Digitization of Canadian Government Services
An ARI, AWS and ISCC Partnership Project
Survey Questionnaire

Introduction

Today's survey looks at people's online activities and ways of accessing different services. Some people will have more experience with some of these things and others less – but that's okay, we want to include a wide range of perspectives.

As always, there are no right or wrong answers, and all responses are completely confidential.

Part 1: Personal Tech/Online Profile

Let's start with a few questions about your own online access and activities.

A1a
Base=All
[Multi-choice, select all]

Which of the following devices do you own or have easy access to? (Select all that apply)

[Randomize items]

A smart phone
A laptop computer
A desktop computer
A tablet
None of the above **[Exclusive. Anchor]**

A1b
Base= at least one selected in A1a
[Multi-choice, select all]

And which of those do you use to go online? (This could be for any purpose, including email, news updates, social media, doing surveys like this one, online shopping, etc.)

[Show devices selected at A1a. Same order.]

A2
Base=All
[Multi-choice, select all]

What kinds of things do you do online? From the list below, please select any activities you do online regularly – let's say at least once a week or more often.

[Randomize items]

Streaming entertainment (such as Netflix, YouTube)
Gaming online
News reports/updates
Email or online chat
Video conferencing
Social media (Facebook, Instagram, Twitter, etc.)
Shopping/Browsing/Price comparisons
Banking/Paying bills
Reservations/Appointments
General info searches
Other: **[fixed]**
None of these once weekly or more often **[Exclusive. Anchor]**

A3
Base=All
[Single choice]

Thinking of all of the different things you do online, EXCLUDING streaming movies or shows...

Roughly how much time _in total_ would you say you spend online in a typical day?

Less than an hour
About an hour
2 or 3 hours
4 or 5 hours
6 or more hours

A4
Base=All
[Single choice]

Thinking back to life pre-pandemic – that is, before COVID-19 arrived in Canada last winter and the country went into the first big lockdown last March...

Would you say you are now spending more time online than you did pre-COVID-19, less time now, or about the same overall?

A lot more time online now
More time now
Less time now
A lot less time online now
About the same

A5a
Base=a lot more/more time online now in A4
[Multi-choice, select all]

And which of these various online activities would you say you are <u>doing more of</u> since the COVID-19 pandemic? (Select all that may apply)

[Pipe all A2 options in same order]

A5b
Base=less/a lot less online now in A4
[Multi-choice, select all]

And which of these various online activities would you say you are <u>doing less of</u> since the COVID-19 pandemic? (Select all that may apply)

[Pipe all A2 options in same order]

A6
Base=All
[single choice]

As we all know, some people are more comfortable navigating the online digital world than others.
Would you describe your own level of comfort as: [slider scale]

1 – Low You are not really comfortable doing things digitally	2	3 – Average level of comfort	4	5 – High You are very comfortable doing many things digitally

Part 2: Interactions/Experience with Government Services

B1a
Base=All
[Multi-choice, select all]

To make sure we are asking you relevant questions in the next part of the survey, please indicate which of the following, if any, apply to you? Are you currently:

A business owner
An accountant for a business
A student
Self-employed/a freelancer
A senior (60+)
No, none of these

B1b
Base=All
[Single choice]

And, were you born in Canada or in another country?

Born in Canada
In another country

B2a
Base=All
[Single choice]

Do you currently have any kind of online account with the Government of Canada (for example: CRA My Account, My Service Canada Account, My Business Account, etc.)?

Yes
No
Don't know/Not sure

B2b
Base= Yes at B2a
[Single choice]

What kind(s) of online account(s) do you have with the Government of Canada? (Select all that apply.)

CRA My Account
My Service Canada Account (for Employment Insurance (EI), Old Age Security (OAS), Canada Pension Plan (CPP))
CRA My Business Account
IRCC (Immigration, Refugees and Citizenship Canada) account
None of the above [exclusive]

2.A -- Federal government services

[Text screen]
We'd like to ask you now about a few different government programs and services – some you may know about or have possibly used, others you may not.

B3
Base=All
[single choice grid]
Do you have personal experience with each of the following services or programs?

[Service/program descriptions] [Keep this order]

"E-filing" with the Canada Revenue Agency (CRA) – i.e. submitting your tax return online

Employment Insurance (EI) benefits to provide income after a job loss

Applying for Old Age Security (OAS) or Canada Pension Plan (CPP) benefits **[Show only to seniors from B1a]**

A 9-digit Business Number (BN) assigned by the CRA which many government departments can then use to identify that business and streamline their reporting and other dealings **[Show only to biz owners/accountants from B1a]**

Going online to check the status of a Canadian visa, work permit, study permit, or Express Entry application **[Show only to born outside Canada from B1b]**

[Answer options]
No, not aware of that
Heard of it, but have not used
Used more than a few years ago
Yes, used in past few years

B4a
Base= used EI in the past few years (Responded 4 to row option 2 in B3)
[single choice]

There are multiple ways to apply for EI. What method did you use to apply for it?

Completed a paper application
Applied over the phone
Applied online
Another method
Don't know/can't remember

B4b
Base= used OAS or CPP in the past few years (Responded 4 to row option 3 in B3)
[single choice]

There are multiple ways to apply for OAS and CPP. What method did you use to apply for it?

Completed a paper application
Applied online
Another method
Don't know/can't remember

B5a
Base=Responded "used within the past few years"(4) to e-filing (item 1) in B3
[single choice]

How would you rate your experience *accessing or using* the website and online platform for **"E-filing" with the CRA**?

Please note that we're referring ONLY to your online experience and NOT your experience with or opinion of the *actual* service/program itself.

[Answer options]

Excellent, it was very easy to use

Good, it was easy enough

Only fair, had some issues but figured it out

Poor, had major issues that made it very hard to use

B5b

Base="used within the past few years"(4) to Business Number (item 4) in B3

[single choice]

How would you rate your experience *accessing or using* the website and online platform for **Business Numbers (BN)**?

Please note that we're referring ONLY to your online experience and NOT your experience with or opinion of the *actual* service/program itself.

[Answer options]

Excellent, it was very easy to use

Good, it was easy enough

Only fair, had some issues but figured it out

Poor, had major issues that made it very hard to use

B5c

Base="used within the past few years"(4) to checking immigration status online (item 5) in B3

[single choice]

How would you rate your experience *accessing or using* the website and online platform for **Canadian visa, work permit, study permit, and Express Entry application updates**?

Please note that we're referring ONLY to your online experience and NOT your experience with or opinion of the *actual* service/program itself.

[Answer options]

Excellent, it was very easy to use

Good, it was easy enough

Only fair, had some issues but figured it out

Poor, had major issues that made it very hard to use

B5d

Base=Applied online to EI (response option 3 at B4a)
[single choice]

How would you rate your experience *accessing or using* the website and online platform for **Employment Insurance (EI)**?

Please note that we're referring ONLY to your online experience and NOT your experience with or opinion of the *actual* service/program itself.

[Answer options]
Excellent, it was very easy to use
Good, it was easy enough
Only fair, had some issues but figured it out
Poor, had major issues that made it very hard to use

B5e

Base=Applied online to OAS/CPP (response option 2 at B4b)
[single choice]
How would you rate your experience *accessing or using* the website and online platform for **Applying for Old Age Security (OAS) or Canada Pension Plan (CPP) benefits**?

Please note that we're referring ONLY to your online experience and NOT your experience with or opinion of the *actual* service/program itself.

[Answer options]
Excellent, it was very easy to use
Good, it was easy enough
Only fair, had some issues but figured it out
Poor, had major issues that made it very hard to use

B6

Base=only fair/poor to ANY of the row options in B5
[Multi-choice grid, select all]

Please indicate the reasons you give a fair or poor rating to using the online platform for:
(select all that apply)

[Pipe service/program given only fair/poor rating in B5 -- keep order]
"E-filing" with the CRA
Employment Insurance (EI)

Business Numbers (BN)
Canadian visa, work permit, study permit, and Express Entry application updates
Applying for Old Age Security (OAS) or Canada Pension Plan (CPP) benefits

[response options]
Time consuming
Process was confusing
Site was hard to navigate
Site crashed on me
Site timed out
Support/chat support not helpful
Other:

2.B -- Pandemic government services

[Text screen]
Now let's consider Canadian government programs and services that were introduced in response to the COVID-19 pandemic which arrived in Canada early in 2020.

B7
Base=All
[Single choice grid]

Are you familiar with any of the following programs?

[Service/program descriptions] [Keep this order]
The Canada Emergency Response Benefit (CERB) paid to those who lost income in the pandemic

The Canada Emergency Student Benefit (CESB), for postgraduate students who didn't qualify for CERB **[only show to students in B1a]**

The Canada Recovery Benefit (CRB), provided to self-employed/freelancing individuals who didn't qualify for CERB **[only show to self-employed/freelancers in B1a]**

The Canada Emergency Wage Subsidy (CEWS) to help business retain staff during the pandemic **[only show to biz owners/accountants in B1a]**

[Answer options]
No, never heard of this

Heard of, but have not used
Yes, have used/applied for

B8
Base=only ask "yes" to at least one in B7
[single choice grid]

There are multiple ways to access and apply for these programs. What method did you use to apply for **[insert <u>name</u> of service/program respondent has used/applied for at B7]**?

[Service/program names -- keep order]
Canada Emergency Response Benefit (CERB)
Canada Emergency Student Benefit (CESB) **[students]**
Canada Recovery Benefit (CRB) **[self-employed/freelancers]**
Canada Emergency Wage Subsidy (CEWS) **[biz owners/accountants]**

[Answer options]
Applied over the phone
Applied online
Another method
Don't know/can't recall

B9
Base=only ask "yes" to least one in B7
[single choice grid]
We'd like you to rate your experience *accessing and applying* for **[insert <u>name</u> of service/program].**

Please note we're referring ONLY to the application process – however you applied – and NOT your experience with or opinion of the *actual* benefit itself.

[Show only items respondent used/applied for at B7]

[Service/program names -- keep order]
Canada Emergency Response Benefit (CERB)
Canada Emergency Student Benefit (CESB) **[students]**
Canada Recovery Benefit (CRB) **[self-employed/freelancers]**
Canada Emergency Wage Subsidy (CEWS) **[biz owners/accountants]**

[response options]

Excellent, the process was very easy
Good, it was easy enough
Only fair, had some issues but figured it out
Poor, had major issues that made it very hard

B10
Base=Ask for any service/program rated as only fair/poor in B9
[multi-choice grid, select all]

Please indicate the reasons you give a fair or poor rating to the application process for each of the following programs?

(Select as many as apply.)

[Show only items respondent rated as fair/poor experience] [Service/program names -- keep order]
Canada Emergency Response Benefit (CERB)
Canada Emergency Student Benefit (CESB) **[students]**
Canada Recovery Benefit (CRB) **[self-employed/freelancers]**
Canada Emergency Wage Subsidy (CEWS) **[biz owners/accountants]**

[Answer options]
Application was way too detailed
Time consuming
Process was confusing
[if applied online in B8, also show:]
Site was hard to navigate
Site crashed on me
Site timed out
Support/chat support was not helpful
Other reason **[ask all]**

2.C -- Provincial government services

[Text screen]
Now let's think for a moment about the province of [Name of Province] and provincial government programs and services that might be accessed online.

B11
Base=All
[single choice grid]

Do you have personal experience with any of the following?

[Service/program descriptions] [rows – Keep this order]
Renewing your driver's license online
Renewing your provincial health or ID card online
Visiting your province's COVID-19 information website
Getting information about government departments/services online
Accessing business services/information offered online by the province **[only show to biz owners/accountants in b1a]**

[Answer options]
No, have not done that online
Yes, more than a few years ago
Yes, within the past few years

B12
Base= "Yes" to at least one in B11
[single choice grid]

Overall, how would you rate your experience using the provincial website for each of the following services or programs?

Please consider any aspects you can recall, from how good the site looked to whether you could find what you were looking for.

[rows][pipe services that respondent selected yes to in B11]

[Answer options]
Excellent
Good
Only fair
Poor

Part 3: Perspectives on Digitization of Government Services

There has been some broader discussion recently about "government digital transformation". This includes digitizing government programs and services (such as: voting, passport renewals, driver's licence applications, healthcare services, etc.) to make them available digitally (that is, through an online web portal, an app, a messaging platform, etc.), increasing the ways in which citizens can interact with the government.

C1
Base=All
[single choice]

Before today, have you read, heard, or seen anything about government digital transformation, of either the federal or provincial governments?

No, nothing before today
Just the term, don't really know anything about it
Yes, heard/know something about it
Yes, heard a lot/quite familiar

[Display screen]
When we refer to government digital transformation we're talking about:

Expanding to offer digital services or interaction (via web portals, apps, messaging platforms, etc.) which were previously only available by traditional means such as telephone or mail or in-person; and/or

Improving digital access to services already available (such as those we considered earlier in the survey), by enhancing navigation and accessibility, making them more user-friendly, making them available in more languages, etc.

C2
Base=All
[single choice grid]

Keeping in mind the range of economic and social priorities facing our governments, how much of a priority would you say it should be for the federal and provincial governments of Canada to:

[Rows – this order]

Expand its digital offerings into new areas not currently accessible in a digital format (e.g. website, app, etc.)

Improve its existing digital platforms, such as its web-based portals and apps, by enhancing accessibility and user experience.

[Answer options]
High priority needing attention

Medium priority, among others
Lower priority
Very low priority compared to all the others

C3
Base=All
[Single choice grid]

Here are some examples of what might be involved in the digital transformation of government services, at either the federal or provincial level. Please indicate how much priority, if any, you think should be given to each of these.

[rows][randomize]
Offering digital services in languages other than English and French

Ensuring websites are as mobile-friendly as possible

Building apps for mobile devices (smart phones, tablets etc.)

Enhancing user experience (e.g. better site navigation, more pleasing visual design)

Making a lot more standard licensing and renewals available online (drivers, health card, etc.)

Ensuring all digital platforms are as accessible as possible for persons with disabilities

Investing more into cybersecurity

[columns]
Very high priority needing attention
High priority
Lower priority
Very low priority compared to all the others

[Text screen]
For the next few questions, suppose Canadian governments (federal and provincial) made a major effort regarding digitization of government services over the next few years, expanding the range of services accessible digitally and upgrading current digital platforms. We want your opinions on what kind of impact that would have in a few different areas.

C4a

Base=All
[single choice slider]

If Canadian governments do move ahead with a push to digitize government services, what impact would you expect that to have on **costs?**

In the long run, expanding digitization of government would:

1 – Save lots of money
2
3 – Breakeven
4
5 – Cost tons of money
No idea

C4b
Base=All
[single choice slider]

If Canadian governments do move ahead with a push to digitize government services, what impact would you expect that to have on **ease of use?**

People will find accessing more government services online:

1 – Much easier
2
3 – About the same
4
5 – Much more difficult
No idea

C4c
Base=All
[single choice slider]

If Canadian governments do move ahead with a push to digitize government services, what impact would you expect that to have on **citizen experience?**

People using the services would overall have:

1 – A better experience going digital than paper/in-person
2
3 – Same as now
4

5 – A worse experience going digital than paper/in-person
No idea

C4d
Base=All
[single choice slider]

If Canadian governments do move ahead with a push to digitize government services, what impact would you expect that to have on **data and information privacy?**

A more digitized government would mean personal information is:

1 – More carefully safeguarded
2
3 – Same as now
4
5 – More at risk of getting in the wrong hands
No idea

C4e
Base=All
[single choice slider]

If Canadian governments do move ahead with a push to digitize government services, what impact would you expect that to have on **accessibility?**

Overall, does expanding digital services benefit or hurt public access to government services?

1 – Benefits more than hurts since most people are online everyday
2
3 – Mixed impact
4
5 – Hurts more than benefits since many people are online rarely or not at all
No idea

[Text screen]
These next two questions are about specifically the government of Canada at just the *federal* level.

C5
Base=All
[Single choice]

Thinking of digital transformation as expanding and upgrading the government's online presence, based on whatever you might have seen or heard or on your own experiences and impressions, would you say the federal government of Canada today is:

1 – Leading edge/out in front in terms of digital transformation
2
3
4
5 – Lagging way behind the curve on digital transformation
No idea

C6
Base=All
[Single choice]

And again, regarding the federal government of Canada, how do you think its digital services compare to those offered by other large organizations operating in this country? (such as large businesses, major not-for-profits, etc.)

The government's digital services are better than other organizations
The government's digital services are worse than other organizations
About the same
Don't know/Can't say

C7
Base=All
[Single choice grid]

Just a few more questions to wrap up the survey...
Please indicate whether you agree or disagree with the following statements.

[rows][Randomize items]

The issue of internet privacy really matters to me personally

Cybersecurity (e.g. hacking, theft of sensitive data) poses a huge risk to countries like Canada

The Canadian government should be a world leader in providing citizens with access to digital services

I don't really care about having access to digital services, if I can do things another way (e.g. in-person, by mail)

The Canadian government should work with private sector technology companies and experts on digitization efforts [**Anchor]**
[columns]

Strongly Agree
Agree
Disagree
Strongly Disagree
Don't know/Can't Say

C8
Base=All
[Single choice]

Who would better protect against cyber security threats, for example hacking and theft of personal data?

Government definitely better
Government probably better
Equal/Neither better
Private sector probably better
Private sector definitely better
No idea/Can't say

C9
Base=All
[Single choice]

As far as you're aware, when it comes to an initiative such as government digital transformation, how would you describe the availability of skilled technology workers in the workforce? Do you think there are:

Plenty of skilled people available in today's workforce
Enough
Bit of a shortage
Severe skills shortage in this area