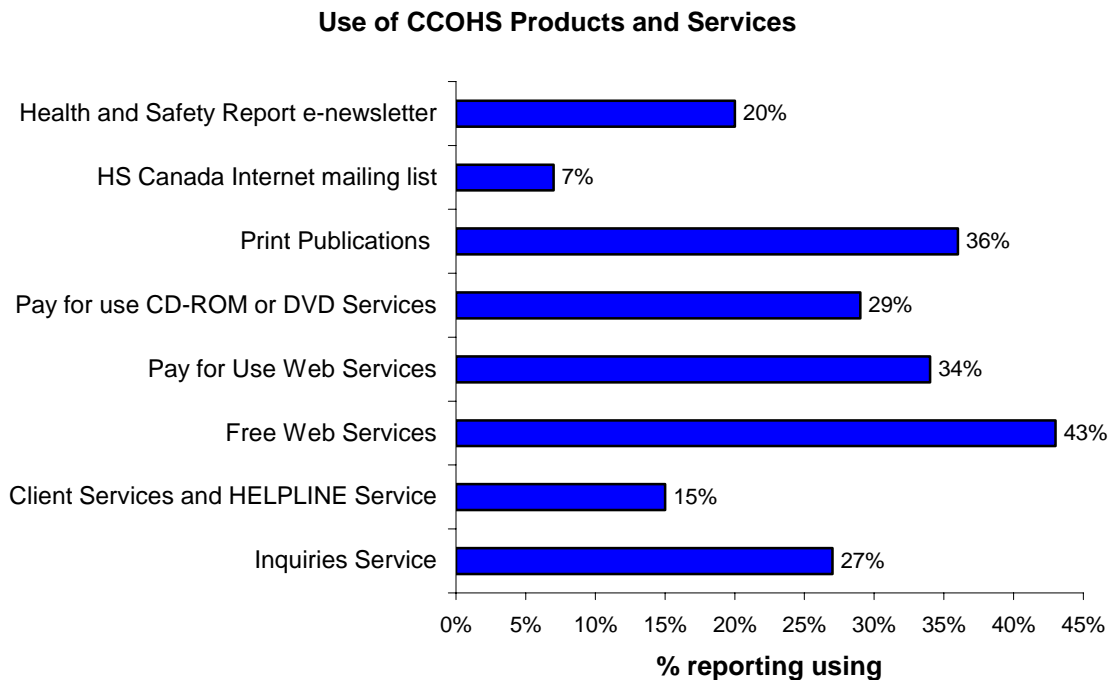
IV. GENERAL SUMMARY: CUSTOMER SURVEY

A. PRODUCTS OR SERVICES USED IN PAST YEAR

All who visited the online survey of customers were asked about CCOHS products and services that they or someone else in their organization had used or purchased in the past year.

The most frequently cited was free web services, information and products, such as OSH Answers and INCHEM, with 43% of respondents indicating this had been used in the past year. The least used service is the HS Canada Internet mailing list, with 7% of customers reporting its use in the past year. Exhibit IV-A.1 below illustrates a summary of the information presented in the table at Exhibit IV-A.2.

EXHIBIT IV-A.1



CCOHS was interested in learning about which of their other products were being used by their clients in each of the four product and service categories. As mentioned earlier in this report, invitations were sent to customers of the following four types of products/services: Inquiries Service, Pay for Use Web Services, Pay for use CD/DVD and Print Publications. It should be noted that, although a customer is classified for survey purposes as being a user of a particular product or service, some are purchasers and others are actual end users, and they may not be aware of all of the use of CCOHS products or services in their organization. They may also not readily recognize into which category their specific item falls. Thus, we do not see 100% use for Inquiries Service among Inquiries customers, and so on. Exhibit IV-

A.2 provides breakdowns of the responses to this question by product type, and also by region and number of employees in the firm.

Inquiries service users are somewhat more likely (28%) to report using the client services and HELPLINE service (1-800 and e-mail) than customers of other services. Similarly, they are the most likely to report using free web services (60%) and to be on the HS Canada internet mailing list (12%). However, they are marginally less likely to report use of the Health and Safety report newsletter (17%).

We examined regional similarities and differences in product and services use to see if customers from specific regions favour certain ones. There is no set pattern to note. Customers from the Atlantic and Quebec report more use of the Health and Safety Report e-newsletter and of print publications than do other Canadian customers. Ontarians and British Columbians report somewhat higher use of the HS Canada Internet mailing list. . US visitors are least likely to report using most services, except for Pay for Use CD-ROM (54%) and Pay for Use Web Services (43%), of which they are in fact most likely to report use.

We also analyzed products and services used by reported size of organization. The largest firms (100+ employees) are most likely to report use of free web services (47%, compared to 43% overall), pay for use web services (48%, compared to 34% overall) and pay for use CD-ROM or DVD services (34%, compared to 29% overall). They are least likely to report using the Inquiries Service (18%, compared to 27% overall). The smallest firms (1 to 49 employees) report the highest incidence of using the Inquiries Service (36%).

EXHIBIT IV-A.2
Products/Services Used in Past Year

	Total Customers				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publications
Base = (Actual)	(549) %	(114) %	(166) %	(114) %	(155) %
CCOHS products/services used in past year					
Inquiries Service, free and confidential OSH inquiries 1-800 line or e-mail	27	75	15	6	20
Client Services and HELPLINE Service 1-800 and e-mail	15	28	11	12	10
Free Web Services - information and products, e.g. OSH Answers, INCHEM, etc.	43	60	44	21	45
Pay for Use Web Services - Web Information Services databases & collections, e.g. MSDS, CHEMpendium, etc.	34	11	92	11	8
Pay for use CD-ROM or DVD Services, e.g. CCINFOdisc, Legislation series, etc.	29	6	18	95	10
Print Publications	36	27	10	11	90
"HS Canada" Internet mailing list	7	12	9	4	4
"Health and Safety Report" e-newsletter	20	17	24	18	21

Cont'd

EXHIBIT IV-A.2 (CONT'D)
Products/Services Used in Past Year

	Total Customers						
	Region						
	Total	Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(549)	(48)**	(58)*	(213)	(97)*	(54)*	(79)*
	%	%	%	%	%	%	%

**CCOHS products/services
used in past year**

Inquiries Service, free and confidential OSH inquiries 1-800 line or e-mail	27	33	28	34	30	24	3
Client Services and HELPLINE Service 1-800 and e-mail	15	19	26	16	12	7	8
Free Web Services - information and products, e.g. OSH Answers, INCHEM, etc.	43	54	38	48	46	41	23
Pay for Use Web Services - Web Information Services databases & collections, e.g. MSDS, CHEMpendium, etc.	34	31	33	31	35	39	43
Pay for use CD-ROM or DVD Services, e.g. CCINFOdisc, Legislation series, etc.	29	33	26	24	22	26	54
Print Publications	36	48	45	41	40	33	8
"HS Canada" Internet mailing list	7	6	3	11	3	11	3
"Health and Safety Report" e-newsletter	20	31	31	19	18	24	10

Cont'd

EXHIBIT IV-A.2 (CONT'D)
Products/Services Used in Past Year

	Total Customers				
	Total	# FT Employees			
		1-49	50-199	200-999	1000+
Base = (Actual)	(549) %	(136) %	(111) %	(144) %	(145) %
CCOHS products/services used in past year					
Inquiries Service, free and confidential OSH inquiries 1-800 line or e-mail	27	36	23	27	18
Client Services and HELPLINE Service 1-800 and e-mail	15	17	13	18	11
Free Web Services - information and products, e.g. OSH Answers, INCHEM, etc.	43	40	41	42	47
Pay for Use Web Services - Web Information Services databases & collections, e.g. MSDS, CHEMpendium, etc.	34	24	30	38	48
Pay for use CD-ROM or DVD Services, e.g. CCINFOdisc, Legislation series, etc.	29	25	31	29	34
Print Publications	36	41	36	35	33
"HS Canada" Internet mailing list	7	4	6	8	9
"Health and Safety Report" e-newsletter	20	17	15	23	26

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 1

B. RECOGNITION OF PRODUCT OR SERVICE IN DATA FILE

All products and services in the sample file were assigned to one of four product codes, as described earlier in the Sampling section. If the respondent did not select the product or service in Question 1 that corresponded with the product or service in the sample file, they were asked Q1A, that is, if they had ordered or used the specific product or service name. If they did not recognize this product or service (which was also specifically named in the advance letter they received from CCOHS), they were skipped over specific questions about satisfaction with that product or service.

Of the 62 respondents who failed to choose the correct product or service type in the first question, 53% indicated they had not ordered the product or service in the sample file or indicated they did not know. As it was felt unlikely that persons who did not recall receiving or using this product would be able to discuss it in depth, these respondents were skipped to the demographic section. Those who did agree they had ordered or used the product or service named in the sample file were returned to the regular survey.

C. NUMBER OF PEOPLE IN ORGANIZATION USING OR BENEFITING FROM CCOHS PRODUCT/SERVICE

We asked respondents how many persons in their organizations either used or benefited from the product or service in question. “Use” and “benefit from” denote different things, and clearly some respondents chose to adopt the broadest possible meaning. This might mean that, for example, use of a CCOHS print publication resulted in the formation of a company policy that benefited all of the employees in a company.

Still, in half of CCOHS customer organizations, only 1 to 10 persons use or benefit from the product or service in question. The percentage is somewhat higher for Pay for Use CD/DVD customers and lower for print publications. A higher percentage of customers in the Atlantic Region and the Prairies indicated the product or service they obtained is used by or benefits 51 to 100 persons. Quebec is the region reporting the lowest average number of persons benefiting from the CCOHS product or service. The results for this question are presented in Exhibit IV-C.

EXHIBIT IV-C
Number of People in Organization Who Use/Benefit From Product/Service

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Number of people in organization who use/benefit from product/service					
1 to 10	51	55	50	63	40
11 to 20	7	5	6	5	11
21 to 50	10	9	5	7	17
51 to 100	9	3	11	9	11
101 to 200	5	2	6	5	5
201 to 500	5	4	4	6	3
501 to 1,000	2	4	4	–	1
Over 1,000	6	4	11	4	5
<i>Average</i>	<i>157.9</i>	<i>142.4</i>	<i>231.7</i>	<i>97.4</i>	<i>133.6</i>

Cont'd

EXHIBIT IV-C (CONT'D)
Number of People in Organization Who Use/Benefit From Product/Service

	Total Customers Who Recall Product/Service						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(516) %	(48)** %	(56)* %	(194) %	(88)* %	(51)* %	(79)* %
Number of people in organization who use/benefit from product/service							
1 to 10	51	33	66	53	39	43	67
11 to 20	7	4	11	10	7	4	3
21 to 50	10	13	11	7	14	12	8
51 to 100	9	15	5	9	15	6	3
101 to 200	5	4	4	5	6	4	4
201 to 500	5	8	–	3	6	12	4
501 to 1,000	2	2	2	4	2	–	1
Over 1,000	6	8	2	6	8	10	6
<i>Average</i>	<i>157.9</i>	<i>221.3</i>	<i>58.2</i>	<i>148.6</i>	<i>192.3</i>	<i>227.7</i>	<i>138.7</i>

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 5

D. FREQUENCY OF USE

Frequency of use of CCOHS products varies substantially depending on the product, as some are designed as periodic, as-needed reference tools and some are likely to be consulted more often.

When asked how frequently they or someone else in their organization uses the CCOHS product or service in question, 38% indicated they use it every two weeks or more often. Only seven percent of customers report using the product or service daily. The daily use percentage is higher for Pay for Use product customers, who are also most likely to report that the product or service is used every week. Inquiries Service users report less frequent use (once a month or less), which is not unexpected as this service is typically sought on an as-needed basis (Exhibit IV-D).

EXHIBIT IV-D Frequency of Product/Service Use

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publications
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
How frequently do you or someone else in your organization use the product/service					
Daily	7	3	12	11	2
Every week	19	1	32	32	5
Every 2 weeks	12	3	17	15	8
Once a month	26	23	22	30	29
Every 6 months	13	25	7	10	16
Once a year or less	9	21	2	2	16
Don't know	14	24	8	1	25

E. MEDIA/FORMAT USED AND PREFERRED

Users of products or services other than the Inquiries Service (which has no choice of format) were asked about the media or formats in which they currently receive their product, and what media or formats they might prefer.

The World Wide Web/Internet is the most common current format at 37%, closely followed by print publications (34%). CD-ROM is used by 25%, while DVD, corporate intranet and e-mail are currently used by only a handful of customers.

Customers located in the US are less likely to report use of print publications than Canadians; over half of US customers receive their product on CD-ROM. The Internet tends to be cited slightly more by Western customers as the media current used. Atlantic and Quebec customers report the highest use of print publications.

When asked in which media or format they would prefer to receive the same product or service, there is a definite willingness to accept more high-tech information delivery solutions. The Internet remains the top choice, with a few more proponents at 42%. However, second is CD-ROM at 27%, followed by print publications (20%). E-mail, corporate intranet and DVD also gain some favour. It should be noted that 9% of respondents said they did not know what media or format they might prefer. Exhibit IV-E.1 below summarizes the findings from these two questions, presented in more detail in Exhibit IV-E.2 and IV-E.3.

EXHIBIT IV-E.1

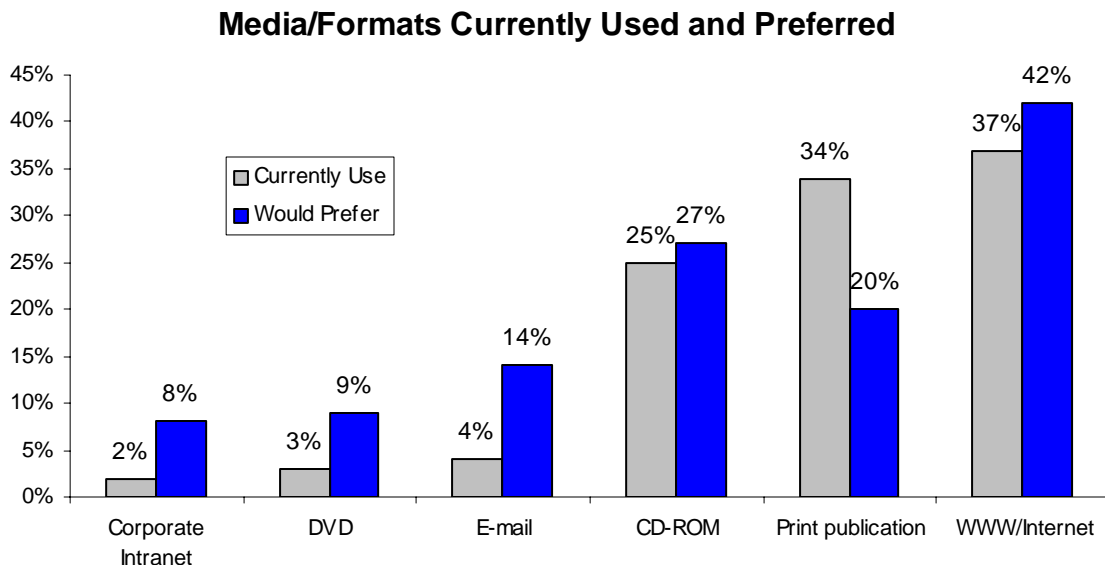


EXHIBIT IV-E.21
Media/Formats Used Currently

	Non-Inquiries Customers			
	Total	Product Type		
		Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(424) %	(161) %	(112) %	(151) %
In what media or format(s) do you currently receive (PRODUCT)?²				
Print publication	34	6	1	90
CD-ROM	25	3	86	2
DVD	3	1	12	-
Corporate Intranet	2	4	1	1
WWW/Internet	37	88	6	7
E-mail	4	4	3	3

Cont'd

EXHIBIT IV-E.2 (CONT'D)
Media/Formats Used Currently

	Non-Inquiries Customers						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(424) %	(40)** %	(45)* %	(150) %	(70)* %	(40)** %	(79)* %
In what media or format(s) do you currently receive (PRODUCT)?							
Print publication	34	48	49	41	37	30	6
CD-ROM	25	18	13	20	19	20	51
DVD	3	5	4	1	6	3	4
Corporate Intranet	2	-	4	1	4	3	1
WWW/Internet	37	28	29	37	40	48	39
E-mail	4	5	2	5	4	5	-

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 142

²This question was not asked of Inquiries Service users.

**EXHIBIT IV-E.3
Media/Formats Preferred**

	Non-Inquiries Customers			
	Total	Product Type		
		Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(424) %	(161) %	(112) %	(151) %
In what media or format(s) would you prefer to receive (PRODUCT)?³				
Print publication	20	4	1	50
CD-ROM	27	4	62	25
DVD	9	2	19	8
Corporate Intranet	8	9	6	7
WWW/Internet	42	76	22	21
E-mail	14	12	5	23

Cont'd

**EXHIBIT IV-E.3 (CONT'D)
Media/Formats Preferred**

	Non-Inquiries Customers						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(424) %	(40)** %	(45)* %	(150) %	(70)* %	(40)** %	(79)* %
In what media or format(s) would you prefer to receive (PRODUCT)?							
Print publication	20	25	38	19	27	18	3
CD-ROM	27	23	16	27	19	30	41
DVD	9	15	2	9	10	5	9
Corporate Intranet	8	8	7	8	7	10	6
WWW/Internet	42	38	47	42	36	40	48
E-mail	14	15	13	17	19	10	5

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 144

³This question was not asked of Inquiries Service users.

F. RATING OF PRODUCT/SERVICE ASPECTS AND NEED FOR IMPROVEMENTS

Respondents were asked to rate the three aspects of the product or service in question that are most important to them, from a list of eight aspects. Reliability/Credibility/Accuracy is rated first by 28% of customers and second by 24%; Understandability/Clarity is rated first by 22% and second by 15%. Confidentiality is rated first, second or third by only 1% of respondents. This is summarized below in Exhibit IV-F.1 and provided in more detail in Exhibit IV-F.2 and Exhibit IV-F.3.

EXHIBIT IV-F.1

Rating of Product/Service Aspects (1st, 2nd and 3rd ranking)

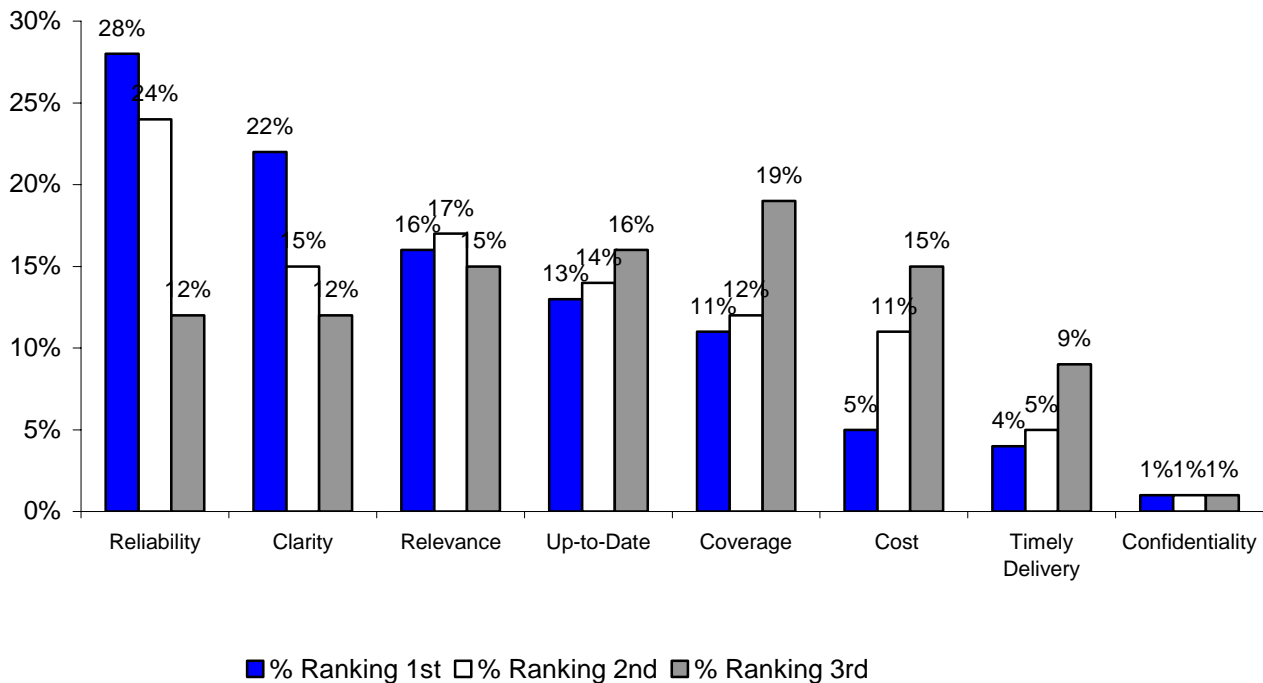


EXHIBIT IV-F.2
Most Important Aspects of the Product or Service Used

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Most Important Aspect (Ranked First)					
Reliability – Credibility – Accuracy	28	30	36	26	18
Understandability – Clarity	22	25	13	13	36
Relevance – Usefulness	16	15	9	15	24
Up-to-Date	13	5	22	20	5
Coverage – Comprehensiveness	11	5	11	19	7
Affordable Cost	5	3	4	5	7
Timely Delivery	4	9	4	2	1
Confidentiality	1	5	–	–	1

Cont'd

EXHIBIT IV-F.2 (CONT'D)
Most Important Aspects of the Product or Service Used

	Total Customers Who Recall Product/Service						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(516) %	(48)** %	(56)* %	(194) %	(88)* %	(51)* %	(79)* %

**Most Important Aspect
(Ranked First)**

Reliability – Credibility – Accuracy	28	21	29	30	17	35	32
Understandability – Clarity	22	25	27	22	27	20	11
Relevance – Usefulness	16	23	14	18	14	8	14
Up-to-Date	13	8	11	13	16	22	11
Coverage – Comprehensiveness	11	13	9	6	14	8	19
Affordable Cost	5	6	2	5	7	6	6
Timely Delivery	4	2	7	4	1	2	6
Confidentiality	1	–	–	1	5	–	–

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 14

EXHIBIT IV-F.3
Aspects of Product/Service Most Like to See Improved

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publications
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Aspects of PRODUCT/SERVICE you would most like to see improved (multiple choices allowed)					
Coverage – Comprehensiveness	18	16	23	25	9
Up-to-date	16	8	25	11	16
Affordable Cost	15	17	13	29	6
Understandability –Clarity	11	9	15	13	9
Relevance - Usefulness	8	11	9	5	6
Reliability – Credibility – Accuracy	7	8	11	4	5
Timely Delivery	7	12	6	10	2
Confidentiality	1	1	–	1	1
Don't Know/Not Sure	26	22	19	17	42

Cont'd

EXHIBIT IV-F.3 (CONT'D)
Aspects of Product/Service Most Like to See Improved

	Total Customers Who Recall Product/Service						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(516) %	(48)** %	(56)* %	(194) %	(88)* %	(51)* %	(79)* %
Aspects of PRODUCT/SERVICE you would most like to see improved (multiple choices allowed)							
Coverage – Comprehensiveness	18	21	13	15	19	20	25
Up-to-date	16	29	25	13	14	24	8
Affordable Cost	15	10	11	15	16	8	25
Understandability –Clarity	11	15	13	12	9	12	9
Relevance - Usefulness	8	-	2	7	9	16	11
Reliability – Credibility – Accuracy	7	4	14	8	5	6	6
Timely Delivery	7	6	4	10	2	4	8
Confidentiality	1	–	–	1	–	–	1
Don't Know/Not Sure	26	31	34	27	19	28	20

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 18

G. SATISFACTION WITH AND IMPORTANCE PRODUCT/SERVICE ATTRIBUTES

1. Satisfaction With Product/Service Features

Customers were asked to rate their satisfaction with eight specific and three overall aspects of the product or service they received, on a scale of 1 to 5 where 1 was “very dissatisfied” and 5 was “very satisfied.” It must be remembered that a range of products and services are represented and aggregated here; what is presented is an overall picture of satisfaction and importance and not a product-by-product analysis. As such, interpretation must be made with caution, with the knowledge that customers were not responding for the same product or service.

The highest levels of satisfaction expressed were for “usefulness of the service/product” and “relevance of the service/product,” at 87% each net satisfied.

The lowest “overall” rating was for cost, at 65% net satisfied. A fairly high percentage of Inquiries users indicated “not applicable” for this item. Print publications users were considerably more satisfied (82%) than the Inquiries users who did rate their satisfaction, or users of Pay for Use CD/DVD (54% each). The lowest “specific” feature rating was for “assistance/instructions provided for solving a problem,” at 62% satisfaction. This not surprising, given that it involves customers having a problem to begin with, and it should be noted that there was a fairly high percentage indicating “not applicable” for this feature.

As mentioned previously, the satisfaction and importance ratings are percentaged on total respondents, but the averages provided exclude “not applicable.” The percentage of respondents indicating that a specific feature was not applicable ranges from 1% for “usefulness” to 19% for “assistance/instruction provided for solving a problem.”

2. Importance of Product/Service Features

Customers were also asked to rate the importance of each of the aspects on a scale of 1 to 5 where 1 was “very unimportant” and 5 was “very important.” The feature deemed most important was “usefulness,” followed closely by “overall quality” and “relevance.” The feature deemed least important was “number of contacts,” at 59%. Pay for use customers rated this lower than did print publication users.

A summary of responses to these two questions appear graphically in Exhibit IV-G.1. Performance/satisfaction results are detailed in Exhibit IV-G.2, and Importance in Exhibit IV-G.3.

EXHIBIT IV-G.1

Satisfaction With and Importance of Product/Service Attributes

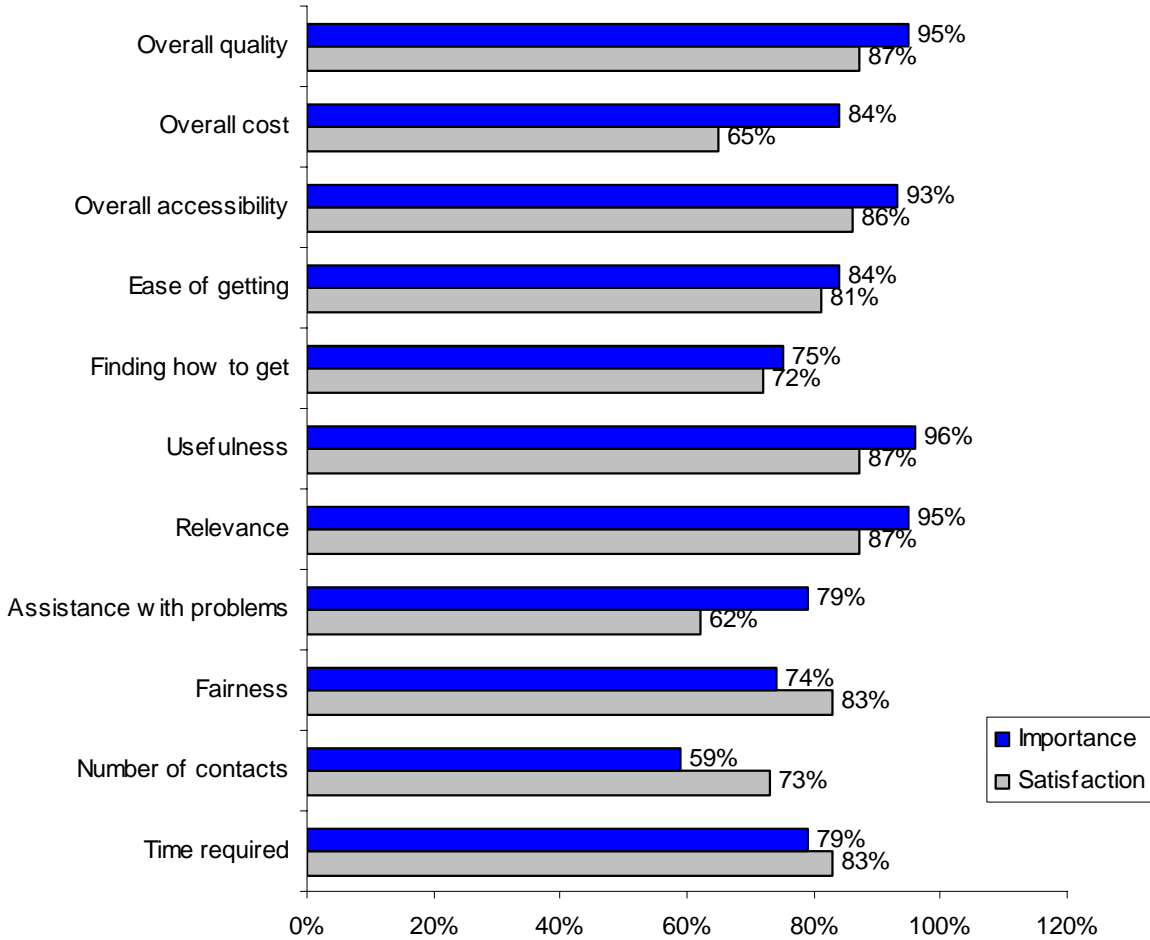


EXHIBIT IV-G.2
Satisfaction with Product/Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Satisfaction with Attribute					
<i>Time required to receive/deliver service/product</i>					
Very dissatisfied (1)	1	4	–	–	1
Dissatisfied (2)	1	1	3	1	–
Neutral (3)	10	14	9	10	8
Satisfied (4)	44	42	45	46	44
Very satisfied (5)	38	35	33	40	45
<i>Net satisfied (4 and 5) (all respondents)</i>	83	77	78	86	89
Not applicable	5	3	10	4	3
<i>Average (excludes “not applicable”)</i>	4.2	4.1	4.2	4.3	4.4
<i>Number of contacts required to receive</i>					
Very dissatisfied (1)	1	4	–	–	1
Dissatisfied (2)	1	2	1	1	1
Neutral (3)	11	12	11	11	9
Satisfied (4)	38	40	40	41	32
Very satisfied (5)	35	34	28	30	47
<i>Net satisfied (4 and 5) (all respondents)</i>	73	74	68	72	79
Not applicable	14	8	20	17	11
<i>Average (excludes “not applicable”)</i>	4.2	4.1	4.2	4.2	4.4
<i>Service/product was provided in a fair and equitable manner</i>					
Very dissatisfied (1)	1	5	–	1	–
Dissatisfied (2)	–	–	–	1	1
Neutral (3)	9	5	14	6	7
Satisfied (4)	46	48	47	52	40
Very satisfied (5)	37	34	30	36	46
<i>Net satisfied (4 and 5) (all respondents)</i>	83	82	78	88	86
Not applicable	7	8	8	5	6
<i>Average (excludes “not applicable”)</i>	4.3	4.1	4.2	4.3	4.4

Cont'd

EXHIBIT IV-G.2 CONT'D
Satisfaction with Product/Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Satisfaction with Attribute					
<i>Assistance/instructions provided for solving a problem</i>					
Very dissatisfied (1)	1	7	–	–	1
Dissatisfied (2)	2	1	3	3	1
Neutral (3)	16	16	17	17	13
Satisfied (4)	40	46	42	38	37
Very satisfied (5)	21	25	19	21	21
<i>Net satisfied (4 and 5) (all respondents)</i>	62	71	61	60	58
Not applicable	19	5	19	21	27
<i>Average (excludes “not applicable”)</i>	4.0	3.9	4.0	4.0	4.1
<i>Relevance of service/product</i>					
Very dissatisfied (1)	1	4	–	–	1
Dissatisfied (2)	2	3	2	2	1
Neutral (3)	8	14	7	4	10
Satisfied (4)	48	45	55	50	42
Very satisfied (5)	39	32	34	45	44
<i>Net satisfied (4 and 5) (all respondents)</i>	87	76	89	95	86
Not applicable	2	2	3	–	3
<i>Average (excludes “not applicable”)</i>	4.2	4.0	4.2	4.4	4.3
<i>Usefulness of the service/product</i>					
Very dissatisfied (1)	1	4	1	1	1
Dissatisfied (2)	4	7	4	2	2
Neutral (3)	7	11	6	5	7
Satisfied (4)	43	41	48	40	40
Very satisfied (5)	44	37	40	52	48
<i>Net satisfied (4 and 5) (all respondents)</i>	87	78	89	92	87
Not applicable	1	–	1	1	3
<i>Average (excludes “not applicable”)</i>	4.3	4.0	4.2	4.4	4.4

Cont'd

EXHIBIT IV-G.2 CONT'D
Satisfaction with Product/Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Satisfaction with Attribute					
<i>Ease of finding out how to get service/product</i>					
Very dissatisfied (1)	1	4	1	–	1
Dissatisfied (2)	5	9	2	5	5
Neutral (3)	16	17	17	17	13
Satisfied (4)	47	42	55	42	45
Very satisfied (5)	24	25	19	23	31
<i>Net satisfied (4 and 5) (all respondents)</i>	72	67	75	65	76
Not applicable	6	2	6	13	5
<i>Average (excludes "not applicable")</i>	3.9	3.8	4.0	4.0	4.1
<i>Ease of getting service/product</i>					
Very dissatisfied (1)	1	3	1	–	1
Dissatisfied (2)	4	7	4	3	2
Neutral (3)	11	14	12	12	8
Satisfied (4)	47	45	52	48	42
Very satisfied (5)	34	28	29	34	44
<i>Net satisfied (4 and 5) (all respondents)</i>	81	73	80	82	86
Not applicable	3	3	3	4	3
<i>Average (excludes "not applicable")</i>	4.1	3.9	4.1	4.2	4.3
<i>Overall accessibility of service/product</i>					
Very dissatisfied (1)	1	4	–	1	1
Dissatisfied (2)	3	2	5	3	2
Neutral (3)	8	13	8	11	5
Satisfied (4)	52	49	56	48	51
Very satisfied (5)	34	30	31	35	38
<i>Net satisfied (4 and 5) (all respondents)</i>	86	79	87	83	89
Not applicable	2	1	1	3	3
<i>Average (excludes "not applicable")</i>	4.2	4.0	4.1	4.2	4.3

Cont'd

EXHIBIT IV-G.2 CONT'D
Satisfaction with Product/Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Satisfaction with Attribute					
<i>Overall cost of service/product</i>					
Very dissatisfied (1)	1	2	1	–	1
Dissatisfied (2)	5	4	3	13	2
Neutral (3)	22	14	29	32	13
Satisfied (4)	41	26	50	42	40
Very satisfied (5)	24	28	13	12	42
<i>Net satisfied (4 and 5) (all respondents)</i>	65	54	63	54	82
Not applicable	7	25	4	2	3
<i>Average (excludes "not applicable")</i>	3.9	4.0	3.8	3.5	4.2
<i>Overall quality of service/product</i>					
Very dissatisfied (1)	1	4	–	–	1
Dissatisfied (2)	3	3	4	5	1
Neutral (3)	8	9	9	4	9
Satisfied (4)	51	39	62	56	42
Very satisfied (5)	36	42	24	35	44
<i>Net satisfied (4 and 5) (all respondents)</i>	87	82	86	91	87
Not applicable	1	2	1	–	3
<i>Average (excludes "not applicable")</i>	4.2	4.1	4.1	4.2	4.3

* Figures percentaged on a base of less than 100 should be interpreted with caution

Source: Customer Survey Detailed Tables – pg. 20-41

EXHIBIT IV-G.3
Importance of Product/Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Importance of Attribute					
<i>Time required to receive/deliver service/product</i>					
Very unimportant (1)	–	2	–	–	–
Unimportant (2)	1	–	1	2	1
Neutral (3)	17	14	11	24	19
Important (4)	40	29	39	42	46
Very important (5)	39	50	44	29	34
<i>Net important (4 and 5) (all respondents)</i>	79	79	82	71	80
Not applicable	4	4	6	4	1
<i>Average (excludes “not applicable”)</i>	4.2	4.3	4.3	4.0	4.1
<i>Number of contacts required to receive</i>					
Very unimportant (1)	–	1	–	–	–
Unimportant (2)	4	4	4	7	2
Neutral (3)	27	22	32	38	17
Important (4)	38	33	35	30	50
Very important (5)	21	34	16	16	24
<i>Net important (4 and 5) (all respondents)</i>	59	66	51	46	74
Not applicable	9	7	12	9	7
<i>Average (excludes “not applicable”)</i>	3.8	4.0	3.7	3.6	4.0
<i>Service/product was provided in a fair and equitable manner</i>					
Very unimportant (1)	–	1	–	–	–
Unimportant (2)	1	–	1	2	–
Neutral (3)	19	13	19	30	15
Important (4)	48	48	53	41	47
Very important (5)	26	29	21	22	34
<i>Net important (4 and 5) (all respondents)</i>	74	77	74	63	81
Not applicable	6	9	6	5	4
<i>Average (excludes “not applicable”)</i>	4.1	4.1	4.0	3.9	4.2

Cont'd

EXHIBIT IV-G.3 CONT'D
Importance of Product/Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Importance of Attribute					
<i>Assistance/instructions provided for solving a problem</i>					
Very unimportant (1)	–	1	–	–	–
Unimportant (2)	1	1	–	–	2
Neutral (3)	12	11	19	10	7
Important (4)	45	42	40	50	47
Very important (5)	34	41	33	30	34
<i>Net important (4 and 5) (all respondents)</i>	79	84	73	80	81
Not applicable	8	3	9	10	10
<i>Average (excludes “not applicable”)</i>	4.2	4.3	4.2	4.2	4.3
<i>Relevance of service/product</i>					
Very unimportant (1)	–	–	–	–	–
Unimportant (2)	–	–	–	1	–
Neutral (3)	4	4	7	–	2
Important (4)	37	41	36	38	35
Very important (5)	57	51	56	61	60
<i>Net important (4 and 5) (all respondents)</i>	95	92	92	99	95
Not applicable	2	3	1	–	3
<i>Average (excludes “not applicable”)</i>	4.5	4.5	4.5	4.6	4.6
<i>Usefulness of the service/product</i>					
Very unimportant (1)	–	–	–	–	–
Unimportant (2)	–	–	–	–	–
Neutral (3)	3	4	3	1	3
Important (4)	30	37	29	29	27
Very important (5)	66	55	67	71	69
<i>Net important (4 and 5) (all respondents)</i>	96	92	96	99	96
Not applicable	1	3	1	–	1
<i>Average (excludes “not applicable”)</i>	4.7	4.5	4.7	4.7	4.7

Cont'd

EXHIBIT IV-G.3 CONT'D
Importance of Product/Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Importance of Attribute					
<i>Ease of finding out how to get service/product</i>					
Very unimportant (1)	–	1	–	–	1
Unimportant (2)	2	1	3	4	1
Neutral (3)	18	12	24	29	8
Important (4)	44	39	44	39	52
Very important (5)	30	44	25	19	37
<i>Net important (4 and 5) (all respondents)</i>	75	83	69	58	89
Not applicable	5	3	5	10	2
<i>Average (excludes "not applicable")</i>	4.1	4.3	4.0	3.8	4.3
<i>Ease of getting service/product</i>					
Very unimportant (1)	–	1	–	–	–
Unimportant (2)	1	–	1	2	–
Neutral (3)	13	8	14	21	8
Important (4)	47	49	45	48	48
Very important (5)	37	39	39	25	43
<i>Net important (4 and 5) (all respondents)</i>	84	88	84	73	91
Not applicable	2	3	1	4	1
<i>Average (excludes "not applicable")</i>	4.2	4.3	4.2	4.0	4.4
<i>Overall accessibility of service/product</i>					
Very unimportant (1)	–	1	–	–	–
Unimportant (2)	–	–	–	1	–
Neutral (3)	5	2	4	6	7
Important (4)	45	48	36	48	51
Very important (5)	48	46	59	44	41
<i>Net important (4 and 5) (all respondents)</i>	93	94	95	92	92
Not applicable	1	3	1	1	1
<i>Average (excludes "not applicable")</i>	4.4	4.4	4.6	4.4	4.4

Cont'd

EXHIBIT IV-G.3 CONT'D
Importance of Product/Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Importance of Attribute					
<i>Overall cost of service/product</i>					
Very unimportant (1)	–	2	–	–	–
Unimportant (2)	1	1	1	1	1
Neutral (3)	12	17	12	13	7
Important (4)	45	30	52	46	47
Very important (5)	38	35	34	39	44
<i>Net important (4 and 5) (all respondents)</i>	84	65	86	85	91
Not applicable	4	14	2	1	1
<i>Average (excludes "not applicable")</i>	4.3	4.1	4.2	4.2	4.4
<i>Overall quality of service/product</i>					
Very unimportant (1)	–	1	–	–	–
Unimportant (2)	–	–	–	–	–
Neutral (3)	4	4	3	1	5
Important (4)	25	28	21	25	29
Very important (5)	70	63	75	73	65
<i>Net important (4 and 5) (all respondents)</i>	95	91	96	98	93
Not applicable	1	3	1	1	1
<i>Average (excludes "not applicable")</i>	4.7	4.6	4.7	4.7	4.6

* Figures percentaged on a base of less than 100 should be interpreted with caution

Source: Customer Survey Detailed Tables – pg. 42-62

3. GAP Analysis – Performance VS Importance of Various Features

To better understand the areas of strength and weakness in the CCOHS customer experience, GAP analysis was conducted. The GAP score is calculated by subtracting the average importance score from the average performance score. Thus, a negative score indicates underperformance on that particular feature, whereas a positive score indicates overperformance.

The GAP analysis indicates that CCOHS products and services are underperforming slightly on a few key priorities. When gap scores are mostly negative, improvement efforts should be directed primarily at those features identified as being most important to visitors. Positive gap scores are not necessarily to be taken as a good thing, as it may indicate that too many resources are being directed to some areas deemed to be of lesser importance.

Based on our experience, it is normal for respondents to rate most features as quite important, and it is difficult if not impossible for organizations to achieve all satisfaction scores in the same range. However, CCOHS does in fact achieve very impressive performance scores. Most gaps are quite small. CCOHS is advised to concentrate on the four areas where the gaps are largest (0.45 or greater). Exhibit IV-G.4 shows the gaps for the attributes in priority of their importance.

The largest gap is between the rated performance and importance of what customers consider the most important of the features listed: overall quality. Keep in mind that this largest gap is only -0.5 and that this is an overall rating for all products and services. For additional insight please note Exhibit IV-G.5 which shows gaps by product type.

EXHIBIT IV-G.4
GAP Analysis

Priority	Attribute	Importance	Satisfaction	GAP
1	Overall, the quality of the service or product	4.7	4.2	-0.5
2	The usefulness of the service or product	4.7	4.3	-0.4
3	The relevance of the service or product	4.5	4.2	-0.3
4	Overall, the accessibility of the service or product	4.4	4.2	-0.2
5	Overall, the cost of the service or product	4.3	3.9	-0.4
6	The ease of getting the service or product	4.2	4.1	-0.1
7	The assistance or instructions provided for solving a problem	4.2	4.0	-0.2
8	The time required to receive or deliver the service or product	4.2	4.2	–
9	The ease of finding out how to get the service or product	4.1	3.9	-0.2
10	The service or product was provided in a fair and equitable manner	4.1	4.3	0.2
11	The number of contacts with CCOHS required to receive the service or product	3.8	4.2	0.4

EXHIBIT IV-G5
Gap Analysis

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Attribute					
<i>Overall quality of service/product</i>					
Gap	-0.5	-0.4	-0.7	-0.5	-0.3
<i>Usefulness of the service/product</i>					
Gap	-0.4	-0.5	-0.4	-0.3	-0.3
<i>Relevance of service/product</i>					
Gap	-0.3	-0.5	-0.3	-0.2	-0.3
<i>Overall accessibility of service/product</i>					
Gap	-0.3	-0.4	-0.4	-0.2	-0.1
<i>Overall cost of service/product</i>					
Gap	-0.4	-0.1	-0.5	-0.7	-0.1
<i>Ease of getting service/product</i>					
Gap	-0.1	-0.4	-0.2	0.2	-0.1
<i>Assistance/instructions provided for solving a problem</i>					
Gap	-0.3	-0.4	-0.2	-0.2	-0.2
<i>Time required to receive/deliver service/product</i>					
Gap	0.1	-0.3	-0.1	0.3	0.2
<i>Ease of finding out how to get service/product</i>					
Gap	-0.1	-0.5	–	0.1	-0.2
<i>Service/product was provided in a fair and equitable manner</i>					
Gap	0.2	–	0.2	0.4	0.2
<i>Number of contacts required to receive</i>					
Gap	0.4	0.1	0.5	0.6	0.4

* Figures percentaged on a base of less than 100 should be interpreted with caution

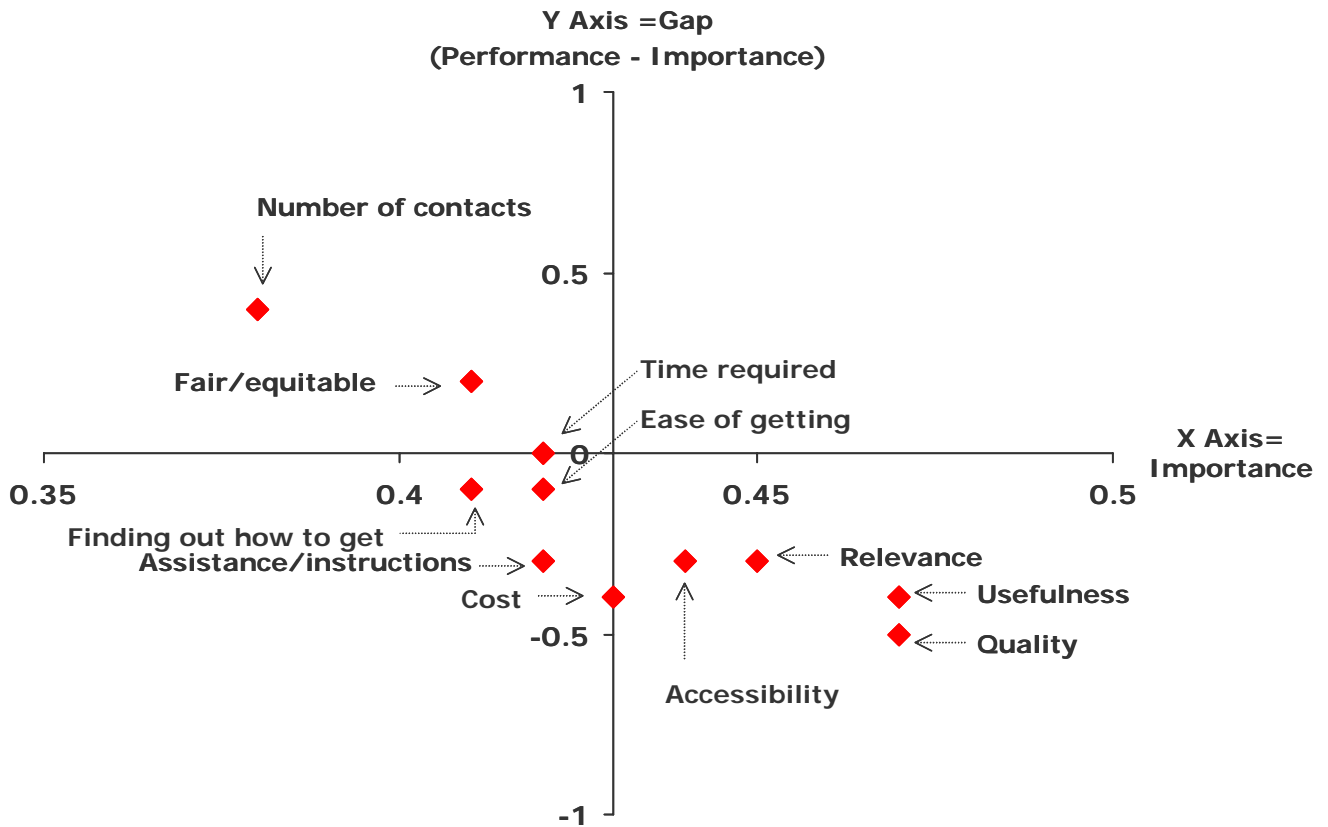
Source: Customer Survey Detailed Tables – pg64

Exhibit IV-G.6 is a graphical representation of the gap analysis described above. Anything above the X axis indicates a positive gap (overperformance) and anything below the gap indicates underperformance. Attributes appearing closest to the X axis indicate small gaps, where performance is close to importance for that attribute.

Attributes to the right of the Y axis are deemed more important than those to the left. The attributes of greatest concern are the ones that appear furthest away from the X axis in either the upper left or lower right quadrants. In the upper left appear any attributes deemed less important where CCOHS products or services are overperforming, thus potentially wasting effort and resources. This is not really an area of concern for CCOHS. In the lower right are the more important attributes where CCOHS products or services are underperforming.

When identifying areas for improvement or investment, it is generally of lesser concern if the site is overperforming on the most important attributes (upper right quadrant) or underperforming on the less important attributes (lower left quadrant). CCOHS is only slightly underperforming on the less important attributes (showing small gaps, closer to the X axis).

EXHIBIT IV-G.6
Product/Service Attribute GAP Analysis



H. DAYS TO RECEIVE AND ACCEPTABLE TIME TO RECEIVE

The *Citizens First* studies have ascertained that, by far, the most important driver of customer satisfaction is timeliness. However, depending on the nature of the service being provided, there may be limits to how much improvement can be made. Other considerations, such as fairness and accountability, may impact on the speed with which services can be delivered.

Almost 40% of CCOHS customers didn't know or remember just how long it took to receive their product. With close to 40% not reporting an actual figure, interpretation of this question must be made only with caution. There is not a one-to-one match with those providing data for "acceptable" number of days. However, the patterns of responses appears to be quite consistent.

Product or service was delivered in five days or less in the case of 38% of customers. For just under a quarter, it took over six days to obtain their product or service, with 9% waiting more than 11 days. More pay-for-use web (25%) and Inquiries customers (20%) got their product or service in 1 to 2 days. The average time for all respondents was 6 days. Keep in mind that this average excludes "don't knows".

This level of service is reasonably close to expectations for CCOHS customers, as 62% of respondents feel that a delivery time between 3 and 10 days is acceptable. The average acceptable time to receive the product or service is 5.8 days, only 0.2 less than what is currently being achieved (see Exhibit IV-H)

EXHIBIT IV-H
Time to Receive Product/Service

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Actual Time To Receive Product/Service					
1 to 2 days	14	20	25	4	8
3 to 5 days	24	40	17	10	33
6 to 10 days	14	13	10	7	24
11 to 15 days	5	5	3	4	8
More than 15 days	4	7	1	5	3
Don't Know	39	15	44	71	24
<i>Average number of days***</i>	6.0	5.9	4.3	8.7	6.6
Acceptable Time To Receive Product/Service					
1 to 2 days	17	25	31	3	9
3 to 5 days	38	48	37	29	40
6 to 10 days	24	14	15	32	34
11 to 15 days	9	4	3	18	13
More than 15 days	2	–	1	5	1
Don't Know	10	9	13	13	3
<i>Average number of days***</i>	5.8	4.4	4.2	8.3	6.6
GAP between actual and acceptable****	-0.2	-1.5	-0.1	-0.4	–

Cont'd

EXHIBIT IV-H (CONT'D)
Time to Receive Product/Service

	Total Customers Who Recall Product/Service						
	Region						
	Total	Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(516)	(48)**	(56)*	(194)	(88)*	(51)**	(79)*
	%	%	%	%	%	%	%
Actual Time To Receive Product/Service							
1 to 2 days	14	8	14	15	22	8	13
3 to 5 days	24	27	29	30	24	14	13
6 to 10 days	14	15	20	10	15	22	13
11 to 15 days	5	8	4	5	6	8	3
More than 15 days	4	4	2	3	3	8	3
Don't Know	39	38	32	37	31	41	57
<i>Average number of days***</i>	6.0	6.9	5.5	5.5	5.6	8.5	5.9
Acceptable Time To Receive Product/Service							
1 to 2 days	17	8	21	20	23	10	13
3 to 5 days	38	35	41	43	39	24	34
6 to 10 days	24	29	25	23	22	28	25
11 to 15 days	9	17	4	6	13	12	11
More than 15 days	2	–	–	2	1	6	3
Don't Know	10	10	9	7	3	22	14
<i>Average number of days***</i>	5.8	6.7	4.9	5.3	5.7	7.6	6.5
GAP between actual and acceptable****	-0.2	-0.1	-0.7	-0.2	0.1	-0.8	0.6

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

*** Excludes don't know/not stated

**** NB that 39% of respondents did not provide "actual" data for this comparison

Source: Customer Survey Detailed Tables – pg. 66-70

I. DEALING WITH CCOHS SERVICE STAFF

Respondents were asked if they dealt with CCOHS service staff at any time about the product or service in question. About half (53%) indicated they had, with a higher proportion of Pay for Use Web clients saying this (63%). Print publication customers are least likely to have dealt with CCOHS staff to obtain their desired product (see Exhibit IV-I).

US customers were most likely to state they had dealt with service staff (65% having done so). This may be because US customers purchase more pay-for-use services.

EXHIBIT IV-I Dealt With CCOHS Service Staff

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publications
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Dealt with CCOHS Service Staff					
Yes	53	55	63	55	41
No	36	26	27	38	49
Don't Know	11	19	11	7	10

Cont'd

EXHIBIT IV-1 (CONT'D) Dealt With CCOHS Service Staff

	Total Customers Who Recall Product/Service						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(516) %	(48)** %	(56)* %	(194) %	(88)* %	(51)* %	(79)* %
Dealt with CCOHS Service Staff							
Yes	53	46	55	52	49	53	65
No	36	44	38	36	35	35	30
Don't Know	11	10	7	12	16	12	5

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 72

J. NUMBER OF SERVICE STAFF DEALT WITH AND ACCEPTABLE NUMBER

Those who indicated they had dealt with CCOHS service staff were asked how many service staff they dealt with. Ninety percent report dealing with 2 staff members or less, with two-thirds (68%) stating they dealt with only one staff person. More Inquiries service customers had to dealt with 2 people (33%) than did customers of other products and services. There was no major distinction between regions in this regard. The average number of persons dealt with is 1.3. This level of service contact exceeds expectations, as the average acceptable number of service staff to deal with is 1.5. See Exhibit IV-J.1 below for a graphical summary of information contained in Exhibit IV-J.2.

EXHIBIT IV-J.1

Actual and Acceptable Number of Staff Dealt With to Get Product/Service

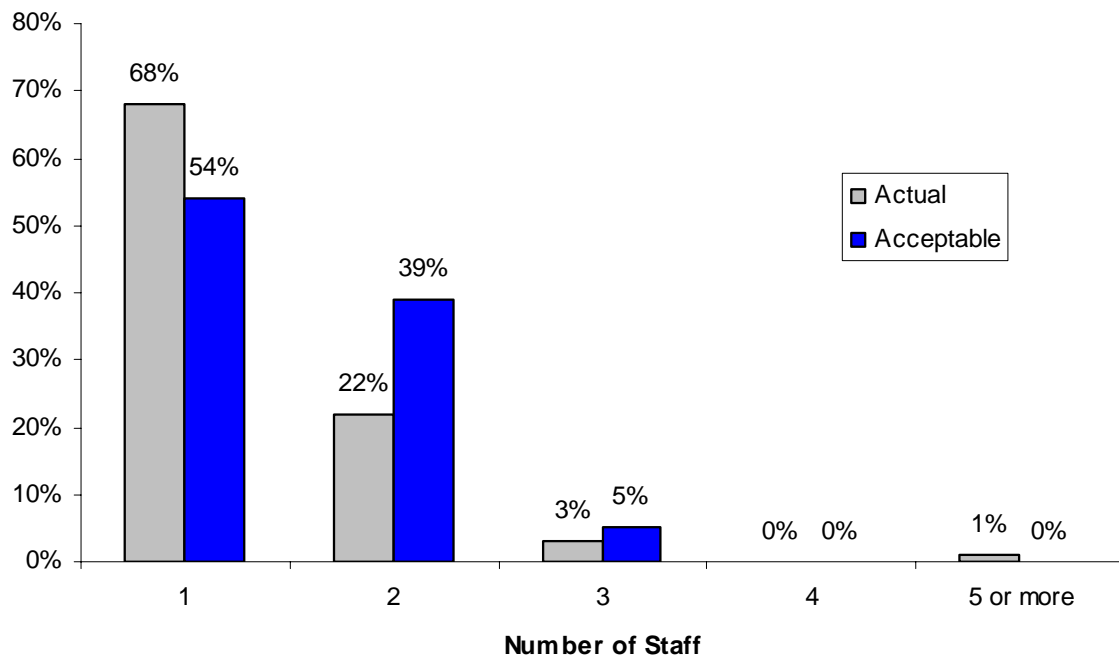


EXHIBIT IV-J.2
**CCOHS Staff Dealt With to Get Product/Service
and Acceptable Number of Staff to Deal With**

	Total Customers Who Dealt with CCOHS Service Staff				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(275) %	(51)* %	(101) %	(61)* %	(62)* %
# of CCOHS Service Staff Dealt With					
1	68	51	72	64	77
2	22	33	22	25	11
3	3	6	1	–	5
4	–	–	–	–	–
5 or more	1	4	–	–	2
Don't Know	7	6	5	12	5
<i>Average (excludes don't know/not stated)</i>	1.3	1.7	1.3	1.3	1.3
Acceptable # of Service Staff to Deal With to Get Product/Service					
1	54	43	55	51	63
2	39	33	41	43	36
3	5	18	3	3	–
4	–	2	–	–	–
5 or more	–	2	–	–	–
Don't Know	2	2	2	3	2
<i>Average (excludes don't know/not stated)</i>	1.5	1.8	1.5	1.5	1.4
GAP	0.2	0.2	0.2	0.2	0.1

Cont'd

EXHIBIT IV-J.2 (CONT'D)
**CCOHS Staff Dealt With to Get Product/Service
and Acceptable Number of Staff to Deal With**

	Total Customers Who Dealt with CCOHS Service Staff						
	Region						
	Total	Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(275)	(22)**	(31)**	(101)	(43)**	(27)**	(51)*
	%	%	%	%	%	%	%
# of CCOHS Service Staff Dealt With							
1	68	73	71	63	67	74	69
2	22	23	23	24	21	15	24
3	3	–	–	4	5	–	2
4	–	–	–	–	–	–	–
5 or More	1	–	–	2	–	4	–
Don't Know	7	5	7	7	7	7	6
<i>Average (excludes don't know/not stated)</i>	1.3	1.2	1.2	1.4	1.3	1.3	1.3
Acceptable # of Service Staff to Deal With to Get Product/Service							
1	54	59	58	50	49	63	55
2	39	27	42	40	44	33	37
3	5	5	–	8	5	4	4
4	–	5	–	–	–	–	–
5 or More	–	–	–	1	–	–	–
Don't Know	2	5	–	2	2	–	4
<i>Average (excludes don't know/not stated)</i>	1.5	1.5	1.4	1.6	1.6	1.4	1.5
GAP	0.2	0.3	0.2	0.2	0.2	0.1	0.2

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 74-76

K. NUMBER OF CONTACTS AND ACCEPTABLE NUMBER

Those who dealt with CCOHS service staff were asked how many contacts they had to make to get their product or service, and what would be an acceptable number of contacts. A “contact” was defined as each different phone call, e-mail, posted letter, fax etc. for the same service request.

Sixty percent of customers required only one contact to obtain the product or service needed (see Exhibit IV-K.1). A higher percentage of Inquiries Service clients required multiple contacts than did customers of other product types, with 29% needing 2 and 14% needing more than 2. More Quebec customers report requiring 2 contacts to obtain their product or service (29% compared to 18% - see Exhibit IV-K.2). The average number of contacts required overall was 1.5.

A slim majority of customers (53%) feel that the acceptable number of contacts is 1. This is considerably lower for Inquiries users, 18% of whom feel 3 contacts is acceptable (compared to 7% overall). Respondents from Quebec are the most forgiving about needing a second contact, with 42% indicating this number is acceptable (compared to 35% overall) (see Exhibit IV-K.2).

The average for acceptable number of contacts is 1.5, indicating that CCOHS has no gap in this service area.

EXHIBIT IV-K.1

Actual and Acceptable Number of Contacts to Get Product/Service

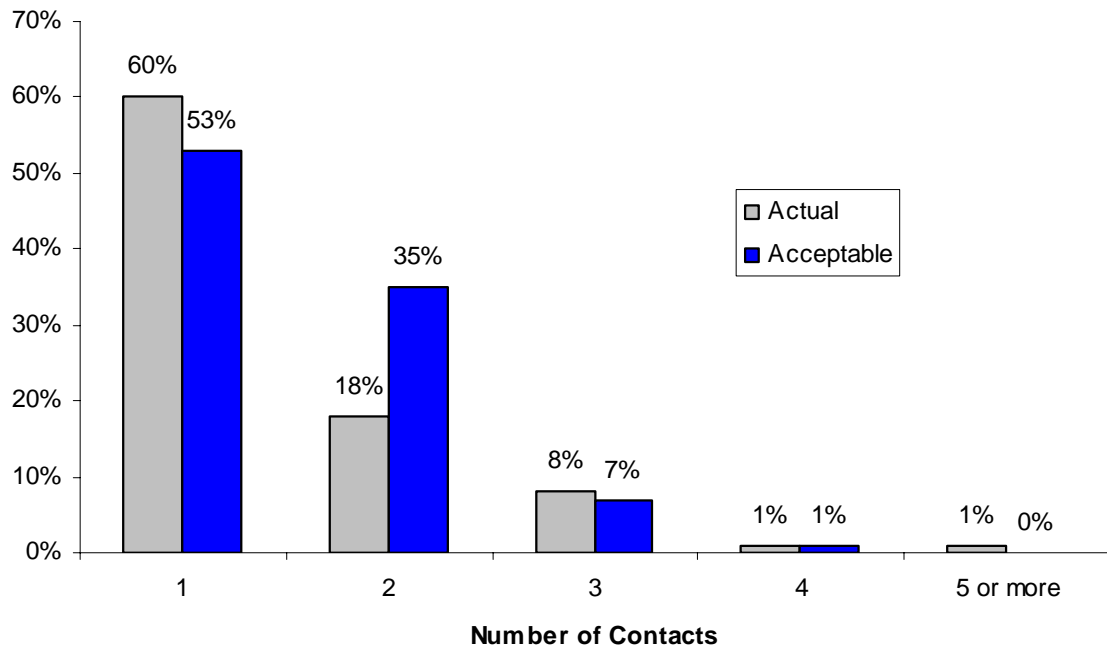


EXHIBIT IV-K.2
Contacts Needed to Obtain Product/Service

	Total Customers Who Dealt with CCOHS Service Staff				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(275) %	(51)* %	(101) %	(61)* %	(62)* %
# of Contacts to get Product/Service					
1	60	53	54	69	69
2	18	29	22	8	13
3	8	6	10	3	10
4	1	4	1	–	–
5 or More	1	4	–	–	2
Don't Know	12	4	14	20	7
<i>Average (excludes don't know/not stated)</i>	1.5	1.7	1.5	1.2	1.4
Acceptable # of Contacts to get Product/Service					
1	53	39	52	59	60
2	35	33	38	34	34
3	7	18	6	3	2
4	1	2	–	–	2
5 or More	–	–	–	–	–
Don't Know	5	8	5	3	3
<i>Average (excludes don't know/not stated)</i>	1.5	1.8	1.5	1.4	1.4
GAP	0.1	0.1	–	0.2	0–

Cont'd

EXHIBIT IV-K.2 (CONT'D)
Contacts Needed to Obtain Product/Service

	Total Customers Who Dealt with CCOHS Service Staff						
	Region						
	Total	Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(275)	(22)**	(31)**	(101)	(43)**	(27)**	(51)*
	%	%	%	%	%	%	%
# of Contacts to get Product/Service							
1	60	73	58	57	63	59	61
2	18	9	29	22	16	15	12
3	8	14	3	7	5	11	10
4	1	–	–	2	2	–	–
5 or More	1	–	–	2	–	4	–
Don't Know	12	5	10	10	14	11	18
Average	1.5	1.4	1.4	1.6	1.4	1.6	1.4
Acceptable # of Contacts to get Product/Service							
1	53	55	55	52	47	63	53
2	35	27	42	37	37	26	35
3	7	14	–	6	9	7	6
4	1	–	–	1	2	–	–
5 or More	–	–	–	–	–	–	–
Don't Know	5	5	3	5	5	4	6
Average	1.5	1.6	1.4	1.5	1.7	1.4	1.5
GAP	–	0.2	–	0.1	0.3	-0.2	0.1

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 80-85

L. SATISFACTION WITH AND IMPORTANCE OF SERVICE ATTRIBUTES

1. Satisfaction with Service Attributes

Those who dealt with CCOHS service staff were asked to indicate their level of satisfaction with six service attributes, on a scale of 1 to 5 where 1 was “very dissatisfied” and 5 was “very satisfied.” The attributes were: competency of service staff, courtesy, helpfulness, ease of understanding, consistency of information or advice received, and choice of language. The vast majority of respondents were satisfied with all of these aspects of service in relation to the product of service they purchased or received from CCOHS. As mentioned previously for satisfaction and importance ratings, percentages are drawn from total respondents to the question, but average exclude “don’t know” or “not applicable.”

Customers are most satisfied with the courtesy (94%) and helpfulness (92%) of staff, followed closely by competence (90%), ease of understanding (89%) and consistency of the information of advice received (87%). The least amount of satisfaction, which was still a net of 81%, was for choice of language. It should be noted that a considerably higher proportion of customers indicated this attribute was “not applicable” (10%) than was the case for the other attributes. For those top two attributes, the proportion of “very satisfied” customers was higher than “satisfied” (courtesy 58% very satisfied, helpfulness 55% very satisfied).

Print publication users are usually more satisfied than other product purchasers. Satisfaction with service attributes was similar across jurisdictions. See Exhibit IV-L.1 for performance results.

2. Importance of Service Attributes

Customers who dealt with CCOHS service staff were also asked to rate the importance of the same six attributes, on a scale of 1 to 5 where 1 was “very unimportant” and 5 was “very important.”

Five of the six attributes are ranked as important or very important by over 93% of customers. Competency is considered most important, with 97% of respondents rating it either important or very important. Inquiries service users were slightly more likely than users of other products to rate attributes as very important, with the exception of choice of language.

Choice of language was the only service attribute to be rated as important by under 90% of respondents, with 78% indicating it is either important or very important. We examined this by jurisdiction and found that choice of language is, as expected, somewhat more important to customers in Quebec. See Exhibit IV-L.2 for importance results.

EXHIBIT IV-L.1
Satisfaction with Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(275) %	(51)* %	(101) %	(61)* %	(62)* %
Satisfaction with Attributes					
<i>Competency of Service Staff</i>					
Very dissatisfied (1)	2	4	1	3	–
Dissatisfied (2)	1	4	–	–	–
Neutral (3)	6	10	7	3	3
Satisfied (4)	45	33	52	41	48
Very satisfied (5)	45	49	38	49	48
<i>Net satisfied (4 and 5) (all respondents)</i>	90	82	89	90	97
Not applicable	2	–	3	3	–
<i>Average (excludes “not applicable”)</i>	4.3	4.2	4.3	4.4	4.5
<i>Courtesy of Service Staff</i>					
Very dissatisfied (1)	2	4	1	3	–
Dissatisfied (2)	–	2	–	–	–
Neutral (3)	3	6	2	3	2
Satisfied (4)	36	28	47	25	39
Very satisfied (5)	58	61	49	67	60
<i>Net satisfied (4 and 5) (all respondents)</i>	94	88	95	92	98
Not applicable	1	–	2	2	–
<i>Average (excludes “not applicable”)</i>	4.5	4.4	4.4	4.6	4.6
<i>Helpfulness of Service Staff</i>					
Very dissatisfied (1)	2	2	1	3	–
Dissatisfied (2)	1	4	–	–	–
Neutral (3)	4	10	2	5	3
Satisfied (4)	37	35	45	23	40
Very satisfied (5)	55	49	51	67	57
<i>Net satisfied (4 and 5) (all respondents)</i>	92	84	95	90	97
Not applicable	1	–	2	2	–
<i>Average (excludes “not applicable”)</i>	4.5	4.3	4.5	4.5	4.5

Cont'd

EXHIBIT IV-L1 CONT'D
Satisfaction with Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(275) %	(51)* %	(101) %	(61)* %	(62)* %
Satisfaction with Attributes					
<i>Ease of Understanding Service Staff</i>					
Very dissatisfied (1)	2	2	1	3	–
Dissatisfied (2)	–	–	–	–	–
Neutral (3)	8	18	6	5	5
Satisfied (4)	45	29	55	41	45
Very satisfied (5)	44	51	36	48	50
<i>Net satisfied (4 and 5) (all respondents)</i>	89	80	90	89	95
Not applicable	2	–	3	3	–
<i>Average (excludes “not applicable”)</i>	4.3	4.3	4.3	4.3	4.5
<i>Consistency of Information/Advice Received</i>					
Very dissatisfied (1)	1	4	–	2	–
Dissatisfied (2)	1	4	–	2	–
Neutral (3)	6	4	6	8	5
Satisfied (4)	43	33	54	34	42
Very satisfied (5)	44	51	34	51	48
<i>Net satisfied (4 and 5) (all respondents)</i>	87	84	87	85	90
Not applicable	5	4	7	3	5
<i>Average (excludes “not applicable”)</i>	4.3	4.3	4.3	4.4	4.5
<i>Choice of Language Offered</i>					
Very dissatisfied (1)	–	–	–	2	–
Dissatisfied (2)	–	–	–	2	–
Neutral (3)	8	2	11	10	7
Satisfied (4)	38	39	41	30	39
Very satisfied (5)	44	49	36	46	50
<i>Net satisfied (4 and 5) (all respondents)</i>	81	88	76	75	89
Not applicable	10	10	13	12	5
<i>Average (excludes “not applicable”)</i>	4.4	4.5	4.3	4.3	4.5

* Figures percentaged on a base of less than 100 should be interpreted with caution

Source: Customer Survey Detailed Tables – pg. 86-96

EXHIBIT IV-L2
Importance of Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(275) %	(51)* %	(101) %	(61)* %	(62)* %
Importance of Attribute					
<i>Competency of Service Staff</i>					
Very unimportant (1)	–	–	1	–	–
Unimportant (2)	–	–	–	2	–
Neutral (3)	2	–	3	2	2
Important (4)	28	22	30	23	37
Very important (5)	68	78	64	74	61
<i>Net important (4 and 5) (all respondents)</i>	97	100	94	97	98
Not applicable	1	–	2	–	–
<i>Average (excludes “not applicable”)</i>	4.7	4.8	4.6	4.7	4.6
<i>Courtesy of Service Staff</i>					
Very unimportant (1)	1	2	1	–	–
Unimportant (2)	–	–	–	2	–
Neutral (3)	4	2	5	8	2
Important (4)	45	41	49	44	44
Very important (5)	48	53	44	46	55
<i>Net important (4 and 5) (all respondents)</i>	94	94	92	90	98
Not applicable	1	2	2	–	–
<i>Average (excludes “not applicable”)</i>	4.4	4.5	4.4	4.3	4.5
<i>Helpfulness of Service Staff</i>					
Very unimportant (1)	1	2	1	–	–
Unimportant (2)	–	–	–	2	–
Neutral (3)	4	2	4	7	2
Important (4)	32	35	34	28	31
Very important (5)	62	59	59	64	68
<i>Net important (4 and 5) (all respondents)</i>	94	94	93	92	98
Not applicable	1	2	2	–	–
<i>Average (excludes “not applicable”)</i>	4.6	4.5	4.5	4.5	4.7

Cont'd

EXHIBIT IV-L2 CONT'D
Importance of Service Attributes

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(275) %	(51)* %	(101) %	(61)* %	(62)* %
Importance of Attribute					
<i>Ease of Understanding Service Staff</i>					
Very unimportant (1)	–	2	–	–	–
Unimportant (2)	1	–	1	2	–
Neutral (3)	4	6	4	5	2
Important (4)	40	33	40	43	42
Very important (5)	54	57	53	49	57
<i>Net important (4 and 5) (all respondents)</i>	93	90	92	92	98
Not applicable	2	2	3	2	–
<i>Average (excludes “not applicable”)</i>	4.5	4.5	4.5	4.4	4.6
<i>Consistency of Information/Advice Received</i>					
Very unimportant (1)	1	2	1	–	–
Unimportant (2)	–	–	–	2	–
Neutral (3)	2	4	2	–	2
Important (4)	33	26	35	31	39
Very important (5)	63	69	60	67	60
<i>Net important (4 and 5) (all respondents)</i>	96	94	95	98	98
Not applicable	1	–	2	2	–
<i>Average (excludes “not applicable”)</i>	4.6	4.6	4.6	4.6	4.6
<i>Choice of Language Offered</i>					
Very unimportant (1)	1	2	1	–	2
Unimportant (2)	4	–	3	8	3
Neutral (3)	13	18	17	13	3
Important (4)	40	41	45	31	39
Very important (5)	38	33	30	43	52
<i>Net important (4 and 5) (all respondents)</i>	78	75	74	74	90
Not applicable	4	6	5	5	2
<i>Average (excludes “not applicable”)</i>	4.2	4.1	4.0	4.1	4.4

* Figures percentaged on a base of less than 100 should be interpreted with caution

Source: Customer Survey Detailed Tables – pg. 98 –108

3. Gap Analysis

Please see section IV-G.3 for a discussion of GAP analysis.

There is a very small range of averages for these attributes, and gaps also prove to be small, as CCOHS is very close to meeting customer expectations in all of these service areas, and exceeds them in the cases of courtesy and choice of language.

Customers in Quebec rate choice of language as somewhat more important than those in other jurisdictions and so, although their satisfaction with choice of language performance is quite comparable to others, the gap for this attribute is negative for them.

EXHIBIT IV-L3
GAP Analysis

Priority	Attribute	Importance	Satisfaction	GAP
1	Competency of service staff	4.7	4.3	-0.3
2	Consistency of information	4.6	4.3	-0.2
3	Helpfulness of service staff	4.6	4.5	-0.1
4	Ease of understanding of service staff	4.5	4.3	-0.2
5	Courtesy of service staff	4.4	4.5	0.1
6	Choice of language (total respondents)	4.2	4.4	0.2
	Choice of language (Quebec respondents n=31)	4.6	4.5	-0.1

M. ERRORS MADE IN PROVISION OF PRODUCTS OR SERVICES

The vast majority of CCOHS customers report that their product or service was provided without error, with 86% stating this. Somewhat fewer Inquiries users stated this, with 79% reporting error-free provision.

Atlantic region customers report the highest incidence of error-free product or service delivery, with 92% indicating there were no problems. Somewhat less happy are BC customers, where only 71% say their product or service was provided without error. (See Exhibit IV-M).

When asked what errors were made, only 17 respondents made comments. Below is a summary of their answers:

Product not provided/help not provided	35% (6 mentions)
Access problems/log-in problems	24% (4 mentions)
Outdated/wrong information provided	12% (2 mentions)
Delayed response	6% (1 mention)
All other mentions	35% (6 mentions)

EXHIBIT IV-M
Was Product/Service Provided Without Error

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Was PRODUCT/SERVICE provided without error?					
Yes	86	79	85	87	90
No	3	5	4	5	–
Don't Know	11	15	11	9	10

Cont'd

EXHIBIT IV-M (CONT'D)
Was Product/Service Provided Without Error

	Total Customers Who Recall Product/Service						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(516) %	(48)** %	(56)* %	(194) %	(88)* %	(51)* %	(79)* %
Was PRODUCT/SERVICE provided without error?							
Yes	86	92	86	89	84	71	87
No	3	–	2	2	5	6	6
Don't Know	11	8	13	9	11	24	6

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 112

N. GETTING WHAT WAS NEEDED

“Getting what was needed”, or outcome, is the final key driver of customer satisfaction in order of importance, as determined by the *Citizens First* research. Three-quarters of CCOHS customers say they got what they needed. Only 2% say they did not, while 22% report getting part of what they needed.

In the case of print publication customers, 82% say they got what they needed. Inquiries Service customers are marginally more likely to say they did not get what they needed or only part of what they need.

Customers from BC are least likely to say they got what they needed (59% vs. 74% overall). Respondents in Quebec are most likely to state they got only part of what was needed (32%, vs. 22% overall).

We examined this question by whether the customer would use or purchase the product or service again. As expected, the vast majority (80%) of customers who indicate they will purchase the product or service again say they got what they needed in the end. As well, 50% of those who will not purchase again say they got part of what they needed. Those unsure of whether they will purchase again are almost equally divided between those who did get what they needed (39%) and those who either did not or got only part of what was needed (37%). (See Exhibit IV-N.1).

When asked why they did not get all of what was needed, the main reasons given were lack of information on a topic (36%), that some information or products were not available or files on the site were not found (24%), and that some information was outdated (15%). Other reasons were each given by less than 10% of respondents.

Although the bases are small, it is interesting to examine the responses given by product category. For print publication customers the main issue was lack of information or comprehensiveness (52% saying this). Pay-for-use web customers were least likely to indicate lack of information or comprehensiveness, they were however more likely to state that the issue was information needed was not up to date. Inquiries customers, as is expected, indicated the problem was in not getting an answer or that they have not yet been answered (Exhibit IV-N.2).

EXHIBIT IV-N1
In the End Did You Get What Was Needed

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
In the end did you get what was needed?					
Yes	74	64	71	75	82
No	2	5	1	2	–
Part of What I Needed	22	27	25	23	14
Don't Know	3	3	4	–	4

Cont'd

EXHIBIT IV-N1 (CONT'D)
In the End Did You Get What Was Needed

	Total Customers Who Recall Product/Service						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(516) %	(48)** %	(56)* %	(194) %	(88)* %	(51)* %	(79)* %
In the end did you get what was needed?							
Yes	74	77	64	76	76	59	80
No	2	–	2	2	1	4	1
Part of What I Needed	22	19	32	20	19	28	19
Don't Know	3	4	2	2	3	10	–

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 116

EXHIBIT IV-N1 (CONT'D)
In the End Did You Get What Was Needed

	Total Customers Who Recall Product/Service			
	Total	Will Use/Purchase Again		
		Yes	No	Don't Know
Base = (Actual)	(516) %	(417) %	(16)** %	(83)* %

In the end did you get what was needed?

Yes	74	80	38	39
No	2	–	13	7
Part of What I Needed	22	19	50	30
Don't Know	3	1	0	13

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 117

EXHIBIT IV-N2
Why Did You Not Get All of What Was Needed

	Total Customers Who Recall Product/Service and Did Not Get All of What They Needed				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(120) %	(30)** %	(41)** %	(28)** %	(21)** %
Why did not get all of what was needed					
Lack of information/needed more information on topic/not comprehensive enough	36	47	22	32	52
Some MSDS are not on the site/some files can't be found/some products are not available	24	–	39	46	–
MSDS are not current/not up to date/outdated	15	–	34	14	–
There are no prescribed standards	7	3	12	–	10
Irrelevant information/information that we don't need	6	7	2	4	14
Didn't get an answer/questions were never responded to/have not yet been answered	5	20	–	–	–
Too comprehensive/difficult/very complex	3	–	5	–	10
Better/other databases available (for free)	3	–	5	–	5
More CHEMINFO needed/expand the CHEMINFO	3	–	–	11	–
Too expensive	2	3	–	4	–
The site is slow/takes a long time to refresh/search could be improved	2	–	2	4	–
All other mentions	7	20	–	4	5
Don't know	3	7	2	–	–

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution
Source: Customer Survey Detailed Tables – pg. 118

O. USING OR PURCHASING AGAIN

Overwhelmingly, customers would use or purchase the product or service again, with 81% saying this. Only 3% say no, and 16% say they don't know. Pay for use product customers, both Web (91%) and CD/DVD (90%) are much more likely than print publication customers (64%) to indicate they will purchase or use again. Customers in BC are somewhat less likely to agree they will use the product again than customers in other jurisdictions, but no more likely to say no (Exhibit IV-O.1).

The extremely small number of customers who said they would not purchase or use the product or service again were asked their reasons for saying this. Over half of the 16 respondents are print publication customers. The major reason is that they already have it or have no further need for it. Other reasons given were that the product or service is too expensive, or that it is out of date (Exhibit IV-O.2).

EXHIBIT IV-O1
Will Use PRODUCT/SERVICE Again

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(516) %	(92)* %	(161) %	(112) %	(151) %
Will you use or purchase PRODUCT OR SERVICE again?					
Yes	81	79	91	90	64
No	3	4	1	1	6
Don't Know	16	16	8	9	30

Cont'd

EXHIBIT IV-O1 (CONT'D)
Will Use PRODUCT/SERVICE Again

	Total Customers Who Recall Product/Service						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(516) %	(48)** %	(56)* %	(194) %	(88)* %	(51)* %	(79)* %
Will you use or purchase PRODUCT OR SERVICE again?							
Yes	81	75	80	83	78	63	94
No	3	2	4	4	5	4	-
Don't Know	16	23	16	13	17	33	6

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 120

EXHIBIT IV-O2
Why Will Not Use Product/Service Again

	Total Customers Who Recall Product/Service and Will Not Use Product/Service Again				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publications
Base = (Actual)	(16)** %	(4)** #	(2)** #	(1)** #	(9)** #

**Why will not use PRODUCT/SERVICE again
(multiple mentions allowed)**

No further need/already have it	56	1	–	1	7
Too expensive	19	–	1	1	1
Out of date/not helpful/not worth time	19	2	–	–	1
All other mentions	13	1	1	–	–
Don't know	–	–	–	–	–

**NB BASES EXTREMELY SMALL – ACTUAL NUMBERS PROVIDED FOR BASES UNDER 10

**Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 122

P. POTENTIAL NEW OFFERINGS

All respondents to the survey were asked if there were any products or services that are currently not offered by CCOHS that would be helpful to them or their organization. The majority said “don’t know,” which is not atypical for this type of question. Twenty-four per cent said no. This was consistent across product type and jurisdiction, with a somewhat higher percentage of US customers saying no (Exhibit IV-P1).

The 15% who said yes were asked what types of products or services not currently being offered would be helpful. The list appears in Exhibit IV-P2.

EXHIBIT IV-P1
**If There Are Any Products or Services Not Offered by CCOHS
That Would Be Helpful**

	Total Customers				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(549) %	(114) %	(166) %	(114) %	(155) %
If any products/services not offered that would be helpful					
Yes	15	14	17	16	14
No	24	21	29	27	19
Don't Know	61	65	54	57	67

Cont'd

EXHIBIT IV-P1 (CONT'D)
**If There Are Any Products or Services Not Offered by CCOHS
That Would Be Helpful**

	Total Customers						
	Total	Region					
		Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(549) %	(48)** %	(58)* %	(213) %	(97)* %	(54)* %	(79)* %
If any products/services not offered that would be helpful							
Yes	15	17	17	13	17	19	14
No	24	21	28	21	23	24	35
Don't Know	61	63	55	66	61	57	51

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 124

EXHIBIT IV-P2
Products or Services Not Currently Offered That Would Be Helpful

	Total Customers Who Indicated Products/Services Not Currently Offered that Would Be Helpful				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(83)* %	(16)** %	(28)** %	(18)** %	(21)** %
Products or Services Not Currently Offered That Would Be Helpful					
More information (general), links to more information	17	19	11	17	24
Specific topics e.g. forklift safety	16	6	7	6	43
Health and safety regulations/more frequent updates	13	19	7	11	19
Access to different Codes and Standards e.g. electrical code, ANSI, ASHREA	13	6	18	28	–
Web-based version/web accessible	10	6	14	17	–
CHEMINFO/improved CHEMINFO	6	6	11	6	–
Non-expiring database	4	–	7	–	5
Contacts/who to call for specific information	4	13	–	–	5
Equipment testing information	2	6	4	–	–
Other databases e.g. IRIS, IARC	2	–	4	6	–
French language materials/French web	1	–	4	–	–
Training-specific information	1	6	–	–	–
All other mentions	16	25	21	6	10
Don't Know	2	–	–	6	5

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 126

Q. DEMOGRAPHICS OF CCOHS CUSTOMERS

We asked respondents to the customer satisfaction survey a number of demographics questions to assist in classifying their responses.

1. Main Role in Organization

We asked respondents to indicate their main role in their organization. A list of 11 possible roles was provided, along with an “other specify” option.

“Safety” was selected by 30% of respondents and regulatory compliance by 12%, with other roles receiving less than 10% of mentions. Higher proportions of print publication users are in engineering (15% vs 8% overall) and security/fire protection (10% vs 6% overall). The highest proportion of regulatory/compliance workers are pay for use CD-DVD users, while a higher percentage of Inquiries users give their role as medical (11%) than customers in general (5%).

Higher proportions of US customers are in regulatory compliance (28%) and industrial hygiene (23%) than customers overall (12% and 8% respectively).

In addition to the categories provided, “clerical” was cited by 4%, and “ordering” and “education/training” were mentioned by 2% of respondents each. (Exhibit IV-Q1-2).

2. Type of Organization

A list of types of organizations was provided, along with an “other specify” option. Manufacturing (23%) and government (19%) were the most frequently cited types, followed by Service Sector (10%). A higher proportion of print publication users cited “government” (28%), and a higher proportion of Pay for Use CD/DVD are in consulting and marketing (15%), than customers generally.

In addition to the categories provided, “utility” was cited by 3%, and “transportation,” “distribution” and “mining” were mentioned by 2% of respondents each. (Exhibit IV-Q1-2).

EXHIBIT IV-Q1-2
Demographics of CCOHS Customers

	Total Customers				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publi- cations
Base = (Actual)	(549) %	(114) %	(166) %	(114) %	(155) %
Main Role in Organization					
Safety	30	25	31	25	36
Regulatory Compliance	12	8	17	21	2
Engineering	8	9	2	8	15
Industrial Hygiene	8	5	13	11	3
Security – Fire Protection	6	—	8	4	10
Medical	5	11	1	4	6
Chemistry – Science	4	4	6	7	1
Clerical	4	4	4	—	6
Research	4	4	5	1	3
Library	3	7	1	4	3
Executive/management	3	4	2	4	3
Ordering	2	4	2	2	2
Education/training	2	4	—	1	4
All other mentions	10	15	8	11	8
Type of Organization					
Manufacturer – Goods	23	17	33	29	13
Government	19	16	18	14	28
Service Sector	10	12	8	7	13
Education	9	7	13	4	8
Consulting – Marketing	8	9	4	15	5
Other Not-For-Profit	5	6	1	4	10
Health and Safety Organization	5	6	4	8	3
Hospital – Health Care Facility	4	5	2	2	8
Utility	3	4	4	3	1
Union	2	4	1	—	3
Transportation	2	1	2	3	2
Distribution	2	2	2	1	1
Mining	2	1	1	4	—
All Other Mentions	6	9	5	4	6

Cont'd

EXHIBIT IV-Q1-2 (CONT'D)
Demographics of CCOHS Customers

	Total Customers						
	Region						
	Total	Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(549)	(48)**	(58)*	(213)	(97)*	(54)*	(79)*
	%	%	%	%	%	%	%

Main Role in Organization

Safety	30	33	19	33	37	35	14
Regulatory Compliance	12	8	7	11	4	11	28
Engineering	8	4	10	12	7	4	4
Industrial Hygiene	8	12	19	4	4	4	23
Security – Fire Protection	6	10	14	4	5	2	8
Medical	5	6	7	5	2	7	4
Chemistry – Science	4	4	5	4	3	2	9
Clerical	4	4	–	3	6	6	1
Research	4	–	3	3	5	9	1
Library	3	4	-	3	4	6	1
Executive/management	3	8	3	3	3	2	–
Ordering	2	2	3	2	3	2	–
Education/training	2	6	–	2	1	4	–
All other mentions	10	8	9	11	15	8	8

Type of Organization

Manufacturer – Goods	23	13	17	29	18	13	32
Government	19	38	21	17	21	19	11
Service Sector	10	4	12	11	14	11	4
Education	9	8	10	6	11	9	11
Consulting – Marketing	8	6	7	9	1	6	15
Other Not-For-Profit	5	6	3	5	3	9	8
Health and Safety Organization	5	4	12	2	4	4	10
Hospital – Health Care Facility	4	4	9	5	3	4	1
Utility	3	6	–	2	3	–	4
Union	2	–	–	2	4	4	–
Transportation	2	4	2	2	1	6	–
Distribution	2	–	–	3	1	2	–
Mining	2	–	–	1	4	2	–
All Other Mentions	6	6	7	5	10	9	–

Cont'd

EXHIBIT IV-Q1-2 (CONT'D)
Demographics of CCOHS Customers

	Total Customers				
	Total	# FT Employees			
		1-49	50-199	200-999	1000+
Base = (Actual)	(549) %	(136) %	(111) %	(144) %	(145) %
Main Role in Organization					
Safety	30	20	28	29	44
Regulatory Compliance	12	11	13	15	10
Engineering	8	15	12	7	2
Industrial Hygiene	8	6	6	6	14
Security – Fire Protection	6	5	5	8	7
Medical	5	4	3	6	3
Chemistry – Science	4	7	5	2	3
Clerical	4	4	2	3	3
Research	4	6	4	3	2
Library	3	4	5	3	2
Executive/management	3	2	2	6	3
Ordering	2	4	1	2	2
Education/training	2	2	4	1	1
All other mentions	10	12	12	11	5
Type of Organization					
Manufacturer – Goods	23	12	21	31	29
Government	19	10	32	17	22
Service Sector	10	12	12	10	8
Education	9	2	5	10	17
Consulting – Marketing	8	21	4	3	2
Other Not-For-Profit	5	11	5	1	3
Health and Safety Organization	5	12	3	2	2
Hospital – Health Care Facility	4	4	4	6	3
Utility	3	2	–	4	5
Union	2	2	2	2	2
Transportation	2	2	2	1	3
Distribution	2	2	4	1	–
Mining	2	–	2	4	1
All Other Mentions	6	8	5	8	1

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pgs. 128-133

3. Number of Full-Time Employees

Over half of respondents to this survey work in firms of over 200 employees. A higher proportion of Inquiries users work for smaller firms, 25% in companies with 1 to 19 full time employees. Regionally, the highest proportion of small-firm customers is in Quebec, where 29% report between 1 and 19 full time employees. It is also notable that 40% of pay-for-use web customers and 43% of US customers work in larger firms of 1,000 or more employees. (Exhibit IV-Q3).

EXHIBIT IV-Q3 Number of Full Time Employees

	Total Customers Who Recall Product/Service				
	Total	Product Type			
		Inquiries Service	Pay for Use Web	Pay for Use CD/DVD	Print Publications
Base = (Actual)	(549) %	(114) %	(166) %	(114) %	(155) %
Number of Full Time Employees					
1 to 19	16	25	10	17	17
20 to 49	8	10	5	6	13
50 to 99	12	11	10	18	9
100 to 199	9	8	9	7	10
200 to 999	26	24	26	29	27
1000 or more	26	16	40	22	23
Don't Know	2	7	–	2	2
Average number of employees	593.9	435.8	784.3	539.6	536.3

Cont'd

EXHIBIT IV-Q3 (CONT'D)
Number of Full Time Employees

	Total Customers Who Recall Product/Service						
	Region						
	Total	Atlantic	Quebec	Ontario	Prairies	BC	U.S.
Base = (Actual)	(549)	(48)**	(58)*	(213)	(97)*	(50)*	(79)*
	%	%	%	%	%	%	%

Number of Full Time Employees

1 to 19	16	13	29	16	10	13	19
20 to 49	8	8	12	8	11	6	6
50 to 99	12	23	12	9	12	11	10
100 to 199	9	13	5	10	9	13	3
200 to 999	26	25	24	29	26	32	18
1000 or more	26	19	16	26	27	22	43
Don't Know	2	-	2	2	4	4	1
Average # of employees	593.9	471.4	408.6	601.9	610.1	574.5	777.2

* Figures percentaged on a base of less than 100 should be interpreted with caution

** Figures percentaged on a base of less than 50 should be interpreted with extreme caution

Source: Customer Survey Detailed Tables – pg. 136

4. Entry into Draw

Respondents to the customer survey were asked if they wished to be entered into the draw for a free year's subscription to a database service. Eighty-three per cent indicated they wished to be entered into the draw.

5. Participation In Future Research

The questionnaire asked respondents if they would be willing to participate in further research to improve CCOHS products and services, and that this research could involve either focus groups or future surveys. Seventy-two per cent agreed to participate in future research.

V. CONCLUSIONS

A. WEB SURVEY

The CCOHS web site is popular, fulfills the requirements of a majority of its users, and has a high level of user satisfaction. Continued investment in content, particularly free information, and navigability/design standards will ensure the site continues to enjoy a high rate of use and degree of satisfaction among visitors.

While the CCOHS web site receives a large number of hits, it is evident that exact placement of the pop-up invitation is critical to success of any future web surveys and that it should be placed on identical pages on both language versions of the site. There is a need to coordinate with web staff regarding placement of the pop-up invitation on site, especially regarding such factors as frequency of pop-up appearance.

With the more frequent use of such devices as pop-up blockers and “cookie crunchers”, it may become increasingly difficult to conduct such surveys in the future. Obtaining specific permission from customers and enquirers to conduct future online research with them will become key for most organizations.

B. CUSTOMER SURVEY

CCOHS provides a wide variety of information products and services to an extremely varied customer base. One might expect that satisfaction levels would vary considerably; instead, they are almost universally high. Obviously a great deal of thought and effort has been expended to create and deliver products and services of value to clients.

The majority of CCOHS customers are either satisfied or very satisfied with all rated attributes of the product or service they received. They are most satisfied with the product or service’s usefulness and relevance, and least with cost and assistance provided for solving a problem, although there is still a significant degree of satisfaction with these features (about two-thirds). Gaps between perceived importance and performance for CCOHS product and service attributes are small (0.5 or less) and show that CCOHS is very close to meeting customer expectations for most of its offerings, including the important measure of time required to receive products and services. CCOHS meets its customers’ expectations regarding the number of service staff and contacts required to obtain products and services.

The mixed mode (mailout invitation to a web survey) was not a complete success but was a reasonable approach given the restrictions faced. It is important that CCOHS obtain specific permission from its clients for future research efforts, to comply fully with Privacy regulations. As well, the use of fax and mail surveys, though perhaps old-fashioned, may still be recommended as a solution for multiple versions of customer surveys when e-mail addresses and permissions are not available.

C. COMPARISONS WITH OTHER SATISFACTION SURVEYS

At the time of writing, the Institute for Citizen Centred Service has not finalized an automated system for including satisfaction survey results into their database. Thus, comparisons to other satisfaction research is not yet available.

1. Web Visitor Survey

Our firm conducted a web visitor survey of the CCOHS site in 2001. The questions changed for the current survey, but two significant questions can be compared: number of visits to the site, and overall satisfaction. In the previous CCOHS web visitor survey, respondents recorded their number of visits verbatim, without categories to check, such as were used for the 2004 survey. Using this method, 66% reported less than 5 visits to the site and 16% had visited between 5 and 19 times. In the current survey, a significantly higher proportion of visitors (80%) have paid five or fewer visits to the site.

Respondents to the 2001 survey were asked about their overall satisfaction with the web site, using a five-point scale similar to, but not exactly the same as, the Common Measurements Tool (CMT)-type scale used in this year's survey. However, they are similar enough that a reasonable comparison can be made. In 2001, 70% of respondents indicated they were either "somewhat satisfied" or "very satisfied" with the CCOHS site; in 2004, 77% of respondents indicated a level of satisfaction with the site.

EXHIBIT V-C1.1
Overall Satisfaction with CCOHS Web Site

	2001 Web Pop-Up Survey	2004 Web Pop-Up Survey
Overall Satisfaction with CCOHS Web Site	%	%
Very unsatisfied (2001 web survey)		
Not at all satisfied (2001 customer survey)		
Very dissatisfied (2004 web survey)	16	4
Somewhat unsatisfied (2001 web and customer surveys)		
Dissatisfied (2004 web survey)	9	3
Neither (2001 web survey)		
Neutral (2001 customer & 2004 web surveys)	5	11
Somewhat satisfied (2001 web & customer surveys)/Satisfied (2004 web survey)	27	44
Very satisfied (all surveys)	43	33
Net satisfied	70	77

There has been a notable reduction in unsatisfied web visitors since the last web pop-up survey. While there may be fewer visitors indicating they are "very satisfied," the net satisfaction of visitors has increased slightly.

2. Customer Survey

a) Frequency of use

In previous research CCOHS surveys captured frequency of use. Although this is not directly comparable with the current research, as the questions involved different bases (self, others, and self and others), we provide it for the record.

	2001 Customer Survey SELF	2001 Customer Survey OTHERS	2004 Customer Survey YOU OR OTHERS
Frequency of Use	%	%	%
Daily	4	2	7
Every week (once a week or more)	29	16	19
Between every week and once a month	43	26	38
Between once a month and once a year	15	16	35

The surveys also assessed the number of persons in the organization that use the specific product or service in question.

	2001 Customer Survey	2004 Customer Survey
Number of persons using	%	%
10 or fewer	64	51
11-100	20	26
101-1000	8	12
Over 1000	4	6

The **Common Measurements Tool** (CMT) was first developed in 1998 by an inter-jurisdictional group of Canadian public servants working through the Canadian Centre for Management Development (CCMD). It was designed to help public-sector managers undertake client satisfaction surveys and to facilitate benchmarking across jurisdictions. Ideally, by using the CMT, public-sector managers are to be able to understand client expectations, assess levels of satisfaction, and identify priorities for improvement. By using the questions set out in the CMT, jurisdictions can also compare their results against peer organizations, identifying best practices, sharing lessons learned, and participating in a community of organizations dedicated to service excellence. The CCOHS 2004 survey questionnaire was developed to encompass the core questions of the CMT.

Below we present a comparison of the levels of satisfaction between the CCOHS customer survey and the *Citizens First 3* study undertaken in 2002 by the Public Sector Service Delivery Council (PSSDC), the Institute for Citizen Centred Service (ICCS) and the Institute of Public Administration (IPAC). This exhibit isolates the drivers of satisfaction previously

identified in earlier Citizens First studies as being the attributes most critical to service quality.

It must be noted that Citizens First covers all levels of government: federal, provincial and municipal; and includes a wide variety of services some of which are non-optional and many of which are not available through any other provider. It therefore does not directly compare with the provision of services by CCOHS and thus is provided for information only. As well, it has not been specifically revealed precisely how the scores out of 100 were calculated in the Citizens First study. To obtain the CCOHS score we took the average rating for that attribute and divided it by the total points available (5), and multiplied by 100. It is hoped that a more meaningful comparison will be available when the Institute for Citizen Centred Service is able to include the CCOHS data in its database.

Driver	Statement	Current Performance	
		CCOHS 2004	Citizens First 3
		Satisfaction Score (1 –100)*	
<i>Timeliness</i>	Time required to receive/deliver the service/product	84	51
<i>Fairness</i>	Service/product was provided in a fair and equitable manner	86	69
<i>Competence</i>	Competence of service staff	86	64
<i>Courtesy</i>	Courtesy of service staff	90	71
		Percent successful	
<i>Outcome</i>	In the end did you get what was needed	74	72

* The exact method of calculating the Citizens First score is not known at this time. Comparison requires extreme caution.

APPENDIX A

Web Site Visitor Survey Questionnaire

Serial: Q,
QT RANGE 1 .. 99999 DEF 99999,
Serial number

INTRO You have been invited to complete this survey as part of an evaluation of the Canadian Centre for Occupational Health and Safety's web site. Your responses will be kept confidential. CCOHS will be provided with grouped data only. Completing this survey will help CCOHS improve the quality of the services provided to you. When you complete the survey you can be entered in a draw for one of CCOHS's database services.

Q1: S OPEN
QT

How did you first learn about the CCOHS web site?

INSTRUCTIONS TO RESPONDENT: Please check only one or specify under OTHER:

AL A teacher or professor
Someone I work with
A government department or office
From an Internet search engine (e.g. Alta Vista, Google, Yahoo)
A link on another web site
Browsing on the Internet
CCOHS promotional materials
Other (PLEASE SPECIFY)
Don't Know

Q2: S,
QT

How many times have you visited the CCOHS web site in the past six months?

INSTRUCTION TO RESPONDENT: Select one.

AL Today was my first time on this web site
2 to 5 times
6 to 9 times
10 or more times
Don't Know

Q3: S,
QT

Did you find the information you were looking for?

INSTRUCTION FOR RESPONDENT: Select one.

AL
Yes
No
Not yet

Q4A: S,
QT

This section seeks to determine your level of satisfaction with different features of our web site.
Please rate your Satisfaction with this Web site using a scale where "5" means Very Satisfied and "1" means Very Dissatisfied.

If a particular feature does not apply, select Not Applicable

AL
1 - Very Dissatisfied
2 - Dissatisfied
3 - Neutral
4 - Satisfied
5 - Very Satisfied
Not Applicable

Q4B: S,
QT

Also, please rate the Importance of each feature to you as a Web site visitor using a scale where "5" means Very Important and "1" means Very Unimportant.

AL
1 - Very Unimportant
2 - Unimportant
3 - Neutral
4 - Important
5 - Very Important
Not Applicable

MT

1. Availability of free versus paid information
2. Clarity of the wording
3. Layout of the home page
4. Time required to navigate from page to page
5. Ease of finding information
6. Scope of the information
7. Usefulness of the links within the site
8. Ease of use of the search engine
9. Relevance of the search results
10. Usefulness of the help features and instructions

Q5: S,
QT

Overall, how satisfied are you with the CCOHS web site?

INSTRUCTIONS FOR RESPONDENTS: Select one.

AL

- 1 - Very Dissatisfied
- 2 - Dissatisfied
- 3 - Neutral
- 4 - Satisfied
- 5 - Very Satisfied
- Not Applicable

Q6: S OPEN,
QT

What if anything should be done to improve the CCOHS web site?

AL

- Nothing, needs no improvement
- Don't know
- Other (PLEASE SPECIFY)

The following questions will be used to classify your responses.

Q7: S OPEN,
QT

What is your main role in your organization?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER

AL

- Safety
- Industrial hygiene
- Medical
- Regulatory compliance
- Chemistry - Science - Research
- Materiel management - Ordering
- Security - Fire protection
- Engineering
- Library
- Executive/management
- Production/operations
- Other (SPECIFY)

Q8: S OPEN,
QT

For what type of organization do you work?

INSTRUCTION FOR RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER

AL

Government
Hospital - Health care facility
Service sector
Consulting - Marketing
Union
Education
Health and Safety organization
Other Not-for-profit - Association
Manufacturer - goods production
Other (SPECIFY)

Q9: S,
QT

Where are you located?

AL

Eastern Canada
Central Canada
Western Canada
USA
Other

Q10: S,
QT

The names of all those completing this survey will be entered into a draw for a free year's subscription to one of CCOHS's database services. The contact information you provide below will be used solely for survey research and verification purposes, and to enter you in the draw.

Would you like to be entered in the draw?

AL

Yes
No

IF NO TO Q10 SKIP TO Q11

IF YES TO ENTER Q10 RECORD:

Name: ___
Title: ___
Organization Name: ___
Address: ___
City: ___
Province/State: ___
Country ___
Postal/Zip Code: ___
Tel:_() _
Fax _() _
E-mail___

Q11: S,
QT

Please indicate if you would like to participate in further research to improve the CCOHS web site. This research could involve either focus groups or future surveys.

AL

Yes
No

IF NO TO Q10 AND YES TO Q11 RECORD:

Name: ___
Title: ___
Organization Name: ___
Address: ___
City: ___
Province/State: ___
Country ___
Postal/Zip Code: ___
Tel:_() _
Fax _() _
E-mail___

Thank you for taking the time to complete this questionnaire. If you have any questions, please contact Bonnie Easterbrook at 905-572-2981, extension 4401 or by e-mail at bonnie@CCOHS.ca

FRENCH VERSION

Serial: Q,
QT

RANGE 1 .. 99999 DEF 99999,

Vous avez été invité(e) à remplir ce sondage dans le cadre d'une évaluation du site Web du Centre canadien d'hygiène et de sécurité au travail (CCHST). Vos réponses resteront confidentielles. Le CCHST recevra seulement des données regroupées. Votre participation au sondage aidera le CCHST à améliorer la qualité des services qui vous sont offerts. Quand vous aurez terminé le sondage, vous serez inscrit(e) au tirage de l'un des services de bases de données du CCHST.

Q1: S,
QT

Comment avez-vous pris connaissance du site Web du CCHST la première fois?

INSTRUCTIONS AU RÉPONDANT : Veuillez cocher une seule réponse ou préciser sous AUTRE :

AL

Par un(e) enseignant(e) ou un professeur
Par un(e) collègue de travail
Par un bureau du gouvernement ou un ministère
Par un moteur de recherche sur Internet (p .ex Alta Vista, Google, Yahoo)
Par un hyperlien sur un autre site Web
En naviguant sur Internet
Matériel promotionnel du CCHST
Autre (VEUILLEZ PRÉCISER)
Je ne sais pas

Q2: S,
QT

Combien de fois avez-vous visité le site Web du CCHST au cours des six derniers mois?

INSTRUCTION AU RÉPONDANT : Sélectionnez une réponse.

AL

Je visite ce site Web pour la première fois aujourd'hui
2 à 5 fois
6 à 9 fois
10 fois ou plus
Je ne sais pas

Q3: S,
QT

Avez-vous trouvé l'information que vous cherchiez?

INSTRUCTION AU RÉPONDANT : Sélectionnez une réponse.

AL

Oui
Non
Pas encore

Q4A: S,
QT

La présente section vise à déterminer votre degré de satisfaction à l'égard des différentes caractéristiques de notre site Web. Veuillez évaluer votre degré de satisfaction quant à ce site Web sur une échelle de 5 points où 5 signifie «Très satisfait(e)» et 1 signifie «Très insatisfait(e)».

Si une caractéristique particulière ne s'applique pas, cliquez sur «Ne s'applique pas».

AL

1 - Très insatisfait(e)
2 - Insatisfait(e)
3 - Neutre
4 - Satisfait(e)
5 - Très satisfait(e)
Ne s'applique pas

Q4B: S,
QT

Aussi, à titre de visiteur du site Web, veuillez évaluer l'importance pour vous de chaque caractéristique sur une échelle de 5 points où 5 signifie «Très importante» et 1 signifie «Pas du tout importante».

AL

1- Pas du tout importante
2 - Pas importante
3 - Neutre
4- Importante
5 - Très importante
Ne s'applique pas

1. La disponibilité de l'information gratuite par rapport à l'information payante
2. La clarté du texte
3. La disposition de la page d'accueil
4. Le temps nécessaire pour naviguer d'une page à l'autre
5. La facilité à trouver l'information
6. La portée de l'information
7. L'utilité des hyperliens sur le site
8. La facilité d'utilisation du moteur de recherche
9. La pertinence des résultats de recherche
10. L'utilité des fonctions d'aide et les directives_

Q5: S,
QT

Dans quelle mesure êtes-vous satisfait(e) du site Web du CCHST dans l'ensemble?

INSTRUCTIONS AU RÉPONDANT : Sélectionnez une réponse.

AL

- 1 - Très insatisfait(e)
- 2 - Insatisfait(e)
- 3 - Neutre
- 4 - Satisfait(e)
- 5 - Très satisfait(e)
- Ne s'applique pas

Q6: S,
QT

Que pourrait-on faire pour améliorer le site Web du CCHST?

AL

- Rien, il n'a pas besoin d'être amélioré
- Je ne sais pas
- Autre (PRÉCISEZ)

Les prochaines questions serviront à classifier vos réponses.

Q7: S,
QT

Quel est votre rôle principal au sein de votre organisation?

INSTRUCTION AU RÉPONDANT : VEUILLEZ COCHER LA RÉPONSE QUI CONVIENT LE MIEUX

AL

- Sécurité
- Hygiène du travail
- Médical
- Conformité aux règlements

Chimie - Science - Recherche
Gestion du matériel - Commandes
Sécurité - Protection contre les incendies
Génie
Bibliothèque
Gestion/Administration
Production/Exploitation
Autre (PRÉCISEZ)

Q8: S,
QT

Pour quel type d'organisation travaillez-vous?

INSTRUCTION AU RÉPONDANT : VEUILLEZ COCHER LA RÉPONSE QUI CONVIENT LE MIEUX

AL

Gouvernement
Hôpital - Établissement de soins de santé
Secteur des services
Experts-conseils - Marketing
Syndicat
Éducation
Organisation de santé sécurité
Autre organisation sans but lucratif - association
Fabricant - production de marchandises
Autre (PRÉCISEZ)

Q9: S,
QT

Où êtes-vous situé?

AL

Est du Canada
Centre du Canada
Ouest canadien
États-Unis
Autre

Q10: S,
QT

Tous les participants qui rempliront le sondage seront inscrits au tirage d'un abonnement d'un an à l'un des services de bases de données du CCHST. Les coordonnées que vous indiquerez ci-dessous serviront uniquement à des fins de recherche et de vérification et, bien entendu, elles serviront à vous inscrire au tirage.

Aimeriez-vous participer au tirage?

AL

Oui
Non

IF NO TO Q10 SKIP TO Q11

IF YES TO ENTER Q10 RECORD:

Nom : ____
Titre : ____
Nom de l'organisation : ____
Adresse : ____
Ville : ____
Province/État : ____
Pays : ____
Code postal / Zip code : ____
Tél. :_()_
Télécopieur :_()_
Courriel :__

Q11: S,
QT

Veillez indiquer si vous aimeriez participer à des recherches futures afin d'améliorer le site Web du CCHST. Ces recherches pourraient comprendre des groupes de discussion ou des sondages.

AL

Oui
Non

IF NO TO Q10 AND YES TO Q11 RECORD:

Nom : ____
Titre : ____
Nom de l'organisation : ____
Adresse : ____
Ville : ____
Province/État : ____
Pays : ____
Code postal / Zip code : ____
Tél. :_()_
Télécopieur :_()_
Courriel :__

Merci d'avoir pris le temps de répondre à ce questionnaire. Si vous avez des questions, veuillez communiquer avec Bonnie Easterbrook au (905) 572-2981, poste 4401 ou par courriel à l'adresse suivante : bonnie@CCOHS.ca

APPENDIX B

Customer Survey Questionnaire

Serial: Q,
QT

RANGE 1 .. 99999 DEF 99999,
Serial number

You have been invited to complete this survey as part of an evaluation of the Canadian Centre for Occupational Health and Safety's (IF INQUIRIES SAMPLE: Inquiries Service; IF NOT INQUIRIES SAMPLE: information products and services). Your responses will be kept confidential. CCOHS will be provided with grouped data only. Completing this survey will help CCOHS improve the quality of the services provided to you. When you complete the survey you can be entered in a draw for one of CCOHS's database services.

Q1: S,
QT

Please identify which of the following CCOHS products or services you or your organization have used or purchased in the past year.

INSTRUCTIONS TO RESPONDENT: PLEASE CHECK ALL THAT APPLY

AL

Inquiries Service, free and confidential OSH inquiries 1-800 line or e-mail
Client Services and HELPLINE Service - 1-800 and e-mail
Free Web Services - information and products, e.g. OSH Answers, INCHEM, etc.
Pay for Use Web Services - Web Information Services databases & collections, e.g. MSDS, CHEMpendium, etc.
Pay for use CD-ROM or DVD Services, e.g. CCINFOdisc, Legislation series, etc.
Print Publications
"HS Canada" Internet mailing list
"Health and Safety Report" e-newsletter

Q1A: S,
QT

IF PRODUCT OR SERVICE GROUP NOT CHECKED ABOVE:
Have you ordered or used (PRODUCT OR SERVICE FROM SAMPLE FILE)?

AL

Yes
No
Don't Know

IF NO OR
DON'T KNOW
SKIP TO Q15A

We would like you to answer the following questions about (IF INQUIRIES SAMPLE: the Inquiries Service; IF NOT INQUIRIES SERVICE: SERVICE/PRODUCT FROM SAMPLE FILE)

Q2: S,
QT

Approximately how many people in your organization use or benefit from (PRODUCT/SERVICE)?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE RANGE THAT BEST FITS THE REACH OF THIS PRODUCT OR SERVICE WITHIN YOUR ORGANIZATION.

AL

- 1 to 10
- 11 to 20
- 21 to 50
- 51 to 100
- 101 to 200
- 201 to 500
- 501 to 1,000
- Over 1,000
- Don't Know

Q3: S,
QT

How frequently do you or someone else in your organization use PRODUCT/SERVICE

INSTRUCTION FOR RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER

AL

- Daily
- Every week
- Every 2 weeks
- Once a month
- Every 6 months
- Once a year or less
- Don't Know

IF INQUIRIES SAMPLE SKIP TO Q5

Q4A AND Q4B TO BE SET UP ON ONE SCREEN AS PER HARD COPY EXAMPLE

USE RADIO BUTTONS UNDER SCALES FOR BOTH PARTS

Q4A: S,
QT

In what media or format(s) do you currently receive (PRODUCT/SERVICE)?

AL
Print publication
CD-ROM
DVD
Corporate Intranet
WWW/Internet
E-mail
Don't Know

Q4B: S,
QT
In what format(s) would you prefer to receive
(PRODUCT/SERVICE)?

AL
Print publication
CD-ROM
DVD
Corporate Intranet
WWW/Internet
E-mail
Don't Know

Q5A: Q,
QT
RANGE 0 .. 0 DEF 0,
Please rate the THREE aspects of PRODUCT/SERVICE that are
most important to you. (PLEASE RATE THE TOP THREE
ASPECTS, WITH 1 = MOST IMPORTANT).

PROGRAMMER: SET UP FOR RATING THE ANSWER LIST
FROM 5B

Q5B: S,
QT
Please check which aspects you would most like to see
improved.

INSTRUCTION TO RESPONDENT: CHECK ANY THAT APPLY

AL
Understandability - Clarity
Timely delivery
Confidentiality
Affordable cost
Reliability - Credibility - Accuracy
Relevance - Usefulness
Coverage - Comprehensiveness
Up-to-date
Don't Know

Q6A: S,
QT

How satisfied are you with the following aspects of
(PRODUCT/SERVICE)?

INSTRUCTIONS TO RESPONDENT: PLEASE CHECK THE
MOST APPROPRIATE ANSWER FOR EACH ASPECT

AL

- 1 - Very Dissatisfied
- 2 - Dissatisfied
- 3 - Neutral
- 4 - Satisfied
- 5 - Very Satisfied
- Not Applicable

Q6B: S,
QT

How important are these aspects to you or your organization?

AL

- 1 - Very Unimportant
- 2 - Unimportant
- 3 - Neutral
- 4 - Important
- 5 - Very Important
- Not Applicable

- a) The time required to receive or deliver the service or product
- b) The number of contacts with CCOHS required to receive the service or product
- c) The service or product was provided in a fair and equitable manner
- d) The assistance or instructions provided for solving a problem
- e) The relevance of the service or product
- f) The usefulness of the service or product
- g) The ease of finding out how to get the service or product
- h) The ease of getting the service or product
- i) Overall, the accessibility of the service or product
- j) Overall, the cost of the service or product
- k) Overall, the quality of the service or product

Q7A AND Q7B TO BE SET UP ON ONE SCREEN AS PER
HARD COPY EXAMPLE
USE RADIO BUTTONS FOR BOTH PARTS

Q7A: S,
QT

How many days did it take to receive (PRODUCT/SERVICE),
from the first time you contacted CCOHS until you received it?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE
MOST APPROPRIATE ANSWER

AL

1 to 2 days
3 to 5 days
6 to 10 days
11 to 15 days
More than 15 days
Don't Know

Q7B: S,
QT

What is an acceptable amount of time to receive
(PRODUCT/SERVICE)?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE
MOST APPROPRIATE ANSWER

AL

1 to 2
3 to 5
6 to 10
11 to 15
More than 15
Don't Know

Q8: S,
QT

Did you deal with CCOHS service staff at any time about this
service or product?

AL

Yes
No
Don't Know

IF NO OR DON'T KNOW AT Q8 SKIP TO Q12A

Q9A AND Q9B TO BE SET UP ON ONE SCREEN AS PER
HARD COPY EXAMPLE
USE RADIO BUTTONS FOR BOTH PARTS

Q9A: S,
QT

With how many different people within CCOHS did you deal to get what you needed?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER

AL

- 1
- 2
- 3
- 4
- 5 or more
- Don't Know

Q9B: S,
QT

What is an acceptable number of people to deal with at CCOHS to get what you need?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER

AL

- 1
- 2
- 3
- 4
- 5 or more

Q10A: S,
QT

For this next question, a "contact" is defined as each different phone call, e-mail, posted letter, fax, etc. for the same service request.

How many different contacts did you have to make in order to get (PRODUCT/SERVICE)?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER

AL

- 1
- 2
- 3
- 4
- 5 or more
- Don't Know

Q10B: S,
QT

What is an acceptable number of contacts to get
(PRODUCT/SERVICE)?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE
MOST APPROPRIATE ANSWER

AL

- 1
- 2
- 3
- 4
- 5 or more
- Don't Know

Q11A: S,
QT

How satisfied are you with the following aspects of our service?

INSTRUCTIONS TO RESPONDENT: PLEASE CHECK THE
MOST APPROPRIATE ANSWER FOR EACH ASPECT

AL

- 1 - Very Dissatisfied
- 2 - Dissatisfied
- 3 - Neutral
- 4 - Satisfied
- 5 - Very Satisfied
- Not Applicable

Q11B: S,
QT

How important are these aspects to you or your organization?

AL

- 1 - Very Unimportant
- 2 - Unimportant
- 3 - Neutral
- 4 - Important
- 5 - Very Important
- Not Applicable

- a) The competency of the service staff
- b) The courtesy of the service staff
- c) The helpfulness of the service staff
- d) The ease of understanding the service staff
- e) The consistency of the information or advice received
- f) The choice of language offered by the service staff

Q12A: S,
QT

Was (PRODUCT OR SERVICE) provided without error?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER.

AL

Yes
No
Don't Know

IF NO AT Q12A ASK Q12B

OTHERS TO Q13A

Q12B: M*
OPEN,
QT

What errors were made?

OPEN END

Q13A: S,
QT

In the end, do you get what you needed from (PRODUCT OR SERVICE)?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER.

AL

Yes
No
Part of What I Needed
Don't Know

IF NO OR PART OF WHAT I NEEDED AT Q13A ASK Q13B

OTHERS TO Q14A

Q13B: M*
OPEN,
QT

Please explain why you didn't get all of what you needed.

OPEN END

Q14A: S,
QT

Will you use or purchase PRODUCT OR SERVICE again?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER.

AL
Yes
No
Don't Know

IF NO AT Q14A ASK Q14B

OTHERS TO Q15A

Q14B: M*
OPEN,
QT

Please tell us why you will not use or purchase this product or service again.

OPEN END

Q15A: S,
QT

Are there any products, services or types of information not currently offered by CCOHS that you believe would help you in your work?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER.

AL
Yes
No
Don't Know

IF YES AT Q15A ASK Q15B

OTHERS TO DEMOINTO

Q15B: M*
OPEN,
QT

Please specify what products, services or types of information not currently offered by CCOHS you believe would help you in your work.

OPEN END

The following questions will be used to classify your responses.

Q16: S OPEN,
QT

What is your main role in your organization?

INSTRUCTION TO RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER

AL

Safety
Industrial hygiene
Medical
Regulatory compliance
Chemistry - Science - Research
Materiel management - Ordering
Security - Fire protection
Engineering
Library
Executive or management
Production or operations
Other (SPECIFY)

Q17: S OPEN,
QT

For what type of organization do you work?

INSTRUCTION FOR RESPONDENT: PLEASE CHECK THE MOST APPROPRIATE ANSWER

AL

Government
Hospital - Health care facility
Service sector
Consulting - Marketing
Union
Education
Health and Safety organization
Other Not-for-profit - Association
Manufacturer - goods production
Other (SPECIFY)

Q18: S,
QT

In total, how many full-time employees does your organization employ?

INSTRUCTION TO RESPONDENTS: PLEASE CHECK THE MOST APPROPRIATE ANSWER.

AL

1 to 19
20 to 49

50 to 99
100 to 199
200 to 999
1,000 or more
Don't Know

Q19: S,
QT

The names of all those completing this survey will be entered into a draw for a free year's sub-scription to one of CCOHS's database services. The contact information you provide below will be used solely for survey research and verification purposes, and to enter you in the draw.

Would you like to be entered in the draw?

AL

Yes
No

IF NO TO Q19 SKIP TO Q20

IF YES TO ENTER Q19 RECORD:

Name:
Title:
Organization Name:
Address:
City:
Province/State:
Country
Postal/Zip Code:
Tel:_()
Fax _()
E-mail

Please update CCOHS client records with the above information

Yes
No

Q20: S,
QT

May we contact you by e-mail in the future to conduct research to improve our products and services?

AL

Yes
No

IF NO TO Q19 AND YES TO Q20 RECORD:

Name:

Title:

Organization Name:

Address:

City:

Province/State:

Country

Postal/Zip Code:

Tel:_()

Fax _()

E-mail

Please update CCOHS client records with the above information

Yes

No

Thank you for taking the time to answer our survey.

CCOHS is dedicated to maintaining high quality services
and providing the services you need.

FOR PRODUCT/SERVICE CUSTOMER SAMPLE:

If we can be of any assistance, please contact:

Client Services_(800) 668-4284 (Canada/U.S.)

