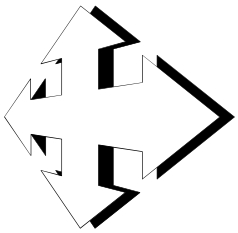

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A Multivariate Perspective on the Passport Office Market

Final Report

Presented to

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Chapter 1

INTRODUCTION

The Passport Office has recently conducted a market study concerned with 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 of the postal return of the passport to the client;
- express delivery of a passport within 24 or 48 hours.

The study was based on a telephone survey of some 1,400 recent clients. The data collection methodology is detailed in Chapter 2 of a report entitled *Market Study Concerning Express Service, Mail Delivery, 1P1P Policy and Other Topics*, prepared by Circum Network Inc. The survey questionnaire is available as Appendix 1 of the same report.

In addition to providing insights into clients' reactions to various new products and policy directions, the survey included more general questions concerning product preferences. The present report uses these data to

develop a better understanding of clients' attitudes toward the Passport Office products and services.

The balance of the report is structured into three chapters. Chapter 2 describes the hierarchy of product characteristics and their logical organisation into five underlying dimensions. Chapter 3 subdivides the Passport Office clientele into six groups of clients according to their product preferences. Chapter 4 uses multivariate techniques to better understand the reactions of clients to proposed changes in products and policies. Appendix 1 contain more technical information on the analyses that were undertaken.

Chapter 2

HIERARCHY OF PRODUCT CHARACTERISTICS

2.1 General Hierarchy

The first goal of this study is to document the preferences of Passport Office clients with regard to product characteristics. The recent survey asked clients to rate the importance of 23 characteristics "in obtaining or using a passport". The rating was performed on a scale from 0 to 10 where 0 meant not at all important and 10 meant extremely important.
Exhibit 2.1 presents the basic results for the sample representative of all Passport Office clients and for each specialized sample.[1]

[1] 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 (called the express sample); a sample of clients having requested mail delivery of their passport (called the mailback sample); a sample of clients having listed at least one child in their passport (called the 1P1P sample).

EXHIBIT 2.1
Hierarchy of Product Characteristics
(Average score on a scale from 0 to 10 and rank)

Item	Service Characteristic	General Sample		1P1P Sample		Express Sample		Mailback Sample	
		score	rank	score	rank	score	rank	score	rank
	(sample size)	347		347		349		353	
S	making the passport difficult to use by imposters	9.7	1	9.6	1	9.6	1	9.6	1
R	the acceptance of your passport by other countries	9.6	2	9.6	2	9.6	2	9.6	2
K	the ability of the Passport Office personnel	9.2	3	8.9	5	9.2	3	9.1	3
J	the knowledge of the Passport Office personnel	9.1	4	9.0	4	9.0	5	9.0	4
A	the reduction of international child smuggling	9.0	5	9.2	3	9.0	4	8.6	6
F	access to passport application forms	8.9	6	8.7	6	8.6	9	8.6	7
I	the friendliness of the Passport Office personnel	8.9	7	8.6	7	8.8	7	8.7	5
L	the time it takes to complete a visit at the Passport office	8.7	8	8.3	10	8.5	10	8.6	8
V	a renewal process that is simpler than the original application	8.5	9	8.4	8	8.4	12	8.4	9
D	the location of the passport office in town	8.4	10	7.8	15	8.1	16	7.9	14
M	the time it takes the Passport Office to produce a passport	8.4	11	8.2	13	8.9	6	8.3	10
N	the time it takes you to obtain your passport after it is produced	8.4	12	8.4	9	8.7	8	8.3	11
Q	the simplicity of the requirements to obtain a passport	8.3	13	8.3	11	8.4	13	8.3	12
U	the number of years the passport is valid	8.3	14	8.3	12	8.2	15	8.0	13
W	the price of the passport	8.2	15	8.0	14	7.9	17	7.9	15
E	the signs inside the passport office	8.1	16	7.7	17	7.8	19	7.9	16
T	picking up your passport at the office	7.9	17	7.0	21	7.5	21	5.3	23
B	access to the Passport Office by telephone	7.8	18	7.8	16	7.9	18	7.4	17
C	parking close to the Passport Office building	7.6	19	7.2	19	7.1	22	7.4	18
G	service outside normal working hours	7.3	20	7.3	18	7.5	20	7.0	21
P	obtaining your passport within two working days	7.2	21	7.1	20	8.5	11	7.3	19
O	obtaining your passport within one working days	6.5	22	6.2	23	8.3	14	6.3	22
H	sending the passport form and supporting documents by mail	5.9	23	6.5	22	6.6	23	7.3	20

Several observations are in order. First, since the lowest rated characteristic obtains a score of 5.9 from the general sample — the mid-point of the scale, 5, was labelled "somewhat important" during the survey — none of the 23 characteristics are without importance to clients. This being said, survey respondents tend to rate relatively high on

numerical scales — possibly a bias left over from the days when a school rating below 60 represented a failure. Hence, we will tend to regard the lowest rating characteristic as less important than their absolute position on the scale would suggest.

Clients assign the top scores of importance to the two aspects of the passport which define its value to them: protection against imposters and acceptance by other countries.

The relative position of each characteristic is more important than their average absolute score. From that point of view, it is of critical importance to observe that the top two characteristics in the mind of clients are "making the passport difficult to use by imposters" and "the acceptance of your passport by authorities of other countries". These two characteristics, which will later be amalgamated into a single underlying dimension, represent the ***value*** that clients attach to the passport document. In the clients' mind, the passport is a safe-conduct to a secure trip abroad. Clients emphasize the utilitarian dimension of the passport product over other characteristics associated with the process of obtaining the passport, the service received and the price paid. This finding will permeate the entire report.

The position of the cost dimension is striking: it comes 15th in order of importance in the list of 23 characteristics.

The three subsamples display preference hierarchies which are very similar to that of the general sample of clients. There is only one difference for each subsample and it is in direct relationship with the nature of the subsample: 1P1P clients (who have at least one of their children listed in their passport) rate the reduction of international child smuggling higher than the general sample; members of the express sample (who paid additional fees to obtain their passport faster than usual) assign higher scores of importance to the time dimensions; clients in the mailback sample (who had their passport mailed back to them rather than delivered at the Passport Office counter) consider "picking up your passport at the office" much less important.

2.2 Structure of the Hierarchy

While it is conceptually elegant to distinguish 23 product characteristics as in the previous section, clients do not assess the Passport Office, its services and its products on such a complex basis. Clients use a simpler preference structure. In this section, a factor analysis of product characteristics is used to uncover the logic of client preferences. The detailed technical results are presented in Appendix 1 starting at page 22.

The analysis identified five underlying dimensions among the hierarchy of preferences presented to clients — two items were left out (international child smuggling and access to forms) because they destabilised the factor analysis. Exhibit 2.2 presents the match among underlying dimensions and original product characteristics.

EXHIBIT 2.2
Structure of the hierarchy of preferences

Dimensions	Item	Product Characteristic
Value	S	making the passport difficult to use by imposters
	R	the acceptance of your passport by other countries
Direct service	J	the knowledge of the Passport Office personnel
	K	the ability of the Passport Office personnel
	U	the number of years the passport is valid
	E	the signs inside the passport office
	I	the friendliness of the Passport Office personnel
Various price considerations	Q	the simplicity of the requirements to obtain a passport
	V	a renewal process that is simpler than the original application
	C	parking close to the Passport Office building
	W	the price of the passport
Time	P	obtaining your passport within two working days
	O	obtaining your passport within one working days
	M	the time it takes the Passport Office to produce a passport
	L	the time it takes to complete a visit at the Passport office
	N	the time it takes you to obtain your passport after it is produced
	D	the location of the passport office in town
	T	picking up your passport at the office
Access	B	access to the Passport Office by telephone
	H	sending the passport form and supporting documents by mail
	G	service outside normal working hours

When they assess the Passport Office and its services, clients do not juggle 23 criteria. This analysis indicates that they use the following five:

- *Value*. The first criterion is the value they derive from the passport product: safe travelling. It transpires through a concern with forgery and the acceptance of the passport by other countries.

- *Direct service*. The second criterion is direct service. This encompasses the knowledge and attitude of the personnel, signage and the period of validity of the passport. Note that the latter characteristic is bundled with the service dimension in clients' minds rather than with the price dimension where passport office personnel may be tempted to locate it. Hence, for clients, the length of the period of validity is a characteristic of good service, not a component of the pricing policy.

- *Various price considerations*. In conformity with marketing literature, price involves more than one dimension for clients. Obviously, it includes the actual price of the passport, but also the simplicity of the requirements (a form of cost) and parking.

- *Time*. Time, durations and wait constitute the fourth assessment dimension. It is not foremost in importance, however, as we will see later.

- *Access*. The last dimension in client preferences is access to the service. This is a minor dimension which was in fact excluded from some analysis presented later because it did not always behave in a coherent manner.

Exhibit 2.3 • Hierarchy of Product Characteristics

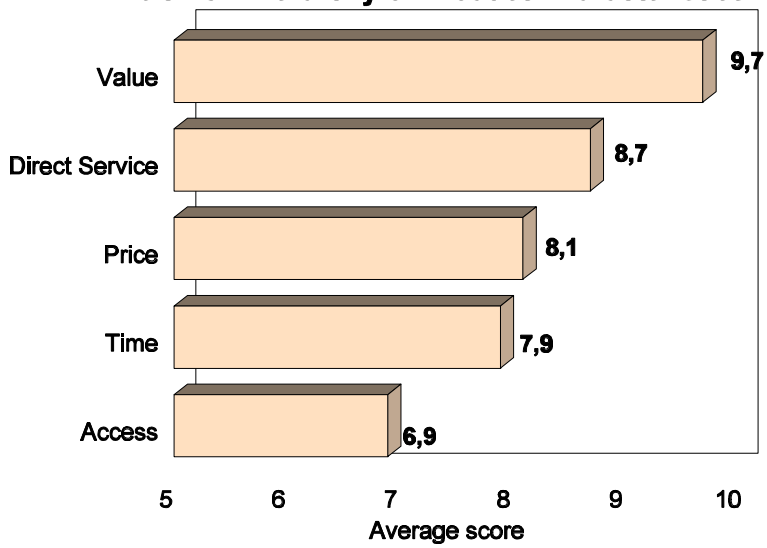


Exhibit 2.3 displays the summary hierarchy of product characteristics, as established from client preferences. Clearly, as Exhibit 2.1 had suggested, clients give the top priority to the value they derive from the passport documents. Direct service comes second in importance, but a full point behind; this is a wide gap for this type of scale results. Price comes third and just ahead of time and delays; both can be thought of as elements of costs to the client. Finally, access is a distant last, almost three scale points behind the top priority.

As detailed tables in Appendix 1 (page 24 and ff.) indicate, there are few differences in the position of each product characteristic dimension among specialized samples. Essentially, the differences are in the score given to the time dimension, where, not surprisingly, express service clients rate higher and mailback clients lower. Note that the ranking of all five dimensions is the same among all four samples with the exception of time which takes third place instead of fourth among express service clients. Corollarily, value is the priority dimension for all groups, by a wide margin.

Chapter 3

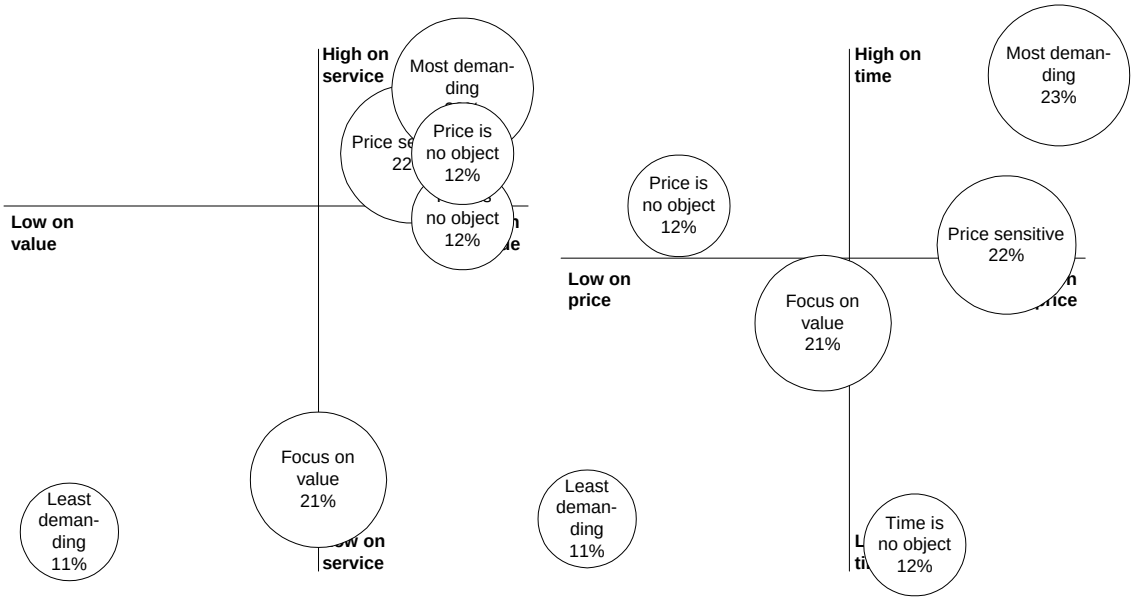
SEGMENTATION OF THE CLIENT BASE

Clients rarely constitute a monolithic group. Some clients value particular aspects of the product or service whereas other clients will be attracted or satisfied by other characteristics of service. The same is true of Passport Office clients, as this chapter will demonstrate.

The client segmentation presented here identifies the size of various groups to which Passport Office products can be tailored. The analysis is based on four of the five client preference dimensions: value, service, price and time. The access dimension was excluded from the construction of the client segmentation because it produced illegible results. It is included in the profile variables, however. Technical information on the segmentation analysis is presented starting on page 27 of Appendix 1.

Our analysis identified six groups of clients. Their characteristics are depicted in Exhibits 3.1 to 3.4

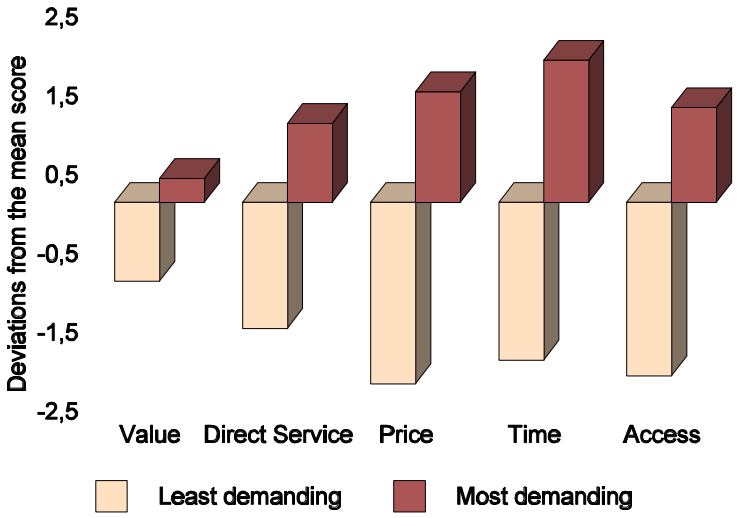
EXHIBIT 3.1
Positions of Client Segments on Each Defining Scales
(based on variations from the mean scores)



The general logic of the typology is represented in Exhibit 3.1. All axes are active in this segmentation analysis albeit the price and time axes appear to produce more scattered results and the value and service axes seem to dychotomize the data.

Exhibits 3.2 to 3.4 describe each segment individually.

Exhibit 3.2 • Least and Most Demanding Segments



Least demanding clients rate every service dimension significantly lower than other client groups (Exhibit 3.2). They are easier to satisfy than others since their expectations are lower. They represent 11% of Passport Office clients.

At the other end of the scale, ***most demanding clients*** rate every aspect higher than average. Even though they too rate value and service above other dimensions, comparatively speaking, they are keener than others on the time considerations. They represent 23% of all clients.

Exhibit 3.3 • Time and Price Are No Object

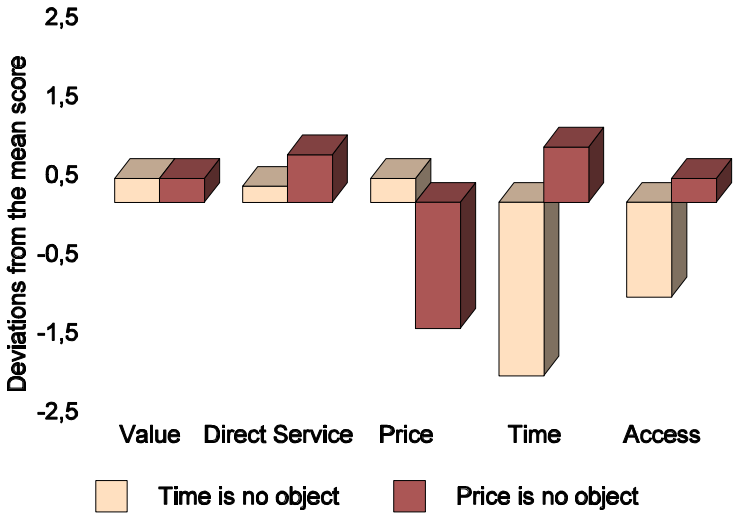
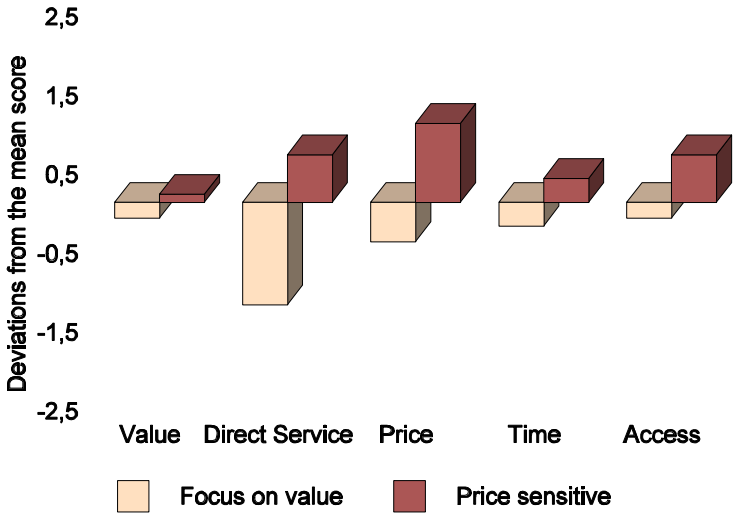


Exhibit 3.3 describes two client segments which are characterised by the low priority they attach to one dimension. The ***time is no object clients*** assign a very low score to the time factor; they also rate the access dimension lower than average. They encompass 12% of all clients.

Price is no object clients rate all dimensions close to average except for the price dimension which is given significantly less emphasis than on average. They represent 12% of all clients.

Exhibit 3.4 • Focus on Value and Price



In Exhibit 3.4, ***focus on value clients*** are depicted. While value is not the area where they divert most from the average, the absolute score they assign to the value dimension is above 9 while scores on all other dimensions do not exceed 7.6. Hence, for these 21% of clients, value is the key product dimension.

One final segment of ***price sensitive clients*** encompasses 22% of all clients. In this group, the importance of the price dimension approaches that of service and value. Price is still third in ranking, but is much more important than in other groups, with the possible exception of most demanding clients.

Exhibit 3.5 • Distribution of Segments

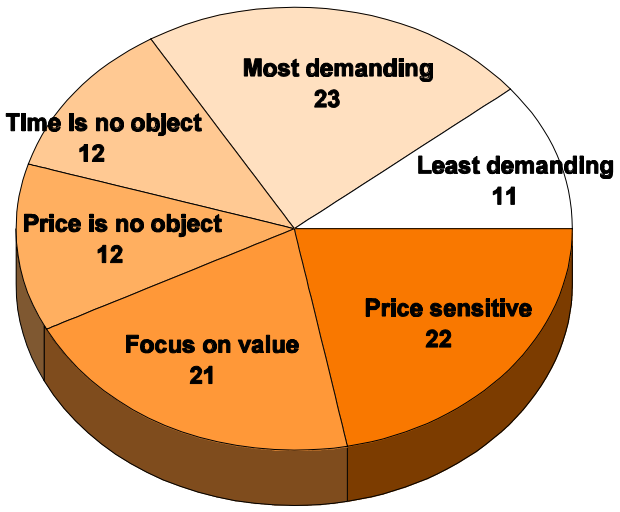


Exhibit 3.5 lays out the distribution of these groups among the entire Passport Office client base.

This analysis suggests two conclusions.

First, the time dimension does not define a segment of clientele in and by itself. Where time is a higher priority, among most demanding clients, other dimensions are also of more importance than on average. This is an important consideration in designing the express service.

Second, the price is no object segment is relatively small, at 12%, but, in absolute terms, it is still an interesting segment. It is important to note

that, among express service clients, only 21% belong to the price is no object segment (see Appendix 1, page 38) and 27% to the price sensitive group. This indicates that these clients chose express service not because the price was right but because the circumstances demanded it. In that sense, pricing of the express service is more a question of fairness to the client (imposing the real cost of the service) than a question of price elasticity of demand since the client simply cannot be without the passport documents.

From a socio-demographic point of view, only a few characteristics exert a significant influence on segment membership:

- French speaking clients are three times less likely to belong to the least demanding group than English speaking clients (4% vs. 12%); conversely, French speaking clients are almost twice as likely as English speaking clients to be members of the most demanding group (32% vs. 19%);

- membership to the price is no object segment increases with age: only 7% of those aged 18 to 25 belong to that group in comparison to 17% of those aged 56 and more;

- lower income households are five times more likely to be in the most demanding group than in the least demanding group (27% vs. 5%) whereas the likelihood is the same for higher income households (16% vs. 16%);

- among express service clients, women are much more likely to belong to the most demanding than to the least demanding segment (31% vs. 4%) whereas men are equally likely to belong to both groups (12% vs. 13%);

- still among express service clients, French speaking clients are almost twice as likely as English speaking clients to belong to the price sensitive group (39% vs. 22%); a similar picture emerges from the 1P1P sample (36% vs. 21%) but not from the general sample;

- among 1P1P clients, price sensitivity is found more often among women (31%) than men (9%).

Chapter 4

POLICY POSITIONS

Eight policy options were presented to survey respondents who were asked to react, as tax payers, to the reasonableness of the suggestions. This chapter studies the logic of the responses provided by clients as well as the determinants of their positions.

4.1 Structure of Opinions on Policy Propositions

The exact wording used for each policy option is important to understanding clients' reactions. They are reproduced in Exhibit 4.1, organised according to a factor analysis of these eight scales (technical results of the factor analysis are presented on page 44).

EXHIBIT 4.1
Structure of positions on policy options

Dimensions	Q4 Item	Product Characteristic	Label
Pricing policy	B	Making express post service the normal way of returning the passport to clients and charging $2 for this delivery	Mailback
	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	Express service
	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	Simpler renewal
Value adding policy	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	Passport card
	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	Biometrics
Application process	A	Demanding that children and adults require their own separate passport as a way of improving passport security and of reducing international child smuggling	1P1P
	D	Reducing the cost of the passport if the request is made outside the peak period of the year	Peak periods
	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	No additional work

Exhibit 4.2 • Reactions to Eight Policy Options

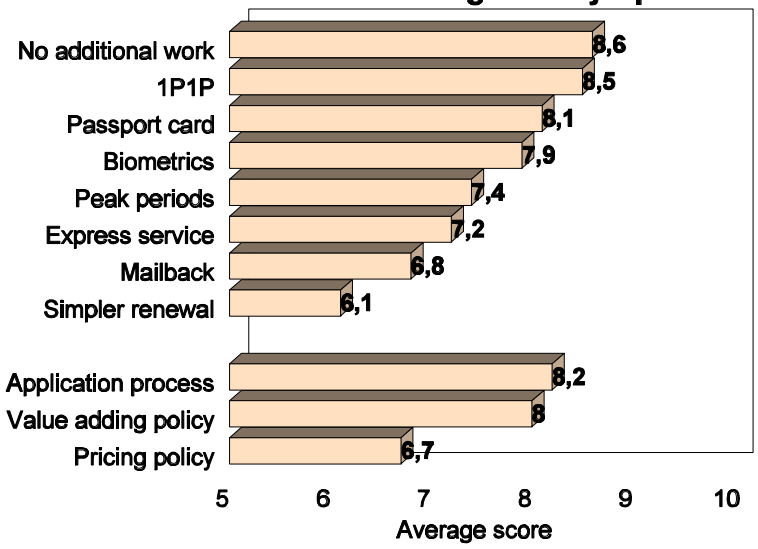


Exhibit 4.2 presents the average scores of reasonableness enjoyed by each policy proposition; responses were measured on a scale from 0, not at all reasonable, to 10 totally reasonable.

The eight policy propositions offered to clients cluster into three logical groupings.

Clients react jointly to three of the projects that are related, in marketing terms, to the ***pricing policy***: returning the passport documents by mail and charging $2; express service with an additional charge; a more expensive

passport coupled with a simpler renewal process. Note that the simpler renewal process is associated more strongly with the pricing policy than with the application process dimension. Pricing policy proposals — all of which are worded as additional costs — garner the least support, with an average of 6.7 on the 0 to 10 scale.

The second package of proposals relates to ***value adding*** proposals: the passport card and the use of biometrics. Considering the very high level of importance that clients give to the value dimension, it is not surprising that value adding proposals enjoy a good level of support. They achieve an average of 8 on the reasonableness scale. Note that the wording of the two proposals was positive, emphasizing benefits of the proposed changes, and made no reference to a cost for individual clients.

Finally, clients group three proposals under an ***application process*** theme: 1P1P, a reduction of cost outside of peak periods of the year and a reduction on the next passport if the application did not require work beyond the normal review. Two of these proposals offer some kind of cost reduction; on that basis, they would be expected to rate high; yet, the peak period reduction did not fare nearly as well as the reduction for no additional work (7.4 vs. 8.6). Hence, what these three proposals have in common is not the promise of lower cost but modifications to the application process. Since the 1P1P policy falls within that dimension, it can be concluded that average clients view the 1P1P policy as a change in the application process rather than as a change in the pricing policy.

4.2 Determinants of Policy Positions

Multiple regression analyses were carried out to identify which dimensions are most closely related to each policy position and to policy clusters described above. Exhibit 4.3 presents a summary of results while technical information can be found in Appendix 1, starting on page 46.

EXHIBIT 4.3
Multiple regression results on policy positions
(statistically significant beta weights)

	Mail-back	Express	Simpler renewal	**Pricing policy**	Pass-port card	Biome-trics	**Value adding policy**	1P1P	Peak periods	No addi-tional work	**Appli-cation pro-cess**
Second passport +											
Frequent travel USA											
Frequent travel elsewhere		+0.10		+0.09							
English									+0.13		
Age											
Female									+0.11	+0.11	
West											
Quebec											
Atlantic											
Importance of value									-0.10		
Importance of service											
Importance of price										+0.18	+0.14
Importance of time		+0.11	+0.15	+0.10	+0.12		+0.12				
Importance of access	+0.38	+0.31		+0.35	+0.15	+0.16	+0.17				
Ease of process	+0.12			+0.11		+0.11	+0.13				
Time no object segment											
Price no object segment											
Focus on value segment						-0.11					
Least demanding segment								-0.14	-0.18		-0.15
Price sensitive segment		+0.10			+0.14		+0.09		+0.10		
Model adjusted r^2	0.15	0.15	0.02	0.16	0.07	0.05	0.08	0.02	0.06	0.04	0.06

All available socio-demographic variables were included in the models, along with the five product preference summary scores, the score of ease of the application process and five of the six client segments (the most demanding segment was left out as a reference category, as was Ontario for the region variable).

Generally, the explanatory power of the models (as measured by the model r^2) is low. Albeit expectations of model fit are more modest in social sciences than in natural sciences, model r^2 of 2% and 4% are not very convincing.

More qualitative research is necessary to better understand the reactions of clients.

This leads us to the most important conclusion of this analysis: the survey questionnaire was built on the basis of existing knowledge about the dynamics of client opinion, but it appears that there is not yet enough depth in the qualitative knowledge to ask all of the right questions in a quantitative survey. This is not to say that this exercise was futile. Rather, it indicates that more qualitative research is necessary to better understand and model the reactions of clients.

It is reassuring that the explanatory power of the models built for summary factors (pricing policy, value adding policy and application process) is better than that of individual policy reactions. It indicates that we can better explain the coherence of clients' reactions to more global policy objects than to small change options.

Focussing on the policy summary scales, exhibit 4.3 indicates that:

- the proposed pricing policy options are found more reasonable by frequent travellers outside the United States, by those who assign more importance to the time and access dimensions and by those who found the application process easier;

- the value adding policy options are found more reasonable by those who assign more importance to the time and access dimensions and by those who found the application process easier as well as by those belonging to the price sensitive segment;

- the application process options are supported more readily by those who assign more importance to the price dimensions but less so by the least demanding segment.

APPENDIX 1
Technical Information

FACTOR ANALYSIS OF PRODUCT CHARACTERISTICS
GENERAL SAMPLE
EXCLUDES "CHILD SMUGGLING" AND "ACCESS TO FORMS"

Factor 1 = Time
Factor 2 = Service
Factor 3 = Access
Factor 4 = Various price dimensions
Factor 5 = Effectiveness

Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 21 Average = 1

	1	2	3	4	5	6	7	8	9	10	11
Eigenvalue	4.8403	1.8402	1.3990	1.1185	1.0994	1.0127	0.9582	0.9349	0.8867	0.7938	0.7816
Difference	3.0001	0.4413	0.2805	0.0191	0.0867	0.0545	0.0232	0.0483	0.0929	0.0122	0.0313
Proportion	0.2305	0.0876	0.0666	0.0533	0.0524	0.0482	0.0456	0.0445	0.0422	0.0378	0.0372
Cumulative	0.2305	0.3181	0.3847	0.4380	0.4904	0.5386	0.5842	0.6287	0.6709	0.7087	0.7460

	12	13	14	15	16	17	18	19	20	21
Eigenvalue	0.7503	0.7019	0.6346	0.6324	0.5532	0.5155	0.4887	0.4338	0.3604	0.2640
Difference	0.0483	0.0673	0.0022	0.0792	0.0377	0.0268	0.0550	0.0734	0.0963	
Proportion	0.0357	0.0334	0.0302	0.0301	0.0263	0.0245	0.0233	0.0207	0.0172	0.0126
Cumulative	0.7817	0.8151	0.8453	0.8754	0.9018	0.9263	0.9496	0.9703	0.9874	1.0000

ACTOR ANALYSIS OF PRODUCT CHARACTERISTICS
GENERAL SAMPLE
EXCLUDES "CHILD SMUGGLING" AND "ACCESS TO FORMS"

Factor 1 = Time
Factor 2 = Service
Factor 3 = Access
Factor 4 = Various price dimensions
Factor 5 = Effectiveness

Rotation Method: Varimax

Orthogonal Transformation Matrix

Rotated Factor Pattern

	FACTOR1	FACTOR2	FACTOR3	FACTOR4	FACTOR5	
Q3P	0.76055	-0.00560	0.32043	0.03441	-0.04749	obtaining your passport within two work
Q3O	0.73543	0.06994	0.32488	0.05298	-0.03239	obtaining your passport within one work
Q3M	0.66390	0.11610	0.07622	0.20482	-0.00802	the time it takes the Passport Office t
Q3L	0.51858	0.17374	-0.18170	0.40210	0.24572	the time it takes to complete a visit a
Q3N	0.51360	0.12660	0.18587	0.17526	0.42929	the time it takes you to obtain your pa
Q3D	0.45940	0.10608	-0.02868	0.18247	0.45260	the location of the passport office in
Q3T	0.41465	0.24935	0.00184	-0.13894	-0.00044	picking up your passport at the office
Q3J	0.11061	0.75640	-0.00350	0.04080	0.14493	the knowledge of the Passport Office pe
Q3K	0.19406	0.69653	-0.12745	0.09228	0.29271	the ability of the Passport Office pers
Q3U	0.14249	0.57253	0.20273	0.24072	-0.20363	the number of years the passport is val
Q3E	0.01291	0.45019	0.39529	0.11130	0.29763	the signs inside the passport office
Q3I	0.16450	0.43402	0.04975	0.25559	0.36090	the friendliness of the Passport Office
Q3B	0.18758	0.09715	0.68073	0.08713	0.11053	access to the Passport Office by teleph
Q3H	0.02654	-0.17207	0.63158	0.28430	0.04351	sending the passport form and supportin
Q3G	0.34490	0.09854	0.59243	-0.07319	0.07467	service outside normal working hours
Q3Q	0.07454	0.02533	-0.02159	0.64527	0.37018	the simplicity of the requirements to o
Q3V	0.04822	0.02375	0.25449	0.63709	-0.05836	a renewal process that is simpler than
Q3C	0.08383	0.26811	0.07543	0.54220	-0.08558	parking close to the Passport Office bu
Q3W	0.09420	0.24701	0.34670	0.34838	0.08291	the price of the passport
Q3S	0.05416	0.05200	0.09752	-0.01674	0.71680	making the passport difficult to use by
Q3R	-0.18351	0.20914	0.14345	-0.02941	0.39402	the acceptance of your passport by the

Preference factor

	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	English	Frnch	18-35	36-55	56+	$50k	$50k-$75k	$75k+	Female	Male	West	Ontario	Quebec	Atlantic
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w
FVALU Value																							
mean for these data:	9.6	9.5	9.6	9.6	9.4	9.7	9.7	9.6	9.6	9.7	9.6	9.6	9.7	9.7	9.7	9.7	9.7	9.7	9.5	9.6	9.6	9.6	9.7
sig. test for means:					f	e																	
FSERV Direct service																							
mean for these data:	8.7	8.5	8.6	8.5	8.7	8.7	8.6	8.6	8.9	8.6	8.9	8.5	8.7	9.2	9.0	8.7	8.4	8.7	8.7	8.5	8.6	8.9	9.1
sig. test for means:	d			a								N	N	LM	Q		O			v		t	
FPRIC Price																							
mean for these data:	8.1	8.0	7.9	8.0	8.2	8.1	8.1	8.0	8.3	8.0	8.4	8.1	8.1	8.2	8.1	7.9	7.9	8.2	8.0	8.0	7.9	8.4	8.3
sig. test for means:										k	j										v	u	
FTIME Time																							
mean for these data:	7.9	7.4	8.3	7.6	8.0	7.9	7.8	7.9	8.1	7.8	8.2	7.9	7.8	8.0	8.3	7.9	7.7	8.0	7.8	7.6	7.8	8.3	8.1
sig. test for means:	BCD	AC	ABD	AC						k	j				Q		O			V	v	Tu	
FACCE Access																							
mean for these data:	6.9	7.2	7.3	7.2	7.1	6.8	6.9	6.8	7.4	6.9	7.2	7.4	6.8	6.4	7.2	7.2	6.9	7.2	6.6	6.7	6.7	7.2	8.5
sig. test for means:	c		a					i	h			mn	l	l				s	r	W	W	w	TUv

Preference factor (deviation from the mean)

	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	English	Frnch	18-35	36-55	56+	$50k	$50k-$75k	$75k+	Female	Male	West	Ontario	Quebec	Atlantic
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w
ZVALU Value																							
mean for these data:	0.0	-0.1	0.0	-0.0	-0.2	0.1	0.1	0.0	0.0	0.1	-0.0	-0.0	0.1	0.1	0.1	0.1	0.1	0.1	-0.1	0.0	0.0	0.0	0.1
sig. test for means:					f	e																	
ZSERV Direct service																							
mean for these data:	0.0	-0.2	-0.1	-0.2	0.0	0.0	-0.1	-0.1	0.2	-0.1	0.2	-0.2	-0.0	0.5	0.3	-0.0	-0.3	0.0	-0.0	-0.2	-0.1	0.2	0.4
sig. test for means:	d			a								N	N	LM	Q		O			v		t	
ZPRIC Price																							
mean for these data:	0.0	-0.1	-0.2	-0.1	0.1	-0.0	0.0	-0.1	0.1	-0.1	0.3	0.0	-0.0	0.1	0.0	-0.2	-0.2	0.1	-0.1	-0.1	-0.2	0.3	0.2
sig. test for means:										k	j										v	u	
ZTIME Time																							
mean for these data:	0.0	-0.5	0.4	-0.3	0.1	-0.0	-0.1	-0.0	0.2	-0.1	0.3	0.0	-0.1	0.1	0.4	0.0	-0.2	0.1	-0.1	-0.3	-0.1	0.4	0.2
sig. test for means:	BCD	AC	ABD	AC						k	j				Q		O			V	v	Tu	
ZACCE Access																							
mean for these data:	0.0	0.3	0.4	0.3	0.2	-0.1	0.0	-0.1	0.5	-0.0	0.3	0.5	-0.1	-0.5	0.3	0.3	-0.0	0.3	-0.3	-0.2	-0.2	0.3	1.6
sig. test for means:	c		a					i	h			mn	l	l				s	r	W	W	w	TUv

Preference factor

	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-	$75k	$75k+	Fema-le	Male	West	Onta-rio	Que-bec	At-lan-tic	24-hour	48-hour
FVALU Value																						
mean for these data:	9.6	9.4	9.7	9.6	9.6	9.7	9.7	9.6	9.6	9.6	9.8	9.6	9.7	9.7	9.7	9.6	9.6	9.6	9.6	9.8	9.7	9.5
sig. test for means:																						
FSERV Direct service																						
mean for these data:	8.6	8.3	8.7	8.4	8.7	8.8	8.5	8.9	8.4	8.6	9.2	8.9	8.7	8.2	9.0	8.3	8.4	8.4	8.8	8.8	8.6	8.5
sig. test for means:				ef	d	d	h	g	K	K	IJ	N	n	Lm	P	O	S		Q			
FPRIC Price																						
mean for these data:	7.9	7.8	8.0	7.8	7.7	8.4	7.7	8.5	7.6	8.2	8.1	8.1	8.2	7.7	8.3	7.7	7.7	7.8	8.2	7.6	8.0	7.9
sig. test for means:				F	F	DE	H	G	J	I		n	n	lm	P	O	S		Q			
FTIME Time																						
mean for these data:	8.3	8.2	8.3	8.3	8.4	8.4	8.4	8.3	8.2	8.4	8.4	8.5	8.6	8.2	8.6	8.1	8.4	8.1	8.4	8.9	8.7	8.0
sig. test for means:													n	m	P	O					V	U
FACCE Access																						
mean for these data:	7.3	7.4	7.3	7.2	7.1	7.8	7.3	7.2	7.4	7.3	7.3	7.5	7.5	7.4	7.8	7.0	7.3	7.5	7.2	6.7	7.3	7.3
sig. test for means:				f	F	dE									P	O						

Preference factor (deviation from the mean)

ZVALU Value																						
mean for these data:	0.0	-0.2	0.1	0.0	0.0	0.1	0.1	-0.0	-0.0	0.0	0.2	0.0	0.1	0.1	0.1	-0.0	0.0	-0.0	0.0	0.2	0.1	-0.1
sig. test for means:																						
ZSERV Direct service																						
mean for these data:	-0.1	-0.4	-0.0	-0.3	-0.0	0.1	-0.2	0.2	-0.3	-0.1	0.5	0.2	-0.0	-0.5	0.3	-0.4	-0.3	-0.3	0.1	0.1	-0.1	-0.2
sig. test for means:				ef	d	d	h	g	K	K	IJ	N	n	Lm	P	O	S		Q			
ZPRIC Price																						
mean for these data:	-0.2	-0.3	-0.1	-0.3	-0.4	0.3	-0.4	0.4	-0.5	0.1	-0.0	0.0	0.1	-0.4	0.2	-0.4	-0.4	-0.3	0.1	-0.5	-0.1	-0.2
sig. test for means:				F	F	DE	H	G	J	I		n	n	lm	P	O	S		Q			
ZTIME Time																						
mean for these data:	0.4	0.3	0.4	0.4	0.5	0.5	0.5	0.4	0.3	0.5	0.5	0.6	0.7	0.3	0.7	0.2	0.5	0.2	0.5	1.0	0.8	0.1
sig. test for means:													n	m	P	O					V	U
ZACCE Access																						
mean for these data:	0.4	0.5	0.4	0.3	0.2	0.9	0.4	0.3	0.5	0.4	0.4	0.6	0.6	0.5	0.9	0.1	0.4	0.6	0.3	-0.2	0.4	0.4
sig. test for means:				f	F	dE									P	O						

Preference factor

	1P1P SAMPLE																					
		# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				# OF DEPENDENTS IN PP	
	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	1	2+
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v
FVALU Value																						
mean for these data:	9.6	9.5	9.6	9.6	9.7	9.4	9.5	9.8	9.5	9.6	8.5	9.2	9.6	9.8	9.6	9.4	9.6	9.6	9.6	9.7	9.5	9.6
sig. test for means:							H	G				mN	l	L								
FSERV Direct service																						
mean for these data:	8.5	8.5	8.5	8.4	8.5	8.5	8.4	8.9	8.5	8.5	8.6	8.7	8.6	8.4	8.6	8.2	8.5	8.4	8.7	8.0	8.7	8.3
sig. test for means:							H	G							p	o		s	r		v	u
FPRIC Price																						
mean for these data:	8.0	7.9	8.0	8.0	8.3	7.9	7.9	8.2	7.8	8.1	7.8	8.2	8.0	7.8	8.1	7.5	7.9	8.0	8.2	7.1	8.2	7.8
sig. test for means:							h	g							P	O		t	t	rs	V	U
FTIME Time																						
mean for these data:	7.6	7.5	7.6	7.5	7.7	7.7	7.4	7.8	7.5	7.6	6.0	7.8	7.6	7.2	7.8	6.9	7.3	7.6	7.9	6.6	7.8	7.4
sig. test for means:												n		l	P	O	s		q		v	u
FACCE Access																						
mean for these data:	7.2	6.8	7.3	7.1	7.3	7.2	7.0	7.7	6.9	7.4	5.7	7.1	7.3	7.3	7.3	6.9	7.0	7.0	7.5	7.4	7.4	7.0
sig. test for means:		c	b				H	G														

Preference factor (deviation from the mean)

	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v
ZVALU Value																						
mean for these data:	-0.0	-0.1	-0.0	0.0	0.1	-0.2	-0.1	0.2	-0.1	0.0	-1.1	-0.4	0.0	0.2	0.0	-0.2	0.0	0.0	-0.0	0.1	-0.1	-0.0
sig. test for means:							H	G				mN	l	L								
ZSERV Direct service																						
mean for these data:	-0.2	-0.2	-0.2	-0.3	-0.2	-0.2	-0.3	0.2	-0.2	-0.2	-0.1	-0.0	-0.1	-0.3	-0.1	-0.5	-0.2	-0.3	0.0	-0.7	0.0	-0.4
sig. test for means:							H	G							p	o		s	r		v	u
ZPRIC Price																						
mean for these data:	-0.1	-0.2	-0.1	-0.1	0.2	-0.2	-0.2	0.1	-0.3	-0.0	-0.4	0.1	-0.1	-0.3	0.0	-0.6	-0.2	-0.1	0.1	-1.0	0.1	-0.3
sig. test for means:							h	g							P	O		t	t	rs	V	U
ZTIME Time																						
mean for these data:	-0.3	-0.4	-0.3	-0.4	-0.2	-0.2	-0.5	-0.1	-0.4	-0.3	-1.9	-0.1	-0.3	-0.7	-0.1	-1.0	-0.6	-0.3	-0.0	-1.3	-0.1	-0.5
sig. test for means:												n		l	P	O	s		q		v	u
ZACCE Access																						
mean for these data:	0.3	-0.1	0.4	0.2	0.4	0.3	0.1	0.8	0.0	0.5	-1.2	0.2	0.4	0.4	0.4	-0.0	0.1	0.1	0.6	0.5	0.5	0.1
sig. test for means:		c	b				H	G														

Cluster Analysis According to Product Preference Factors

PARTITION EN 6 DES 1398 INDIVIDUS, SELON 4 COORDONNEES

EFFECTIF ATTENDU: 233.00

ITERATION EFFECTIFS
1 261 140 200 274 170 353

EFFECTIFS:

1	2	3	4	5	6
261	140	200	274	170	353
19%	10%	14%	20%	12%	25%

BARYCENTRES:

	FVALU	FSERV	FPRIC	FTIME
1	9.883	9.606	9.461	9.610
2	9.771	8.894	8.320	5.695
3	9.882	9.150	6.616	8.491
4	9.425	7.306	7.542	7.601
5	8.547	6.774	5.678	5.466
6	9.752	9.185	9.036	8.211

TYPE	EFF	TOTAL	FVALU	FSERV	FPRIC	FTIME
INERTIE TOTALE:						
	1398	11258.29	1544.03	2596.60	3478.41	3639.26
INERTIES INTRA CLASSES:						
1 A	261	255.55	47.19	77.16	97.15	34.06
2 B	140	444.77	70.19	79.54	164.16	130.88
3 C	200	498.31	34.99	106.06	196.01	161.24
4 D	274	836.76	204.72	237.77	223.26	171.01
5 E	170	2026.22	790.62	462.34	345.39	427.88
6 F	353	594.23	150.56	151.74	144.96	146.97
ETA2 (INERTIE INTER/INERTIE TOTALE):						
		.5865	.1592	.5707	.6634	.7054

```
Preference factor
                              +)))))))))0)))))))))))))))))PRODUCT PREFERENCE TYPOLOGY)))))))))))))))),
                              *          *    Least      Most                                        *
                              *  GENERAL*  mainte-   mainte-   Time is  Price is  Focus on     Price*
                              *   SAMPLE*     ding      ding no object no object     value sensitive*
                              /)))))))))3)))))))))) ))))))))) ))))))))) ))))))))) ))))))))) ))))))))1
FVALU Value
          mean for these data:         9.6       8.6       9.9       9.9       9.9       9.4       9.7
FSERV Direct service
          mean for these data:         8.7       7.1       9.7       8.9       9.3       7.4       9.3
FPRIC Price
          mean for these data:         8.1       5.8       9.5       8.4       6.5       7.6       9.1
FTIME Time
          mean for these data:         7.9       5.9       9.7       5.7       8.6       7.6       8.2
FACCE Access
          mean for these data:         6.9       4.7       8.1       5.7       7.2       6.7       7.5
```

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Preference factor (deviation from the mean)
                              +)))))))))0)))))))))))))))))PRODUCT PREFERENCE TYPOLOGY)))))))))))))))),
                              *          *    Least      Most                                        *
                              *  GENERAL*  mainte-   mainte-   Time is  Price is  Focus on     Price*
                              *   SAMPLE*     ding      ding no object no object     value sensitive*
                              /)))))))))3)))))))))) ))))))))) ))))))))) ))))))))) ))))))))) )))))))))1
ZVALU Value
          mean for these data:         0.0      -1.0       0.3       0.3       0.3      -0.2       0.1
ZSERV Direct service
          mean for these data:         0.0      -1.6       1.0       0.2       0.6      -1.3       0.6
ZPRIC Price
          mean for these data:         0.0      -2.3       1.4       0.3      -1.6      -0.5       1.0
ZTIME Time
          mean for these data:         0.0      -2.0       1.8      -2.2       0.7      -0.3       0.3
ZACCE Access
          mean for these data:         0.0      -2.2       1.2      -1.2       0.3      -0.2       0.6
```

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

	GENERAL SAMPLE	Least demanding	Most demanding	Time is no object	Price is no object	Focus on value	Price sensitive
Q22							
real # of participants:	347	37	79	41	43	72	75
1	33%	35%	37%	29%	28%	36%	31%
2-3	43%	51%	35%	46%	44%	39%	48%
4+	22%	14%	24%	24%	28%	24%	20%
DK/NR	1%	-	4%	-	-	1%	1%
chi²:							
± ... at 50%:	5	16	11	15	15	12	11
mean for these data:	2.6	2.3	2.6	2.5	3.0	2.6	2.6
sig. test for means:							

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

	GENERAL SAMPLE	Least demanding	Most demanding	Time is no object	Price is no object	Focus on value	Price sensitive
Q2425							
real # of participants:	347	37	79	41	43	72	75
Every year in the USA	65%	59%	58%	76%	63%	71%	65%
Every year elsewhere	45%	43%	34%	56%	49%	49%	47%
			d	c			
Not every year	20%	22%	25%	17%	19%	18%	19%
Other	5%	3%	8%	2%	7%	4%	5%
chi²:							
± ... at 50%:	5	16	11	15	15	12	11

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

	GENERAL SAMPLE	Least demanding	Most demanding	PRODUCT PREFERENCE TYPOLOGY: Time is no object	Price is no object	Focus on value	Price sensitive
Q26							
real # of participants:	347	37	79	41	43	72	75
English	74%	84%	61%	78%	79%	76%	75%
		c	bef		c	c	
French	22%	8%	30%	20%	16%	24%	23%
		Cf	B			b	
Other	4%	8%	9%	2%	5%	-	3%
		f	F			bC	
DK/NR	-	-	-	-	-	-	-
chi²:							
± ... at 50%:	5	16	11	15	15	12	11

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

	GENERAL SAMPLE	Least demanding	Most demanding	Time is no object	Price is no object	Focus on value	Price sensitive
Q27							
real # of participants:	347	37	79	41	43	72	75
18-35	28%	35%	24%	20%	16%	38%	31%
				f	f	de	
36-55	41%	43%	34%	46%	51%	38%	44%
56+	20%	11%	25%	29%	28%	15%	15%
		d		b			
NR	10%	11%	16%	5%	5%	10%	11%
chi²:							
± ... at 50%:	5	16	11	15	15	12	11
mean for these data:	43.6	41.2	46.2	46.3	47.5	39.9	41.9
sig. test for means:		e	f	f	bFg	cdE	e

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

	GENERAL SAMPLE	Least demanding	Most demanding	Time is no object	Price is no object	Focus on value	Price sensitive
Q28							
real # of participants:	347	37	79	41	43	72	75
Less than $25,000	7%	5%	11%	5%	12%	4%	7%
More than $25,000 and less than $50,000	17%	5% ef	18%	12%	26% b	21% b	17%
More than $50,000 and less than $75,000	14%	22% d	11%	5% be	23% d	13%	12%
More than $75,000	17%	24%	11%	15%	14%	21%	17%
DK/NR	45%	43%	48%	63%	26%	42%	47%
			e	Ef	cDg	d	e
chi²:							
± ... at 50%:	5	16	11	15	15	12	11
mean for these data:	55431.9	66071.4	48475.6	57500.0	50781.3	58928.6	56250.0
sig. test for means:		ce	b		b		

SEX		PRODUCT PREFERENCE TYPOLOGY						
	GENERAL SAMPLE	Least demanding	Most demanding	Time is no object	Price is no object	Focus on value	Price sensitive
SEX								
real # of participants:	347	37	79	41	43	72	75
Female	50%	43%	52%	41%	58%	47%	53%
Male	50%	57%	48%	59%	42%	53%	47%
chi²:							
± ... at 50%:	5	16	11	15	15	12	11

First digit of the postal code	PRODUCT PREFERENCE TYPOLOGY						
	GENERAL SAMPLE	Least demanding	Most demanding	Time is no object	Price is no object	Focus on value	Price sensitive
PCOD1							
real # of participants:	347	37	79	41	43	72	75
West	26%	38%	23%	32%	19%	29%	21%
Ontario	38%	43%	32%	44%	44%	35%	37%
Quebec	26%	11%	30%	17%	26%	28%	31%
		cfg	b			b	b
Atlantic	3%	8%	6%	2%	2%	-	3%
		f	f			bc	
chi²:							
± ... at 50%:	5	16	11	15	15	12	11

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?

	GENERAL SAMPLE	Least demanding	Most demanding	Time is no object	Price is no object	Focus on value	Price sensitive
Q1 (Top ease 8-10)							
real # of participants:	347	37	79	41	43	72	75
Photographs	86%	76%	90%	95%	79%	78%	93%
		cdG	bf	bef	dg	cdG	BeF
Application form (obtaining)	86%	73%	87%	90%	95%	83%	84%
		dE		b	B		
Proof of citizenship	85%	81%	90%	90%	81%	81%	85%
Application form (filling in)	84%	81%	89%	88%	88%	75%	84%
			f			c	
Guarantor's signature	79%	76%	87%	80%	84%	65%	81%
			F		f	Ceg	f
Entire process	74%	76%	81%	76%	74%	61%	77%
			F			Cg	f
chi²:							
± ... at 50%:	5	16	11	15	15	12	11

Cluster membership

TYPO6	SAMPLE				GENERAL SAMPLE																	
					# OF PASS- PORTS		TRAVEL FREQUENCY Year- ly	Year- ly	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
	Gene- ral /a	Mail- back b	Ex- press c	1P1P d	1 3e	2+ f	USA 3g	else. h	i	3j	k	3l	m	n	3o	p	q	3r	s	3t	u	v	w	1
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	
Least demanding	11%	15%	9%	14%	11%	11%	10%	10%	11%	12%	4%	13%	11%	6%	5%	17%	16%	9%	12%	16%	12%	4%	25%	
		c	b							k	j				pq	o	o			v		t		
Most demanding	23%	15%	20%	16%	25%	21%	20%	17%	29%	19%	32%	20%	19%	29%	27%	19%	16%	24%	22%	20%	19%	27%	42%	
	Bd	A		a						k	j													
Time is no object	12%	13%	4%	12%	10%	13%	14%	15%	10%	13%	11%	8%	13%	17%	8%	4%	10%	10%	14%	14%	14%	8%	8%	
	C	C	ABD	C																				
Price is no object	12%	11%	21%	12%	10%	14%	12%	13%	11%	13%	9%	7%	15%	17%	19%	21%	10%	14%	10%	9%	15%	12%	8%	
	C	C	ABD	C								n		l										
Focus on value	21%	20%	18%	20%	23%	20%	23%	22%	19%	21%	22%	28%	19%	16%	21%	19%	26%	20%	22%	23%	19%	22%	-	
Price sensitive	22%	27%	27%	26%	20%	22%	22%	22%	20%	22%	22%	24%	23%	16%	21%	19%	22%	23%	20%	18%	21%	26%	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	

Cluster membership

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
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v
TYP06																						
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
Least demanding	9%	18%	7%	10%	7%	5%	10%	5%	11%	7%	9%	6%	5%	9%	4%	12%	9%	16%	7%	33%	5%	13%
		C	B												P	O		s	r		v	u
Most demanding	20%	24%	19%	18%	19%	27%	19%	26%	17%	23%	23%	26%	25%	11%	31%	13%	17%	14%	26%	33%	24%	16%
												N	n	Lm	P	O						
Time is no object	4%	1%	4%	3%	4%	6%	3%	5%	3%	4%	3%	4%	5%	2%	4%	3%	4%	2%	3%	-	2%	5%
Price is no object	21%	16%	22%	23%	28%	10%	24%	15%	21%	20%	26%	21%	17%	24%	21%	21%	24%	18%	18%	33%	26%	16%
				f	F	dE															v	u
Focus on value	18%	18%	19%	21%	20%	16%	22%	11%	24%	17%	9%	17%	20%	21%	11%	23%	22%	22%	15%	-	18%	19%
							h	g	k		i				P	O						
Price sensitive	27%	22%	29%	25%	23%	37%	22%	39%	24%	29%	31%	27%	27%	34%	28%	27%	23%	28%	32%	-	24%	31%
					f	e	H	G														
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

Cluster membership

TYPO6	1P1P SAMPLE	# OF PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION				# OF DEPENDENTS IN PP	
	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	1	2+
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v
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
Least demanding	14%	15%	14%	13%	10%	18%	17%	7%	14%	14%	-	14%	13%	17%	10%	25%	15%	12%	10%	43%	11%	17%
							h	g							P	O						
Most demanding	16%	16%	17%	14%	21%	21%	16%	17%	14%	18%	-	23%	13%	12%	18%	13%	13%	15%	22%	7%	18%	15%
Time is no object	12%	14%	11%	12%	9%	11%	13%	10%	12%	11%	100%	10%	15%	13%	10%	18%	15%	11%	9%	7%	12%	10%
															p	o						
Price is no object	12%	15%	12%	13%	8%	11%	12%	15%	16%	11%	-	9%	13%	16%	11%	17%	14%	12%	16%	-	13%	13%
Focus on value	20%	18%	21%	22%	25%	15%	21%	14%	20%	20%	-	17%	19%	16%	20%	18%	13%	30%	13%	21%	13%	25%
																	R	QS	R		V	U
Price sensitive	26%	22%	27%	26%	28%	24%	21%	36%	25%	26%	-	27%	27%	27%	31%	9%	30%	20%	31%	21%	32%	20%
							H	G							P	O					V	U
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 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 PASSPORTS		TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION			
	General (a)	Mail-back (b)	Express (c)	1P1P (d)	1 (e)	2+ (f)	Yearly USA (g)	Yearly else. (h)	Not every year (i)	English (j)	Frnch (k)	18-35 (l)	36-55 (m)	56+ (n)	-$50k (o)	$50k-$75k (p)	$75k+ (q)	Female (r)	Male (s)	West (t)	Ontario (u)	Quebec (v)	Atlantic (w)
Q4E Offering a reduction on next passport...																							
mean for these data:	8.6	8.7	8.4	8.6	8.3	8.7	8.6	8.5	8.7	8.5	8.9	8.4	8.7	8.7	8.3	8.7	8.5	8.8	8.3	8.6	8.4	8.9	9.2
sig. test for means:										k	j							s	r				
Q4A Everyone with their own passport																							
mean for these data:	8.5	8.7	8.6	7.8	8.3	8.7	8.6	8.6	8.3	8.5	8.6	8.4	8.6	8.6	8.8	8.7	8.5	8.6	8.5	8.4	8.7	8.7	7.3
sig. test for means:	D	D	D	ABC																			
Q4G Credit-card-size passport card...																							
mean for these data:	8.1	7.8	8.0	7.9	8.1	8.0	7.9	8.0	8.4	8.1	7.8	8.3	7.8	7.9	8.4	8.1	8.0	8.2	8.0	7.9	8.0	8.2	9.4
sig. test for means:																				W	W	W	TUV
Q4H Information about physical char...																							
mean for these data:	7.9	7.9	7.8	8.1	8.0	7.8	7.7	7.9	8.1	7.9	7.9	7.7	7.9	8.0	8.3	8.0	7.2	7.9	7.9	7.9	7.7	8.2	7.3
sig. test for means:															q		o						
Q4D Reducing the cost outside the peak period																							
mean for these data:	7.4	7.6	7.3	7.4	7.4	7.4	7.2	7.4	8.0	7.6	6.8	7.6	6.9	7.9	7.4	7.5	6.6	7.7	7.0	7.1	7.5	7.4	7.8
sig. test for means:							i		g				n	m				s	r				
Q4C Express service...																							
mean for these data:	7.2	7.7	8.1	7.6	7.1	7.3	7.2	7.5	7.2	7.3	7.1	7.6	7.1	7.1	7.6	7.0	8.2	7.4	7.1	7.1	7.3	7.4	7.5
sig. test for means:	C		Ad	c												q	p						
Q4B Express post service the normal way...																							
mean for these data:	6.8	8.0	7.1	6.9	6.9	6.8	6.7	6.8	7.5	6.8	6.9	7.1	6.6	7.0	6.9	7.2	7.4	6.9	6.7	6.9	6.6	7.1	7.4
sig. test for means:	B	ACD	B	B																			
Q4F Increase the price + simpler renewal...																							
mean for these data:	6.1	6.3	6.5	6.0	6.3	6.0	6.2	6.3	5.7	6.0	6.2	6.4	5.9	6.1	6.6	5.7	6.1	6.1	6.1	6.0	5.8	6.3	6.5
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...

	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
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v
Q4E Offering a reduction on next passport...																						
mean for these data:	8.4	8.5	8.5	8.4	8.4	8.6	8.4	8.6	8.3	8.6	8.1	8.6	9.0	8.3	8.6	8.4	8.4	8.1	8.6	9.3	8.4	8.5
sig. test for means:																						
Q4A Everyone with their own passport																						
mean for these data:	8.6	8.7	8.5	8.6	8.7	8.2	8.5	8.8	8.3	8.7	8.6	8.9	8.8	8.6	8.7	8.5	8.7	7.9	8.7	8.7	8.7	8.4
sig. test for means:																						
Q4G Credit-card-size passport card...																						
mean for these data:	8.0	7.6	8.1	8.0	7.9	8.1	8.1	7.8	8.1	7.9	8.4	8.4	8.2	7.7	8.3	7.8	8.0	8.3	7.8	8.3	8.1	7.9
sig. test for means:																						
Q4H Information about physical char...																						
mean for these data:	7.8	7.6	7.8	7.7	7.7	7.9	7.8	7.7	7.6	7.9	7.9	7.9	8.3	7.8	7.9	7.7	7.7	7.4	8.0	9.7	8.0	7.7
sig. test for means:																	T	T	t	QRs		
Q4D Reducing the cost outside the peak period																						
mean for these data:	7.3	7.3	7.3	7.1	7.0	7.8	7.3	7.7	7.2	7.5	6.7	7.6	8.1	6.8	7.7	7.1	7.1	7.3	7.5	7.7	7.2	7.4
sig. test for means:					f	e						n	N	lM								
Q4C Express service...																						
mean for these data:	8.1	7.5	8.3	8.0	8.3	8.1	8.0	8.3	8.1	8.0	8.6	8.0	8.7	8.4	8.2	8.0	7.8	8.4	8.3	6.7	8.1	8.0
sig. test for means:		c	b																			
Q4B Express post service the normal way...																						
mean for these data:	7.1	6.5	7.3	7.1	7.1	7.1	7.1	7.1	6.8	7.3	7.2	7.3	7.2	7.5	7.4	6.8	7.0	6.9	7.3	5.3	7.1	7.0
sig. test for means:																						
Q4F Increase the price + simpler renewal...																						
mean for these data:	6.5	6.2	6.6	6.6	6.4	6.5	6.4	6.5	6.3	6.6	6.5	6.7	6.2	7.1	6.6	6.4	6.7	6.1	6.5	6.3	6.4	6.5
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...

	1P1P SAMPLE																								
	# OF PASS-	TRAVEL FREQUENCY			LANGUAGE		AGE			HOUSEHOLD INCOME			GENDER		REGION					# OF DEPEN-				
	PORTS	Year-	Year-	Not						$50k-		$75k+	Fema-						At-	DENTS IN PP				
	1P1P	1	2+	ly USA	ly else.	every year	Eng- lish	Frnch	18-35	36-55	56+	-$50k	$75k	$75k+	le	Male	West	Onta- rio	Que- bec	lan- tic	1	2+			
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v			
Q4E Offering a reduction on next passport...																									
mean for these data:	8.6	8.3	8.7	8.6	8.6	8.4	8.3	9.3	8.5	8.7	2.0	8.7	8.8	8.9	8.6	8.6	8.2	8.3	9.1	8.2	8.6	8.6			
sig. test for means:							H	G									S	S	QR						
Q4A Everyone with their own passport																									
mean for these data:	7.8	7.8	7.9	7.9	8.0	7.6	7.8	7.9	8.0	7.8	9.0	7.7	8.0	8.1	7.9	7.7	7.6	8.0	7.9	8.6	8.2	7.5			
sig. test for means:																					v	u			
Q4G Credit-card-size passport card...																									
mean for these data:	7.9	7.9	7.9	7.9	7.9	7.8	7.7	8.5	7.7	8.0	5.0	8.3	7.9	7.6	7.7	8.4	7.6	7.8	8.3	8.1	8.4	7.5			
sig. test for means:							h	g							p	o					V	U			
Q4H Information about physical char...																									
mean for these data:	8.1	8.3	8.1	8.3	8.2	7.7	8.1	8.2	8.0	8.1	7.0	8.0	8.3	8.6	8.1	8.1	8.1	8.0	8.1	8.5	8.4	7.9			
sig. test for means:																					v	u			
Q4D Reducing the cost outside the peak period																									
mean for these data:	7.4	7.0	7.5	7.2	7.5	7.3	7.2	7.8	6.8	7.7	6.0	8.1	7.8	7.2	7.5	7.0	7.3	7.1	7.6	7.6	7.9	7.0			
sig. test for means:									j	i		n		l							V	U			
Q4C Express service...																									
mean for these data:	7.6	7.0	7.8	7.5	7.7	7.9	7.5	7.7	7.4	7.8	**	8.3	7.7	7.6	7.7	7.3	7.6	7.6	7.7	7.6	7.6	7.6			
sig. test for means:			c	b																					
Q4B Express post service the normal way...																									
mean for these data:	6.9	7.0	6.9	7.0	7.1	6.4	6.8	7.1	6.5	7.1	8.0	7.2	6.5	7.0	6.7	7.3	7.3	6.4	6.9	7.3	7.0	6.9			
sig. test for means:																	r	q							
Q4F Increase the price + simpler renewal...																									
mean for these data:	6.0	6.0	6.1	6.0	6.4	5.9	5.8	6.6	6.1	6.1	0.0	6.4	6.2	6.2	6.1	5.9	5.8	6.0	6.3	6.1	6.0	6.2			
sig. test for means:																									

ACTOR ANALYSIS OF POLICY POSITIONS
GENERAL SAMPLE

Factor 1 = Pricing policy
Factor 2 = Value adding policy
Factor 3 = Application process

Rotation Method: Varimax

Orthogonal Transformation Matrix

	1	2	3
1	0.62353	0.63517	0.45581
2	-0.70636	0.20784	0.67665
3	0.33505	-0.74388	0.57826

Rotated Factor Pattern

	FACTOR1	FACTOR2	FACTOR3	
Q4F	0.75984	-0.04669	0.13652	Increasing the price of the passport to
Q4C	0.74890	0.20510	0.11729	Offering an express service where the p
Q4B	0.57609	0.49401	-0.17767	Making express post service the normal
Q4H	0.06308	0.71258	0.11800	Including some information about your p
Q4G	0.14321	0.66819	0.17631	Offering a credit-card-size passport ca
Q4E	0.25018	-0.06980	0.77449	Offering a reduction on the next passpo
Q4A	-0.03542	0.23852	0.57843	Demanding that children and adults requ
Q4D	0.02988	0.43529	0.50298	Reducing the cost of the passport if th

SAMPLE	General (a)	Mail-back (b)	Express (c)	1P1P (d)	GENERAL SAMPLE: # OF PASSPORTS: 1 (e)	2+ (f)	TRAVEL FREQUENCY: Yearly USA (g)	Yearly else. (h)	Not every year (i)	LANGUAGE: English (j)	Frnch (k)	AGE: 18-35 (l)	36-55 (m)	56+ (n)	HOUSEHOLD INCOME: -$50k (o)	$50k-$75k (p)	$75k+ (q)	GENDER: Female (r)	Male (s)	REGION: West (t)	Ontario (u)	Quebec (v)	Atlantic (w)
PPRIC Pricing policy																							
mean for these data:	6.7	7.3	7.2	6.8	6.7	6.7	6.7	6.9	6.7	6.7	6.8	7.0	6.5	6.7	7.0	6.5	7.3	6.8	6.6	6.7	6.5	6.9	7.0
sig. test for means:	BC	AD	Ad	Bc																			
PVALU Value adding policy																							
mean for these data:	8.0	7.8	7.9	8.0	8.1	7.9	7.8	8.0	8.3	8.0	7.9	7.9	7.9	8.0	8.3	8.1	7.5	8.0	7.9	7.9	7.8	8.2	8.4
sig. test for means:															q		o						
PAPPL Application process																							
mean for these data:	8.2	8.3	8.1	7.9	8.0	8.2	8.1	8.2	8.4	8.2	8.1	8.1	8.1	8.4	8.2	8.3	7.9	8.3	8.0	8.0	8.2	8.3	8.1
sig. test for means:		D		B																			

EXPRESS SAMPLE	Express (a)	# OF PASSPORTS: 1 (b)	2+ (c)	TRAVEL FREQUENCY: Yearly USA (d)	Yearly else. (e)	Not every year (f)	LANGUAGE: English (g)	Frnch (h)	AGE: 18-35 (i)	36-55 (j)	56+ (k)	HOUSEHOLD INCOME: -$50k (l)	$50k-$75k (m)	$75k+ (n)	GENDER: Female (o)	Male (p)	REGION: West (q)	Ontario (r)	Quebec (s)	Atlantic (t)	EXPRESS SERVICE: 24-hour (u)	48-hour (v)
PPRIC Pricing policy																						
mean for these data:	7.2	6.7	7.3	7.2	7.2	7.2	7.2	7.2	7.1	7.3	7.4	7.3	7.4	7.7	7.4	7.0	7.2	7.1	7.3	6.1	7.2	7.1
sig. test for means:		c	b																			
PVALU Value adding policy																						
mean for these data:	7.9	7.6	7.9	7.8	7.8	7.9	7.9	7.7	7.8	7.9	8.1	8.1	8.2	7.6	8.0	7.8	7.8	7.8	7.9	9.0	8.0	7.8
sig. test for means:																						
PAPPL Application process																						
mean for these data:	8.1	8.2	8.1	8.0	8.0	8.2	8.0	8.3	7.9	8.3	7.8	8.4	8.6	7.9	8.3	8.0	8.0	7.8	8.3	8.6	8.1	8.1
sig. test for means:													N	M								

1P1P SAMPLE	1P1P (a)	# OF PASSPORTS: 1 (b)	2+ (c)	TRAVEL FREQUENCY: Yearly USA (d)	Yearly else. (e)	Not every year (f)	LANGUAGE: English (g)	Frnch (h)	AGE: 18-35 (i)	36-55 (j)	56+ (k)	HOUSEHOLD INCOME: -$50k (l)	$50k-$75k (m)	$75k+ (n)	GENDER: Female (o)	Male (p)	REGION: West (q)	Ontario (r)	Quebec (s)	Atlantic (t)	# OF DEPENDENTS IN PP: 1 (u)	2+ (v)
PPRIC Pricing policy																						
mean for these data:	6.8	6.7	6.9	6.9	7.1	6.7	6.7	7.1	6.7	7.0	4.0	7.3	6.8	6.9	6.8	6.8	6.9	6.7	7.0	7.0	6.9	6.9
sig. test for means:																						
PVALU Value adding policy																						
mean for these data:	8.0	8.1	8.0	8.1	8.1	7.8	7.9	8.4	7.9	8.1	6.0	8.1	8.1	8.1	7.9	8.3	7.9	7.9	8.2	8.3	8.4	7.7
sig. test for means:							h	g													V	U
PAPPL Application process																						
mean for these data:	7.9	7.7	8.0	7.9	8.1	7.8	7.7	8.4	7.8	8.0	5.7	8.2	8.2	8.1	8.0	7.7	7.7	7.8	8.2	8.1	8.2	7.7
sig. test for means:							H	G													V	U

ULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
1P1P Policy

Model: MODEL1
Dependent Variable: Q4A Demanding that children and adults requ

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	1	35.58988	35.58988	5.985	0.0150
Error	312	1855.25276	5.94632		
C Total	313	1890.84264			

Root MSE	2.43851	R-square	0.0188
Dep Mean	8.53709	Adj R-sq	0.0157
C.V.	28.56369		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	8.653420	0.14559630	59.434	0.0001	0.00000000	.	Intercept
TLOW	1	-1.090968	0.44593664	-2.446	0.0150	-0.13719414	1.00000000	Least demanding cluster

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Express post sevice

Model: MODEL1
Dependent Variable: Q4B Making express post service the normal

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	2	579.22590	289.61295	28.455	0.0001
Error	311	3165.33291	10.17792		
C Total	313	3744.55881			

Root MSE	3.19029	R-square	0.1547
Dep Mean	6.81686	Adj R-sq	0.1492
C.V.	46.79992		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	1.096589	1.02872570	1.066	0.2873	0.00000000	.	Intercept
FACCESS	1	0.545014	0.07551790	7.217	0.0001	0.37626805	0.99995130	Access factor
Q1F	1	0.230312	0.10250453	2.247	0.0254	0.11714202	0.99995130	the entire process from getting a form

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Express service

Model: MODEL1
Dependent Variable: Q4C Offering an express service where the p

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	4	505.07377	126.26844	14.924	0.0001
Error	309	2614.44130	8.46098		
C Total	313	3119.51507			

Root MSE	2.90878	R-square	0.1619
Dep Mean	7.23235	Adj R-sq	0.1511
C.V.	40.21894		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	2.183166	0.88148582	2.477	0.0138	0.00000000	.	Intercept
FREQOTH	1	0.603791	0.33024922	1.828	0.0685	0.09533211	0.99757326	
FTIME	1	0.219421	0.11319224	1.938	0.0535	0.10940636	0.85147056	Time factor
FACCESS	1	0.414651	0.07485020	5.540	0.0001	0.31363852	0.84616338	Access factor
TPRICES	1	0.737611	0.40296812	1.830	0.0681	0.09630927	0.97973835	Price sensitive cluster

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Peak season reductions

Model: MODEL1
Dependent Variable: Q4D Reducing the cost of the passport if th

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	5	218.36676	43.67335	4.664	0.0004
Error	308	2884.30414	9.36462		
C Total	313	3102.67090			

Root MSE	3.06017	R-square	0.0704
Dep Mean	7.37500	Adj R-sq	0.0553
C.V.	41.49379		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	10.447518	2.40726204	4.340	0.0001	0.00000000	.	Intercept
ENGLISH	1	0.905419	0.39458762	2.295	0.0224	0.12667522	0.99033768	
FEMALE	1	0.681857	0.34723316	1.964	0.0505	0.10844083	0.98972341	
FVALUE	1	-0.420097	0.24705503	-1.700	0.0901	-0.09718346	0.92402085	Value factor
TLOW	1	-1.748929	0.59075772	-2.960	0.0033	-0.17169411	0.89736544	Least demanding cluster
TPRICES	1	0.783850	0.42702301	1.836	0.0674	0.10262409	0.96564803	Price sensitive cluster

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Low maintenance reduction

Model: MODEL1
Dependent Variable: Q4E Offering a reduction on the next passpo

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	2	63.46512	31.73256	7.260	0.0008
Error	311	1359.25321	4.37059		
C Total	313	1422.71833			

Root MSE	2.09060	R-square	0.0446
Dep Mean	8.58407	Adj R-sq	0.0385
C.V.	24.35436		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	6.332186	0.64899597	9.757	0.0001	0.00000000	.	Intercept
FEMALE	1	0.449805	0.23628437	1.904	0.0579	0.10564073	0.99755274	
FPRICE	1	0.249104	0.07777571	3.203	0.0015	0.17773763	0.99755274	Price factor

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Higher price and simple renewal

Model: MODEL1
Dependent Variable: Q4F Increasing the price of the passport to

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	1	82.94964	82.94964	7.080	0.0082
Error	312	3655.62903	11.71676		
C Total	313	3738.57867			

Root MSE	3.42298	R-square	0.0222
Dep Mean	6.10417	Adj R-sq	0.0191
C.V.	56.07605		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	3.510599	0.99370803	3.533	0.0005	0.00000000	.	Intercept
FTIME	1	0.327038	0.12291221	2.661	0.0082	0.14895463	1.00000000	Time factor

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Passport card

Model: MODEL1
Dependent Variable: Q4G Offering a credit-card-size passport ca

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	3	180.53443	60.17814	8.583	0.0001
Error	310	2173.56357	7.01150		
C Total	313	2354.09800			

Root MSE	2.64792	R-square	0.0767
Dep Mean	8.07331	Adj R-sq	0.0678
C.V.	32.79846		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	5.034800	0.78524316	6.412	0.0001	0.00000000	.	Intercept
FTIME	1	0.211330	0.10302330	2.051	0.0411	0.12129902	0.85176975	Time factor
FACCESS	1	0.168238	0.06810075	2.470	0.0140	0.14648833	0.84708411	Access factor
TPRICES	1	0.904445	0.36674624	2.466	0.0142	0.13594223	0.98019024	Price sensitive cluster

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Biometrics

Model: MODEL1
Dependent Variable: Q4H Including some information about your p

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	3	148.25320	49.41773	6.223	0.0004
Error	310	2461.89792	7.94161		
C Total	313	2610.15111			

Root MSE	2.81809	R-square	0.0568
Dep Mean	7.88270	Adj R-sq	0.0477
C.V.	35.75027		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	5.163028	0.94076757	5.488	0.0001	0.00000000	.	Intercept
FACCESS	1	0.192286	0.06677399	2.880	0.0043	0.15900321	0.99796070	Access factor
Q1F	1	0.184517	0.09205955	2.004	0.0459	0.11240857	0.96733441	the entire process from getting a form
TVALUE	1	-0.809954	0.39916115	-2.029	0.0433	-0.11390145	0.96562357	Focus on value cluster

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Pricing policy factor

Model: MODEL1
Dependent Variable: PRICEP Pricing policy

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	4	345.92624	86.48156	16.267	0.0001
Error	309	1642.75439	5.31636		
C Total	313	1988.68063			

Root MSE	2.30572	R-square	0.1739
Dep Mean	6.70376	Adj R-sq	0.1633
C.V.	34.39448		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	1.377664	0.90436680	1.523	0.1287	0.00000000	.	Intercept
FREQOTH	1	0.452913	0.26224391	1.727	0.0852	0.08956294	0.99405704	
FTIME	1	0.153730	0.09019981	1.704	0.0893	0.09600297	0.84253015	Time factor
FACCESS	1	0.367614	0.05914496	6.215	0.0001	0.34825669	0.85152674	Access factor
Q1F	1	0.160533	0.07476992	2.147	0.0326	0.11204135	0.98167170	the entire process from getting a form

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Value adding factor

Model: MODEL1
Dependent Variable: VALUEA Value adding policy

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	4	149.65503	37.41376	8.054	0.0001
Error	309	1435.45725	4.64549		
C Total	313	1585.11228			

Root MSE	2.15534	R-square	0.0944
Dep Mean	7.97529	Adj R-sq	0.0827
C.V.	27.02523		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	3.999254	0.82863032	4.826	0.0001	0.00000000	.	Intercept
FTIME	1	0.171915	0.08446625	2.035	0.0427	0.12025225	0.83955242	Time factor
FACCESS	1	0.163110	0.05550700	2.939	0.0035	0.17307746	0.84480406	Access factor
Q1F	1	0.162997	0.06975426	2.337	0.0201	0.12742288	0.98559006	the entire process from getting a form
TPRICES	1	0.502236	0.29852321	1.682	0.0935	0.09199462	0.98018185	Price sensitive cluster

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
GENERAL SAMPLE
Application process factor

Model: MODEL1
Dependent Variable: APPLIP Application process

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	2	68.52281	34.26141	11.196	0.0001
Error	311	951.73303	3.06023		
C Total	313	1020.25584			

Root MSE	1.74935	R-square	0.0672
Dep Mean	8.16908	Adj R-sq	0.0612
C.V.	21.41431		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	6.830837	0.63817580	10.704	0.0001	0.00000000	.	Intercept
FPRICE	1	0.175980	0.07494112	2.348	0.0195	0.14827425	0.75231257	Price factor
TLOW	1	-0.883199	0.36883075	-2.395	0.0172	-0.15120122	0.75231257	Least demanding cluster

MULTIPLE REGRESSION ANALYSES OF POLICY POSITIONS
1P1P SAMPLE
1P1P Policy

Model: MODEL1
Dependent Variable: Q4A Demanding that children and adults requ

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Prob>F
Model	1	45.02304	45.02304	6.145	0.0137
Error	338	2476.42108	7.32669		
C Total	339	2521.44412			

Root MSE	2.70679	R-square	0.0179
Dep Mean	7.83235	Adj R-sq	0.0150
C.V.	34.55904		

Parameter Estimates

Variable	DF	Parameter Estimate	Standard Error	T for H0: Parameter=0	Prob > |T|	Standardized Estimate	Tolerance	Variable Label
INTERCEP	1	6.194983	0.67663149	9.156	0.0001	0.00000000	.	Intercept
FTIME	1	0.216142	0.08719166	2.479	0.0137	0.13362654	1.00000000	Time factor