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## **2005 Radio Station Licensing Client Satisfaction Survey**

### Final Report

Prepared for

Spectrum Management  
**Industry Canada**  
13401-108th Avenue, room 1700  
Surrey BC V3T 5V6

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(Ce rapport est disponible en français sur demande.)

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# ***EXECUTIVE SUMMARY***

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This report presents the analysis of the 2005 Radio Station Licensing Client Satisfaction Survey. It is based on a global telephone client survey which is comparable to the baseline study conducted in 2001 and very similar to the follow-up survey of 2002. Some 461 radio station license clients who applied between May 2004 and March 2005 were interviewed by telephone between January 25, 2005 and April 12, 2005. This translates into a response rate of 60% and a statistical precision of  $\pm 3.3$  percentage points for a proportion of 50% using the full sample.

## ***Satisfaction with service***

Overall, 79% of clients indicated some measure of satisfaction; 46% chose the top position of the scale, suggesting they were really pleased with the service experience. Coupled with an average rating of 7.8 on a ten-point scale, these results paint a positive picture of the Radio Station License client reactions to the service received.

Three service attributes clearly lead the pack in terms of program performance. They are staff courtesy, staff competence, and fairness and equity. These are also the three elements of service that were identified by clients as most important. They are all employee-based. Waiting time at the service location comes closely behind.

Two service dimensions do not get very good satisfaction scores. They are ease of finding information about how to apply, and waiting time before a decision is rendered.

The comparison with 2001 and 2002 results is positive. While the percentage of satisfied clients and the average satisfaction score have remained fairly constant, the proportion of fully satisfied clients has increased to 46% from the levels of 37% and 38% observed in 2001 and

2002 respectively. Also, all component satisfaction scores received higher ratings, except for staff competence which was already highly rated.

In two-thirds of cases, the application was filed via a third party — most likely a radio equipment supplier (83% of the time). Six out of ten clients who used third parties to apply for a radio station license expressed "top-box" satisfaction with the third party performance. Performance improved between 2002 and 2005: the average satisfaction score jumped from 8.1 to 8.6 and the proportion of top-box clients went from 46% to 61%.

### ***Priorities for service improvement***

Given the opportunity to identify a priority for service improvement, four in ten clients were unable to select a priority — suggesting that, in the view of many respondents, there is no obvious improvement required. The area of service most often selected for improvement is the timeliness. From the client viewpoint, the priorities for service improvement have not changed since 2002.

By cross-referencing overall service satisfaction with the leverage potential of each aspect of service to generate overall satisfaction, we can identify low satisfaction and high leverage components. They are top priorities for improvement since they represent significant drivers of overall satisfaction and fall below the average satisfaction level. In the case of the Radio Station License program, there are three such top priorities

- the extent to which clients are informed about everything that they need to know or do throughout the application process;
- the ease of finding information about how to apply for the radio license authority required;
- the ease of access to service related to Industry Canada radio licensing.

### ***Trends identified between 2002 and 2005***

The following trends or changes were identified for the period covered by the three client surveys:

- in 2002, Industry Canada and third parties were used at the same rate to apply for a new or amended radio station license; in 2005, third parties initially received twice as many applications as Industry Canada;
- consequently, the proportion of Industry Canada direct core clients has decreased from 50% of clients to 35% while indirect clients went from representing 36% of clients in 2002 to 58% in 2005;

- mailed-in applications and applications presented in person have decreased as a proportion of all applications (from 57% to 38%) while the proportion of applications presented by telephone, fax or the Internet has increased (from 37% to 59%);
- the delay between the submission of the application and the delivery of the notice of the application's success increased from 5.9 weeks in 2002 to 8.3 weeks in 2005, according to client perceptions;
- the importance of all service features but one has increased between 2002 and 2005; this evolution indicates that Radio Station License clients now show increasing expectations with regard to service.





# Chapter 1

## INTRODUCTION

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In 2001, in the context of the global Government of Canada initiative aimed at improving service to the public<sup>1</sup>, Spectrum Management within Industry Canada initiated a client satisfaction measurement program. This report presents the analysis of the 2005 Radio Station Licensing Client Satisfaction Survey. It is based on a global telephone client survey which is comparable to the baseline study conducted in 2001 and very similar to the follow-up survey of 2002.

### **Assignment**

This assignment included the collection of satisfaction data from clients and the thorough analysis of the data. The first task comprised the following steps:

- making fine adjustments to the questionnaire used in 2002;
- contacting clients, ensuring their cooperation, completing the interviews, implementing top quality controls;

<sup>1</sup> See, among other documents, *Results for Canadians, A Management Framework for the Government of Canada*, Treasury Board of Canada Secretariat

- running marginal frequencies to ensure that the data are within expected ranges; verifying the distribution of continuous-type variables to identify outlier values and to determine their effects on further analyses;
- building a complete set of edit statements to impose the questionnaire logic over the data set; identifying eventual out-of-sync cases, evidence of data corruption and any other symptoms that might suggest the data integrity was jeopardized;
- constructing a complete and fully documented data set.

We then conducted the analysis based on the following key themes:

- identification of the value schemes used by clients in their dealings with Spectrum Management; description of the basic service features expected by clients;
- description of the levels of client satisfaction, overall and according to the characteristics of service captured in the survey;
- identification of priorities for improvements based on client stated priorities and on priorities induced from the importance–satisfaction matrix.

### ***Structure of the report***

The study methodology is presented in Chapter 2. Factual observations about the service event are grouped under Chapter 3. Conclusions regarding client values are presented in Chapter 4 while Chapter 5 focusses on client satisfaction. Chapter 6 deals with priorities for service improvement.

# Chapter 2

## METHODOLOGY

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This research is based on a telephone survey of clients who applied for new and amended radio station licenses. In this chapter, the following aspects of the methodology are discussed: questionnaire design, sampling strategy, data collection operations, data weighting, data processing, data analysis and limitations of the study.

### 2.1 **Questionnaire design**

---

The original questionnaire was developed in 2001 and was revised in 2002. In 2005, only marginal refinements were implemented such that the 2005 data may be compared with 2002 data with assurance. The questionnaire was organized within the following sections:

- confirmation of the eligibility of the respondent;
- determination of the context of the application;
- ratings of importance of various service characteristics;
- ratings of satisfaction with Industry Canada with regard to various service characteristics;
- global satisfaction ratings with a third-party supplier;

- expectations regarding service delivery;
- client priorities for improvement;
- type or client organization.

The questionnaire was pretested using the first 30 interviews. While the questionnaire was found to work well, it seemed to imply that the application was for a new radio station license (as opposed to a renewal). Consequently, a question on the type of application was inserted early in the question stream but no other changes were required to adapt to this situation. The final questionnaire is reproduced in Appendix A.

## 2.2 ***Sampling strategy***

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The client population was defined as all applicants for a radio station license having presented an application between May 2004 and March 2005. For operational reasons, only clients who could reasonably comprehend and express themselves in either French or English qualified for the interview. Since the population was small (976 applicants), no sample was drawn.

We originally planned for 400 completed interviews to reach a level of precision commensurate to the service improvement decisions to be made. Given the number of client references received, however, we were able to complete more than this number of interviews.

## 2.3 ***Data collection operations***

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The telephone interviews were conducted by Echo Sondage, the **Circum Network Inc.** survey division, between January 25, 2005 and April 12, 2005. Interviews lasted eight minutes on average.

A total of 510 interviews were completed from the 976 client records supplied by Industry Canada. However, 49 were completed with individuals who indicated that they were not the prime contact with Industry Canada or

the third-party supplier; these interviews were left out of the final data set, leaving 461 interviews for analysis.

The response rate of 60% exceeds industry standards (Exhibit 2.1). The refusal rate was low, at 6%. These ratios are quite satisfying. They suggest that the data can be considered representative of the client population universe.

**EXHIBIT 2.1**  
**Sample Disposition Table**

<b>Disposition</b>	<b>#</b>	<b>#</b>
<b>Numbers used from the list obtained from Industry Canada</b>		<b>976 (a)</b>
<b>Ineligible numbers:</b>		
Not in service, duplicate, residential, fax	71	
Language problem	8	
Not eligible (has no radio, company folded, etc.)	40	
<b>TOTAL INELIGIBLE</b>	<b>119 (b)</b>	
<b>Eligible numbers: ( a - b )</b>		<b>857 (c)</b>
Refusals	51 (d)	
Callbacks, no answer, answering machine	275	
Contact person now gone	21	
<b>TOTAL NOT COMPLETED AMONG ELIGIBLE</b>	<b>347 (e)</b>	
<b>Completed ( c - e )</b>		<b>510 (f)</b>
Response rate ( f / c )		60%
Refusal rate ( d / c )		6%
Margin of error for a proportion of 50% at a confidence level of 95% accounting for the weighting design effect and the correction for finite population		± 3.3 % points

## 2.4 **Data weighting**

*Ex post facto* weights were computed to ensure that the data conformed to the distribution of applications according to regions and types of applications. Weights varied from 0.7 to 1.2. The variance of the weight set

was 0.013 thereby producing a sample stratification design effect of 1.013.<sup>1</sup> Consequently, this sample of 461 respondents behaves statistically as a simple random sample of 465 individuals. This factor was taken into account in the calculation of the sampling errors.

## **2.5 *Data processing***

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

## **2.6 *Data analysis***

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Most data analysis was done using basic stubs-and-banners crosstabs developed in StatXP (see Appendix B). Percentage-based differences were tested on a percentage-versus-complement basis using two-tailed binomial distributions. Differences between means were tested using two-tailed t-tests.

The full sample of 461 respondents among a population of 976 units produces a sampling margin of error of  $\pm 3.3$  percentage points for a proportion of 50%, at a confidence level of 95%, accounting for the slight design effect induced by the weighting scheme. Sampling errors are wider for sub-samples.

<sup>1</sup> See Bruce D. Spencer, "An approximate design effect for unequal weighting when measurements may correlate with selection probabilities", in *Survey Methodology*, December 2000, pp.137–138.

## **2.7 *Limitations of this research***

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The results of this research are based on a sample of 461 radio station license applicants to which is attached a response rate of 60%. While this is a very respectable response level for a client survey, it still leaves more than one-third of the client territory uncharted. If non-respondents share the attitudinal profile of respondents, this response level raises no inconvenience. However, it is not possible to assert the extent of correspondence between respondents and non-respondents. In the absence of evidence otherwise, we have assumed that no particular bias exists in the sample of respondents.

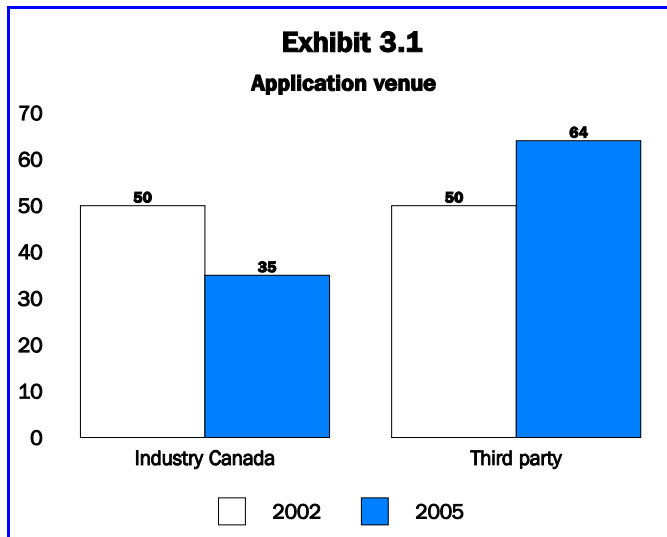
Clients included in the list supplied by Industry Canada applied for new or amended radio station licenses. However, some clients perceived that they had renewed an existing license (rather than received a new license or amended an existing one). This may indicate that the interviewer did not reach the person who made the application or it may be that the client dealt with a third party and did not perceive the application process correctly.





# Chapter 3

## THE SERVICE EVENT

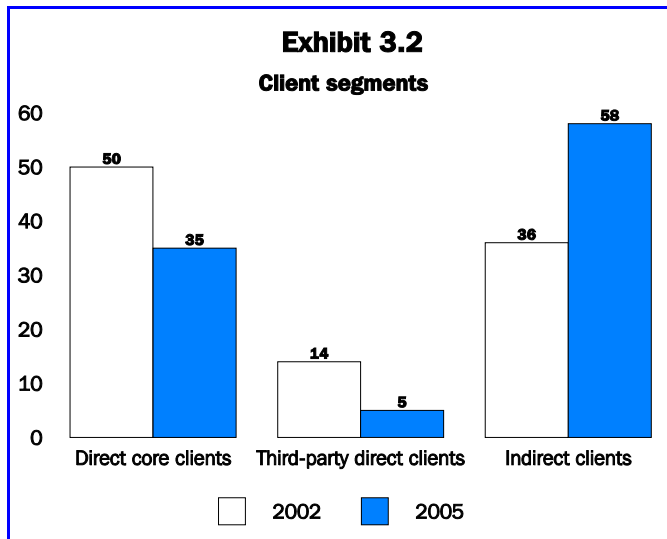


In 2005, one-third (35%) of applications for radio station licenses were sent directly to Industry Canada while two-thirds (64%) were treated by third parties (see details at table Q1 in Appendix B). Industry Canada received nearly half (46%) of applications for renewals however and third parties initially received 70% of applications for new licenses.

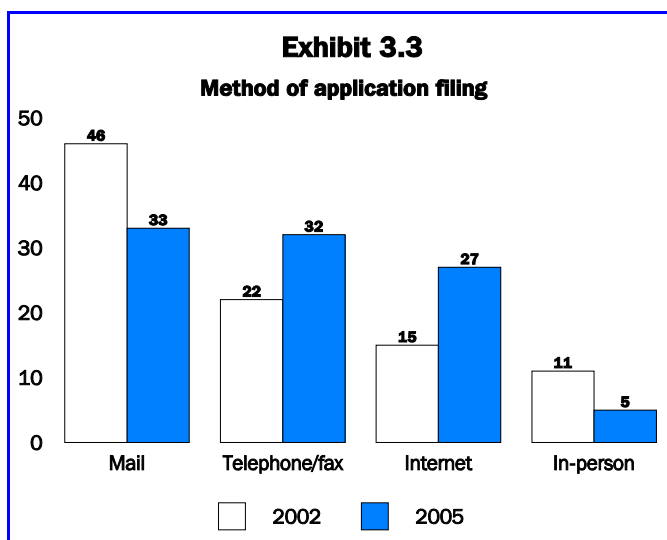
In 83% of instances, the third party was a radio equipment supplier (93% in Quebec) (table Q2 in Appendix B); the same proportion was observed in 2002. Radio equipment suppliers were followed by radio system consultants (8%).

Among those who dealt with third parties, some 9% indicated that they had dealings with Industry Canada at some point during the radio station license application process (table Q3 in Appendix B). Based on the contacts made during the application process, the following client segments were built:

- **direct core clients** who dealt with Industry Canada only during the application process;
- **third-party direct clients** who applied through a third party, but who also dealt with Industry Canada;
- **indirect clients** who only dealt with a third party, exclusive of any contact with Industry Canada.



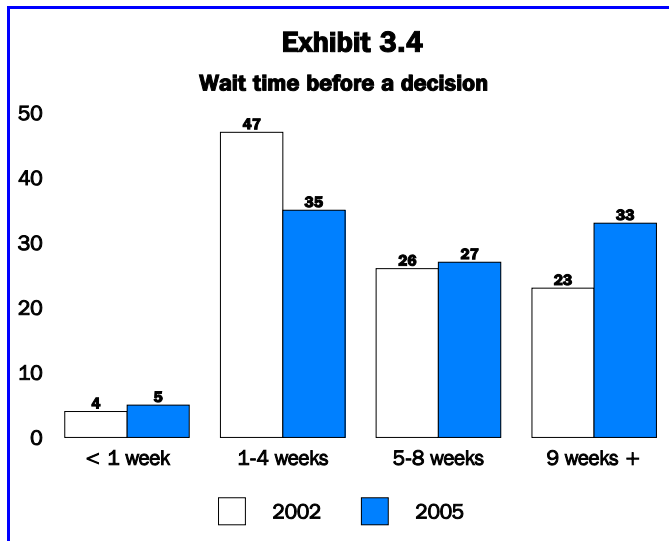
In 2005, more than one-half (58%) of all clients belonged to the indirect client segment whereas they made up about one-third of the client population in 2002 (table GROUPS in Appendix B). Conversely, the proportion of direct core clients dropped from 50% in 2002 to 35% in 2005. Similarly, the proportion of third-party direct clients decreased by a factor of three over the same period, from 14% to 5%. These changes illustrate vividly the change in the nature of the application process which has taken place between 2002 and 2005.



In more than half (56%) of all cases, the license application was for a completely new radio system (table Q5 in Appendix B). This was the case for 68% of applications for a new license. Another one-quarter (27%) of applications were for the addition of a base station to an existing system. Smaller proportions dealt with shared frequencies (8%) or another purpose (5%). This profile is very similar to that observed in 2002.

Among direct core clients, the most frequent methods of filing the radio station license application was by mail (33%), by telephone or fax (32%) or via the Industry Canada Web site (27%); 5% of filings were done in person at the Industry Canada office (table Q4 in Appendix B). The telephone and fax route was more

prevalent in the Prairies, in the Northwest Territories and in the Nunavut (50%). License renewal filings had a higher probability of being mailed (47%) than new license applications (23%). In 2005, the methods of filing were more diversified than in 2002, with a stronger emphasis on telephone and fax, and the Internet. Note that the use of the Internet for filing applications has been promoted only in the last two to three years.



In 2005, on average, from the time of submission of the application, it took 8.3 weeks to get notice that the license application was successful, with similar numbers of clients experiencing one-month, two-month and longer delays (table Q18 in Appendix B). Delays were significantly shorter in BC, the Prairies and the North (five to six weeks on average) and significantly longer in Ontario and Quebec (12 and 10 weeks on average, respectively). In comparison, the delays were shorter in 2002, averaging about 5.9 weeks, or 2.4 weeks less than in 2005.



# Chapter 4

## CLIENT VALUES

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Clients possess fundamental values which allow them to pass judgment on the service they receive. It is important to develop an in-depth understanding of the value schemes used by clients in assessing service since, in a client-focussed approach, this will be one of the bases for determining priorities for improvement.

This chapter first describes the values clients have declared directly through their answers in the survey. The chapter then moves on to identify the underlying levers of satisfaction — the elements of service which play the biggest role in shaping global client satisfaction — which may diverge from what clients perceive as being their own values. Using these results jointly, the analysis portrays the elements of service that clients consider part of the basic service and the elements of service which are hidden motivators of client satisfaction.

### 4.1 **Declared values**

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Some 186 of the 461 respondents to the survey were asked to rate the importance they attach to eight different aspects of the service provided by

Industry Canada. Exhibit 4.1 summarises the results of this enquiry. Importance was coded in such a way that the scale would vary from zero to ten.<sup>1</sup>

In 2005, very much like was the case in 2001, clients indicated that all aspects of service tested were of significant importance. Nonetheless, **staff competence** is ranked at the top of the list, as it was in 2001 and 2002. **Fairness** and **courtesy** follow immediately. Therefore, the top three values expressed by clients are **employee-based**.

**EXHIBIT 4.1 • Summary table of declared importance scores**

Description	Importance score (0 to 10)		
	2002 n = 220	2005 n = 186	Change 2002-2005
The <b>competence</b> of the service staff	8.9	8.9 <sup>1</sup>	→
The extent to which the service is provided in a <b>fair</b> and <b>equitable</b> manner	8.0	8.8 <sup>2</sup>	↗
The <b>courteousness</b> of the service staff	8.4	8.7	↗
The amount of <b>time</b> it takes <b>to receive</b> the authority to operate as you request	7.4	8.6	↗
The extent to which you are <b>informed</b> about everything that you need to know or do throughout the application process	8.0	8.5 <sup>3</sup>	↗
Your ease of <b>access</b> to service related to Industry Canada radio licensing	7.8	8.5	↗
The extent to which it is easy to <b>find information</b> about how to apply for the radio license authority that you need	7.4	8.2	↗
The amount of time you have to <b>wait</b> at the service location <sup>4</sup>	7.0	7.8	↗

<sup>1</sup> 9.2 for new license applicants; 8.4 for renewal applicants  
<sup>2</sup> 9.0 for new license applicants; 8.3 for renewal applicants  
<sup>3</sup> 8.8 for new license applicants; 8.1 for renewal applicants  
<sup>4</sup> Asked only of direct code clients.  
Source: question 6; details in Appendix B.

<sup>1</sup> "Very unimportant" was coded 0 and "very important", 10. The intermediate scale points were coded 2.5, 5 and 7.5.

The next three values are **waiting time** before a decision is issued, **information** about the process and **access** to Industry Canada services — all bundled at the same importance level. Note that this second layer of values is **process-related**.

Finally, **ease of finding information** and **waiting time at the service location** end the list of values. These two components are related to the **ease of doing business** aspect of service delivery.

In brief, clients want competent, fair and courteous service first and foremost. Then, they want speedy and accessible service. Lastly, they would prefer a service that is easy to deal with.

Exhibit 4.1 contains another message. All service features but one have seen their importance rating **increase** between 2002 and 2005, after a decrease between 2001 and 2002. Remembering that the study methodology and questionnaires are strictly similar between 2002 and 2005 — and that variations in the importance scores therefore cannot be attributed to method changes — this evolution indicates that, after exhibiting declining expectations in 2002, Industry Canada Spectrum Management clients now show **increasing expectations with regard to service**.

Note that new license applicants provided significantly higher importance ratings to three aspects of service (staff competence, fairness and information about the process) compared with renewal applicants. Special attention to this group may be required on the part of Industry Canada.

## 4.2 **Satisfaction levers**

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Each aspect of service has a bearing on the overall satisfaction with the service experience felt by the client. The extent of the tie between being satisfied with a particular aspect of service and the overall satisfaction one feels represents the leverage that that aspect of service exercises on the overall satisfaction. **The stronger the leverage of an aspect of service, the more effect an improvement in the satisfaction regarding that**

**aspect will have on the overall satisfaction ratings.** Since, in its relationship with its clients, one of the goals of Industry Canada is to improve the global feeling of satisfaction with which clients are left, it is important to identify the aspects of service which affect overall satisfaction the most.

Satisfaction leverage of an aspect of service is measured by the simple (zero-order) correlation between the satisfaction ratings for that aspect and the overall satisfaction ratings. This measurement varies between zero, which indicates the absence of any leverage, and one, which corresponds to a perfect leverage match.<sup>1</sup> The higher the number, the more impact an improvement in the satisfaction of the related aspect of service has on overall satisfaction.

Exhibit 4.2 presents a summary of the leverage effects associated with the eight aspects of service measured in this study. Note that these results are for clients who had dealings with Industry Canada.

The key satisfaction drivers are **staff courtesy** and **information** about the application process. These are clearly transactional components of the service. Then come **ease** of access and ease of **finding** information which are associated with ease of doing business. Finally, the two wait-associated items (wait time to receive a decision and wait time at the office) are the least effective drivers of satisfaction.

This means that Industry Canada would likely produce more global satisfaction by emphasizing staff courtesy and a crystal clear application process than by working to reduce waiting times.

<sup>1</sup> Theoretically, since the indicator is a correlation coefficient, the range of values could include negative values down to -1. However, item-specific and overall satisfaction ratings very rarely display negative relationships.



**EXHIBIT 4.2 • Summary table of leverage effects**

Description	Leverage score (0 to 1) <sup>1</sup>
	Direct core clients <sup>2</sup>
The <b>courteousness</b> of the service staff	0.62
The extent to which you are <b>informed</b> about everything that you need to know or do throughout the application process	0.62
Your ease of <b>access</b> to service related to Industry Canada radio licensing	0.58
The extent to which it is easy to <b>find information</b> about how to apply for the radio license authority that you need	0.57
The <b>competence</b> of the service staff	0.53
The extent to which the service is provided in a <b>fair</b> and <b>equitable</b> manner	0.50
The amount of <b>time</b> it takes to <b>receive</b> the authority to operate as you request	0.48
The amount of time you have to <b>wait</b> at the service location <sup>3</sup>	0.48

<sup>1</sup> Simple (zero-order) correlation between the satisfaction ratings for each aspect and the overall satisfaction ratings. Only 2005 data are presented here as the analysis of satisfaction drivers was conducted differently in 2002.

<sup>2</sup> n = 186

<sup>3</sup> Asked only of direct code clients.

**4.3 Basic service and hidden motivations**

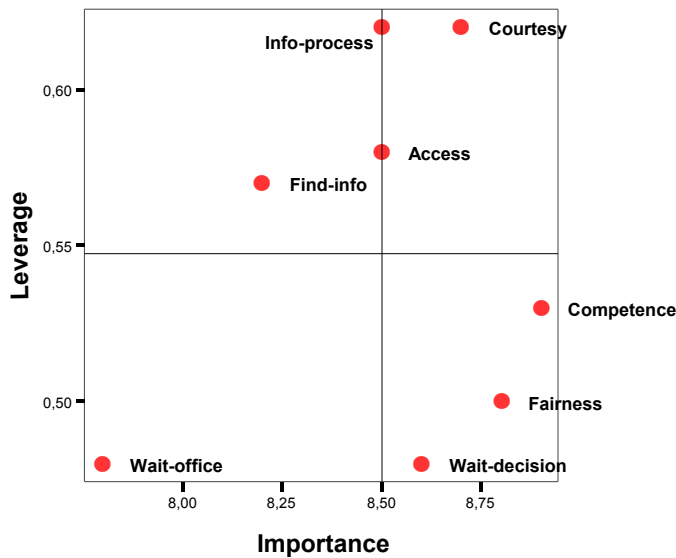
While the individual analysis of client values and of satisfaction leverage is instructive, their joint analysis uncovers two new types of elements of service: basic service elements and hidden motivations.

**Basic service** elements are these aspects of service which are highly valued by clients but are not strongly related to overall satisfaction. In a commercial and competitive environment, these elements constitute the basic service which clients expect from suppliers; they are, in a sense, absolutely necessary features without which a supplier would not even be considered. Take the simple example of an hotel room. Clients may indicate that the most important feature of an hotel room is the comfort of the bed. Meanwhile, providing the most comfortable bed may not affect their overall satisfaction in a systematic way (low leverage effect). This would indicate

that comfort of the bed is a necessary but not a sufficient condition for achieving overall satisfaction.

**Exhibit 4.3**

Importance by leverage matrix



For Radio Station License clients, basic service elements can be found in the lower right corner of Exhibit 4.3 which plots the average stated importance and average leverage values of each of the service elements for which data are available. **Waiting time for a decision** as well as **fairness and equity** (and, to a lesser extent, staff competence) are part of the basic service that Radio Station License clients expect. This means that clients will not accept compromise with regard to these aspects of the service, but that good performance in these regards will not significantly improve the overall satisfaction of Radio Station License clients. It is considered a given in this service context.

**Hidden motivators** are aspects of service that are not highly valued by clients but that possess higher than average leverage potential. They constitute hidden motivations in that clients are unaware of the importance that these elements of service exert on their overall satisfaction.

Radio Station License clients do not display clear hidden motivations. The ease of finding information about how to apply for the radio license authority needed is the only element approaching the definition of a hidden motivator. That makes it a secondary target for satisfaction improvement.

Exhibit 4.3 confirms that staff courtesy is a key value of Radio Station License clients, ranking high on both the importance and the leverage scales.

# Chapter 5

## CLIENT SATISFACTION

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Most of this client survey focussed on client satisfaction. Three main areas of satisfaction were investigated: general satisfaction with the application process, satisfaction with specific aspects of service, and general satisfaction with the third party involved in the process. This chapter deals with each of these issues and highlights related client expectations.

### 5.1 Overall satisfaction

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Clients were asked a number of specific questions regarding their service experience. Some dealt with the overall application process; others with each aspect of the service transaction. This line of questioning culminated in a single overall recap question on the clients' experience with the radio station licensing process. The question wording was:

*Overall, how satisfied were you with the service you received from Industry Canada during the radio licensing application process? Please use a 5-point scale, where "1" means you were very dissatisfied and "5" means very satisfied.*

This question was posed after the questions dealing with specific aspects of service. Hence, clients had opportunity to build an overall judgment about the performance of program.

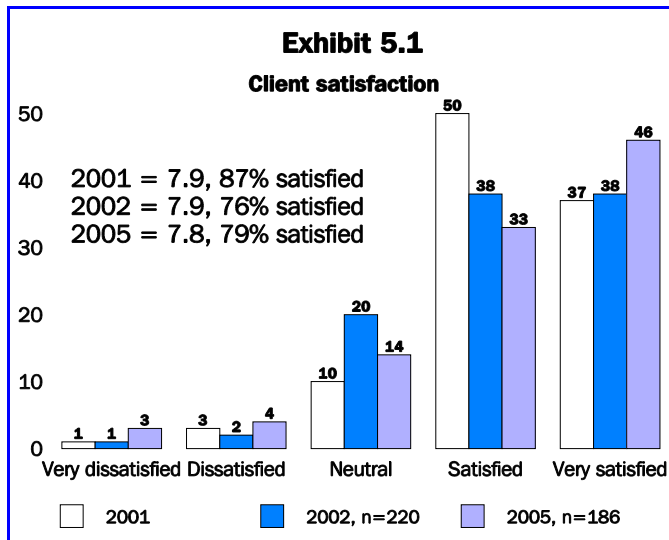


Exhibit 5.1 presents the distribution of satisfaction ratings offered by respondents.

Three indicators of satisfaction are presented. First, the **average satisfaction rating** established on a five-point scale is reported. It was coded to range from zero to ten, the five point corresponding to the "neutral" category. In this study, indifference is represented by a score of five. Second, the **percentage of clients indicating satisfaction** by choosing the "satisfied" or "very satisfied" scale points is presented. This is a usual (but not a prudent) way to express satisfaction. It represents the proportion of clients who were at least a little

impressed by the service performance. Third, the **percentage of clients selecting the top satisfaction category** is presented. This is a truer measure of satisfaction than the previous "somewhat+very" satisfied percentage. Some authors<sup>1</sup> indicate that, in a competitive context, only "top box" (or "very satisfied") clients are loyal to the supplier; all others can be lured away with the right promises. Obviously, this is not an issue with regard to the Radio Station Licensing program. Nevertheless, it is prudent to analyse top-box satisfaction instead or in addition to the proportion of simply satisfied clients.

In 2005, overall, **79% of clients indicated some measure of satisfaction**; 46% chose the top box of the scale, suggesting they were really pleased with the service experience (table Q8 in Appendix B). Coupled with an average rating of 7.8, these results paint a positive picture of the Radio Station License client reactions to the service received.

<sup>1</sup> See Thomas O. Jones and W. Earl Sasser jr., "Why Satisfied Customers Defect" in Harvard Business Review, November-December 1995, pp. 88-99.

The comparison with 2001 and 2002 results should be cause for some joy. While the percentage of satisfied clients and the average satisfaction score have remained fairly constant, the proportion of fully satisfied clients has increased to 46% from the levels of 37% and 38% observed in 2001 and 2002 respectively.

While these data indicate that there is **substantial overall satisfaction**, program managers must also realize that there is still **room for improvement**: 79% indicated some satisfaction — this is a rather average level among the many satisfaction measurements taken by this consultant within the federal public service. Moreover, in Western culture, being "satisfied" does not require much commitment; being "very satisfied" does. Excellence is therefore better measured by the proportion of top-box clients: almost one-half of all clients have reached this level of satisfaction but there is room for more.

#### **Other indicators of satisfaction**

Exhibit 5.2 summarises some other indicators of global satisfaction. In 2005, 14% of clients indicated that their expectations were exceeded by service delivery — 91% felt they were met or exceeded. Some 90% (or close to) also indicated that they received what they needed from Industry Canada or that they had no problems in their dealing with Industry Canada. The raw number of clients indicating some type of problem is too small to investigate the detailed nature of the problems encountered.

**EXHIBIT 5.2 • Other indicators of satisfaction**

Indicators	2002	2005	Change 2002-2005
% indicating that their expectations were exceeded <sup>1</sup>	21%	14%	↘
% indicating that their expectations were met or exceeded <sup>2</sup>	91%	91%	→
% indicating that they got all that they needed from Industry Canada <sup>3</sup>	94%	90%	↘
% indicating that they had no problem in their dealing with Industry Canada <sup>4</sup>	85%	87%	↗

<sup>1</sup> Table Q9 in Appendix B  
<sup>2</sup> Table Q9 in Appendix B  
<sup>3</sup> Table Q10 in Appendix B  
<sup>4</sup> Table Q11 in Appendix B

## 5.2 **Satisfaction with areas of service**

This section documents client satisfaction with the service process. Exhibit 5.3 presents the summary satisfaction indicators for the eight available indicators.

In 2005, three service attributes clearly **lead the pack** in terms of program performance. They are:

- staff courtesy;
- staff competence; and,
- fairness and equity.

Strikingly, these are the same three elements of service that were identified by clients as most important. They are all employee-based.

Waiting time at the service location comes closely behind.

Two service dimensions **do not get very good** satisfaction scores; they both score 7.4 on the satisfaction scale and barely 70% of clients express satisfaction with regard to them. They are:

- ease of finding information about how to apply; and,
- waiting time before a decision is rendered.

**EXHIBIT 5.3 • Summary table of service satisfaction**

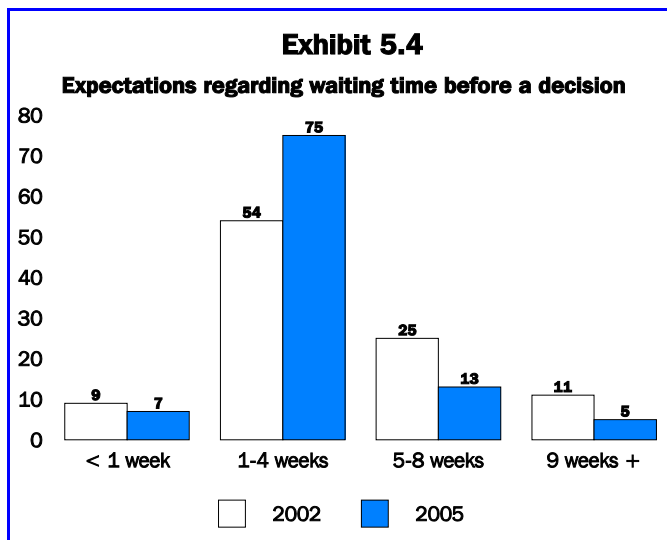
Description	2002 n = 220	2005 n = max 138		
	Average 0 to 10	Average 0 to 10	% satisfied or very satisfied	% very satisfied
The <b>courteousness</b> of the service staff	8.6	8.8 ↗	90%	66%
The <b>competence</b> of the service staff	8.4	8.4 →	86%	53%
The extent to which the service is provided in a <b>fair</b> and <b>equitable</b> manner	8.0	8.3 ↗	86%	49%
The amount of time you have to <b>wait</b> at the service location	7.1	8.1 ↗	76%	54%
The extent to which you are <b>informed</b> about everything that you need to know or do throughout the application process	7.2	7.8 ↗	73%	45%
Your ease of <b>access</b> to service related to Industry Canada radio licensing	7.4	7.7 ↗	80%	39%
The extent to which it is easy to <b>find information</b> about how to apply for the radio license authority that you need	6.9	7.4 ↗	72%	40%
The amount of <b>time</b> it takes <b>to receive</b> the authority to operate as you request	6.7	7.4 ↗	71%	36%

Source: question 7; details in Appendix B.

When we compare 2002 with 2005, there is a clear pattern of improvement in client satisfaction. All component satisfaction scores received higher ratings, except for staff competence which was already highly rated.

## 5.3 Client expectations

In some instances, the survey probed clients for their expectations regarding the service offered by Industry Canada. These results are grouped within this section.



### Waiting time

Respondents were asked how long the radio licensing process should take. Exhibits 5.4 and 5.5 document their responses. In 2005, the vast majority (75%) indicated that the process should take between one and four weeks. This majority is even more pronounced than that observed in 2002.

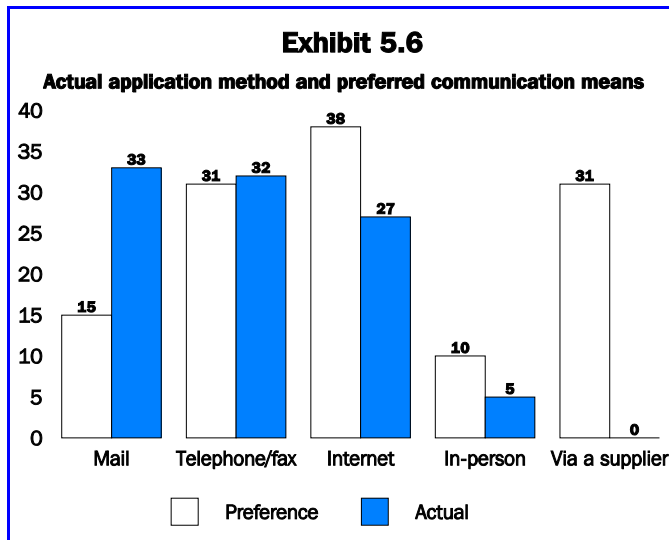
Exhibit 5.4 summarises the findings. In 2005, on average, clients have waited 4.3 weeks longer than they expected; in 2002, the equivalent figure was 2.1 weeks. Between 2002 and 2005, then, the shortfall between

expectations and service delivery increased by 2.2 weeks (or 100%).

### EXHIBIT 5.5 • Waiting time for a decision: actual and expectations

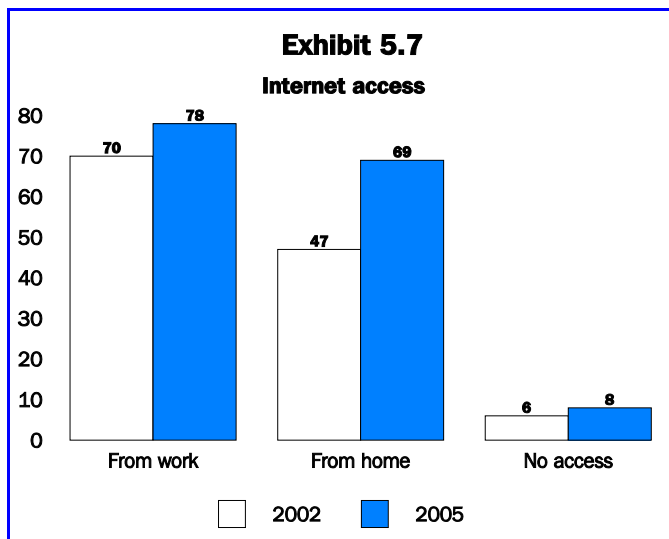
Description	Waiting time in weeks		
	2002	2005	Change 2002-2005
Actual experience	5.9	8.3	+ 2.4
Expectation	3.8	4.0	+0.2
Delivery short run	2.1	4.3	+2.2





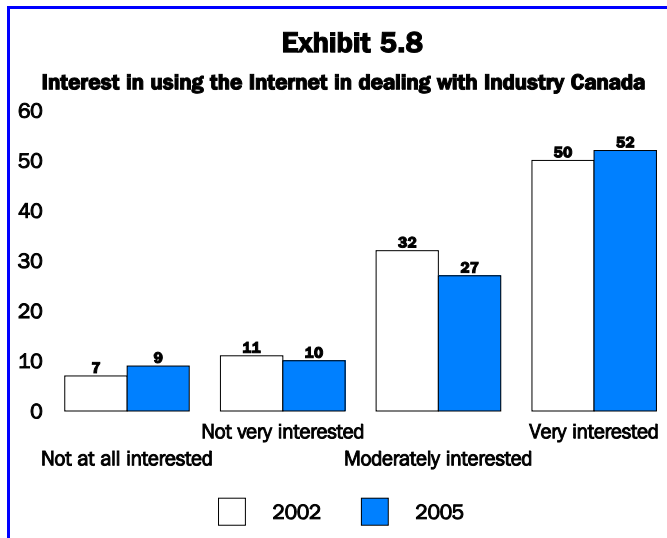
**Application filing methods**

About one-third (31%) of applicants indicated that they would like to deal with future Industry Canada authorizations and information services or product via a radio equipment supplier (table Q20 in Appendix B). Similar-size groups selected telephone/fax (31%) or e-mail/Industry Canada Web site (38%) as their preference. Regular mail garners only 15% of preferences.



**Use of the Internet**

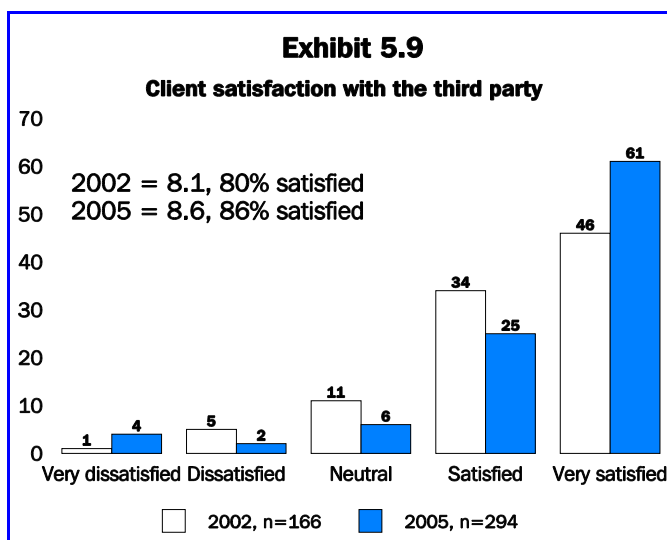
Furthermore, clients were asked whether they had an Internet access (table Q21 in Appendix B). Almost eight in ten (78%) declared having Internet access from work. Almost as many indicated having access from home. The proportion of clients without Internet access hovers under 10%.



Asked whether they would be interested in using the Internet to deal with Industry Canada, one-half of all clients (52%) stated that they would be "very interested" (table Q22 in Appendix B). Another one-quarter (27%) were "moderately interested". As seen in Exhibit 5.8, there has been little change in that level of interest between 2002 and 2005.

## 5.4 Third Party

In two-thirds of cases (64%), the application was filed via a third party — most likely a radio equipment supplier (83% of the time). This section explores satisfaction with the third party services.



Six out of ten (61%) clients who used third parties to apply for a radio station license expressed "top-box" satisfaction with the third party performance (table Q13 in Appendix B).

Performance improved between 2002 and 2005: the average satisfaction score jumped from 8.1 to 8.6 and the proportion of top-box clients went from 46% to 61%.

Of all clients using third parties to apply, one in five (20%) had their expectations exceeded and 93% had them met or exceeded. Upwards of 90% stated that they got what they needed

from the third party or that they had no problems in their dealing with the third party.

**EXHIBIT 5.10 • Other indicators of third-party satisfaction**

Indicators	2002	2005	Change 2002-2005
% indicating that their expectations were exceeded <sup>1</sup>	—	20%	
% indicating that their expectations were met or exceeded <sup>2</sup>	—	93%	
% indicating that they got all that they needed from the third party <sup>3</sup>	—	91%	
% indicating that they had no problem in their dealing with the third party <sup>4</sup>	93%	94%	→
<sup>1</sup> Table Q14 in Appendix B <sup>2</sup> Table Q14 in Appendix B <sup>3</sup> Table Q15 in Appendix B <sup>4</sup> Table Q16 in Appendix B			



# Chapter 6

## **PRIORITIES FOR IMPROVEMENT**

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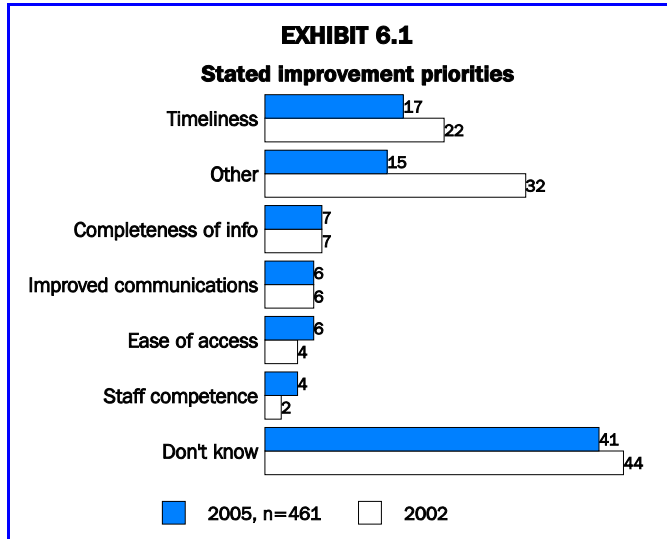
Priorities for improvement can be determined in two ways: by asking clients what their priorities are or by searching for aspects of service that are important to clients but with which they are not entirely satisfied.

### **6.1 *Stated priorities***

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The first approach to determining improvement priorities for the program is to ask clients directly what the program should seek to improve.

Given this choice, four in ten (44%) clients were unable to select a priority (see Exhibit 6.1; table Q23 in Appendix B). This datum indicates that, in the view of more than one-third of respondents, there is ***no obvious improvement required***.



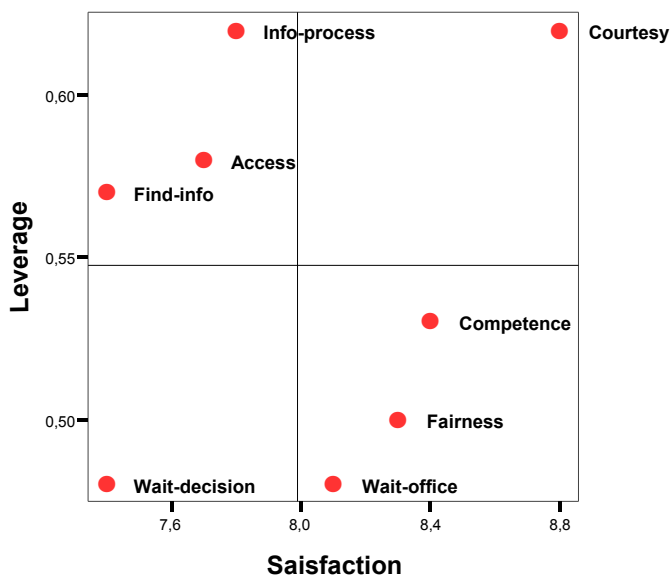
The area of service **most often** selected for improvement is the **timeliness** (17%; 22% in 2002).

From the client viewpoint, the priorities for service improvement have not changed since 2002.

## 6.2 Modelled priorities

**Exhibit 6.2**

Satisfaction vs. leverage effect



While clients articulate priorities on the basis of their service experience, it is also possible to extract such priorities from the other answers provided. By cross-referencing overall service satisfaction with the leverage potential of each aspect of service (see Exhibit 6.2), four types of service components emerge.

- Low satisfaction and high leverage components are **top priorities** for improvement since they represent significant drivers of overall satisfaction and fall below the average satisfaction level. In the case of the Radio Station License program, there are three such top priorities

- the extent to which clients are **informed** about everything that they need to know or do throughout the application process;
  - the ease of **finding information** about how to apply for the radio license authority required;
  - the ease of **access** to service related to Industry Canada radio licensing.
- High satisfaction and high leverage components are **key strengths** since good organizational performance meet client demands — they must be protected. One component of service was identified as such in Exhibit 6.2: the **courteousness** of the service staff.
  - Low satisfaction and low leverage components are **low priorities** in terms of service improvement. While clients are not excited about the program performance in their regard, they don't associate a high degree of leverage to these aspects of service. The one low priority for the Radio Station License program is the amount of **time** it takes **to receive** the authority to operate.
  - High satisfaction and low leverage components can be conceived as **disinvestment opportunities**. These are aspects of service where the organization "over-delivers". The interpretation of this type of service components is trickier than in other cases. Indeed, some of these components may belong to the basic service aspects of service described earlier (see page 17) or they may be of low importance to many clients but otherwise constitute government policy (e.g., availability of service in the official language of choice). The "disinvestment opportunities" identified for the program are:
    - the **competence** of the service staff;
    - the extent to which the service is provided in a **fair and equitable** manner;
    - the amount of time you have to **wait** at the service location.It is unlikely that the Radio Station Licensing program would agree to reduce its performance regarding competence or fairness or equity. All in all, if significant savings could be derived from reduced service standards at the counter, they could be re-invested in the three top improvement priorities identified earlier in this section.





# ***APPENDIX A*** ***Questionnaire***

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**RADIO STATION LICENSING CLIENT SATISFACTION QUESTIONNAIRE**  
**Industry Canada**  
*for use over the telephone*

**INTRODUCTION: (Get in touch with the person identified on the list.) Hello, my name is ..... . I'm calling on behalf of Industry Canada to conduct a study among individuals and businesses that have recently been granted a two-way radio station license. I work for Echo Sondage, the research firm conducting this study. Participation in the survey is voluntary and your dealings with Industry Canada will not be affected whether or not you choose to participate. However, your feedback would be extremely valuable. All information will remain confidential. The survey will take no longer than 10 minutes to complete. May I begin?**

Possible questions	Answers
Who is this survey done for?	The survey is commissioned Industry Canada.
How will my answers be kept confidential?	No individual answers will be reported, only percentages and averages. Also, your name or phone number will not be associated with your answers.
Why would I answer this survey?	The results of this study will be used to improve Industry Canada services. Since only a limited number of people will be involved in the study, your participation is extremely important.
What is this survey about?	The survey explores issues related to the quality of service provided during the two-way radio station license application process.
How can I ensure the legitimacy of this survey?	You can call the Canadian Survey Research Council at (800)554-9996 to confirm that Echo Sondage is a legitimate professional survey research company and that this survey was registered with them. Otherwise, you can call the research director, Benoît Gauthier, at (819)770-2423.
Notes to the interviewer	<ul style="list-style-type: none"> <li>• Ensure respondent focuses on service received from Industry Canada or the third party, not on service related to any other parts of the federal or provincial governments that they may have dealt with.</li> <li>• Ensure that the respondent is the person that had hands-on experience with the application process. If necessary, get a referral from the initial contact.</li> <li>• Note that "radio station license" does not mean "radio broadcasting station", but rather "two-way radio station".</li> <li>• The satisfaction scale response categories are repetitive. Adjust repetition frequency to ensure clarity but avoid tedium.</li> </ul>

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## SCREENING

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SCR **Your name has been provided to us by Industry Canada as someone who has had a radio station license application accepted during the past year. Is this the case? Note that some applicants received their radio license directly from Industry Canada, while others did so through a third party, such as a radio equipment supplier. (DO NOT READ)**

YES ..... 1  
No ..... 2 >> **TERMINATE**  
DK/NR ..... 9 >> **TERMINATE**

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## CONTEXT OF THE TRANSACTION

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Q1 **Did you apply for your radio license directly with Industry Canada or did you do this through a third party, such as a radio equipment supplier? (DO NOT READ)**

DIRECTLY WITH INDUSTRY CANADA ..... 1  
THROUGH A THIRD-PARTY SERVICE PROVIDER ..... 2  
DON'T KNOW / NO RESPONSE ..... 9

(IF Q1 = THROUGH A THIRD-PARTY SERVICE PROVIDER)

Q2 **What type of organization did you deal with to apply for your radio license? Was it a...? (READ)**

RADIO EQUIPMENT SUPPLIER ..... 1  
RADIO SYSTEM CONSULTANT ..... 2  
OR SOME OTHER ORGANIZATION (WHAT TYPE OF ORGANIZATION WAS IT? \_\_\_\_\_) ..... 8  
(DO NOT READ) DON'T KNOW / NO RESPONSE ..... 9

(IF Q1 = THROUGH A THIRD-PARTY SERVICE PROVIDER)

Q3 **Did you have any direct dealings with Industry Canada staff at any time during the radio license application process? (DO NOT READ)**

YES ..... 1  
No ..... 2  
DON'T KNOW / NO RESPONSE ..... 9

(IF Q1 = DIRECTLY WITH INDUSTRY CANADA)

Q4 **Which one of the following methods did you use to file your radio station application?** (READ)

IN-PERSON AT AN INDUSTRY CANADA OFFICE LOCATION	1
BY TELEPHONE OR FAX DIRECT TO INDUSTRY CANADA	2
BY THE INTERNET USING THE INDUSTRY CANADA WEBSITE	3
MAILING YOUR APPLICATION TO INDUSTRY CANADA	4
OTHER (PLEASE SPECIFY _____)	8
(DO NOT READ) DON'T KNOW / NO RESPONSE	9

Q5 **What type of radio station did you apply for in your application?** (READ)

COMPLETELY NEW RADIO SYSTEM	1
SHARED FREQUENCY WITH ANOTHER COMPANY	2
ADDITIONAL BASE STATION TO EXISTING SYSTEM	3
OR SOMETHING ELSE (PLEASE SPECIFY _____)	8
(DO NOT READ) DON'T KNOW / NO RESPONSE	9

## IMPORTANCE

(IF Q1 = DIRECTLY WITH INDUSTRY CANADA OR Q3 = YES)

Q6 **I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...?** (RANDOMIZE LIST; REPEAT INSTRUCTIONS IF NECESSARY; RECORD SEPARATELY "DOES NOT APPLY" AND "DON'T KNOW")

- 6.1 (IF Q1 = DIRECTLY WITH INDUSTRY CANADA) The amount of time you have to wait at the service location
- 6.2 The amount of time it takes to receive the authority to operate as you request
- 6.3 The competence of the service staff
- 6.4 The courteousness of the service staff
- 6.5 The extent to which the service is provided in a fair and equitable manner
- 6.6 The extent to which it is easy to find information about how to apply for the radio license authority that you need
- 6.7 The extent to which you are informed about everything that you need to know or do throughout the application process
- 6.8 Your ease of access to service related to Industry Canada radio licensing

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## SATISFACTION

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(IF Q1 = DIRECTLY WITH INDUSTRY CANADA OR Q3 = YES)

**Q7 Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...? (RANDOMIZE LIST; REPEAT INSTRUCTIONS IF NECESSARY) How satisfied were you with this aspect of the service?**

(Same list as with the previous question; ask only the items which were deemed applicable in the previous question.)

(IF Q1 = DIRECTLY WITH INDUSTRY CANADA OR Q3 = YES)

**Q8 Overall, how satisfied were you with the service you received from Industry Canada during the radio licensing application process? Please use a 5-point scale, where "1" means you were very dissatisfied and "5" means very satisfied.**

(IF Q3 = YES, ADD: **Please think about the service you received from Industry Canada, not that provided by a third party.**)

(IF Q1 = DIRECTLY WITH INDUSTRY CANADA OR Q3 = YES)

**Q9 Would you say that the quality of service you received from Industry Canada exceeded your expectations, met your expectations, or fell short of your expectations? (DO NOT READ)**

EXCEEDED EXPECTATIONS . . . . .	1
MET EXPECTATIONS . . . . .	2
FELL SHORT OF EXPECTATIONS . . . . .	3
DON'T KNOW / NO RESPONSE . . . . .	9

(IF Q1 = DIRECTLY WITH INDUSTRY CANADA OR Q3 = YES)

**Q10 In the end, did you get all of what you needed from Industry Canada? (READ)**

YES . . . . .	1
No . . . . .	2
IN PART . . . . .	3
(DO NOT READ) I DID NOT NEED INFORMATION/SERVICE . . . . .	4
(DO NOT READ) DON'T KNOW / NO RESPONSE . . . . .	9

(IF Q1 = DIRECTLY WITH INDUSTRY CANADA OR Q3 = YES)

**Q11 Did you have any problems in your dealings with Industry Canada during the application process? (DO NOT READ)**

YES .....	1
No .....	2
DON'T KNOW / NO RESPONSE .....	9

(IF Q11 = YES)

**Q12 What problems did you encounter? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)**

DID NOT GET TYPE OF RADIO SYSTEM SERVICE PROVIDER PROMISED .....	1
HAD TO BUY ADDITIONAL EQUIPMENT TO MAKE SYSTEM WORK .....	2
HAD DIFFICULTY GETTING INFORMATION REQUIRED FOR APPLICATION .....	3
HAD DIFFICULTY GETTING MY ANTENNA STRUCTURE APPROVED BY MUNICIPALITY .....	4
APPLICATION FORM WAS TOO CONFUSING/HARD TO FILL OUT .....	5
RECEIVED CONFLICTING INFORMATION FROM DIFFERENT PEOPLE/SOURCES .....	6
OTHER (SPECIFY _____) .....	98
DON'T KNOW / NO RESPONSE .....	99

(IF Q1 = THROUGH A THIRD-PARTY SERVICE PROVIDER)

**Q13 How satisfied were you with the service you received from [INSERT RESPONSE TO Q2] during the radio licensing application process? Please use a 5-point scale, where "1" means you were very dissatisfied and "5" means very satisfied.**

(IF Q1 = THROUGH A THIRD-PARTY SERVICE PROVIDER)

**Q14 Would you say that the quality of service you received from [INSERT RESPONSE TO Q2] exceeded your expectations, met your expectations, or fell short of your expectations? (DO NOT READ)**

EXCEEDED EXPECTATIONS .....	1
MET EXPECTATIONS .....	2
FELL SHORT OF EXPECTATIONS .....	3
DON'T KNOW / NO RESPONSE .....	9

(IF Q1 = THROUGH A THIRD-PARTY SERVICE PROVIDER)

Q15 **In the end, did you get all of what you needed from [INSERT RESPONSE TO Q2]?** (READ)

YES .....	1
No .....	2
IN PART .....	3
(DO NOT READ) I DID NOT NEED INFORMATION/SERVICE .....	4
(DO NOT READ) DON'T KNOW / NO RESPONSE .....	9

(IF Q1 = THROUGH A THIRD-PARTY SERVICE PROVIDER)

Q16 **Did you have any problems in your dealings with [INSERT RESPONSE TO Q2] during the application process?** (DO NOT READ)

YES .....	1
No .....	2
DON'T KNOW / NO RESPONSE .....	9

(IF Q16 = YES)

Q17 **What problems did you encounter?** (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

(SAME CATEGORIES AS Q12)

## EXPECTATIONS

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Q18 **How long did it take between the time you submitted your application and the time you were informed that your application was successful?** (DO NOT READ; RECORD ACCORDING TO THE UNIT OF TIME USED BY THE RESPONDENT)

# OF MONTHS (SPECIFY _____) .....	1
# OF WEEKS (SPECIFY _____) .....	2
# OF DAYS (SPECIFY _____) .....	3
DON'T KNOW / NO RESPONSE .....	9



**Q19 How long do you think the radio licensing process should take?** (RECORD ACCORDING TO THE UNIT OF TIME USED BY THE RESPONDENT)

# OF MONTHS (SPECIFY _____)	1
# OF WEEKS (SPECIFY _____)	2
# OF DAYS (SPECIFY _____)	3
DON'T KNOW / NO RESPONSE	9

**Q20 Which of the following methods would you prefer to use for dealing with future Industry Canada authorizations or information services or products? Anything else?** (READ LIST; ACCEPT UP TO THREE RESPONSES)

SERVICE THROUGH A RADIO EQUIPMENT SUPPLIER	1
IN-PERSON SERVICE AT AN INDUSTRY CANADA OFFICE	2
BY TELEPHONE OR FAX TO AN INDUSTRY CANADA OFFICE	3
BY EMAIL OR USING THE INDUSTRY CANADA WEBSITE	4
BY MAIL OR COURIER SERVICE TO AN INDUSTRY CANADA OFFICE	5
OR IN SOME OTHER WAY (PLEASE SPECIFY _____)	98
(DO NOT READ) NO NEED FOR FUTURE DEALINGS	97
(DO NOT READ) DON'T KNOW / NO RESPONSE	99

**Q21 Industry Canada is trying to improve access to its programs and services through greater use of the Internet. Do you have access to the Internet, either at home, work or from some other location?** (DO NOT READ; SELECT ALL THAT APPLY)

NO, NO ACCESS	1
FROM HOME	2
FROM WORK	3
FROM ELSEWHERE (PLEASE SPECIFY _____)	8
DON'T KNOW / NO RESPONSE	9

(IF Q21 = ACCESS FROM HOME, WORK OR ELSEWHERE)

**Q22 How interested would you be in using the Internet to deal with Industry Canada for future authorizations, information services or products? Would you be...?** (READ)

VERY INTERESTED	1
MODERATELY INTERESTED	2
NOR VERY INTERESTED	3
NOT AT ALL INTERESTED	4
(DO NOT READ) DON'T KNOW / NO RESPONSE	9

**Q23 If you could identify three things to improve the quality of service you received during the radio licensing process, what would that be? Anything else? (DO NOT READ; ACCEPT UP TO THREE RESPONSES)**

TIMELINESS/QUICKER TURNAROUND TIME .....	1
FAIRNESS OF THE PROCESS .....	2
COMPLETENESS OF INFORMATION .....	3
MORE COMPETENT/KNOWLEDGEABLE STAFF .....	4
MORE COURTEOUS STAFF .....	5
EASE OF ACCESS .....	6
IMPROVE FAIRNESS OF PROCESS .....	7
IMPROVE COMMUNICATIONS .....	8
OTHER (SPECIFY _____) .....	98
DON'T KNOW / NO RESPONSE .....	99

## BACKGROUND

**Q24 In which of the following types of organizations do you work, if any? (READ)**

GOVERNMENT (FEDERAL/PROVINCIAL/MUNICIPAL) .....	1
TELECOM SERVICE PROVIDER/PHONE COMPANY .....	2
PUBLIC/PRIVATE UTILITY .....	3
LAW ENFORCEMENT .....	4
PRIVATE COMPANY .....	5
FARMING .....	6
FISHING .....	7
LOGGING .....	8
NO ORGANIZATION .....	97
OTHER (SPECIFY _____) .....	98
(DO NOT READ) DON'T KNOW / NO RESPONSE .....	99

**(RECORD RESPONDENT'S GENDER)**

**THANK AND TERMINATE**

**QUESTIONNAIRE DE SATISFACTION DES CLIENTS  
DE LICENCES DE RADIO BIDIRECTIONNELLE**  
**Industrie Canada**  
*pour utilisation au téléphone*

**INTRODUCTION : (Rejoignez la personne identifiée sur la liste) Bonjour, je m'appelle ..... . Je vous appelle au nom d'Industrie Canada pour effectuer une étude auprès des particuliers et des entreprises qui ont obtenu dernièrement une licence de radio bidirectionnelle. Je travaille pour la société de recherche Echo Sondage chargée de mener le sondage pour le compte d'Industrie Canada. Votre participation à ce sondage n'est pas obligatoire et votre décision de participer ou non à l'étude n'aura aucune incidence sur vos relations avec Industrie Canada. Cependant, votre point de vue nous aiderait grandement. Toutes les informations demeureront confidentielles. Cette entrevue ne durera pas plus de 10 minutes. Puis-je commencer?**

<b>Questions possibles</b>	<b>Réponses</b>
Pour qui ce sondage est-il réalisé?	Le sondage est commandité par Industrie Canada.
Comment la confidentialité de mes réponses sera-t-elle protégée?	Le rapport ne comportera aucune réponse individuelle, seulement des pourcentages et des moyennes. Vos nom ou numéro de téléphone ne seront pas non plus associés à vos réponses.
Pourquoi devrais-je répondre à ce sondage?	Les résultats de notre étude vont servir à améliorer le service d'Industrie Canada. Puisque l'étude ne repose que sur un petit nombre de personnes, votre participation est extrêmement importante.
En quoi consiste le sondage?	Le questionnaire porte sur la qualité du service offert durant le processus de demande de licence de station radio bidirectionnelle.
Comment puis-je m'assurer que ce sondage est légitime?	Vous pouvez appeler le Conseil canadien de la recherche par sondage au (800)554-9996 pour confirmer que Écho Sondage est une entreprise sérieuse et professionnelle de sondage et que le présent sondage a été enregistré auprès d'eux. Autrement, vous pouvez rejoindre le directeur de recherche, Benoît Gauthier, au numéro (819)770-2423.
Notes à l'interviewer	<ul style="list-style-type: none"><li>• Veillez à ce que les participants se concentrent sur les services reçus d'Industrie Canada ou d'un tiers partenaire, et qu'ils ne dévient pas vers d'autres services gouvernementaux provinciaux ou fédéraux.</li><li>• Assurez-vous que le répondant est une personne qui a été impliquée directement au processus de demande de licence.</li><li>• Sachez que <u>station radio</u> ne désigne pas une station de radiodiffusion, mais plutôt une station radio bidirectionnelle.</li><li>• Les catégories de réponses de l'échelle de satisfaction sont répétitives. Adaptez la fréquence de la répétition pour que les choses soient claires, mais évitez d'être fastidieux.</li></ul>

## FILTRAGE

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SCR **Industrie Canada nous a fourni votre nom à titre de personne dont la demande de licence de station de radio a été acceptée au cours de l'année dernière. Est-ce bien le cas? Certains demandeurs ont obtenu une licence directement d'Industrie Canada tandis que d'autres l'ont obtenu par l'entremise d'un tiers, d'un fournisseur de matériel radio, par exemple. (NE PAS LIRE)**

OUI ..... 1  
NON ..... 2 >> **TERMINER L'ENTREVUE**  
NE SAIT PAS / PAS DE RÉPONSE ..... 9 >> **TERMINER L'ENTREVUE**

## CONTEXTE DE LA TRANSACTION

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Q1 **Avez-vous présenté une demande de licence de station radio directement à Industrie Canada ou êtes-vous passé par un tiers, un fournisseur de matériel radio, par exemple? (NE PAS LIRE)**

DIRECTEMENT D'INDUSTRIE CANADA ..... 1  
PAR LE BIAIS D'UN TIERS ..... 2  
NE SAIT PAS / PAS DE RÉPONSE ..... 9

(SI Q1 = PAR LE BIAIS D'UN TIERS)

Q2 **Avec quel type d'organisation avez-vous traité pour obtenir votre licence radio? S'agissait-il...? (LIRE)**

D'UN FOURNISSEUR DE MATÉRIEL RADIO ..... 1  
D'UN CONSULTANT EN SYSTÈME RADIO ..... 2  
OU D'UNE AUTRE ORGANISATION (DE QUEL TYPE D'ORGANISATION S'AGISSAIT-IL? \_\_\_\_\_) ... 8  
(NE PAS LIRE) NE SAIT PAS / PAS DE RÉPONSE ..... 9

(SI Q1 = PAR LE BIAIS D'UN TIERS)

Q3 **Avez-vous eu directement affaire avec le personnel d'Industrie Canada à un moment ou à un autre durant le processus de demande de licence radio? (NE PAS LIRE)**

OUI ..... 1  
NON ..... 2  
NE SAIT PAS / PAS DE RÉPONSE ..... 9

(SI Q1 = DIRECTEMENT D'INDUSTRIE CANADA)

**Q4 Parmi les méthodes suivantes, laquelle avez-vous utilisée pour présenter votre demande de licence de station radio? (LIRE)**

EN PERSONNE, EN VOUS RENDANT À UN BUREAU D'INDUSTRIE CANADA . . . . .	1
PAR TÉLÉPHONE OU PAR TÉLÉCOPIEUR, DIRECTEMENT À INDUSTRIE CANADA . . . . .	2
PAR INTERNET, À L'AIDE DU SITE WEB D'INDUSTRIE CANADA . . . . .	3
PAR LA POSTE, EN ENVOYANT VOTRE DEMANDE À INDUSTRIE CANADA . . . . .	4
AUTRE (VEUILLEZ PRÉCISER _____) . . . . .	8
(NE PAS LIRE) NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

**Q5 Quel type de station radio votre licence visait-elle? (LIRE)**

SYSTÈME RADIO ENTIÈREMENT NOUVEAU . . . . .	1
FRÉQUENCE PARTAGÉE AVEC UNE AUTRE ENTREPRISE . . . . .	2
AJOUT D'UNE STATION DE BASE À UN SYSTÈME EXISTANT . . . . .	3
OU UN AUTRE TYPE DE STATION (VEUILLEZ PRÉCISER _____) . . . . .	8
(NE PAS LIRE) NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

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## IMPORTANCE

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(SI Q1 = DIRECTEMENT D'INDUSTRIE CANADA OU Q3 = OUI)

Q6 **Je vais maintenant vous poser une série de questions sur les services que vous avez reçus d'Industrie Canada durant le processus de demande de licence. Veuillez tout d'abord me dire l'importance de chacun des aspects suivants du service pour vous, en utilisant une échelle de 1 à 5, où 1 signifie que vous pensez que cet aspect du service n'est absolument pas important et 5, qu'il est très important. Si une question ne s'applique pas à votre expérience, veuillez me l'indiquer. Qu'en est-il de...? (ORDRE ALÉATOIRE; RÉPÉTEZ LES INSTRUCTIONS AU BESOIN; ENREGISTREZ À PART LES RÉPONSES « NE S'APPLIQUE PAS » ET « NE SAIS PAS »).**

- 6.1 (SI Q1 = DIRECTEMENT D'INDUSTRIE CANADA) Le temps d'attente au point de service
- 6.2 Le délai pour obtenir l'autorisation d'exploiter la station selon votre demande
- 6.3 La compétence du personnel de service
- 6.4 La courtoisie du personnel de service
- 6.5 La mesure dans laquelle le service est offert de manière juste et équitable
- 6.6 La mesure dans laquelle l'information sur le processus de demande du type de licence désiré est facile à trouver
- 6.7 La mesure dans laquelle vous avez été informé de ce que vous deviez savoir ou faire au cours du processus de demande
- 6.8 La facilité d'accès au service de délivrance de licence de station radio d'Industrie Canada

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## SATISFACTION

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(SI Q1 = DIRECTEMENT D'INDUSTRIE CANADA OU Q3 = OUI)

Q7 **Concernant le service que vous avez reçu d'Industrie Canada au cours du processus de demande de licence radio, pourriez-vous me dire dans quelle mesure vous avez été satisfait de chacun des aspects suivants du service. Veuillez utiliser une échelle de 1 à 5, où 1 signifie que vous avez été très insatisfait et 5, que vous avez été très satisfait. Ici encore, si une question ne s'applique pas à votre expérience, veuillez me l'indiquer. Quel a été votre degré de satisfaction à l'égard des aspects suivants du service? (ORDRE ALÉATOIRE; RÉPÉTEZ LES INSTRUCTIONS AU BESOIN)**

(Même liste que pour la question précédente; ne poser que les questions qui s'appliquaient, selon la question précédente.)

(SI Q1 = DIRECTEMENT D'INDUSTRIE CANADA OU Q3 = OUI)

Q8 **Dans l'ensemble, quel a été votre degré de satisfaction du service que vous avez reçu d'Industrie Canada au cours du processus de demande de licence? Veuillez utiliser une échelle de 1 à 5, où 1 signifie que vous avez été très insatisfait et 5, que vous avez été très satisfait.**  
(SI Q3 = OUI, AJOUTER : **Veuillez ne penser qu'au service fourni par Industrie Canada, à l'exclusion du service fourni par un tiers.**)

(SI Q1 = DIRECTEMENT D'INDUSTRIE CANADA OU Q3 = OUI)

Q9 **Diriez-vous que la qualité du service que vous avez reçu d'Industrie Canada dépassait vos attentes, répondait à vos attentes ou était inférieure à vos attentes? (NE PAS LIRE)**

DÉPASSAIT LES ATTENTES .....	1
RÉPONDAIT AUX ATTENTES .....	2
INFÉRIEURE AUX ATTENTES .....	3
NE SAIT PAS / PAS DE RÉPONSE .....	9

(SI Q1 = DIRECTEMENT D'INDUSTRIE CANADA OU Q3 = OUI)

Q10 **Au bout du compte, avez-vous obtenu tout ce dont vous aviez besoin de la part d'Industrie Canada? (LIRE)**

OUI .....	1
NON .....	2
EN PARTIE .....	3
(NE PAS LIRE) PAS BESOIN DE RENSEIGNEMENTS OU DE SERVICES .....	4
(NE PAS LIRE) NE SAIT PAS / PAS DE RÉPONSE .....	9

(SI Q1 = DIRECTEMENT D'INDUSTRIE CANADA OU Q3 = OUI)

Q11 **Au cours du processus de demande de licence, avez-vous eu des difficultés avec Industrie Canada? (NE PAS LIRE)**

OUI .....	1
NON .....	2
NE SAIT PAS / PAS DE RÉPONSE .....	9

(SI Q11 = OUI)

**Q12 Quels problèmes avez-vous eus? (NE PAS LIRE; ACCEPTEZ TOUTES LES RÉPONSES)**

N'A PAS REÇU LE TYPE DE SYSTÈME RADIO PROMIS PAR LE FOURNISSEUR DE RADIO . . . . .	1
À DÛ ACHETER DU MATÉRIEL SUPPLÉMENTAIRE POUR FAIRE FONCTIONNER SON SYSTÈME . . . . .	2
DIFFICULTÉ À OBTENIR LES RENSEIGNEMENTS NÉCESSAIRES À LA DEMANDE . . . . .	3
DIFFICULTÉ À OBTENIR L'AUTORISATION DE LA MUNICIPALITÉ POUR SON BÂTI D'ANTENNE . . . . .	4
LE FORMULAIRE DE DEMANDE ÉTAIT COMPLIQUÉ ET DIFFICILE À REMPLIR . . . . .	5
À REÇU DES RENSEIGNEMENTS CONTRADICTOIRES DE DIFFÉRENTES SOURCES/PERSONNES . . . . .	6
AUTRE (VEUILLEZ PRÉCISER _____) . . . . .	98
NE SAIT PAS / PAS DE RÉPONSE . . . . .	99

(SI Q1 = PAR LE BIAIS D'UN TIERS)

**Q13 Quel a été votre degré de satisfaction du service que vous avez reçu de [INSÉRER LA RÉPONSE À Q2] au cours du processus de demande de licence? Veuillez utiliser une échelle de 1 à 5, où 1 signifie que vous avez été très insatisfait et 5, que vous avez été très satisfait.**

(SI Q1 = PAR LE BIAIS D'UN TIERS)

**Q14 Diriez-vous que la qualité du service que vous avez reçu de [INSÉRER LA RÉPONSE À Q2] dépassait vos attentes, répondait à vos attentes ou était inférieure à vos attentes? (NE PAS LIRE)**

DÉPASSAIT LES ATTENTES . . . . .	1
RÉPONDAIT AUX ATTENTES . . . . .	2
INFÉRIEURE AUX ATTENTES . . . . .	3
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

(SI Q1 = PAR LE BIAIS D'UN TIERS)

**Q15 Au bout du compte, avez-vous obtenu tout ce dont vous aviez besoin de la part de [INSÉRER LA RÉPONSE À Q2]? (LIRE)**

OUI . . . . .	1
NON . . . . .	2
EN PARTIE . . . . .	3
(NE PAS LIRE) PAS BESOIN DE RENSEIGNEMENTS OU DE SERVICES . . . . .	4
(NE PAS LIRE) NE SAIT PAS / PAS DE RÉPONSE . . . . .	9



(SI Q1 = PAR LE BIAIS D'UN TIERS)

Q16 **Au cours du processus de demande de licence, avez-vous eu des difficultés avec [INSÉRER LA RÉPONSE À Q2]?** (NE PAS LIRE)

OUI .....	1
NON .....	2
NE SAIT PAS / PAS DE RÉPONSE .....	9

(SI Q16 = OUI)

Q17 **Quels problèmes avez-vous eus?** (NE PAS LIRE; ACCEPTEZ TOUTES LES RÉPONSES)

(MÊMES CATÉGORIES QUE Q12)

## ATTENTES

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Q18 **Combien de temps s'est écoulé entre le moment où vous avez présenté votre demande et celui où votre demande a été acceptée?** (NE PAS LIRE; ENREGISTRER SELON L'UNITÉ DE TEMPS UTILISÉE PAR LE PARTICIPANT)

# DE MOIS (PRÉCISER _____) .....	1
# OF SEMAINES (PRÉCISER _____) .....	2
# OF JOURS (PRÉCISER _____) .....	3
NE SAIT PAS / PAS DE RÉPONSE .....	9

Q19 **Selon vous, quel devrait être le délai de traitement d'une demande de licence?** (NE PAS LIRE; ENREGISTRER SELON L'UNITÉ DE TEMPS UTILISÉE PAR LE PARTICIPANT)

# DE MOIS (PRÉCISER _____) .....	1
# OF SEMAINES (PRÉCISER _____) .....	2
# OF JOURS (PRÉCISER _____) .....	3
NE SAIT PAS / PAS DE RÉPONSE .....	9

**Q20 De quelle manière préféreriez-vous procéder à l'avenir pour obtenir une autorisation ou des renseignements sur les produits et services d'Industrie Canada? Pensez-vous à une autre manière? (LISEZ LA LISTE; ACCEPTEZ TROIS RÉPONSES)**

PAR L'INTERMÉDIAIRE D'UN FOURNISSEUR DE MATÉRIEL RADIO . . . . .	1
EN PERSONNE, EN VOUS RENDANT À UN BUREAU D'INDUSTRIE CANADA . . . . .	2
PAR TÉLÉPHONE OU PAR TÉLÉCOPIEUR, DIRECTEMENT À INDUSTRIE CANADA . . . . .	3
PAR INTERNET, À L'AIDE DU SITE WEB D'INDUSTRIE CANADA . . . . .	4
PAR LA POSTE OU PAR MESSAGERIE, EN ENVOYANT LA DEMANDE À UN BUREAU D'INDUSTRIE CANADA . . . . .	5
AUTRE (VEUILLEZ PRÉCISER _____) . . . . .	98
(NE PAS LIRE) PAS DE BESOINS PRÉVUS DANS L'AVENIR . . . . .	97
(NE PAS LIRE) NE SAIT PAS / PAS DE RÉPONSE . . . . .	99

**Q21 Industrie Canada cherche à améliorer l'accès à ses programmes et à ses services par une plus grande utilisation d'Internet. Avez-vous accès à Internet, à la maison, au bureau ou ailleurs? (NE PAS LIRE; COCHER TOUTES LES RÉPONSES QUI S'APPLIQUENT)**

NON, PAS D'ACCÈS . . . . .	1
DE LA MAISON . . . . .	2
DU BUREAU . . . . .	3
D'AILLEURS (VEUILLEZ PRÉCISER _____) . . . . .	8
NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

(SI Q21 = ACCÈS DE LA MAISON, DU BUREAU OU D'AILLEURS)

**Q22 Dans quelle mesure seriez-vous intéressé à utiliser Internet pour obtenir une autorisation ou des renseignements sur les produits et services d'Industrie Canada? Seriez-vous... (LIRE)**

TRÈS INTÉRESSÉ . . . . .	1
MOYENNEMENT INTÉRESSÉ . . . . .	2
PEU INTÉRESSÉ . . . . .	3
PAS DU TOUT INTÉRESSÉ . . . . .	4
(NE PAS LIRE) NE SAIT PAS / PAS DE RÉPONSE . . . . .	9

**Q23 Pouvez-vous nommer trois choses qui pourraient améliorer la qualité du service offert au cours du traitement des demandes de licence de station radio? Pensez-vous à autre chose? (NE LISEZ PAS LA LISTE; ACCEPTEZ JUSQU'À TROIS RÉPONSES)**

RAPIDITÉ/ACCÉLÉRATION DU PROCESSUS .....	1
ÉQUITÉ DU PROCESSUS .....	2
RENSEIGNEMENTS PLUS COMPLETS .....	3
PERSONNEL PLUS COMPÉTENT/RENSEIGNÉ .....	4
PERSONNEL PLUS COURTOIS .....	5
FACILITÉ D'ACCÈS .....	6
AMÉLIORER L'ÉQUITÉ DU PROCESSUS .....	7
AMÉLIORER LES COMMUNICATIONS .....	8
AUTRE (VEUILLEZ PRÉCISER _____) .....	98
NE SAIT PAS / PAS DE RÉPONSE .....	99

## BACKGROUND

**Q24 Le cas échéant, pour quel type d'organisation travaillez-vous? (LIRE)**

Gouvernement (fédéral/provincial/municipal) .....	1
Fournisseur de services de télécommunications/compagnie téléphonique .....	2
Services publics/privés .....	3
Maintien de l'ordre .....	4
Entreprise privée .....	5
Agriculture .....	6
Pêche .....	7
Foresterie .....	8
Aucune organisation .....	97
AUTRE (VEUILLEZ PRÉCISER _____) .....	98
(NE PAS LIRE) NE SAIT PAS / PAS DE RÉPONSE .....	99

**(NOTER LE SEXE DU PARTICIPANT)**

**REMERCIÉ ET TERMINER L'APPEL**



# ***APPENDIX B***

## ***Detailed tables***

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**Did you apply for your radio license directly with Industry Canada or did you do this through a third party, such as a radio equipment supplier?**

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q1											
weighted responses:	510	161	25	265	91	201	98	92	28	313	170
responses:	510	160	26	266	90	170	109	113	28	310	174
<b>Through a third-party service provider</b>	57%	<b>0%</b> ---	100%	<b>100%</b> +++	57%	56%	57%	63%	54%	<b>70%</b> +++	<b>35%</b> ---
<b>Directly with Industry Canada</b>	31%	<b>100%</b> +++	0%	<b>0%</b> ---	29%	33%	33%	30%	32%	30%	33%
<b>Not applicable</b>	10%	0%	0%	0%	13%	8%	9%	8%	14%	<b>0%</b> ---	<b>29%</b> +++
<b>DK/NR</b>	1%	0%	0%	0%	1%	2%	2%	0%	0%	<b>0%</b> --	<b>4%</b> ++
Q1											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>Through a third-party service provider</b>	64%	<b>0%</b> ---	100%	<b>100%</b> +++	65%	62%	62%	68%	63%	<b>70%</b> +++	<b>49%</b> ---
<b>Directly with Industry Canada</b>	35%	<b>100%</b> +++	0%	<b>0%</b> ---	33%	36%	36%	32%	37%	<b>30%</b> --	<b>46%</b> ++
<b>DK/NR</b>	2%	0%	0%	0%	1%	3%	2%	0%	0%	<b>0%</b> ---	<b>5%</b> +++
<b>Not applicable</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

What type of organization did you deal with to apply for your radio license? Was it a...?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q2											
weighted responses:	293	0	25	265	52	113	56	58	15	219	59
responses:	294	0	26	266	51	94	62	72	15	219	61
<b>Radio equipment supplier</b>	83%	0%	72%	85%	76%	80%	87%	<b>93%</b> +	80%	83%	81%
<b>Radio system consultant</b>	8%	0%	10%	7%	7%	10%	6%	4%	13%	7%	11%
<b>Some other organization</b>	6%	0%	9%	6%	6%	8%	5%	3%	7%	6%	6%
<b>Not applicable</b>	1%	0%	0%	1%	2%	1%	0%	0%	0%	1%	0%
<b>DK/NR</b>	3%	0%	8%	2%	<b>8%</b> ++	2%	2%	0%	0%	3%	2%



Did you have any direct dealings with Industry Canada staff at any time during the radio license application process?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q3											
weighted responses:	293	0	25	265	52	113	56	58	15	219	59
responses:	294	0	26	266	51	94	62	72	15	219	61
<b>Yes</b>	9%	0%	100%	0%	10%	7%	8%	10%	19%	9%	7%
<b>No</b>	91%	0%	0%	100%	90%	91%	92%	90%	81%	90%	93%
<b>DK/NR</b>	1%	0%	0%	0%	0%	<b>2%</b> +	0%	0%	0%	1%	0%

Client groups											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
GROUPS											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>Indirect clients</b>	58%	<b>0%</b> ---	0%	<b>100%</b> +++	59%	56%	57%	61%	51%	<b>63%</b> +++	<b>45%</b> ---
<b>Direct core clients</b>	35%	<b>100%</b> +++	0%	<b>0%</b> ---	33%	36%	36%	32%	37%	<b>30%</b> --	<b>46%</b> ++
<b>Third party direct clients</b>	5%	<b>0%</b> ---	100%	<b>0%</b> ---	6%	4%	5%	7%	12%	6%	4%
<b>Unclassified</b>	2%	0%	0%	0%	1%	<b>4%</b> +	2%	0%	0%	<b>1%</b> --	<b>5%</b> ++

Which one of the following methods did you use to file your radio station application?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q4											
weighted responses:	161	161	0	0	26	66	32	27	9	93	56
responses:	160	160	0	0	26	55	36	34	9	90	58
<b>Mailing your application to Industry Canada</b>	33%	33%	0%	0%	41%	25%	44%	27%	44%	<b>23%</b>	<b>47%</b>
										--	++
<b>By telephone or fax direct to Industry Canada</b>	32%	32%	0%	0%	24%	<b>50%</b>	<b>14%</b>	29%	0%	36%	26%
						+++	-				
<b>By the Internet using the Industry Canada website</b>	27%	27%	0%	0%	27%	22%	30%	27%	45%	<b>33%</b>	<b>17%</b>
										+	-
<b>In-person at an Industry Canada office location</b>	5%	5%	0%	0%	4%	<b>0%</b>	8%	<b>14%</b>	0%	6%	3%
						-		++			
<b>Other</b>	2%	2%	0%	0%	4%	0%	3%	3%	0%	<b>0%</b>	<b>5%</b>
										-	+
<b>Not applicable</b>	2%	2%	0%	0%	0%	<b>4%</b>	0%	0%	0%	1%	2%
						+					
<b>DK/NR</b>	1%	1%	0%	0%	0%	0%	0%	0%	12%	1%	0%

What type of radio station did you apply for in your application?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q5											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>Completely new radio system</b>	56%	<b>50%</b>	69%	61%	55%	59%	49%	59%	53%	<b>68%</b>	<b>28%</b>
		-								+++	--
<b>Additional base station to existing system</b>	27%	26%	24%	27%	27%	25%	31%	27%	22%	<b>22%</b>	<b>35%</b>
										--	++
<b>Shared frequency with another company</b>	8%	<b>12%</b>	7%	<b>6%</b>	12%	11%	6%	4%	0%	<b>6%</b>	<b>13%</b>
		+		-						-	+
<b>Something else</b>	5%	7%	0%	4%	4%	<b>1%</b>	<b>10%</b>	8%	13%	<b>2%</b>	<b>13%</b>
						--	+			---	+++
<b>DK/NR</b>	2%	2%	0%	2%	2%	2%	2%	2%	9%	<b>1%</b>	<b>6%</b>
										--	++
<b>Not applicable</b>	1%	<b>2%</b>	0%	0%	0%	2%	2%	1%	4%	<b>0%</b>	<b>6%</b>
		+								---	+++

I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q6_1 The amount of time you have to wait at the service location											
weighted responses:	161	161	0	0	26	66	32	27	9	93	56
responses:	160	160	0	0	26	55	36	34	9	90	58
<b>Very unimportant (0)</b>	4%	4%	0%	0%	4%	4%	0%	9%	10%	5%	3%
<b>(2.5)</b>	2%	2%	0%	0%	3%	2%	0%	3%	0%	1%	4%
<b>(5)</b>	11%	11%	0%	0%	8%	11%	<b>22%</b>	3%	12%	10%	11%
<b>(7.5)</b>	11%	11%	0%	0%	12%	10%	14%	14%	0%	10%	13%
<b>Very important (10)</b>	36%	36%	0%	0%	35%	38%	22%	41%	47%	<b>47%</b>	<b>24%</b>
<b>Not applicable</b>	33%	33%	0%	0%	34%	35%	39%	27%	20%	<b>25%</b>	<b>42%</b>
<b>DK/NR</b>	2%	2%	0%	0%	4%	0%	3%	3%	12%	2%	3%
mean:	7.80	7.80	*	*	7.87	7.97	7.51	7.67	7.67	8.24	7.37
standard deviation:	3.00	3.00	*	*	3.11	2.94	2.24	3.61	4.02	2.90	3.02
Student's t:		*	*	*	-	-	-	-	-	-	-

I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q6_2 The amount of time it takes to receive the authority to operate as you request											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Very unimportant (0)</b>	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%
<b>(2.5)</b>	1%	1%	3%	0%	0%	2%	0%	4%	0%	1%	2%
<b>(5)</b>	11%	12%	4%	0%	16%	8%	8%	9%	26%	8%	11%
<b>(7.5)</b>	21%	23%	12%	0%	10%	26%	27%	17%	18%	21%	24%
<b>Very important (10)</b>	51%	50%	56%	0%	45%	46%	61%	59%	40%	57%	44%
<b>Not applicable</b>	13%	12%	21%	0%	<b>25%</b> +	16%	5%	5%	8%	10%	17%
<b>DK/NR</b>	2%	2%	5%	0%	3%	2%	0%	3%	9%	3%	1%
mean:	8.56	8.49	9.06	*	8.53	8.55	8.89	8.41	7.93	8.85	8.38
standard deviation:	2.04	2.05	1.93	*	2.13	1.90	1.61	2.59	2.30	1.80	2.04
Student's t:		-	-	*	-	-	-	-	-	-	-

I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q6_3											
<b>The competence of the service staff</b>											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Very unimportant (0)</b>	1%	1%	0%	0%	0%	2%	0%	3%	0%	1%	0%
<b>(2.5)</b>	1%	1%	5%	0%	3%	2%	0%	0%	0%	0%	4%
<b>(5)</b>	6%	7%	0%	0%	3%	8%	5%	4%	8%	4%	8%
<b>(7.5)</b>	17%	17%	14%	0%	17%	15%	20%	24%	0%	13%	24%
<b>Very important (10)</b>	59%	59%	57%	0%	49%	57%	63%	59%	76%	66%	45%
<b>Not applicable</b>	15%	13%	24%	0%	25%	16%	12%	8%	8%	13%	18%
<b>DK/NR</b>	2%	2%	0%	0%	3%	0%	0%	3%	9%	2%	1%
mean:	8.90	8.88	9.06	*	8.88	8.72	9.15	8.82	9.55	9.22	8.42
standard deviation:	2.00	2.00	2.00	*	1.99	2.26	1.48	2.10	1.51	1.73	2.13
Student's t:		-	-	*	-	-	-	-	-	*	*

I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q6_4											
<b>The courteousness of the service staff</b>											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Very unimportant (0)</b>	2%	3%	0%	0%	3%	3%	0%	3%	0%	2%	1%
<b>(2.5)</b>	1%	0%	10%	0%	0%	<b>3%</b> +	0%	0%	0%	1%	2%
<b>(5)</b>	7%	8%	3%	0%	7%	8%	8%	5%	9%	7%	7%
<b>(7.5)</b>	17%	18%	16%	0%	10%	13%	<b>30%</b> +	23%	9%	16%	21%
<b>Very important (10)</b>	55%	57%	47%	0%	49%	59%	49%	59%	59%	60%	46%
<b>Not applicable</b>	15%	14%	24%	0%	<b>29%</b> +	13%	14%	8%	15%	12%	21%
<b>DK/NR</b>	2%	2%	0%	0%	3%	0%	0%	3%	9%	2%	1%
mean:	8.66	8.71	8.31	*	8.74	8.48	8.70	8.80	9.13	8.77	8.48
standard deviation:	2.30	2.25	2.65	*	2.47	2.67	1.66	2.12	1.80	2.25	2.26
Student's t:		-	-	*	-	-	-	-	-	-	-



I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q6_5 The extent to which the service is provided in a fair and equitable manner											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
Very unimportant (0)	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%
(2.5)	2%	1%	5%	0%	3%	2%	0%	2%	0%	1%	3%
(5)	4%	5%	0%	0%	0%	5%	2%	7%	8%	3%	5%
(7.5)	26%	27%	24%	0%	17%	28%	32%	32%	9%	<b>22%</b>	<b>36%</b>
Very important (10)	52%	53%	48%	0%	52%	51%	58%	45%	67%	<b>62%</b>	<b>38%</b>
Not applicable	12%	11%	21%	0%	<b>25%</b>	13%	5%	8%	8%	8%	17%
DK/NR	3%	3%	3%	0%	3%	0%	3%	7%	9%	2%	1%
mean:	8.77	8.77	8.75	*	9.13	8.57	9.01	8.47	9.28	<b>9.03</b>	<b>8.30</b>
standard deviation:	1.86	1.84	2.02	*	1.73	2.12	1.35	1.91	1.64	1.78	1.93
Student's t:		-	-	*	-	-	-	-	-	*	*

I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q6_6 The extent to which it is easy to find information about how to apply for the radio license authority that you need											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
Very unimportant (0)	2%	3%	0%	0%	0%	2%	2%	8% +	0%	2%	1%
(2.5)	2%	3%	0%	0%	0%	3%	2%	2%	0%	1%	3%
(5)	11%	12%	9%	0%	13%	15%	10%	5%	8%	10%	17%
(7.5)	23%	24%	17%	0%	10%	18%	32%	36% +	18%	22%	23%
Very important (10)	47%	47%	46%	0%	48%	48%	41%	44% +	58%	53% +	36% -
Not applicable	12%	11%	21%	0%	25% +	13%	9%	3% -	8%	9%	18%
DK/NR	3%	2%	8%	0%	3%	2%	2%	3%	9%	4%	1%
mean:	8.19	8.11	8.81	*	8.74	8.13	8.05	7.81	9.01	8.54	7.74
standard deviation:	2.47	2.54	1.81	*	2.01	2.52	2.40	2.92	1.71	2.20	2.51
Student's t:		-	-	*	-	-	-	-	-	-	-

I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q6_7 The extent to which you are informed about everything that you need to know or do throughout the application process											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Very unimportant (0)</b>	1%	1%	0%	0%	0%	2%	0%	3%	0%	1%	0%
<b>(2.5)</b>	3%	3%	0%	0%	3%	2%	0%	<b>7%</b> +	0%	1%	4%
<b>(5)</b>	9%	9%	10%	0%	9%	12%	7%	9%	0%	8%	13%
<b>(7.5)</b>	20%	20%	22%	0%	<b>7%</b> -	18%	<b>35%</b> +	21%	25%	17%	25%
<b>Very important (10)</b>	53%	54%	48%	0%	52%	53%	54%	55%	51%	<b>61%</b> ++	<b>40%</b> --
<b>Not applicable</b>	11%	10%	21%	0%	<b>22%</b> +	13%	5%	3%	15%	9%	15%
<b>DK/NR</b>	3%	3%	0%	0%	7%	2%	0%	3%	9%	2%	3%
mean:	8.53	8.50	8.70	*	8.76	8.46	8.72	8.10	9.16	<b>8.83</b>	<b>8.10</b>
standard deviation:	2.23	2.29	1.80	*	2.28	2.34	1.60	2.75	1.25	2.05	2.22
Student's t:		-	-	*	-	-	-	-	-	*	*

I'm now going to ask you some questions about the service you received from Industry Canada during the application process. First, please tell me how important each of the following aspects of service are to you. To do this, please use a scale of 1 to 5, where 1 means you think that that aspect of service is very unimportant, and 5 means you think it is very important. If something does not apply to you, please just say so. How about...

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q6_8 Your ease of access to service related to Industry Canada radio licensing											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Very unimportant (0)</b>	2%	1%	8%	0%	0%	3%	0%	5%	0%	2%	2%
<b>(2.5)</b>	1%	1%	3%	0%	0%	2%	2%	0%	0%	2%	0%
<b>(5)</b>	10%	11%	5%	0%	13%	10%	5%	17%	0%	6%	12%
<b>(7.5)</b>	19%	21%	8%	0%	10%	18%	27%	19%	27%	15%	27%
<b>Very important (10)</b>	52%	52%	52%	0%	52%	51%	59%	50%	49%	<b>62%</b>	<b>39%</b>
<b>Not applicable</b>	13%	11%	21%	0%	22%	15%	5%	8%	15%	9%	18%
<b>DK/NR</b>	3%	2%	5%	0%	3%	2%	3%	3%	9%	4%	1%
mean:	8.50	8.55	8.11	*	8.82	8.33	8.83	8.04	9.11	8.85	8.16
standard deviation:	2.32	2.13	3.43	*	1.96	2.59	1.78	2.73	1.27	2.18	2.24
Student's t:		-	-	*	-	-	-	-	-	-	-

**Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...?**

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
<b>Q7_1</b>											
<b>The amount of time you have to wait at the service location</b>											
weighted responses:	94	94	0	0	16	41	17	16	4	61	28
responses:	93	93	0	0	16	34	19	20	4	58	29
<b>Very dissatisfied (0)</b>	2%	2%	0%	0%	6%	0%	0%	5%	0%	2%	0%
<b>(2.5)</b>	1%	1%	0%	0%	0%	0%	0%	5%	0%	1%	0%
<b>(5)</b>	13%	13%	0%	0%	6%	12%	21%	9%	27%	9%	20%
<b>(7.5)</b>	15%	15%	0%	0%	12%	12%	27%	10%	22%	9%	24%
<b>Very satisfied (10)</b>	37%	37%	0%	0%	51%	36%	36%	39%	0%	39%	39%
<b>Not applicable</b>	23%	23%	0%	0%	13%	32%	16%	20%	26%	31%	10%
<b>DK/NR</b>	9%	9%	0%	0%	12%	9%	0%	10%	26%	9%	7%
mean:	8.13	8.13	*	*	8.35	8.51	7.94	7.63	6.13	8.42	8.09
standard deviation:	2.51	2.51	*	*	3.09	2.03	2.09	3.40	1.78	2.56	2.07
Student's t:		*	*	*	-	-	-	-	-	-	-

Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...?

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
<b>Q7_2</b> <b>The amount of time it takes to receive the authority to operate as you request</b>											
weighted responses:	130	115	15	0	17	56	23	25	8	83	40
responses:	129	114	15	0	17	47	26	31	8	81	41
<b>Very dissatisfied (0)</b>	2%	1%	8%	0%	0%	2%	0%	7%	0%	2%	0%
<b>(2.5)</b>	8%	8%	10%	0%	5%	4%	4%	<b>21%</b> ++	13%	10%	5%
<b>(5)</b>	15%	15%	13%	0%	6%	15%	20%	10%	38%	16%	10%
<b>(7.5)</b>	32%	33%	28%	0%	24%	34%	50%	20%	24%	25%	42%
<b>Very satisfied (10)</b>	33%	34%	26%	0%	47%	36%	19%	39%	13%	38%	30%
<b>Not applicable</b>	4%	5%	0%	0%	6%	6%	4%	0%	0%	3%	8%
<b>DK/NR</b>	5%	3%	14%	0%	12%	2%	4%	3%	13%	5%	5%
mean:	7.38	7.48	6.53	*	8.45	7.65	7.27	6.63	6.05	7.33	7.77
standard deviation:	2.64	2.54	3.37	*	2.24	2.47	1.96	3.50	2.47	2.83	2.11
Student's t:		-	-	*	-	-	-	-	-	-	-

Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q7_3											
<b>The competence of the service staff</b>											
weighted responses:	120	107	13	0	17	53	21	24	5	75	41
responses:	119	106	13	0	17	44	23	30	5	73	42
<b>Very dissatisfied (0)</b>	1%	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%
<b>(2.5)</b>	1%	1%	0%	0%	0%	2%	0%	0%	0%	2%	0%
<b>(5)</b>	11%	12%	0%	0%	0%	7%	17%	19%	21%	13%	8%
<b>(7.5)</b>	29%	25%	61%	0%	23%	32%	39%	<b>13%</b>	58%	<b>21%</b>	<b>40%</b>
<b>Very satisfied (10)</b>	48%	50%	29%	0%	53%	50%	39%	57%	0%	54%	41%
<b>Not applicable</b>	5%	6%	0%	0%	6%	7%	4%	3%	0%	5%	7%
<b>DK/NR</b>	5%	5%	10%	0%	18%	2%	0%	3%	21%	6%	5%
mean:	8.41	8.43	8.30	*	<b>9.25</b>	8.54	8.06	8.23	6.83	8.54	8.45
standard deviation:	2.00	2.08	1.22	*	<b>1.19</b>	1.88	1.88	2.64	1.29	2.03	1.62
Student's t:		-	-	*	*	-	-	-	-	-	-

Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...?

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q7_4											
<b>The courteousness of the service staff</b>											
weighted responses:	121	108	13	0	16	53	23	24	5	78	39
responses:	120	107	13	0	16	44	25	30	5	76	40
<b>Very dissatisfied (0)</b>	1%	1%	0%	0%	0%	0%	0%	3%	0%	0%	0%
<b>(2.5)</b>	1%	1%	0%	0%	0%	0%	0%	6% +	0%	2%	0%
<b>(5)</b>	7%	8%	0%	0%	0%	7%	8%	3%	38%	7%	8%
<b>(7.5)</b>	22%	19%	55%	0%	25%	20%	33%	17%	21%	15%	36%
<b>Very satisfied (10)</b>	59%	62%	35%	0%	63%	61%	55%	64%	20%	66%	49%
<b>Not applicable</b>	5%	5%	0%	0%	0%	9% +	0%	3%	0%	6%	2%
<b>DK/NR</b>	5%	4%	10%	0%	13%	2%	4%	3%	20%	4%	5%
mean:	8.82	8.87	8.48	*	9.30	9.03	8.72	8.53	6.95	9.05	8.61
standard deviation:	1.90	1.96	1.28	*	1.17	1.59	1.66	2.75	2.39	1.80	1.63
Student's t:		-	-	*	-	-	-	-	-	-	-



Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...?

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q7_5 The extent to which the service is provided in a fair and equitable manner											
weighted responses:	130	115	15	0	18	58	23	26	5	83	42
responses:	129	114	15	0	18	48	26	32	5	80	43
<b>Very dissatisfied (0)</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>(2.5)</b>	1%	1%	0%	0%	0%	0%	0%	3%	0%	1%	0%
<b>(5)</b>	13%	14%	8%	0%	6%	17%	8%	12%	36%	12%	15%
<b>(7.5)</b>	33%	32%	35%	0%	21%	29%	54%	28%	43%	<b>26%</b>	<b>47%</b>
<b>Very satisfied (10)</b>	44%	45%	37%	0%	62%	46%	31%	48%	0%	51%	33%
<b>Not applicable</b>	3%	3%	0%	0%	0%	<b>6%</b>	0%	0%	0%	4%	0%
<b>DK/NR</b>	7%	5%	19%	0%	11%	2%	8%	9%	21%	6%	4%
mean:	8.31	8.30	8.39	*	<b>9.08</b>	8.29	8.12	8.32	6.36	8.55	7.97
standard deviation:	1.87	1.89	1.73	*	1.55	1.93	1.52	2.11	1.45	1.90	1.74
Student's t:		-	-	*	*	-	-	-	-	-	-

Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...?

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q7_6 The extent to which it is easy to find information about how to apply for the radio license authority that you need											
weighted responses:	137	122	15	0	20	58	25	28	6	88	43
responses:	136	121	15	0	19	48	28	35	6	86	44
<b>Very dissatisfied (0)</b>	4%	5%	0%	0%	0%	4%	7%	6%	0%	3%	3%
<b>(2.5)</b>	6%	6%	7%	0%	5%	6%	4%	12%	0%	<b>9%</b> +	<b>0%</b> -
<b>(5)</b>	15%	15%	16%	0%	21%	19%	4%	14%	15%	11%	21%
<b>(7.5)</b>	29%	28%	37%	0%	11%	29%	40%	26%	53%	29%	30%
<b>Very satisfied (10)</b>	37%	39%	20%	0%	52%	34%	39%	40%	0%	40%	37%
<b>Not applicable</b>	4%	4%	5%	0%	0%	6%	3%	0%	15%	4%	5%
<b>DK/NR</b>	4%	3%	14%	0%	11%	2%	4%	3%	17%	5%	4%
mean:	7.39	7.42	7.18	*	8.08	7.21	7.67	7.13	6.95	7.53	7.70
standard deviation:	2.83	2.89	2.30	*	2.57	2.82	2.92	3.18	1.19	2.84	2.42
Student's t:		-	-	*	-	-	-	-	-	-	-

Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q7_7 The extent to which you are informed about everything that you need to know or do throughout the application process											
weighted responses:	134	119	15	0	19	55	25	28	6	84	43
responses:	134	119	15	0	19	46	28	35	6	82	45
<b>Very dissatisfied (0)</b>	1%	1%	0%	0%	0%	0%	0%	<b>6%</b> +	0%	0%	0%
<b>(2.5)</b>	3%	3%	0%	0%	0%	2%	0%	2%	32%	2%	5%
<b>(5)</b>	21%	19%	41%	0%	11%	20%	35%	17%	33%	19%	25%
<b>(7.5)</b>	26%	26%	24%	0%	20%	23%	36%	25%	17%	22%	35%
<b>Very satisfied (10)</b>	41%	44%	20%	0%	53%	46%	25%	46%	0%	48%	31%
<b>Not applicable</b>	3%	3%	0%	0%	0%	<b>7%</b> +	0%	0%	0%	4%	0%
<b>DK/NR</b>	5%	4%	14%	0%	16%	2%	4%	3%	17%	5%	4%
mean:	7.77	7.88	6.87	*	<b>8.75</b>	8.09	7.24	7.66	<b>4.55</b>	8.17	7.41
standard deviation:	2.40	2.41	2.10	*	1.84	2.20	2.00	2.90	2.11	2.18	2.24
Student's t:		-	-	*	*	-	-	-	*	-	-

**Thinking about the service you received from Industry Canada during the radio license application process, I'd like you to tell me how satisfied you were with each of the following aspects of service. Please use a 5-point scale, where 1 is very dissatisfied, and 5 is very satisfied. Once again, if something does not apply to you, please just say so. How about...?**

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
<b>Q7_8</b>											
<b>Your ease of access to service related to Industry Canada radio licensing</b>											
weighted responses:	130	117	14	0	19	55	24	26	6	83	41
responses:	130	116	14	0	19	46	27	32	6	81	42
<b>Very dissatisfied (0)</b>	3%	3%	0%	0%	0%	2%	8%	3%	0%	2%	3%
<b>(2.5)</b>	3%	4%	0%	0%	0%	2%	4%	6%	14%	4%	2%
<b>(5)</b>	13%	12%	22%	0%	11%	15%	8%	12%	18%	11%	12%
<b>(7.5)</b>	38%	38%	42%	0%	31%	32%	55%	38%	51%	33%	49%
<b>Very satisfied (10)</b>	36%	38%	21%	0%	48%	41%	22%	38%	0%	41%	29%
<b>Not applicable</b>	2%	2%	0%	0%	0%	4%	0%	0%	0%	3%	0%
<b>DK/NR</b>	5%	3%	15%	0%	11%	2%	4%	3%	17%	5%	5%
mean:	7.70	7.73	7.48	*	8.53	7.90	7.10	7.60	6.11	7.89	7.59
standard deviation:	2.44	2.50	1.86	*	1.79	2.37	2.73	2.63	2.15	2.45	2.26
Student's t:		-	-	*	-	-	-	-	-	-	-

Overall, how satisfied were you with the service you received from Industry Canada during the radio licensing application process?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q8											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Very dissatisfied (0)</b>	3%	2%	12%	0%	7%	2%	2%	5%	0%	4%	0%
<b>(2.5)</b>	4%	4%	7%	0%	3%	3%	5%	5%	8%	5%	3%
<b>(5)</b>	13%	13%	15%	0%	10%	13%	10%	19%	16%	14%	12%
<b>(7.5)</b>	32%	32%	31%	0%	<b>16%</b>	29%	<b>52%</b>	25%	51%	29%	35%
<b>Very satisfied (10)</b>	44%	46%	34%	0%	55%	51%	31%	46%	9%	45%	47%
<b>Not applicable</b>	2%	2%	0%	0%	3%	2%	0%	0%	8%	2%	1%
<b>DK/NR</b>	2%	2%	0%	0%	<b>7%</b>	0%	0%	0%	9%	2%	2%
mean:	7.83	8.01	6.74	*	8.00	8.15	7.59	7.56	6.82	7.74	8.25
standard deviation:	2.56	2.37	3.38	*	3.10	2.35	2.31	2.90	2.02	2.71	2.03
Student's t:		-	-	*	-	-	-	-	-	-	-

**Would you say that the quality of service you received from Industry Canada exceeded your expectations, met your expectations, or fell short of your expectations?**

	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q9											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Exceeded expectations</b>	14%	13%	19%	0%	<b>26%</b> +	15%	7%	12%	0%	15%	13%
<b>Met expectations</b>	77%	79%	66%	0%	<b>61%</b> -	80%	83%	76%	84%	77%	78%
<b>Fell short of expectations</b>	6%	6%	10%	0%	7%	2%	10%	12%	8%	5%	9%
<b>Not applicable</b>	1%	1%	5%	0%	0%	<b>3%</b> +	0%	0%	0%	2%	0%
<b>DK/NR</b>	2%	2%	0%	0%	<b>7%</b> +	0%	0%	0%	9%	1%	0%

In the end, did you get all of what you needed from Industry Canada?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q10											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Yes</b>	90%	89%	97%	0%	90%	92%	88%	93%	84%	92%	88%
<b>No</b>	2%	2%	3%	0%	3%	0%	5%	5%	0%	1%	3%
<b>In part</b>	6%	7%	0%	0%	7%	7%	7%	3%	8%	4%	9%
<b>I did not need information/service</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Not applicable</b>	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%
<b>DK/NR</b>	1%	1%	0%	0%	0%	0%	0%	0%	9%	1%	0%

<b>Did you have any problems in your dealings with Industry Canada during the application process?</b>											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q11											
weighted responses:	186	161	25	0	31	73	36	33	12	113	60
responses:	186	160	26	0	31	61	41	41	12	111	62
<b>Yes</b>	13%	12%	22%	0%	0%	12%	17%	22%	24%	15%	4%
					-					+	-
<b>No</b>	87%	88%	78%	0%	100%	88%	83%	78%	76%	85%	96%
					+					-	+
<b>DK/NR</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%



<b>What problems did you encounter?</b>											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q12											
weighted responses:	25	19	6	0	0	9	6	7	3	18	3
responses:	26	20	6	0	0	7	7	9	3	18	3
<b>Did not get type of radio system service provider promised</b>	9%	5%	22%	0%	0%	14%	14%	0%	0%	12%	0%
<b>Had to buy additional equipment to make system work</b>	4%	0%	17%	0%	0%	0%	15%	0%	0%	5%	0%
<b>Had difficulty getting information required for application</b>	20%	25%	0%	0%	0%	14%	28%	12%	37%	11%	36%
<b>Had difficulty getting my antenna structure approved by municipality</b>	9%	5%	22%	0%	0%	14%	0%	0%	37%	13%	0%
<b>Application form was too confusing/hard to fill out</b>	15%	20%	0%	0%	0%	14%	14%	23%	0%	0%	68%
<b>Received conflicting information from different people/sources</b>	24%	22%	32%	0%	0%	29%	29%	12%	32%	24%	36%
<b>Other</b>	59%	63%	46%	0%	0%	42%	57%	79%	68%	59%	64%
<b>Not applicable</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>DK/NR</b>	3%	4%	0%	0%	0%	0%	0%	10%	0%	4%	0%

How satisfied were you with the service you received from [the third party service supplier] during the radio licensing application process?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q13											
weighted responses:	293	0	25	265	52	113	56	58	15	219	59
responses:	294	0	26	266	51	94	62	72	15	219	61
<b>Very dissatisfied (0)</b>	4%	0%	16%	2%	4%	3%	3%	5%	0%	3%	5%
<b>(2.5)</b>	2%	0%	0%	2%	2%	0%	3%	3%	0%	2%	0%
<b>(5)</b>	6%	0%	25%	4%	4%	6%	7%	4%	7%	5%	7%
<b>(7.5)</b>	25%	0%	26%	25%	27%	19%	33%	28%	22%	27%	23%
<b>Very satisfied (10)</b>	61%	0%	33%	64%	57%	68%	54%	57%	64%	61%	62%
<b>Not applicable</b>	1%	0%	0%	1%	0%	0%	0%	1%	7%	1%	0%
<b>DK/NR</b>	2%	0%	0%	3%	6%	3%	0%	1%	0%	2%	3%
mean:	8.57	*	<b>6.46</b>	<b>8.78</b>	8.47	8.84	8.30	8.28	9.03	8.65	8.55
standard deviation:	2.39	*	3.50	2.16	2.48	2.23	2.42	2.71	1.63	2.24	2.50
Student's t:		*	**	**	-	-	-	-	-	-	-

Would you say that the quality of service you received from [the third party service supplier] exceeded your expectations, met your expectations, or fell short of your expectations?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q14											
weighted responses:	293	0	25	265	52	113	56	58	15	219	59
responses:	294	0	26	266	51	94	62	72	15	219	61
<b>Exceeded expectations</b>	20%	0%	10%	21%	16%	26%	23%	<b>10%</b>	26%	20%	17%
<b>Met expectations</b>	73%	0%	68%	74%	78%	<b>66%</b>	72%	82%	74%	73%	76%
<b>Fell short of expectations</b>	4%	0%	18%	3%	2%	4%	3%	7%	0%	4%	4%
<b>Not applicable</b>	1%	0%	4%	1%	2%	1%	2%	1%	0%	2%	0%
<b>DK/NR</b>	2%	0%	0%	2%	2%	3%	0%	0%	0%	1%	4%

In the end, did you get all of what you needed from [the third party service supplier]?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q15											
weighted responses:	293	0	25	265	52	113	56	58	15	219	59
responses:	294	0	26	266	51	94	62	72	15	219	61
<b>Yes</b>	91%	0%	77%	92%	88%	89%	<b>98%</b>	90%	93%	<b>94%</b>	<b>83%</b>
							+			++	--
<b>No</b>	3%	0%	13%	2%	6%	2%	2%	4%	7%	3%	4%
<b>In part</b>	3%	0%	10%	2%	0%	4%	0%	5%	0%	<b>1%</b>	<b>7%</b>
										-	+
<b>I did not need information/service</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Not applicable</b>	1%	0%	0%	1%	0%	2%	0%	1%	0%	1%	0%
<b>DK/NR</b>	2%	0%	0%	2%	<b>6%</b>	2%	0%	0%	0%	<b>1%</b>	<b>7%</b>
					+					--	++

<b>Did you have any problems in your dealings with [the third party service supplier] during the application process?</b>											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q16											
weighted responses:	293	0	25	265	52	113	56	58	15	219	59
responses:	294	0	26	266	51	94	62	72	15	219	61
<b>Yes</b>	5%	0%	22%	3%	4%	3%	5%	8%	7%	6%	2%
<b>No</b>	94%	0%	78%	96%	94%	96%	95%	92%	93%	94%	96%
<b>DK/NR</b>	1%	0%	0%	1%	2%	1%	0%	0%	0%	1%	2%

<b>What problems did you encounter?</b>											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q17											
weighted responses:	14	0	5	9	2	4	3	5	1	13	1
responses:	15	0	5	10	2	3	3	6	1	14	1
<b>Did not get type of radio system service provider promised</b>	32%	0%	38%	28%	54%	0%	0%	52%	100%	35%	0%
<b>Had to buy additional equipment to make system work</b>	15%	0%	23%	10%	46%	33%	0%	0%	0%	7%	100%
<b>Had difficulty getting information required for application</b>	6%	0%	0%	10%	0%	0%	33%	0%	0%	7%	0%
<b>Had difficulty getting my antenna structure approved by municipality</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Application form was too confusing/hard to fill out</b>	9%	0%	23%	0%	0%	33%	0%	0%	0%	10%	0%
<b>Received conflicting information from different people/sources</b>	18%	0%	17%	19%	0%	0%	34%	34%	0%	20%	0%
<b>Other</b>	20%	0%	0%	33%	0%	33%	34%	14%	0%	22%	0%
<b>Not applicable</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>DK/NR</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

<b>How long did it take between the time you submitted your application and the time you were informed that your application was successful?</b>											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q18 (expressed in weeks)											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>Less than 1 week</b>	3%	5%	0%	3%	3%	<b>6%</b>	1%	2%	0%	4%	1%
<b>1-4 weeks</b>	33%	34%	23%	34%	38%	37%	27%	28%	25%	<b>37%</b>	<b>23%</b>
<b>5-8 weeks</b>	18%	16%	21%	19%	14%	17%	13%	22%	37%	20%	12%
<b>9 or more weeks</b>	16%	14%	29%	17%	10%	<b>9%</b>	<b>26%</b>	<b>28%</b>	8%	<b>18%</b>	<b>10%</b>
<b>Don't know</b>	30%	31%	28%	28%	35%	31%	33%	<b>20%</b>	30%	<b>22%</b>	<b>53%</b>
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
mean:	7.8	7.2	11.3	7.8	<b>5.9</b>	<b>5.3</b>	<b>12.1</b>	<b>9.8</b>	8.2	7.7	8.3
standard deviation:	9.2	9.8	10.8	8.7	5.5	5.0	15.1	8.8	11.1	9.3	10.0
Student's t:		-	-	-	*	***	**	*	-	-	-

How long do you think the radio licensing process should take?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q19											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>Less than 1 week</b>	5%	5%	9%	4%	4%	<b>7%</b> +	3%	2%	0%	5%	3%
<b>1-4 weeks</b>	57%	62%	52%	55%	52%	56%	57%	65%	59%	<b>60%</b> +	<b>49%</b> -
<b>5-8 weeks</b>	10%	10%	17%	11%	8%	11%	10%	14%	5%	11%	8%
<b>9 weeks or more</b>	4%	4%	0%	5%	5%	3%	<b>8%</b> +	3%	0%	4%	3%
<b>Don't know</b>	24%	20%	23%	26%	31%	24%	22%	<b>16%</b> -	37%	<b>19%</b> ---	<b>37%</b> +++
mean:	3.98	3.62	3.72	4.27	4.65	<b>3.32</b>	4.99	4.01	<b>2.83</b>	3.86	4.47
standard deviation:	4.84	4.75	2.19	5.12	7.88	3.05	6.31	2.99	1.42	4.40	6.31
Student's t:		-	-	-	-	*	-	-	*	-	-



Which of the following methods would you prefer to use for dealing with future Industry Canada authorizations or information services or products? (Accepted up to 3 answers)											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q20											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>By email or using the Industry Canada website</b>	38%	<b>57%</b> +++	19%	<b>27%</b> ---	31%	34%	<b>52%</b> ++	37%	34%	36%	38%
<b>Service through a radio equipment supplier</b>	31%	<b>6%</b> ---	29%	<b>48%</b> +++	<b>18%</b> --	29%	39%	<b>43%</b> ++	29%	33%	27%
<b>By telephone or fax to an Industry Canada office</b>	31%	<b>42%</b> +++	35%	<b>25%</b> ---	29%	33%	35%	<b>20%</b> --	55%	31%	30%
<b>By mail or courier service to an Industry Canada office</b>	15%	19%	12%	12%	20%	15%	11%	10%	21%	13%	19%
<b>In-person service at an Industry Canada office</b>	10%	12%	9%	9%	7%	9%	15%	9%	7%	9%	14%
<b>DK/NR</b>	8%	6%	23%	8%	<b>22%</b> +++	8%	<b>3%</b> -	<b>3%</b> -	5%	7%	12%
<b>Other</b>	1%	2%	0%	1%	0%	1%	1%	<b>3%</b> +	0%	<b>0%</b> -	<b>2%</b> +
<b>No need for future dealings</b>	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Industry Canada is trying to improve access to its programs and services through greater use of the Internet. Do you have access to the Internet, either at home, work or from some other location?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q21											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>From work</b>	78%	82%	76%	76%	73%	<b>68%</b>	<b>86%</b>	<b>93%</b>	96%	78%	77%
						---	+	+++			
<b>From home</b>	69%	74%	58%	68%	68%	<b>59%</b>	<b>82%</b>	77%	79%	71%	66%
						---	++				
<b>DK/NR</b>	9%	6%	16%	9%	<b>18%</b>	11%	<b>3%</b>	4%	0%	8%	11%
					+++		-				
<b>No, no access</b>	8%	6%	4%	10%	<b>3%</b>	<b>17%</b>	4%	<b>1%</b>	0%	10%	5%
					-	+++		--			
<b>Not applicable</b>	1%	2%	0%	1%	1%	1%	2%	0%	4%	1%	2%
<b>From elsewhere</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

How interested would you be in using the Internet to deal with Industry Canada for future authorizations, information services or products? Would you be...?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q22											
weighted responses:	379	138	20	212	62	132	82	81	23	255	100
responses:	386	139	21	218	61	110	91	101	23	258	104
<b>Very interested</b>	52%	<b>66%</b> +++	47%	<b>44%</b> ---	51%	<b>44%</b> -	60%	54%	61%	51%	56%
<b>Moderately interested</b>	27%	<b>19%</b> -	39%	30%	23%	33%	21%	28%	21%	27%	25%
<b>Nor very interested</b>	10%	8%	10%	11%	14%	10%	11%	7%	9%	10%	10%
<b>Not at all interested</b>	9%	6%	0%	<b>12%</b> +	5%	12%	7%	10%	8%	10%	8%
<b>Not applicable</b>	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%
<b>DK/NR</b>	2%	1%	4%	2%	<b>8%</b> +++	1%	0%	0%	0%	2%	1%

If you could identify three things to improve the quality of service you received during the radio licensing process, what would that be? Anything else?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q23											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>DK/NR</b>	41%	39%	33%	44%	<b>52%</b> +	41%	41%	35%	30%	39%	45%
<b>Not applicable</b>	20%	15%	15%	22%	18%	<b>25%</b> +	20%	<b>8%</b> ---	29%	21%	19%
<b>Timeliness/quicker turnaround time</b>	17%	17%	15%	17%	14%	<b>12%</b> -	19%	<b>28%</b> +++	17%	17%	14%
<b>Other</b>	15%	<b>24%</b> +++	24%	<b>9%</b> ---	12%	<b>10%</b> -	16%	<b>26%</b> +++	15%	14%	15%
<b>Completeness of information</b>	7%	8%	6%	6%	<b>1%</b> -	4%	10%	10%	17%	6%	9%
<b>Improve communications</b>	6%	8%	14%	5%	3%	5%	10%	7%	9%	6%	4%
<b>Ease of access</b>	6%	6%	3%	6%	7%	5%	5%	7%	5%	6%	6%
<b>More competent/knowledgeable staff</b>	4%	4%	3%	4%	1%	3%	5%	6%	4%	4%	4%
<b>More courteous staff</b>	2%	2%	0%	2%	0%	<b>4%</b> +	1%	1%	0%	3%	1%
<b>Improve fairness of process</b>	1%	1%	5%	1%	0%	1%	2%	1%	4%	1%	2%
<b>Fairness of the process</b>	0%	0%	5%	0%	0%	1%	1%	0%	0%	0%	1%

In which of the following types of organizations do you work, if any?											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
Q24											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>Private company</b>	42%	<b>32%</b> ---	31%	<b>50%</b> +++	46%	37%	43%	49%	31%	<b>47%</b> +++	<b>26%</b> ---
<b>Government (Federal/provincial/municipal)</b>	20%	<b>25%</b> +	22%	<b>16%</b> -	16%	<b>11%</b> ---	26%	<b>28%</b> +	49%	<b>15%</b> ---	<b>31%</b> +++
<b>Other</b>	11%	10%	19%	11%	<b>18%</b> +	14%	6%	<b>5%</b> -	7%	10%	13%
<b>Farming</b>	10%	12%	0%	9%	<b>3%</b> -	<b>20%</b> +++	<b>3%</b> -	<b>1%</b> ---	4%	<b>12%</b> +	<b>5%</b> -
<b>Public/private utility</b>	6%	4%	8%	7%	5%	6%	6%	9%	8%	6%	6%
<b>DK/NR</b>	6%	3%	19%	6%	10%	9%	4%	<b>1%</b> -	0%	<b>5%</b> -	<b>11%</b> +
<b>Telecom service provider/phone company</b>	5%	<b>14%</b> +++	0%	<b>1%</b> ---	3%	3%	<b>12%</b> ++	8%	0%	4%	8%

<b>Thank respondent.</b>											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
SEXE											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>Male</b>	84%	84%	92%	83%	79%	83%	88%	85%	83%	84%	84%
<b>Female</b>	16%	16%	8%	17%	21%	17%	12%	15%	17%	16%	16%

Client groups											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
GROUPS											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>Indirect clients</b>	58%	<b>0%</b> ---	0%	<b>100%</b> +++	59%	56%	57%	61%	51%	<b>63%</b> +++	<b>45%</b> ---
<b>Direct core clients</b>	35%	<b>100%</b> +++	0%	<b>0%</b> ---	33%	36%	36%	32%	37%	<b>30%</b> --	<b>46%</b> ++
<b>Third party direct clients</b>	5%	<b>0%</b> ---	100%	<b>0%</b> ---	6%	4%	5%	7%	12%	6%	4%
<b>Unclassified</b>	2%	0%	0%	0%	1%	<b>4%</b> +	2%	0%	0%	<b>1%</b> --	<b>5%</b> ++

<b>[EN]Preferred language [FR]Langue préférée</b>											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
LANG											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>English</b>	82%	83%	77%	81%	<b>100%</b> +++	<b>100%</b> +++	<b>97%</b> +++	<b>7%</b> ---	100%	82%	83%
<b>French</b>	18%	17%	23%	19%	<b>0%</b> ---	<b>0%</b> ---	<b>3%</b> ---	<b>93%</b> +++	0%	18%	17%



Applicant type											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
APPTYPE											
weighted responses:	461	161	25	265	79	184	89	85	24	313	121
responses:	461	160	26	266	78	153	100	106	24	310	125
<b>CO</b>	64%	<b>54%</b> --	68%	<b>68%</b> ++	<b>75%</b> +	63%	61%	65%	36%	66%	57%
<b>Other</b>	24%	<b>36%</b> +++	16%	<b>19%</b> ---	<b>13%</b> --	29%	27%	21%	30%	25%	23%
<b>MU</b>	12%	11%	16%	13%	12%	9%	12%	15%	33%	<b>10%</b> --	<b>20%</b> ++

Was it for a license renewal or for a new licence? [Refer to the most recent transaction if many]											
	Total	Client segments			Regions					Type of application	
		Direct core clients	Third-party direct clients	Indirect clients	BC, Yukon	Prairies, North	Ontario	Quebec	Atlantic Canada	New license	Renewal
QA											
weighted responses:	436	149	24	253	75	173	87	79	22	313	121
responses:	436	148	25	254	74	144	97	99	22	310	125
<b>New license</b>	72%	<b>63%</b> ---	82%	<b>78%</b> ++	68%	76%	64%	74%	74%	<b>100%</b> +++	<b>0%</b> ---
<b>Renewal</b>	28%	<b>37%</b> +++	18%	<b>22%</b> --	32%	23%	36%	26%	26%	<b>0%</b> ---	<b>100%</b> +++
<b>DK/NR</b>	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%