



## Government Services and Satisfaction

Ipsos Reid is pleased to offer *Government Service and Satisfaction* as a syndicated research study. Government Services and Satisfaction has been carefully designed to provide public policy leaders with strategic information to develop new solutions that provide the best service for Canadian citizens.

### Building on Knowledge

For many Canadians, their only direct contact with government – whether federal, provincial or municipal – involves interactions at the point of service. Previous iterations of this study investigated how Canadians obtained and perceived government service. Our research suggests that this direct contact plays an important role in shaping Canadians overall view of government. Results indicated that, when Canadians experienced quality service from their government it had a strong positive influence on their assessment of the government's overall performance and their confidence in government.

Improving service, however, depends on more than just monitoring satisfaction scores, it requires staying on top of an ever-changing landscape. Over the past several years, technology and the Internet have had a profound effect on the way Canadians communicate, get information, and conduct their business – engaging in government services is no exception. Previous findings from Government Service and Satisfaction suggest Canadians are past the “testing the waters stage” of online government services, with currently just under four in ten Canadians engaging in government services on the Internet. In fact, our results show the Internet is fast becoming the preferred choice for obtaining government services.

### This Year's Objectives

In this iteration of Government Service and Satisfaction, Ipsos Reid will use overall performance to measure citizen satisfaction with government service. While it will remain a key measure of government performance, this edition of Government Service and Satisfaction will go beyond simply measuring satisfaction and explore in-depth drivers of public satisfaction with government services.

Why? In our experience, typical citizen satisfaction results are flat, as most citizens tend to use the top end of the scale to rate services and service attributes. Although high satisfaction ratings are important, this type of analysis does not provide insightful direction when it comes to making strategic changes.

While Ipsos Reid has extensive experience using traditional regression analysis to identify key drivers of satisfaction, attitudes, and behaviours we will be using Penalty-Reward Statistical Analysis. The results obtained from this type of analysis are **actionable** – by examining the extremes of the satisfaction scale, Penalty-Reward analysis identifies critical areas where citizens feel they have been failed and what needs to be fixed, as well as identifying which attributes are most valued.

Government Service and Satisfaction will also continue to examine key themes explored in previous studies. Specific issues will include but are not limited to:

- **Impressions of Government.** What is on the Canadian Issues Agenda? Do Canadians have confidence in their government institutions?
- **Perceptions of Government Service.** Are Canadians satisfied with the overall level of service from government? How do they rate the government on individual service attributes? How do they feel about specific services or different channels of service?
- **Government Service and Perceptions of Government.** Does the level of service Canadians receive from their government impact their impressions?
- **Subscriber Input.** All subscribers are invited to provide input to the core questionnaire.

### Research Team

The study team for Government Service and Satisfaction will consist of senior researchers from Ipsos Reid's Ottawa Public Affairs Division. This study will be directed by Mike Colledge, President, Canadian Public Affairs. Mike has more than 20 years experience in all facets of public and private sector communications and research. Also contributing to the study will be Marc Beaudoin, Vice President, Ipsos Reid and Will Daley, Associate Vice President, Ipsos Reid.



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**Need to know more?  
Ask Your Own Questions:**

Clients are encouraged to add their own confidential questions to Government Service and Satisfaction. Ipsos Reid will consult with you on questionnaire design and provide a detailed report on the results of your questions in the context of the wider results.

**Methodology and Sample Plan**

We will conduct a telephone survey of 2,400 adult Canadians, of whom at least 1,200 will have contacted the federal or provincial government services within the last three months. The proposed regional breakdown for the sample is:

Province	Sample Size	Margin of Error (19 times out of 20)
Atlantic Canada	185	±7.2%
Quebec	593	±4.0%
Ontario	910	±3.3%
Saskatchewan/Manitoba	162	±7.7%
Alberta	233	±6.4%
British Columbia	317	±5.5%
Total	2,400	±2.0%

**Contact Information**

For more information about this study, please contact:

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