



Citizens First 2020 – Actionable insights for public sector service providers

Improving services for citizens

Subscribe to Citizens First 2020 to increase the service delivery satisfaction of your public sector organization.

This is the latest in a series of research initiatives sponsored by the Institute for Citizen-Centred Service. It focuses on offering Canadian public sector managers insight into citizens' views of government services, and on identifying trends and providing suggestions on where to focus service quality improvements for greatest results.

Let us do the heavy lifting and work with you to learn what citizens think and expect of your service. You will gain an actionable improvement plan with cost-saving approaches to implement.

[Download previous studies](#) to get an overview of the Citizens First research.

Study objectives

In line with the previous iterations of the research series, Citizens First 2020 will explore such areas as service reputation, client experience and expectations, drivers of satisfaction, priorities for service improvement, and channel usage. Particular importance will be given to providing actionable insights for service managers and enabling them to introduce effective service improvement solutions.

While building on topics explored in previous studies, the study will also examine new areas of interest identified by the Canadian public service community. Subscriber input will be sought in the identification of these special topics.

Learn about our methodology and timelines

Sampling: Each subscribing partner (except territorial governments) will be guaranteed a minimum of 600 completed returns from their jurisdiction under regular and premium subscriptions. The national component will consist of 1,000 returns. The interviews will be completed primarily via an online panel.

Analysis and Reporting: The analysis will use advanced statistical approaches such as correlation and multiple regression analysis. The participating jurisdictions will receive comprehensive national and jurisdictional reports based on the data collected over four quarterly waves. Participants will also be provided with secure access to the Citizens First 2020 online portal that will feature summaries of the results on a quarterly basis.

Timelines: Launched in late 2019, data collection will be taking place in four quarterly waves throughout 2019 and 2020.

Your subscription options – quick view summary table

	Fee (CAD)	Jurisdictional Sample	Customization Options	Key Deliverables			Omnibus Survey Add-on
				National Report	Jurisdictional Report	Presentation	
REGULAR SUBSCRIPTION	35,000	600 (300 for territorial governments)	None	Yes	Yes	On national results (delivered to all subscribers)	Available (for an additional fee)
PREMIUM SUBSCRIPTION	45,000	Same as above with additional completions as an option	A range of options up to the value of \$10,000 that may include additional survey questions, expanded sample size, and/or customized special reports.	Yes	Same as above with additional analysis as an option	Same as above plus customized presentation on the jurisdictional results	Available (for an additional fee or as part of the customization options for the subscription)
BASIC SUBSCRIPTION (eligibility will vary)	Starting at 17,500	Depends on jurisdiction	None	Yes	Yes (with scaled down features)	On national results (delivered to all subscribers)	Available (for an additional fee)

Regular Subscription

A regular subscription of \$35,000 offers the following products and services:

- 600 completed returns from the subscriber’s jurisdiction (300 for territorial governments);
- A detailed jurisdictional PowerPoint report providing full jurisdictional data analysis and actionable insight;
- A complete jurisdictional data set;
- A national report detailing study findings in electronic format;
- Online access to quarterly summaries.

Premium Subscription

A premium subscription of \$45,000 includes the deliverables listed for regular subscribers above. Premium subscribers will also receive:

- A set of customized jurisdictional enhancements to the CF2020 study up to a value of \$10,000 that, depending on interest and requirements, may include one or a combination of the following options:
 - Customized additional survey questions (including omnibus options – see below);
 - Expanded sample size;
 - Customized special report(s).
- An in-person (if feasible) or remote presentation of the study results

NEW! Basic Subscription (*subject to eligibility*)

A basic subscription provides core elements of the study based on a sample size and analytical/reporting features scaled down to allow for a cost-effective look at key aspects of service delivery. The cost starts at \$17,500 with eligibility for this type of subscription depending primarily on the size of the subscribing jurisdiction. Please contact the ICCS for more information.

NEW! Omnibus survey add-on

Citizens First 2020 allows participating jurisdictions to take advantage of omnibus options for additional custom questions. These options provide for a quick (within one week of agreeing on the final questions) and cost-effective way of obtaining client input on areas of interest specific to the given jurisdiction. Jurisdictions would receive detailed data tables with responses to their questions broken down by key regional and demographic variables.

Option 1

Ipsos eNation Canada Omnibus – a national omnibus, offering a sample size of either 1,000 or 2,000 respondents per week. Fees start at \$2000 and will depend on the sample size and the number of questions.

Option 2

Ipsos Provincial Online Omnibus – a provincial/regional omnibus, offering a sample of 500 or 1,000. Fees start at \$5,000 and will depend on the number of questions and the jurisdiction.

To subscribe or to obtain additional information, please contact:

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