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Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics

Final Report

Presented to

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July 7, 1999

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Chapter *1*

INTRODUCTION

The Passport Office is considering the feasibility of modifying its product offering on three fronts:

- the adoption of the "one person one passport" (1p1p) principle whereby children could not be listed as an annex to their parent's passport but would possess their own passport;

- billing to the client of the postal return of the passport;

- express service within 24 or 48 hours.

In each case, the product change associates a benefit with a cost: more security from applying the 1p1p principle versus the cost of the additional passport; fewer formalities and a smaller time investment from the postal return versus the monetary cost of the return; fast turn around from the express service versus incremental costs. The full analysis of the market reaction to each product change involves more than the simple analysis of price sensitivity however. It must also include the reaction of clients as citizens and tax payers, in view of the monopoly enjoyed by the Passport Office.

This market study was designed to be used both as a product development tool and as a policy analysis tool. It is based on a solid telephone survey methodology presented in Chapter 2. The main results are provided in Chapter 3 for each new product of policy direction, in addition to information on the idea of a passport card. Additional results, presented in Chapter 4, deal with feedback on service and service expectations.

This report focuses on product-specific results. Another report will present the results of multivariate analyses which provide valuable insights into the structure of client preferences with regard to a variety of product and service features.

Chapter 2

METHODOLOGY

2.1   Questionnaire Design

The questionnaire pursued two objectives: first, to measure the reaction of Passport Office clients to three new products or policy decisions and, second, to provide a general analysis of the product characteristics most valued by clients. This report deals with the first objective.

The questionnaire was designed based on past research, information requirements expressed by Passport Office officials and market research literature. It is presented in Appendix 1.

The questionnaire is structured as follows:

*   questions 1 to 3 investigate the clients' general reaction to the characteristics of the product and service;
*   question 4 queries the respondents on their reactions, as tax payers, to various possibilities of changes to the Passport Office products and services;

- questions 5 to 7 constitute the mail delivery questions block, along with question 4b;
- express service is analysed in questions 8 and 9 (general sample of clients) and 10 to 13 (sample of express service clients), in addition to question 4c;
- the 1P1P policy option is dealt with through questions 14 to 17 and question 4a;
- questions 18 to 21, and question 4g, investigate the interest in a passport card;
- finally, questions 22 to 29 collect general information on the client's socio-demographic characteristics.

The questionnaire was submitted to 10 pre-test interviews in each official language. Minor adjustments were made to ease the interviewer's work and to improve participants understanding of the questions.

2.2   *Sampling*

Four independent samples were drawn randomly from client files dated January to March 1999:

- a general sample of all clients with no particular emphasis;
- a sample of clients having used express services;
- a sample of clients having requested mail delivery of their passport;
- a sample of clients having listed at least one child in their passport.

Some 3,000 clients were selected into the samples with the objective of completing 1,400 interviews, or 350 interviews per independent sample. Only the names and telephone numbers of the selected clients were sent to the consultant.

2.3   Fieldwork

Telephone interviews were completed between May 13 and May 27, 1999, for the three targeted samples and from June 8 to June 15, 1999, for the general sample. The following table provides a breakdown of fieldwork results, as per industry standards on data collection reporting.

Fieldwork Results

States after the last call	Number of telephone numbers
Numbers used (a)	3,073
Our of service numbers (b)	238
Valid numbers (c = a - b)	2,835
Non eligible, incapacitated (d)	204
Eligible clients (e = c - d)	**2,631**
Refusals (f)	251
No answer, busy, appointments	984
Completed (g)	**1,396**
Response rate (g / e)	53%
Refusal rate (f / e)	10%
Error margin for the entire sample for a proportion of 50%, at a 95% confidence level	±2,6 points
Error margin for each targeted sample of 350 clients for a proportion of 50%, at a 95% confidence level	± 5,2 points

Cases which were still in the call queue at the completion of the fieldwork had been attempted eight times on average.

The response rate achieved rivals best industry practices considering the short time frame available for the field work and the constrained calling hours. The refusal rate is much better than that achieved in the average client survey; this is probably as much a reflection of the quality of the relationship between the Passport Office and its clients as it indicates the care taken during the fieldwork.

2.4   *Data Processing*

Survey data were managed using Info Zéro Un's StatXP software. Data were edited to ensure conformity to the established response categories and to limit the distributions of unbound variables within reasonable values. Filtering logic instructions were developed to ensure that the reported data conforms to the skip logic of the questionnaire.

No weighting was applied to the data since the aggregation of responses from the product-specific samples would be highly artificial. Results and detailed data tables are broken down by product sample and by socio-demographics for the general sample only. Where questions targeted a specific product sample, the socio-demographic breakdown reflects that product sample.

Chapter *3*

RESULTS ON PROJECTS

3.1   Express Service

The Passport Office has developed test points for express service where clients can obtain their passport within 24 or 48 hours of completing the formalities, compared to the usual 5-day service standard. This study tested the response to that project and to the idea of over-the-counter delivery of the passport documents.

First, **the importance** of offering 24-hour or 48-hour delivery of passports was tested as part of a battery of 23 product characteristics. Among the sample representative of average Passport Office clients, express delivery options rank as low priorities with about half of respondents rating them 8, 9 or 10 on a 10-point scale (see detailed table Q3). In comparison, the highest priority — the acceptance of passports by the authorities of other countries — received 94% of high scores. Among express service clients, express service ranks in the top third priorities, with about 75% of high

> Speed of delivery, while an important consideration, is not at the top of clients' priorities. However, those who value it are willing to pay an additional $140 on average to receive their passport over the counter.

scores; even in this group, however, it is distanced from the top priority by 20 points.

As a policy position, express service also falls in the middle of the eight hypotheses tested here. As tax payers, 59% of general clients find "offering an express service where the passport can be issued within two working days[1] with an additional charge covering all Passport Office costs" reasonable (8, 9 and 10 on a 10-point scale, see detailed table Q4); 70% of express service clients shared that position. In comparison, the top rated hypothesis — offering a reduction on the next passport if the application was delivered with all required document and no additional work was required from the passport officials — obtained 79% of support and the bottom rated position — increasing the price of the passport to put in place a simpler renewal process instead of having to go through all the procedures at the expiration of the passport — 41%.

The speed of the express delivery affects its fate as a policy option: an over-the-counter service gets 63% of high scores from the average client while 24-hour service gets 58% and 48-hour service enjoys 55% (respectively 77%, 71% and 62% from express service clients)

Among general passport clients, *interest for an express service* is highly dependent on the speed of delivery (see detailed table Q8): 69% of average clients would have been interested in over-the-counter delivery of the passport; the interest level drops to 47% for 24-hour delivery and 43% for 48-hour delivery. These numbers suggest that clients are most interested in speedy delivery if it can avoid them an additional formality. The groups most interested are frequent travellers (about 60%, all speed scenarios confounded) and Anglophones (59%).

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[1]   Two other time frames were tested: "immediately" and "within one working day".

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Price Elasticity for General Clients

Price Elasticity for Express Service Clients
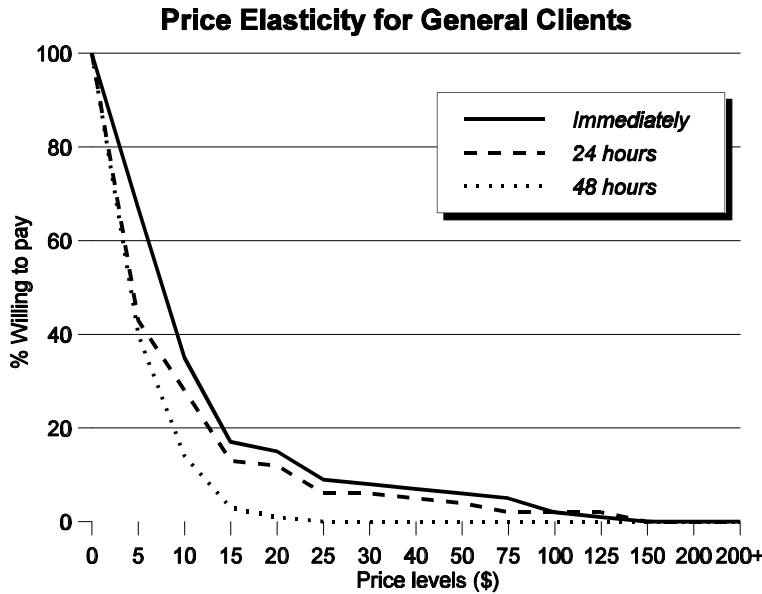
Even if they are interested, passport clients do not attach a very high value to express delivery. In addition to regular charges, on average, clients are ***willing to pay*** $14 for over-the-counter delivery, $16[1] for 24-hour delivery and $5 for 48-hour delivery. The price elasticity chart indicates that demand for express service drops rapidly to 20% of general clients at a price located between $10 and $15. The level of market interest is approximately 1% for immediate service at $140, 6% for 24-hour service at $70 and close to nil for 48-hour service at $30. These estimates are based on small sample sizes.
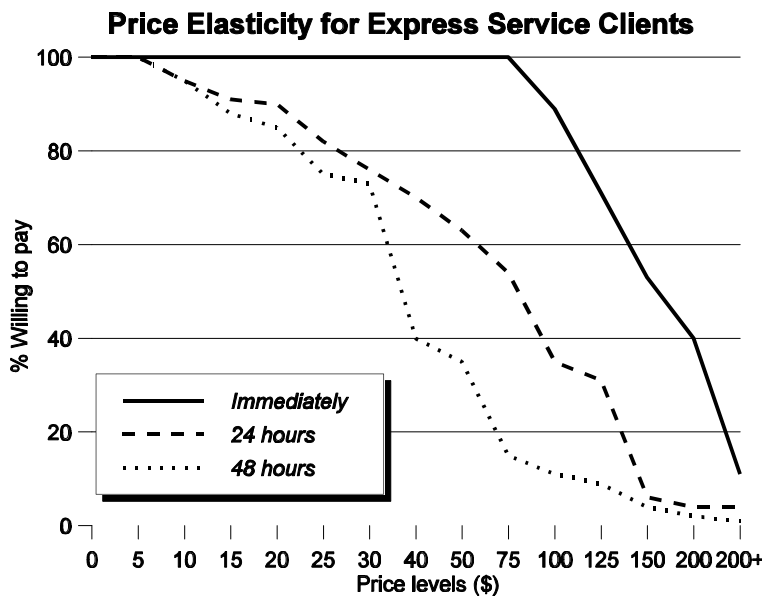
Of course, express service clients belong to the target group for this service. Notwithstanding the fact that respondents may have been influenced by the amount they were actually charged for the service, they are willing to pay $72 on average for a 24-hour delivery and $44 for 48-hour delivery (see detailed tables Q11A and Q11B). These services are presently charged $70 and $30 respectively. Moreover, clients of the 24-hour express service would have paid an additional $70 to obtain their passport over the counter instead of having to wait one working day (see detailed table Q13). The price elasticity chart suggests that about

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[1]   Not statistically different from the figure for over-the-counter delivery.

25% of 48-hour express service would have paid less than the required $30 normally; circumstances did not given them that latitude. The same is true of about 40% of 24-hour express service clients.

Although these responses from express service clients indicate a substantial willingness to pay for improved speed of service, price sensitivity is still an issue: close to two-thirds (63%) of 48-hour express service clients indicated that cost was a factor in their decision to not request 24-hour service (see detailed table Q12).

3.2   *Mail Delivery*

In order to reduce its costs, the Passport Office is considering using mail delivery as a normal return mode instead of requesting that clients pick up their passport at the office.

> Clients consider that mail delivery, accompanied with a $2 charge, is an acceptable albeit non exciting option.

The data indicate that the possibility to "pick up your passport at the office counter, instead of receiving it through express post service, your proof of citizenship being in your possession" is rated high (8, 9 and 10 on a 10-point scale) by 67% of respondents in the sample representative of all clients (see detailed table Q3); this score makes ***pick-up a bottom-third priority***.

As a policy option, the mail delivery policy, expressed as "making express post service the normal way of returning the passport to clients and charging $2 for this delivery", obtains 53% of high reasonableness scores from the general sample (see detailed table Q4), placing mail delivery as the ***second last of eight change hypotheses*** tested from a tax payer's perspective.

From a client perspective, 53% of average clients also support this direction (see detailed table Q6). Another group of 21% of clients expressed strong negative views (0 to 4 on a 10-point scale) on this issue. Whether or not they support the change, 61% of clients give high scores to the reasonableness of the $2 charge for mail delivery.

All in all, clients consider that mail delivery, accompanied with a $2 charge, is an acceptable albeit non exciting option.

3.3   1P1P Policy

The Canadian Passport Office is considering abandoning the practice of listing children in the passport of a parent since this method poses security threats and contributes to child smuggling. This study provides evidence about the clients' reactions to this project.

Parents who list their children in passports place the reduction of international child smuggling high on their priority list but are less supportive of the 1P1P policy because of the cost to them, the convenience of the current system and the lukewarm perceptions of efficacy.

For average Passport Office clients, the reduction of international **child smuggling** through passport security features ranks **seventh in importance** in a list of 23 passport characteristics: 82% of respondents from the general sample rated this aspect 8, 9 or 10 on a 10-point scale (see detailed table Q3). This is still 12 percentage points away from the top priority.

Respondents belonging to the sample of parents who have registered children in their passports (hereby called 1P1P clients) rate the reduction of international child smuggling slightly higher: 85% give this a high score, making it their **third priority**. This sense of priority does not translate directly into the level of reasonableness given to the policy position stated as "demanding that children and adults require their own separate passport as a way of improving passport security and of reducing international child smuggling": 65% of 1P1P clients rated this highly reasonable (8, 9 or 10 or a 10-point scale; see detailed table Q4). This compares to 77% of general clients rating similarly on the same policy position.

The apparent contradiction between the importance given to the reduction of child smuggling and the support for the 1P1P policy stems from the **costs** associated with the proposal, the **convenience** enjoyed with the current system and the lukewarm **perceptions of efficacy** of the project.

- *Costs*. The main reason (*ex aquo* with the simplicity of the process) why parents choose to list their children in their passport is the lower

cost of this method (see detailed table Q15). The 1P1P policy would mean that parents would have to pay additional fees, even if they were partly waved, for the children's passports.

- *Convenience*. The second most important reason that parents cite to explain why they chose to list their children in their passport is convenience: 28% noted the simpler application process and 4% mentioned other convenience-related issues such as the reduced risk of losing documents (see detailed table Q15).

- *Efficacy*. 49% of parents think that 1P1P would be somewhat or not at all effective to curtail international child smuggling (see detailed table Q17); on the other hand, 42% think it would be very effective. Younger parents are more doubtful of the effectiveness of the 1P1P policy.

It is important to note that almost one parent in ten thought that their child was too young to get a separate passport and another one in ten did not know that a separate passport was an option.

When tested in a battery, the 1P1P policy obtained 56% of high support (8, 9 or 10 on a 10-point scale; see detailed table Q16). The following variations were tested:

- a shorter validity period with a lower cost garners less support (51%);
- the assurance of free documents up to the age of one increased the support to 62%;
- dropping the consular fees also increases support to 62%.

3.4 *Passport Card*

The Passport Office has been studying the issuance of a passport card, in addition to the passport booklet, for several years. This product was described to survey participants in the following terms:

"Let me describe to you a new passport card that the Passport Office could offer: it would be an official identification; it would be the size of a credit card; it would contain the same information and photo as the passport; it would contain an electronic description of some of your physical characteristics so that no one else could use it; it would be quickly replaceable. Because of the electronic information on it, it would speed up border crossing."

> The passport card concept is greeted with generally positive reactions as long as it is offered on a voluntary basis. About 40% of clients would pay up to $35 for a card delivered with the passport and 25% would pay up to $65 for a separate product.

As tax payers, Passport Office clients react generally well to the idea of "offering a credit-card-size passport card which would not replace but be issued in addition to the passport and could be used where passports or visas are not obligatory and to return to Canada if the passport was lost or stolen": 71% gave high reasonableness scores (8, 9 and 10 on a 10-point scale) to this suggestion, placing it third in a list of eight possible changes (see detailed table Q4).

Almost seven in ten respondents from the sample representative of all clients (69%) stated that they were very interested in the product described above (see detailed table Q18); 21% were somewhat interested and 9% not at all interested.

While interest is high, willingness to pay is more limited. As the following table reports, about four clients in ten are willing to pay up to $35 for a card delivered with the booklet passport; interest drops to about two clients in ten when the price is raised to $50 (see detailed tables Q19 and Q20). As a totally separate product, the passport card seems to enjoy a rather inelastic demand: about one in four clients is interested at each price level tested ($35 to $65).

Willingness to Pay for a Passport Card

% willing to pay ... in addition to the regular passport fee to get the passport card along with the regular passport		% willing to pay ... to get the passport card on its own	
$20	39%	$35	29%
$35	36%	$50	25%
$50	18%	$65	25%

Express service clients are more receptive to paying for the passport card: 10% to 15% more of them are willing to pay for the card at each level tested, as long as the card is offered with the booklet passport. Their willingness to pay is the same for the card presented as a separate product.

Four out of five clients (76%) are of the view that, priced at $15 for a 5-year validity period, the passport card should be offered on a voluntary basis (see detailed tables Q21); 19% of clients think that, under these conditions, it should be mandatory for all.

Chapter 4

OTHER RESULTS

4.1   Feedback on Service

The passport application process is generally easy but more than four clients in ten encountered at least one problem; the ease of filling in the form is the most consequential aspect.

While this survey did not focus on getting feedback on service quality — an endeavour which requires a completely different line of questioning — it does provide some indications about the ease with which clients comply with the requirements of obtaining a passport. As Stanley A. Brown puts it "people want to deal with organizations that are easy to do business with and, if they find those organizations, they are prepared to tell their friends and associates about them"[1]. Ease of the client-provider relationship is at the core of service quality.

The next table ranks six aspects of the passport application process according to how easy clients felt they were to complete (see detailed table Q1).

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[1]   Stanley A. Brown, *What Customers Value Most*, Toronto, John Wiley and Sons, 1995, p. 7.

**% scoring 8, 9 and 10 on a 10-point scale
where 10 means extremely easy**

Obtaining photographs 86%
Obtaining the passport application forms 86%
Obtaining the proof of citizenship 85%
Filling in the passport application form 84%
Obtaining a guarantor's signature 79%
The entire process from getting a form to ... obtaining your passport 74%

The first conclusion from these numbers is that, even in the absence of bechmarking or time-based comparisons, the proportion of clients who report having little to no difficulty with each dimension is high. The easiest phases at the top of this list raise few concerns. The guarantor's signature rates somewhat lower on the ease scale.

What is surprising of these numbers is that the entire process is rated lower than each part. The following data explain this phenomenon. First, the next table reports that a little more than half the clients encountered no difficulty with the five dimensions assessed; 44% of clients indicated at least one area of difficulty.

	% of clients	% scoring 8, 9 and 10 on the ease of the entire application process
None of the requirements considered difficult	56%	84%
One requirement considered difficult	25%	77%
Two requirements considered difficult	10%	53%
Three or more requirements considered difficult	9%	27%

The next table also indicates that the likelihood of rating the entire process easy drops very fast as the number of requirements considered difficult to comply with increases. When all of the requirements were considered easy, 84% of clients rated the entire process easy. But when two of the five requirements were rated less than easy, about half (53%) of clients scored the entire process easy.

More importantly, the data indicate that, of the five requirements tested, the ease of completing the application form is the one which affects the overall perception of clients the most directly (see detailed table Q1F):

whereas 80% of clients who found filling the form easy rated the entire process high, only 39% who found completing the form less than easy (rated 1 to 7 on a 10-point scale) scored similarly on the overall process scale; that translates into a 41 point drop. The other effects are listed below.

	Drop in the score of overall process ease associated with a lower score on each dimension
Filling in the passport application form	41 points
Obtaining photographs	36 points
Obtaining a guarantor's signature	33 points
Obtaining the passport application forms	29 points
Obtaining the proof of citizenship	29 points

4.2   *Expected Delay for Delivery*

The average expected passport delivery delay is seven days; 57% of clients would expect a delay longer than the current service standard.

Normal passport applications are processed within five days. The overall satisfaction of Passport Office clients measured repeatedly in the past might stem in part from exceeding expectations on this aspect of the service. Indeed, asked how long they would expect to wait to obtain their passport, clients from the sample representative of all clients indicated an average of seven days; 57% of these clients indicated an expectation beyond the actual service standard (see detailed table Q2).

1P1P clients were even less difficult to please, with an average expectation of 8.5 days.

Not surprisingly, express service clients expect faster turn around; this translates into an average expected delivery delay of 4.4 days (22% within one day and 32% within two to three days).

4.3   *Expected Validity Period*

Clients were asked how long a Canadian passport should be valid. Half of clients (52%) were in agreement with the current validity period of five years (see detailed table Q3B2). The second largest group, 27% of clients,

would prefer a 10-year validity period. The overall average expectation regarding the validity period if seven years.

The current 5-year validity period satisfies 59% of clients. Another 12% would prefer to lengthen this period to between six and nine years.

4.4   Other projects

Four other possible changes to the present passport regime were tested in this survey. Results are presented below.

Off peak period cost reductions. The idea of "reducing the cost of the passport if the request is made outside the peak period of the year" was tested. Some 59% of respondents found the idea reasonable (8, 9 and 10 on a 10-point scale), as tax payers. This places this option sixth in a list of eight possible changes.

Low burden cost reductions. The option of "offering a reduction on the next passport if the application was delivered with all required documents and no additional work was required from the passport officials" was the most supported suggestion for change: with 79% of high reasonableness scores, it achieved first place among eight options.

Simpler renewal process. Conversely, "increasing the price of the passport to put in place a simpler renewal process instead of having to go through all the procedures at the expiration of the passport" was the least acceptable option. Some 41% of survey participants, responding as citizens, rated it highly on the reasonableness scale.

Biometrics. Resistance to biometrics appears to be decreasing. Two-thirds (66%) of respondents thought it highly reasonable to "include some information about your physical characteristics, like the hand geometry or the shape of the face, in passport documents to enhance security by definitively linking the person to the document".

APPENDIX 1
Questionnaire

Market Study of Possible New Passport Products and Services

Hello, my name is _____ and I call you on behalf of the Canadian Passport Office. You have recently obtained a passport. I would like to ask you a few questions related to the service you received. It will take no more than 10 minutes and your answers will remain totally confidential. May I begin?

(CLIENT TYPE — 1P1P, EXPRESS, GENERAL — IS CODED BEFORE THE INTERVIEW)

CLIENT EXPECTATIONS

Q1 **Now, on a scale from 0 to 10 where 0 means extremely difficult, 10 means extremely easy and 5 means neither easy, nor difficult, how easy or difficult was each of the following steps when you last applied for your passport?**
(ITEMS ARE PERMUTATED TO AVOID SEQUENCING EFFECTS EXCEPT FOR THE LAST ITEM WHICH IS FIXED; REPEAT THE QUESTION AND SCALE AT REGULAR INTERVALS)

a) obtaining your proof of citizenship
b) obtaining photographs
c) obtaining a guarantor's signature
d) obtaining the passport application form
e) filling in the passport application form
f) the entire process from getting a form to submitting your request and obtaining your passport

Q2 **Disregarding your recent passport application experience, as a consumer, how many minutes, hours, days or weeks would you EXPECT to wait to obtain your passport counting from the time you have provided all relevant information and documents?**

VALUE: _____
UNIT: MINUTES, HOURS, DAYS, WEEKS ....
DK/NR 999

Q3   **First, I would like to know how important each of the following aspects are to you in obtaining and using a passport. Please answer on a scale from 0 to 10 where 0 means not at all important, 10 means extremely important and 5 means somewhat important. How important to you is...**
(ITEMS ARE PERMUTATED TO AVOID SEQUENCING EFFECTS EXCEPT FOR THE FIRST ANS LAST ONES WHICH ARE FIXED; REPEAT THE QUESTION AND SCALE AT REGULAR INTERVALS)

a)   the reduction of international child smuggling through passport security features
b)   access to the Passport Office by telephone
c)   parking close to the Passport Office building
d)   the location of the passport office in the city
e)   the signs inside the passport office
f)   access to passport application forms
g)   service outside normal working hours
h)   sending the passport form and supporting documents by mail instead of having to deliver them in person
i)   the friendliness of the Passport Office personnel
j)   the knowledge of the Passport Office personnel
k)   the ability of the Passport Office personnel
l)   the time it takes to complete a visit at the Passport Office
m)   the time it takes the Passport Office to produce a passport
n)   the time it takes you to obtain your passport after it is issued by the Passport Office
o)   obtaining your passport within one working day of requesting it
p)   obtaining your passport within two working days of requesting it
q)   the simplicity of the requirements to obtain a passport
r)   the acceptance of your passport by the authorities in other countries
s)   making the passport difficult to use by an imposter
t)   picking up your passport at the office counter, instead of receiving it through express post service, your proof of citizenship being in your possession
u)   the number of years the passport is valid
v)   a renewal process that is simpler than the original application process
w)   the price of the passport

Q3b   **Considering the price of the passport, the risks of counterfeiting and your own needs, for how many years do you think a passport should be valid?**

Q4   **Now, I will read you a description of possible changes the Passport Office may be contemplating. Please tell me, AS A TAX PAYER, how reasonable you find these suggestions using a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...**
(ITEMS ARE PERMUTATED TO AVOID SEQUENCING EFFECTS)

   a)   Demanding that children and adults require their own separate passport as a way of improving passport security and of reducing international child smuggling
   b)   Making express post service the normal way of returning the passport to clients and charging $2 for this delivery
   c)   Offering an express service where the passport can be issued (immediately at the counter|within one working day|within two working days) with an additional charge covering all Passport Office costs
   d)   Reducing the cost of the passport if the request is made outside the peak period of the year
   e)   Offering a reduction on the next passport if the application was delivered with all required documents and no additional work was required from the passport officials
   f)   Increasing the price of the passport to put in place a simpler renewal process instead of having to go through all the procedures at the expiration of the passport
   g)   Offering a credit-card-size passport card which would not replace but be issued in addition to the passport and could be used where passports or visas are not obligatory and to return to Canada if the passport was lost or stolen
   h)   Including some information about your physical characteristics, like the hand geometry or the shape of the face, in passport documents to enhance security by definitively linking the person to the document

MAIL DELIVERY

(GENERAL SAMPLE)

Q5   You have recently obtained a new passport. Did you have it delivered to you by mail or did you visit the Passport Office to pick it up?

> MAIL DELIVERY 1
> COUNTER DELIVERY 2
> DK/NR 9

(GENERAL SAMPLE)

Q6   In order to reduce its costs, the Passport Office is considering using express post service to return all passports instead of you picking it up at the passport office. On the 0 to 10 scale, how reasonable do you find this suggestion?

(GENERAL SAMPLE)

Q7   Considering that, with express post service for all deliveries, clients would not have to travel to the Passport Office, how reasonable would you find a $2 increase in fees to cover postage?

EXPRESS SERVICE

(GENERAL SAMPLE)

Q8 When you requested a passport, you might have been told that the Passport Office would issue it within 5 working days. Would you have been interested in getting your passport (immediately at the counter|within one working day|within two working days) instead?

> YES 1
> No 2
> DK/NR 9

(GENERAL SAMPLE; IF YES ON THE PREVIOUS QUESTION)

Q9 How much more would you have been willing to pay to get your passport within (immediately at the counter|one working day|two working days)?

> NOTHING . . . . NNN
> AMOUNT: _____
> DK/NR 999

(EXPRESS SAMPLE)

Q10 You have recently obtained a new passport using the express service. Did you choose the 24-hour service or the 48-hour service?

> 24-HOUR 1
> 48-HOUR 2
> DK/NR 9

(EXPRESS SAMPLE)

Q11 You were charged an extra ($70|$30) to obtain your passport within (one working day|two working days). Had you not known that, how much would you have been willing to pay to get your passport within that amount of time?

> NO MORE THAN CHARGED . . . . NNN
> AMOUNT: _____
> DK/NR 999

(EXPRESS SAMPLE; 48-HOURS ON THE SELECTION QUESTION)

Q12   **Was the additional cost of obtaining the passport within 24 hours a factor in your decision to request a 48-hour turn-around time?**

YES 1
No 2
DK/NR 9

(EXPRESS SAMPLE; 24-HOURS ON THE SELECTION QUESTION)

Q13   **If it had been possible, how much beyond the $70 you were charged for the 24-hour turn-around would you have been willing to pay, if anything, to obtain your passport over the counter?**

NO MORE THAN CHARGED   . . . .   NNN
AMOUNT: _____
DK/NR 999

1P1P

(1P1P SAMPLE)
Q14 Your passport lists one or more of your children. Could you tell me why you had your children listed in your passport? (DO NOT READ)

BECAUSE THEY TRAVEL WITH ME 01
JUST IN CASE 02
OTHER (SPECIFY: _____) 98
DK/NR 99

(1P1P SAMPLE)
Q15 And why do you have your children listed in your passport instead of requesting separate passports for them? (DO NOT READ)

COST CONSIDERATIONS 01
SIMPLER PROCESS 02
BOTH COST AND SIMPLICITY 03
OTHER (SPECIFY: _____) 98
DK/NR 99

(1P1P SAMPLE)
Q16 It is generally agreed that listing children in parents' passports poses security threats and contributes to international child smuggling. On the 0 to 10 scale, how reasonable would you find each of the following suggestions?
(ALL ITEMS EXCEPT THE FIRST ARE PERMUTATED TO AVOID SEQUENCING EFFECTS)

a)   Every child should get his or her own passport
b)   Every child should get his or her own passport but it would be free for children under the age of one
c)   Every child should get his or her own passport but it would be valid for a shorter time and be cheaper
d)   Every child should get his or her own passport but the cost of assisting Canadians abroad, that is, $25 of the 60$, would NOT be charged

(1P1P SAMPLE)

Q17 **In your view, how effective would it be to demand one passport per person in order to curtail international child smuggling? Would it be very effective, somewhat effective or not at all effective?**

VERY EFFECTIVE 1
SOMEWHAT EFFECTIVE 2
NOT AT ALL EFFECTIVE 3
DK/NR 9

PASSPORT CARD

Q18 **Let me describe to you a new passport card that the Passport Office could offer: it would be an official identification; it would be the size of a credit card; it would contain the same information and photo as the passport; it would contain an electronic description of some of your physical characteristics so that no one else could use it; it would be quickly replaceable. Because of the electronic information on it, it would speed up border crossing. If it were free for current passport owners, would you be very interested in getting one of these passport cards, somewhat interested or not at all interested?**

> VERY INTERESTED 1
> SOMEWHAT INTERESTED 2
> NOT AT ALL INTERESTED 3
> DK/NR 9

(IF SOMEWHAT OR VERY INTERESTED)

Q19 **Would you be willing to pay ($20|$35|$50) in addition to the regular passport fee to get this passport card along with your regular passport?**

> YES 1
> No 2
> DK/NR 9

(IF SOMEWHAT OR VERY INTERESTED)

Q20 **Would you be willing to pay ($35|$50|$65; *the value must be higher than that of the previous question*) to get this passport card on its own?**

> YES 1
> No 2
> DK/NR 9

Q21 **If it was priced at $15 for 5 years of validity, do you think that this passport card should be mandatory for all passport applicants or should it be offered only on a voluntary basis?**

> MANDATORY FOR ALL 1
> VOLUNTARY BASIS 2
> DK/NR 9

SOCIO-DEMOGRAPHICS

Q22 **Finally, I have a couple of questions for statistical purposes. To the best of your recollection, how many Canadian passports have you had in your life?**

NUMBER: _____
DK/NR 99

(1P1P SAMPLE)
Q23 **How many children are listed on your passport?**

NUMBER: _____
DK/NR 99

Q24 **How frequently do you travel to the United States? (READ)**

MORE THAN ONCE A YEAR 1
ABOUT ONCE A YEAR 2
ABOUT ONCE EVERY SECOND YEAR 3
ABOUT ONCE EVERY THREE TO FIVE YEARS 4
MORE RARELY THAN THAT 5
DK/NR 9

Q25 **How frequently do you travel outside Canada and the United States? (READ)**

MORE THAN ONCE A YEAR 1
ABOUT ONCE A YEAR 2
ABOUT ONCE EVERY SECOND YEAR 3
ABOUT ONCE EVERY THREE TO FIVE YEARS 4
MORE RARELY THAN THAT 5
DK/NR 9

Q26 **Which language do you use primarily to inform yourself about recent events, like reading the newspaper or watching the news on television?**

ENGLISH 1
FRENCH 2
OTHER 3
DK/NR 9

Q27 **In which year were you born?**

1 9 ___ ___ . . . .
NR 99

Q28 **Consider the total income earned by all members of your household. In which category would that total before-tax household income for 1998 fall? (READ)**

LESS THAN $25,000 1
MORE THAN $25,000 AND LESS THAN $50,000 2
MORE THAN $50,000 AND LESS THAN $75,000 3
MORE THAN $75,000 4
DK/NR 9

Q29 **Finally, so that we can tally your answers, could you give me the first three digits of your home postal code?**

3 DIGITS . . . . __ __ __
DK/NR 999

THANK YOU FOR YOUR COOPERATION

RECORD THE RESPONDENT'S GENDER

FEMALE 1
MALE 2

CODE THE RESPONDENT'S PROVINCE OF RESIDENCE

Province . . . .

RECORD THE AREA CODE

Area Code . . . .

APPENDIX 2
Data Tables

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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Now, on a scale from 0 to 10, how easy or difficult was each of the following steps when you last applied for your passport?

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q1 (Top ease 8-10)																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Photographs	86%	85%	81%	81%	85%	86%	85%	84%	90%	85%	93%	82%	89%	89%	92%	89%	83%	84%	87%	79%	86%	92%	75%
																				-		+	
Application form (obtaining)	86%	82%	82%	79%	87%	85%	86%	86%	84%	84%	93%	82%	88%	89%	87%	85%	83%	85%	86%	80%	85%	94%	67%
										-	+											++	
Proof of citizenship	85%	83%	75%	85%	84%	85%	86%	84%	83%	86%	84%	84%	83%	91%	80%	89%	83%	84%	86%	82%	90%	78%	92%
			---																		+	-	
Application form (filling in)	84%	80%	81%	80%	82%	85%	84%	84%	79%	85%	84%	82%	83%	90%	83%	83%	90%	85%	83%	79%	89%	84%	83%
Guarantor's signature	79%	75%	71%	73%	72%	82%	77%	76%	81%	79%	83%	70%	84%	86%	78%	89%	79%	80%	78%	72%	80%	82%	83%
	+				-	+						--											
Entire process	74%	74%	69%	70%	72%	75%	70%	73%	83%	71%	86%	73%	72%	83%	78%	81%	74%	76%	72%	68%	74%	83%	75%
									+	-	+											+	
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

Now, on a scale from 0 to 10, how easy or difficult was each of the following steps when you last applied for your passport?

	Gene-ral	# OF REQUIREMENTS BELOW 8				PROOF OF CITIZENSHIP		PHOTOGRAPHS		GUARANTOR'S SIGNATURE		APPLICATION FORM		FILLING THE FORM	
		0	1	2	3+	8-10	1-7	8-10	1-7	8-10	1-7	8-10	1-7	8-10	1-7
Q1F the entire process from ...															
real # of participants:	347	194	87	36	30	295	47	298	48	274	69	297	45	291	51
	100%	56%	25%	10%	9%	85%	14%	86%	14%	79%	20%	86%	13%	84%	15%
Top (8-10)	74%	84%	77%	53%	27%	78%	49%	78%	52%	80%	57%	78%	49%	80%	39%
		+++		--	---	+++	---	+++	---	+++	---	+++	---	+++	---
Mid range (5-7)	21%	12%	21%	39%	60%	18%	45%	18%	42%	17%	36%	19%	40%	16%	49%
		---		++	+++	---	+++	---	+++	---	+++	--	++	---	+++
Low (0-4)	3%	1%	2%	8%	13%	3%	6%	2%	6%	1%	7%	2%	11%	2%	12%
		-			+++					--	++	--	++	---	+++
DK/NR	1%	3%	-	-	-	1%	-	2%	-	2%	-	1%	-	1%	-
		+													
chi²:		(***)				(***)		(***)		(***)		(***)		(***)	
± ... at 50%:	5	7	11	16	18	6	14	6	14	6	12	6	15	6	14
mean for these data:	8.42	9.08	8.29	7.11	6.20	8.63	7.15	8.63	7.27	8.73	7.45	8.66	6.89	8.73	6.63
sig. test for means:	*	***		***	***	***	***	***	***	***	***	***	***	***	***

Disregarding your recent passport application experience, as a consumer, how many minutes, hours, days or weeks would you EXPECT to wait to obtain
your passport counting from the time you have provided all relevant information and documents?

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | | | |
| | | | | | # OF PASSPORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q2 (capped at 31 days) real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Within 1 day	8%	9%	22%	8%	7%	8%	8%	7%	9%	8%	5%	8%	8%	6%	7%	2%	5%	6%	10%	9%	7%	9%	8%
	--	-	+++	-																			
Within 2-3 days	14%	14%	32%	16%	9%	16%	15%	15%	10%	13%	16%	7%	18%	14%	13%	21%	12%	14%	13%	16%	15%	12%	17%
	--	--	+++									-	+										
Within 4-5 days	17%	14%	12%	11%	20%	15%	15%	13%	20%	19%	11%	18%	21%	10%	17%	15%	21%	16%	19%	16%	18%	12%	33%
	+																						
Within 6-7 days	37%	36%	23%	29%	41%	36%	40%	36%	36%	36%	43%	35%	34%	44%	38%	34%	38%	40%	34%	37%	39%	39%	17%
	++	+	---																				
More than 7 days	20%	22%	8%	34%	21%	19%	19%	24%	21%	20%	24%	30%	15%	20%	22%	23%	21%	20%	21%	18%	18%	25%	25%
			---	+++								++	-										
DK/NR	4%	5%	3%	2%	3%	5%	4%	4%	4%	4%	1%	2%	5%	6%	2%	4%	3%	5%	3%	6%	4%	2%	-
chi²:	***																						
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.23	7.14	4.43	8.50	7.78	6.91	7.16	7.44	7.41	7.15	7.62	8.76	6.31	7.20	7.56	7.16	7.88	7.45	7.01	6.87	7.11	7.72	6.50
sig. test for means:			***	***								**	**										
median:	7	7	3	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	5

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3 (Top importance 8-10)																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Acceptance by other countries	94%	94%	95%	94%	90%	96%	96%	96%	89%	95%	92%	93%	94%	94%	95%	94%	97%	92%	95%	91%	96%	92%	92%
(sig)					-	+			--														
Difficult to use by imposter	95%	92%	94%	93%	90%	97%	95%	94%	96%	95%	97%	94%	95%	96%	95%	94%	98%	96%	94%	93%	95%	97%	92%
(sig)						+																	
Ability of staff	90%	87%	88%	83%	89%	91%	89%	85%	94%	89%	96%	85%	92%	94%	93%	89%	88%	90%	91%	88%	89%	93%	100%
(sig)	+			--								-											
Knowledge of staff	87%	86%	86%	84%	87%	88%	88%	86%	89%	87%	89%	84%	88%	91%	92%	83%	86%	87%	88%	84%	86%	89%	100%
Child smuggling	82%	76%	81%	85%	84%	81%	82%	78%	81%	79%	92%	86%	85%	71%	85%	85%	81%	83%	80%	73%	82%	91%	83%
(sig)		-		+						--	++			--						--		+	
Friendliness of staff	84%	81%	79%	79%	83%	85%	83%	80%	89%	81%	93%	80%	85%	90%	91%	85%	79%	85%	83%	74%	82%	92%	100%
(sig)										-	+									--		++	
Access to forms	83%	80%	74%	80%	80%	84%	80%	81%	84%	81%	87%	81%	81%	89%	87%	74%	83%	88%	77%	81%	79%	89%	92%
(sig)			--															++	--				
Time to complete a visit	78%	76%	76%	73%	74%	79%	77%	77%	80%	77%	83%	72%	80%	84%	79%	70%	86%	80%	75%	76%	75%	83%	83%
Time to produce a passport	76%	70%	83%	72%	77%	75%	76%	75%	74%	72%	88%	73%	76%	77%	81%	72%	72%	77%	75%	74%	70%	84%	67%
(sig)		-	+++							--	++											+	
Time to obtain the passport	72%	72%	80%	74%	73%	72%	68%	71%	77%	68%	86%	74%	69%	76%	78%	66%	71%	72%	73%	66%	65%	89%	67%
(sig)			+							--	++										-	+++	
Simpler renewal process	73%	73%	71%	74%	77%	70%	75%	72%	74%	72%	75%	81%	71%	70%	78%	68%	72%	73%	72%	70%	75%	76%	58%
(sig)												+											
Simplicity of the requirements	70%	71%	75%	73%	68%	70%	68%	64%	76%	65%	84%	65%	72%	71%	72%	66%	66%	74%	66%	68%	60%	79%	83%
(sig)										--	++										--	+	
Number or years of validity	68%	65%	68%	71%	69%	68%	69%	71%	64%	67%	68%	70%	67%	73%	71%	68%	66%	70%	67%	70%	71%	67%	50%
Location of PPO in the city	73%	66%	66%	64%	69%	74%	72%	68%	77%	71%	78%	67%	74%	77%	80%	62%	76%	74%	71%	62%	74%	79%	75%
(sig)	++															-				-			
Price of the passport	67%	65%	64%	65%	65%	68%	66%	68%	70%	67%	68%	71%	65%	69%	70%	68%	60%	72%	63%	67%	67%	69%	75%

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Access to PPO by telephone	65%	61%	65%	66%	69%	63%	63%	62%	76%	68%	61%	68%	63%	63%	74%	64%	71%	69%	61%	70%	60%	67%	75%
									+														
Signs inside the PPO	70%	65%	61%	57%	75%	68%	69%	70%	71%	66%	80%	68%	69%	81%	77%	68%	64%	70%	70%	57%	73%	80%	67%
	++			--						-	+			+						--		+	
Delivery within 2 days	54%	55%	76%	54%	52%	54%	52%	54%	57%	52%	61%	55%	53%	53%	66%	51%	53%	54%	53%	51%	50%	58%	67%
	--	-	+++	-																			
Service outside normal hours	58%	53%	61%	56%	63%	55%	57%	58%	60%	58%	61%	63%	58%	49%	55%	64%	59%	60%	56%	52%	62%	57%	58%
Parking close to PPO	59%	61%	53%	53%	63%	56%	61%	61%	47%	57%	67%	57%	57%	63%	56%	45%	59%	58%	60%	57%	60%	63%	33%
									-														
Pick up at the counter	67%	33%	59%	51%	68%	66%	67%	70%	64%	69%	59%	60%	67%	74%	71%	64%	64%	63%	71%	66%	70%	61%	75%
	+++	---	++																				
Delivery within 1 day	46%	46%	72%	41%	55%	41%	43%	42%	51%	39%	63%	51%	42%	49%	58%	49%	36%	46%	47%	37%	40%	62%	58%
	-	-	+++	---	+	-				---	+++				+		-			-		+++	
Sending forms by mail	40%	59%	48%	46%	43%	39%	43%	43%	36%	36%	55%	49%	37%	31%	42%	43%	36%	42%	38%	34%	35%	51%	58%
	---	+++								--	++	+										+	
chi²:	***																						
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

Considering the price of the passport, the risk of counterfeiting and your own needs, for how many years do you think a Canadian passport should be valid?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3B2																							
real # of participants:	347	-	-	-	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
1-4 years	7%	-	-	-	10%	6%	6%	7%	10%	6%	12%	11%	8%	1%	7%	6%	7%	9%	6%	6%	5%	12%	-
														-								+	
5 years	52%	-	-	-	61%	48%	51%	55%	53%	52%	51%	58%	52%	49%	56%	55%	52%	55%	49%	47%	58%	51%	75%
					+	-																	
6-9 years	12%	-	-	-	7%	14%	11%	10%	13%	11%	17%	13%	8%	13%	12%	11%	12%	11%	12%	12%	8%	15%	8%
10 years	27%	-	-	-	20%	30%	31%	26%	20%	29%	17%	16%	31%	33%	22%	26%	29%	24%	29%	34%	25%	20%	17%
					-	+				+	-	--								+			
More than 10 years	2%	-	-	-	-	3%	1%	-	4%	2%	3%	1%	1%	3%	2%	2%	-	1%	2%	1%	2%	2%	-
									++														
DK/NR	1%	-	-	-	2%	0%	1%	1%	-	1%	-	-	1%	1%	1%	-	-	1%	2%	-	2%	-	-
																					+		
chi²:					(**)																		
± ... at 50%:	5	*	*	*	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.08	*	*	*	5.96	7.64	6.94	6.44	8.07	7.05	7.21	6.35	6.91	7.77	6.96	7.30	6.64	6.82	7.33	7.12	6.79	7.09	6.08
sig. test for means:	*	*	*	*	***	***		*															

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4 (Top reasonable 8-10) real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Reduction for no add. work	79%	79%	76%	78%	72% -	82% +	80%	78%	80%	79%	83%	78%	81%	80%	76%	85%	78%	80%	78%	78%	79%	83%	92%
Separate passports	77%	77%	78%	65% ---	75%	78%	78%	77%	71%	76%	79%	77%	75%	79%	81%	81%	71%	76%	78%	72%	79%	80%	67%
Passport card	71%	69%	72%	67%	69%	71%	70%	70%	73%	69%	72%	72%	68%	70%	78%	70%	71%	73%	68%	67%	66%	80% +	92%
Biometrics	66%	67%	65%	70%	69%	65%	65%	67%	69%	66%	70%	60%	69%	70%	70%	68%	57%	65%	67%	62%	65%	72%	58%
Express service	59% -	64%	70% ++	61%	57%	59%	58%	64%	57%	59%	58%	65%	56%	57%	64%	51% -	76% +	60%	57%	51%	62%	64%	50%
Reducing outside peak periods	59%	64%	58%	59%	60%	58%	57%	61%	61%	62%	50%	63%	52%	64%	60%	62% -	52%	64%	54%	50%	63%	60%	58%
Express post = normal service	53% -	71% +++	56%	54%	55%	52%	51%	54%	59%	51%	59%	54%	49%	60%	53%	53%	60%	51%	55%	48%	51%	61%	67%
Simpler renewal process	41%	47%	44%	41%	40%	41%	43%	43%	34%	40%	42%	41%	40%	43%	45%	34%	43%	40%	41%	40%	37%	44%	50%
chi²: ± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4C1 Offering an express service - immediately																							
real # of participants:	115	134	133	138	39	75	76	57	17	82	29	31	54	23	33	19	20	59	56	29	41	32	4
Top (8-10)	63%	62%	77%	61%	49%	69%	58%	65%	76%	61%	66%	58%	63%	70%	64%	47%	80%	61%	64%	59%	63%	69%	25%
			++		-	+																	
Mid range (5-7)	25%	20%	15%	25%	38%	19%	30%	23%	12%	27%	24%	29%	26%	17%	27%	32%	15%	25%	25%	31%	22%	22%	50%
			-		+	-																	
Low (0-4)	10%	14%	8%	11%	13%	9%	11%	11%	6%	10%	10%	10%	9%	13%	9%	16%	5%	10%	11%	7%	15%	9%	-
DK/NR	2%	4%	1%	3%	-	3%	1%	2%	6%	2%	-	3%	2%	-	-	5%	-	3%	-	3%	-	-	25%
chi²:																				(*)			
± ... at 50%:	9	8	8	8	16	11	11	13	24	11	18	18	13	20	17	22	22	13	13	18	15	17	49
mean for these data:	7.65	7.42	8.20	7.55	6.85	8.07	7.49	7.75	8.56	7.68	7.66	7.40	7.85	7.61	7.79	6.89	8.70	7.65	7.64	7.82	7.46	7.94	6.67
sig. test for means:			*		*	*																	
Q4C2 Offering an express service - 24 hours																							
real # of participants:	124	115	115	105	40	82	79	46	31	96	24	31	50	27	27	16	19	63	61	29	55	26	6
Top (8-10)	58%	62%	71%	56%	50%	61%	58%	59%	52%	58%	54%	58%	54%	59%	63%	50%	79%	56%	61%	48%	60%	62%	67%
			+																				
Mid range (5-7)	21%	23%	15%	28%	25%	20%	22%	17%	26%	20%	25%	23%	24%	15%	19%	44%	5%	24%	18%	28%	18%	23%	17%
			-																				
Low (0-4)	20%	15%	10%	13%	23%	20%	20%	24%	19%	21%	21%	16%	22%	26%	15%	6%	16%	21%	20%	21%	22%	15%	17%
	+																						
DK/NR	1%	1%	3%	3%	3%	-	-	-	3%	1%	-	3%	-	-	4%	-	-	-	2%	3%	-	-	-
									+														
chi²:																							
± ... at 50%:	9	9	9	10	15	11	11	14	18	10	20	18	14	19	19	25	22	12	13	18	13	19	40
mean for these data:	6.96	7.68	8.04	7.28	6.49	7.15	7.00	6.87	6.67	7.01	6.54	7.30	6.68	6.74	7.31	7.44	8.00	6.95	6.97	6.71	7.02	7.08	7.67
sig. test for means:	*		*																				

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how
reasonable would you find...

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4C3 Offering an express service - 48 hours																							
real # of participants:	108	104	98	99	36	70	71	54	22	78	23	35	40	20	26	12	19	51	57	32	35	31	2
Top (8-10)	55%	68% -	62%	68%	72% +	47% -	58%	67%	50%	56%	52%	77% ++	48%	40%	65%	58%	68%	65% +	46% -	47%	63%	61%	50%
Mid range (5-7)	29%	23%	30%	23%	14% -	36% +	30%	22%	36%	31%	26%	14% -	28%	55%	31%	25%	26%	20% -	37% +	38%	23%	19%	50%
Low (0-4)	13%	6%	7%	9%	8%	16%	11%	9%	14%	12%	17%	9%	18%	5%	4%	17%	5%	12%	14%	13%	9%	19%	-
DK/NR	4%	3%	1%	-	6%	1%	1%	2%	-	1%	4%	-	8% +	-	-	-	-	4%	4%	3%	6%	-	-
chi²:					(*)							(**)											
± ... at 50%:	9	10	10	10	16	12	12	13	21	11	20	17	15	22	19	28	22	14	13	17	17	18	69
mean for these data:	7.11	8.02	7.88	7.87	8.12	6.61	7.24	7.81	6.82	7.14	7.00	8.09	6.62	6.90	7.77	6.67	7.79	7.57	6.69	6.84	7.58	7.06	8.00
sig. test for means:	*				*	*						*											

Did you have it delivered to you by mail or did you visit the Passport Office to pick it up?

	SAMPLE			GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q5																							
real # of participants:	347	353	-	-	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Mail delivery	5%	79%	-	-	10%	4%	5%	4%	7%	5%	5%	3%	6%	6%	5%	6%	2%	7%	4%	7%	2%	4%	50%
	---	+++			+	-															--		
Counter delivery	94%	18%	-	-	90%	96%	95%	96%	93%	95%	93%	97%	94%	94%	94%	94%	98%	93%	95%	93%	98%	94%	50%
	+++	---			-	+															++		
DK/NR	0%	3%	-	-	-	0%	0%	-	-	-	1%	-	-	-	1%	-	-	-	1%	-	-	1%	-
	--	++																					
chi²:	***																	(***)					
± ... at 50%:	5	5	*	*	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

In order to reduce its costs, the Passport Office is considering using express post service to return all passports instead of you picking it up at
the passport office. On the 0 to 10 scale, how reasonable do you find this suggestion?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q6																							
real # of participants:	347	353	-	-	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	53%	75%	-	-	55%	52%	51%	48%	61%	54%	54%	58%	54%	50%	57%	53%	60%	54%	52%	56%	48%	56%	83%
	---	+++																					
Mid range (5-7)	23%	16%	-	-	21%	23%	24%	24%	19%	23%	24%	22%	22%	23%	26%	26%	16%	23%	23%	24%	22%	22%	8%
	+	-																					
Low (0-4)	21%	5%	-	-	21%	22%	22%	25%	19%	20%	21%	19%	22%	23%	16%	15%	24%	19%	24%	18%	24%	20%	8%
	+++	---																						
DK/NR	3%	5%	-	-	3%	3%	3%	3%	1%	3%	1%	2%	3%	4%	1%	6%	-	5%	2%	2%	6%	1%	-
																	+					+	
chi²:	***																						
± ... at 50%:	5	5	*	*	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	6.63	8.45	*	*	6.66	6.59	6.57	6.25	7.01	6.75	6.57	7.01	6.64	6.48	7.11	6.89	6.95	6.77	6.49	7.07	6.24	6.76	8.17
sig. test for means:	***	***	*	*																			

Considering that, with express post service for all deliveries, clients would not have to travel to the Passport Office, how reasonable would you find a $2 increase in fees to cover postage?

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | | | |
| | | | | | # OF PASSPORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q7																							
real # of participants:	347	353	-	-	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	61%	76%	-	-	63%	60%	62%	61%	67%	60%	66%	71%	60%	59%	67%	66%	71%	64%	59%	59%	59%	67%	75%
	---	+++										+											
Mid range (5-7)	19%	13%	-	-	19%	19%	20%	15%	16%	21%	13%	16%	19%	13%	14%	19%	10%	21%	17%	28%	17%	11%	8%
	+	-																		++			
Low (0-4)	18%	8%	-	-	14%	20%	17%	22%	13%	17%	21%	10%	19%	26%	17%	11%	16%	14%	21%	12%	20%	21%	8%
	+++	---										-											
DK/NR	3%	3%	-	-	3%	2%	1%	2%	4%	2%	-	2%	1%	3%	1%	4%	3%	2%	3%	1%	5%	-	8%
																						+	
chi²:	***																			(*)			
± ... at 50%:	5	5	*	*	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.10	8.32	*	*	7.29	6.97	7.11	6.75	7.69	7.11	7.09	7.72	6.97	6.74	7.39	7.58	7.66	7.40	6.80	7.33	6.79	7.16	8.36
sig. test for means:	***	***	*	*								*											

Would you have been interested in getting your passport ... instead?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	General	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q8																							
real # of participants:	347	353	-	-	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Yes	54%	46%	-	-	54%	55%	60%	57%	43%	59%	33%	57%	55%	49%	58%	55%	53%	51%	57%	57%	60%	43%	50%
	+	-							-	+++	---												-
No	44%	50%	-	-	43%	44%	38%	41%	56%	38%	66%	42%	43%	47%	40%	40%	47%	47%	40%	43%	37%	55%	50%
									++	---	+++											+	
DK/NR	2%	3%	-	-	3%	2%	2%	2%	1%	2%	1%	1%	2%	4%	2%	4%	-	1%	3%	-	3%	2%	-
chi²:										(***)													
± ... at 50%:	5	5	*	*	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
Q8A ...immediately at the counter																							
real # of participants:	124	116	-	-	45	78	78	52	24	95	25	30	49	27	32	14	18	63	61	33	46	32	5
Yes	69%	60%	-	-	69%	69%	73%	67%	67%	72%	60%	60%	78%	63%	72%	79%	78%	70%	69%	73%	67%	66%	80%
No	29%	37%	-	-	29%	29%	24%	33%	33%	27%	36%	37%	22%	33%	25%	21%	22%	29%	30%	27%	30%	31%	20%
DK/NR	2%	3%	-	-	2%	1%	3%	-	-	1%	4%	3%	-	4%	3%	-	-	2%	2%	-	2%	3%	-
chi²:																							
± ... at 50%:	9	9	*	*	15	11	11	14	20	10	20	18	14	19	17	26	23	12	13	17	14	17	44

Would you have been interested in getting your passport ... instead?

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q8B ...within one working day																							
real # of participants:	144	129	-	-	43	99	105	70	22	107	27	47	58	22	36	22	30	73	71	35	60	33	7
Yes	47%	36%	-	-	49%	47%	51%	53%	36%	52%	19%	53%	47%	41%	58%	41%	43%	42%	52%	46%	58% +	30% -	29%
No	51%	60%	-	-	49%	51%	48%	44%	59%	45%	81%	47%	52%	50%	39%	55%	57%	56%	45%	54%	38% --	67% +	71%
DK/NR	2%	4%	-	-	2%	2%	1%	3%	5%	3%	-	-	2%	9%	3%	5%	-	1%	3%	-	3%	3%	-
chi²:										(**)													
± ... at 50%:	8	9	*	*	15	10	10	12	21	9	19	14	13	21	16	21	18	11	12	17	13	17	37

Would you have been interested in getting your passport ... instead?

	SAMPLE				GENERAL SAMPLE																	
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q8C ...within two working days																							
real # of participants:	79	108	-	-	27	50	43	35	24	54	24	20	37	21	18	11	10	37	42	22	25	24	-
Yes	43%	44%	-	-	37%	46%	58%	51%	25%	52%	21%	60%	38%	38%	33%	55%	40%	38%	48%	50%	52%	29%	-
No	54%	52%	-	-	59%	52%	37%	46%	75%	44%	79%	40%	57%	62%	67%	36%	60%	62%	48%	50%	44%	71%	-
DK/NR	3%	4%	-	-	4%	2%	5%	3%	-	4%	-	-	5%	-	-	9%	-	-	5%	-	4%	-	-
chi²:										(*)													
± ... at 50%:	11	9	*	*	19	14	15	17	20	13	20	22	16	21	23	30	31	16	15	21	20	20	*

How much more would you have been willing to pay to get your passport...

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q9																							
real # of participants:	188	164	-	-	62	124	136	90	30	152	25	55	79	34	50	26	31	89	99	51	79	38	6
Nothing more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-5	39%	35%	-	-	34%	43%	40%	39%	37%	40%	40%	36%	35%	50%	36%	38%	42%	37%	41%	49%	38%	42%	50%
6-10	24%	20%	-	-	18%	27%	25%	27%	23%	27%	20%	31%	25%	21%	28%	35%	26%	26%	23%	20%	29%	21%	-
11-15	3%	2%	-	-	3%	2%	1%	-	10% +++	3%	-	5%	3%	-	4%	4%	3%	3%	2%	2%	1%	3%	-
16-20	7%	8%	-	-	13% +	5% -	10%	11%	-	7%	8%	11%	9%	-	8%	8%	6%	7%	8%	8%	8%	5%	-
21-25	1%	2%	-	-	-	1%	1%	1%	-	1%	-	-	1%	-	-	-	3%	-	1%	-	1%	-	-
26-30	2%	1%	-	-	-	2%	2%	1%	-	1%	-	-	3%	-	-	-	3%	2%	1%	2%	1%	-	-
31-40	1%	1%	-	-	2%	1%	1%	1%	3%	1%	-	2%	1%	-	2%	-	-	1%	1%	-	3%	-	-
41-50	2%	2%	-	-	3%	2%	1%	2%	3%	1%	-	4%	3%	-	6%	-	3%	2%	2%	-	4%	3%	-
51-75	2%	4%	-	-	2%	2%	2%	1%	3%	1%	8%	2%	3%	-	2%	4%	3%	2%	2%	-	1%	5%	17%
76-100	2%	5%	-	-	5%	1%	2%	1%	3%	3%	-	2%	3%	-	2%	-	3%	2%	2%	2%	3%	-	-
100-125	2%	2%	-	-	3%	1%	1%	1%	3%	2%	-	2%	1%	-	2%	-	3%	1%	2%	2%	1%	-	-
126-150	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How much more would you have been willing to pay to get your passport...

	SAMPLE				GENERAL SAMPLE																
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
real # of participants:	188	164	-	-	62	124	136	90	30	152	25	55	79	34	50	26	31	89	99	51	79	38	6
151-200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
201+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	16%	19%	-	-	21%	15%	15%	16%	17%	14%	24%	7%	15%	29%	12%	12%	6%	17%	16%	18%	11%	21%	33%
													-	+									
chi²:																							
± ... at 50%:	7	8	*	*	12	9	8	10	18	8	20	13	11	17	14	19	18	10	10	14	11	16	40
mean for these data:	13.1	19.1	*	*	17.5	11.1	13.1	11.8	15.9	12.6	12.9	14.1	14.2	5.2	14.9	10.2	15.8	13.5	12.8	9.4	14.1	11.8	17.7
sig. test for means:	*	*	*	*										***									
median:	10	10	*	*	10	5	10	10	10	10	5	10	10	5	10	10	10	10	6	5	10	5	5

How much more would you have been willing to pay to get your passport...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q9A ...immediately at the counter																							
real # of participants:	86	70	-	-	31	54	57	35	16	68	15	18	38	17	23	11	14	44	42	24	31	21	4
Nothing more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-5	42%	31%	-	-	42%	43%	42%	43%	38%	41%	40%	39%	29%	65%	57%	45%	21%	50%	33%	50%	35%	48%	75%
6-10	22%	16%	-	-	16%	24%	25%	26%	19%	24%	20%	33%	29%	6%	17%	45%	29%	20%	24%	17%	29%	24%	-
11-15	3%	1%	-	-	-	6%	2%	-	13%	4%	-	6%	5%	-	4%	-	7%	2%	5%	4%	3%	-	-
16-20	7%	14%	-	-	10%	6%	9%	11%	-	6%	13%	11%	11%	-	4%	-	14%	7%	7%	13%	3%	10%	-
21-25	1%	3%	-	-	-	2%	2%	3%	-	1%	-	-	3%	-	-	-	7%	-	2%	-	3%	-	-
26-30	1%	1%	-	-	-	2%	2%	-	-	1%	-	-	-	-	-	-	-	-	2%	-	-	-	-
31-40	1%	3%	-	-	-	2%	-	-	6%	1%	-	-	3%	-	-	-	-	2%	-	-	3%	-	-
41-50	1%	1%	-	-	3%	-	-	-	6%	1%	-	-	3%	-	4%	-	-	2%	-	-	3%	-	-
51-75	5%	4%	-	-	3%	6%	5%	3%	6%	3%	13%	6%	5%	-	4%	9%	7%	5%	5%	-	3%	10%	25%
76-100	2%	3%	-	-	6%	-	4%	3%	-	3%	-	-	3%	-	-	-	-	5%	-	-	3%	-	-
100-125	1%	1%	-	-	3%	-	2%	3%	-	1%	-	-	-	-	-	-	-	2%	-	-	-	-	-
126-150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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How much more would you have been willing to pay to get your passport...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
real # of participants:	86	70	-	-	31	54	57	35	16	68	15	18	38	17	23	11	14	44	42	24	31	21	4
151-200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
201+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	14%	20%	-	-	19%	11%	11%	11%	13%	13%	13%	6%	11%	29%	9%	-	14%	7%	21%	17%	13%	10%	-
chi²:																							
± ... at 50%:	11	12	*	*	18	13	13	17	25	12	25	23	16	24	20	30	26	15	15	20	18	21	49
mean for these data:	14.2	18.8	*	*	17.9	12.3	15.0	13.1	16.6	14.0	16.6	12.8	16.5	4.0	11.0	11.6	16.7	15.3	12.8	7.7	15.6	13.1	17.7
sig. test for means:			*	*										***							*		
median:	10	10	*	*	5	10	10	10	10	10	10	10	10	5	5	10	10	5	10	5	10	5	5

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

54

How much more would you have been willing to pay to get your passport...

	SAMPLE				GENERAL SAMPLE																		
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q9B ...within one working day real # of participants:	68	46	-	-	21	47	54	37	8	56	5	25	27	9	21	9	13	31	37	16	35	10	2
Nothing more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-5	28%	33%	-	-	14%	34%	26%	24%	38%	30%	20%	20%	30%	44%	19%	33%	46%	26%	30%	38%	31%	20%	-
6-10	28%	28%	-	-	19%	32%	30%	30%	25%	32%	20%	32%	26%	33%	33%	22%	31%	29%	27%	25%	29%	20%	-
11-15	1%	4%	-	-	5%	-	2%	-	-	2%	-	4%	-	-	5%	-	-	3%	-	-	-	10%	-
16-20	10%	4%	-	-	19%	6%	13%	14%	-	11%	-	16%	7%	-	14%	11%	-	10%	11%	6%	11%	-	-
21-25	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
26-30	3%	-	-	-	-	4%	4%	3%	-	2%	-	-	7%	-	-	-	8%	6%	-	6%	3%	-	-
31-40	1%	-	-	-	5%	-	2%	3%	-	2%	-	4%	-	-	5%	-	-	-	3%	-	3%	-	-
41-50	4%	2%	-	-	5%	4%	4%	5%	-	2%	-	8%	4%	-	10%	-	8%	3%	5%	-	6%	10%	-
51-75	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
76-100	3%	9%	-	-	5%	2%	2%	-	13%	4%	-	4%	4%	-	5%	-	8%	-	5%	6%	3%	-	-
100-125	3%	2%	-	-	5%	2%	2%	-	13%	4%	-	4%	4%	-	5%	-	8%	-	5%	6%	3%	-	-
126-150	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How much more would you have been willing to pay to get your passport...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
real # of participants:	68	46	-	-	21	47	54	37	8	56	5	25	27	9	21	9	13	31	37	16	35	10	2
151-200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
201+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	21%	11%	-	-	29%	17%	19%	22%	25%	16%	60%	12%	22%	22%	10%	33%	-	23%	19%	19%	14%	40%	100%
chi²:																							
± ... at 50%:	12	14	*	*	21	14	13	16	35	13	44	20	19	33	21	33	27	18	16	25	17	31	69
mean for these data:	15.8	23.1	*	*	22.7	13.1	15.0	13.9	21.2	14.6	7.5	19.6	16.0	6.1	20.9	7.8	18.6	12.5	18.4	16.0	16.1	15.2	*
sig. test for means:			*	*										**		*							*
median:	10	10	*	*	15	10	10	10	5	10	5	10	10	5	10	5	10	10	10	10	10	10	*

How much more would you have been willing to pay to get your passport...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q9C ...within two working days real # of participants:	34	48	-	-	10	23	25	18	6	28	5	12	14	8	6	6	4	14	20	11	13	7	-
Nothing more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-5	56%	44%	-	-	50%	61%	64%	61%	33%	57%	60%	67%	64%	25%	17%	33%	100%	21%	80%	64%	62%	57%	-
6-10	24%	17%	-	-	20%	22%	16%	22%	33%	25%	20%	25%	14%	38%	50%	33%	-	36%	15%	18%	31%	14%	-
11-15	3%	2%	-	-	10%	-	-	-	17%	4%	-	8%	-	-	-	17%	-	7%	-	-	-	-	-
16-20	3%	2%	-	-	10%	-	4%	6%	-	4%	-	-	7%	-	-	17%	-	-	5%	-	8%	-	-
21-25	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
26-30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
31-40	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
41-50	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
51-75	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
76-100	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
100-125	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
126-150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How much more would you have been willing to pay to get your passport...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	General	Mail-back	Express	1P1P	1	2+	Yearly USA	Yearly else.	Not every year	English	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Female	Male	West	Ontario	Quebec	Atlantic
real # of participants:	34	48	-	-	10	23	25	18	6	28	5	12	14	8	6	6	4	14	20	11	13	7	-
151-200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
201+	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	15%	25%	-	-	10%	17%	16%	11%	17%	11%	20%	-	14%	38%	33%	-	-	36%	-	18%	-	29%	-
chi²:																		(**)					
± ... at 50%:	17	14	*	*	31	20	20	23	40	19	44	28	26	35	40	40	49	26	22	30	27	37	*
mean for these data:	5.4	14.8	*	*	8.0	4.0	4.5	5.4	7.6	5.8	3.5	5.8	4.7	6.6	6.8	10.0	4.0	7.9	4.4	3.7	6.5	3.0	*
sig. test for means:	*	*	*	*													*						*
median:	5	5	*	*	5	2	2	3	6	5	1	5	1	6	6	10	5	10	2	2	5	1	*

How much more would you have been willing to pay to get your passport...
(Price elasticity: % that will accept to pay...)

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q9A2 ...immediately at the counter																							
real # of participants:	110	102	-	-	38	71	70	48	22	85	22	28	45	21	29	14	16	59	51	29	41	29	5
$0	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to $5	67%	55%	-	-	66%	68%	73%	65%	64%	69%	59%	61%	76%	57%	72%	79%	75%	69%	65%	69%	66%	66%	80%
Up to $10	35%	33%	-	-	32%	35%	39%	33%	36%	36%	32%	36%	51% ++	5%	28%	43%	56%	32%	37%	28%	39%	31%	20%
Up to $15	17%	23%	-	-	18%	17%	19%	15%	23%	18%	18%	14%	27% +	-	14%	7%	31%	17%	18%	14%	17%	14%	20%
Up to $20	15%	22%	-	-	18%	13%	17%	15%	14%	14%	18%	11%	22% +	-	10%	7%	25%	15%	14%	10%	15%	14%	20%
Up to $25	9%	12%	-	-	11%	8%	10%	6%	14%	9%	9%	4%	13% +	-	7%	7%	13%	10%	8%	-	12%	7%	20%
Up to $30	8%	10%	-	-	11%	7%	9%	4%	14%	8%	9%	4%	11%	-	7%	7%	6%	10%	6%	-	10%	7%	20%
Up to $40	7%	9%	-	-	11%	6%	7%	4%	14%	7%	9%	4%	11%	-	7%	7%	6%	10%	4%	-	10%	7%	20%
Up to $50	6%	7%	-	-	11%	4%	7%	4%	9%	6%	9%	4%	9%	-	7%	7%	6%	8%	4%	-	7%	7%	20%
Up to $75	5%	6%	-	-	8%	4%	7%	4%	5%	5%	9%	4%	7%	-	3%	7%	6%	7%	4%	-	5%	7%	20%
Up to $100	2%	3%	-	-	5%	-	3%	2%	-	2%	-	-	2%	-	-	-	-	3%	-	-	2%	-	-
Up to $125	1%	1%	-	-	3%	-	1%	2%	-	1%	-	-	-	-	-	-	-	2%	-	-	-	-	-
Up to $150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:												(*)											
± ... at 50%:	9	10	*	*	16	12	12	14	21	11	21	19	15	21	18	26	25	13	14	18	15	18	44

How much more would you have been willing to pay to get your passport...
(Price elasticity: % that will accept to pay...)

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
real # of participants:	110	102	-	-	38	71	70	48	22	85	22	28	45	21	29	14	16	59	51	29	41	29	5
More than $200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:												(*)											
± ... at 50%:	9	10	*	*	16	12	12	14	21	11	21	19	15	21	18	26	25	13	14	18	15	18	44

How much more would you have been willing to pay to get your passport...
(Price elasticity: % that will accept to pay...)

	SAMPLE				GENERAL SAMPLE																		
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q9B2 ...within one working day																							
real # of participants:	127	124	-	-	36	89	94	60	19	95	24	44	51	18	33	18	30	65	62	32	53	28	5
$0	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Up to $5	43%	33%	-	-	42%	44%	47%	48%	32%	49%	8%	50%	41%	39%	58%	33%	43%	37%	48%	41%	57% ++	21%	-
Up to $10	28%	21%	-	-	33%	26%	32%	33%	16%	32%	4%	39%	25%	17%	45% +	17%	23%	25%	31%	22%	36% +	14%	-
Up to $15	13%	10%	-	-	22% +	9% -	15%	15%	5%	13%	-	20%	12%	-	24% +	6%	10%	11%	15%	9%	17%	7%	-
Up to $20	12%	9%	-	-	19%	9%	14%	15%	5%	12%	-	18%	12%	-	21%	6%	10%	9%	15%	9%	17%	4%	-
Up to $25	6%	7%	-	-	8%	6%	6%	7%	5%	5%	-	9%	8%	-	12%	-	10%	5%	8%	6%	9%	4%	-
Up to $30	6%	6%	-	-	8%	6%	6%	7%	5%	5%	-	9%	8%	-	12%	-	10%	5%	8%	6%	9%	4%	-
Up to $40	5%	6%	-	-	8%	3%	4%	5%	5%	4%	-	9%	4%	-	12%	-	7%	2%	8%	3%	8%	4%	-
Up to $50	4%	6%	-	-	6%	3%	3%	3%	5%	3%	-	7%	4%	-	9%	-	7%	2%	6%	3%	6%	4%	-
Up to $75	2%	6%	-	-	3%	1%	1%	-	5%	2%	-	2%	2%	-	3%	-	3%	-	3%	3%	2%	-	-
Up to $100	2%	4%	-	-	3%	1%	1%	-	5%	2%	-	2%	2%	-	3%	-	3%	-	3%	3%	2%	-	-
Up to $125	2%	2%	-	-	3%	1%	1%	-	5%	2%	-	2%	2%	-	3%	-	3%	-	3%	3%	2%	-	-
Up to $150	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:										(**)													
± ... at 50%:	9	9	*	*	16	10	10	13	22	10	20	15	14	23	17	23	18	12	12	17	13	19	44

How much more would you have been willing to pay to get your passport...
(Price elasticity: % that will accept to pay...)

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
real # of participants:	127	124	-	-	36	89	94	60	19	95	24	44	51	18	33	18	30	65	62	32	53	28	5
More than $200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:										(**)													
± ... at 50%:	9	9	*	*	16	10	10	13	22	10	20	15	14	23	17	23	18	12	12	17	13	19	44

How much more would you have been willing to pay to get your passport...
(Price elasticity: % that will accept to pay...)

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q9C2 ...within two working days																							
real # of participants:	72	96	-	-	25	45	37	32	23	49	23	20	33	18	16	10	10	32	40	20	24	22	-
$0	100%	100%	-	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $5	40%	38%	-	-	36%	42%	57%	50%	22%	51%	17%	60%	36%	28%	25%	60%	40%	28%	50%	45%	54%	23%	-
Up to $10	14%	16%	-	-	16%	11%	14%	16%	13%	18%	4%	20%	9%	17%	19%	40%	-	19%	10%	10%	21%	5%	-
Up to $15	3%	7%	-	-	8%	-	3%	3%	4%	4%	-	5%	3%	-	-	20%	-	3%	3%	-	4%	-	-
Up to $20	1%	6%	-	-	4%	-	3%	3%	-	2%	-	-	3%	-	-	10%	-	-	3%	-	4%	-	-
Up to $25	-	5% +	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $30	-	5% +	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $40	-	5% +	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $50	-	5% +	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $75	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $100	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $125	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Up to $200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:	(*)																						
± ... at 50%:	12	10	*	*	20	15	16	17	20	14	20	22	17	23	25	31	31	17	15	22	20	21	*

How much more would you have been willing to pay to get your passport...
(Price elasticity: % that will accept to pay...)

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
real # of participants:	72	96	-	-	25	45	37	32	23	49	23	20	33	18	16	10	10	32	40	20	24	22	-
More than $200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:	(*)																						
± ... at 50%:	12	10	*	*	20	15	16	17	20	14	20	22	17	23	25	31	31	17	15	22	20	21	*

Did you choose the 24-hour service or the 48-hour service?

		# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				EXPRESS SERVICE	
	Ex-press	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	24-hour	48-hour
Q10																						
real # of participants:	349	82	261	256	189	63	231	103	140	164	35	105	59	92	140	209	139	50	136	3	169	171
24-hour	48%	43%	50%	48%	52%	40%	52% +	39% -	43%	52%	51%	49%	54%	48%	53%	45%	58% ++	32% -	44%	67%	100% +++	- ---
48-hour	49%	55%	48%	49%	46%	57%	45% -	59% +	54%	45%	46%	48%	44%	51%	42% -	54% +	40% --	62%	54%	33%	- ---	100% +++
DK/NR	3%	2%	3%	3%	2%	3%	3%	2%	3%	2%	3%	4%	2%	1%	5% +	1% -	2%	6%	1%	-	-	-
chi²:															(*)		(*)				***	
± ... at 50%:	5	11	6	6	7	12	6	10	8	8	17	10	13	10	8	7	8	14	8	57	8	7

EXPRESS SAMPLE

You were charged an extra $70 to obtain your passport within one working day. Had you not known that, how much would you have been willing to pay to get your passport within that amount of time?

EXPRESS SAMPLE

Q11A	Ex-press	# OF PASSPORTS 1	2+	TRAVEL FREQUENCY Year-ly USA	Year-ly else.	Not every year	LANGUAGE Eng-lish	Frnch	AGE 18-35	36-55	56+	HOUSEHOLD INCOME -$50k	$50k-$75k	$75k+	GENDER Fema-le	Male	REGION West	Onta-rio	Que-bec	At-lan-tic	EXPRESS SERVICE 24-hour	48-hour
real # of participants:	169	35	130	124	99	25	120	40	60	86	18	51	32	44	74	95	80	16	60	2	169	-
Nothing more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-5	4%	9%	3%	5%	4%	-	3%	5%	2%	6%	6%	10% +	-	2%	4%	4%	6%	-	3%	-	4%	-
6-10	3%	6%	2%	3%	5%	-	3%	5%	3%	2%	6%	2%	6%	2%	5%	1%	3%	-	2%	50%	3%	-
11-15	1%	3%	1%	2%	2%	-	1%	3%	3%	-	-	-	-	-	-	2%	1%	-	2%	-	1%	-
16-20	7%	11%	5%	7%	7%	8%	8%	5%	7%	7%	6%	6%	6%	7%	4%	8%	5%	-	8%	-	7%	-
21-25	5%	6%	5%	3%	5%	8%	7%	-	2%	5%	11%	2%	9%	2%	4%	5%	6%	6%	3%	-	5%	-
26-30	5%	6%	5%	6%	4%	4%	4%	8%	5%	6%	-	4%	-	7%	7%	4%	4%	13%	7%	-	5%	-
31-40	6%	11%	5%	6%	7%	-	4%	13%	10%	5%	-	10%	9%	5%	7%	5%	4%	-	12% +	-	6%	-
41-50	7%	3%	8%	7%	6%	12%	5%	8%	7%	8%	6%	6%	13%	7%	4%	9%	9%	13%	5%	-	7%	-
51-75	15%	9%	17%	15%	12%	20%	16%	15%	15%	15%	11%	12%	16%	14%	18%	14%	15%	13%	17%	-	15%	-
76-100	22%	20%	23%	25%	25%	16%	24%	18%	28%	21%	11%	25%	22%	27%	24%	20%	24%	31%	17%	50%	22%	-
100-125	21%	17%	22%	23%	22%	20%	22%	20%	23%	21%	17%	25%	13%	30%	26%	17%	20%	31%	18%	50%	21%	-
126-150	1%	-	2%	-	2%	-	-	5% -	2%	-	6%	-	3%	-	-	2%	-	-	3%	-	1%	-

You were charged an extra $70 to obtain your passport within one working day. Had you not known that, how much would you have been willing to pay to get your passport within that amount of time?

	Ex-press	# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				EXPRESS SERVICE	
		1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	24-hour	48-hour
real # of participants:	169	35	130	124	99	25	120	40	60	86	18	51	32	44	74	95	80	16	60	2	169	-
151-200	1%	-	1%	1%	1%	-	1%	-	2%	-	-	-	-	-	-	1%	-	6%	-	-	1%	-
201+	3%	6%	2%	2%	2%	4%	3%	5%	-	6%+	-	2%	3%	7%	4%	2%	4%	-	3%	-	3%	-
DK/NR	18%	9%	19%	15%	16%	20%	21%	8%	13%	17%	33%	18%	13%	18%	15%	20%	18%	19%	17%	-	18%	-
chi²:																						
± ... at 50%:	8	17	9	9	10	20	9	15	13	11	23	14	17	15	11	10	11	25	13	69	8	*
mean for these data:	72.2	63.4	75.5	68.7	69.0	85.0	73.1	74.0	65.4	80.3	60.9	64.9	74.5	90.7	76.0	69.0	75.8	78.1	68.2	55.0	72.2	*
sig. test for means:	*																					*	*

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
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You were charged an extra $30 to obtain your passport within two working days. Had you not known that, how much would you have been willing to pay to get your passport within that amount of time?

EXPRESS SAMPLE

Q11B	Ex-press	# OF PASSPORTS 1	2+	TRAVEL FREQUENCY Year-ly USA	Year-ly else.	Not every year	LANGUAGE Eng-lish	Frnch	AGE 18-35	36-55	56+	HOUSEHOLD INCOME -$50k	$50k-$75k	$75k+	GENDER Fema-le	Male	REGION West	Onta-rio	Que-bec	At-lan-tic	EXPRESS SERVICE 24-hour	48-hour
real # of participants:	171	45	124	125	86	36	104	61	76	74	16	50	26	47	59	112	56	31	74	1	-	171
Nothing more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-5	4%	2%	5%	5%	3%	3%	5%	3%	3%	4%	13%	6%	-	2%	2%	5%	5%	3%	3%	-	-	4%
6-10	6%	7%	6%	6%	2%	6%	8%	2%	7%	5%	6%	10%	4%	6%	8%	4%	7%	13%	3%	-	-	6%
11-15	2%	2%	2%	2%	1%	6%	- (--)	7% (++)	3%	3%	-	4%	4%	-	2%	3%	-	-	5% (+)	-	-	2%
16-20	9%	7%	10%	7%	12%	8%	6%	13%	9%	8%	13%	12%	12%	4%	10%	8%	5%	6%	11%	-	-	9%
21-25	2%	-	2%	2%	3%	-	1%	3%	4%	-	-	-	4%	-	2%	2%	2%	-	3%	-	-	2%
26-30	27%	24%	27%	29%	29%	17%	26%	30%	29%	26%	13%	18%	19%	36% (+)	19%	31%	23%	29%	26%	100%	-	27%
31-40	4%	9%	2%	6%	3%	-	4%	2%	8% (+)	- (-)	6%	4%	8%	4%	5%	4%	7%	3%	3%	-	-	4%
41-50	16%	18%	16%	16%	15%	22%	19%	11%	16%	19%	13%	16%	23%	17%	19%	15%	21%	16%	12%	-	-	16%
51-75	4%	2%	5%	2%	2%	11% (++)	4%	5%	4%	4%	6%	6%	4%	2%	7%	3%	- (-)	6%	7%	-	-	4%
76-100	6%	4%	6%	7%	8%	3%	7%	5%	3%	8%	13%	6%	4%	11%	3%	7%	5%	6%	7%	-	-	6%
100-125	5%	2%	6%	6%	6%	3%	5%	5%	3%	7%	6%	6%	-	11%	2%	6%	4%	6%	5%	-	-	5%
126-150	1%	-	2%	1%	2%	-	2%	-	1%	1%	-	-	4%	2%	2%	1%	2%	-	1%	-	-	1%

You were charged an extra $30 to obtain your passport within two working days. Had you not known that, how much would you have been willing to pay to get your passport within that amount of time?

EXPRESS SAMPLE

	Ex-press	# OF PASSPORTS 1	2+	TRAVEL FREQUENCY Year-ly USA	Year-ly else.	Not every year	LANGUAGE Eng-lish	Frnch	AGE 18-35	36-55	56+	HOUSEHOLD INCOME -$50k	$50k-$75k	$75k+	GENDER Fema-le	Male	REGION West	Onta-rio	Que-bec	At-lan-tic	EXPRESS SERVICE 24-hour	48-hour
real # of participants:	171	45	124	125	86	36	104	61	76	74	16	50	26	47	59	112	56	31	74	1	-	171
151-200	1%	-	1%	-	-	3%	-	2%	-	1%	-	-	4%	-	-	1%	-	-	1%	-	-	1%
						+																
201+	1%	2%	1%	2%	2%	-	2%	-	1%	1%	-	-	4%	2%	-	2%	2%	-	1%	-	-	1%
DK/NR	17%	22%	15%	16%	15%	22%	17%	18%	13%	19%	19%	18%	8%	13%	22%	14%	20%	16%	18%	-	-	17%
chi²:																						
± ... at 50%:	7	15	9	9	11	16	10	13	11	11	25	14	19	14	13	9	13	18	11	98	*	7
mean for these data:	44.3	49.7	42.7	44.9	51.0	44.0	48.9	37.9	42.8	47.8	39.0	35.0	67.9	50.4	38.7	46.9	49.1	36.8	46.4	30.0	*	44.3
sig. test for means:	*											*								*	*	*

You were charged an extra $70 to obtain your passport within one working day. Had you not known that, how much would you have been willing to pay to get your passport within that amount of time?
(Price elasticity: % willing to pay up to...)

		# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				EXPRESS SERVICE	
	Ex-press	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	24-hour	48-hour
Q11A2																						
real # of participants:	139	32	105	106	83	20	95	37	52	71	12	42	28	36	63	76	66	13	50	2	139	-
$0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $5	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $10	95%	91%	96%	94%	95%	100%	96%	95%	98%	93%	92%	88%	100%	97%	95%	95%	92%	100%	96%	100%	95%	-
												-										
Up to $15	91%	84%	94%	91%	89%	100%	93%	89%	94%	90%	83%	86%	93%	94%	89%	93%	89%	100%	94%	50%	91%	-
Up to $20	90%	81%	93%	89%	87%	100%	92%	86%	90%	90%	83%	86%	93%	94%	89%	91%	88%	100%	92%	50%	90%	-
		-	+																			
Up to $25	82%	69%	87%	80%	78%	90%	82%	81%	83%	82%	75%	79%	86%	86%	84%	80%	82%	100%	82%	50%	82%	-
		-	+																			
Up to $30	76%	63%	81%	76%	72%	80%	74%	81%	81%	76%	58%	76%	75%	83%	79%	74%	74%	92%	78%	50%	76%	-
		-	+																			
Up to $40	70%	56%	74%	69%	67%	75%	68%	73%	75%	69%	58%	71%	75%	75%	71%	68%	70%	77%	70%	50%	70%	-
Up to $50	63%	44%	69%	61%	59%	75%	63%	59%	63%	63%	58%	60%	64%	69%	63%	62%	65%	77%	56%	50%	63%	-
		-	+																			
Up to $75	54%	41%	58%	53%	52%	60%	57%	51%	56%	54%	50%	52%	50%	61%	59%	50%	55%	62%	50%	50%	54%	-
Up to $100	35%	31%	37%	35%	37%	35%	37%	35%	38%	35%	33%	38%	32%	44%	38%	33%	36%	46%	30%	50%	35%	-
Up to $125	31%	25%	33%	31%	33%	30%	32%	32%	31%	32%	33%	33%	21%	44%	35%	28%	29%	46%	30%	50%	31%	-
Up to $150	6%	6%	6%	4%	6%	5%	4%	11%	4%	7%	8%	2%	7%	8%	5%	7%	5%	8%	8%	-	6%	-
Up to $200	4%	6%	4%	4%	4%	5%	4%	5%	2%	7%	-	2%	4%	8%	5%	4%	5%	8%	4%	-	4%	-
chi²: ± ... at 50%:	8	17	10	10	11	22	10	16	14	12	28	15	19	16	12	11	12	27	14	69	8	*

You were charged an extra $70 to obtain your passport within one working day. Had you not known that, how much would you have been willing to pay to
get your passport within that amount of time?
(Price elasticity: % willing to pay up to...)

	EXPRESS SAMPLE																			
		# OF PASS- PORTS	TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				EXPRESS SERVICE
	Ex-	press	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	24-hour	48-hour
real # of participants:	139	32	105	106	83	20	95	37	52	71	12	42	28	36	63	76	66	13	50	2	139	-
More than $200	4%	6%	3%	3%	2%	5%	3%	5%	-	7%	-	2%	4%	8%	5%	3%	5%	-	4%	-	4%	-
										+												
chi²:																						
± ... at 50%:	8	17	10	10	11	22	10	16	14	12	28	15	19	16	12	11	12	27	14	69	8	*

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You were charged an extra $30 to obtain your passport within one working day. Had you not known that, how much would you have been willing to pay to get your passport within that amount of time?
(Price elasticity: % willing to pay up to...)

EXPRESS SAMPLE

Q11B2	Ex-press	# OF PASS-PORTS 1	2+	TRAVEL FREQUENCY Year-ly USA	Year-ly else.	Not every year	LANGUAGE Eng-lish	Frnch	AGE 18-35	36-55	56+	HOUSEHOLD INCOME -$50k	$50k-$75k	$75k+	GENDER Fema-le	Male	REGION West	Onta-rio	Que-bec	At-lan-tic	EXPRESS SERVICE 24-hour	48-hour
real # of participants:	142	35	105	105	73	28	86	50	66	60	13	41	24	41	46	96	45	26	61	1	-	142
$0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%
Up to $5	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%
Up to $10	95%	97%	94%	94%	96%	96%	94%	96%	97%	95%	85%	93%	100%	98%	98%	94%	93%	96%	97%	100%	-	95%
Up to $15	88%	89%	88%	88%	93%	89%	85%	94%	89%	88%	77%	80%	96%	90%	87%	89%	84%	81%	93%	100%	-	88%
Up to $20	85%	86%	85%	86%	92%	82%	85%	86%	86%	85%	77%	76%	92%	90%	85%	85%	84%	81%	87%	100%	-	85%
Up to $25	75%	77%	73%	77%	78%	71%	78%	70%	76%	75%	62%	61% -	79%	85% +	72%	76%	78%	73%	74%	100%	-	75%
Up to $30	73%	77%	70%	74%	74%	71%	77%	66%	71%	75%	62%	61% -	75%	85% +	70%	74%	76%	73%	70%	100%	-	73%
Up to $40	40%	46%	39%	40%	40%	50%	45%	30%	38%	43%	46%	39%	54%	44%	46%	38%	47%	38%	39%	-	-	40%
Up to $50	35%	34%	36%	33%	36%	50%	41%	28%	29%	43%	38%	34%	46%	39%	39%	33%	38%	35%	36%	-	-	35%
Up to $75	15%	11%	17%	14%	18%	21%	17%	14%	11%	20%	23%	15%	21%	20%	15%	16%	11%	15%	21%	-	-	15%
Up to $100	11%	9%	11%	11%	15%	7%	13%	8%	6%	15%	15%	7%	17%	17%	7%	13%	11%	8%	13%	-	-	11%
Up to $125	9%	6%	10%	10%	12%	7%	10%	8%	6%	13%	8%	7%	13%	17%	4%	11%	9%	8%	11%	-	-	9%
Up to $150	4%	3%	4%	3%	5%	4%	5%	2%	3%	5%	-	-	13%	5%	2%	4%	4%	-	5%	-	-	4%
Up to $200	2%	3%	2%	2%	3%	4%	2%	2%	2%	3%	-	-	8%	2%	-	3%	2%	-	3%	-	-	2%
chi²: ± ... at 50%:	8	17	10	10	11	19	11	14	12	13	27	15	20	15	14	10	15	19	13	98	*	8

You were charged an extra $30 to obtain your passport within one working day. Had you not known that, how much would you have been willing to pay to
get your passport within that amount of time?
(Price elasticity: % willing to pay up to...)

| | | |# OF PASS-PORTS |TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | |HOUSEHOLD INCOME | | | GENDER | | REGION | | | |EXPRESS SERVICE | |
	Ex-press	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	24-hour	48-hour
real # of participants:	142	35	105	105	73	28	86	50	66	60	13	41	24	41	46	96	45	26	61	1	-	142
More than $200	1%	3%	1%	2%	3%	-	2%	-	2%	2%	-	-	4%	2%	-	2%	2%	-	2%	-	-	1%
chi²:																						
± ... at 50%:	8	17	10	10	11	19	11	14	12	13	27	15	20	15	14	10	15	19	13	98	*	8

EXPRESS SAMPLE

Was the additional cost of obtaining the passport within 24 hours a factor in your decision to request a 48-hour turn-around time?

	Ex-press	# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				EXPRESS SERVICE	
				Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	24-hour	48-hour
		1	2+																			
Q12																						
real # of participants:	171	45	124	125	86	36	104	61	76	74	16	50	26	47	59	112	56	31	74	1	-	171
Yes	63%	58%	65%	63%	59%	67%	61%	64%	71%	57%	56%	74%	54%	66%	63%	63%	64%	65%	61%	-	-	63%
No	31%	36%	29%	30%	34%	28%	32%	31%	25%	35%	31%	22%	42%	30%	32%	30%	27%	29%	34%	100%	-	31%
DK/NR	6%	7%	6%	6%	7%	6%	8%	5%	4%	8%	13%	4%	4%	4%	5%	7%	9%	6%	5%	-	-	6%
chi²: ± ... at 50%:	7	15	9	9	11	16	10	13	11	11	25	14	19	14	13	9	13	18	11	98	*	7

If it had been possible, how much beyond the $70 you were charged for the 24-hour turn-around would you have been willing to pay, if anything, to obtain your passport over the counter?

	Ex-press	# OF PASSPORTS 1	2+	TRAVEL FREQUENCY Year-ly USA	Year-ly else.	Not every year	LANGUAGE English	Frnch	AGE 18-35	36-55	56+	HOUSEHOLD INCOME -$50k	$50k-$75k	$75k+	GENDER Female	Male	REGION West	Onta-rio	Que-bec	At-lan-tic	EXPRESS SERVICE 24-hour	48-hour
Q13 (2 outliers excluded) real # of participants:	169	35	130	124	99	25	120	40	60	86	18	51	32	44	74	95	80	16	60	2	169	-
Nothing more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1-5	7%	9%	7%	6%	8%	8%	6%	10%	7%	8%	6%	6%	3%	5%	11%	4%	10%	-	7%	-	7%	-
6-10	3%	3%	3%	2%	2%	8%	3%	5%	7% +	1%	-	6%	3%	2%	5%	1%	3%	6%	3%	-	3%	-
11-15	1%	3%	-	1%	1%	-	-	3%	2%	-	-	-	-	-	-	1%	-	-	2%	-	1%	-
16-20	5%	17% +++	2% ---	5%	3%	8%	5%	8%	7%	6%	-	6%	6%	9%	8%	3%	6%	-	7%	-	5%	-
21-25	2%	3%	2%	2%	2%	8%	3%	-	3%	2%	-	6%	3%	-	3%	2%	4%	6%	-	-	2%	-
26-30	5%	-	7%	6%	5%	4%	6%	3%	7%	5%	6%	8%	-	7%	8%	3%	5%	-	8%	-	5%	-
31-40	1%	-	1%	1%	1%	-	1%	-	-	1%	-	2%	-	-	-	1%	-	-	2%	-	1%	-
41-50	5%	6%	5%	4%	4%	12%	6%	5%	5%	6%	-	8%	-	9%	8%	3%	5%	13%	3%	-	5%	-
51-75	6%	9%	5%	6%	5%	4%	5%	10%	7%	5%	11%	4%	13%	5%	8%	4%	5%	6%	8%	-	6%	-
76-100	19%	23%	18%	19%	22%	12%	22%	15%	22%	20%	11%	24%	19%	20%	14%	23%	18%	19%	18%	50%	19%	-
100-125	17%	14%	18%	17%	20%	12%	18%	18%	20%	16%	17%	18%	16%	20%	12%	21%	18%	13%	17%	50%	17%	-
126-150	2%	-	3%	2%	4%	-	1% -	8% +	3%	1%	6%	2%	3%	5%	1%	3%	-	-	5% +	-	2%	-

If it had been possible, how much beyond the $70 you were charged for the 24-hour turn-around would you have been willing to pay, if anything, to obtain your passport over the counter?

	Express	# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				EXPRESS SERVICE	
		1	2+	Yearly USA	Yearly else.	Not every year	English	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Female	Male	West	Ontario	Quebec	Atlantic	24-hour	48-hour
real # of participants:	169	35	130	124	99	25	120	40	60	86	18	51	32	44	74	95	80	16	60	2	169	-
151-200	2%	-	3%	3%	4%	-	3%	-	3%	2%	-	-	6%	2%	-	4%	3%	13%	-	-	2%	-
201+	2%	3%	2%	2%	3%	-	1%	5%	-	3%	6%	2%	3%	5%	1%	3%	3%	-	3%	-	2%	-
DK/NR	37%	26%	38%	40%	34%	32%	40% +	23% -	28%	37%	50%	27%	41%	30%	31%	41%	40%	38%	28%	50%	37%	-
chi²:																						
± ... at 50%:	8	17	9	9	10	20	9	15	13	11	23	14	17	15	11	10	11	25	13	69	8	*
mean for these data:	70	63	73	73	77	44	64	84	63	75	81	62	83	81	52	88	56	89	77	100	70	*
sig. test for means:	*					**									**	**				*	*	*

If it had been possible, how much beyond the $70 you were charged for the 24-hour turn-around would you have been willing to pay, if anything, to obtain your passport over the counter? (Price elasticity: % willing to pay up to... for immediate

		EXPRESS SAMPLE																				
		# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				EXPRESS SERVICE	
	Express	1	2+	Yearly USA	Yearly else.	Not every year	English	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Female	Male	West	Ontario	Quebec	Atlantic	24-hour	48-hour
Q13B (2 outliers excluded) real # of participants:	107	26	81	75	65	17	72	31	43	54	9	37	19	31	51	56	48	10	43	1	107	-
$0	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $5	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $10	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $15	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $20	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $25	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $30	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $40	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $50	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $75	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Up to $100	89%	88%	89%	91%	88%	88%	90%	87%	91%	87%	89%	92%	95%	94%	84%	93%	83%	100%	91%	100%	89%	-
Up to $125	71%	54%	77%	76%	75%	53%	72%	68%	65%	72%	89%	68%	74%	77%	61% -	80% +	63%	80%	74%	100%	71%	-
Up to $150	53%	46%	56%	57%	60%	29%	51%	58%	49%	54%	78%	43%	74%	55%	37% --	68% ++	46%	60%	56%	100%	53%	-
Up to $200	40%	31%	43%	44%	48%	18%	39%	42%	37%	41%	56%	35%	47%	45%	24% ---	55% +++	38%	40%	40%	100%	40%	-
More than $200	11%	4%	14%	13%	17%	-	7%	16%	9%	11%	22%	5%	21%	16%	4% -	18% +	8%	20%	12%	-	11%	-
chi²: ± ... at 50%:	9	19	11	11	12	24	12	18	15	13	33	16	22	18	14	13	14	31	15	98	9	*

Your passport lists one or more of your children. Could you tell me why you had your children listed in your passport?

	1P1P SAMPLE																						
		# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				# OF DEPEN-DENTS IN PP	
				Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic		
	1P1P	1	2+																			1	2+
Q14																							
real # of participants:	347	94	248	219	126	89	248	86	109	227	1	70	75	94	259	88	79	124	103	14	154	181
	100%	27%	71%	63%	36%	26%	71%	25%	31%	65%	0%	20%	22%	27%	75%	25%	23%	36%	30%	4%	44%	52%
Because they travel with me	65%	66%	66%	64%	70%	65%	64%	73%	65%	67%	-	64%	67%	65%	69% +	55% -	51% --	69%	71%	64%	67%	66%
Too young	7%	10%	7%	8%	10%	4%	6%	9%	4%	9%	-	7%	8%	6%	8%	7%	5%	8%	11%	-	10%	6%
Cost	6%	5%	6%	6%	2%	6%	6%	3%	6%	6%	-	6%	5%	6%	6%	6%	14% +++	3%	3%	-	6%	6%
Security	5%	3%	6%	4%	3%	9% +	5%	7%	7%	4%	-	7%	5%	5%	5%	6%	6%	3%	8%	-	6%	4%
Just in case	4%	3%	5%	5%	3%	6%	5%	2%	8% +	3% -	-	3%	5%	6%	3%	8%	5%	5%	3%	14%	4%	5%
Covenience	4%	3%	4%	5%	3%	3%	5%	1%	5%	4%	-	6%	4%	4%	3%	8%	6%	5%	2%	7%	3%	4%
DK/NR	4%	6%	3%	4%	6%	4%	4%	1%	4%	4%	100%	4%	3%	3%	3% -	8% +	8%	3%	1%	14%	3%	3%
Other	3%	3%	4%	5%	2%	2%	4%	2%	1%	5%	-	3%	3%	3%	3%	3%	5%	3%	2%	-	2%	5%
chi²:									(***)								(*)					
± ... at 50%:	5	10	6	7	9	10	6	11	9	7	98	12	11	10	6	10	11	9	10	26	8	7

And why do you have your children listed in your passport instead of requesting separate passports for them?

	1P1P	# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				# OF DEPENDENTS IN PP	
		1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	1	2+
Q15																						
real # of participants:	347	94	248	219	126	89	248	86	109	227	1	70	75	94	259	88	79	124	103	14	154	181
	100%	27%	71%	63%	36%	26%	71%	25%	31%	65%	0%	20%	22%	27%	75%	25%	23%	36%	30%	4%	44%	52%
Cost considerations	28%	28%	29%	30%	31%	22%	28%	29%	25%	30%	-	29%	31%	23%	29%	25%	33%	27%	28%	29%	28%	30%
Simpler process	28%	28%	28%	28%	27%	30%	31% +	20% -	29%	27%	-	23%	20%	31%	27%	33%	19%	32%	26%	43%	27%	28%
DK/NR	12%	14%	11%	11%	10%	15%	12%	10%	13%	11%	100%	19% +	8%	10%	11%	14%	14%	11%	12%	-	10%	12%
Did not know it was an option	9%	9%	9%	10%	10%	9%	10%	7%	10%	9%	-	7%	11%	12%	9%	8%	15% +	9%	6%	7%	8%	10%
Too young	9%	9%	9%	7%	11%	9%	6% ---	19% +++	9%	9%	-	6%	13%	12%	9%	8%	3% -	7%	17% ++	7%	12%	7%
Both cost and simplicity	8%	9%	8%	7%	6%	10%	8%	8%	7%	9%	-	13%	11%	3% -	8%	10%	9%	10%	8%	7%	11%	6%
Convenience	4%	4%	4%	5%	4%	3%	4%	3%	6%	4%	-	3%	5%	7%	5%	2%	6%	4%	2%	7%	3%	4%
Other	1%	1%	1%	1%	1%	1%	0% -	3% +	1%	1%	-	1%	1%	2%	2%	-	1%	-	2%	-	1%	2%
chi²:							(**)															
± ... at 50%:	5	10	6	7	9	10	6	11	9	7	98	12	11	10	6	10	11	9	10	26	8	7

On the 0 to 10 scale, how reasonable would you find each of the following suggestions?

	1P1P	# OF PASSPORTS 1	2+	TRAVEL FREQUENCY Yearly USA	Yearly else.	Not every year	LANGUAGE English	Frnch	AGE 18-35	36-55	56+	HOUSEHOLD INCOME -$50k	$50k-$75k	$75k+	GENDER Female	Male	REGION West	Ontario	Quebec	Atlantic	# OF DEPENDENTS IN PP 1	2+
Q16 (Top reasonable 8-10)																							
real # of participants:	347	94	248	219	126	89	248	86	109	227	1	70	75	94	259	88	79	124	103	14	154	181
1P1P, no consular fee	62%	56%	65%	59%	64%	67%	58%	74%	62%	64%	-	66%	73%	68%	64%	56%	59%	54%	73%	71%	63%	62%
							--	++										-	++			
1P1P, free under the age of 1	62%	60%	63%	63%	67%	60%	59%	69%	63%	63%	-	69%	71%	68%	61%	64%	59%	56%	67%	93%	70%	55%
																					++	--
One passport per child	56%	53%	58%	55%	61%	60%	57%	53%	57%	57%	100%	63%	60%	60%	56%	56%	53%	55%	54%	71%	58%	55%
1P1P, shorter validity period	51%	49%	52%	50%	52%	52%	48%	58%	55%	50%	-	59%	67%	49%	52%	49%	49%	46%	54%	79%	53%	50%
													+	-								
chi²:																						
± ... at 50%:	5	10	6	7	9	10	6	11	9	7	98	12	11	10	6	10	11	9	10	26	8	7

In your view, how effective would it be to demand one passport per person in order to curtail international child smuggling? Would it be very effective, somewhat effective or not at all effective?

	1P1P	# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				# OF DEPENDENTS IN PP	
		1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	1	2+
Q17																						
real # of participants:	347	94	248	219	126	89	248	86	109	227	1	70	75	94	259	88	79	124	103	14	154	181
Very effective	42%	43%	42%	45%	44%	40%	44%	38%	36%	46%	100%	51%	39%	40%	42%	44%	43%	44%	41%	50%	47%	38%
Somewhat effective	40%	35%	43%	39%	43%	38%	40%	42%	51% ++	36% --	-	37%	44%	45%	42%	35%	39%	42%	40%	36%	42%	40%
Not at all effective	9%	12%	8%	10%	9%	9%	8%	12%	6%	10%	-	10%	9%	6%	8%	13%	6%	8%	11%	14%	5% -	13% +
DK/NR	8%	11%	7%	6%	5%	12% +	8%	8%	7%	7%	-	1% -	8%	9%	8%	8%	11%	6%	9%	-	6%	9%
chi²:																					*	
± ... at 50%:	5	10	6	7	9	10	6	11	9	7	98	12	11	10	6	10	11	9	10	26	8	7

Let me describe to you a new passport card that the Passport Office could offer. If it were free for current passport owners, would you be very interested in getting one of these passport cards, somewhat interested or not at all interested?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q18																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Very interested	69%	64%	72%	66%	70%	68%	71%	71%	67%	70%	67%	72%	73%	66%	74%	74%	79%	65%	73%	69%	71%	70%	67%
Somewhat interested	21%	25%	18% -	24%	22%	21%	21%	18%	23%	21%	24%	25%	17%	17%	21%	21%	16%	23%	20%	24%	18%	22%	17%
Not at all interested	9%	9%	9%	7%	7%	10%	7%	10%	10%	9%	9%	3%	9%	16% +	5%	4%	5%	11%	7%	7%	11%	7%	17%
DK/NR	1%	2%	1%	2%	1%	0%	0%	1%	-	0%	-	-	1%	1%	-	-	-	1%	1%	-	1%	1%	-
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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Would you be willing to pay ... in addition to the regular passport fee to get this passport card along with your regular passport?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q19A $20																							
real # of participants:	109	84	115	98	36	71	77	50	19	81	23	26	53	18	25	16	20	52	57	24	45	26	4
Yes	39%	49%	55% +	39%	44%	37%	38%	40%	37%	40%	26%	31%	45%	44%	44%	25%	50%	38%	39%	38%	51% +	27%	25%
No	58%	50%	43% -	59%	56%	58%	57%	52%	63%	58%	65%	69%	51%	44%	56%	75%	45%	60%	56%	63%	42% -	69%	75%
DK/NR	4%	1%	3%	2%	-	6%	5%	8%	-	2%	9%	-	4%	11%	-	-	5%	2%	5%	-	7%	4%	-
chi²: ± ... at 50%:	9	11	9	10	16	12	11	14	22	11	20	19	13	23	20	25	22	14	13	20	15	19	49

Would you be willing to pay ... in addition to the regular passport fee to get this passport card along with your regular passport?

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q19B $35																							
real # of participants:	105	126	117	125	35	69	70	49	21	82	20	38	36	22	27	13	17	54	51	32	41	26	1
Yes	36%	28%	48%	32%	37%	35%	36%	43%	33%	34%	35%	34%	33%	36%	37%	31%	41%	33%	39%	31%	39%	35%	-
		-	++																				
No	63%	71%	48%	65%	63%	64%	63%	55%	67%	65%	65%	66%	64%	64%	63%	69%	59%	67%	59%	66%	61%	65%	100%
		+	---																				
DK/NR	1%	2%	4%	3%	-	1%	1%	2%	-	1%	-	-	3%	-	-	-	-	-	2%	3%	-	-	-
chi²:	(*)																						
± ... at 50%:	10	9	9	9	17	12	12	14	21	11	22	16	16	21	19	27	24	13	14	17	15	19	98

Would you be willing to pay ... in addition to the regular passport fee to get this passport card along with your regular passport?

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q19C $50																							
real # of participants:	100	105	80	92	35	63	62	42	23	70	26	30	41	18	30	16	18	47	53	28	30	30	5
Yes	18%	22%	28%	21%	20%	17%	21%	21%	9%	19%	12%	17%	22%	11%	23%	19%	17%	17%	19%	18%	27%	13%	-
No	79%	75%	66%	76%	77%	79%	74%	74%	91%	79%	85%	80%	73%	89%	73%	75%	83%	81%	77%	79%	73%	80%	100%
DK/NR	3%	3%	6%	3%	3%	3%	5%	5%	-	3%	4%	3%	5%	-	3%	6%	-	2%	4%	4%	-	7%	-
chi²: ± ... at 50%:	10	10	11	10	17	12	12	15	20	12	19	18	15	23	18	25	23	14	13	19	18	18	44

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Would you be willing to pay ... to get this passport card on its own?

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q20A $35																							
real # of participants:	52	35	61	41	18	32	35	20	10	41	9	10	24	8	11	9	5	25	27	12	21	8	4
Yes	29%	34%	28%	29%	28%	31%	26%	25%	50%	29%	22%	20%	38%	25%	36%	33%	40%	40%	19%	42%	33%	25%	25%
No	69%	63%	69%	68%	67%	69%	74%	75%	50%	68%	78%	80%	58%	75%	64%	67%	60%	60%	78%	58%	67%	75%	75%
DK/NR	2%	3%	3%	2%	6%	-	-	-	-	2%	-	-	4%	-	-	-	-	-	4%	-	-	-	-
chi²: ± ... at 50%:	14	17	13	15	23	17	17	22	31	15	33	31	20	35	30	33	44	20	19	28	21	35	49

Would you be willing to pay ... to get this passport card on its own?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q20B $50																							
real # of participants:	87	102	97	115	29	58	61	43	18	68	18	29	33	18	22	8	21	40	47	26	32	25	1
Yes	22%	27%	24%	27%	10%	28%	23%	26%	22%	24%	17%	24%	21%	28%	23%	-	24%	18%	26%	15%	41% ++	8%	-
No	78%	72%	74%	69%	90%	72%	77%	74%	78%	76%	83%	76%	79%	72%	77%	100%	76%	83%	74%	85%	59% --	92%	100%
DK/NR	-	1%	2%	4% +	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:																				(*)			
± ... at 50%:	11	10	10	9	18	13	13	15	23	12	23	18	17	23	21	35	21	15	14	19	17	20	98

Would you be willing to pay ... to get this passport card on its own?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q20C $65																							
real # of participants:	175	178	157	161	59	113	113	78	35	124	42	55	73	32	49	28	29	88	87	46	63	49	5
Yes	25%	24%	20%	30%	34%	20%	29%	23%	14%	26%	21%	27%	15%	25%	27%	11%	21%	20%	29%	24%	25%	22%	-
No	73%	74%	74%	70%	64%	77%	69%	73%	83%	71%	79%	73%	82%	69%	73%	89%	76%	77%	68%	74%	71%	76%	100%
DK/NR	3%	3%	6%	1%	2%	3%	2%	4%	3%	3%	-	-	3%	6%	-	-	3%	2%	3%	2%	3%	2%	-
chi²:			+	-																			
± ... at 50%:	7	7	8	8	13	9	9	11	17	9	15	13	11	17	14	19	18	10	11	14	12	14	44

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If it was priced at $15 for 5 years of validity, do you think that this passport card should be mandatory for all passport applicants or should it be offered only on a voluntary basis?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			At-lantic
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	
Q21																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Mandatory for all	19%	24%	27%	29%	22%	18%	20%	23%	21%	21%	12%	23%	17%	21%	27%	17%	21%	20%	18%	19%	26%	12%	17%
	--			+																	+	-	
Voluntary basis	76%	71%	69%	66%	73%	78%	76%	73%	74%	75%	82%	74%	79%	71%	71%	79%	79%	73%	78%	76%	69%	84%	75%
	+			-																	-	+	
DK/NR	5%	5%	4%	5%	5%	5%	4%	4%	4%	4%	7%	3%	3%	7%	2%	4%	-	7%	3%	6%	5%	3%	8%
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

To the best of your recollection, how many Canadian passports have you had in your life?

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q22																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
1	33% ++	26%	23%	27%	100% +++	- ---	31%	28%	39%	32%	32%	54% +++	26% -	14% ---	41% +	40%	16% ---	33%	33%	29%	34%	33%	67%
2-3	43% --	50%	50%	54% +	- ---	66% +++	45%	39%	49%	46%	39%	38%	52% ++	34%	33% --	45%	62% ++	47%	39%	53% +	45%	36%	25%
4+	22% -	23%	25%	17% -	- ---	34% +++	23%	32% +	13% -	20%	28%	8% ---	20%	51% +++	27%	15%	22%	20%	25%	18%	21%	31% +	8%
DK/NR	1%	1%	2%	1%	-	-	0%	1%	-	2%	1%	-	1%	-	-	-	-	- -	3% +	-	-	-	-
chi²:	*				***							(***)			**			(*)		(*)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	2.58	2.85	2.87	2.48	1.00	3.39	2.64	2.88	2.24	2.48	3.00	1.77	2.58	3.89	2.62	2.55	2.83	2.50	2.67	2.51	2.44	3.07	1.58
sig. test for means:				*	***	***			*			***		***								*	**

How many children are listed on your passport?

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q23																							
real # of participants:	-	-	-	347	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	44%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	42%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3+	-	-	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:																							
± ... at 50%:	*	*	*	5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
mean for these data:	*	*	*	1.65	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
sig. test for means:	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

How frequently do you travel to the United States?

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q24																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
More than once a year	40%	44%	52% +++	30% ---	37%	42%	62% +++	50%	- ---	44% +	29% -	33% -	46%	47%	34% --	45%	62% ++	28% ---	52% +++	48%	49% +	30% --	17%
About once a year	25%	24%	22%	33% +++	23%	26%	38% +++	29%	- ---	25%	24%	28%	24%	19%	26%	26%	16%	29% +	20% -	23%	23%	27%	33%
About once every second year	9%	5%	5%	7%	12%	7%	- ---	4%	30% +++	6% --	16% ++	9%	10%	6%	12%	4%	9%	9%	8%	4%	8%	15% +	-
About once every 3 to 5 years	12%	7%	8%	12%	8%	15%	- ---	8%	41% +++	11%	16%	18%	10%	13%	12%	13%	12%	17% ++	7% --	11%	11%	13%	25%
More rarely than that	10% -	19% +++	12%	14%	13%	8%	- ---	8%	29% +++	9%	13%	10%	7%	13%	16% +	13%	2% --	13% +	6% -	11%	5% -	13%	25%
DK/NR	4% +	1% --	2%	4% +	6% +	2% -	-	1%	-	5%	3%	2%	3%	3%	1%	-	-	2%	6%	2%	4%	1%	-
chi²:	***				(*)		(***)			(*)								***		(*)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

How frequently do you travel outside Canada and the United States?

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	General	Mailback	Express	1P1P	1	2+	Yearly USA	Yearly else.	Not every year	English	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Female	Male	West	Ontario	Quebec	Atlantic
Q25																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
More than once a year	18%	18%	32%	8%	12%	20%	23%	39%	-	19%	12%	10%	21%	26%	17%	15%	28%	13%	22%	14%	25%	11%	-
			+++	---				+++	---			-						-	+		++		
About once a year	28%	26%	22%	29%	26%	29%	31%	61%	-	27%	25%	42%	19%	29%	29%	26%	26%	27%	28%	31%	31%	27%	8%
			-				-	+++	---			+++	---										
About once every second year	12%	14%	14%	14%	8%	15%	12%	-	21%	13%	11%	6%	13%	16%	15%	13%	7%	12%	13%	13%	8%	13%	33%
								---	+++														
About once every 3 to 5 years	20%	17%	17%	27%	18%	22%	18%	-	40%	21%	20%	16%	25%	16%	21%	21%	24%	23%	18%	26%	20%	20%	8%
				+++				---	+++														
More rarely than that	18%	24%	14%	20%	27%	14%	15%	-	39%	16%	29%	22%	19%	11%	15%	23%	16%	23%	14%	14%	14%	26%	42%
		+	--		++	--		---	+++	--	++							+	-			+	
DK/NR	4%	1%	1%	3%	9%	-	1%	-	-	4%	4%	3%	3%	3%	2%	2%	-	2%	5%	1%	3%	2%	8%
	+				+++	---																	
chi²:	***				(***)		(***)			(**)								*		(**)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

How frequently do you travel to the United States or elsewhere outside Canada?
(COMPOSITE OF Q24 AND Q25)

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q2425																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Every year in the USA	65%	68%	73%	63%	61%	68%	100%	79%	-	69%	53%	61%	70%	66%	59%	70%	78%	58%	72%	71%	72%	57%	50%
			++	-			+++		---	++	--				-			--	++			-	
Every year elsewhere	45%	44%	54%	36%	38%	49%	55%	100%	-	46%	37%	53%	40%	54%	47%	40%	53%	40%	51%	46%	56%	38%	8%
			+++	---			--	+++	---				-					-	+		++		
Not every year	20%	23%	18%	26%	23%	19%	-	-	100%	18%	30%	21%	22%	17%	26%	21%	14%	27%	13%	18%	13%	29%	42%
				+			---	---	+++	-	+							++	--		-	++	
Other	5%	1%	1%	3%	10%	1%	-	-	-	5%	5%	4%	4%	3%	1%	2%	-	4%	6%	3%	5%	2%	8%
	+++	--			+++	---																	
chi²:	***				(**)		***			(*)								**		(*)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

Which language do you use primarily to inform yourself about recent events, like reading the newspaper or watching the news on television?

	SAMPLE				GENERAL SAMPLE																			
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q26																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
English	74%	69%	66%	71%	72%	74%	78%	76%	66%	100%	-	72%	72%	76%	71%	70%	78%	73%	74%	94%	93%	21%	83%
									-	+++	---									+++	+++	---	
French	22%	29%	30%	25%	21%	22%	18%	18%	33%	-	100%	25%	24%	19%	23%	30%	21%	22%	22%	1%	2%	76%	8%
	-								++	---	+++									---	---	+++	
Other	4%	2%	3%	3%	7%	3%	4%	6%	1%	-	-	3%	4%	6%	6%	-	2%	5%	4%	4%	5%	2%	8%
DK/NR	-	1%	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			+																				
chi²:							(*)			***										(***)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28

In which year were you born?
(RECODED AS AGE)

Q27	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
18-35	28%	31%	40%	31%	45%	20%	26%	32%	29%	27%	32%	100%	-	-	30%	23%	29%	34%	22%	29%	29%	30%	17%
	-		+++		+++	---						+++	---	---				+	-				
36-55	41%	40%	47%	65%	33%	46%	45%	37%	44%	41%	45%	-	100%	-	34%	64%	59%	38%	45%	34%	46%	46%	50%
	--	---		+++	-	+						---	+++	---	---	+							
56+	20%	24%	10%	0%	9%	26%	20%	24%	17%	21%	17%	-	-	100%	33%	11%	10%	19%	21%	26%	19%	19%	8%
	+++	+++	-	---	---	+++						---	---	+++	+++		-						
NR	10%	5%	3%	3%	13%	8%	9%	6%	10%	11%	7%	-	-	-	3%	2%	2%	9%	11%	11%	6%	4%	25%
	+++	-		-																			
chi²:	***				***							***			(**)								
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	43.6	44.5	39.5	38.5	35.8	47.3	44.1	43.6	42.1	43.6	42.2	26.7	44.7	64.6	45.8	41.3	41.7	42.2	45.0	44.3	43.6	42.8	40.9
sig. test for means:	**	***	**	***	***	***						***		***	*								

In which category would that total before-tax household income for 1998 fall?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q28																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Less than $25,000	7%	7%	8%	3%	13%	5%	5%	8%	13%	7%	11%	9%	3%	19%	30%	-	-	9%	6%	10%	5%	10%	-
				--	++	--			+				---	+++	+++	--	---						
More than $25,000 and less than $50,000	17%	20%	22%	17%	17%	18%	18%	18%	19%	17%	16%	18%	17%	21%	70%	-	-	17%	17%	17%	16%	22%	17%
															+++								
More than $50,000 and less than $75,000	14%	19%	17%	22%	17%	12%	15%	12%	14%	13%	18%	11%	21%	7%	-	100%	-	12%	15%	7%	18%	16%	25%
	-			+									++	-	---	+++	---			-			
More than $75,000	17%	21%	26%	27%	8%	22%	20%	20%	11%	18%	16%	18%	24%	9%	-	-	100%	14%	20%	21%	18%	17%	-
	--			+	--	++							+	-	---	---	+++						
DK/NR	45%	32%	27%	31%	45%	44%	43%	43%	43%	46%	39%	44%	35%	44%	-	-	-	47%	43%	46%	44%	35%	58%
	+++		--																				
chi²:	***				**		***					***			***								
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	55432	57500	58496	63964	46230	59961	59205	56667	48125	56565	53804	54167	62769	40064	29942	62500	87500	52060	58500	55357	59459	52586	52500
sig. test for means:	*		***		***	***			*				***	***	***	***	***						

Now, on a scale from 0 to 10, how easy or difficult was each of the following steps when you last applied for your passport?

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | | | | |
| | | | | | # OF PASSPORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q1A obtaining your proof of citizenship																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	85%	83%	75% ---	85%	84%	85%	86%	84%	83%	86%	84%	84%	83%	91%	80%	89%	83%	84%	86%	82%	90% +	78% -	92%
Mid range (5-7)	10%	10%	16% ++	11%	8%	11%	11%	12%	10%	10%	9%	11%	11%	7%	16%	4%	10%	10%	10%	13%	6% -	15%	8%
Low (0-4)	4%	5%	5%	3%	6%	3%	3%	3%	4%	4%	7%	5%	4%	1%	2%	4%	7%	5%	3%	4%	3%	6%	-
DK/NR	1%	3%	3%	1%	2%	0%	-	1%	3% +	1%	-	-	1%	-	1%	2%	-	1%	1%	-	1%	2%	-
chi²:	*																						
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.99	8.93	8.51	8.96	8.88	9.03	9.02	9.03	8.99	9.06	8.79	8.84	8.87	9.41	8.94	9.13	8.60	8.98	9.00	8.82	9.21	8.68	9.50
sig. test for means:			**											**									

Now, on a scale from 0 to 10, how easy or difficult was each of the following steps when you last applied for your passport?

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q1B obtaining photographs																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	86%	85%	81%	81%	85%	86%	85%	84%	90%	85%	93%	82%	89%	89%	92%	89%	83%	84%	87%	79% -	86%	92% +	75%
Mid range (5-7)	13%	12%	15%	16%	15%	12%	14%	15%	9%	14% +	5% -	16%	10%	11%	8%	11%	16%	13%	13%	19%	13%	7% -	25%
Low (0-4)	1%	2%	2%	3%	-	1%	1%	-	1%	0%	1%	-	1%	-	-	-	2%	2%	-	1%	1%	1%	-
DK/NR	0%	1%	1%	1%	-	0%	0%	1%	-	0%	-	1%	-	-	-	-	-	1%	-	1%	-	-	-
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	9.07	8.92	8.76	8.73	9.13	9.02	9.05	9.04	9.16	9.09	9.25	9.00	9.10	9.21	9.29	9.32	8.76	9.01	9.13	8.84	9.07	9.27	8.58
sig. test for means:	**																*						

Now, on a scale from 0 to 10, how easy or difficult was each of the following steps when you last applied for your passport?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q1C obtaining a guarantor's signature																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	79%	75%	71%	73%	72%	82%	77%	76%	81%	79%	83%	70%	84%	86%	78%	89%	79%	80%	78%	72%	80%	82%	83%
	+				-	+						--											
Mid range (5-7)	16%	18%	19%	20%	21%	13%	18%	18%	14%	16%	12%	22%	13%	7%	14%	11%	19%	14%	17%	18%	18%	12%	8%
													+	-									
Low (0-4)	5%	6%	9%	6%	7%	4%	4%	4%	4%	4%	5%	7%	3%	6%	8%	-	2%	5%	5%	9%	2%	4%	8%
			+												+					+			
DK/NR	1%	2%	0%	1%	-	1%	0%	1%	-	0%	-	1%	-	1%	-	-	-	1%	-	1%	-	1%	-
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.70	8.45	8.08	8.40	8.36	8.88	8.63	8.56	8.90	8.69	8.92	8.19	8.95	9.09	8.67	9.17	8.72	8.78	8.63	8.42	8.71	8.89	8.92
sig. test for means:	**		**		*	*						**											

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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Now, on a scale from 0 to 10, how easy or difficult was each of the following steps when you last applied for your passport?

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q1D obtaining the passport application form																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	86%	82%	82%	79%	87%	85%	86%	86%	84%	84%	93%	82%	88%	89%	87%	85%	83%	85%	86%	80%	85%	94%	67%
										-	+											++	
Mid range (5-7)	11%	12%	13%	16%	9%	11%	12%	12%	7%	12%	5%	16%	8%	6%	8%	9%	14%	10%	11%	13%	12%	4%	17%
				+								++										-	
Low (0-4)	3%	3%	5%	4%	2%	3%	2%	2%	3%	4%	-	1%	3%	4%	2%	4%	3%	3%	2%	6%	2%	-	8%
																				+			
DK/NR	1%	3%	0%	1%	3%	0%	-	-	6%	1%	1%	-	1%	1%	2%	2%	-	1%	1%	1%	1%	1%	8%
		+++	-					-	+++														
chi²:	(*)						(***)													(*)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	9.01	8.90	8.75	8.63	9.10	8.95	9.00	8.90	9.08	8.88	9.43	8.88	9.08	9.14	9.17	8.96	8.86	8.96	9.05	8.72	8.98	9.49	8.27
sig. test for means:	*			*						**	**												***

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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Now, on a scale from 0 to 10, how easy or difficult was each of the following steps when you last applied for your passport?

	SAMPLE				GENERAL SAMPLE																			
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q1E filling in the passport application form																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	84%	80%	81%	80%	82%	85%	84%	84%	79%	85%	84%	82%	83%	90%	83%	83%	90%	85%	83%	79%	89%	84%	83%
Mid range (5-7)	12%	16%	16%	16%	12%	12%	12%	11%	17%	11%	13%	13%	13%	6%	14%	11%	7%	12%	13%	16%	8%	12%	17%
Low (0-4)	3%	2%	2%	3%	3%	3%	4%	4%	-	2%	1%	3%	3%	3%	1%	2%	3%	2%	3%	4%	2%	2%	-
DK/NR	1%	1%	0%	1%	3%	0%	0%	1%	4% ++	1%	1%	1%	1%	1%	2%	4%	-	1%	1%	1%	2%	1%	-
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.78	8.74	8.68	8.51	8.68	8.81	8.74	8.72	8.76	8.79	8.99	8.59	8.80	8.97	8.98	8.84	8.83	8.83	8.73	8.53	8.95	8.90	8.50
sig. test for means:				*																			

Now, on a scale from 0 to 10, how easy or difficult was each of the following steps when you last applied for your passport?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q1F the entire process from ...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	74%	74%	69%	70%	72%	75%	70%	73%	83% +	71% -	86% +	73%	72%	83%	78%	81%	74%	76%	72%	68%	74%	83% +	75%
Mid range (5-7)	21%	21%	22%	23%	22%	21%	24%	22%	14%	24% +	12% -	22%	24%	14%	20%	17%	22%	19%	24%	28%	22%	13% -	17%
Low (0-4)	3% -	5%	8% +	6%	3%	4%	5%	4%	-	4%	1%	5%	2%	3%	1%	-	3%	4%	2%	4%	2%	2%	8%
DK/NR	1%	1%	1%	0%	3% +	0% -	1%	1%	3%	1%	1%	-	1%	-	1%	2%	-	1%	2%	-	2%	1%	-
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.42	8.30	7.97	8.05	8.40	8.43	8.27	8.30	8.72	8.32	8.89	8.26	8.41	8.70	8.60	8.83	8.19	8.49	8.36	8.12	8.48	8.74	8.08
sig. test for means:	**		*						*	**	**											*	

How important each of the following aspects are to you in obtaining and using a passport.

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | | | |
| | | | | | # OF PASSPORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3A reduction of child smuggling...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	82%	76%	81%	85%	84%	81%	82%	78%	81%	79%	92%	86%	85%	71%	85%	85%	81%	83%	80%	73%	82%	91%	83%
		-		+						--	++			--							--	+	
Mid range (5-7)	9%	10%	11%	6%	8%	10%	8%	10%	11%	11%	5%	10%	7%	13%	6%	13%	14%	8%	11%	13%	11%	4%	8%
		-																					
Low (0-4)	3%	7%	3%	4%	3%	4%	4%	4%	1%	4%	1%	2%	4%	4%	3%	-	5%	3%	3%	6%	1%	3%	-
		++																					
DK/NR	6%	7%	5%	5%	5%	6%	5%	8%	6%	7%	1%	2%	3%	11%	6%	2%	-	7%	5%	8%	6%	1%	8%
														++								-	
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	9.04	8.63	9.05	9.17	9.06	9.03	9.02	8.93	9.08	8.92	9.39	9.04	9.17	8.68	9.26	9.20	8.81	9.19	8.89	8.63	9.20	9.27	9.18
sig. test for means:		**								*	*										*		

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
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How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3B access to the Passport Office by telephone																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	65%	61%	65%	66%	69%	63%	63%	62%	76%+	68%	61%	68%	63%	63%	74%	64%	71%	69%	61%	70%	60%	67%	75%
Mid range (5-7)	22%	22%	24%	22%	25%	21%	23%	23%	17%	22%	25%	23%	24%	20%	20%	32%+	16%	20%	25%	17%	27%+	19%	17%
Low (0-4)	10%	13%+	8%	10%	3%--	13%++	12%	11%	3%-	9%	9%	7%	11%	13%	3%	4%	14%+	7%	12%	12%	10%	9%	-
DK/NR	3%	4%	3%	3%	3%	3%	1%	3%	4%	2%	5%	2%	1%	4%	2%	-	-	3%	2%	1%	2%	4%	8%
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.76	7.41	7.89	7.83	8.16	7.56	7.52	7.64	8.63	7.84	7.61	7.98	7.65	7.51	8.36	7.98	7.72	8.11	7.42	7.67	7.55	7.96	9.09
sig. test for means:		*			*	*			***									*	*				*

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3C parking close to the Pp Office building																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	59%	61%	53%	53%	63%	56%	61%	61%	47%	57%	67%	57%	57%	63%	56%	45%	59%	58%	60%	57%	60%	63%	33%
									-														
Mid range (5-7)	28%	23%	30%	29%	28%	28%	28%	24%	34%	31%	20%	30%	28%	29%	26%	38%	26%	27%	29%	31%	29%	21%	42%
		-																					
Low (0-4)	11%	13%	15%	14%	7%	14%	10%	14%	14%	11%	11%	12%	15%	9%	19%	15%	16%	13%	9%	11%	10%	13%	8%
DK/NR	2%	3%	2%	4%	2%	2%	1%	1%	4%	2%	3%	1%	1%	-	-	2%	-	2%	2%	1%	1%	2%	17%
									+														
chi²:																				(*)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.57	7.37	7.08	7.21	7.93	7.36	7.66	7.50	7.16	7.42	8.12	7.40	7.30	7.84	7.12	6.91	7.38	7.46	7.68	7.39	7.60	7.75	6.60
sig. test for means:	*																						

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE			GENERAL SAMPLE																		
				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3D the location of the Pp Office in the city																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	73% ++	66%	66%	64%	69%	74%	72%	68%	77%	71%	78%	67%	74%	77%	80%	62% -	76%	74%	71%	62% -	74%	79%	75%
Mid range (5-7)	22%	23%	30%	23% +	24%	21%	23%	25%	20%	23%	18%	28%	22%	16%	17%	36% ++	17%	22%	22%	30%	21%	17%	25%
Low (0-4)	4% -	7%	4% -	10% ++	6%	3%	4%	4%	3%	4%	3%	5%	4%	3%	2%	2%	5%	3%	5%	7%	3%	3%	-
DK/NR	1% -	3%	1%	3% -	1%	2%	1%	3% +	-	1%	1%	-	-	4% ++	-	-	2%	1%	2%	1%	2%	1%	-
chi²:	***											(*)											
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.39	7.94	8.07	7.80	8.13	8.52	8.28	8.22	8.63	8.30	8.61	8.00	8.44	8.73	8.63	8.19	8.28	8.53	8.26	7.81	8.51	8.60	8.58
sig. test for means:	**			*																	*		

How important each of the following aspects are to you in obtaining and using a passport.

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | | |
| | | | | | # OF PASSPORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	General	Mailback	Express	1P1P	1	2+	Yearly USA	Yearly else.	Not every year	English	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Female	Male	West	Ontario	Quebec	Atlantic
Q3E the signs inside the passport office																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	70% ++	65%	61%	57% --	75%	68%	69%	70%	71%	66% -	80% +	68%	69%	81% +	77%	68%	64%	70%	70%	57% --	73%	80% +	67%
Mid range (5-7)	20% -	21%	29% +	28%	16%	22%	21%	20%	19%	23%	14%	23%	19%	16%	20%	21%	24%	21%	19%	32% ++	17%	15%	17%
Low (0-4)	7%	9%	7%	7%	5%	8%	9%	8%	4%	9%	3%	9%	9%	1% -	3%	4%	10%	6%	8%	10%	8%	3%	-
DK/NR	3%	5%	3%	7% ++	4%	2%	1%	2%	6% +	2%	3%	-	3%	1%	-	6% +	2%	2%	3%	1%	3%	2%	17%
chi²:	**																			(**)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.10	7.85	7.76	7.66	8.39	7.97	7.88	8.06	8.53	7.86	8.65	7.86	8.05	8.77	8.56	8.09	7.58	8.19	8.01	7.36	8.17	8.67	9.00
sig. test for means:	*									**	**			**	*		*			**		**	

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3F access to passport application forms																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	83%	80%	74% --	80%	80%	84%	80%	81%	84%	81%	87%	81%	81%	89%	87%	74%	83%	88% ++	77% --	81%	79%	89%	92%
Mid range (5-7)	16%	14% -	23% ++	18%	18%	14%	18%	16%	16%	18%	11%	18%	16%	11%	13%	23%	14%	11% -	20% +	18%	18%	9%	8%
Low (0-4)	1%	4% +++	1%	1%	-	2%	2%	3%	-	1%	1%	-	3% +	-	-	2%	3%	1%	2%	1%	2%	1%	-
DK/NR	1%	2%	1%	1%	2% +	- -	0%	1%	-	-	1%	1%	-	-	-	-	-	-	1%	-	1%	1%	-
chi²:	(**)																	(*)					
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.89	8.59	8.63	8.71	8.96	8.85	8.74	8.75	9.06	8.80	9.09	8.93	8.68	9.20	9.05	8.66	8.69	9.10	8.67	8.87	8.72	9.14	9.00
sig. test for means:	*													*				*	*				

How important each of the following aspects are to you in obtaining and using a passport.

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | |
| | | | | | # OF PASS-PORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3G service outside normal working hours																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	58%	53%	61%	56%	63%	55%	57%	58%	60%	58%	61%	63%	58%	49%	55%	64%	59%	60%	56%	52%	62%	57%	58%
Mid range (5-7)	23%	27%	28%	29%	22%	24%	21%	20%	29%	24%	22%	27%	23%	19%	28%	23%	22%	23%	24%	27%	20%	24%	33%
Low (0-4)	14%	16%	9% -	12%	13%	15%	18%	13%	7%	15%	12%	8% -	15%	23% +	13%	11%	17%	12%	16%	18%	15%	10%	-
DK/NR	5%	4%	2%	2%	2%	7%	4%	8%	4%	3%	5%	2%	4%	10% +	5%	2%	2%	5%	5%	3%	4%	9%	8%
chi²:	*											(*)											
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.26	7.03	7.50	7.27	7.20	7.25	7.08	7.31	7.66	7.15	7.46	7.64	7.26	6.52	7.11	7.39	7.14	7.42	7.10	6.68	7.31	7.54	8.18
sig. test for means:																							

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3H sending by mail instead of delivering...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	40%	59%	48%	46%	43%	39%	43%	43%	36%	36%	55%	49%	37%	31%	42%	43%	36%	42%	38%	34%	35%	51%	58%
	---	+++								--	++	+											+
Mid range (5-7)	32%	24%	33%	33%	35%	30%	32%	29%	36%	33%	28%	32%	31%	34%	30%	38%	31%	28%	35%	33%	34%	27%	25%
		--																					
Low (0-4)	26%	14%	18%	19%	21%	29%	23%	27%	24%	28%	17%	16%	30%	31%	24%	19%	29%	25%	26%	30%	28%	21%	8%
	+++	--										--											
DK/NR	2%	3%	1%	2%	2%	3%	2%	2%	4%	3%	-	2%	2%	3%	3%	-	3%	4%	1%	2%	3%	1%	8%
																		+	-				
chi²:	***									(*)													
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	5.92	7.31	6.60	6.53	6.19	5.78	6.19	5.82	5.84	5.69	6.79	6.67	5.62	5.37	6.23	6.38	5.66	6.14	5.71	5.70	5.51	6.42	8.09
sig. test for means:	***	***								*	*	**											*

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3I friendliness of the Pp Office personnel																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	84%	81%	79%	79%	83%	85%	83%	80%	89%	81%	93%	80%	85%	90%	91%	85%	79%	85%	83%	74%	82%	92%	100%
										-	+									--		++	
Mid range (5-7)	14%	14%	18%	17%	14%	13%	15%	17%	9%	16%	4%	16%	14%	9%	8%	15%	17%	12%	16%	22%	15%	6%	-
										++	--									++		--	
Low (0-4)	1%	3%	2%	3%	1%	2%	1%	2%	1%	2%	1%	3%	1%	-	1%	-	2%	3%	-	3%	1%	1%	-
																		+	-				
DK/NR	1%	2%	1%	2%	3%	0%	0%	1%	1%	1%	1%	-	-	1%	-	-	2%	1%	2%	-	2%	1%	-
chi²:										(*)										(*)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.90	8.75	8.79	8.65	8.96	8.88	8.84	8.79	9.20	8.80	9.19	8.58	8.86	9.32	9.28	8.81	8.51	8.88	8.92	8.51	8.80	9.23	9.58
sig. test for means:									*	*	*				**	**	*			*		**	**

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3J knowledge of the Pp Office personnel																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	87%	86%	86%	84%	87%	88%	88%	86%	89%	87%	89%	84%	88%	91%	92%	83%	86%	87%	88%	84%	86%	89%	100%
Mid range (5-7)	10%	9%	11%	11%	10%	9%	9%	10%	9%	10%	7%	14%	10%	3% -	5%	13%	12%	12%	7%	12%	10%	8%	-
Low (0-4)	1%	3%	2%	3%	-	2%	2%	2%	-	2%	-	2%	1%	1%	-	2%	-	1%	2%	1%	2%	-	-
DK/NR	2%	3%	1%	2%	3%	2%	1%	3%	3%	1%	4%	-	1%	4% +	3%	2%	2%	1%	3%	2%	2%	3%	-
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	9.09	9.03	9.04	8.98	9.15	9.06	9.04	9.00	9.24	9.02	9.27	8.69	9.15	9.43	9.41	9.04	8.96	9.13	9.04	8.98	8.98	9.23	9.75
sig. test for means:												**			*		*						**

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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How important each of the following aspects are to you in obtaining and using a passport.

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | | | |
| | | | | | # OF PASSPORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3K ability of the Pp Office personnel																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	90% +	87%	88%	83% --	89%	91%	89%	85%	94%	89%	96%	85%	92%	94%	93%	89%	88%	90%	91%	88%	89%	93%	100%
Mid range (5-7)	7%	9%	10%	13% +	8%	7%	8%	11%	4%	9%	3%	14% ++	6%	1% -	3%	9%	10%	8%	7%	11%	8%	4%	-
Low (0-4)	1%	1%	1%	2%	2%	0%	1%	1%	1%	0%	1%	1%	1%	1%	2%	-	-	2%	-	-	1%	1%	-
DK/NR	1%	2%	2%	2%	2%	1%	2%	3%	-	1%	-	-	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	-
chi²:												(*)											
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	9.19	9.11	9.16	8.90	9.10	9.25	9.17	9.07	9.26	9.17	9.26	8.84	9.28	9.51	9.28	9.24	8.93	9.18	9.21	9.09	9.21	9.27	9.67
sig. test for means:				*								**		*									*

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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How important each of the following aspects are to you in obtaining and using a passport.

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | | | |
	General	Mail-back	Express	1P1P	# OF PASSPORTS 1	2+	TRAVEL FREQUENCY Yearly USA	Yearly else.	Not every year	LANGUAGE English	French	AGE 18-35	36-55	56+	HOUSEHOLD INCOME -$50k	$50k-$75k	$75k+	GENDER Female	Male	REGION West	Ontario	Quebec	Atlantic
Q3L time to complete a visit at the Pp Office																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	78%	76%	76%	73%	74%	79%	77%	77%	80%	77%	83%	72%	80%	84%	79%	70%	86%	80%	75%	76%	75%	83%	83%
Mid range (5-7)	18%	20%	20%	19%	20%	17%	19%	18%	13%	19%	12%	23%	17%	13%	20%	21%	10%	16%	19%	19%	21%	13%	-
Low (0-4)	2%	2%	3%	4%	2%	3%	2%	3%	4%	2%	3%	3%	2%	1%	-	9%	2%	2%	2%	2%	2%	1%	17%
															-	++							
DK/NR	3%	3%	2%	4%	4%	2%	3%	3%	3%	2%	3%	2%	1%	1%	1%	-	2%	2%	3%	3%	2%	2%	-
chi²:															(*)								
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.69	8.60	8.51	8.29	8.61	8.72	8.66	8.71	8.75	8.67	8.80	8.47	8.72	8.90	8.88	8.32	8.70	8.76	8.61	8.57	8.63	8.95	8.08
sig. test for means:				*																			

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3M time it takes the Pp Office to produce...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	76%	70%	83%	72%	77%	75%	76%	75%	74%	72%	88%	73%	76%	77%	81%	72%	72%	77%	75%	74%	70%	84%	67%
		-	+++							--	++											+	
Mid range (5-7)	18%	23%	14%	23%	18%	19%	19%	20%	16%	22%	7%	26%	17%	16%	15%	23%	22%	17%	20%	20%	24%	10%	25%
			--							++	--											-	
Low (0-4)	4%	4%	2%	4%	3%	4%	4%	3%	7%	4%	4%	1%	4%	6%	2%	2%	5%	4%	3%	4%	3%	3%	8%
DK/NR	2%	3%	1%	1%	3%	2%	1%	1%	3%	2%	1%	-	3%	1%	1%	2%	-	2%	2%	1%	3%	2%	-
chi²:	*									(*)													
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.43	8.25	8.92	8.23	8.42	8.40	8.40	8.39	8.26	8.32	8.72	8.43	8.37	8.59	8.75	8.61	8.14	8.46	8.39	8.28	8.41	8.57	7.67
sig. test for means:		*	***	*																			

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3N time to obtain your passport	after...																						
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	72%	72%	80%	74%	73%	72%	68%	71%	77%	68%	86%	74%	69%	76%	78%	66%	71%	72%	73%	66%	65%	89%	67%
			+							--	++										-	+++	
Mid range (5-7)	22%	20%	17%	22%	22%	22%	26%	24%	16%	27%	8%	24%	24%	19%	17%	32%	24%	23%	21%	30%	27%	8%	25%
										+++	---									+		---	
Low (0-4)	2%	4%	2%	2%	2%	2%	2%	1%	1%	2%	3%	1%	3%	1%	2%	-	2%	1%	2%	1%	3%	1%	-
DK/NR	4%	4%	1%	2%	3%	4%	4%	3%	6%	4%	4%	1%	5%	4%	2%	2%	3%	5%	3%	3%	5%	2%	8%
chi²:										(**)										(*)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.40	8.30	8.71	8.35	8.35	8.41	8.20	8.29	8.76	8.19	8.92	8.34	8.25	8.61	8.62	8.24	8.20	8.47	8.32	8.13	8.06	8.97	8.91
sig. test for means:			**						*	**	**											*	***

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q30 your passport within one working day																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	46%	46%	72%	41%	55%	41%	43%	42%	51%	39%	63%	51%	42%	49%	58%	49%	36%	46%	47%	37%	40%	62%	58%
	-	-	+++	---	+	-				---	+++				+		-			-		+++	
Mid range (5-7)	29%	27%	20%	31%	27%	30%	30%	31%	30%	32%	24%	31%	28%	24%	29%	28%	26%	34%	25%	30%	34%	26%	8%
			--	+																			
Low (0-4)	22%	24%	7%	26%	16%	26%	24%	25%	17%	25%	13%	18%	26%	24%	13%	19%	33%	18%	26%	30%	24%	11%	33%
		+	---	+++	-	+				+	-				-		++					--	
DK/NR	2%	4%	1%	1%	3%	2%	3%	3%	1%	3%	-	1%	3%	3%	-	4%	5%	2%	2%	3%	2%	1%	-
		+													-								
chi²:	***									(**)					(*)					(*)			
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	6.46	6.31	8.27	6.17	7.07	6.12	6.29	6.30	6.80	6.07	7.42	6.86	6.17	6.29	7.43	6.64	5.62	6.68	6.24	5.71	6.09	7.51	6.58
sig. test for means:	*	**	***	***	*	*				**	**				**		**			*		***	

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3P your passport within two working days																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	54%	55%	76%	54%	52%	54%	52%	54%	57%	52%	61%	55%	53%	53%	66%	51%	53%	54%	53%	51%	50%	58%	67%
	--	-	+++	-																			
Mid range (5-7)	30%	28%	19%	29%	33%	29%	31%	28%	31%	32%	28%	35%	28%	29%	28%	38%	33%	33%	27%	32%	31%	28%	17%

Low (0-4)	14%	14%	4%	15%	11%	15%	15%	15%	9%	15%	9%	10%	15%	16%	6%	9%	10%	10%	17%	17%	16%	9%	17%
			---	+															-	+				
DK/NR	3%	4%	1%	2%	3%	3%	3%	3%	3%	2%	3%	-	3%	3%	-	2%	3%	3%	3%	-	3%	4%	-
chi²:	***																						
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.23	7.28	8.50	7.09	7.23	7.19	7.05	7.18	7.66	7.15	7.46	7.43	7.13	7.04	8.09	7.30	7.34	7.51	6.95	7.00	7.02	7.54	7.83
sig. test for means:	*		***	**												*							

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3Q simplicity of the requirements																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	70%	71%	75%	73%	68%	70%	68%	64%	76%	65%	84%	65%	72%	71%	72%	66%	66%	74%	66%	68%	60%	79%	83%
										--	++										--	+	
Mid range (5-7)	24%	22%	20%	22%	24%	25%	27%	29%	20%	28%	14%	32%	24%	19%	24%	26%	26%	20%	28%	26%	32%	18%	17%
										+	-										+	-	
Low (0-4)	3%	5%	4%	4%	4%	2%	3%	3%	1%	4%	-	2%	3%	3%	1%	6%	2%	3%	3%	2%	6%	-	-
																					+	-	
DK/NR	3%	3%	1%	1%	3%	3%	3%	4%	3%	3%	1%	1%	1%	7%	2%	2%	7%	3%	3%	4%	2%	3%	-
	+		-											++									
chi²:										(*)													
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.31	8.28	8.41	8.27	8.15	8.36	8.19	8.15	8.74	8.13	8.83	8.18	8.27	8.63	8.50	7.87	8.17	8.48	8.14	8.21	7.85	8.78	9.00
sig. test for means:									*	**	**										**	**	

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3R acceptance by other countries																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	94%	94%	95%	94%	90%	96%	96%	96%	89%	95%	92%	93%	94%	94%	95%	94%	97%	92%	95%	91%	96%	92%	92%
					-	+			--														
Mid range (5-7)	4%	2%	4%	5%	7%	3%	3%	3%	7%	4%	7%	6%	2%	6%	5%	2%	2%	5%	3%	6%	2%	6%	8%
Low (0-4)	0%	1%	0%	-	-	0%	0%	-	-	0%	-	-	1%	-	-	-	2%	-	1%	1%	-	-	-
DK/NR	2%	3%	1%	1%	3%	1%	0%	1%	4%	1%	1%	1%	3%	-	-	4%	-	3%	1%	2%	2%	2%	-
									+							+							
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	9.64	9.65	9.65	9.63	9.50	9.71	9.67	9.73	9.54	9.68	9.47	9.57	9.72	9.61	9.66	9.71	9.66	9.69	9.60	9.57	9.79	9.49	9.75
sig. test for means:																						*	

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3S making it difficult to use by an imposter																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	95%	92%	94%	93%	90%	97%	95%	94%	96%	95%	97%	94%	95%	96%	95%	94%	98%	96%	94%	93%	95%	97%	92%
					-	+																	
Mid range (5-7)	4%	5%	4%	4%	7%	2%	4%	4%	3%	4%	3%	5%	3%	3%	3%	6%	2%	2%	5%	4%	4%	2%	8%
					+	-																	
Low (0-4)	-	1%	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-																						
DK/NR	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	-	2%	1%	2%	2%	1%	-
chi²:					(*)																		
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	9.70	9.59	9.60	9.58	9.56	9.76	9.65	9.66	9.74	9.69	9.70	9.57	9.74	9.75	9.73	9.64	9.71	9.78	9.61	9.64	9.73	9.72	9.67
sig. test for means:																							

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																		
					# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3T picking it up at the office counter...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	67% +++	33% ---	59% ++	51%	68%	66%	67%	70%	64%	69%	59%	60%	67%	74%	71%	64%	64%	63%	71%	66%	70%	61%	75%
Mid range (5-7)	21% --	29%	28%	32% +	21%	22%	21%	14%	24% -	21%	25%	32% ++	18%	14%	22%	30%	21%	25%	17%	22%	19%	26%	8%
Low (0-4)	9% ---	33% +++	11% ---	14%	7%	10%	10%	11%	7%	8%	8%	6%	12%	10%	6%	4%	12%	9%	9%	11%	8%	9%	8%
DK/NR	3%	4%	2%	3%	4%	3%	2%	5%	4%	2% -	8% +	2%	3%	1%	1%	2%	3%	3%	3%	1%	3%	4%	8%
chi²:	***																						
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.90	5.33	7.47	6.97	8.09	7.78	7.83	7.99	7.87	7.94	7.77	7.93	7.65	7.97	8.07	8.20	7.50	7.79	8.02	7.60	8.14	7.62	8.55
sig. test for means:	***	***	***																				

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3U the number of years the passport is valid																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	68%	65%	68%	71%	69%	68%	69%	71%	64%	67%	68%	70%	67%	73%	71%	68%	66%	70%	67%	70%	71%	67%	50%
Mid range (5-7)	26%	27%	27%	25%	22%	28%	27%	24%	24%	27%	26%	25%	27%	24%	22%	23%	28%	25%	26%	26%	23%	28%	33%
Low (0-4)	3%	5%	3%	3%	4%	2%	2%	3%	7% +	3%	4%	3%	5%	-	3%	4%	5%	3%	2%	1%	3%	3%	8%
DK/NR	3%	3%	2%	1%	5%	2%	3%	3%	4%	4%	1%	2%	1%	3%	3%	4%	2%	2%	5%	3%	3%	1%	8%
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.29	7.99	8.15	8.29	8.22	8.32	8.26	8.33	8.16	8.27	8.16	8.31	8.01	8.72	8.46	8.18	7.91	8.30	8.28	8.49	8.32	8.14	7.27
sig. test for means:														*									

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																			
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3V a simpler renewal process																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	73%	73%	71%	74%	77%	70%	75%	72%	74%	72%	75%	81%	71%	70%	78%	68%	72%	73%	72%	70%	75%	76%	58%
												+											
Mid range (5-7)	18%	17%	19%	20%	14%	21%	19%	16%	19%	20%	16%	10%	21%	23%	15%	26%	19%	20%	16%	23%	16%	16%	33%
												-											
Low (0-4)	4%	5%	6%	4%	2%	5%	3%	6%	3%	4%	5%	4%	3%	4%	3%	4%	5%	2%	5%	2%	5%	4%	-
DK/NR	5%	5%	4%	3%	7%	4%	4%	6%	4%	5%	4%	4%	5%	3%	3%	2%	3%	4%	6%	4%	5%	3%	8%
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.50	8.44	8.35	8.44	8.78	8.35	8.61	8.30	8.66	8.42	8.62	8.78	8.38	8.37	8.66	8.28	8.27	8.60	8.40	8.40	8.45	8.69	8.55
sig. test for means:																							

How important each of the following aspects are to you in obtaining and using a passport.

	SAMPLE				GENERAL SAMPLE																	
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q3W the price of the passport																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	67%	65%	64%	65%	65%	68%	66%	68%	70%	67%	68%	71%	65%	69%	70%	68%	60%	72%	63%	67%	67%	69%	75%
Mid range (5-7)	26%	29%	28%	27%	28%	25%	27%	27%	24%	27%	24%	22%	29%	27%	27%	28%	34%	24%	28%	30%	25%	26%	17%
Low (0-4)	4%	4%	7%	5%	3%	4%	5%	4%	1%	4%	5%	7%	3%	4%	2%	2%	5%	2%	6%	2%	6%	3%	-
DK/NR	3%	2%	1%	2%	3%	2%	2%	2%	4%	2%	3%	-	3%+	-	1%	2%	-	2%	3%	1%	2%	2%	8%
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.18	7.94	7.89	8.01	8.05	8.23	8.08	8.23	8.45	8.16	8.15	8.14	8.16	8.10	8.28	8.28	7.78	8.41	7.95	8.08	8.09	8.32	8.73
sig. test for means:																								

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

| | SAMPLE | | | | # OF PASS-PORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4A Everyone with their own passport																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	77%	77%	78%	65%	75%	78%	78%	77%	71%	76%	79%	77%	75%	79%	81%	81%	71%	76%	78%	72%	79%	80%	67%

Mid range (5-7)	14%	16%	16%	25%	10%	15%	12%	12%	19%	14%	14%	13%	15%	13%	12%	9%	22%	12%	16%	16%	12%	13%	8%
	-			+++													+						
Low (0-4)	7%	4%	5%	8%	10%	5%	7%	6%	9%	7%	5%	7%	6%	7%	6%	9%	3%	8%	6%	8%	5%	6%	25%
				+																			
DK/NR	3%	3%	1%	2%	4%	2%	3%	4%	1%	3%	1%	2%	3%	1%	1%	2%	3%	5%	1%	4%	4%	1%	-
chi²:	***																						
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.54	8.65	8.57	7.83	8.26	8.68	8.57	8.59	8.30	8.48	8.60	8.43	8.61	8.55	8.80	8.67	8.48	8.55	8.52	8.38	8.74	8.67	7.33
sig. test for means:		*		***																			

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how
reasonable would you find...

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4B Express post service the normal way...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	53%	71%	56%	54%	55%	52%	51%	54%	59%	51%	59%	54%	49%	60%	53%	53%	60%	51%	55%	48%	51%	61%	67%
	-	+++																					
Mid range (5-7)	26%	18%	26%	28%	29%	24%	28%	23%	26%	29%	20%	32%	27%	17%	24%	34%	22%	29%	23%	33%	25%	19%	17%
		---												-						+			
Low (0-4)	20%	10%	17%	17%	16%	22%	21%	22%	14%	20%	20%	14%	22%	23%	22%	11%	17%	18%	22%	18%	23%	19%	17%
	+	---																					
DK/NR	1%	2%	1%	0%	1%	1%	-	1%	1%	0%	1%	-	1%	-	-	2%	-	1%	1%	1%	1%	1%	-
chi²:	(***)																						
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	6.82	8.00	7.05	6.89	6.89	6.80	6.68	6.75	7.46	6.79	6.93	7.14	6.58	6.99	6.86	7.22	7.38	6.92	6.71	6.89	6.58	7.13	7.42
sig. test for means:	*	***		*																			

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

	SAMPLE				GENERAL SAMPLE																			
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4C Express service...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	59%	64%	70%	61%	57%	59%	58%	64%	57%	59%	58%	65%	56%	57%	64%	51%	76%	60%	57%	51%	62%	64%	50%
	-		++													-	+						
Mid range (5-7)	25%	22%	19%	25%	26%	24%	27%	21%	26%	25%	25%	22%	26%	27%	26%	34%	16%	23%	26%	32%	21%	21%	33%
																				+			
Low (0-4)	15%	12%	8%	11%	15%	15%	14%	14%	14%	14%	16%	11%	16%	16%	9%	13%	9%	14%	15%	13%	16%	15%	8%
	+		-																				
DK/NR	2%	3%	3%	3%	3%	1%	1%	1%	3%	2%	1%	2%	3%	-	1%	2%	-	2%	2%	3%	2%	-	8%
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.23	7.68	8.06	7.56	7.11	7.28	7.24	7.51	7.16	7.26	7.11	7.62	7.11	7.07	7.64	7.02	8.17	7.37	7.10	7.11	7.30	7.38	7.45
sig. test for means:	**		**																				
Q4C1 Offering an express service - immediately																							
real # of participants:	115	134	133	138	39	75	76	57	17	82	29	31	54	23	33	19	20	59	56	29	41	32	4
Top (8-10)	63%	62%	77%	61%	49%	69%	58%	65%	76%	61%	66%	58%	63%	70%	64%	47%	80%	61%	64%	59%	63%	69%	25%
			++		-	+																	
Mid range (5-7)	25%	20%	15%	25%	38%	19%	30%	23%	12%	27%	24%	29%	26%	17%	27%	32%	15%	25%	25%	31%	22%	22%	50%
			-		+	-																	
Low (0-4)	10%	14%	8%	11%	13%	9%	11%	11%	6%	10%	10%	10%	9%	13%	9%	16%	5%	10%	11%	7%	15%	9%	-
DK/NR	2%	4%	1%	3%	-	3%	1%	2%	6%	2%	-	3%	2%	-	-	5%	-	3%	-	3%	-	-	25%
chi²:																				(*)			
± ... at 50%:	9	8	8	8	16	11	11	13	24	11	18	18	13	20	17	22	22	13	13	18	15	17	49
mean for these data:	7.65	7.42	8.20	7.55	6.85	8.07	7.49	7.75	8.56	7.68	7.66	7.40	7.85	7.61	7.79	6.89	8.70	7.65	7.64	7.82	7.46	7.94	6.67
sig. test for means:			*		*	*																	

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On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	General	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4C2 Offering an express service - 24 hours																							
real # of participants:	124	115	115	105	40	82	79	46	31	96	24	31	50	27	27	16	19	63	61	29	55	26	6
Top (8-10)	58%	62%	71% +	56%	50%	61%	58%	59%	52%	58%	54%	58%	54%	59%	63%	50%	79%	56%	61%	48%	60%	62%	67%
Mid range (5-7)	21%	23%	15% -	28%	25%	20%	22%	17%	26%	20%	25%	23%	24%	15%	19%	44%	5%	24%	18%	28%	18%	23%	17%
Low (0-4)	20% +	15%	10%	13%	23%	20%	20%	24%	19%	21%	21%	16%	22%	26%	15%	6%	16%	21%	20%	21%	22%	15%	17%
DK/NR	1%	1%	3%	3%	3%	-	-	-	3% +	1%	-	3%	-	-	4%	-	-	-	2%	3%	-	-	-
chi²:																							
± ... at 50%:	9	9	9	10	15	11	11	14	18	10	20	18	14	19	19	25	22	12	13	18	13	19	40
mean for these data:	6.96	7.68	8.04	7.28	6.49	7.15	7.00	6.87	6.67	7.01	6.54	7.30	6.68	6.74	7.31	7.44	8.00	6.95	6.97	6.71	7.02	7.08	7.67
sig. test for means:	*		*																				
Q4C3 Offering an express service - 48 hours																							
real # of participants:	108	104	98	99	36	70	71	54	22	78	23	35	40	20	26	12	19	51	57	32	35	31	2
Top (8-10)	55% -	68%	62%	68%	72% +	47% -	58%	67%	50%	56%	52%	77% ++	48%	40%	65%	58%	68%	65% +	46% -	47%	63%	61%	50%
Mid range (5-7)	29%	23%	30%	23%	14% -	36% +	30%	22%	36%	31%	26%	14% -	28%	55%	31%	25%	26%	20% -	37% +	38%	23%	19%	50%
Low (0-4)	13%	6%	7%	9%	8%	16%	11%	9%	14%	12%	17%	9%	18%	5%	4%	17%	5%	12%	14%	13%	9%	19%	-
DK/NR	4%	3%	1%	-	6%	1%	1%	2%	-	1%	4%	-	8% +	-	-	-	-	4%	4%	3%	6%	-	-
chi²:					(*)							(**)											
± ... at 50%:	9	10	10	10	16	12	12	13	21	11	20	17	15	22	19	28	22	14	13	17	17	18	69
mean for these data:	7.11	8.02	7.88	7.87	8.12	6.61	7.24	7.81	6.82	7.14	7.00	8.09	6.62	6.90	7.77	6.67	7.79	7.57	6.69	6.84	7.58	7.06	8.00
sig. test for means:	*				*	*						*											

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4D Reducing the cost outside the peak period																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	59%	64%	58%	59%	60%	58%	57%	61%	61%	62%	50%	63%	52%	64%	60%	62%	52%	64%	54%	50%	63%	60%	58%
													-										
Mid range (5-7)	24%	23%	29%	26%	21%	26%	27%	22%	24%	25%	25%	24%	26%	24%	24%	28%	26%	23%	26%	33%	21%	21%	33%
																				+			
Low (0-4)	14%	11%	12%	13%	14%	14%	15%	15%	9%	11%	21%	11%	17%	11%	15%	9%	21%	11%	17%	14%	12%	16%	8%
										-	+												
DK/NR	3%	2%	1%	2%	5%	2%	2%	2%	6%	2%	4%	2%	5%	-	-	2%	2%	3%	3%	2%	4%	3%	-
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.38	7.63	7.32	7.38	7.38	7.36	7.20	7.38	8.00	7.58	6.75	7.58	6.90	7.87	7.42	7.48	6.63	7.72	7.03	7.07	7.49	7.40	7.75
sig. test for means:									*				*					*	*				

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On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

| | SAMPLE | | | | GENERAL SAMPLE | | | | | | | | | | | | | | | | | | |
| | | | | # OF PASS-PORTS | | TRAVEL FREQUENCY | | | LANGUAGE | | AGE | | | HOUSEHOLD INCOME | | | GENDER | | REGION | | | |
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4E Offering a reduction on next passport...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	79%	79%	76%	78%	72%	82%	80%	78%	80%	79%	83%	78%	81%	80%	76%	85%	78%	80%	78%	78%	79%	83%	92%
						-	+																
Mid range (5-7)	15%	17%	18%	16%	18%	14%	15%	17%	14%	15%	14%	14%	14%	16%	17%	11%	16%	17%	13%	17%	13%	13%	8%
Low (0-4)	4%	3%	5%	5%	6%	3%	4%	4%	4%	5%	1%	6%	3%	4%	6%	4%	5%	1%	7%	1%	7%	3%	-
																		--	++		+		
DK/NR	2%	1%	1%	1%	3%	1%	2%	1%	1%	2%	1%	1%	3%	-	1%	-	2%	2%	2%	4%	2%	-	-
																				+			
chi²:																		(*)					
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.58	8.71	8.44	8.57	8.25	8.74	8.56	8.50	8.71	8.50	8.95	8.38	8.71	8.71	8.26	8.66	8.47	8.83	8.34	8.57	8.36	8.90	9.17
sig. test for means:										*	*							*	*				

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4F Increase the price + simpler renewal...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	41%	47%	44%	41%	40%	41%	43%	43%	34%	40%	42%	41%	40%	43%	45%	34%	43%	40%	41%	40%	37%	44%	50%
Mid range (5-7)	32%	27% -	32%	35%	35%	30%	29%	30%	40%	32%	33%	38%	30%	29%	34%	32%	28%	34%	29%	33%	32%	33%	17%
Low (0-4)	24%	23%	21%	23%	22%	26%	25%	22%	26%	25%	25%	21%	27%	23%	16% -	32%	26%	24%	24%	22%	27%	24%	25%
DK/NR	3%	3%	3%	1% -	3%	3%	3%	5%	-	4%	-	- -	3%	6%	5%	2%	3%	1% -	5% +	4%	5%	- -	8%
chi²:																							
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	6.10	6.32	6.49	6.05	6.28	5.99	6.16	6.34	5.66	6.02	6.17	6.43	5.94	6.12	6.62	5.65	6.11	6.12	6.09	6.05	5.82	6.26	6.45
sig. test for means:																							

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

	SAMPLE				# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4G Credit-card-size passport card...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	71%	69%	72%	67%	69%	71%	70%	70%	73%	69%	72%	72%	68%	70%	78%	70%	71%	73%	68%	67%	66%	80% +	92%
Mid range (5-7)	18%	14%	15%	23% ++	23%	17%	19%	20%	17%	21%	12%	20%	17%	19%	16%	19%	16%	16%	21%	22%	22%	8%	8% --
Low (0-4)	9%	14% +	11%	9%	5%	11%	10%	9%	7%	8% -	16% +	6%	13%	11%	6%	6%	12%	9%	10%	9%	8%	12%	-
DK/NR	2%	2%	2%	1%	3%	1%	1%	1%	3%	2%	-	2%	2%	-	-	4%	2%	2%	1%	2%	3%	-	-
chi²:	*									(*)													
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	8.07	7.84	7.99	7.91	8.14	8.00	7.93	8.03	8.44	8.08	7.79	8.27	7.82	7.89	8.37	8.13	8.00	8.19	7.96	7.85	7.99	8.25	9.42
sig. test for means:																							***

On a scale from 0 to 10 where 0 means not at all reasonable, 10 means totally reasonable and 5 means somewhat reasonable. As a tax payer, how reasonable would you find...

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q4H Information about physical char...																							
real # of participants:	347	353	349	347	115	227	226	157	70	256	76	97	144	70	86	47	58	173	174	90	131	89	12
Top (8-10)	66%	67%	65%	70%	69%	65%	65%	67%	69%	66%	70%	60%	69%	70%	70%	68%	57%	65%	67%	62%	65%	72%	58%
Mid range (5-7)	22%	20%	24%	23%	20%	24%	23%	20%	21%	23%	21%	33% +++	16% -	17%	23%	21%	28%	24%	21%	26%	21%	21%	33%
Low (0-4)	10%	10%	10%	7%	9%	10%	11%	10%	9%	9%	9%	7%	13%	10%	6%	9%	16%	9%	10%	9%	11%	7%	8%
DK/NR	2%	2%	1%	0%	3%	1%	1%	3%	1%	1%	-	-	2%	3%	1%	2%	-	2%	2%	3%	2%	-	-
chi²:												(*)											
± ... at 50%:	5	5	5	5	9	7	7	8	12	6	11	10	8	12	11	14	13	7	7	10	9	10	28
mean for these data:	7.88	7.86	7.80	8.09	8.01	7.79	7.73	7.88	8.13	7.87	7.93	7.66	7.91	8.04	8.26	7.96	7.21	7.88	7.88	7.90	7.69	8.21	7.33
sig. test for means:																							

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On the 0 to 10 scale, how reasonable would you find each of the following suggestions?

	SAMPLE				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q16A Every child should get his or her own passport																							
real # of participants:	-	-	-	347	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top (8-10)	-	-	-	56%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mid range (5-7)	-	-	-	26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low (0-4)	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:																							
± ... at 50%:	*	*	*	5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
mean for these data:	*	*	*	7.19	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
sig. test for means:	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

On the 0 to 10 scale, how reasonable would you find each of the following suggestions?

	SAMPLE			GENERAL SAMPLE																			
				# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q16B Every child should get his or her own passport but it would be free for childr																							
real # of participants:	-	-	-	347	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top (8-10)	-	-	-	62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mid range (5-7)	-	-	-	16%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low (0-4)	-	-	-	18%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:																							
± ... at 50%:	*	*	*	5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
mean for these data:	*	*	*	7.31	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
sig. test for means:	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

On the 0 to 10 scale, how reasonable would you find each of the following suggestions?

	SAMPLE				GENERAL SAMPLE																		
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			At-lan-tic
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	
Q16C Every child should get his or her own passport but it would be valid for a shorte																							
real # of participants:	-	-	-	347	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top (8-10)	-	-	-	51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mid range (5-7)	-	-	-	25%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low (0-4)	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:																							
± ... at 50%:	*	*	*	5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
mean for these data:	*	*	*	6.68	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
sig. test for means:	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics
Final Report to the Passport Office

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On the 0 to 10 scale, how reasonable would you find each of the following suggestions?

	SAMPLE			GENERAL SAMPLE																			
					# OF PASS-PORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER			REGION		
	Gene-ral	Mail-back	Ex-press	1P1P	1	2+	Year-ly USA	Year-ly else.	Not every year	Eng-lish	Frnch	18-35	36-55	56+	-$50k	$50k-$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic
Q16D Every child should get his or her own passport but the cost of assisting Canadi																							
real # of participants:	-	-	-	347	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top (8-10)	-	-	-	62%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mid range (5-7)	-	-	-	23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Low (0-4)	-	-	-	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DK/NR	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
chi²:																							
± ... at 50%:	*	*	*	5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
mean for these data:	*	*	*	7.78	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
sig. test for means:	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*