

Canadians Say Good Service Matters!

Toronto, ON – Today the Institute for Citizen-Centred Service (ICCS) released *Citizens First 5* (CF5), the latest in a series of leading edge research that examines how Canadians experience government services. This survey makes Canada unique in the world in being able to measure and demonstrate a consistent improvement in citizen satisfaction with public sector service delivery over a ten-year period.

Public sector service organizations must keep pace with the public's rising expectations for high quality and cost-effective services. *Citizens First* studies measure customer satisfaction with services provided by governments across Canada, allowing them to benchmark against other jurisdictions, track progress over time and help them identify priorities for improvement.

Ralph Heintzman, Adjunct Research Professor at the University of Ottawa, noted, "The *Citizens First* series...has established the gold-standard for research on public sector service delivery, not only in Canada, but around the world. The ICCS methodology and approach have equipped public sector managers with the tools they need to identify action priorities for service improvement in the public sector."

Citizens First 5 reveals that:

Government service quality ratings are on the rise

Each of the five *Citizens First* studies has tracked citizens' ratings of a basket of municipal, provincial/territorial and federal services. The average score for the 26 services that have appeared in all of the studies has risen from 64 out of 100 in 1998 to 72 in 2008 – an 8-point increase.

The Internet has "come of age"

The initial *Citizens First* study in 1998 did not ask a single question about Internet use – government services were barely visible online. Today, Internet use is practically on a par with visits to government offices and telephone use. Surprisingly, the Internet is not displacing traditional government contact channels. Citizens see the Internet as a complement to, rather than as a replacement for, the more traditional channels.

Persons with disabilities view government services differently

Seven percent of respondents to CF5 reported they had a disability that made it difficult for them to access government services and rated those services lower than persons without disabilities. Why? Persons with disabilities get a positive outcome less often, with outcome being a key driver of citizen satisfaction.

The commitment to bring jurisdictions together to conduct national research to better understand citizens' needs and expectations has helped the public service in Canada listen to and act upon the voice of the citizen. Under the leadership of the Institute for Citizen-Centred Service, 18 municipal, regional, provincial, territorial and federal partners sponsored the CF5 national survey. The research was undertaken by ERIN Research.

The national survey of 6,700 Canadians from every province and territory was conducted in 2007-2008.

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