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Research on Alternative Documentation for Land and Sea Travel

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A: Survey Questionnaire (English and French)

B: Moderator's Guide (English and French)

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Introduction

Harris/Decima is pleased to present the following report to the Canada Border Services Agency (CBSA) and Passport Canada (PPTC) summarizing the findings from qualitative and quantitative research conducted among Canadian citizens to gauge their interest in alternative travel documents.

The United States' Western Hemisphere Travel Initiative (WHTI) requires that all travellers, including Canadians, carry a valid passport or other appropriate secure document when travelling to the United States from within the western hemisphere. This initiative is going forward in the following two stages:

- The first phase requires that Canadians travelling to the United States by air to either have a valid passport or a NEXUS Card.
- The second phase brings travel by land or sea under this umbrella of security requirements.

However, the second phase has yet to be fully determined and implemented. Thus, Canada continues to explore the feasibility of introducing alternative documents that travellers could use for crossing the border by land or sea in lieu of the valid passport or NEXUS Card.

Due to this interest in exploring alternative possibilities in this area, the CBSA and PPTC wanted to conduct qualitative and quantitative research to determine the interest of Canadians in alternative travel documentation.

More specifically, the research objectives were to:

- Obtain public opinion on what Canadians feel are the benefits and features that are necessary for them to value and/or obtain an alternative document;
- Identify Canadians' perceptions of the various documents and their potential functionality;
- Assess whether current passport holders will opt for an alternative travel document;
- Assess awareness and concerns associated with each document, including privacy issues associated with Radio Frequency Identification (RFID); and
- Obtain opinions on various pricing ranges for each document

This report will describe the research findings that came out of both the qualitative and quantitative work. It will highlight the perceptions of Canadians, both positive and negative, on the potential alternative

documents being considered by the CBSA and PPTC, as well as their general perceptions towards this issue and their current status in regards to the use and ownership of valid travel documents.

The findings presented are based on four qualitative focus groups (two in Windsor and two in Montreal) and telephone interviews with 904 Canadians. The quantitative results can be expected to be accurate to within plus or minus 3.3 percent, at the 95 percent confidence level. The margin of error will be higher for subsamples.

This report begins with an executive summary that will highlight the key findings of the research undertaken. Following this will be a detailed report of findings that will analyze the research results in their entirety. A description of the research methodology will follow as well as some concluding thoughts on the project as a whole. The questionnaire used for the quantitative portion of this research is added to the end of this report as is the discussion guide that was used for the focus groups.

Any questions regarding this report can be directed to:

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Executive Summary

The following summary presents the findings from qualitative and quantitative research with Canadians. The United States' Western Hemisphere Travel Initiative (WHTI) requires all travellers entering the U.S. to present valid secure documentation upon entry. The first phase was rolled out in January 2007 and applied to air travellers. All those entering the U.S. by air are currently required to show a valid passport or other appropriate secure document. The document requirements when entering the U.S. by land or sea have yet to be finalized. As such, the Canada Border Services Agency (CBSA) and Passport Canada (PPTC) were interested in understanding Canadians interest and willingness to pay for alternative travel documents that might be valid under the WHTI.

Qualitative and quantitative research was conducted to meet these research objectives. To begin, four focus groups were conducted with Canadians in Windsor (August 13, 2007) and Montreal (August 21, 2007). The purpose of the qualitative sessions was to explore the concepts in detail and to help inform the design of the quantitative instrument. Subsequently, a telephone survey was conducted with 904 Canadians between August 23 and September 3, 2007. A sample of this size can be expected to be accurate to the larger population to within plus or minus 3.3 percent, at the 95 percent confidence level. Margins of error will be larger for subsamples.

Outlined below are the key findings from the research.

- 1. Canadians recognize the importance of the passport as a travel document.** Just over half of Canadians currently hold a valid passport and one in three are planning to obtain one. Passport holders are more likely to have travelled to the U.S. and abroad, and are more likely to be planning a trip in the next year or two.
- 2. There is a high degree of awareness of the upcoming changes to the accepted identification for entering the U.S.** Seven in ten claim to know about these changes. However, the focus groups reveal that few are aware that these changes are part of the WHTI. While a large majority of Canadians are aware of these changes, a sizeable minority still plan on using a driver's licence or birth certificate as identification if they were entering the U.S. tomorrow.
- 3. The Enhanced Driver's Licence was the most preferred among the alternative documents tested.** The qualitative research indicates that the primary benefit of this document is that most already carry one in their

wallet, and it lends itself well to spontaneous travel across the border. However, interest does decrease somewhat once price is introduced.

The Passport Card as tested in the focus groups yielded little interest. Most considered it a duplication of documentation and could not extract any benefit from such a document.

4. **There is limited awareness of the NEXUS Card.** Indeed, few have heard about it and only one percent surveyed claimed to hold a NEXUS Card.
5. **The passport will still be the most commonly used travel document even with the introduction of alternative travel documents.** Both the telephone survey and focus groups reveal that there is a sense of attachment with the Canadian passport. The focus group discussions showed that participants believe PPTC has adequately dealt with an increased demand for passports. They also are concerned with potential changes to the acceptability of alternative documents, as well as the duplication of efforts between various levels of government.
6. **Canadians have limited confidence in the RFID technology and its benefits for passport usage.** Few linked it to expediting border crossings. Focus group participants immediately questioned the security of the information as well as who was able to access this information. In the absence of a clear, direct benefit, they are resistant to accept this technology for this purpose.

Detailed Findings

This report is divided into five sections. The first section presents a profile of passport holders versus non passport holders. The second section reviews the travel behaviour and intentions of Canadians. Important features of a travel document are subsequently presented. This is followed by a discussion of the proposed alternative travel documents. The subsequent section of the report investigates opinions of RFID.

Passport Status

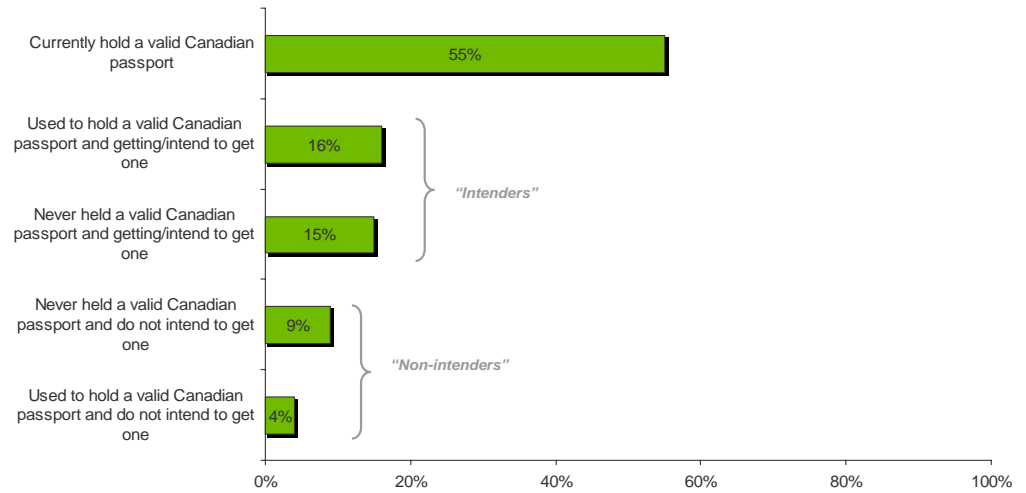
In order to provide context surrounding the receptivity to potential alternative travel documents, participants in both the focus groups and telephone survey were asked about their passport status. The results reveal that just over half of those surveyed (55%) currently hold a valid passport. Similar proportions say they used to hold a passport and intend to get one (16%) or they have never held a passport (15%). Fewer have never held a passport and do not intend to get one (9%) or they used to hold a passport but have no plans to get one (4%).

The table below provides the unweighted sample sizes of passport holders, intenders and non-intenders, as well as the margin of error (at the 95% confidence level) when examining results of each of these groups. A total of 11 respondents could not be placed into one of these three categories due to non-response to one or both questions.

For the remainder of this report, the term “intenders” will be used to describe the 31% of respondents who do not have a valid passport, but are planning on getting one. The term “non-intenders” will be used for the 13% who do not have a valid passport and have no plans to obtain one. Finally, the term “passport holders” will be used to denote the 55% who say they currently have a valid passport.

	Overall	Passport Holders	Intenders	Non-Intenders
Sample Size (Unweighted)	904	496	271	126
Margin of Error	+/-3.3%	+/-4.4%	+/-6.0%	+/-8.7%

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

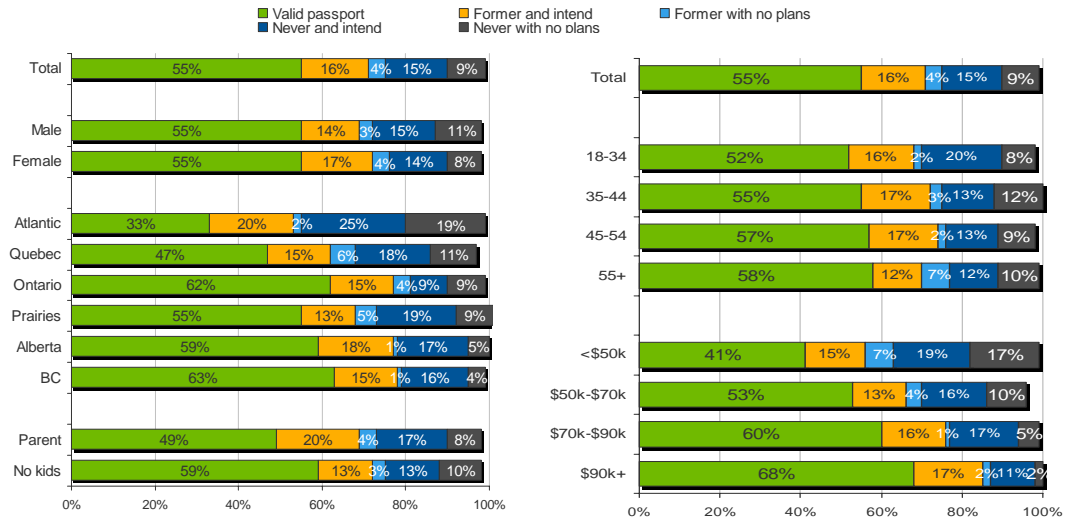


Base=All Respondents (n=904)

Passport status varies by key demographic groups. Atlantic Canadians are less likely than their counterparts across the country to have a valid passport. Instead, they are more likely to have never held one and to have no intentions of getting one. Meanwhile, British Columbians (63%) and residents of Ontario (62%) are most likely to hold valid passports. Further, parents are less likely to have a current passport than those without children (49% versus 59%).

In addition, participants with household income under \$50,000 are less likely to currently have a passport than those with a higher income (41% versus 61%). There is no statistically significant difference in passport status by age or gender.

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



Base=All Respondents (n=904)

Overall, 31% say they intend to get a passport, with significantly higher proportions found among Atlantic Canadians (45%), parents (37%) and younger Canadians.

Eighty-six percent of Canadians say they have or intend to get a passport. About half of respondents indicate they currently have a passport and 31 percent say they intend to get one. Atlantic Canadians, parents, and lower income households are the least likely to say they hold a valid passport. Atlantic Canadians, parents and young Canadians are most likely to say they would apply for one.

Travel Behaviour and Plans

Participants were asked to provide some information about their recent travels to the U.S. and how they got there. The results indicate that **43% of those surveyed say they have travelled to the U.S. in the past year.**

Slightly more Canadians indicate having travelled to the U.S. by land or sea rather than by air. One third of Canadians (33%) say they travelled to the U.S. by land or sea, including 23% who only travelled to the U.S. by land or sea and 10% who travelled to the U.S. by land or sea and by air. A total of 20% flew to the U.S., including 10% who had also travelled to the U.S. by land or sea.

	Overall	Passport Holders	Intenders	Non-Intenders
Land/Sea Only	23%	28%	20%	9%
Both Land/Sea <u>and</u> Air	10%	16%	3%	2%
Air Only	10%	15%	3%	2%
No Travel to U.S. in Past Year	56%	40%	73%	85%

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

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

When looking at the frequency of travel, passport holders are most likely to have taken at least one trip by air in comparison to non-passport holders. Further, they are more likely to have travelled by land or sea.

	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%

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

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

Perhaps not surprisingly, passport holders are more likely than others to have travelled to the U.S. by any means.

One in four Canadians have travelled to a foreign country outside of the U.S. As one might expect, those with valid passports (40%) are more likely to have travelled to a foreign country in the past year in comparison to intenders (7%) or non-intenders (5%).

	Overall	Passport Holders	Intenders	Non-Intenders
Travelled to a Foreign Country	25%	40%	7%	5%
Foreign Country Only	10%	15%	4%	4%
Both Foreign and US	15%	25%	3%	1%
US Only	28%	34%	24%	13%
Have not travelled	46%	25%	69%	80%

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

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

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

Atlantic Canadians were less likely to have travelled outside the U.S. than those in other parts of the country. By contrast, those without children are more likely to have travelled internationally than those with children (29% versus 19%).

Three out of four Canadians claim they are likely to take a trip outside the country in the next year or two. Seventy eight percent indicate they definitely will or likely will make a trip to the U.S. or another foreign country in the next year or two, two thirds claim they definitely will or likely will travel to the U.S. in that timeframe and almost half (49%) indicate the same level of likelihood to take a trip to a foreign country other than the U.S. in the next year or two. Just over half say they plan on travelling to the U.S. by land and sea (58%), while fewer are planning to travel to the U.S. by air (40%).

Almost all of those who currently hold a valid passport (92%) and a strong majority (77%) of those who intend to get one say they are likely to travel outside the country. In contrast, the strong majority (73%) of those who do not intend to get a passport do not indicate any likelihood to travel outside the country over the next year or two.

Future Travel Plans	Overall	Passport Holders	Intenders	Non-Intenders
Unlikely to travel/DK/NR ¹	22%	8%	23%	73%
Likely to travel	78%	92%	77%	27%
Likely non-U.S. travel	49%	64%	38%	14%
Likely U.S. (any mode)	68%	80%	68%	21%
Likely U.S. by land/sea	58%	67%	60%	20%
Likely U.S. by air	40%	51%	34%	8%

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...

Q7. Travel to the United States by land or sea

Q8. Travel to the United States by air

Q9. Travel to a foreign country other than the United States

¹DK indicates “don’t know” and “NR” indicates “no response”

Two in three Canadians would use a passport on their next trip to the U.S. Less than half plan on using a driver’s licence (44%) and fewer expect to use a birth certificate (25%). One in seven plan on using other documentation (14%).

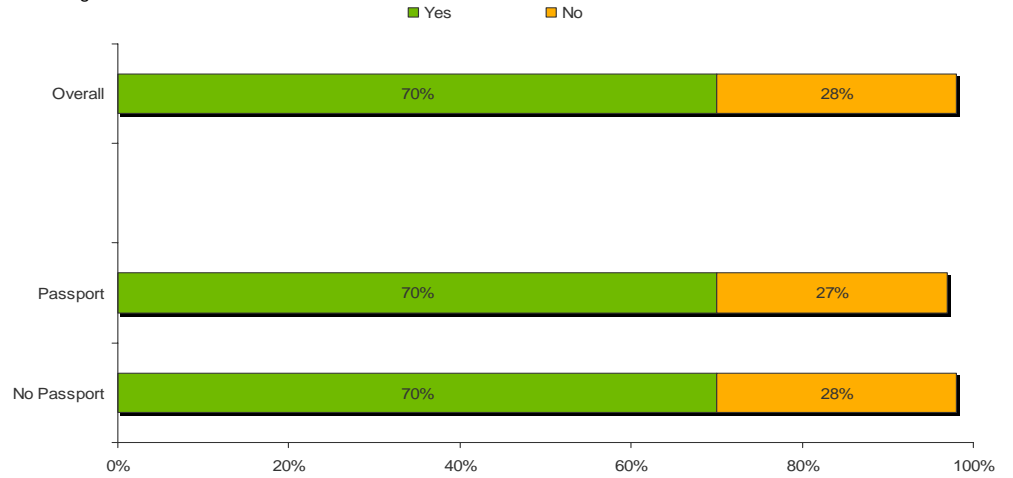
	Overall	Passport Holders	Intenders	Non-Intenders
Passport	67%	94%	34%	30%
Driver’s licence	44%	34%	60%	48%
Birth certificate	25%	15%	41%	31%
Other	14%	8%	20%	21%

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

Intenders and non-intenders are more likely to rely on a driver’s licence to enter the U.S. on their next trip than current passport holders. Almost all passport holders will use their passport and one in three say they will use their driver’s licence.

A majority of Canadians claim to be aware of the changes that may be occurring in 2008 with respect to identification when entering the U.S. by land and sea. Indeed, seven in ten (70%) say they know about these changes. In the qualitative sessions, a large majority of participants were aware of these changes. However, they were less likely to associate these changes with the WHTI. Specifically, when asked unprompted if they had heard about the WHTI, only a few in each city were able to articulate what it was. Once a description of the WHTI was read to participants, awareness of the initiative increased substantially. This indicates that there is a general awareness of the changes, but not as part of the WHTI.

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?



Base: All respondents (n=904)

Slightly more than half of Canadians have travelled to the U.S. in the past twelve months. Not surprisingly, passport holders are more likely than others to have travelled in the past year as well as to have upcoming travel plans. Awareness of the upcoming document changes is high, although focus groups indicate that there is limited awareness of the broader WHTI.

Desired Features in a Travel Document

Participants were asked to rate a number of features of a travel document as to whether the feature is essential, nice to have but not essential, or not necessary. The results reveal that a majority of Canadians think that all but one attribute tested are essential to have. The exception to this is that it fits in a wallet; where just less than one half thought this was essential to have in a travel document.

Essential to have	Overall	Passport holder	Intenders	Non-intenders
Accepted when entering the U.S. by land, sea or air	68%	75%	66%	44%
Valid for at least five years	67%	74%	66%	38%
Easy application process	66%	71%	65%	51%
Accepted when entering the U.S. by land or sea	63%	72%	60%	36%
Accepted for travel to all countries	60%	66%	59%	39%
Short time b/w application and receiving document	59%	63%	56%	47%
Is inexpensive	59%	64%	56%	44%
Makes it faster to cross the border into the U.S.	58%	64%	54%	41%
Fits in your wallet	49%	47%	54%	44%

Q11 – 19x. 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...

Passport holders are more likely than others to consider any of the attributes tested essential, with the exception of it being wallet sized. This feature was more important among intenders. Meanwhile, among non-intenders, almost none of the features were considered essential by more than half, with the exception of an easy application process.

Several features of travel documents are considered essential by a majority of Canadians, and more so among passport holders.

Alternative Documents

The latter part of the survey and focus groups focused on a series of alternative travel documents. Participants in the survey and focus groups were read descriptions of these documents and then asked their likelihood of using each and price sensitivity. Following this, they were asked which of the documents they were most likely to use for future travel, and if it would replace the current passport.

The following three concepts were tested:

1. 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.”

2. Passport Card

The Passport Card was tested differently in the focus groups and the telephone survey. In the focus groups the Passport Card was tested as a standalone document. However, in the telephone surveys it was tested as a piece of documentation available only to valid passport holders. Both descriptions are presented below. The first is the description as tested qualitatively and the second is the one used for the telephone survey.

“This alternative document would be available at the same locations that a current passport is available at (Passport office, select Canada Post outlets, select Service Canada outlets, or by mailing it in). The procedure and requirements for the passport and the Passport Card are the same. As such you can apply for both documents at the same time or you can obtain only the Passport Card. Valid passport holders would only have to fill a short form and provide payment to receive their Passport Card. This would be a wallet-sized card valid for entry to the U.S. by land or sea only. This card would also have RFID technology.”

“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.”

3. Passport Booklet with RFID Card

This alternative document was also tested differently between the focus groups and telephone survey. In the focus groups, the RFID technology was embedded in the passport, whereas in the telephone survey it was presented as a separate card with the passport. The first description is the one from the focus groups and the second one was used for the telephone survey.

“Much like the Passport Card described previously, this would be available at the same locations that a current passport is available at (Passport office, select Canada Post outlets, select Service Canada outlets, or by mailing it in). This would be available to Canadian citizens only, and additional supporting documents would be needed to process the application. A guarantor would also be required for this document for first time applicants. This would be in a booklet format. This document would allow you to enter the U.S. by land, sea, or air. This document would also have RFID technology.”

“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.”

Less than half of Canadians are likely to apply for any of the tested alternative documents. Participants in the survey say they would be more likely to use the Enhanced Driver’s Licence (EDL), followed by the Passport Card, or the Passport Booklet with RFID Card.

4. 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.”

The focus groups and telephone survey also explored awareness and willingness to pay for the NEXUS Card. The results from the groups and survey are quite consistent: a vast majority has not heard of the NEXUS Card. Indeed, seven in ten (69%) claim they have never heard of it before the survey. Of the remaining participants, 29% say they have heard of it, but do not currently have a NEXUS Card. Only one percent, or ten out of the 904 survey participants, say they have a NEXUS Card.

Awareness of the NEXUS Card varies across regions. Residents in British Columbia claim the highest awareness (51%), followed by Ontario residents (33%).

To provide some context before examining the results of each of the four individual alternative document options tested, participants were asked if they would use a passport instead of an alternative document, or in addition to it. The majority (60%) say they would still be more likely to use the current passport instead of one of these alternatives when it will be required to have such identification when travelling to the U.S. Approximately one in four (24%) indicate they would either use one of the alternative documents in addition to (12%), or instead of (12%), the current passport.

Comparing the results relating to each of these four alternative documents, the Enhanced Driver's Licence finds the highest proportion of respondents saying they would be likely or somewhat likely to apply for that document.

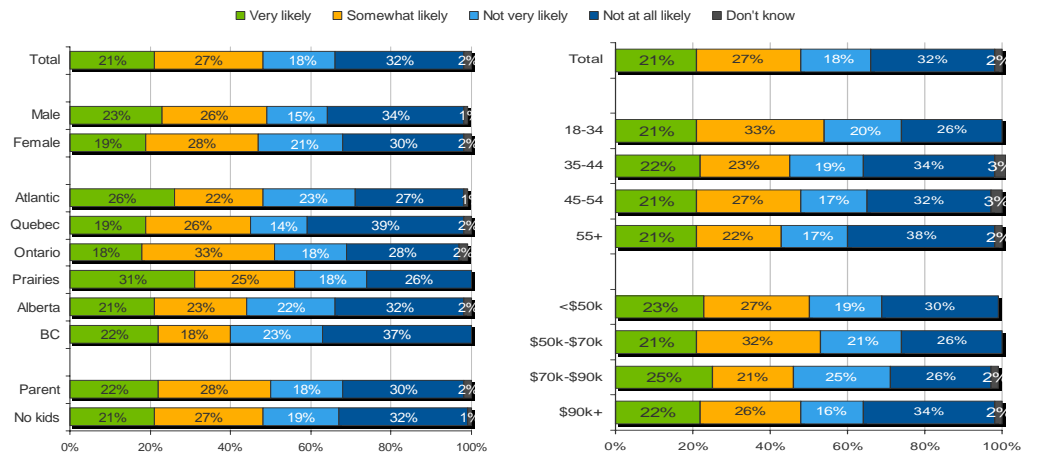
The 31% of respondents who are passport intenders indicate being more likely to apply for any of the four alternatives tested. The non-intenders, representing the 13% of Canadians who do not anticipate getting a passport, are least likely to say they would apply for any of them.

Very/Somewhat Likely to Use	Overall	Passport Holders	Intenders	Non-Intenders
Enhanced Driver's Licence	48%	44%	59%	39%
Passport Card	38%	38%	45%	24%
Passport Booklet with RFID Card	29%	27%	35%	16%
NEXUS Card	18%	18%	22%	13%

Q19/23/27/32 How likely would you be to apply for one?

Demographically, those more likely to claim they would apply for the Enhanced Driver's Licence include Prairie residents (56%), Ontario residents (51%), and those aged 18-34 (54%). B.C. residents (40%) were least likely to say they would apply for one.

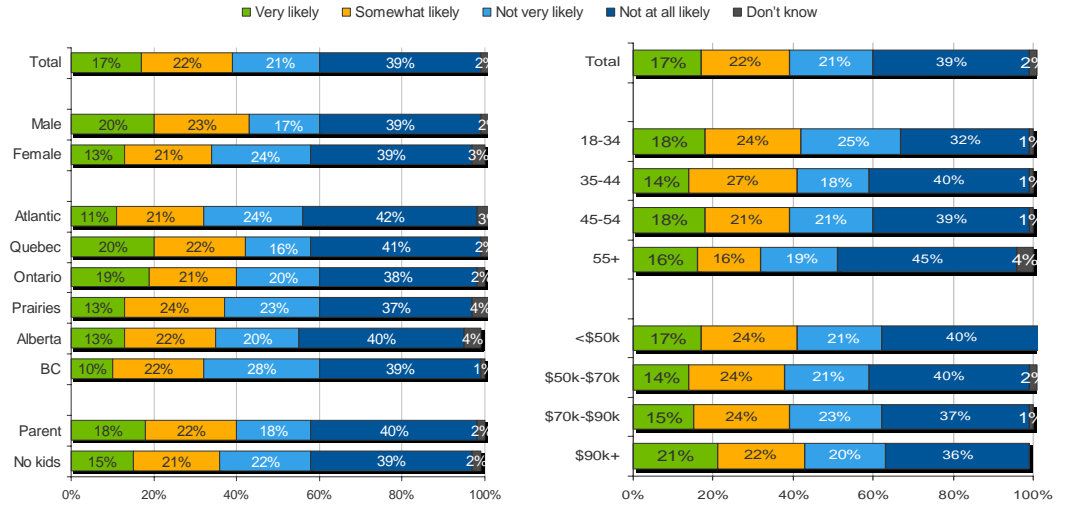
Q19. How likely would you be to apply for an Enhanced Driver's License?



Base: All Respondents (n=904)

Men (43%) are more likely than women (34%) to claim they would apply for the Passport Card, but no other demographic subgroup showed any significant variance.

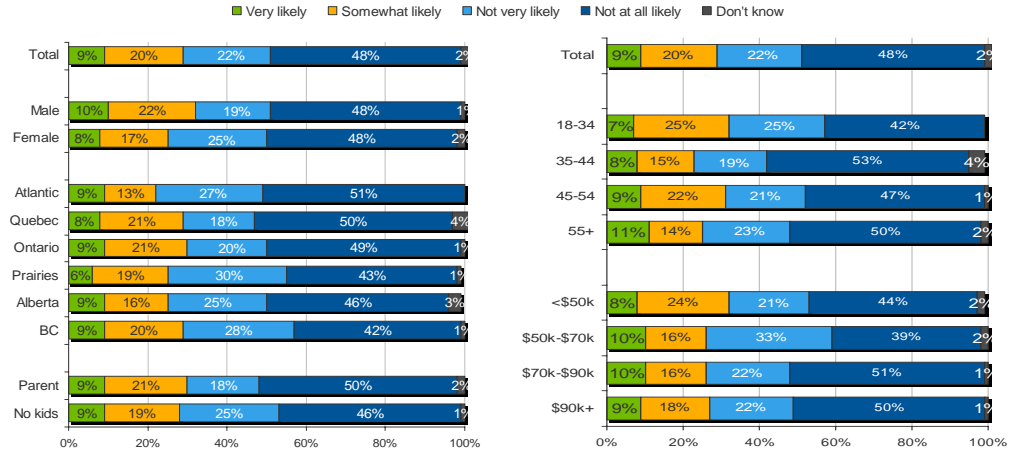
Q23. How likely would you be to apply for a Passport Card?



Base: All Respondents (n=904)

Similarly, men (32%) are more likely than women (25%) to claim they would apply for the Passport Booklet with RFID Card, with no other significant difference by demographic subgroup.

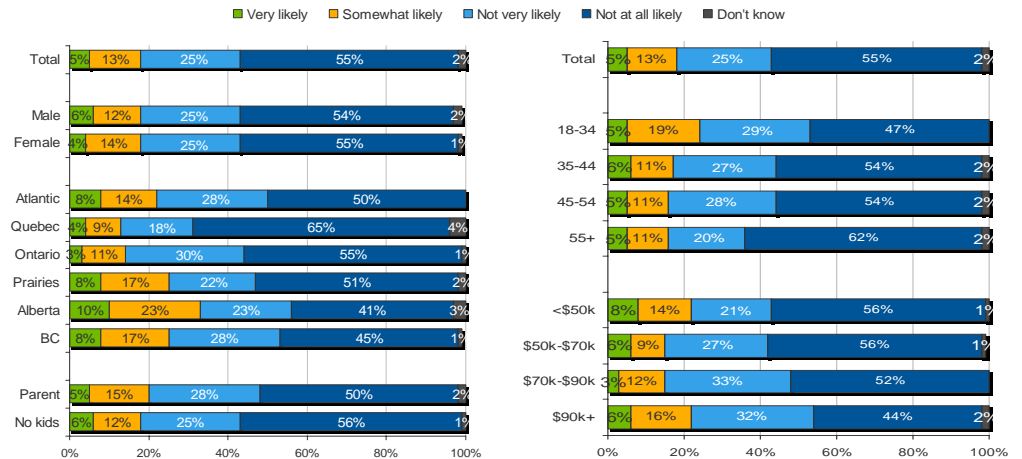
Q27. How likely would you be to apply for a Passport Booklet with RFID Card?



Base: All Respondents (n=904)

Residents of Alberta (33%), B.C. (25%), the Prairies (25%) and Atlantic Canada (23%) are all more likely to claim they would apply for a NEXUS Card than residents of Ontario (14%) and Quebec (13%).

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



Base: All Respondents (n=904)

Passport intenders have a greater propensity than others to say they will be likely to use these alternative documents, particularly the Enhanced Driver’s Licence. Conversely, those who do not already intend to get a passport are also least likely to say they will apply for any of the alternative documents.

The qualitative sessions shed light on why each of these alternative documents was appealing, or not. The results from the sessions largely tended to be in line with the findings from the subsequent survey. Participants were most likely to want an Enhanced Driver’s Licence as an alternative piece of identification. The primary reason for this was it was seen to be convenient, and more importantly, it is an enhancement to a piece of ID that is already in existence.

The convenience factor was more important to those in Windsor than in Montreal. Largely, there is a great deal of spontaneous cross-border travel that happens. Specifically, we heard examples of people who cross over to Detroit for dinner, to meet people at the airport, or to attend a sporting event. Therefore, the fact that the EDL was integrated into a piece of ID that is already being carried in the wallet is very appealing.

This is not to say however, that there would be a great deal of uptake to the EDL. The survey results suggest take-up will be significantly influenced by the cost of the document. Participants largely agree that the cost should be incremental, and are not willing to pay a hefty fee for this piece of ID -- particularly given that it would not be valid for air travel. According to the focus group discussions, the single largest benefit to this card would be the convenience of having it in the pocket -- a factor that was more important

among those who said they travel across the border regularly, and spontaneously.

Although the wallet-sized feature is the largest benefit cited for the EDL, the survey results show that this particular feature is the least important among the list of nine features tested.

Although some focus group participants were open to the concept, the actual implementation of the EDL was viewed sceptically. There was concern that the provincial ministries and the federal government would be unable to work efficiently to launch this type of program. Moreover, there was a sense that the money spent on setting up these services could be reallocated to better serve passport needs.

Indeed, there was a sense that alternative documents should not be developed. For those feeling this way, the feeling was that the passport is the recognized international travel document, and that this should continue to be the standard to enter a foreign country, such as the U.S.

Another concern raised about the use of these documents was their long-term acceptability. Specifically, this group was concerned about the validity of the document should the governing bodies in either country change. For them, this is not a concern with the passport as it is already recognized globally as the standard international travel document.

Very few were receptive to the Passport Card concept. The participants in the focus groups had difficulty understanding what the benefit of the Passport Card would be over the current passport. Beyond being a wallet sized card and thus more physically convenient, they could not see a tangible benefit to this card, particularly when positioned against the EDL. In their minds, the potential convenience for this card is upstaged by having to follow a similar process for obtaining a passport, without having the same benefits of the full passport.

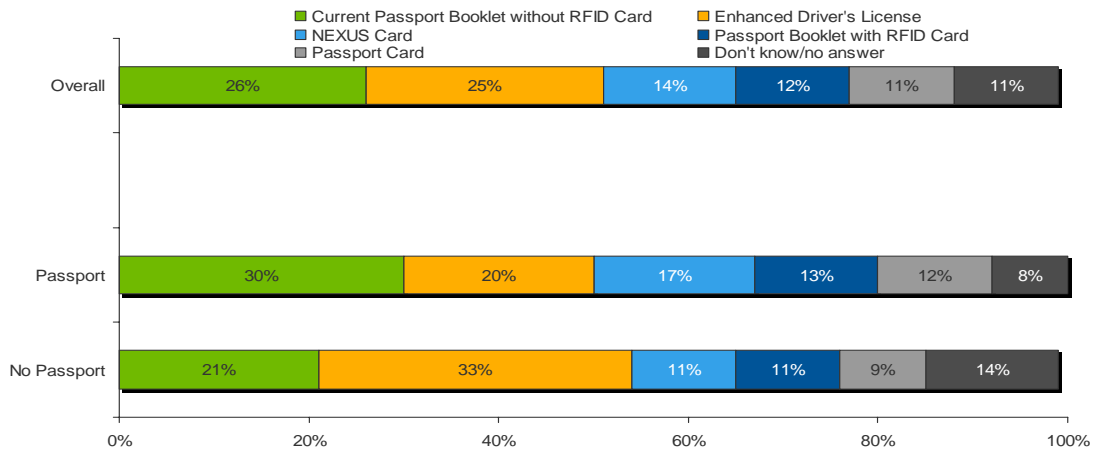
Indeed, willingness to pay for such a card was very limited. Instead, if it were included with the standard passport then receptivity somewhat increased.

Focus group participants had difficulty understanding what the benefits of RFID would be to them in the context of border crossings. When positioned as a tool that could potentially speed up line-ups at the border the potential trade off for this was not attractive enough to want to pay for. They did not make an immediate link between the RFID technology and the potential for expediting processing at the border.

After being introduced to and questioned about each of the four alternative documents, respondents were then asked to which one piece of identification they would be most likely to obtain and/or use for their own travel, assuming they all cost roughly the same and were valid for the same period.

Given this forced choice, no single option stands out as being more consistently chosen. Respondents are evenly split between the current passport (26%) and the Enhanced Driver's Licence (25%). Fewer would select the NEXUS Card (14%), the Passport Booklet with RFID Card (12%), or the Passport Card (11%). The remainder are unsure which they would select (11%).

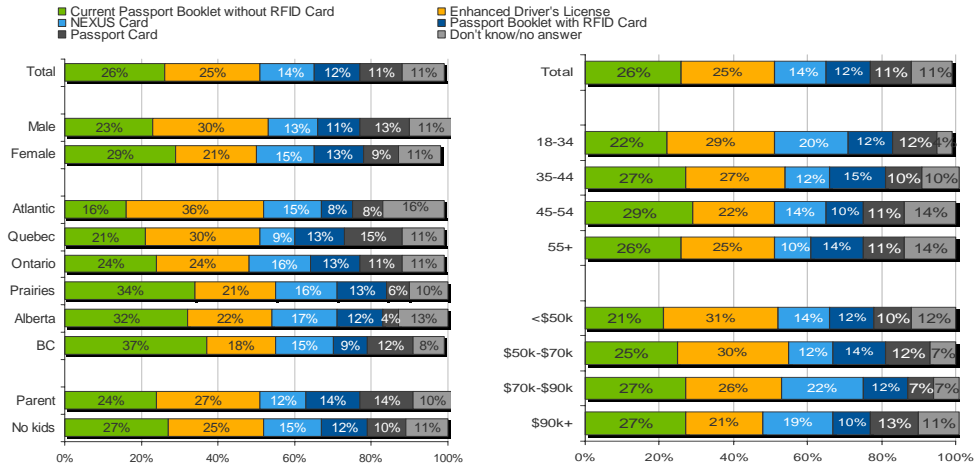
Q33. Assuming they were all offered to you with the cost approximately the same and valid for the same length of time which kind of identification would you be most likely to obtain/use for your own travel?



BASE: All respondents (n=904)

Those in B.C. (37%), Prairies (34%) and Alberta (32%) and women (29%) are most likely to say they would choose the current passport. In Atlantic Canada (36%) and Quebec (30%), more respondents say they would get an Enhanced Driver's Licence than any of the other options. Men (30%) are also more likely to say they would opt for the EDL than any other option.

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)

Looking at the responses to this forced choice by passport status, as well as by future travel provides some key insight into the interest in each document.

Current passport holders, representing more than half of Canadians, are more likely than all others to say they would opt for the current passport (30%) than any one of the other options. For the alternatives, current passport holders are split between saying they would opt for the EDL (20%) and the NEXUS Card (17%) with roughly one in ten saying they would opt for either the Passport Booklet with RFID Card (12%) or the Passport Card (11%).

The third of Canadians who indicate they are intending to get a passport are split between saying they would opt for the EDL (29%) or the current passport (28%) with roughly one in ten saying they would opt for either the NEXUS Card (12%), the Passport Booklet with RFID Card (13%) or the Passport Card (9%).

The relatively small segment of the population who say they have no intention of getting a passport lead all others in claiming they would opt for the EDL (43%). Within this small subset, roughly one in ten would opt for either of the other documents while one in four (24%) could not offer a choice.

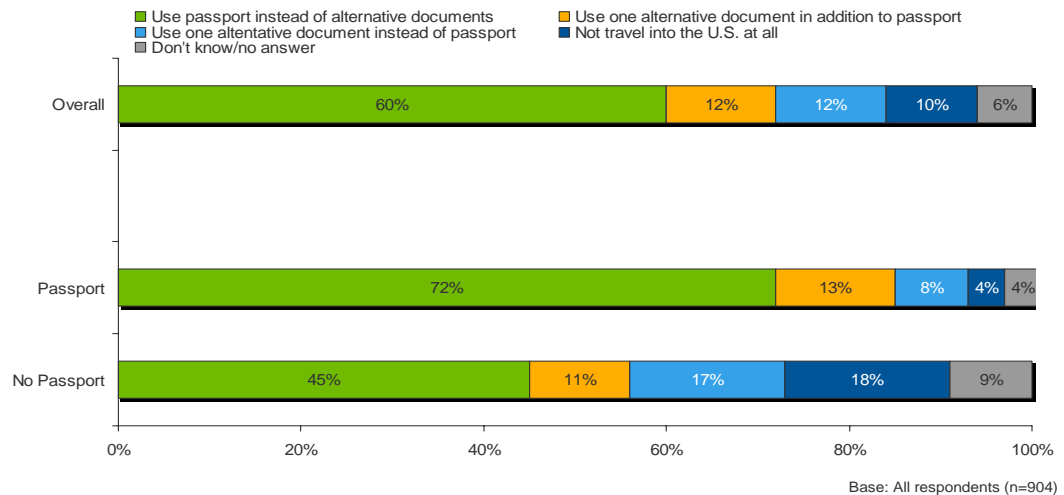
In terms of travellers, the three-quarters (78%) who say they are likely to travel outside the country in the next year or two indicate a greater preference for the current passport (28%) than any other option, although the EDL finds only slightly fewer of these travel intenders saying they would opt for it (23%).

Breaking it down further, the only segment of future travellers who opt for some alternative document more often than they opt for the current passport is the 15% of respondents who say they will likely travel only to the U.S. in the next year or two and will do so only by land or sea. Although the difference is small, just over one quarter (28%) of this subset say they would choose the EDL over the current passport (23%).

Respondents were asked what combination of documentation they would likely use when entering the U.S., or if the new requirements would mean they would not enter the U.S.

The majority of Canadians (60%) indicate that they would use the current passport instead of any of the alternative documents when travelling to the U.S. after the introduction of new identification requirements. In terms of usage of the alternative documents tested, 12% indicate they would use one of the new documents in addition to the current passport and another 12% say they would use an alternative instead of a passport.

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:



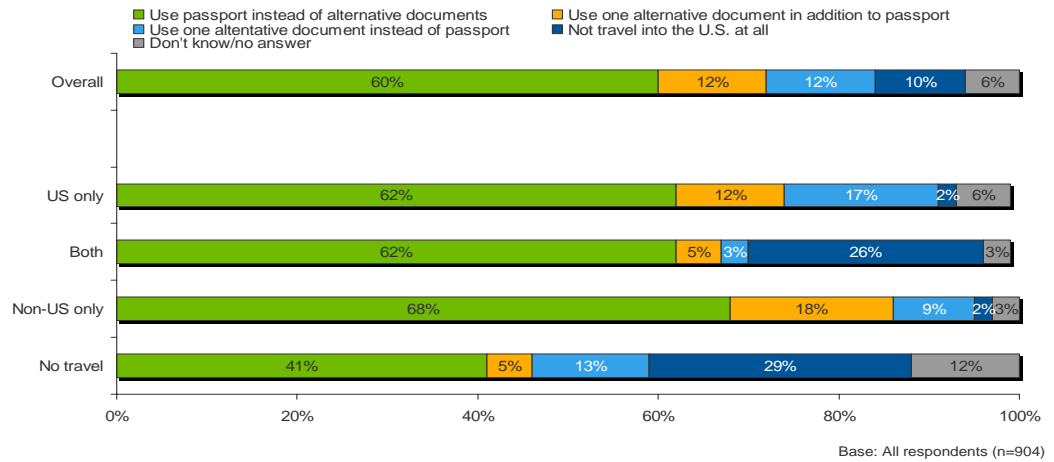
One in ten (10%) say the new requirements would make them choose not to enter the U.S. However, the majority of this group had indicated having no plans to travel to the U.S. in the next year or two, regardless of the identification requirements, thus the proportion of respondents whose plans would be altered as a result of the introduction of new identification requirements is fairly small.

Majorities of almost every demographic subgroup indicate they would use the current passport instead of any alternative, with Ontario residents (65%),

women (66%) and those with higher household incomes displaying the highest degree of consensus on this.

Those in Atlantic Canada (18%) and those with lower household incomes indicate the highest proportions who say they would not travel to the U.S. if required to show any of these documents.

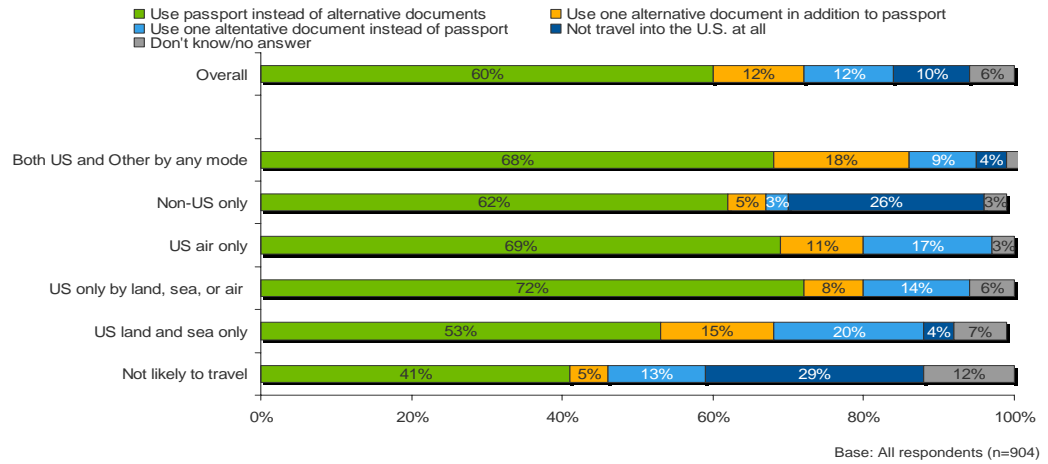
Q34. When it will be necessary that you have a passport or alternative document to cross the border into the United States in the future, are you more likely to:



The results vary significantly by passport status. A large majority of those with a passport say they will continue to use a passport on its own or in conjunction with an alternative travel document. To a lesser degree, intendees expect the same will occur with them. Non-intendees, on the other hand, are most likely to say that they will not travel to the U.S. at all (38%), followed by using the current passport (26%).

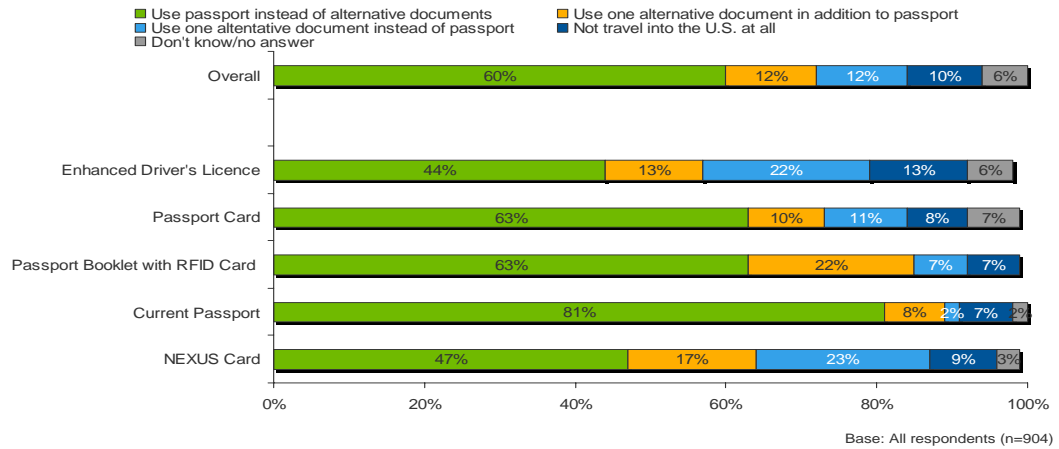
Looking at those with plans to travel outside the country in the next year or two, whether the intent is to travel to the U.S. only, to a non-U.S. destination only or to both, majorities in any case say they would use the current passport instead of one of the alternative documents.

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:



Further, regardless of the mode that respondents say they are likely to use to travel into the U.S., the majority say they would more likely use the current passport instead of one of the alternative documents.

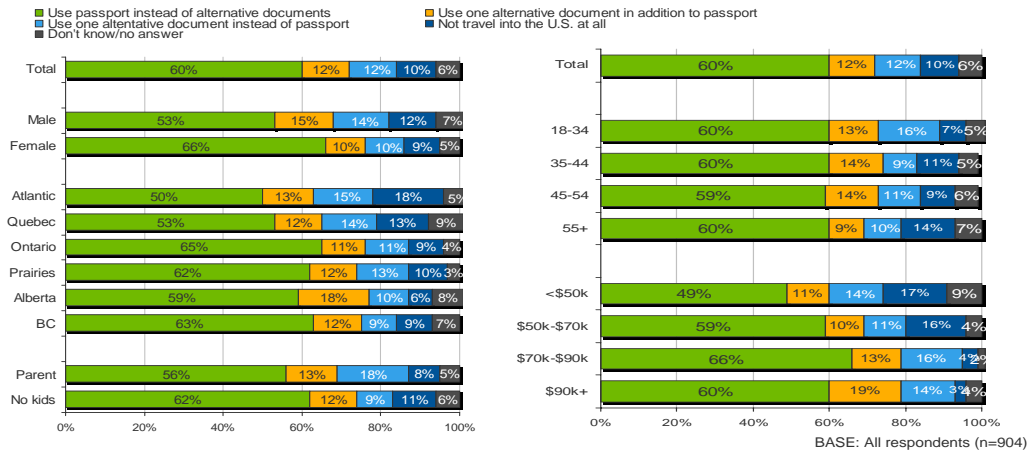
Q34. When it will be necessary that you have a passport or alternative document to cross the border into the United States in the future, are you more likely to:



The use of the current passport instead of an alternative document remains the most choice for travel, even if interest exists in an alternative document.

Of those who say they would use the EDL for their travel needs, 45% still say they would more likely use a passport instead of an alternative document. Proportions saying they would exclusively use the current passport are even higher among those who opted for any of the other documents.

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:



Pricing

The investigation into each of the three new alternative documents included a series of questions to determine the impact of different price-points on the possible use any of them.

In the case of each of the three new alternative documents, after respondents were asked to indicate their likelihood to apply for the document, with no indication of price, those who were either very likely, somewhat likely or not very likely to apply were asked if they would get the document if the price was \$50.

If the respondent said they would do so at \$50, they were asked if they would purchase the document if it were to cost \$70.

If the respondent said they would not do so at \$50, they were asked if they would purchase the document if it were to cost \$30.

Taken together and calculated based on the entire sample, the results show what proportion of Canadians claim they would get each document at each of three price-points.

As the line graphs below demonstrate, the level of interest in each of the new alternative documents is significantly influenced by price with no more than one in ten claiming they would acquire any of the documents at the highest price point tested (\$70).

The EDL has the highest proportion claiming they would get that document at any of the three price-points tested, with a peak of 36% claiming they would get one if it cost \$30 and 10% claiming they would even if the price were \$70.

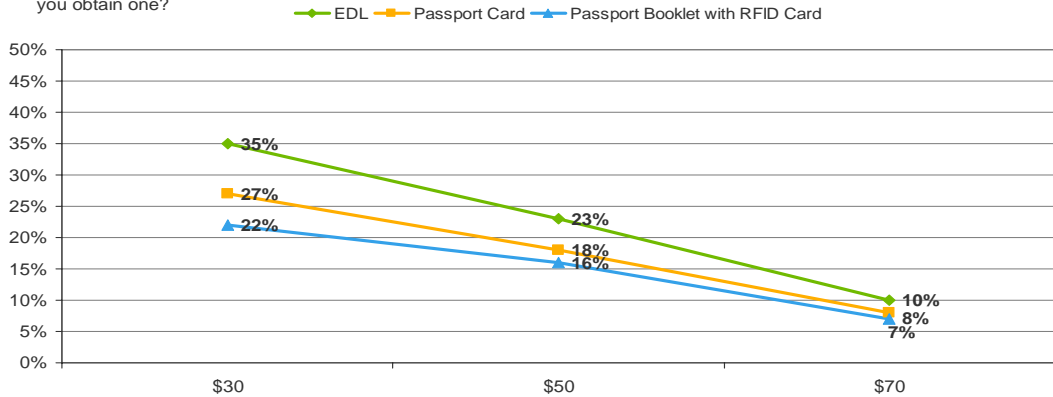
The Passport Card finds a high of 27% claiming they would get one if it were to cost \$30, dropping to 8% if it were to cost \$70.

Similarly, the Passport Booklet with RFID Card drops from 22% claiming they would get one at \$30 to a low of 7% if it were to cost \$70.

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?



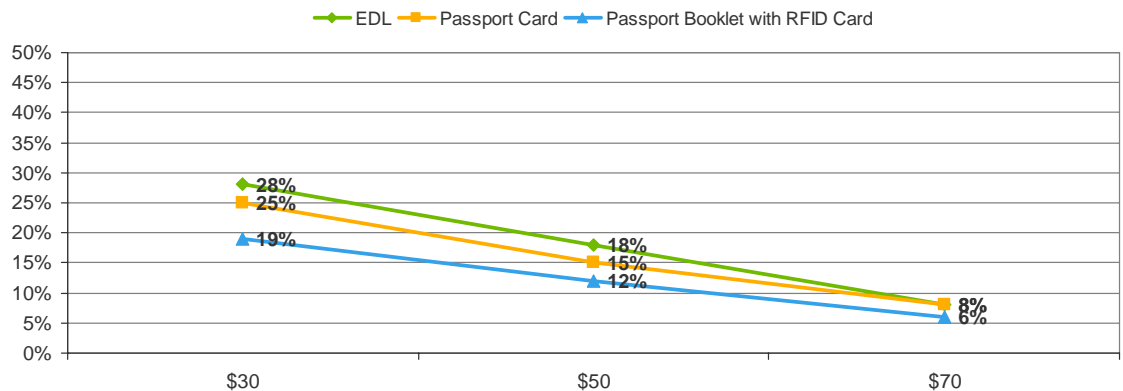
When comparing price sensitivity between current passport holders and “intenders” a similar slope is found, but current passport holders are less inclined than “intenders” to acquire any of the alternative travel documents at any price point tested.

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 - Passport Holders



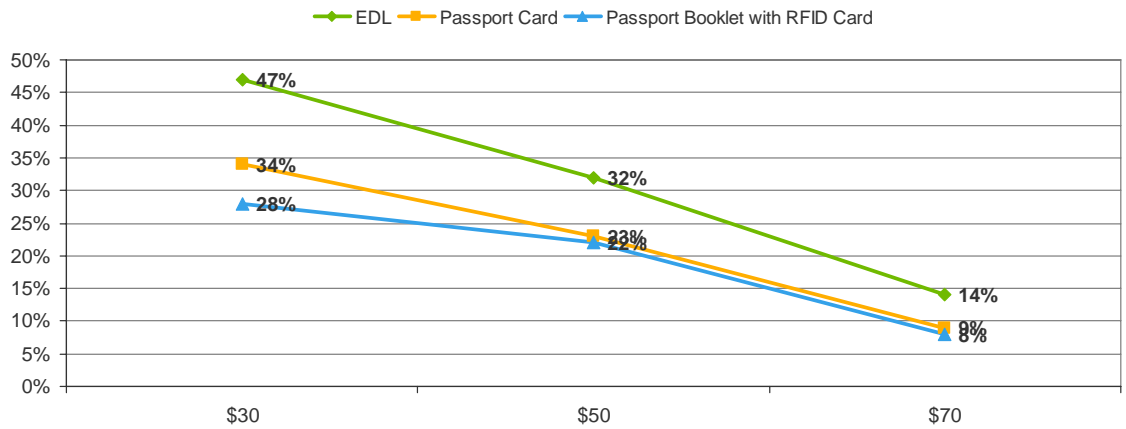
Among intenders, the proportion who claim they would acquire any of the three new alternatives is more significantly affected by price. While almost half of passport intenders say they would get an EDL if it were to cost \$30, this proportion drops to 14% if the price is as high as \$70. Similarly steep declines in claimed purchases among passport intenders on the two other new alternative documents.

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

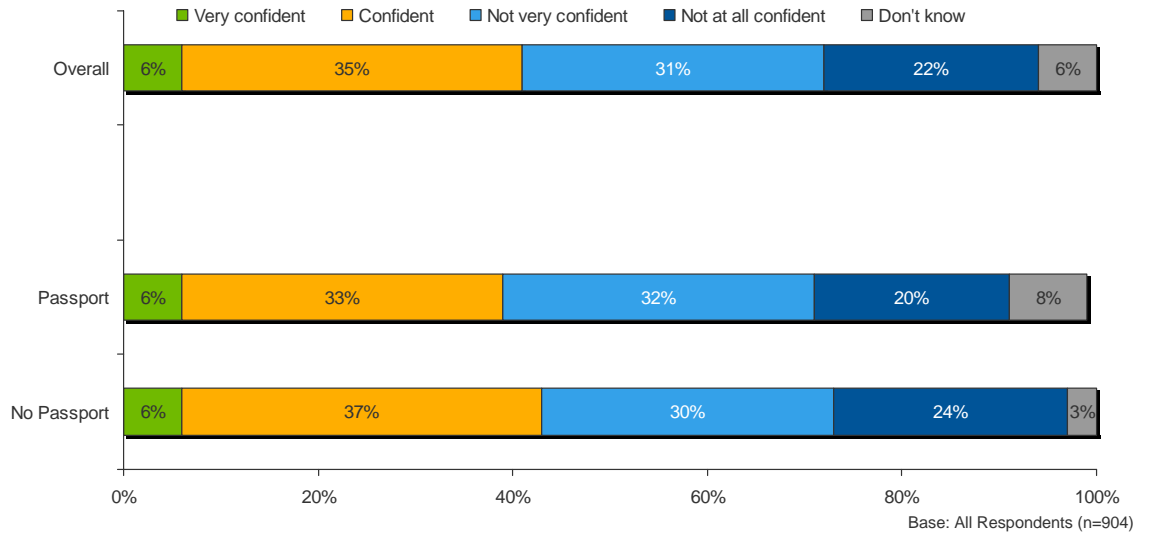


Canadians are mildly receptive to the concept of alternative travel documents. The EDL was the most popular option presented, particularly among those intending to get a passport. However, regardless of the claimed level of interest in any alternative document, many Canadians indicate they would use the current passport instead of any alternative option when there are new identification requirements for travel to the U.S. In addition, price clearly has a dampening effect on interest in any of the new alternative documents. A small proportion indicate they will not travel to the U.S. as a result of the changes to the document requirements.

Level of Comfort with RFID Technology

When forced to consider the issue, Canadians say they have limited confidence in the RFID technology in these proposed documents. Six percent say they are very confident in the technology with an additional one in three (35%) saying they are confident. The remainder are not very (31%) or not at all confident (22%) in the technology.

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?



The focus groups helped shed some light on why there is some trepidation with this technology. It centres around two key areas: what information is stored and who has access to it. Further, they are concerned about the length of time it is stored. In the absence of specific information, their default position is skewed towards the negative.

Therefore, comfort and confidence with this technology will likely increase if Canadians knew and understood fully how the technology will be used, and the associated security features for the proposed documents.

There is some concern about the security of RFID technology. This is largely stemming from a lack of knowledge about how it works and who has access to the information.

Conclusions

The following conclusions can be drawn from the research.

Just over half of Canadians have travelled to the U.S. or abroad in the past year, whereas three in four claim they will travel abroad in the next year or so. A large majority of Canadians are aware of the upcoming changes to travel documentation when entering the U.S. However, few are aware of the specific initiative (Western Hemisphere Travel Initiative) under which it falls.

There is some degree of interest in some of the alternative travel documents, specifically the Enhanced Driver's Licence. Canadians are less interested in the Passport Card or the Passport Booklet with RFID Card. Having said that, when the price of the proposed alternatives is introduced, interest declines. In a forced choice, no single option stands out as being more consistently chosen. Respondents are evenly split between the current passport (26%) and the Enhanced Driver's Licence (25%).

Irrespective of the introduction of alternative documents, the majority of Canadians (60%) indicate that they would use the current passport when travelling to the U.S. after the implementation of new document requirements. In terms of usage of the alternative documents tested, 12% indicate they would use one of the new documents in addition to the current passport and another 12% say they would use an alternative instead of a passport.

The use of the current passport instead of an alternative document remains the most choice for travel, even if interest exists in an alternative document.

Finally, a small proportion indicates they will not travel to the U.S. as a result of the changes to the document requirements under the Western Hemisphere Travel Initiative.

Study Methodology

Quantitative Research

Questionnaire Design

The questionnaire for this survey was developed by Decima Research, in close consultation with the CBSA and PPTC. Decima programmed and translated the survey so that interviews could be completed in both official languages. Harris/Decima conducted a pre-test of 15 English and 15 French interviews in order to gauge the effectiveness of the questionnaire and made adjustments where necessary.

Survey Administration

This survey was conducted in English and French by telephone using computer-assisted-telephone-interviewing (CATI) technology, from Decima's facilities in Ottawa and Montreal, between August 28 and September 2, 2007. The survey averaged 11 minutes in length.

All interviewing was conducted by fully trained and supervised interviewers, and a minimum of 10 percent of all completed interviews were independently monitored and validated in real time. Decima ensured that the sample was representative by gender, age, region, income and language.

A total 904 telephone interviews were conducted with a random sample of Canadians aged 18 years and older. A sample of this size can be expected to be accurate to within plus or minus 3.3 percent, at the 95% confidence level.

All qualified respondents were informed of their rights under the Privacy and Access to Information Acts, with those rights respected throughout the interview process. Specifically, respondents were informed of the purpose of the research, of the identities of both the sponsoring department and the research supplier, that their participation in the study is voluntary, and that the information they provide would remain confidential and would only be reported in aggregate. The survey was also registered with the National Survey Registration System.

Sample Disposition

The overall response rate for this survey was 4.38%. This is calculated by dividing the cooperative call backs (i.e., those who completed the survey, those who we spoke to but were ineligible, and the quota filled) by the functional sample. The functional sample is the sample remaining after numbers not in service, business/fax numbers, duplicate numbers and numbers blocked by the phone company are removed. Details are provided in the following table. The overall incidence for this study was 97 percent (that is, 97 out of 100 Canadian households that could be reached and qualified for the study during the interviewing period).

Total Attempted	23068
Numbers not in service	1471
Business/fax lines	345
Duplicates	4
Numbers blocked by telephone companies	2
Total Functional Sample	21246
No answer	15666
Retired (i.e., called 10 times without success; no one reached)	0
Language difficulty (i.e., do not speak either official language)	197
Other (e.g., require TDD telephone for deaf or hearing impaired)	0
Unavailable	46
Break-offs (i.e., survey started but not completed)	73
Refusals	4333
Co-operative Call-Backs	931
Completes (i.e., all completed surveys)	904
Ineligible (e.g., no one old enough to complete survey)	27
Quota filled (i.e., needed sample distribution filled)	0
RESPONSE RATE	4.38

Qualitative Research

Decima recruited and moderated four focus groups. Two groups were conducted in both Windsor and Montreal. The groups in Windsor were conducted in English, while the ones in Montreal were conducted in French. In each city the groups were comprised of Canadian citizens 18 years of age and older who have travelled to the United States three or more times by land and/or sea in the past 12 months.

At least half of the participants in the group of travellers held a valid passport. In order to obtain a proper demographic profile, Harris/Decima recruited an even distribution of participants by gender, age and income. The focus groups lasted approximately two hours and participants received an incentive of \$75 for their time.

Appendix A: Survey Questionnaire

CBSA Questionnaire – Final Aug 29, 2007

Good morning/afternoon/evening. My name is _____ and I am calling from Harris/Decima, on behalf of the Government of Canada. Today we are conducting a survey with individuals across the country about travel. The purpose of this survey is to help the Government of Canada better understand what kinds of travel documents people are familiar with.

This survey is registered with the national survey registration system.

[IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free telephone number is 1-800-554-9996].

We choose telephone numbers at random and then select one person from each household at random to be interviewed. To do this, we would like to speak to the person in your household, 18 years and older, who has had the most recent birthday. Would this be you?

Informed Consent: Your participation in this survey is voluntary, and you are free to skip any question you prefer not to answer. Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. May I interview you now?

Would you like me to continue in English or French?

[IF ASKED: Harris/Decima is a professional research company hired by the Government of Canada to conduct this survey]

[IF ASKED: The survey will take about 12 minutes to complete]

SCREENING CRITERIA

Q1. Are you a Canadian citizen?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE
Don't know/no answer	9	THANK AND TERMINATE

To begin, we would like to know a bit about your travel experience and plans.

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

Q2. Air **RECORD NUMBER**
 Q3. Land or sea **RECORD NUMBER**

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

Yes	1
No	2
Don't know/no answer	9

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

DO NOT READ – CODE ALL THAT APPLY

Passport	1
Driver's licence	2
Birth certificate	3
NEXUS	4
FAST Card / Free and Secure Trade Card	5
Others (SPECIFY)	6
None	7
Don't know/no answer	9

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?

Yes	1
No	2
Don't know/no answer	9

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... (RANDOMIZE)

Q7. Travel to the United States by land or sea
 Q8. Travel to the United States by air
 Q9. Travel to a foreign country other than the United States

Definitely will	4
Will likely	3
Unlikely	2
Definitely will not	1
Don't know/no answer	9

Q10. Which of the following best describes your situation?

Currently hold a valid Canadian passport	1
Used to have a valid Canadian passport <u>and</u> getting one or intend to get one	2
Used to have a valid Canadian passport <u>and</u> do not intend to get one	3
Never held a valid Canadian passport <u>and</u> getting one or intend to get one	4
Never held a valid Canadian passport <u>and</u> do not intend to get one	5
Don't know/no answer	9

As you may know, Canadian citizens can currently obtain a passport to use as identification when travelling to the U.S. In the future, there may be other new documents or cards that Canadians can obtain to use as identification when travelling outside the country. I'm going to read you a list of characteristics of travel documents, and for each, I'd like you to tell me whether this aspect is essential to you, nice to have but not essential, or not necessary. (RANDOMIZE)

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... [REPEAT AS NECESSARY]

- Q11. That is accepted for travel to all countries
- Q12. That has an easy application process
- Q13. That has a short time between application and receiving the document or card
- Q14. That is inexpensive
- Q15. That is valid for at least 5 years
- Q16. That is accepted when entering the United States by land or sea
- Q17. That is accepted when entering the United States by land, sea or air
- Q18. That makes it faster to cross the border into the United States
- Q19x. That it fits in your wallet

Essential to you	3
Nice to have but not essential	2
Not necessary	1
Don't know/no answer	9

There may be one or more new travel document options available to Canadians in the future. I will read you a description of each of three possible options and ask you a few questions about each one. None of these will necessarily be introduced, but we are interested in gathering your opinions on each one. Each of these three new options would incorporate something called Radio Frequency Identification, or “RFID”. RFID is a technology which securely transmits information from the card or document to a special receiver used by border service officers and would speed up the process crossing the United States border. The first is... (RANDOMIZE ORDER OF DOCUMENT MODULES)

DOCUMENT MODULE 1: 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.

Q19. How likely would you be to apply for one?

- Very likely 4 **GO TO Q.21**
- Somewhat likely 3 **GO TO Q.21**
- Not very likely 2 **GO TO Q.21**
- Not at all likely 1 **SKIP TO NEXT MODULE**
- Don’t know/no answer 9 **SKIP TO NEXT MODULE**

Q20. If the Enhanced Driver’s Licence were to cost \$50CDN more than the cost of your province’s standard driver’s licence, would you obtain one?

- Yes 1 **GO TO Q.22**
- No 2 **GO TO Q.23**
- Don’t know/no answer 9 **SKIP TO NEXT MODULE**

Q21. If the Enhanced Driver’s Licence were to cost \$30CDN more than the cost of your province’s standard driver’s licence, would you obtain one?

- Yes 1 **SKIP TO NEXT MODULE**
- No 2 **SKIP TO NEXT MODULE**
- Don’t know/no answer 9 **SKIP TO NEXT MODULE**

Q22. If the Enhanced Driver’s Licence were to cost \$70CDN more than the cost of your province’s standard driver’s licence, would you obtain one?

Yes	1	SKIP TO NEXT MODULE
No	2	SKIP TO NEXT MODULE
Don't know/no answer	9	SKIP TO NEXT MODULE

DOCUMENT MODULE 2: 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.

Q23. How likely would you be to apply for one?

Very likely	4	GO TO Q.25
Somewhat likely	3	GO TO Q.25
Not very likely	2	GO TO Q.25
Not at all likely	1	SKIP TO NEXT MODULE
Don't know/no answer	9	SKIP TO NEXT MODULE

Q24. If the Passport Card were to cost 50\$CDN in addition to the cost of the Passport, would you obtain one?

Yes	1	GO TO Q.26
No	2	GO TO Q.27
Don't know/no answer	9	SKIP TO NEXT MODULE

Q25. If the Passport Card were to cost 70\$CDN in addition to the cost of the passport, would you obtain one?

Yes	1	SKIP TO NEXT MODULE
No	2	SKIP TO NEXT MODULE
Don't know/no answer	9	SKIP TO NEXT MODULE

Q26. If the Passport Card were to cost 30\$CDN in addition to the cost of the passport, would you obtain one?

Yes	1	SKIP TO NEXT MODULE
No	2	SKIP TO NEXT MODULE
Don't know/no answer	9	SKIP TO NEXT MODULE

DOCUMENT MODULE 3: 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.

Q27. How likely would you be to apply for one?

Very likely	4	GO TO Q.29
Somewhat likely	3	GO TO Q.29
Not very likely	2	GO TO Q.29
Not at all likely	1	SKIP TO NEXT MODULE
Don't know/no answer	9	SKIP TO NEXT MODULE

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

Yes	1	GO TO Q.30
No	2	GO TO Q.31
Don't know/no answer	9	SKIP TO NEXT MODULE

Q29. If the RFID card were to cost \$70CDN more than the cost of the current passport, would you obtain one?

Yes	1	SKIP TO NEXT MODULE
No	2	SKIP TO NEXT MODULE
Don't know/no answer	9	SKIP TO NEXT MODULE

Q30. If the RFID card were to cost \$30CDN more than the cost of the current passport, would you obtain one?

Yes	1	SKIP TO NEXT MODULE
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No	2	SKIP TO NEXT MODULE
Don't know/no answer	9	SKIP TO NEXT MODULE

NEXUS CARD (ALWAYS ASKED AFTER DOCUMENT MODULES)

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.

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

Have one	1	SKIP TO Q.33
Don't have one, but have heard of it	2	GO TO Q.34
Never heard of it	3	GO TO Q.34
Don't know/no answer	9	GO TO Q.34

Q32. The NEXUS Card costs \$80CDN. How likely are you to apply for one?

Very likely	4
Somewhat likely	3
Not very likely	2
Not at all likely	1
Don't know/no answer	9

Q33. Now that you have had a chance to hear about possible options for identification used for travel to the United States, assuming they were all offered as options for you, **cost approximately the same and valid for the same length of time** which of these kinds of identification would you be most likely to obtain and/or use for your own travel?

Enhanced Driver's Licence	1
Passport Card	2
Passport Booklet with RFID Card	3
Current Passport Booklet without RFID CARD	4
NEXUS Card	5
Don't know/no answer	9

[READ SUMMARY OF INDIVIDUAL DOCUMENTS IF NECESSARY]

Enhanced Licence	Driver's	<ul style="list-style-type: none"> - It's a document used for travel to the U.S. by land or sea only - Not accepted for air travel or travel outside the U.S. or Canada - Apply in person at select provincial driver's licensing offices - Proof of citizenship required - It would have RFID technology
Passport Card		<ul style="list-style-type: none"> - It's a wallet-sized standalone document used to travel to the U.S. by land or sea only - Not accepted for air travel or travel outside the U.S. or Canada - Available at same locations as the current passport is available - Requirements would be the same as obtaining a passport - Must have a passport to apply / obtain a Passport Card - If applicants already hold a valid passport, they would only need to fill out a short form and provide payment to receive a Passport Card - It would have RFID technology
Passport Booklet with RFID CARD		<ul style="list-style-type: none"> - The combination of the passport booklet and the RFID card can be used to travel to the U.S. and Canada by land or sea only - The RFID card is not accepted for air travel and is not a standalone document - Available at same locations as the current passport is available - Applicants must have a passport to apply and obtain an RFID card
Current booklet CARD	Passport without RFID	<ul style="list-style-type: none"> - Refers to our current / regular passport
NEXUS Card		<ul style="list-style-type: none"> - This document currently exists, and is used by Canadian and US citizens or permanent residents - It's a document used to travel by land, air or sea into the US and Canada only, not to any other countries - It has RFID technology. - NEXUS members are given dedicated lanes by land, self-service kiosks by air and can report by calling in by sea - Can apply for card by mail or online - Applications are screened by Canadian and US border agencies and an in-person interview is conducted before being approved

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:

ROTATE ORDER

Use a passport instead of one of the alternative documents	1
Use one of the alternative documents in addition to a passport.	2
Use one of the alternative documents instead of a passport	3
Not travel into the United States at all	4
Don't know/no answer	9

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?

Very confident	4
Confident	3
Not very confident	2
Not at all confident	1
Don't know/no answer	9

DEMOGRAPHICS

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

18 to 24	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 and over	6
Don't know/no answer	9

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

English	1
French	2
Other	8
Don't know/no answer	9

Q38. What is the highest level of education you have completed?
(DO NOT READ LIST)

Some high school or less	1
High school graduate	2
Some community college/CEGEP	3
Some university	4
Community college/CEGEP graduate	5
University graduate	6
Some post graduate	7
Post graduate	8
Don't know/no answer	9

Q39. Which of the following best describes you? Are you...(READ)

Working Full Time (35+ hours a week)	1
Working Part Time (< 35 hours a week)	2
Not employed at the present time	3
Not able to work	4
A full time student	5
A homemaker	6
Retired	7
Don't know/no answer	9

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

Yes	1
No	2
Don't know/no answer	9

Q41. For statistical purposes only, we need information about your household income. Please tell which of the following categories best describes the annual household income of all members in your household combined? PLEASE STOP ME WHEN I GET TO YOUR CATEGORY (READ LIST)

Under \$25,000	1
\$25,000 - \$50,000	2
\$50,001 - \$70,000	3
\$70,001 - \$90,000	4
\$90,001 - \$120,000	5
\$120,001 and over	6
Don't know/no answer	9

- GENDER (BY OBSERVATION)
- LANGUAGE OF INTERVIEW (BY OBSERVATION)
- PROVINCE (FROM SAMPLE)
- URBAN/RURAL (FROM SAMPLE)
- BORDER PROXIMITY (FROM SAMPLE)

ASFC

Questionnaire Finale

Le 29 août 2007

Bonjour/Bonsoir. Je m'appelle _____ et je vous téléphone de Harris/Décima pour le compte du gouvernement du Canada. Nous effectuons aujourd'hui un sondage sur les voyages auprès de la population du pays. L'objectif du sondage est d'aider le gouvernement canadien à mieux définir les types de documents de voyage connus du public.

Ce sondage est enregistré dans le système national d'enregistrement des sondages.

[AU BESOIN : Le système d'enregistrement a été mis sur pied par l'industrie canadienne de recherche par sondage de façon à permettre au public de vérifier la légitimité d'un sondage, d'obtenir des renseignements sur l'industrie des sondages ou de formuler une plainte. Pour joindre le système d'enregistrement des sondages, composez sans frais le 1 800 554-9996.]

Les numéros de téléphone ont été choisis au hasard. Nous demandons par la suite à une personne de répondre au sondage. Pour ce faire, nous aimerions parler à la personne de votre ménage, âgée de 18 ans et plus, qui a été la dernière à fêter son anniversaire de naissance. Est-ce vous?

Consentement éclairé : Votre participation à ce sondage est volontaire et vous êtes libre de sauter toute question à laquelle vous préférez ne pas répondre. Soyez assuré(e) que vos réponses demeureront confidentielles et que nous respecterons votre anonymat. Puis-je commencer le sondage maintenant?

Préférez-vous que je continue en français ou en anglais?

[SI ON VOUS LE DEMANDE : Harris/Décima est une firme de recherche professionnelle qui a été mandatée par le gouvernement du Canada pour effectuer ce sondage.]

[SI ON VOUS LE DEMANDE : Le sondage dure environ 12 minutes.]

CRITÈRES D'ADMISSIBILITÉ

1. Êtes-vous citoyen(ne) canadien(ne)?

Oui	1	CONTINUEZ
Non	2	REMERCIEZ ET TERMINEZ
Ne sait pas/Préfère ne pas répondre	9	REMERCIEZ ET TERMINEZ

Pour commencer, nous aimerions vous poser quelques questions au sujet des voyages que vous avez faits et de ceux que vous projetez faire.

Au cours des 12 derniers mois, combien de fois êtes-vous allé(e) du Canada vers les États-Unis par voie...

Q2. Aérienne **INDIQUEZ LE NOMBRE**
 Q3. Terrestre ou maritime **INDIQUEZ LE NOMBRE**

Q4. Au cours des 12 derniers mois, avez-vous voyagé dans un pays étranger autre que les États-Unis?

Oui	1
Non	2
Ne sait pas/Préfère ne pas répondre	9

Q5. Si vous décidiez d'aller aux États-Unis demain, quelle pièce d'identité utiliseriez-vous pour franchir la frontière?

NE LISEZ PAS – CODEZ TOUTES LES RÉPONSES PERTINENTES

Passeport	1
Permis de conduire	2
Certificat de naissance	3
NEXUS	4
Carte EXPRES/Carte Expéditions rapides et sécuritaires	5
Autres (PRÉCISEZ)	6
Aucun	7
Ne sait pas/Préfère ne pas répondre	9

Q6. Êtes-vous au courant de changements qui entreront peut-être en vigueur dès 2008 quant au type de pièce d'identité qui devra être présentée pour entrer aux États-Unis?

Oui	1
Non	2

Ne sait pas/Préfère ne pas répondre 9

Pour chaque type de voyage suivant, veuillez indiquer si vous ferez certainement ce type de voyage, si vous ferez probablement ce type de voyage, si vous ne ferez probablement pas ce type de voyage ou si vous ne ferez certainement pas ce type de voyage au cours de la prochaine ou des deux prochaines années. Commençons par... (PRÉSENTEZ DE FAÇON ALÉATOIRE)

- Q7. Un voyage aux États-Unis par voie terrestre ou maritime
 Q8. Un voyage aux États-Unis par voie aérienne
 Q9. Un voyage dans un pays étranger autre que les États-Unis?

Certainement	4
Probablement	3
Probablement pas	2
Certainement pas	1
Ne sait pas/Préfère ne pas répondre	9

Q10. Lequel des énoncés suivants décrit le mieux votre situation?

Vous être actuellement titulaire d'un passeport canadien valide	1
Vous aviez un passeport canadien valide <u>et</u> vous êtes sur le point ou avez l'intention d'en obtenir un autre	2
Vous aviez un passeport canadien valide <u>et</u> vous n'avez pas l'intention d'en obtenir un autre	3
Vous n'avez jamais été titulaire d'un passeport canadien valide <u>mais</u> vous êtes sur le point ou avez l'intention d'en obtenir un	4
Vous n'avez jamais été titulaire d'un passeport canadien valide <u>et</u> vous n'avez pas l'intention d'en obtenir un	5
Ne sait pas/Préfère ne pas répondre	9

Comme vous le savez peut-être, les citoyens canadiens peuvent actuellement obtenir un passeport et l'utiliser à titre de pièce d'identité lorsqu'ils voyagent aux États-Unis. À l'avenir, il est possible que les Canadiens puissent obtenir de nouveaux documents ou de nouvelles cartes et les utiliser à titre de pièce d'identité lorsqu'ils voyageront à l'étranger. Je vais vous lire une liste des caractéristiques des documents de voyages et, pour chacune, veuillez me dire si cette caractéristique est essentielle pour vous, si elle est intéressante mais pas essentielle ou si elle est n'est pas nécessaire. (PRÉSENTEZ DE FAÇON ALÉATOIRE)

Diriez-vous qu'avoir un document [INSÉREZ LA CARACTÉRISTIQUE] serait essentiel, que ce serait intéressant mais pas essentiel, ou que ce ne serait pas nécessaire? Et qu'en est-il de... [RÉPÉTEZ AU BESOIN]

- Q11. Qui est accepté pour voyager dans tous les pays
- Q12. Dont le processus de demande est simple
- Q13. Dont le délai entre la demande et la réception est court
- Q14. Qui est bon marché
- Q15. Qui est valide au moins 5 ans
- Q16. Qui est accepté pour entrer aux États-Unis par voie terrestre ou maritime
- Q17. Qui est accepté pour entrer aux États-Unis par voie terrestre, maritime ou aérienne
- Q18. Qui accélère le passage à la frontière des États-Unis
- Q19x. Que vous pouvez ranger dans un portefeuille

Essentiel pour vous	3
Intéressant, mais pas essentiel	2
Pas nécessaire	1
Ne sait pas/Préfère ne pas répondre	9

Un jour, les Canadiens auront peut-être une ou plusieurs autres options pour leurs documents de voyage. Je vais vous lire la description de trois options sous étude et vous poser quelques questions sur chacune. Ces options ne seront peut-être jamais offertes, mais nous aimerions tout de même obtenir votre opinion sur chacune. Ces trois nouvelles options comprendraient une technologie appelée identification par radiofréquence ou identification RF. L'identification RF est une technologie qui permet de transmettre les renseignements inscrits sur une carte ou un document à un récepteur spécial qu'utilisent les agents des services frontaliers et elle permettrait d'accélérer le processus de passage à la frontière américaine. La première option est... (PRÉSENTEZ LES MODULES ASSOCIÉS À UN DOCUMENT DE FAÇON ALÉATOIRE.)

DOCUMENT DU MODULE 1 : LE PERMIS DE CONDUIRE PERFECTIONNÉ

Le permis de conduire perfectionné est un nouveau document sous étude. Les citoyens canadiens pourraient l'utiliser **uniquement** pour aller aux États-Unis par voie terrestre et maritime, mais **pas** pour aller aux États-Unis par voie aérienne **ni** pour aller dans aucun autre pays que les États-Unis ou le Canada. La demande se ferait en personne aux bureaux régionaux des permis de conduire sélectionnés. Des documents d'appui supplémentaires, par exemple une preuve de citoyenneté canadienne, seraient nécessaires pour traiter la demande. Le permis serait muni de la technologie d'identification RF, ce qui contribuerait à accélérer le processus de passage à la frontière américaine.

Q19. Dans quelle mesure serait-il probable que vous en fassiez la demande?

Très probable	4	PASSEZ À Q.21
Plutôt probable	3	PASSEZ À Q.21
Pas très probable	2	PASSEZ À Q.21
Pas du tout probable	1	PASSEZ AU PROCHAIN MODULE
Ne sait pas/Préfère ne pas répondre	9	PASSEZ AU PROCHAIN MODULE

Q20. Si le permis de conduire perfectionné coûtait 50 \$ CA de plus que le permis de conduire ordinaire de votre province, en obtiendriez-vous un?

Oui	1	PASSEZ À Q.22
Non	2	PASSEZ À Q.23
Ne sait pas/Préfère ne pas répondre	9	PASSEZ AU PROCHAIN MODULE

Q21. Si le permis de conduire perfectionné coûtait 30 \$ CA de plus que le permis de conduire ordinaire de votre province, en obtiendriez-vous un?

Oui	1	PASSEZ AU PROCHAIN MODULE
Non	2	PASSEZ AU PROCHAIN MODULE
Ne sait pas/Préfère ne pas répondre	9	PASSEZ AU PROCHAIN MODULE

Q22. Si le permis de conduire perfectionné coûtait 70 \$ CA de plus que le permis de conduire ordinaire de votre province, en obtiendriez-vous un?

Oui	1	PASSEZ AU PROCHAIN MODULE
Non	2	PASSEZ AU PROCHAIN MODULE
Ne sait pas/Préfère ne pas répondre	9	PASSEZ AU PROCHAIN MODULE

DOCUMENT DU MODULE 2 : LA CARTE-PASSEPORT

La carte-passeport de format portefeuille est un nouveau document sous étude. Les citoyens canadiens pourraient l'utiliser **uniquement** pour aller aux États-Unis par voie terrestre et maritime, mais **pas** pour aller aux États-Unis par voie aérienne **ni** pour aller dans aucun autre pays que les États-Unis ou le Canada. Elle pourrait être obtenue aux mêmes endroits que les passeports actuels (au Bureau des passeports, aux comptoirs sélectionnés de Postes Canada, aux centres Service Canada sélectionnés, ou encore par la poste et en ligne). La procédure et les exigences seraient les mêmes pour le passeport et la carte-passeport. Pour demander et obtenir une carte-passeport, il faudrait obligatoirement être détenteur d'un passeport. Les Canadiens détenteurs d'un passeport valide n'auraient qu'à remplir un court formulaire et acquitter les droits pour recevoir leur carte-passeport. La carte serait munie de la technologie d'identification RF, ce qui contribuerait à accélérer le processus de passage à la

frontière américaine. Comme la carte-passeport serait un document autonome, vous n'auriez pas besoin d'apporter votre livret de passeport pour vos voyages aux États-Unis.

Q23. Dans quelle mesure serait-il probable que vous en fassiez la demande?

- | | | |
|-------------------------------------|---|----------------------------------|
| Très probable | 4 | PASSEZ À Q.25 |
| Plutôt probable | 3 | PASSEZ À Q.25 |
| Pas très probable | 2 | PASSEZ À Q.25 |
| Pas du tout probable | 1 | PASSEZ AU PROCHAIN MODULE |
| Ne sait pas/Préfère ne pas répondre | 9 | PASSEZ AU PROCHAIN MODULE |

Q24. Si la carte-passeport coûtait 50 \$ CA en plus du coût du passeport, en obtiendriez-vous une?

- | | | |
|-------------------------------------|---|----------------------------------|
| Oui | 1 | PASSEZ À Q.26 |
| Non | 2 | PASSEZ À Q.27 |
| Ne sait pas/Préfère ne pas répondre | 9 | PASSEZ AU PROCHAIN MODULE |

Q25. Si la carte-passeport coûtait 70 \$ CA en plus du coût du passeport, en obtiendriez-vous une?

- | | | |
|-------------------------------------|---|----------------------------------|
| Oui | 1 | PASSEZ AU PROCHAIN MODULE |
| Non | 2 | PASSEZ AU PROCHAIN MODULE |
| Ne sait pas/Préfère ne pas répondre | 9 | PASSEZ AU PROCHAIN MODULE |

Q26. Si la carte-passeport coûtait 30 \$ CA en plus du coût du passeport, en obtiendriez-vous une?

- | | | |
|-------------------------------------|---|----------------------------------|
| Oui | 1 | PASSEZ AU PROCHAIN MODULE |
| Non | 2 | PASSEZ AU PROCHAIN MODULE |
| Ne sait pas/Préfère ne pas répondre | 9 | PASSEZ AU PROCHAIN MODULE |

DOCUMENT DU MODULE 3 : LIVRET DE PASSEPORT MUNI D'UNE CARTE RFID

Le livret de passeport muni d'une carte RFID est un nouveau document sous étude. Les citoyens canadiens pourraient uniquement l'utiliser pour se rendre aux États-Unis par voie terrestre et maritime. La carte RFID ne serait pas acceptée pour voyager aux États-Unis par voie aérienne ni pour voyager dans aucun autre pays que les États-Unis ou le Canada. Toutefois, seul le livret de passeport pourrait être utilisé pour les voyages internationaux, que ce soit par voie terrestre, maritime ou aérienne. Elle pourrait être obtenue aux mêmes endroits que les passeports actuels, dont le Bureau des passeports, les comptoirs sélectionnés de Postes Canada et les centres Service Canada sélectionnés, ou encore par la poste et en ligne. Pour faire une demande et obtenir la carte RFID, il faudrait obligatoirement être détenteur d'un passeport.

Les voyageurs qui entreraient aux États-Unis par voie terrestre, maritime ou aérienne ne pourraient pas uniquement présenter leur carte RFID; ils devraient également montrer/présenter leur livret de passeport.

Q27. Dans quelle mesure serait-il probable que vous en fassiez la demande?

Très probable	4	PASSEZ À Q.29
Plutôt probable	3	PASSEZ À Q.29
Pas très probable	2	PASSEZ À Q.29
Pas du tout probable	1	PASSEZ AU PROCHAIN MODULE
Ne sait pas/Préfère ne pas répondre	9	PASSEZ AU PROCHAIN MODULE

Q28. Si la carte RFID coûtait 50 \$ CA de plus que le passeport actuel, en obtiendriez-vous une?

Oui	1	PASSEZ À Q.30
Non	2	PASSEZ À Q.31
Ne sait pas/Préfère ne pas répondre	9	PASSEZ AU PROCHAIN MODULE

Q29. Si la carte RFID coûtait 70 \$ CA de plus que le passeport actuel, en obtiendriez-vous une?

Oui	1	PASSEZ AU PROCHAIN MODULE
Non	2	PASSEZ AU PROCHAIN MODULE
Ne sait pas/Préfère ne pas répondre	9	PASSEZ AU PROCHAIN MODULE

Q30. Si la carte RFID coûtait 30 \$ CA de plus que le passeport actuel, en obtiendriez-vous une?

Oui	1	PASSEZ AU PROCHAIN MODULE
Non	2	PASSEZ AU PROCHAIN MODULE
Ne sait pas/Préfère ne pas répondre	9	PASSEZ AU PROCHAIN MODULE

CARTE NEXUS (TOUJOURS PRÉSENTÉE APRÈS LES AUTRES MODULES ASSOCIÉS À UN DOCUMENT)

La carte NEXUS de format portefeuille est l'une des options actuellement offertes. Les citoyens canadiens et américains, de même que les résidents permanents de ces deux pays, peuvent l'utiliser **uniquement** pour franchir la frontière canado-américaine, que ce soit par voie terrestre, maritime ou aérienne. Elle n'est **pas** acceptée pour voyager dans un autre pays que les États-Unis ou le Canada. Comme la carte est munie de la technologie RF, ses titulaires peuvent profiter d'un dédouanement accéléré. Lorsqu'ils voyagent par voie terrestre, les participants à NEXUS peuvent emprunter des voies réservées; lorsqu'ils voyagent par voie aérienne, ils peuvent utiliser des postes libre-service;

et lorsqu'ils voyagent par voie maritime, ils peuvent faire leurs déclarations par téléphone. Les Canadiens peuvent demander une carte NEXUS par la poste ou en ligne. Les formulaires sont expédiés aux agences canadiennes et américaines des services frontaliers et le processus comporte un contrôle de sécurité rigoureux. Les demandeurs doivent également se présenter à une entrevue en personne.

Q31. Laquelle des options suivantes décrit le mieux dans quelle mesure vous connaissez la carte NEXUS?

Vous en avez une	1	PASSEZ À Q.33
Vous n'en avez pas, mais vous en avez entendu parler	2	PASSEZ À Q.34
Vous n'en avez jamais entendu parler	3	PASSEZ À Q.34
Ne sait pas/Préfère ne pas répondre	9	PASSEZ À Q.34

Q32. La carte NEXUS coûte 80 \$ CA. Dans quelle mesure est-il probable que vous en fassiez la demande?

Très probable	4
Plutôt probable	3
Pas très probable	2
Pas du tout probable	1
Ne sait pas/Préfère ne pas répondre	9

Q33. Maintenant que vous avez eu l'occasion d'entendre parler de diverses options de documents que vous pourriez utiliser comme pièce d'identité pour voyager aux États-Unis, si elles étaient toutes offertes **à peu près au même prix** et qu'elles demeuraient **valides durant la même période**, laquelle de ces pièces d'identité seriez-vous le plus susceptible d'obtenir et/ou d'utiliser lors de vos voyages?

Le permis de conduire perfectionné	1
La carte-passeport	2
Le livret de passeport muni de la CARTE RFID	3
Le livret de passeport actuel sans CARTE RFID	4
La carte NEXUS	5
Ne sait pas/Préfère ne pas répondre	9

[LISEZ UN RÉSUMÉ DE CHACUN DES DOCUMENTS AU BESOIN]

Permis de conduire perfectionné	- Il s'agirait d'un document uniquement utilisé pour voyager aux États-Unis par voie terrestre et maritime
	- Il ne serait pas accepté pour voyager par voie aérienne ou pour voyager ailleurs qu'aux États-Unis ou au Canada
	- La demande se ferait en personne aux bureaux régionaux

Carte-passeport	<ul style="list-style-type: none"> des permis de conduire sélectionnés - Preuve de citoyenneté requise - Le document serait muni de la technologie RF - Il s'agirait d'un document autonome de format portefeuille uniquement utilisé pour voyager aux États-Unis par voie terrestre ou maritime - Elle ne serait pas acceptée pour voyager par voie aérienne ou pour voyager ailleurs qu'aux États-Unis ou au Canada - Elle pourrait être obtenue aux mêmes endroits que les passeports actuels - Les exigences seraient les mêmes que celles pour obtenir le passeport - Pour demander/obtenir une carte-passeport, il faudrait être détenteur d'un passeport - Les demandeurs qui sont détenteurs d'un passeport valide n'auraient qu'à remplir un court formulaire et acquitter les droits pour recevoir une carte-passeport
Livret de passeport muni de la carte RFID	<ul style="list-style-type: none"> - Le document serait muni de la technologie RF - Le livret de passeport muni de la carte RFID pourrait uniquement être utilisé pour se rendre aux États-Unis et au Canada par voie terrestre ou maritime - La carte RFID ne serait pas acceptée pour voyager par voie aérienne et il ne s'agirait pas d'un document autonome - Le document pourrait être obtenu aux mêmes endroits que les passeports actuels - Pour demander/obtenir une carte-passeport, il faudrait être détenteur d'un passeport
Livret de passeport actuel sans CARTE RFID	<ul style="list-style-type: none"> - Désigne le passeport actuel/ordinaire
Carte NEXUS	<ul style="list-style-type: none"> - Ce document existe à l'heure actuelle et est utilisé par les citoyens canadiens, les citoyens américains et les résidents permanents de ces deux pays - Ce document est uniquement utilisé pour voyager aux États-Unis et au Canada par voie terrestre, aérienne ou maritime, mais pas pour voyager dans d'autres pays - Il est muni de la technologie RF - Lorsqu'ils voyagent par voie terrestre, les participants à NEXUS peuvent emprunter des voies réservées; par voie aérienne, ils peuvent utiliser des postes libre-service; et par voie maritime, ils peuvent faire des déclarations par téléphone - La demande peut être faite par la poste ou en ligne

Les demandes sont examinées par les agences canadiennes et américaines des services frontaliers et les demandeurs doivent se présenter à une entrevue en personne avant que leur demande soit approuvée.

Q34. Lorsque vous devrez être titulaire d'un passeport ou d'un document de rechange pour franchir la frontière des États-Unis, serez-vous plus susceptible :

ALTERNEZ

D'utiliser un passeport au lieu d'un document de rechange	1
D'utiliser un document de rechange en plus d'un passeport	2
D'utiliser un document de rechange au lieu d'un passeport	3
De ne pas du tout voyager aux États-Unis	4
Ne sait pas/Préfère ne pas répondre	9

Q35. Dans quelle mesure êtes-vous convaincu(e) que l'utilisation de la radiofréquence ou technologie RF pour ces cartes ou ces documents serait sécuritaire et garantirait la confidentialité de vos renseignements personnels?

Très convaincu(e)	4
Convaincu(e)	3
Pas très convaincu(e)	2
Pas du tout convaincu(e)	1
Ne sait pas/Préfère ne pas répondre	9

QUESTIONS DÉMOGRAPHIQUES

Q36. À quel groupe d'âge appartenez-vous? LISEZ

18 à 24 ans	1
25 à 34 ans	2
35 à 44 ans	3
45 à 54 ans	4
55 à 64 ans	5
65 ans et plus	6
Ne sait pas/Préfère ne pas répondre	9

Q37. Quelle est la première langue que vous avez apprise et que vous comprenez toujours?

Anglais	1
Français	2

Autre	8
Ne sait pas/Préfère ne pas répondre	9

Q38. Quel est le plus haut niveau de scolarité que vous avez atteint?
(NE LISEZ PAS LA LISTE)

Études secondaires non terminées	1
Études secondaires terminées	2
Études techniques/collégiales non terminées	3
Études universitaires non terminées	4
Études techniques/collégiales terminées	5
Études universitaires terminées	6
Études supérieures non terminées	7
Études supérieures terminées	8
Ne sait pas/Préfère ne pas répondre	9

Q39. Lequel des énoncés suivants vous décrit le mieux? Êtes-vous... (LISEZ)

Travailleur(euse) à temps plein (35 heures et plus par semaine)	1
Travailleur(euse) à temps partiel (moins de 35 heures par semaine)	2
Actuellement sans emploi	3
Dans l'incapacité de travailler	4
Étudiant(e) à temps plein	5
Une personne à la maison	6
Retraité(e)	7
Ne sait pas/Préfère ne pas répondre	9

Q40. À l'heure actuelle, y a-t-il des enfants de moins de 18 ans qui habitent avec vous à la maison?

Oui	1
Non	2
Ne sait pas/Préfère ne pas répondre	9

Q41. À des fins statistiques seulement, nous aimerions connaître le revenu de votre ménage. Veuillez indiquer laquelle des catégories suivantes correspond au revenu annuel combiné de toutes les personnes qui habitent sous votre toit. Veuillez m'arrêter lorsque je lirai la bonne catégorie. (LISEZ LA LISTE)

Moins de 25 000 \$	1
De 25 000 \$ à 50 000 \$	2
De 50 001 \$ à 70 000 \$	3
De 70 001 \$ à 90 000 \$	4
De 90 001 \$ à 120 000 \$	5
120 001 \$ et plus	6
Ne sait pas/Préfère ne pas répondre	9

SEXE (AU SON DE LA VOIX)
LANGUE DE L'ENTREVUE (D'APRÈS LA RÉPONSE)
PROVINCE (D'APRÈS L'ÉCHANTILLON)
MILIEU URBAIN/RURAL (D'APRÈS L'ÉCHANTILLON)
PROXIMITÉ DE LA FRONTIÈRE (D'APRÈS L'ÉCHANTILLON)

Appendix B : Moderator’s Guide

CBSA
Western Hemisphere Travel Initiative (WHTI) Research
Moderator’s Guide
Draft
August 16, 2007

1. Introduction (5 minutes)

The moderator will begin by thanking participants for their time on behalf of (Decima/Client).

Then a few ground rules will be outlined:

- Want to ensure that people share their views openly;
- Let everyone participate, want people to talk about their views, not “other people’s views”;
- Ensure that we don’t want people to “debate” each other – everyone’s views are valid, there are no right or wrong answers;
- The moderator will make sure everyone gets a turn, even those who are not naturally inclined to share – this may mean that someone else will be asked to cut their opinion short a bit;
- Remind participants of confidentiality, no specific names and opinions of individuals will be reported.

The moderator will also point out that there is a one-way mirror/closed circuit, observers in the back, and audio and videotaping.

The moderator will ask respondents to introduce themselves and ask them to talk briefly about themselves, including about their last travel experience and current travel documents held (i.e. passport).

GIVEN THE SENSITIVE NATURE OF THE TOPIC, THE MODERATOR WILL ENSURE THAT NO WRITING INSTRUMENTS ARE IN THE ROOM DURING THE SESSIONS.

2. Recent Travel Experiences (15 minutes)

I would like to start of tonight's discussion by talking about your recent travel experiences.

- How often do you travel outside of Canada? NOTE: Please include day trips.
 - On average, how many trips do you take a year?
 - Where do you typically go?
 - What are the most important factors that are considered when deciding on a destination?
- IF NOT MENTIONED: When was your last trip to the U.S.?
 - How did you get there? PROBE: air, land, sea.
 - Did you travel with children?

3. Recent Travel Experiences to the U.S. (15 minutes)

Thinking of your last trip by land/sea...

- As far as you remember, what document(s) did you provide when you entered into the U.S.? Please describe your overall experience with this process.
 - What was easy about this process?
 - Please describe any challenges you experienced with respect to presenting documents.
- As far as you know, what documents are accepted for Canadian citizens in order to enter the U.S. by **land or sea**? PROBE FOR THE FOLLOWING DOCUMENTS:
 - Birth certificate
 - Passport
 - Driver's licence
 - NEXUS card
 - FAST card (commercial)
- As far as you know, what documents are accepted for Canadian citizens in order to enter the U.S. by **air**?

4. WHTI (60 minutes)

I would like to turn our attention to the Western Hemisphere Travel Initiative, or WHTI.

- How many of you have heard of this initiative?
 - Please tell me what you know about it.

So everyone is on the same page, I would like to read you a brief description of the WHTI. MODERATOR TO READ THE FOLLOWING DESCRIPTION:

As of January 23, 2007, Canadians flying to, or through, the United States must present a valid Canadian passport or NEXUS card, when used at a kiosk at designated airports, to confirm their citizenship and identity. Non-Canadian citizens will require a passport.

Beginning as early as summer 2008, Canadians travelling by land or sea will be required to present a WHTI-compliant document such as a valid Canadian passport, NEXUS card or Free and Secure Trade card (FAST card valid for commercial land travel only). The U.S. Government will provide 60 days notice prior to fully enforcing the land and sea rules.

- Now that I have described the WHTI, how many of you recall hearing about this?
- What impact, if any, will this have on your future travel plans?
 - Why do you say that?
 - PROBE SPECIFICALLY FOR THOSE WHO DO NOT HOLD A VALID PASSPORT.

The following documents are ones that are currently accepted under the WHTI:

PASSPORT BOOKLET (NO Radio Frequency Identification - RFID)

This is the current passport document available through Passport Canada or approved affiliates (i.e. selected Canada Post outlets, selected Service Canada locations, or by mail). This is available only to Canadian Citizens. Further, a guarantor is required to process the application. This document provides entry into the U.S. as well as overseas.

1. *The Simplified Passport Renewal Program will be available as of August 15, 2007. It will allow Canadian citizens who meet certain eligibility criteria to renew their passport using a shorter form and without submitting documentary evidence of citizenship, supplementary identification and a guarantor declaration.*
2. *On October 1, 2007, Passport Canada will introduce a simpler guarantor policy, which will allow most Canadian adult passport holders to act as guarantors.*

NEXUS CARD

Applicants must apply at NEXUS enrolment centres, located at select Canadian airports, or by mail. Forms are sent to both Canadian and U.S. border agencies and involve a rigorous security screening process. This document is available to

both Canadian and U.S. citizens or permanent residents. This card is valid for air, land and sea ports of entry in Canada and the U.S. providing card holders with expedited clearance. It is not valid for overseas travel and has the RFID technology. This is a wallet-sized card.

FAST CARD

A commercial process offered to pre-approved importers, carriers and registered drivers.

Applicants must apply for this document by mail only. An interview is required with both Canada and U.S. border officials. Forms are sent to both Canadian and U.S. border agencies and involve a rigorous security screening process. This document is available to both Canadian and U.S. citizens or permanent residents. This is valid for land crossings only and has the RFID technology. FAST card holders have access to expedited lanes at select land border crossings. This is a wallet-sized card.

*The Government of Canada is exploring the **feasibility** of alternative travel documents **to the passport that could be used by Canadians for entry into the U.S. when travelling by land and sea.***

Under the WHTI proposed rules for land and sea travel, a membership card in a Canada/ U.S. Trusted Traveller Program will be accepted as an alternative to the passport. Trusted Traveller programs include NEXUS (a voluntary traveller program) and FAST (Free and Secure Trade program) for commercial drivers.

Under current land and sea travel rules, Canadian and US citizens under the age of 16, and those 16 to 18 travelling in supervised groups, will be permitted to present a certified birth certificate instead of a passport.

While many people currently use driver's licences and / or birth certificates for cross border travel, these documents will not be accepted for entry into the U.S. once WHTI is implemented.

A passport and/or NEXUS Card would still be required for travel to the U.S. by air (passport or NEXUS) and for travel to other international destinations (passport).

- What are your initial impressions of this initiative? Why do you say that?
- How likely are you to purchase an alternative travel document instead of/in addition to buying a passport to enter into the U.S.? Why do you say that?
- What would be the most important considerations when making this decision?

All of the proposed documents would have something called “RFID” technology.

- How familiar are you with this technology?

- Please tell me what you know about it.
- Can you give me some examples of where it is used today?

So we all understand what I am talking about, here is a brief description of what RFID is and how it would be used in this context. MODERATOR TO READ THE FOLLOWING DESCRIPTION:

RFID is a technology that transmits a unique individualized reference number (not personal information) from your travel document to a special reader located at the border inspection booths. RFID technology provides the opportunity for border service officers to identify the traveller just before he or she arrives at the booth (can be read a few meters away) and may expedite border crossing. This unique number can be read as the traveller approaches the booth and allows U.S. and Canadian border service officers to access the traveller's personal information stored in a secure database. All documents that include RFID technology are purchased on a voluntary basis and travellers would have previously provided their consent to access their personal information.

- Now that I have provided you with this description, how many of you have heard of this technology?
- How comfortable are you with this technology? Why do you say that?
 - What do you like/what don't you like about it?

I would now like to talk specifically about three possible options that are currently being explored. It is important to note that at this point these are only concepts which **may** or **may not** be implemented.

MODERATOR TO READ DESCRIPTION OF THE OPTIONS AND DISCUSS ONE AT A TIME

OPTION 1: ENHANCED DRIVER'S LICENCE

This alternative document would allow Canadian citizens only to use their enhanced driver's licence for land and sea travel to the U.S. 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 be a wallet sized card with RFID technology.

OPTION 2: PASSPORT CARD

This alternative document would be available at the same locations that a current passport is available at (Passport office, select Canada Post outlets, select Service Canada outlets, or by mailing it in). The procedure and requirements for the passport and the Passport Card are the same. As such you can apply for both documents at the same time or you can obtain only the Passport Card. Valid passport holders would only have to fill a short form and provide payment to

receive their Passport Card. This would be a wallet-sized card valid for entry to the US by land or sea only. This card would also have RFID technology.

OPTION 3: PASSPORT BOOKLET (with RFID)

Much like the Passport Card described previously, this would be available at the same locations that a current passport is available at (Passport office, select Canada Post outlets, select Service Canada outlets, or by mailing it in). This would be available to Canadian citizens only, and additional supporting documents would be needed to process the application. A guarantor would also be required for this document for first time applicants. This would be in a booklet format. This document would allow you to enter the U.S. by land, sea, **or air**. This document would also have RFID technology. **MODERATOR NOTE: THE DIFFERENCE BETWEEN THIS BOOKLET AND THE CURRENT BOOKLET IS THAT CURRENT PASSPORTS DO NOT HAVE RFID TECHNOLOGY.**

FOR EACH CONCEPT, MODERATOR TO ASK THE FOLLOWING:

- What is your overall impression of this concept? Why do you say that?
- Overall, on a scale from 1 (low) to 7 (high), how would you rate it? Why do you say that?
- Can you see yourself using a document like this? Why? Why not? Under what circumstances?
 - PROBE FOR DIFFERENCES AMONG PASSPORT HOLDERS
- Does this document meet your requirements/expectations? Why or why not? What was missing?
- What are the most important factors when considering using this alternative travel document? Why do you say that?
 - PROBE FOR THE FOLLOWING:
 - Cost PROMPT FOR ACCEPTABLE RANGE
 - Size of card
 - Length or simplicity of the application process
 - Amount of personal information required
 - Benefit of expedited border travel
 - Amount of personal information would have to share at border
 - Improvement to existing document currently carried
- How likely would you be to purchase this document over/in addition to a current passport? Why/why not?
- Thinking of the three options shown, which version is most appealing to you? Why?
- Which is the least appealing? Why do you say that?

5. Conclusion and Wrap-up (5 minutes)

- Do you have any further comments or recommendations? Anything the client should know about this topic that we haven't yet discussed?
- Remind participants to pick up incentives
- Ask group 1 not to discuss topic on way out – next group will be waiting and we don't want to give it away to them!

Thank you for your cooperation!

Agence des services frontaliers du Canada
Recherche sur l'Initiative relative aux voyages dans l'hémisphère
occidental
Guide de discussion
Ébauche
Le 7 août 2007

1. Introduction

(5 minutes)

Au nom (de Décima/du client), le modérateur remercie tout d'abord les participants de s'être déplacés.

Il mentionne ensuite quelques règles de base :

- Tous doivent exprimer leur point de vue ouvertement;
- Il faut laisser la chance à tous de participer et d'exprimer son point de vue personnel et non celui « des autres »;
- Il ne s'agit pas d'un débat, tous les points de vue sont valables et il n'y a pas de bonne, ni de mauvaise réponse;
- Le modérateur doit s'assurer que tous ont la chance de parler, même les participants qui n'ont pas tendance à s'exprimer (le modérateur peut également demander à un participant d'être bref);
- Le modérateur doit préciser aux participants que l'étude est confidentielle et que nous respecterons leur anonymat.

Le modérateur informe également les participants qu'il y a un miroir d'observation derrière lequel se trouvent certaines personnes et que l'on fait un enregistrement audio/vidéo de la discussion en circuit fermé.

Le modérateur demande aux participants de se nommer, de parler brièvement d'eux-mêmes, de leur dernier voyage et des documents de voyage qu'ils détiennent actuellement (p. ex., un passeport).

PUISQUE LE SUJET EST DE NATURE CONFIDENTIELLE, LE MODÉRATEUR S'ASSURE QUE PERSONNE NE POSSÈDE DE QUOI ÉCRIRE DURANT LES SÉANCES.

2. Récents voyages

(15 minutes)

J'aimerais commencer la discussion de ce soir en discutant des voyages que vous avez faits récemment.

- À quelle fréquence voyagez-vous à l'extérieur du Canada? NOTE : Veuillez inclure les voyages d'une journée.
 - En moyenne, combien de voyages faites-vous chaque année?
 - Où allez-vous, habituellement?
 - Quels sont les facteurs les plus importants dont vous tenez compte lorsque vous choisissez une destination?
- SI N'EST PAS MENTIONNÉ : Quand êtes-vous allé(e) aux États-Unis la dernière fois?
 - Comment vous y êtes-vous rendu(e)? SONDEZ : voie aérienne, terrestre ou maritime.
 - Étiez-vous accompagné(e) d'enfants?

3. Récents voyages aux États-Unis (15 minutes)

Veillez penser à votre dernier voyage par voie terrestre/maritime...

- D'après vos souvenirs, quel(s) document(s) avez-vous fourni(s) lorsque vous êtes entré(e) aux États-Unis? Veuillez décrire comment le processus s'est déroulé dans l'ensemble.
 - Qu'est-ce qui était facile dans le processus?
 - S'il y a lieu, veuillez décrire les défis que la présentation des documents vous a posés.
- À votre connaissance, quels documents sont acceptés pour les citoyens canadiens qui entrent aux États-Unis par voie **terrestre ou maritime**?
SONDEZ POUR LES DOCUMENTS SUIVANTS :
 - Certificat de naissance
 - Passeport
 - Permis de conduire
 - Carte EXPRES (secteur commercial)
 - Carte NEXUS
- À votre connaissance, quels documents sont acceptés pour les citoyens canadiens qui entrent aux États-Unis par voie **aérienne**?

4. IVHO (60 minutes)

J'aimerais maintenant attirer votre attention sur l'Initiative relative aux voyages dans l'hémisphère occidentale, ou l'IVHO.

- Combien d'entre vous avez entendu parler de cette initiative?
 - Veuillez me dire ce que vous en savez.

Pour que nous soyons tous sur la même longueur d'onde, j'aimerais vous lire une courte description de l'IVHO. LE MODÉRATEUR LIT LA DESCRIPTION SUIVANTE :

Depuis le 23 janvier 2007, les Canadiens qui se rendent aux États-Unis en avion ou qui y font escale doivent présenter un passeport valide ou la carte NEXUS (aux postes de déclaration dans les aéroports désignés) pour confirmer leur citoyenneté et leur identité. Les non-Canadiens ont besoin d'un passeport.

Dès l'été 2008, les Canadiens qui voyagent par voie terrestre ou maritime devront présenter un document conforme à l'IVHO, tel qu'un passeport canadien valide, une carte NEXUS ou une carte Expéditions rapides et sécuritaires (la carte EXPRES, qui est uniquement valide pour la circulation des marchandises par voie terrestre). Le gouvernement des États-Unis émettra un préavis de 60 jours avant l'application complète des règlements concernant les déplacements par voie terrestre et voie maritime.

- Maintenant que je vous ai décrit l'IVHO, combien d'entre vous se rappellent en avoir entendu parler?
- Le cas échéant, quel impact cela aura-t-il sur vos prochains projets de voyage?
 - Pourquoi dites-vous cela?
 - SONDEZ PRÉCISÉMENT POUR CEUX QUI NE SONT PAS TITULAIRES D'UN PASSEPORT VALIDE.

Les documents suivants sont ceux qui sont actuellement acceptés en vertu de l'IVHO :

LIVRET DE PASSEPORT (SANS identification par radiofréquence)

Il s'agit du passeport actuellement délivré par Passeport Canada et ses affiliés approuvés (c.-à-d. les comptoirs de Postes Canada et les centres Service Canada sélectionnés ou le livret obtenu par la poste). Ce passeport est uniquement offert aux citoyens canadiens. De plus, un répondant doit avoir rempli une déclaration pour que la demande puisse être traitée. Le document permet d'entrer aux États-Unis et de voyager outre-mer.

3. *Le Programme de renouvellement simplifié est offert depuis le 15 août 2007. Il permet aux citoyens canadiens qui répondent à certains critères d'admissibilité de renouveler leur passeport en remplissant un formulaire plus court et sans présenter de preuve documentaire de*

citoyenneté, ni de documents d'identité supplémentaires, ni de déclaration du répondant.

4. *Le 1er octobre 2007, Passeport Canada adoptera une politique simplifiée concernant les répondants, qui permettra à la plupart des adultes titulaires d'un passeport canadien de faire office de répondants.*

CARTE NEXUS

Les demandeurs doivent soumettre leur demande aux centres d'inscription NEXUS situés dans les aéroports canadiens sélectionnés ou par la poste. Les formulaires sont expédiés aux agences canadiennes et américaines des services frontaliers et le processus comporte un contrôle de sécurité rigoureux. La carte est offerte aux citoyens canadiens et américains ainsi qu'aux résidents permanents. Elle est valide aux points d'entrée terrestres, maritimes et aériens du Canada et des États-Unis et ses titulaires profitent d'un dédouanement accéléré. Elle n'est pas valide pour les voyages outre-mer et elle est munie de la technologie d'identification par radiofréquence. Elle est de format portefeuille.

Carte EXPRES

Les demandeurs doivent soumettre leur demande par la poste et se présenter à une entrevue avec les autorités frontalières canadiennes et avec les autorités frontalières américaines. Les formulaires sont expédiés aux agences canadiennes et américaines des services frontaliers et le processus comporte un contrôle de sécurité rigoureux. La carte est offerte aux citoyens canadiens et américains ainsi qu'aux résidents permanents. Elle n'est valide que pour les postes frontaliers terrestres et elle est munie de la technologie d'identification par radiofréquence. La carte EXPRES donne accès aux voies accélérées aux postes frontaliers terrestres sélectionnés. Elle est de format portefeuille.

*Le gouvernement du Canada étudie la **possibilité** de recourir à des solutions de rechange concernant le **passeport pour les Canadiens qui entrent aux États-Unis par voie terrestre ou par voie maritime.***

En vertu des règlements proposés dans le cadre de l'IVHO pour les voyages par voie terrestre et par voie maritime, une carte de membre d'un programme pour les voyageurs dignes de confiance Canada–États-Unis sera acceptée comme solution de rechange au passeport. NEXUS (un programme volontaire pour les voyageurs) et EXPRES (le programme Expéditions rapides et sécuritaires pour les chauffeurs du secteur commercial) comptent parmi les programmes pour les voyageurs dignes de confiance.

En vertu des règlements actuels relatifs aux voyages par voie terrestre et par voie maritime, les citoyens canadiens et américains de moins de 16 ans et ceux

âgés de 16 à 18 ans qui voyagent en groupes supervisés n'auront qu'à présenter un certificat de naissance authentifié ou un passeport.

Même si de nombreuses personnes utilisent le permis de conduire ou le certificat de naissance pour leurs voyages transfrontaliers, ces documents ne seront plus acceptés pour entrer aux États-Unis lors de la mise en œuvre de l'IVHO.

Un passeport ou une carte NEXUS demeurerait obligatoire pour voyager aux États-Unis par voie aérienne (un passeport ou la carte NEXUS) et pour voyager vers d'autres destinations internationales (un passeport).

- À première vue, que pensez-vous de cette initiative? Pourquoi dites-vous cela?
- Dans quelle mesure êtes-vous susceptible d'acheter un document de rechange au lieu d'un passeport/en plus d'acheter un passeport pour entrer aux États-Unis? Pourquoi dites-vous cela?
- Quels seraient les facteurs les plus importants dans votre prise de décision?

Tous les documents proposés seraient munis de ce qu'on appelle la « technologie d'identification par radiofréquence ».

- Dans quelle mesure cette technologie vous est-elle familière?
 - Veuillez me dire ce que vous en savez.
 - Pouvez-vous me fournir des exemples de l'utilisation qu'on en fait aujourd'hui?

Afin que tous comprennent ce dont il s'agit, voici une courte description de l'identification par radiofréquence et de l'utilisation qui en serait faite dans ce contexte. LE MODÉRATEUR LIT LA DESCRIPTION SUIVANTE :

L'identification par radiofréquence est une technologie qui permet à un lecteur spécial situé aux postes d'inspection frontaliers de lire le numéro de référence unique personnel (pas les renseignements personnels) inscrit sur votre document de voyage. La technologie d'identification par radiofréquence permet aux agents des services frontaliers d'identifier le voyageur avant son arrivée au poste (la lecture peut se faire à quelques mètres de distance) et d'accélérer son passage à la frontière. Ce numéro unique peut être lu pendant que le voyageur approche du poste et permet aux agents des services frontaliers des États-Unis et du Canada d'accéder aux renseignements personnels du voyageur qui sont stockés dans une base de données sécurisée. L'achat de tous les documents munis de la technologie d'identification par radiofréquence se ferait sur une base volontaire et les voyageurs auraient déjà donné leur accord concernant l'accès à leurs renseignements personnels.

- Maintenant que je vous ai lu cette description, combien d'entre vous avez entendu parler de cette technologie?
- Dans quelle mesure êtes-vous à l'aise avec cette technologie? Pourquoi dites-vous cela?
 - Qu'est-ce que vous aimez/qu'est-ce que vous n'aimez pas à propos de cette technologie?

J'aimerais maintenant vous entretenir de 3 options possibles actuellement sous étude. Il est important de noter qu'à ce stade-ci, il s'agit uniquement de concepts qui **pourraient ou non** être mis en œuvre.

LE MODÉRATEUR LIT LA DESCRIPTION ET DISCUTE DE CES OPTIONS UNE À LA FOIS.

OPTION 1 : PERMIS DE CONDUIRE PERFECTIONNÉ

Ce document de rechange permettrait aux citoyens canadiens d'utiliser uniquement leur permis de conduire perfectionné pour se rendre aux États-Unis par voie terrestre ou par voie maritime. La demande se ferait en personne aux bureaux régionaux des permis de conduire sélectionnés. Des documents d'appui supplémentaires, p. ex. une preuve de citoyenneté canadienne, seraient nécessaires pour traiter la demande. Il s'agirait d'une carte de format portefeuille munie de la technologie d'identification par radiofréquence.

OPTION 2 : CARTE-PASSEPORT

Ce document de rechange pourrait être obtenu aux mêmes endroits que les passeports actuels (au Bureau des passeports, aux comptoirs sélectionnés de Postes Canada, aux centres Service Canada sélectionnés ou par la poste). La procédure et les exigences sont les mêmes pour le passeport et la carte-passeport. Vous pouvez donc demander les deux documents en même temps ou seulement obtenir la carte-passeport. Les détenteurs d'un passeport valide n'auraient qu'à remplir un court formulaire et acquitter les frais pour recevoir leur carte-passeport. Le document permettrait d'entrer aux États-Unis uniquement par voie terrestre et par voie maritime. Il s'agirait d'une carte de format portefeuille munie de la technologie d'identification par radiofréquence.

OPTION 3 : LIVRET DE PASSEPORT

Comme dans le cas de la carte-passeport que je vous ai décrite, ce document pourrait être obtenu aux mêmes endroits que les passeports actuels (au Bureau des passeports, aux comptoirs sélectionnés de Postes Canada, aux centres Service Canada sélectionnés ou par la poste). Ce livret serait uniquement offert aux citoyens canadiens et des documents d'appui supplémentaires seraient nécessaires pour traiter la demande. De plus, les nouveaux requérants auraient besoin d'un répondant pour que leur demande soit traitée. Il s'agirait d'un livret qui vous permettrait d'entrer aux États-Unis par voie terrestre, par voie maritime **ou par voie aérienne**. Le livret serait également muni de la technologie

d'identification par radiofréquence. **NOTE AU MODÉRATEUR : LA DIFFÉRENCE ENTRE CE LIVRET ET LE LIVRET ACTUEL : LES PASSEPORTS ACTUELS NE SONT PAS MUNIS DE LA TECHNOLOGIE PAR RADIOFRÉQUENCE.**

POUR CHAQUE CONCEPT, LE MODÉRATEUR POSE LES QUESTIONS SUIVANTES :

- Dans l'ensemble, que pensez-vous de ce concept? Pourquoi dites-vous cela?
- Dans l'ensemble, sur une échelle de 1 (faible) à 7 (élevé), comment l'évaluez-vous? Pourquoi dites-vous cela?
- Utiliseriez-vous un tel document? Pourquoi? Pourquoi pas? En quelles circonstances?
 - **SONDEZ POUR TROUVER LES DIFFÉRENCES CHEZ LES TITULAIRES DE PASSEPORT.**
- Ce document répond-il à vos exigences/à vos attentes? Pourquoi ou pourquoi pas? Que manque-t-il?
- Quels sont les facteurs les plus importants lorsque vous songez à utiliser ce document de voyage de rechange? Pourquoi dites-vous cela?
 - **SONDEZ POUR :**
 - **Coût SONDEZ POUR TROUVER UNE FOURCHETTE ACCEPTABLE**
 - Format de la carte
 - Durée ou simplicité du processus de demande
 - Quantité de renseignements personnels exigés
 - Avantage de traverser la frontière plus rapidement
 - Quantité de renseignements personnels à fournir à la douane
 - Amélioration par rapport aux documents qu'ils ont actuellement.
- Dans quelle mesure seriez-vous susceptible d'acheter ce document plutôt qu'un passeport/en plus d'un passeport? Pourquoi/pourquoi pas?
- Laquelle de ces trois options trouvez-vous la plus attrayante? Pourquoi?
- Laquelle est la moins attrayante? Pourquoi dites-vous cela?

5. Conclusion et récapitulation (5 minutes)

- Avez-vous d'autres commentaires ou recommandations à formuler? Y a-t-il quelque chose que le client devrait savoir à ce sujet, mais dont nous n'avons pas discuté?
- Rappelez aux participants de récupérer leur prime
- Demandez au 1^{er} groupe de ne pas discuter du sujet en se dirigeant vers la sortie : le groupe suivant attend son tour et nous ne voulons pas ébruiter la discussion!

Je vous remercie de votre collaboration!