

Appendix C: Top Line Results

September 5, 2007



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Confidentiality

Any material or information provided by CBSA and all data collected by Decima will be treated as confidential by Decima and will be stored securely while on Decima's premise (adhering to industry standards and applicable laws).

Methodology

- Telephone interviews were conducted between August 29th and September 3rd, 2007
- The sample included 904 Canadian Citizens across all regions and were weighted to be representative of the population in terms of age, gender and geography
- A sample of this size can be expected to be accurate to the larger population to within plus or minus 3.3%, at the 95% confidence level
- The results for each question present the findings for the overall sample as well as by current passport status
 - Passport used to denote those who currently have a valid passport (n=500, +/- 4.4%)
 - No passport used to denote those who currently do not have a valid passport, irrespective of their intention of getting a passport (n=404, +/-4.9)

Frequency of Travel to the US in the Last 12 Months

Q2. Over the past 12 months, how many times did you travel from Canada to the United States by land or sea?

Q3. Over the past 12 months, how many times did you travel from Canada to the United States by air?

	Overall	Passport	No Passport
Travel to the U.S. by air:			
0	80%	68%	94%
1	13%	19%	5%
2	4%	7%	1%
3 or more	3%	5%	0%
Travel to the U.S. by land or sea			
0	66%	56%	79%
1	14%	19%	9%
2	8%	12%	3%
3 or more	11%	13%	7%

Summary of Travel to the US in Past Year

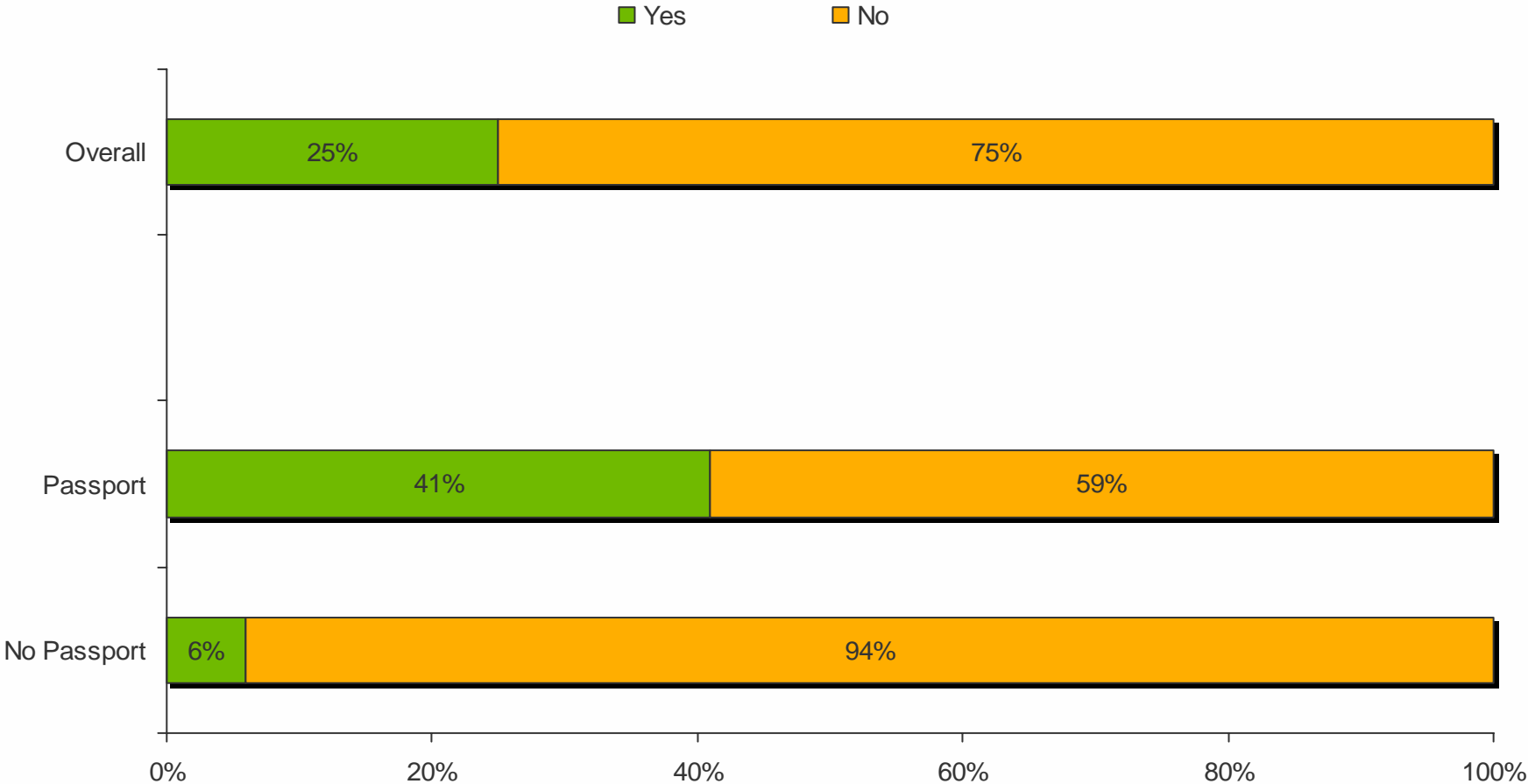
Q2. Over the past 12 months, how many times did you travel from Canada to the United States by land or sea?

Q3. Over the past 12 months, how many times did you travel from Canada to the United States by air?

	Overall	Passport Holders	Non-Passport Holders
Both Land/Sea and Air	10%	16%	3%
Land Only	23%	28%	17%
Air Only	10%	15%	3%
No Travel to US in Past Year	56%	40%	76%

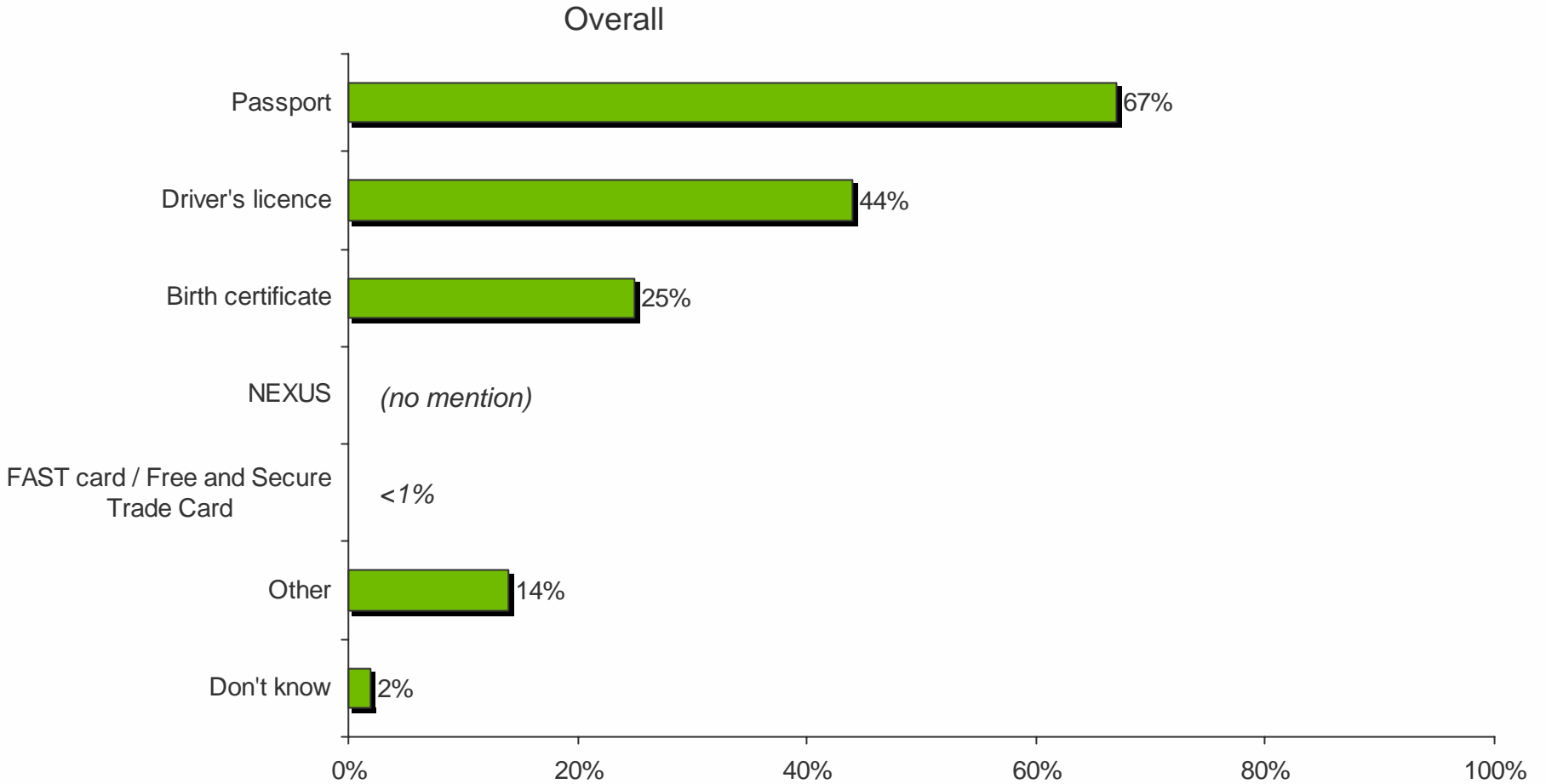
Travel Outside US in Past Year

Q4. Over the past 12 months, have you travelled to a foreign country other than the United States?



Identification That Would be Used to Enter US - Overall

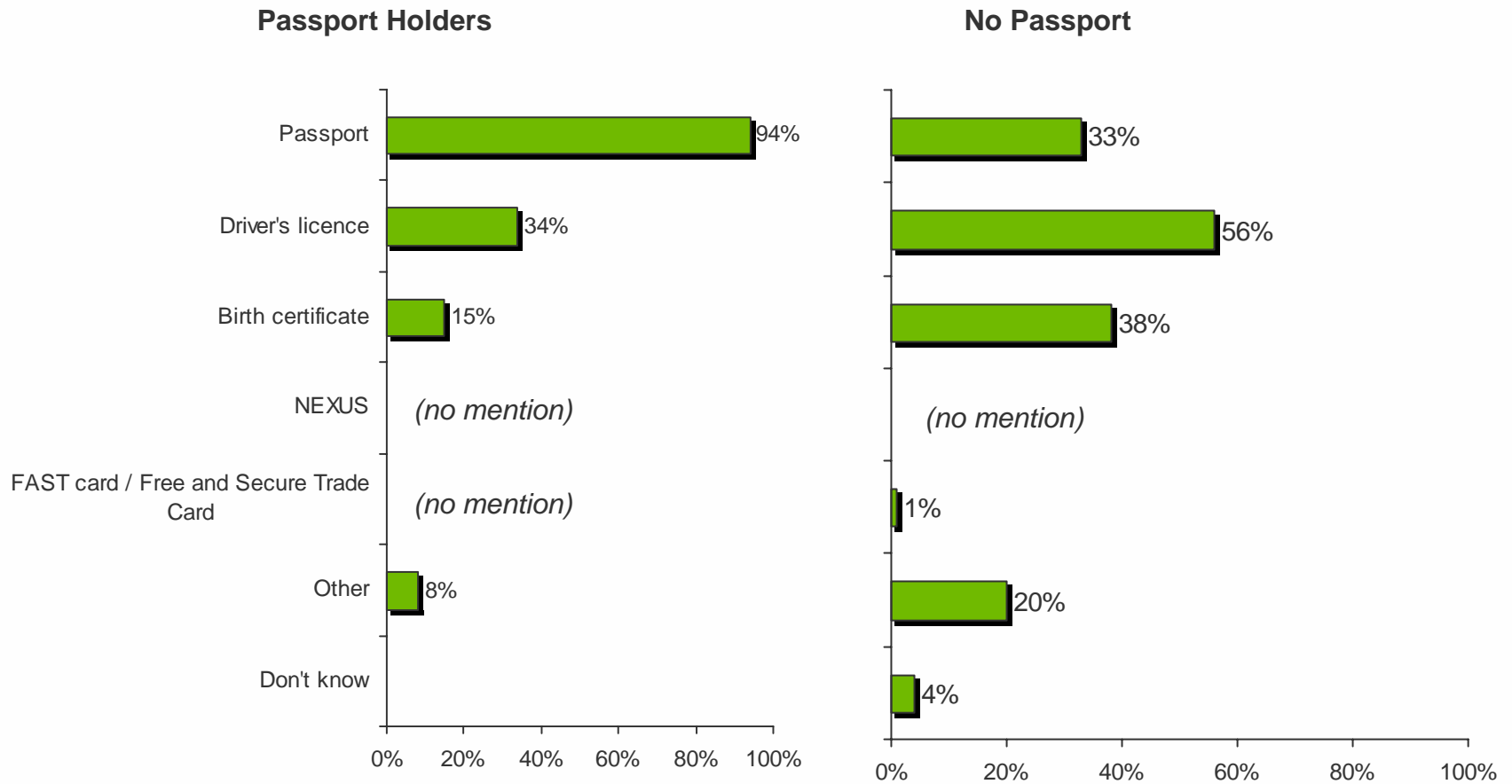
Q5. If you were to travel to the United States tomorrow, what identification would you use for crossing the border?



Base: All respondents (n=904)

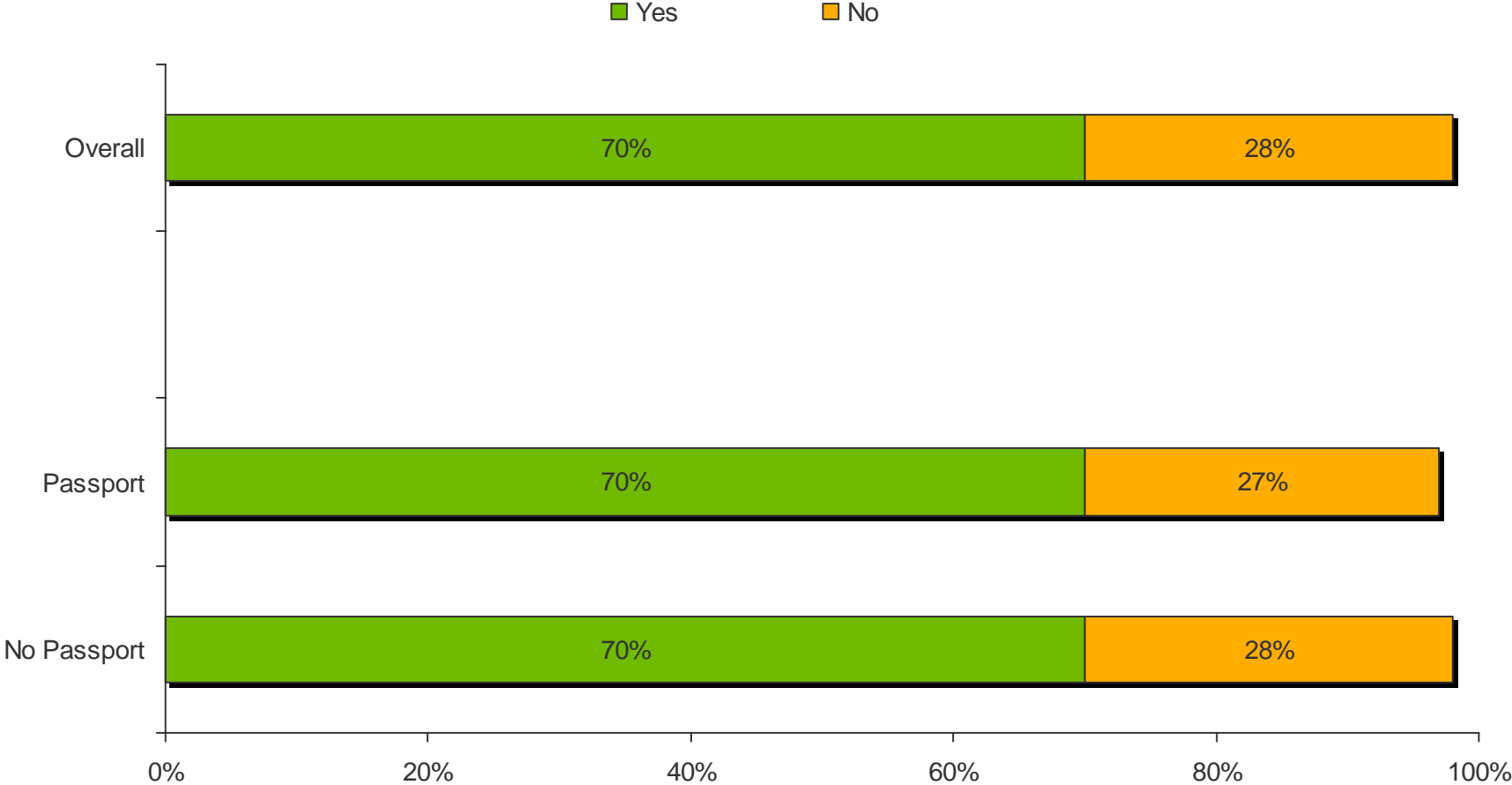
Identification That Would be Used to Enter US

Q5. If you were to travel to the United States tomorrow, what identification would you use for crossing the border?



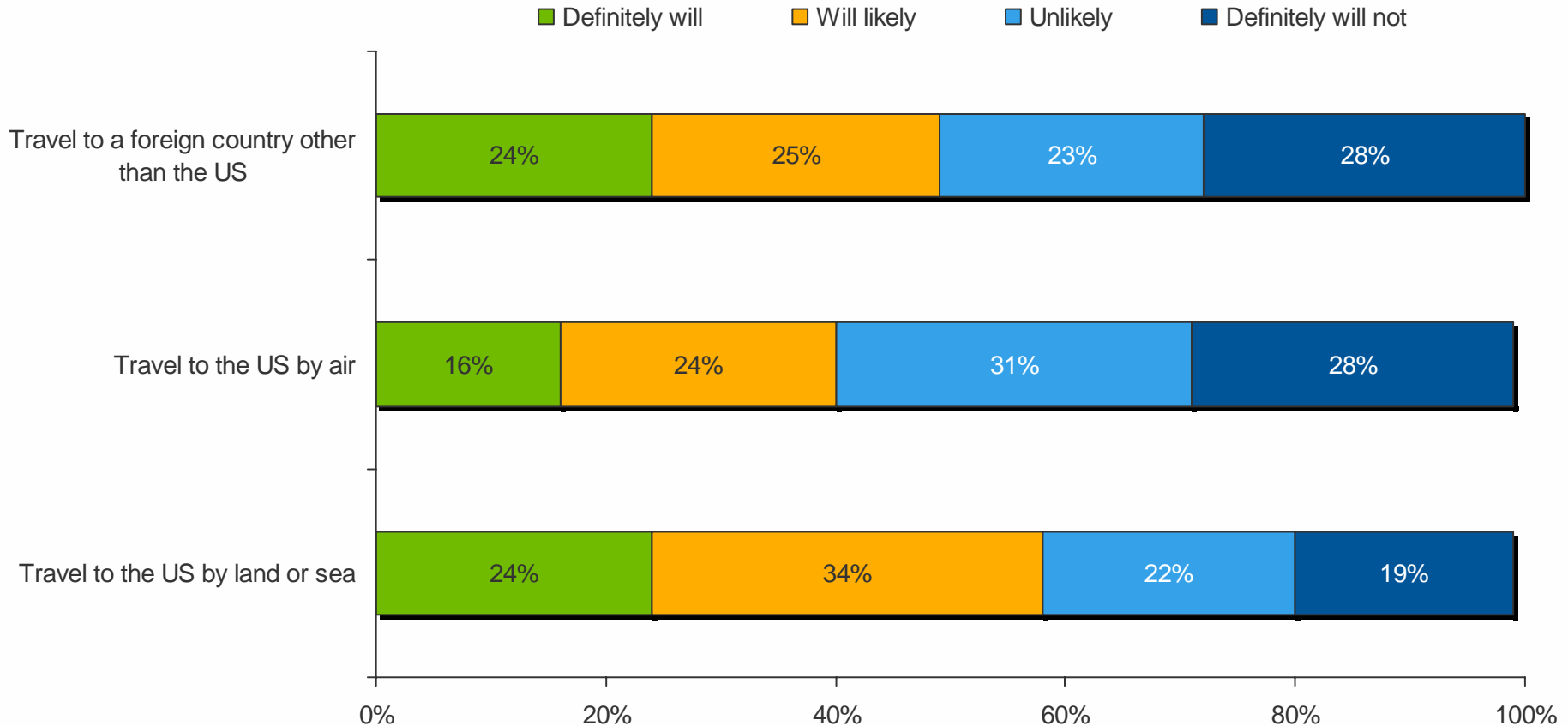
Awareness of 2008 Identification Changes for Entering the US

Q6. Are you aware of any changes that might be made as early as 2008 to the kind of identification that will be required when entering the United States?



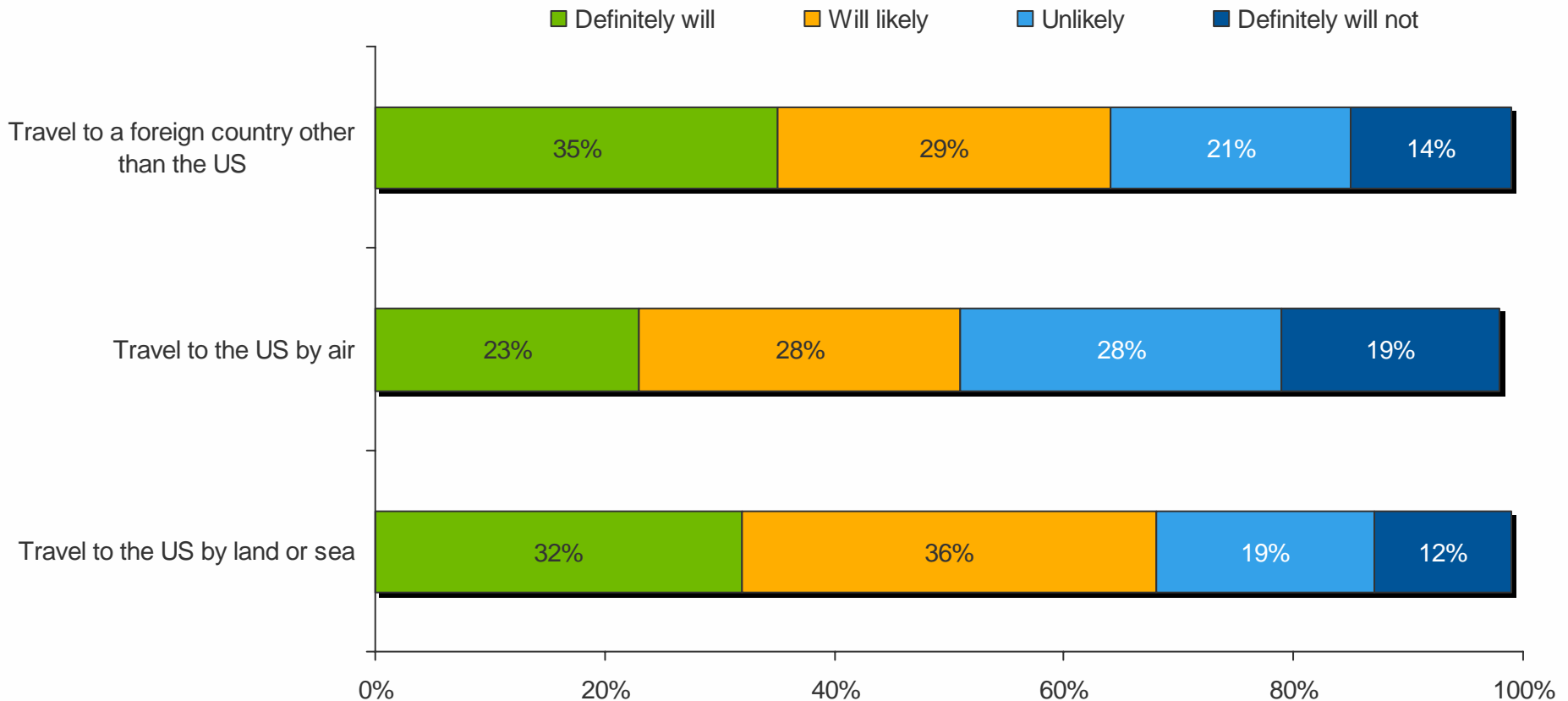
Travel Plans in the Next Year or Two - Overall

Q7 – Q9. Thinking about the next year or two, for each of the following kinds of trips, please tell me if you definitely will be making this kind of trip, will likely make this kind of trip, are unlikely to make this kind of trip, will definitely not make this kind of trip. The first is...?



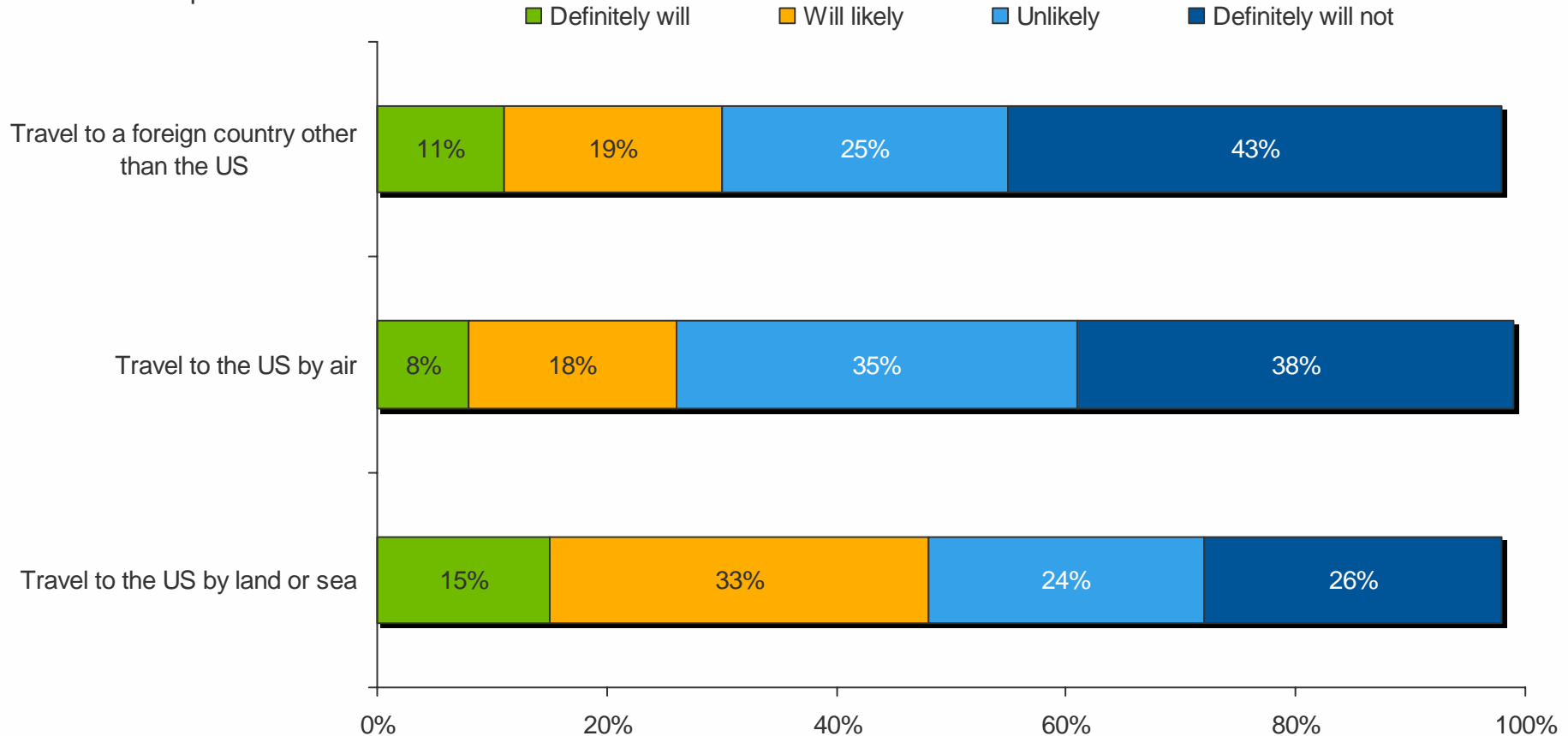
Travel Plans in the Next Year or Two – Passport Holders

Q7 – Q9. Thinking about the next year or two, for each of the following kinds of trips, please tell me if you definitely will be making this kind of trip, will likely make this kind of trip, are unlikely to make this kind of trip, will definitely not make this kind of trip. The first is...?



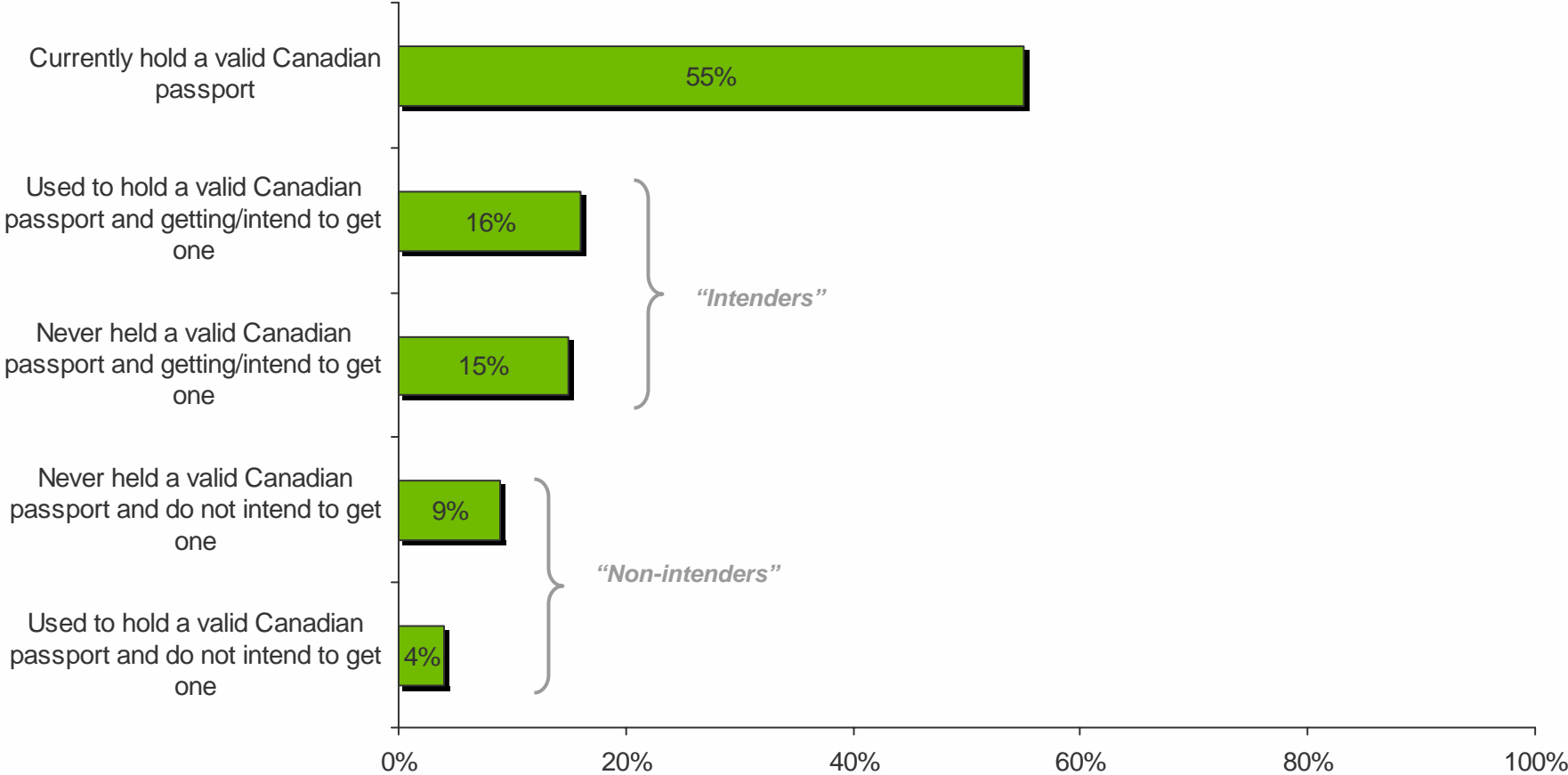
Travel Plans in the Next Year or Two – No Passport

Q7 – Q9. Thinking about the next year or two, for each of the following kinds of trips, please tell me if you definitely will be making this kind of trip, will likely make this kind of trip, are unlikely to make this kind of trip, will definitely not make this kind of trip. The first is...?



Current Passport Status

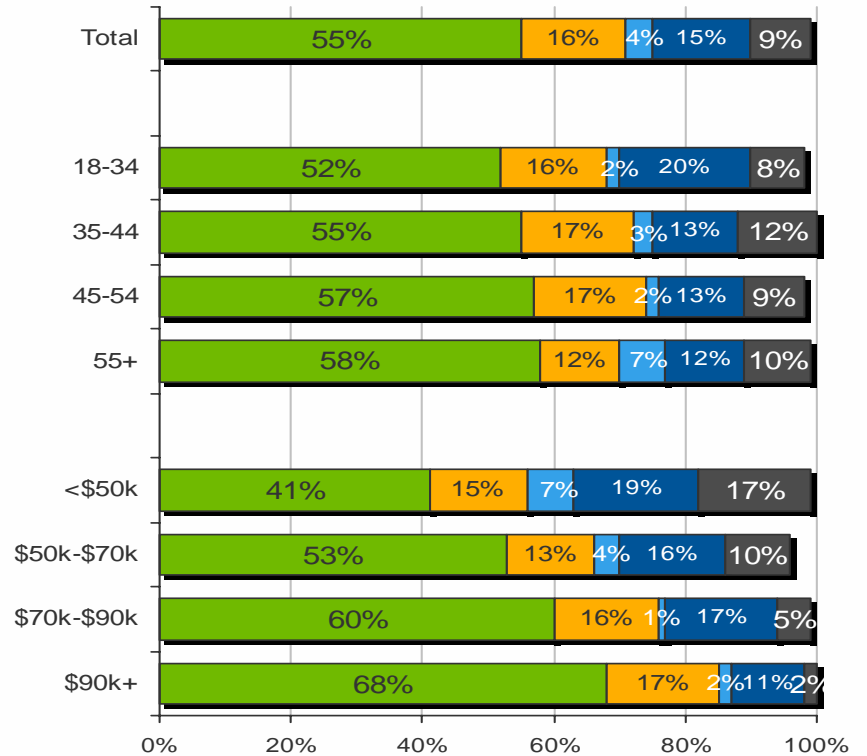
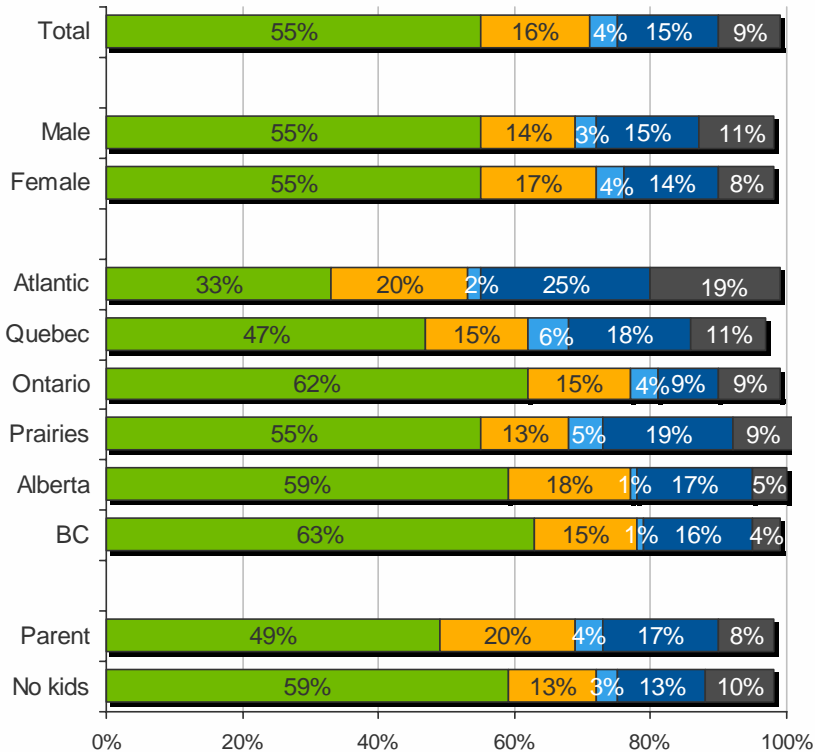
Q10. Which of the following best describes your situation...?



Passport Status by Key Demographics

Q10. Which of the following best describes your situation...?

■ Valid passport ■ Former and intend ■ Former with no plans
■ Never and intend ■ Never with no plans

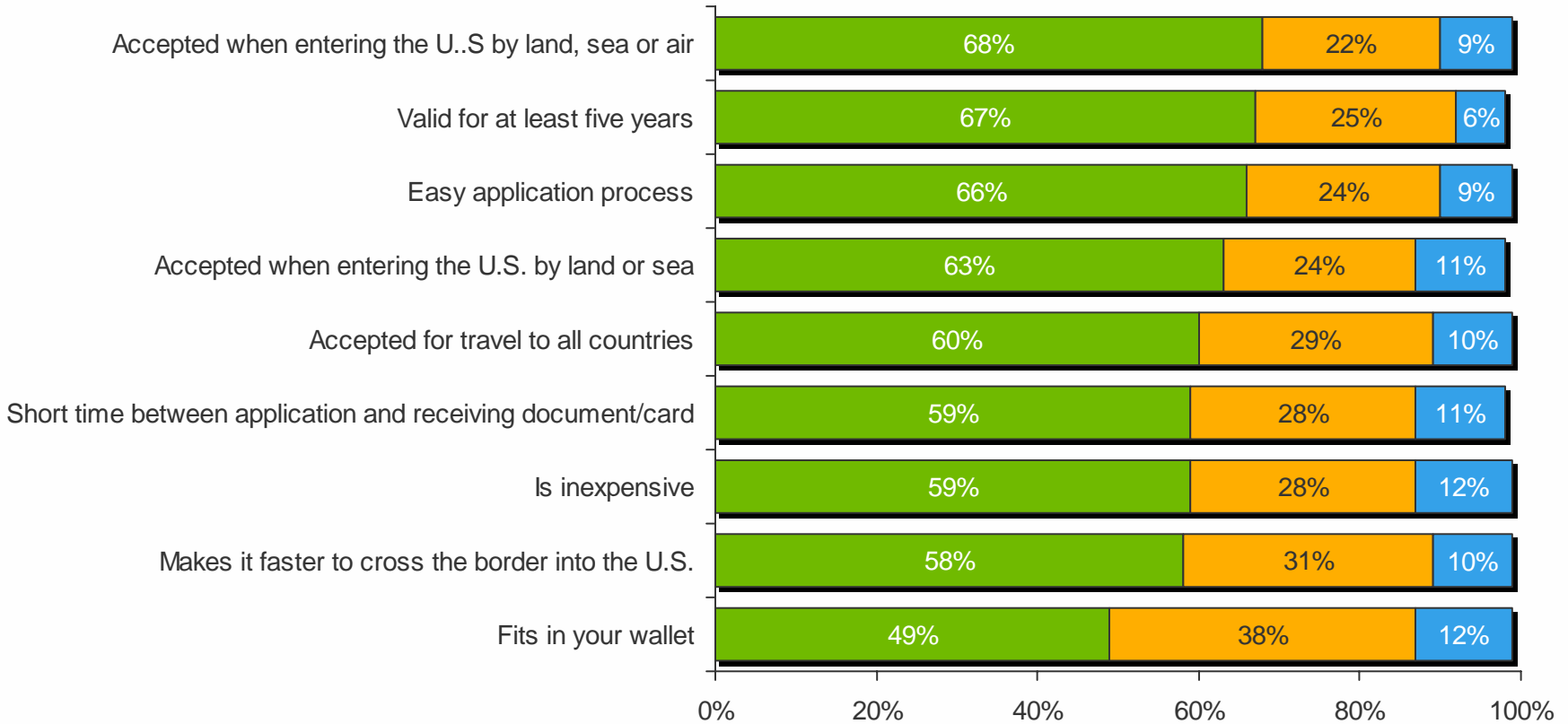


Base=All Respondents (n=904)

Desirability for Travel I.D – Overall Summary

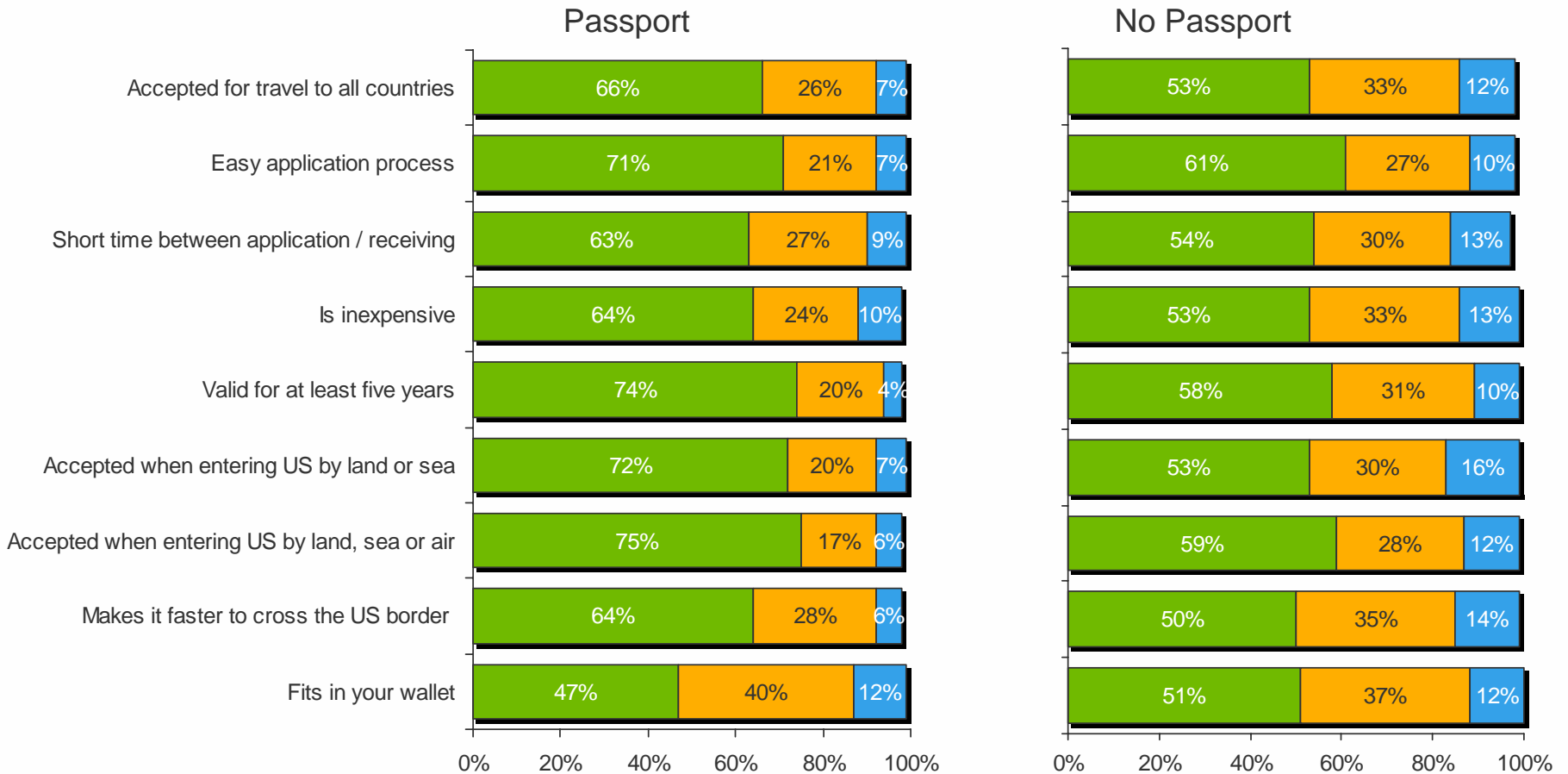
Q11 – Q19x. Would you say that having a document [INSERT ASPECT] would be essential, a nice to have but not essential, or not necessary? And what about...?

■ Essential to have ■ Nice but not essential ■ Not necessary



Desirability Level for Travel I.D. - Summary

Q11 – Q19x. Would you say that having a document [INSERT ASPECT] would be essential, a nice to have but not essential, or not necessary? And what about...?



■ Essential to have
 ■ Nice but not essential
 ■ Not necessary

Base: All Respondents (n=904)

Document Modules

Concept: Enhanced Driver's Licence

“One possible new document would be an Enhanced Driver's Licence which Canadian citizens could use for land and sea travel to the U.S. only but would not be accepted for travel into the U.S. by air or for travel into any country other than the U.S or Canada. You would apply for it in person at select provincial driver's licensing offices. Additional supporting documents would be required to process your application such as proof of Canadian citizenship. This would have RFID technology, which would help speed up the process of crossing the U.S. border.”

Concept: Passport Card

“One possible new document would be a wallet-sized Passport Card which Canadian citizens could use for land and sea travel to the U.S. only but would not be accepted for travel into the U.S. by air or for travel into any country other than the U.S or Canada. It would be available at the same locations at which the current passport is available including Passport offices, select Canada Post outlets, select Service Canada outlets, by mail and online. The procedure and requirements for obtaining the passport and the Passport Card would be the same. Applicants must have a passport to apply for and to obtain a Passport Card. Canadians who already hold a valid passport would only have to fill a short form and provide payment to receive their Passport Card. The Card would have RFID technology, which would help speed up the process of crossing the U.S. border. The Passport Card would be a standalone document therefore you would not have to carry your passport booklet with you when travelling to the U.S.”

Concept: Passport Booklet with RFID Card

“One possible new document would be a Passport Booklet with an RFID Card which Canadian citizens could use for land and sea travel to the U.S. only. The RFID Card would not be accepted for travel into the U.S. by air or for travel into any country other than the U.S or Canada. However, the passport booklet alone can be used for international travel in all modes. The RFID Card would be available at the same locations at which the current passport is available including Passport offices, select Canada Post outlets, select Service Canada outlets, by mail and online. Applicants must have a passport to apply for and to obtain an RFID Card. When crossing the border into the U.S. by land, sea and air the RFID card would not be accepted as a standalone document as the traveller would also have to show/present their passport booklet when crossing the border.”

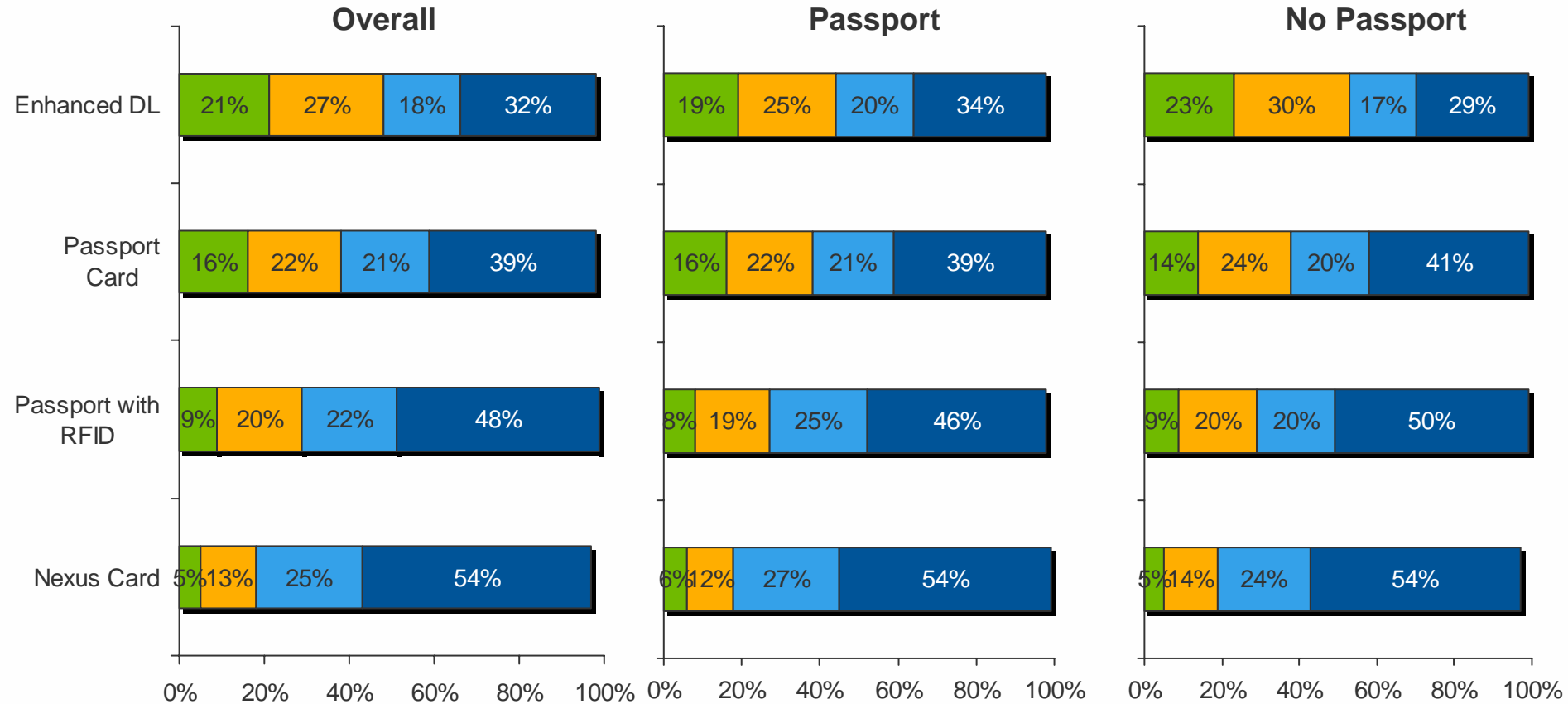
Concept: NEXUS Card

- One option that currently exists is the wallet-sized NEXUS Card which can be used by Canadians and U.S. citizens or permanent residents for travel between the U.S. and Canada only, regardless of whether travel is by land, sea or air.
- It is not accepted for travel into any country other than the U.S. or Canada.
- It has RFID technology so card holders get faster clearance when crossing the border. NEXUS members are given dedicated lanes by land, self-service kiosks by air and can report by calling in by sea.
- Canadians can apply for a NEXUS Card by mail or online. Forms are sent to both Canadian and U.S. border agencies and involve a rigorous security screening process and in-person interview.

Likelihood of Using Alternative Documents

Q19, Q23, Q27, Q32 How likely would you be to apply for an (insert travel document)?

Very likely Somewhat likely Not very likely Not at all likely

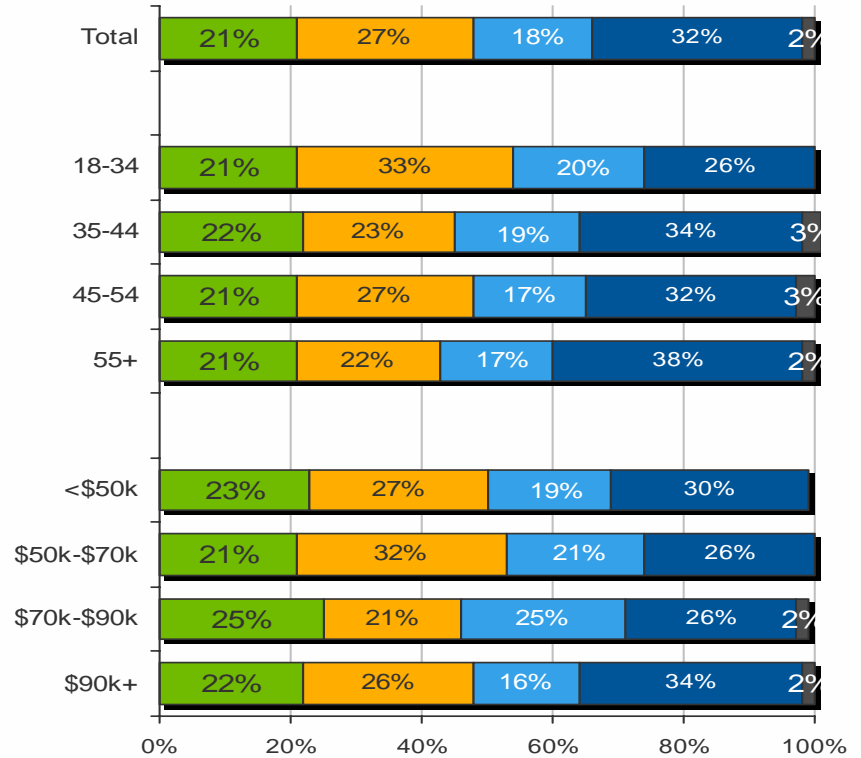
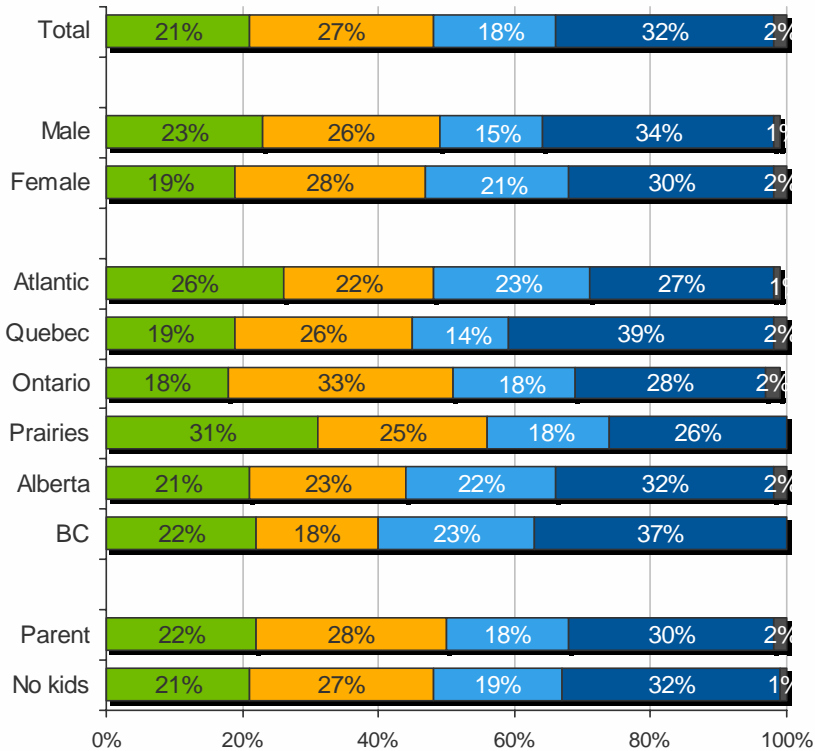


Base: All Respondents (n=904)

Likelihood to Apply for Enhanced Driver's Licence by Key Demographics

Q19. How likely would you be to apply for an Enhanced Driver's License?

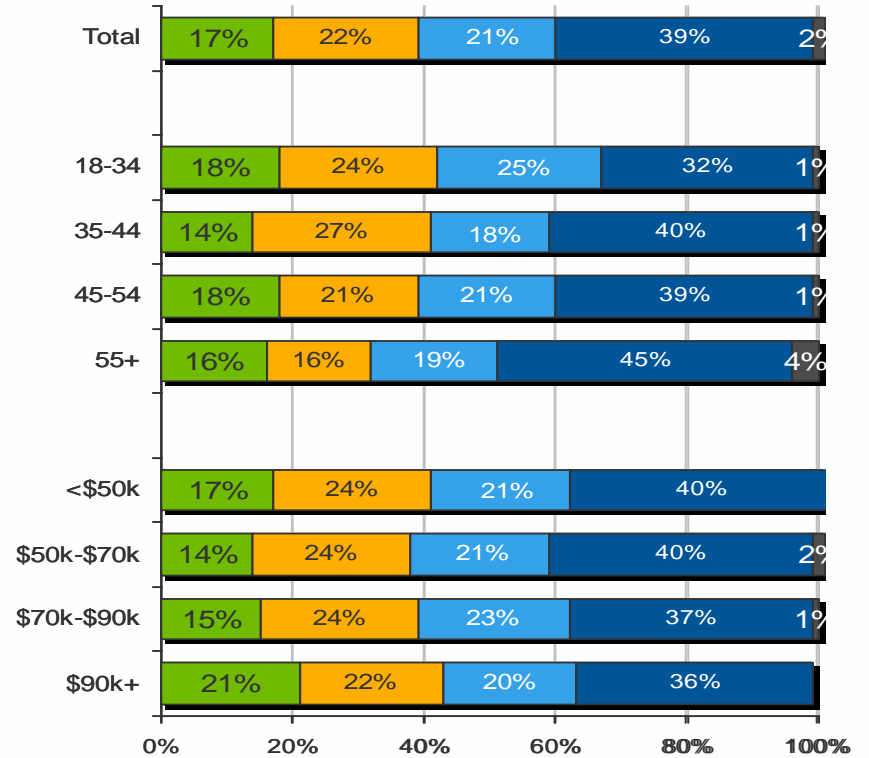
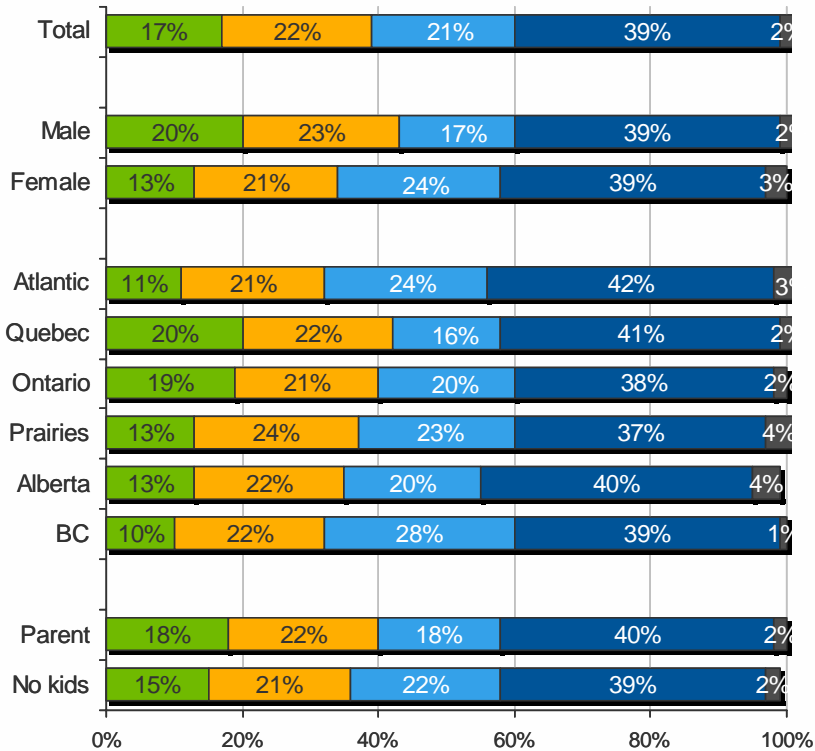
Very likely Somewhat likely Not very likely Not at all likely Don't know



Likelihood to Apply for Passport Card by Key Demographics

Q23. How likely would you be to apply for a Passport Card?

Very likely Somewhat likely Not very likely Not at all likely Don't know

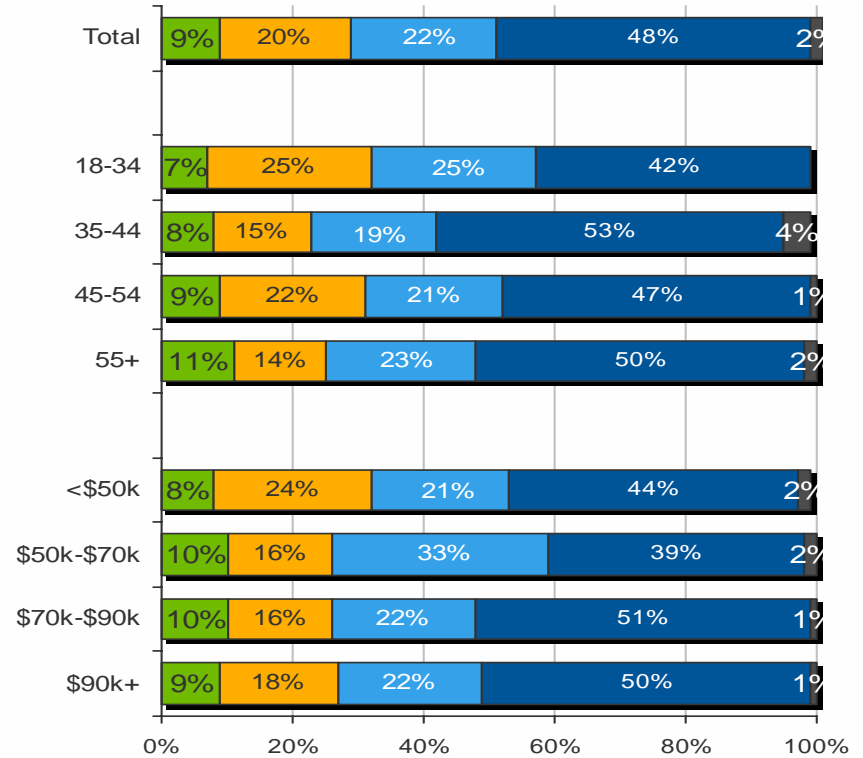
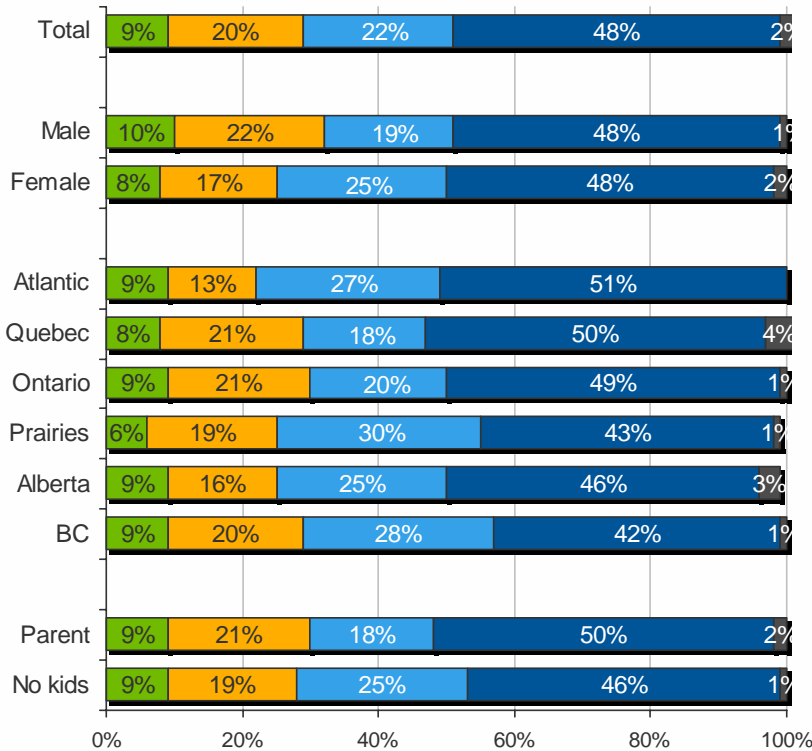


Base: All Respondents (n=904)

Likelihood to Apply for Passport Booklet with RFID Card by Key Demographics

Q27. How likely would you be to apply for a Passport Booklet with RFID Card?

Very likely Somewhat likely Not very likely Not at all likely Don't know

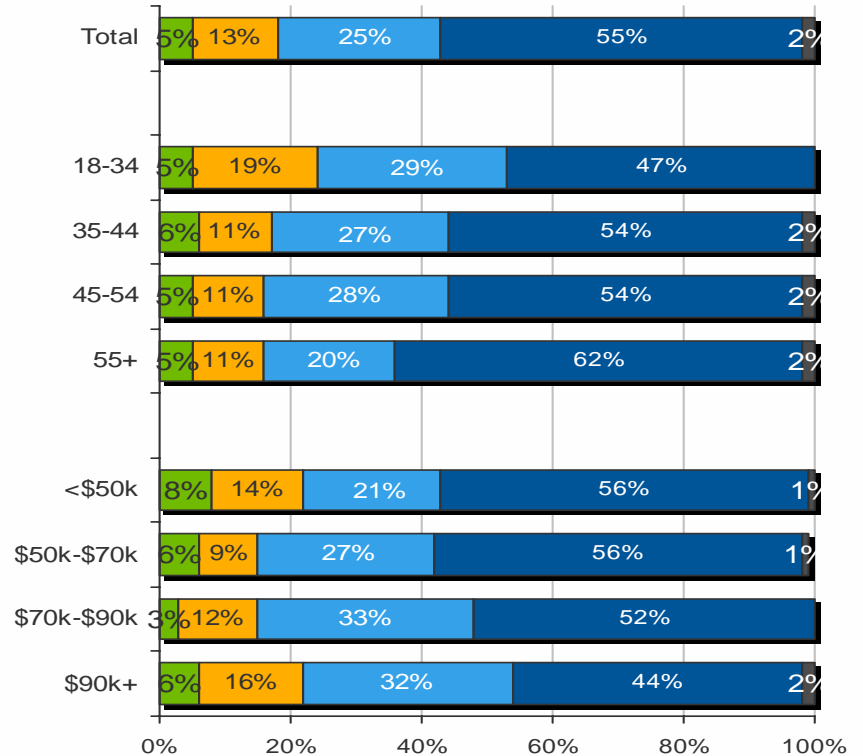
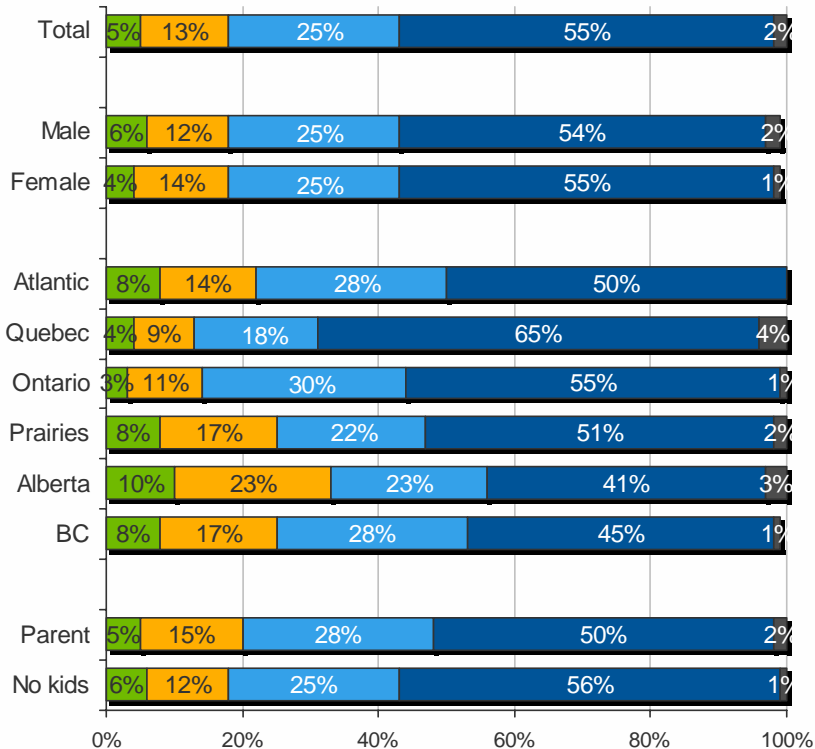


Base: All Respondents (n=904)

Likelihood to Apply for NEXUS Card by Key Demographics

Q32. The NEXUS Card costs \$80. How likely would you be to apply for a NEXUS Card?

Very likely Somewhat likely Not very likely Not at all likely Don't know



Base: All Respondents (n=904)

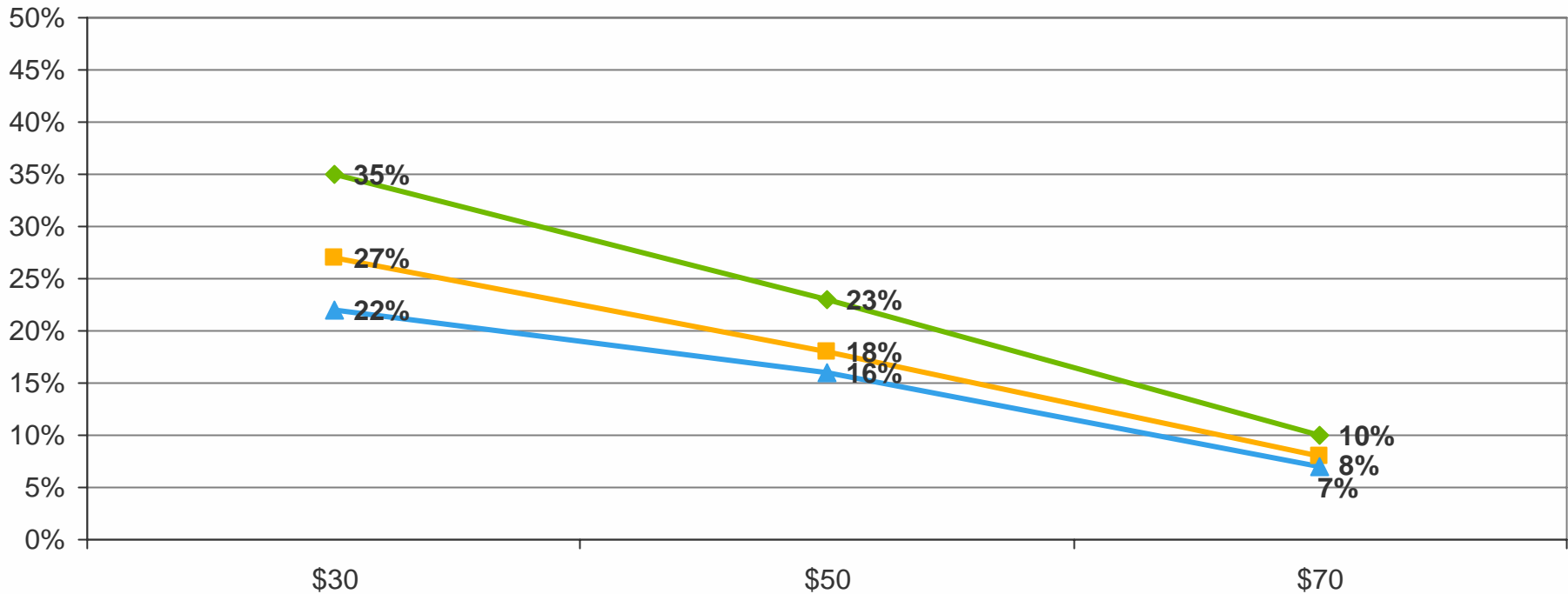
Price Sensitivity - Overall

Q20 – Q22 If the Enhanced Driver's Licence were to cost \$50CDN/\$30CDN/\$70CDN more than the cost of your province's standard driver's licence, would you obtain one?

Q24 – Q26 If the Passport Card were to cost 50\$CDN/\$30CDN/\$70CDN in addition to the cost of the passport, would you obtain one?

Q28 – Q30 If the RFID Card were to cost \$50CDN/\$30CDN/\$70CDN more than the cost of the current passport, would you obtain one?

◆ EDL ■ Passport Card ▲ Passport with RFID



Price Sensitivity – Passport Holders

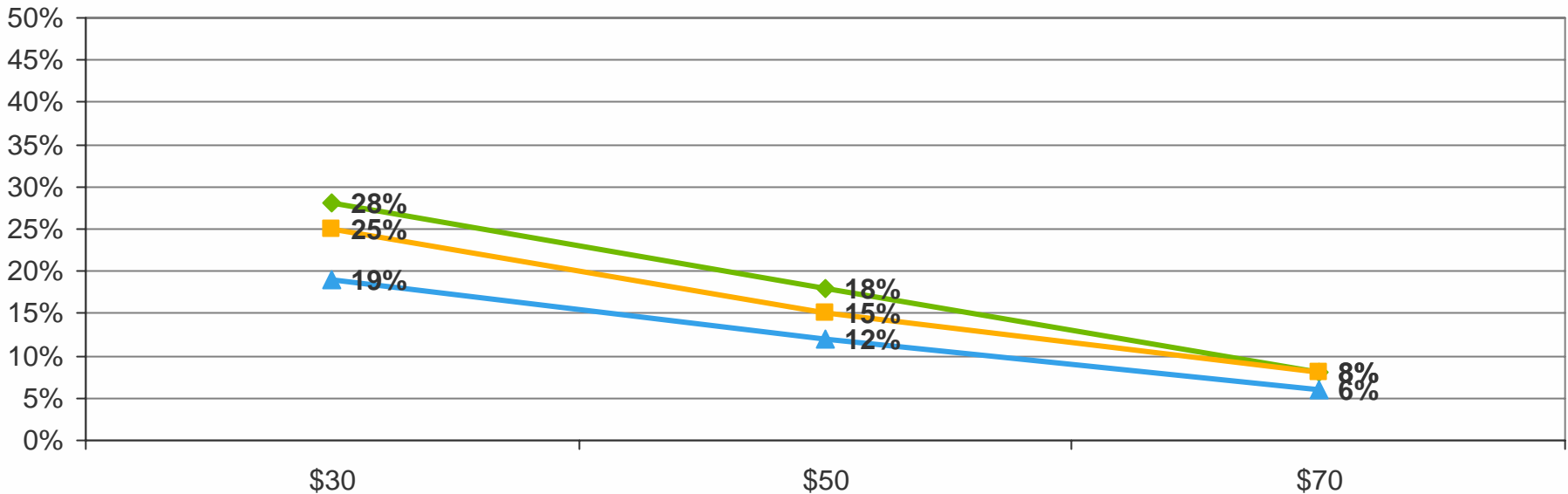
Q20 – Q22 If the Enhanced Driver's Licence were to cost \$50CDN/\$30CDN/\$70CDN more than the cost of your province's standard driver's licence, would you obtain one?

Q24 – Q26 If the Passport Card were to cost 50\$CDN/\$30CDN/\$70CDN in addition to the cost of the passport, would you obtain one?

Q28 – Q30 If the RFID Card were to cost \$50CDN more than the cost of the current passport, would you obtain one?

Price Sensitivity - Passport Holders

◆ EDL ■ Passport Card ▲ Passport with RFID



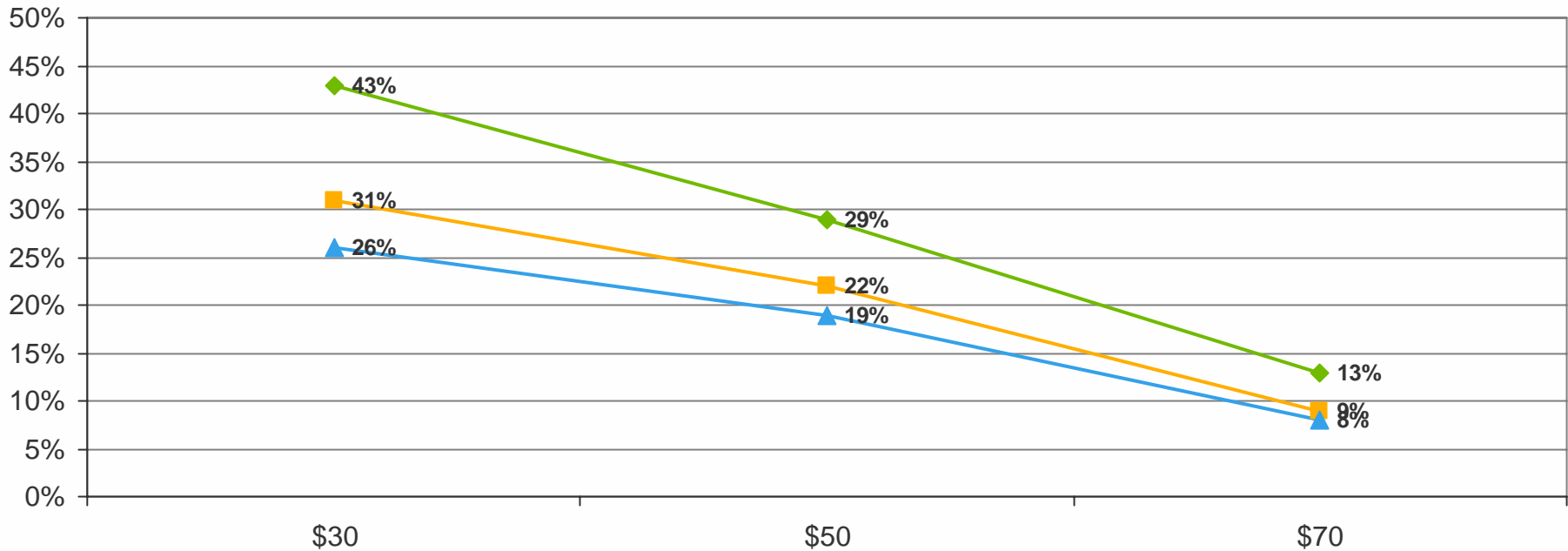
Price Sensitivity – Non-Passport Holders

Q20 – Q22 If the Enhanced Driver's Licence were to cost \$50CDN/\$30CDN/\$70CDN more than the cost of your province's standard driver's licence, would you obtain one?

Q24 – Q26 If the Passport Card were to cost 50\$CDN/\$30CDN/\$70CDN in addition to the cost of the passport, would you obtain one?

Q28 – Q30 If the RFID Card were to cost \$50CDN more than the cost of the current Passport, would you obtain one?

◆ EDL ■ Passport Card ▲ Passport with RFID



Price Sensitivity – Intenders

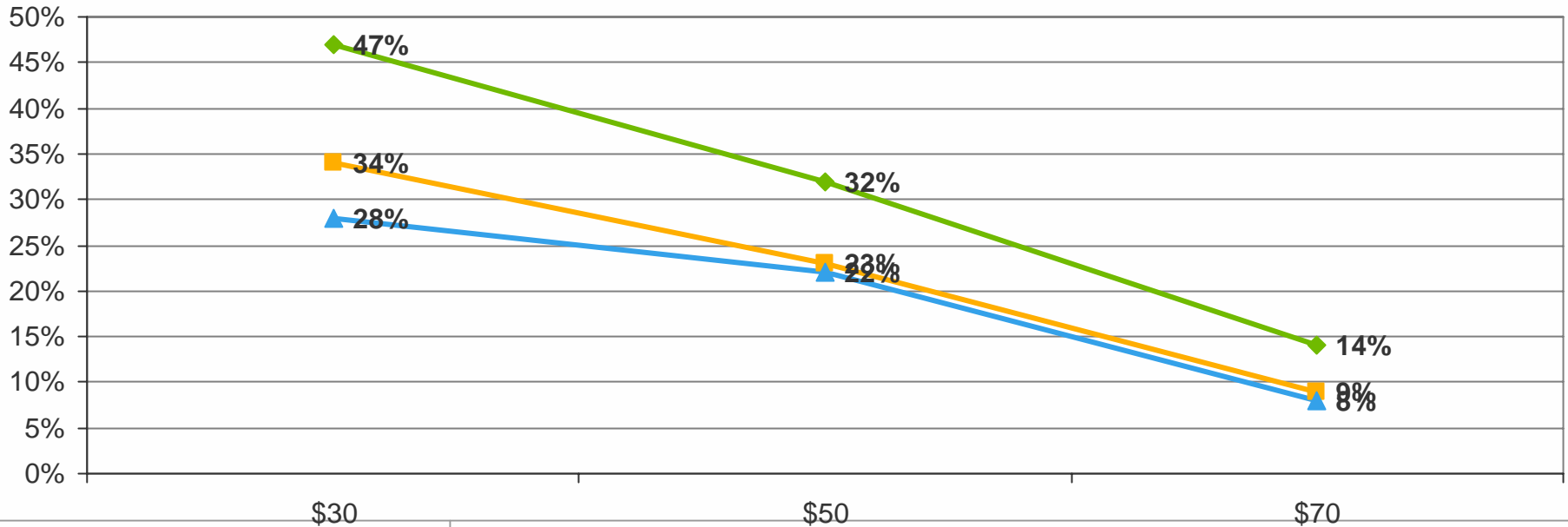
Q20 – Q22 If the Enhanced Driver's Licence were to cost \$50CDN/\$30CDN/\$70CDN more than the cost of your province's standard driver's licence, would you obtain one?

Q24 – Q26 If the Passport Card were to cost 50\$CDN/\$30CDN/\$70CDN in addition to the cost of the passport, would you obtain one?

Q28 – Q30 If the RFID Card were to cost \$50CDN /\$30CDN/\$70CDN more than the cost of the current passport, would you obtain one?

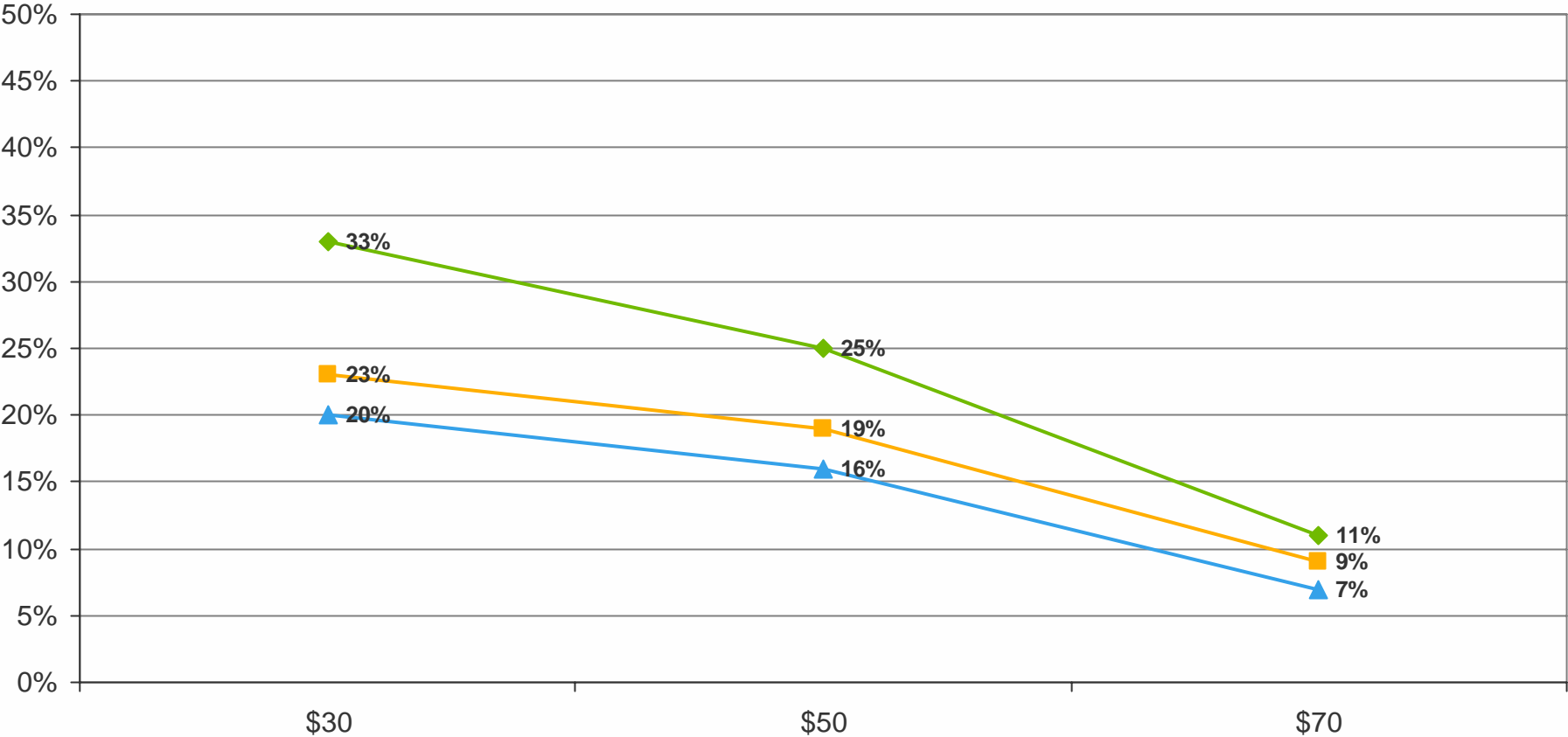
Price Sensitivity - Intenders

—◆— EDL —■— Passport Card —▲— Passport with RFID



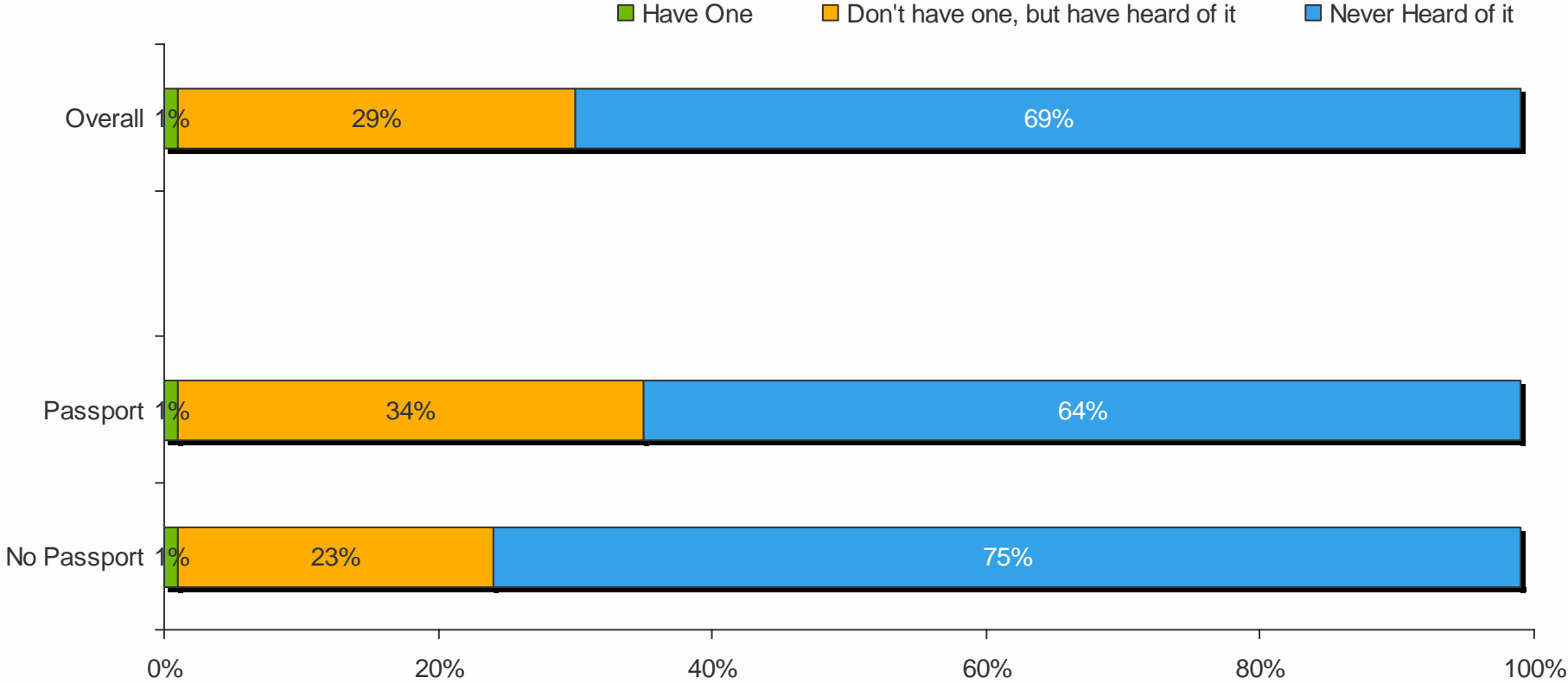
Price Sensitivity – Non-Intenders

—◆— EDL —■— Passport Card —▲— Passport with RFID



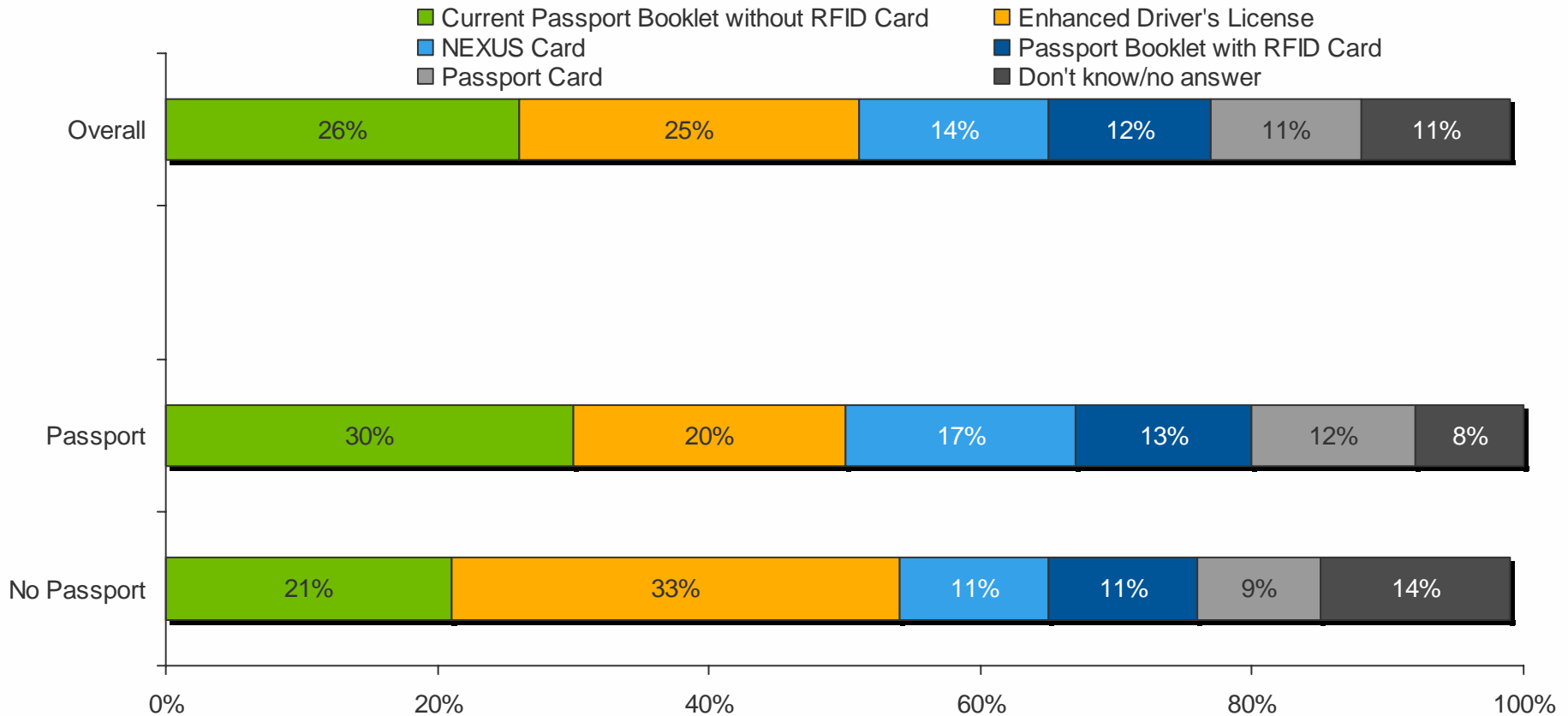
NEXUS Card: Awareness

Q31. Which of the following best describes your awareness of the NEXUS Card?



Travel I.D. Preference

Q33. Assuming they were all offered to you with the cost approximately the same and valid for the same length of time which kind of identification would you be most likely to obtain/use for your own travel?

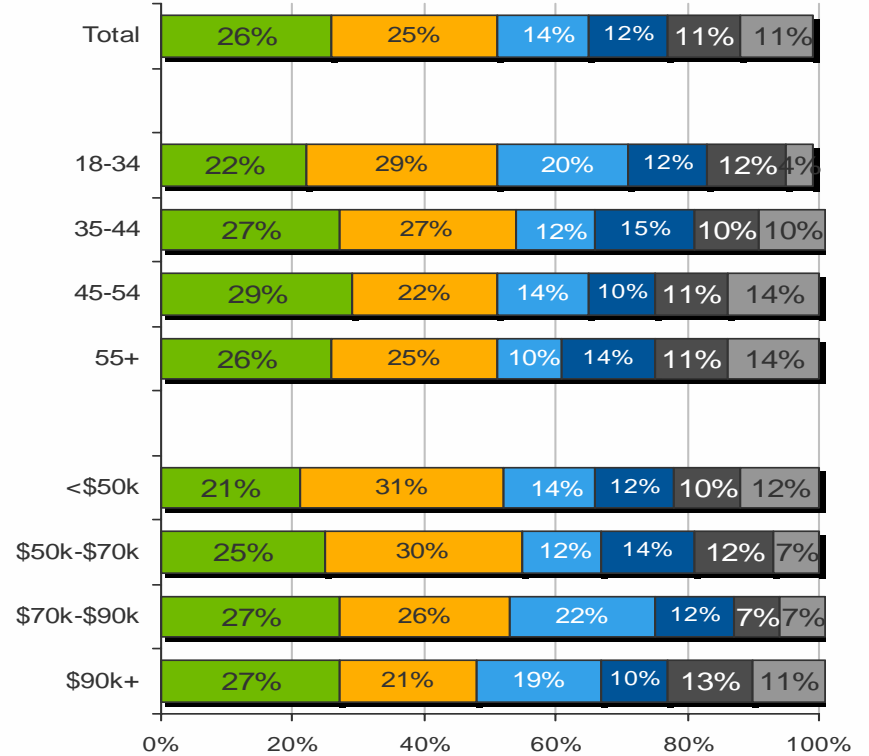
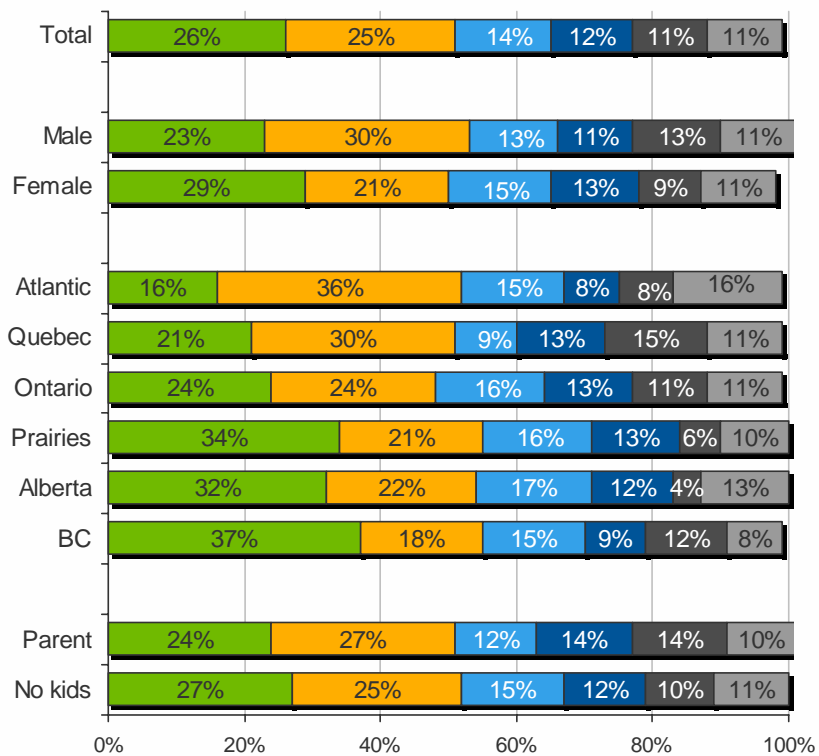


BASE: All respondents (n=904)

Travel I.D. Preference by Key Demographics

Q33. Assuming they were all offered to you with the cost approximately the same and valid for the same length of time which kind of identification would you be most likely to obtain/use for your own travel?

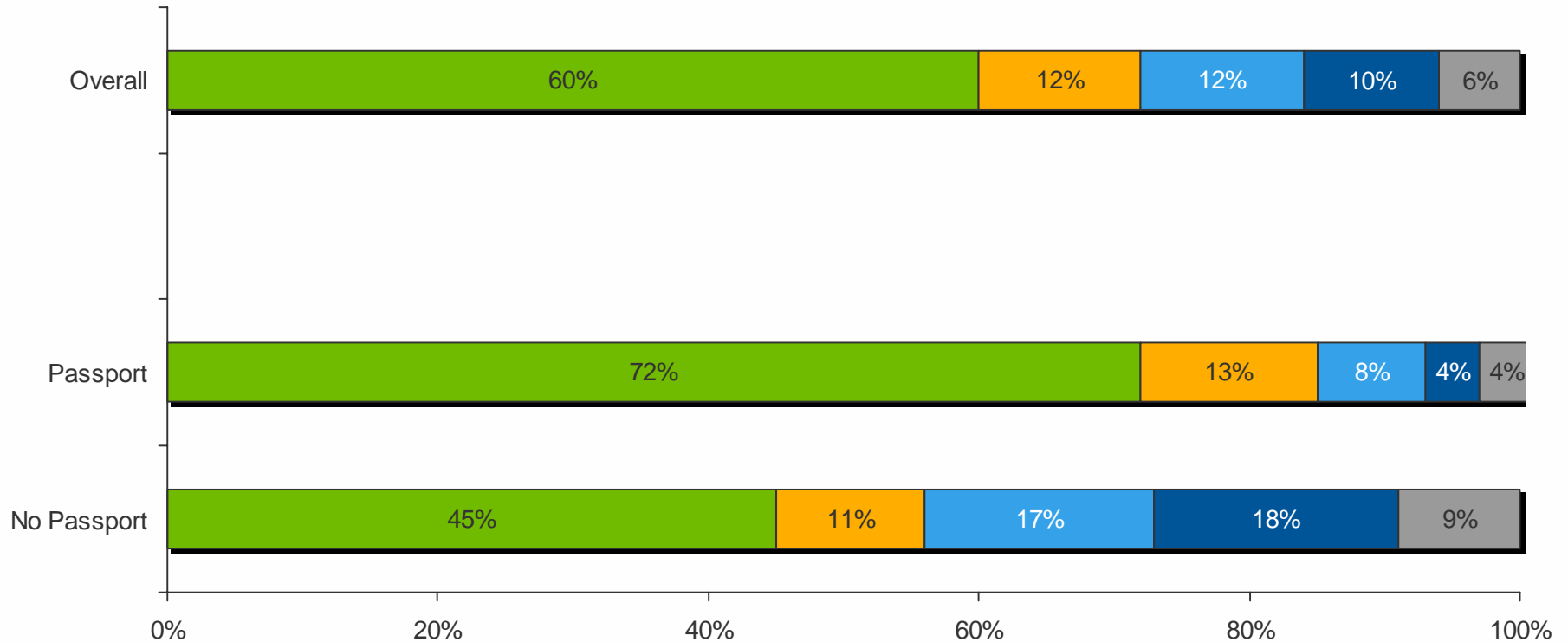
- Current Passport Booklet without RFID Card
- NEXUS Card
- Passport Card
- Enhanced Driver's License
- Passport Booklet with RFID Card
- Don't know/no answer



Travel I.D. Preferences

Q34. When it will be necessary that you have a passport or alternative document to cross the border into the United States in the future, are you more likely to:

- Use passport instead of alternative documents
- Use one alternative document instead of passport
- Don't know/no answer
- Use one alternative document in addition to passport
- Not travel into the U.S. at all

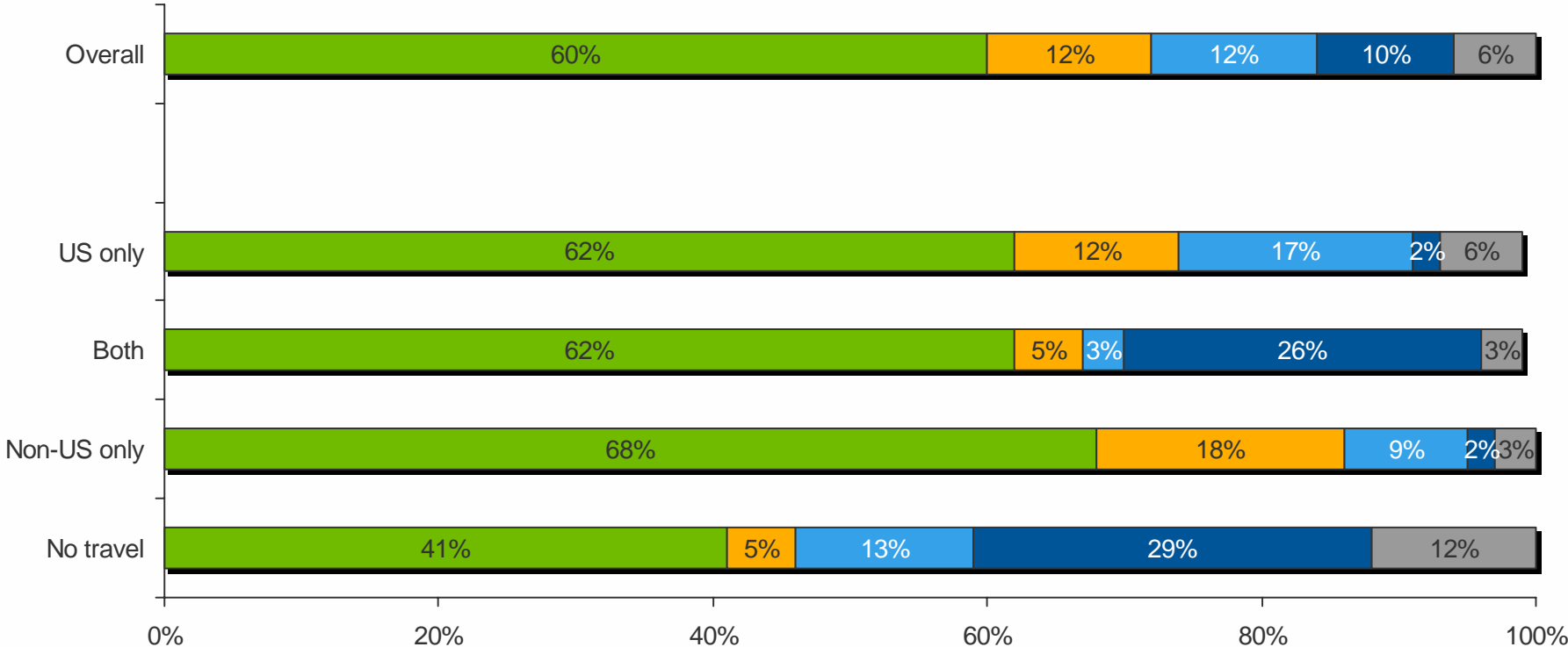


Base: All respondents (n=904)

Travel I.D. Preferences by Future Travel Plans

Q34. When it will be necessary that you have a passport or alternative document to cross the border into the United States in the future, are you more likely to:

- Use passport instead of alternative documents
- Use one alternative document instead of passport
- Don't know/no answer
- Use one alternative document in addition to passport
- Not travel into the U.S. at all

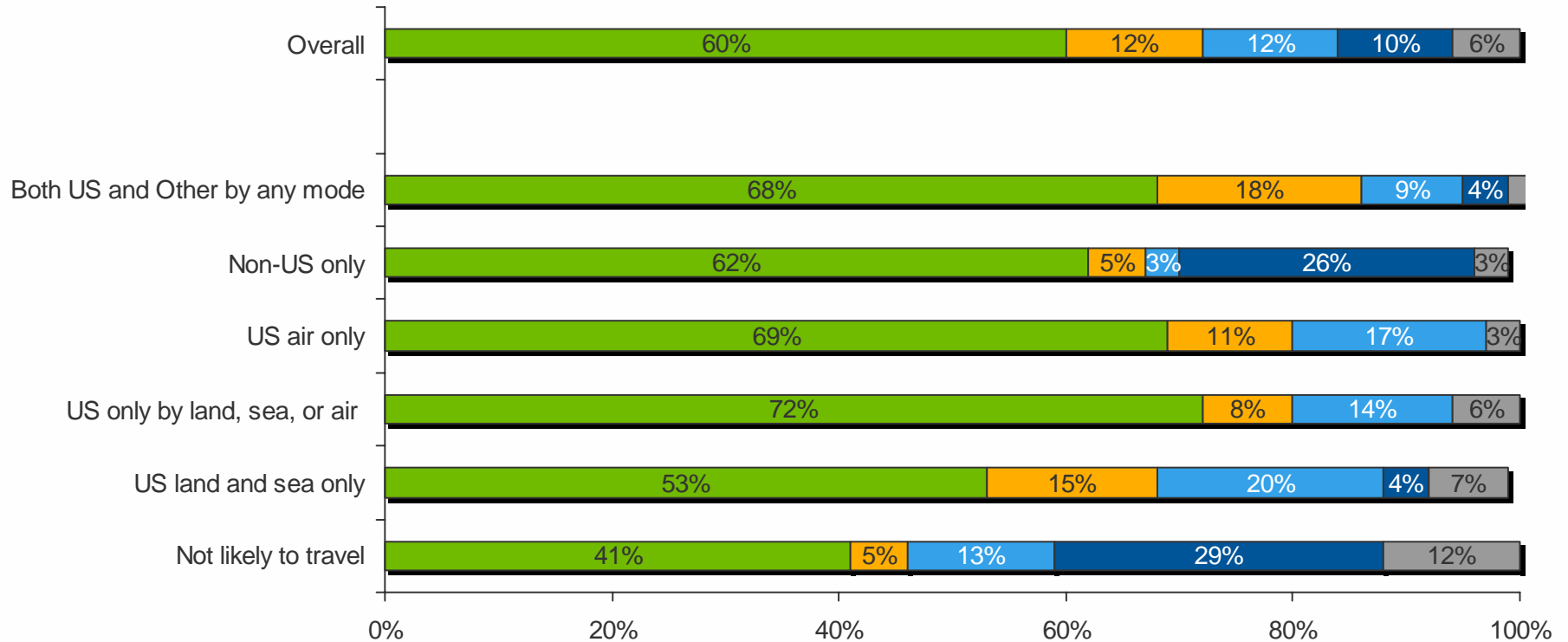


Base: All respondents (n=904)

Travel I.D. Preferences by Future Travel Plans and Mode

Q34. When it will be necessary that you have a passport or alternative document to cross the border into the United States in the future, are you more likely to:

- Use passport instead of alternative documents
- Use one alternative document instead of passport
- Don't know/no answer
- Use one alternative document in addition to passport
- Not travel into the U.S. at all

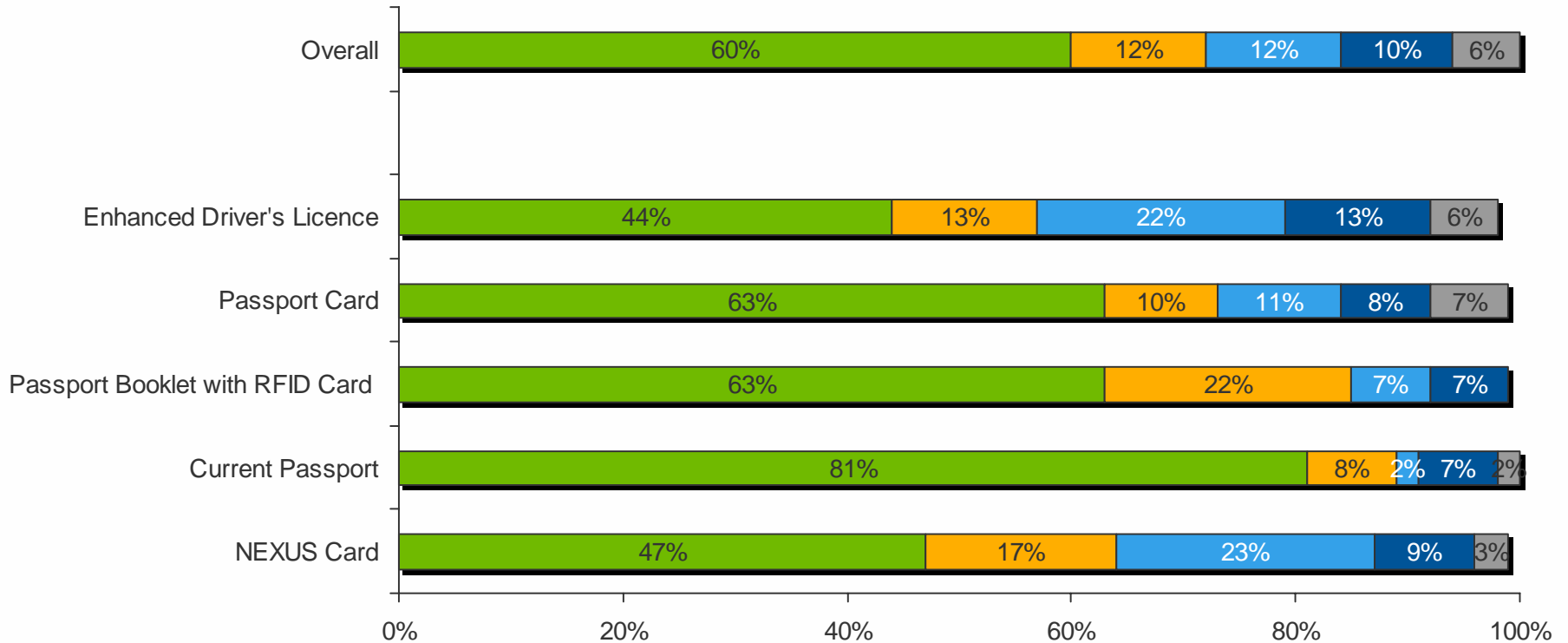


Base: All respondents (n=904)

Travel I.D. Preferences by Future Travel Plans and Mode

Q34. When it will be necessary that you have a passport or alternative document to cross the border into the United States in the future, are you more likely to:

- Use passport instead of alternative documents
- Use one alternative document instead of passport
- Don't know/no answer
- Use one alternative document in addition to passport
- Not travel into the U.S. at all

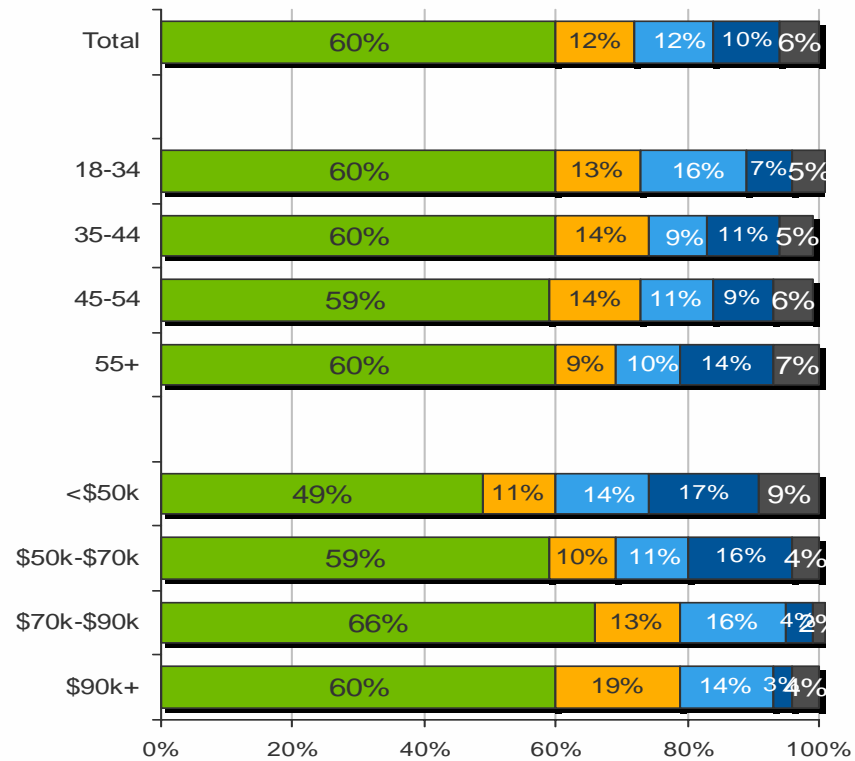
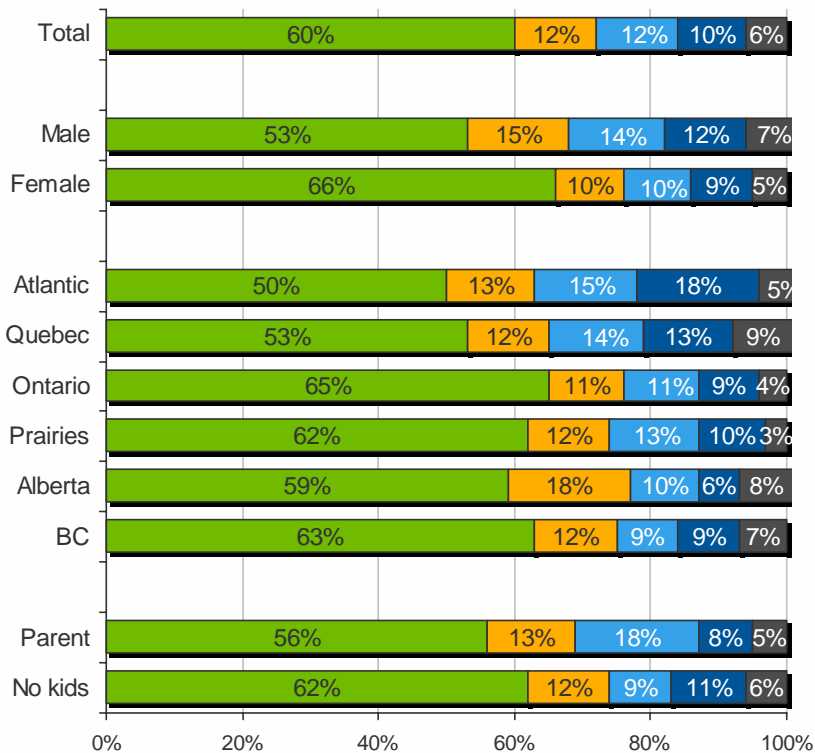


Base: All respondents (n=904)

Travel I.D. Preferences by Key Demographics

Q34. When it will be necessary that you have a passport or alternative document to cross the border into the United States in the future, are you more likely to:

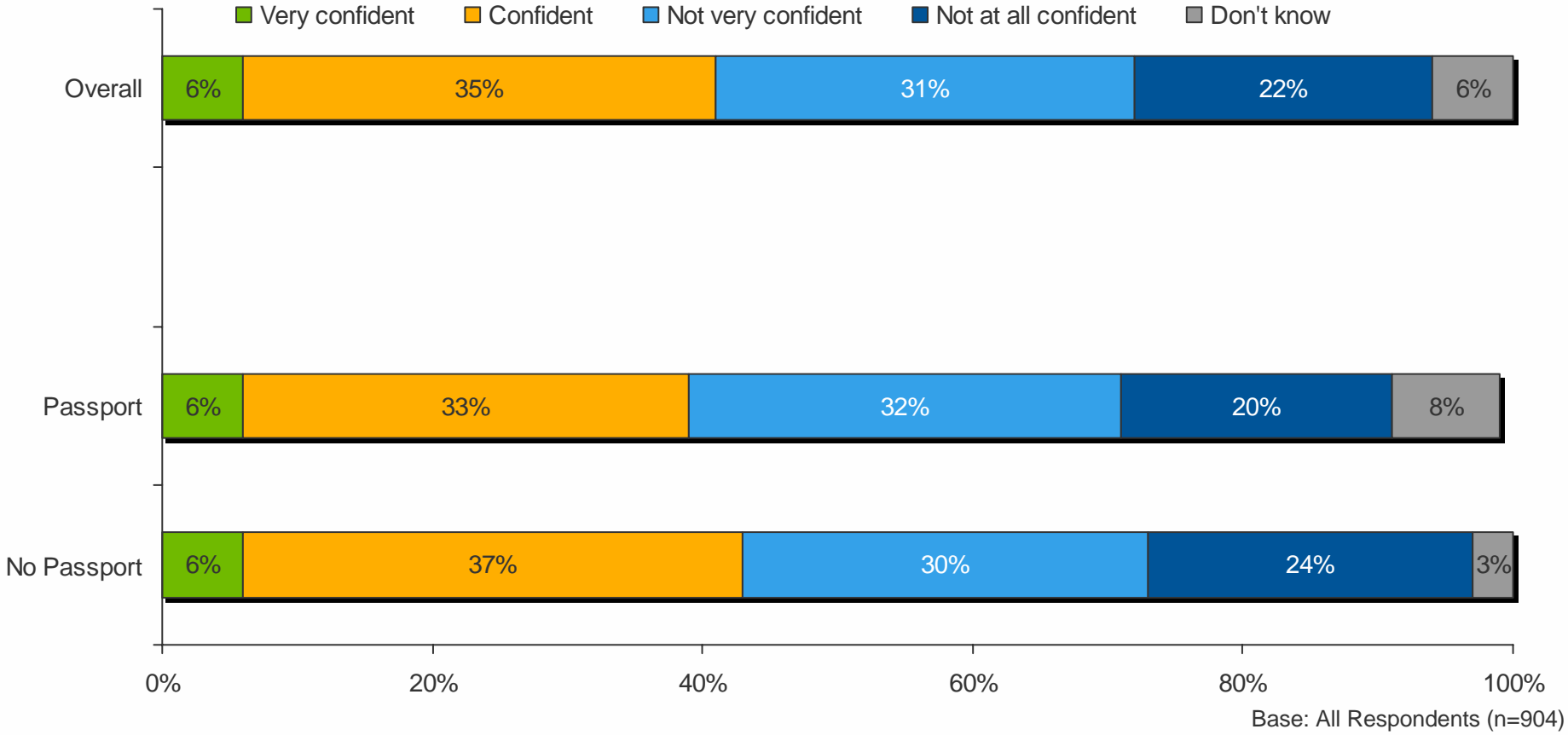
- Use passport instead of alternative documents
- Use one alternative document in addition to passport
- Use one alternative document instead of passport
- Not travel into the U.S. at all
- Don't know/no answer



BASE: All respondents (n=904)

Confidence in Security of RFID

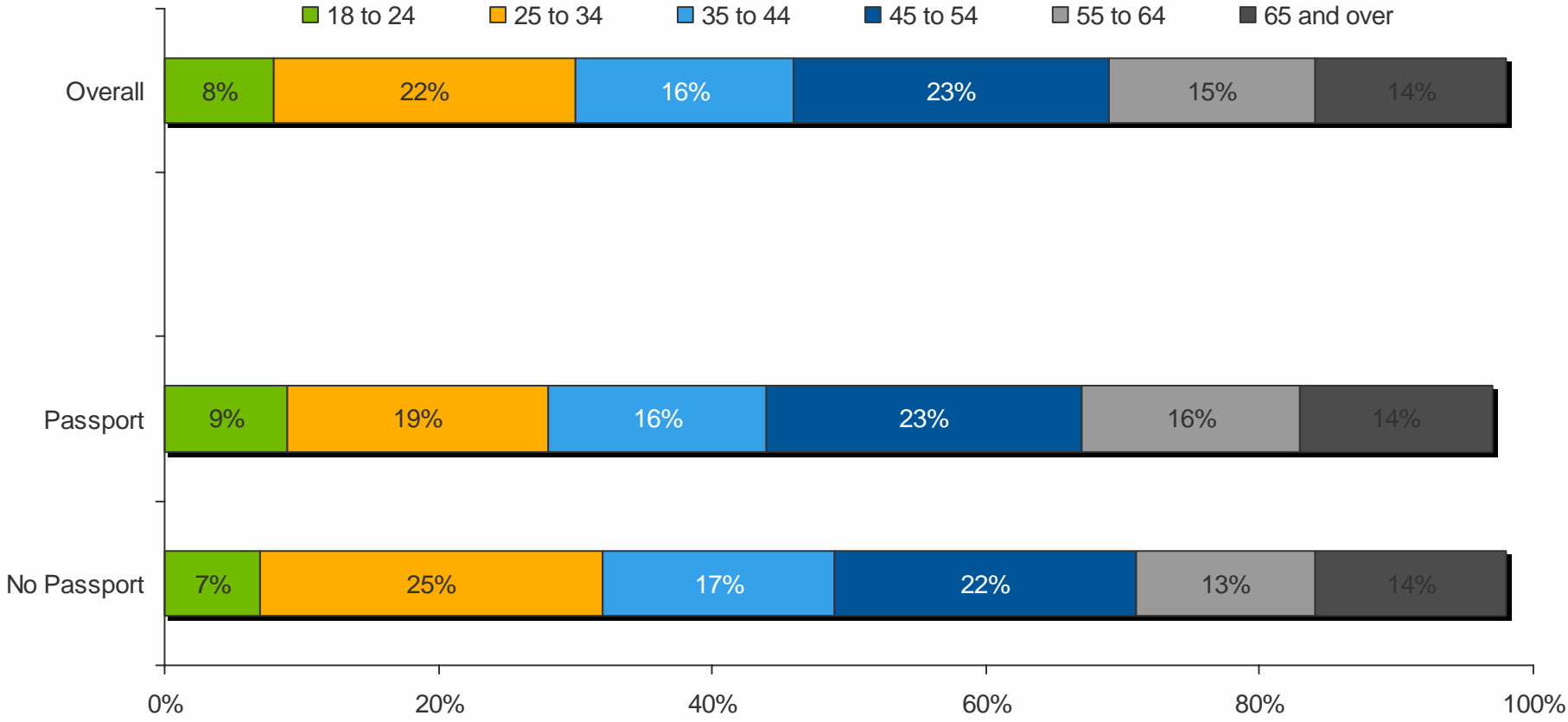
Q35. How would you describe your confidence that the use of radio frequency or RFID technology in these cards or documents would be secure, maintaining the privacy of your personal information?



Demographics

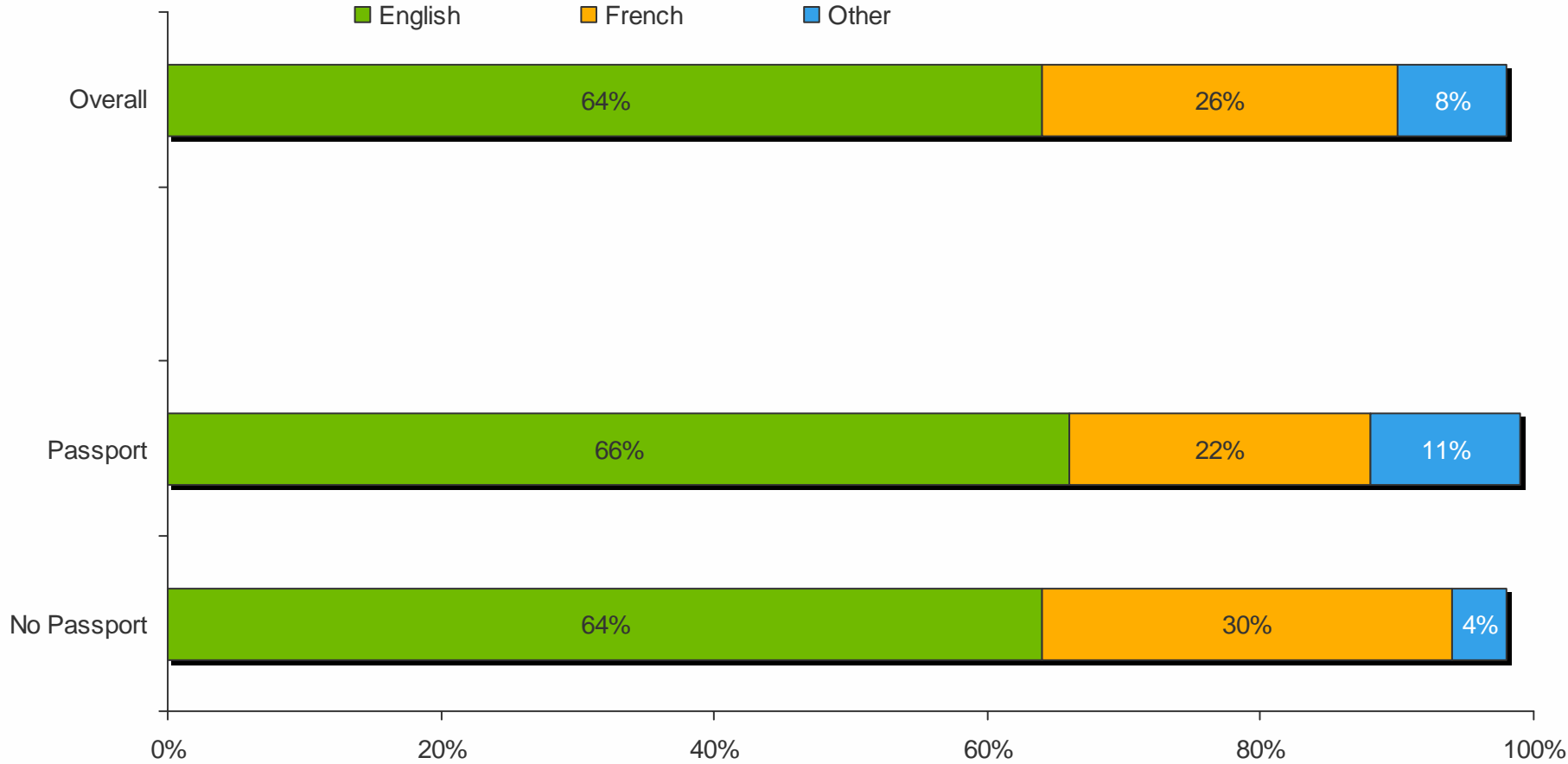
Demographics: Age

Q36. In which of the following age categories can I place you in?



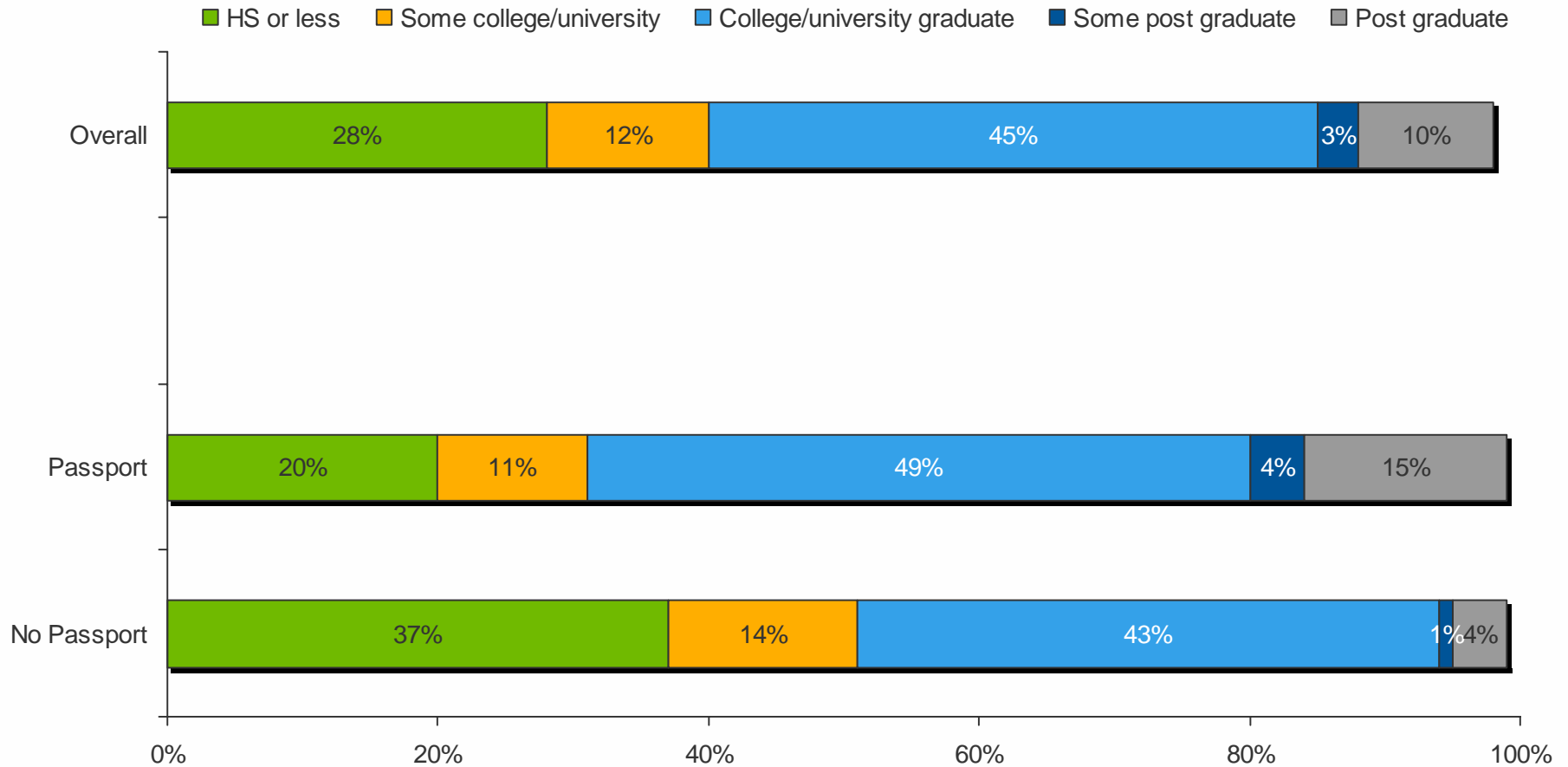
Demographics: Language

Q37. What is the language that you first learned at home in childhood and still understand?



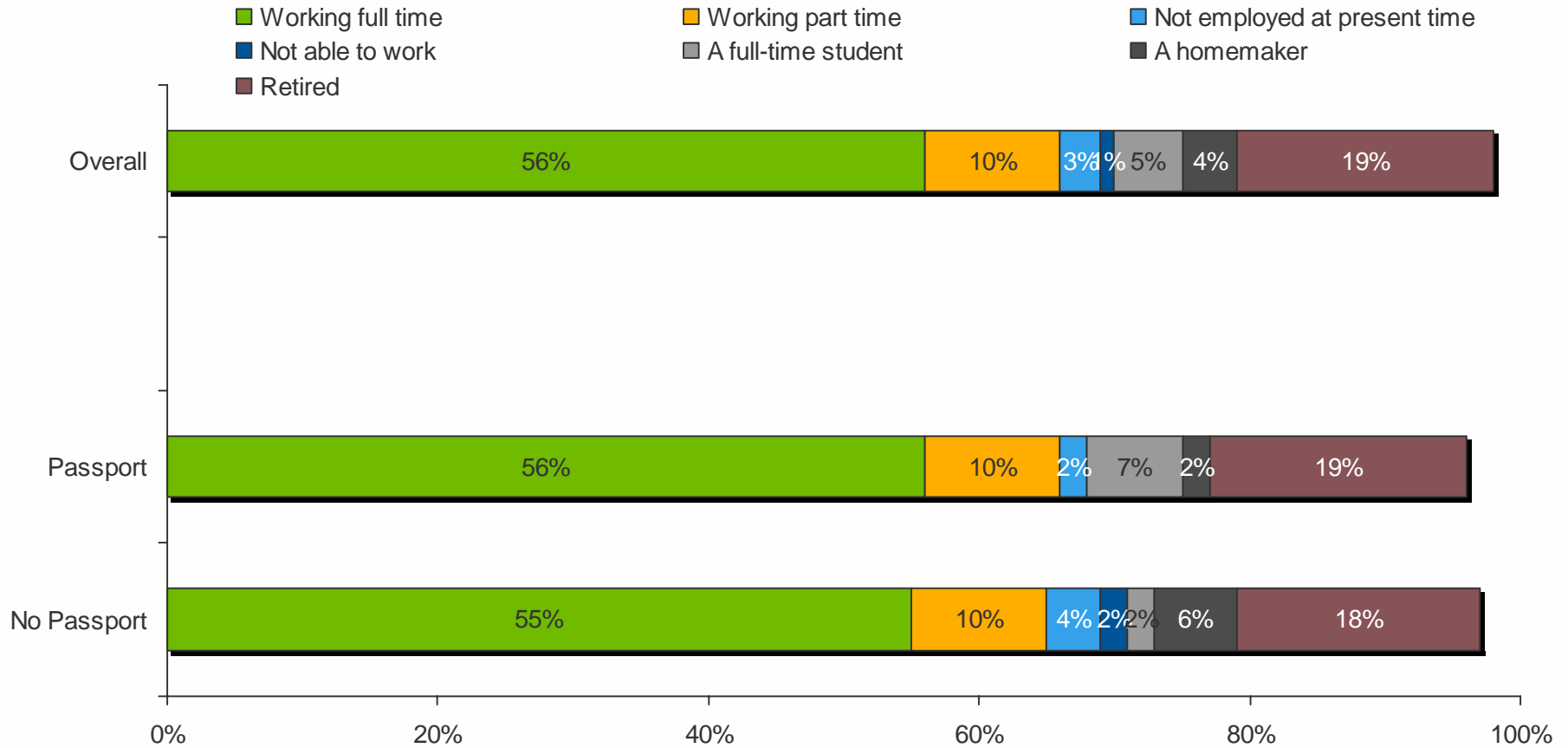
Demographics: Education

Q38. What is the highest level of education you have completed?



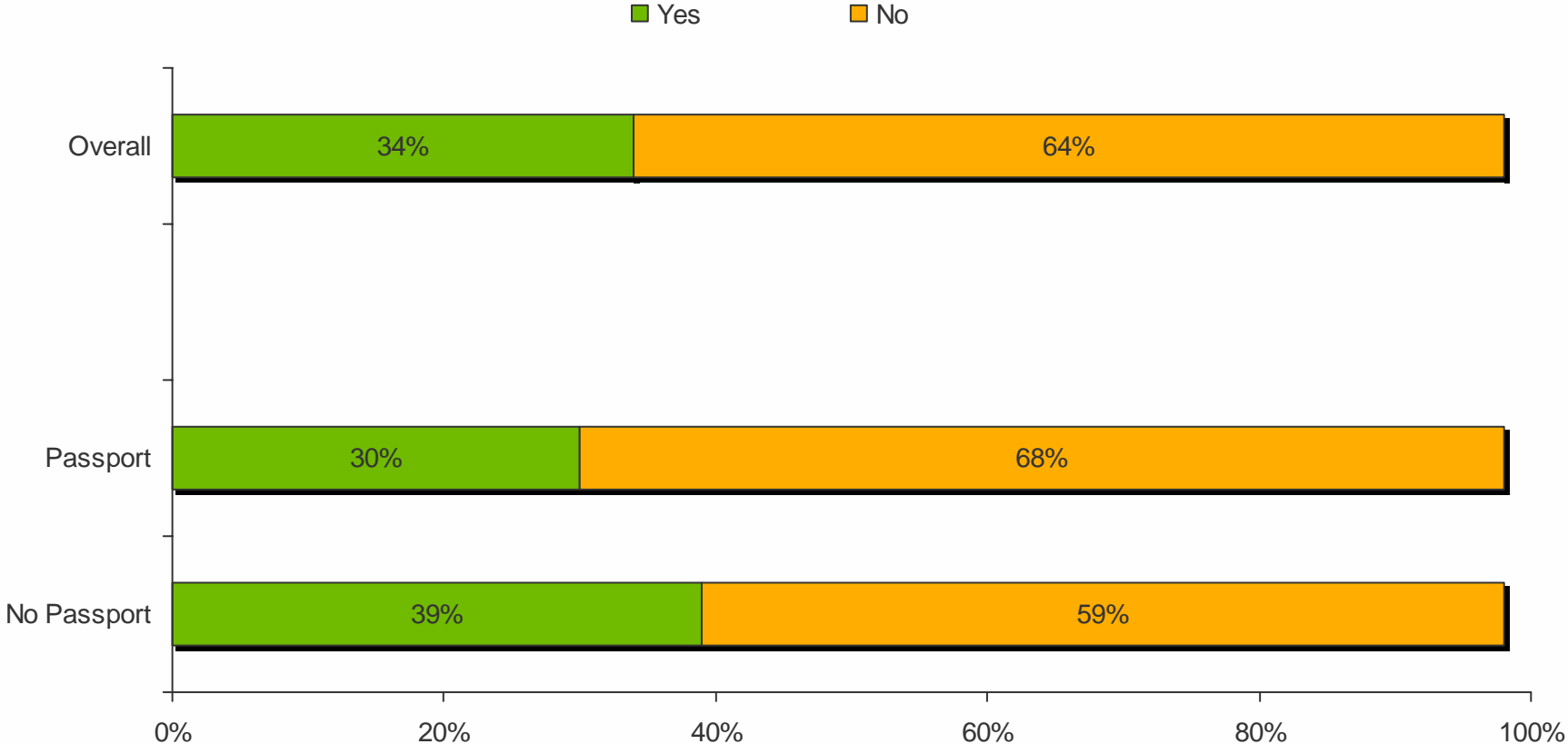
Demographics: Employment

Q39. Which of the following best describes you? Are you...?



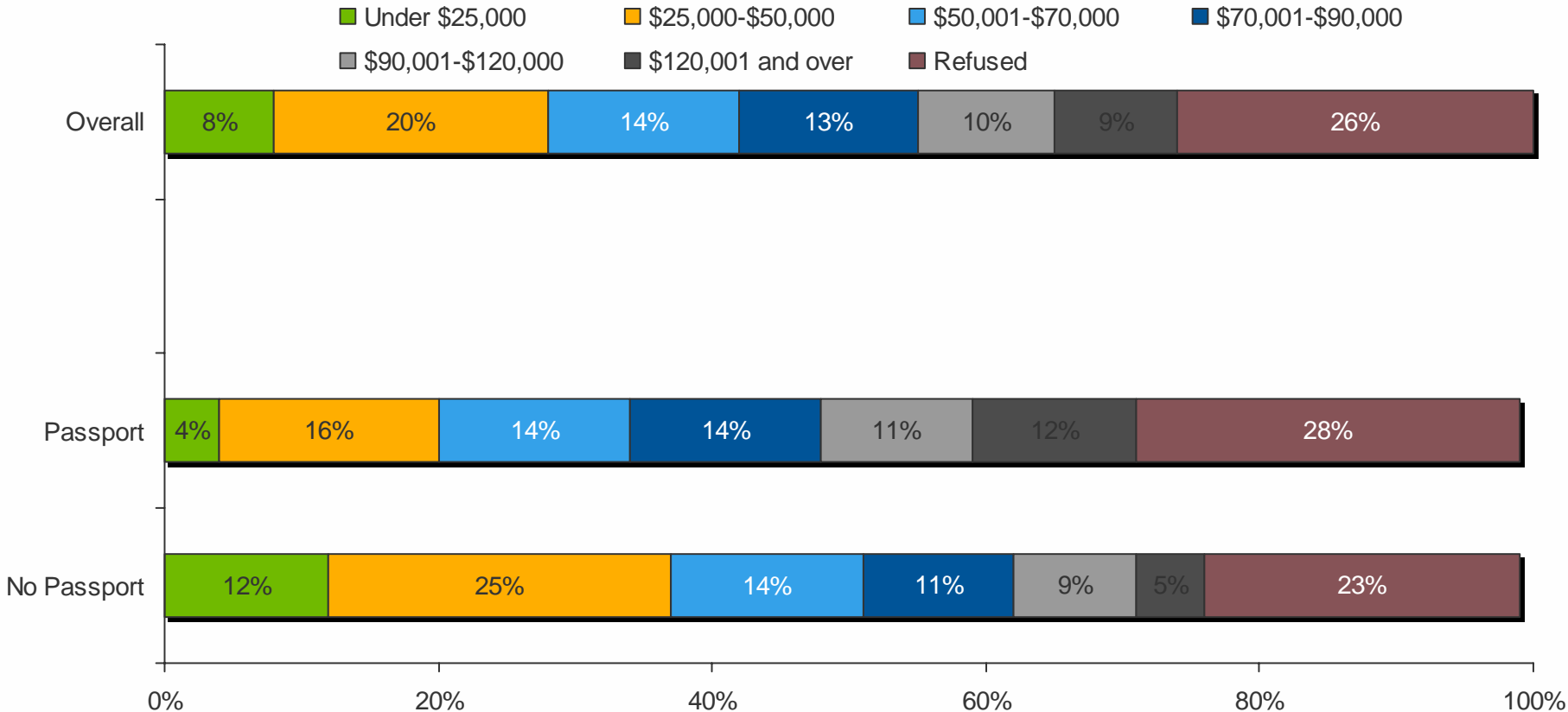
Demographics: Children in the Home

Q40. Do you have any children under the age of 18 who currently live at home with you?



Demographics: Household Income

Q41. Please tell me which of the following categories best describes the annual household income of all members in your household combined?





Thank you.