



Canadian Dental Care Plan: Client Experience Survey 2025-26

Methodology Report

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Introduction

This report describes the methodology used to conduct the research and produce the data for the *Canadian Dental Care Plan: Client Experience (CX) Survey 2025-26*. The research instrument is included in the appendix. The tabulated data and detailed findings from the CDCP CX Survey 2025-26 are presented under separate cover.

The CDCP CX Survey 2025-26 focused primarily on Service Canada's role in delivering services across the client journey during the reference period May through September 2025. The specific objectives were to:

- establish a baseline of overall satisfaction with the service experience of clients applying or renewing for the CDCP, enabling the assessment and tracking of changes over time in satisfaction levels and across service channels
- use Service Canada's CX Survey Measurement Model to assess ease, effectiveness, and emotion of clients accessing the CDCP program
- assess barriers to service delivery and service channel use
- assess client's perceptions on oral health and access to oral health care

An 18-minute telephone survey was conducted between February 10 and March 15, 2026, in English and French with 2,201 clients 18 years of age and older. The sample was divided between new applicants and renewing plan members who received an initial eligibility decision¹ or renewal decision between May and September 2025.² A stratified random sampling approach based on age and account status (i.e., Applicants and Renewing Members) was used to yield a probability-based sample, with minimum quotas applied for lower-populated regions.

The results will be used to improve service delivery and access to the CDCP, respond to clients' service needs, address issues related to service delivery, and support Health Canada's evaluation of the program, including early impacts and applicant GBA+ characteristics.

Sample Frame and Design

The sample source was Service Canada's CDCP client database. A probability sample was drawn by the Project Authority of Service Canada's Client Experience Office. CDCP clients who were undergoing a Member Eligibility Review (MER) or an Adjusted Net Family Income (AFNI) check at the time of data extraction were excluded. The sample was stratified by account status, client age and province.

The randomly generated list included applicants' and renewing plan members' full name and telephone number, as well as the following:

- sample type (applicant, renewal)
- preferred language (French, English)

¹ An "initial decision" refers to the point at which ESDC issues a determination letter on eligibility or ineligibility.

² Persons who applied on behalf of applicants or who renewed on behalf of plan members ("Proxies") were eligible to complete the survey, including for applicants or plan members who are minors.

- dependent name (if applicable)
- delegate flag
- age
- province
- region
- residence (urban, rural, remote)
- applicant type (dependent, applicant)
- application type (individual, dependent only, family)
- application source (online, in-person, MSCA³, IVR⁴)
- application date
- decision date
- eligibility
- duration

No personal identifiers from the sample frame were retained in the survey dataset per the Privacy Protocol approved by Employment and Social Development Canada's (ESDC) Privacy Management Division.

To achieve the target sample size, the Project Authority provided 42,085 records (after data cleaning to remove duplicates and records with incomplete contact information). The number of records included in the sample frame was based on an expected response rate of 12% to 13%.⁵

The survey sample was drawn proportionate to the client population by age and disproportionate by province to increase the accuracy of the regional results. The following tables provide details on the sample records, first for Applicants and then for Renewing members.

Table 1: Sample Frame Information: Applicants

	% of universe	# of sample records provided	Target # of surveys	# of records estimated to achieve target	Feasible?
a. Region					
Atlantic Canada	5.5%	1,200	100	1,300	No
Quebec	24.1%	5,384	220	2,860	Yes
Ontario	44.7%	9,781	355	4,615	Yes
Manitoba	2.4%	512	100	1,300	Yes
Saskatchewan	1.5%	296	100	1,300	Yes
Alberta	8.3%	1,766	110	1,430	Yes
British Columbia	13.4%	2,853	110	1,430	Yes
Territories	0.06%	14	5	65	No

³ My Service Canada Account.

⁴ Interactive voice response, i.e., automated phone system.

⁵ The expected response rate was based on the response rate of a telephone survey administered annually for Service Canada using a similar protected B list.

<i>Sample Frame Information: Applicants Continued</i>	% of universe	# of sample records provided	Target # of surveys	# of records estimated to achieve target	Feasible?
b. Age					
Under 18 (proxy clients) ⁶	12.4%	2,685	135	1,755	Yes
18-64	75.9%	16,474	830	10,790	Yes
65+	11.6%	2,647	135	1,755	Yes

An insufficient number of client records was provided to meet targets in Atlantic Canada and the Territories. Efforts were made to maximize completed interviews within these regions before reallocating the remaining surveys to other regions.

Table 2: Sample Frame Information: Renewing Members

	% of universe	# of sample records provided	Target # of surveys	# of records estimated to achieve target	Feasible?
a. Region					
Atlantic Canada	6.9%	1,388	100	1,300	No
Quebec	31.3%	6,378	220	2,860	Yes
Ontario	37.9%	7,736	355	4,615	Yes
Manitoba	3.0%	586	100	1,300	No
Saskatchewan	2.0%	391	100	1,300	No
Alberta	5.6%	1,132	110	1,430	No
British Columbia	13.3%	2,663	110	1,430	Yes
Territories	0.03%	5	5	65	No
b. Age					
Under 18 (proxy clients) ⁶	11.4%	2,592	100	1,300	Yes
18-64	3.5%	849	100	1,300	No
65+	85.1%	16,838	900	11,700	Yes

An insufficient number of client records was provided to meet targets in Atlantic Canada, the Prairie provinces and the Territories, as well as among 18- to 64-year-olds. Efforts were made to maximize completed interviews within these regions and with this age cohort before reallocating the remaining surveys to other strata.

Sampling

In total, 2,201 surveys were completed with clients, 1,100 with new applicants and 1,101 with already enrolled CDCP members who renewed their membership during the reference period (May through September 2025).

⁶ Results for clients under 18 are based on interviews with proxies (i.e., individuals who applied on their behalf).

When regional and age-based sample targets could not be met with the available sample, interviews were reallocated as follows:

- For **both Applicants and Renewing members**:
 - Unfulfilled quotas in Atlantic Canada and the Territories were reallocated to Manitoba and Saskatchewan.
 - Once sample in Manitoba and Saskatchewan was maximized, remaining quotas were reallocated to British Columbia.
 - Once sample in British Columbia was maximized, remaining quotas were reallocated to Quebec and then to Ontario.
- For **Renewing members only**:
 - Unfulfilled quotas for 18- to 64-year-olds were reallocated to the other two age groups: under 18 and 65+.

The final distribution of surveys is outlined in Table 3.

Table 3: Distribution of Completed Surveys

	Applicants (n=1,100)	Renewing Members (n=1,101)
a. Region		
Atlantic Canada	93	101
Quebec	240	250
Ontario	387	390
West and Territories	380	360
b. Age		
Under 18 (proxy clients) ⁶	136	100
18-30	250	35
31-59	428	26
60+	286	940

Questionnaire

The questionnaire was designed in close collaboration between Phoenix, the Project Authority, and Health Canada to ensure alignment with other client experience measurements within Service Canada. In addition:

- The questionnaire introduction:
 - Included an active offer of both official languages (English and French).
 - Identified the Government of Canada as the sponsor of the survey.
 - Included a statement identifying how respondents could verify the legitimacy of the survey as a research initiative sponsored by the Government of Canada.
 - Informed respondents of the general subject (i.e., their recent experience applying for or renewing the Canadian Dental Care Plan).
 - Informed respondents of the expected length of the interview.
 - Identified the research firm and interviewer.

- Confirmed that respondents are in a location where it is safe and convenient to be interviewed.
- The survey was designed to be 15 minutes in length. It ended up averaging 18 minutes to complete. (More information on the survey length can be found in this section: [Pretest](#)).
- The survey was registered with the Canadian Research Insights Council's research verification service.
- All survey respondents were informed of their rights under the *Privacy Act*, the *Personal Information Protection and Electronic Documents Act*, and the *Access to Information Act* and those rights were protected throughout the research process.
- If asked, respondents were informed that their name had been selected from a random sample of individuals who had applied for or renewed the Canadian Dental Care Plan in the last 12 months.
- The survey included a number of five-point rating scales, with only the anchor points ("1" and "5") labelled. For example: *Please use a scale of 1 to 5, where 1 means very difficult, and 5 means very easy*. Interviewers read each scale in full when introducing each battery of statements and repeated it as needed when administering individual items.

Pretest

A standard telephone pretest was conducted in advance of the data collection. Per Government of Canada standards, at least 20 interviews were completed, with at least 10 in each official language. This involved an interviewer administering the survey to a respondent over the telephone. Upon completing the survey, the respondent was asked a short series of probing questions that invited feedback about their comprehension of, and reaction to, the survey questions.

Efforts were taken to complete at least one interview with the different cohorts of clients. Specifically:

- 12 interviews were completed with applicants, 8 with renewing plan members.
- 19 interviews were completed with plan members, 1 with someone who did not receive benefits.
- 13 interviews were completed with individuals who applied or renewed for themselves, 7 with proxy respondents.

The pretest took place on February 10, 2026. Interviews ranged in length from 14.6 to 33.4 minutes. No statistical outliers were identified as driving the average interview length. After excluding the shortest and longest 10% of interviews, the trimmed mean interview length was 22.7 minutes, compared to a target of 15 minutes.

While there was some concern that the survey might exceed the target length by a few minutes, a gap of approximately seven minutes was not anticipated based on standard estimation methods. Since no individual questions were found to disproportionately contribute to the overall survey length, the approach to reducing interview time focused first on streamlining question wording and, where necessary, removing questions following several discussions with the stakeholders.

Streamlining question wording and removing selected questions reduced the average interview length to 18 minutes (the contract length was 15 minutes). To offset the additional costs associated with the

questionnaire remaining approximately three minutes over target, the sample size was reduced from n=2,400 to n=2,200, and the contract was amended accordingly. Full field began February 18, 2026, following the amendment.

Fieldwork

The fieldwork was conducted by Elemental Data Collection, under subcontract to Phoenix SPI, as per Phoenix's standing offer for public opinion research services with the Government of Canada. The following specifications applied:

- The questionnaire was programmed using a computer assisted telephone interviewing (CATI) system.
- A detailed interviewer briefing note was prepared by Phoenix SPI (and approved by the Project Authority) to brief interviewers and guide the data collection process.
- Interviews were conducted in the respondents' official language of choice.
- The sample was carefully monitored throughout the data collection period to keep the study on target and maximize response rates.
- A minimum of five and a maximum of eight call attempts were made before retiring a number or substituting it with another number.
- Call attempts were made at varying days and times over a minimum seven-day period.
- No calling was conducted after 9 pm in any time zone, and no attempt was made to call back refusals.
- The survey was in field February 10 to March 15, 2026.

The fieldwork was conducted in accordance with the Government of Canada's *Standards for the Conduct of Government of Canada Public Opinion Research* for telephone surveys, the standards set out by the Canadian Research Insights Council and applicable federal legislation, including the *Personal Information Protection and Electronic Documents Act*, Canada's private sector privacy law.

Response Rate

The response rate for this survey was 7.8%, below the anticipated 12%-13% provided by Service Canada, based on other client list-based surveys. Final call dispositions, along with the response rate, are presented in Table 4.

Table 4: Final call disposition and response rate

	Total (n)
Total phone numbers attempted = I + U + IS + R	34,310
Out-of-scope–Invalid (I)	1,682
Unresolved (U)	21,644
No answer, answering machine, busy	21,644
In-scope–Non-responding (IS)	8,439
Language problem/barrier	903
Incapable of participating (ill/deceased)	345
Callback (respondent not available)	2,371

	Total (n)
Respondent refusal	4,513
Qualified respondent break-off/partial complete	307
In-scope–Responding units (R)	2,545
Completed the survey	2,201
Terminate, does not qualify (determined at introduction) ⁷	344
Response rate = R / (U + IS + R)	7.8%

Margins of Error

The margins of error for the survey sample are presented in Table 5.

Table 5: Margins of Error

	All clients n=2,201	Applicants n=1,100	Renewing Members n=1,101
Margin of sampling error (95% confidence interval, p=50%)	±2.1 percentage points	±3.0 percentage points	±3.0 percentage points

This means that results based on the full sample can be expected to fall within ±2.1 percentage points of the true population value, 19 times out of 20. Margins of error are larger for Applicants and Renewing Members, as well as for other subgroups of the sample.

Data were weighted to reflect the population distribution by age and region. As a result, margins of error may be slightly higher than those based on the unweighted sample. (More information on weighting can be found in this section: [Weighting](#)).

Limitations

As with any survey research, several factors should be considered when interpreting the results in the report.

Sample Frame

Clients undergoing a MER or an AFNI check at the time the sample was extracted were excluded from the sample frame. Consequently, their experiences are not reflected in the survey results. In some cases, these reviews resulted in clients' eligibility status changing from eligible to ineligible under the CDCP. With that said, clients excluded for these reasons were estimated to represent approximately 1% of all CDCP clients at the time of sampling. As a result, the potential effect of their exclusion on the overall findings is expected to be minimal.

Cross-sectional Design

The survey provides a snapshot of respondents' experiences and perceptions at a single point in time. Although respondents were asked to reflect on experiences occurring before and after enrolling in the

⁷ Did not recall applying for the CDCP.

CDCP, the survey was not designed to establish causal relationships between program participation and reported oral health outcomes.

Survey Mode

The survey was administered by telephone. Although this mode supports interviewer assistance, respondents may answer some questions differently than they would in a self-administered survey. In addition, individuals who were difficult to reach by telephone or who chose not to answer calls from unfamiliar numbers may be under-represented in the survey sample.

Field Period

Interviews were conducted between February 10 and March 15, 2026, regarding application and renewal decisions made between May and September 2025, representing a gap of approximately five to 11 months. For many respondents, their interactions with Service Canada began well before the decision date. As a result, there is potential for recall bias, particularly for questions about specific steps in the application or renewal process or about oral health care received prior to applying for the first time for the CDCP. In addition, respondents' answers may have been influenced by more recent experiences with the CDCP, Service Canada, or oral health professionals, rather than solely by the application or renewal experience being evaluated.

Non-response

The response rate for this survey was 8%, below the anticipated 12%-13%. Weighting was applied to correct for known differences between the sample and the population in terms of client type, region, and age. However, weighting cannot account for potential differences between respondents and non-respondents on characteristics that are unknown, such as characteristics that were not available for weighting, such as their level of satisfaction with Service Canada or their oral health care experiences. As with any survey, the potential for non-response bias remains, and the views of non-respondents may differ from those of respondents.

Self-reported Measures

The survey measured both respondents' perceptions (e.g., the ease of understanding information, satisfaction with services) and self-reported behaviours (e.g., visits to oral health professionals, avoidance of dental care for any reason). Perception-based measures are intended to capture respondents' own experiences with and opinions of the CDCP and Service Canada, and do not represent objective assessments of those experiences. Behaviour-based measures rely on respondents' recall of past events and may be affected by their memory or reporting errors. These are common limitations of self-reported survey data and should be considered when interpreting the findings.

Data Production

Coding

Verbatim responses provided in "other, please specify" categories were reviewed for coding where they represented more than 10% of responses to a question. Priority was given to minimizing the size of the "other" category first by cleaning miscategorized responses. This occurred when interviewers entered

responses in the “other, please specify” category despite an existing category capturing that response. Following this cleaning, new categories were created where warranted by response volume.

Rating Scales

Results for five-point rating scales are reported using Top 2 Box and Bottom 2 Box summaries, where appropriate. The Top 2 Box combines responses of 4 and 5, while the Bottom 2 Box combines responses of 1 and 2. The midpoint (3) is reported separately and represents a neutral response. For example, for the satisfaction scales, the Top 2 Box represents respondents who were satisfied (ratings of 4 or 5), the Bottom 2 Box represents respondents who were dissatisfied (ratings of 1 or 2), and a rating of 3 indicates respondents were neither satisfied nor dissatisfied.

Weighting

To correct for differences between the survey sample and the actual client population, the survey data were weighted using CDCP universe volumes provided by Service Canada. The weighting accounted for oversampling by region and adjusted for non-response.

Weights were calibrated using raking to align the survey sample with population targets by client type (Applicants and Renewing Members), region (Atlantic Canada, Quebec, Ontario, West and Territories), and age (under 18, 18-64, 65+).

Eligibility for dental benefits was not included as a weighting variable, which differs from Service Canada’s approach in CX research for other programs. While eligibility outcomes can be expected to have an impact on respondents’ perceptions of service, the distribution in the CDCP sample provided limited variation for weighting purposes. Specifically, the proportion of clients eligible for benefits was very high: 99.5% among applicants and 94.5% among renewing members. This resulted in too few ineligible cases to support reliable weighting. Additionally, differences between the sample and population on this variable were minimal. Given the limited variability and high overall eligibility rates, eligibility was not included in the weighting scheme.

Data Tables

Two sets of data tables were produced: one for Service Canada clients and one for CDCP members. The Service Canada client tables included all survey respondents (i.e., applicants and renewing members; eligible and ineligible clients; and clients who applied or renewed for themselves and/or on behalf of a dependent). The CDCP member tables included only survey respondents who were enrolled in the CDCP at the time of the survey, either as new applicants or renewing members.

Each set of data tables included three banner categories: 1) Client information, 2) Demographic information, and 3) Client journey. The banners contained data derived from survey responses, sample variables, and computed variables. Additional information on the computed variables is provided in the [Computed Variables](#) section.

Sample sizes vary across the data tables because, due to survey skip patterns, not all respondents were asked every question. As a result, base sizes (n) differ by question. Results for each question are reported using the appropriate base of respondents who were eligible to answer each question. For example, questions applicable only to renewing members were not asked of new applicants.

Computed Variables

To support the production of the data tables, a number of computed variables were created. They included:

1) Client Groups

- Service Canada client: all Applicants and Renewing Members.
- CDCP member: all Applicants and Renewing Members who were assessed as eligible for benefits.

2) Client Journey

Self-Service only (includes clients who used online, mail, and/or IVR channels only throughout the client journey):

- Self-service at Q1: (Q1a=01 OR Q1b=01 OR Q1c=01 OR Q1e=01 OR Q1j=01) AND
- Self-service at Q4: (Q4a=01 OR Q4d=01) AND
- No phone and no in-person at Q1: (Q1h ≠ 01 AND Q1i ≠ 01) AND
- No phone and no in-person at Q4: (Q4b ≠ 01 AND Q4c ≠ 01) AND
- No phone and no in-person at Q10 if asked Q10: (Q10d ≠ 01 AND Q10e ≠ 01)

Assisted Self-Service (includes clients who used online, mail and/or IVR plus contacted an agent by phone)

- Uses Self-service methods and Phone
 - Self-service at Q1 and Q4 (Q1a=01 OR Q1b=01 OR Q1c=01 OR Q1e=01 OR Q1j=01 OR Q4a=01 OR Q4d=01) AND
 - Phone at Q1, Q4, or Q10 (Q1h=01 OR Q4c=01 OR Q10d=01)
- No in-person at Q1, Q4, or Q10 (if asked): (Q1i≠01 AND Q4b≠01 AND Q10e≠01)

Fully Assisted Service (includes clients who visited a Service Canada centre at any point in the client journey)

- In-person at Q1: (Q1i=01) OR
- In-person at Q4: (Q4b=01) OR
- In-person at Q10 if asked: (Q10e=01)

3) No. of different channels used across the client journey

- Only 1 of in-person, online, phone or mail used across Q1, Q4 and Q10.
- More than 1 of in-person, online, phone or mail used across Q1, Q4 and Q10.

4) Aware: No. of different channels used

- Only 1 of Q1a-h=01.
- Two of Q1a-h=01.
- Three of Q1a-h=01.

5) Apply: No. of different channels used

- Only 1 of Q4a-d=01.
- More than 1 of Q4a-d=01.

6) Follow-up: No. of different channels used

- Only 1 of Q10a-e=01.
- More than 1 of Q10a-e=01.

7) Type of channel use across the client journey

- If online channel use in aware, apply and/or follow-up stage.
- If phone channel use in aware, apply and/or follow-up stage.
- If in-person channel use in aware, apply and/or follow-up stage.

Analysis

Analytical Approach

A multiple linear regression was conducted to examine the relationship between service experience variables and overall satisfaction (Q18). All predictor variables were entered into the model simultaneously (i.e., the forced-entry method); no stepwise variable selection procedures were used. The analysis was conducted in three steps:

1. Driver model (all clients, weighted by weight_total): All experiential and attitudinal predictor variables were entered together to predict overall satisfaction (Q18).
2. Subgroup models: The model was replicated separately for applicants (weighted by weight_applicant) and renewing members (weighted by weight_renewal) to identify whether predictors differ by client type.
3. Control model (all clients): A baseline regression model including only demographic and profile variables was estimated to assess the extent to which background characteristics explain variation in overall satisfaction before introducing service experience variables.

All models were estimated using survey weights; results should be interpreted as population-representative, but they may be subject to increased variance due to weighting.

All variables were treated as interval-level measures, and standardized coefficients (β) are reported to allow comparison of relative importance. Before running the regression, six variables were excluded from the model due to high rates of missing data. These variables were only asked of specific subgroups of respondents, resulting in insufficient data to include them reliably in the analysis:

- Ease of follow-up with Service Canada (Q13),
- Ease of registering for a My Service Canada Account (Q15),
- Ease of completing steps over the phone (Q17C),
- Needing to explain the situation only once (Q17E),
- Helpfulness of Service Canada call centre representatives (Q17J); and
- Helpfulness of Service Canada in-person representatives (Q17K).

Collinearity was also assessed using both the bivariate correlation matrix and Variance Inflation Factors (VIF) within the regression model (threshold: $VIF > 5$). Q17G and Q17A are moderately correlated ($r = .666$); however, both variables were kept due to the VIF values being well below 5.

Model Fit

Table 6 presents the model fit statistics across all four regression models. All driver models showed strong explanatory power, consistent across the three samples: all clients, applicants, and renewing members. The control model explained little variation in overall satisfaction (Adjusted $R^2 = .012$)⁸, indicating that background demographic characteristics have limited direct association with satisfaction.

Table 6: Model Fit Summary

Model	R	R^2	Adjusted R^2	Sig. F Change
All Clients (Weighted)	.758	.575	.566	<.001
Applicants Only	.765	.585	.576	<.001
Renewing Members Only	.766	.587	.578	<.001
Control Model (Demographics)	.147	.022	.012	.040

The driver model accounted for 56.6% of the variance in overall satisfaction among all clients (Adjusted $R^2 = .566$).

The model fit was slightly stronger for the subgroup models, with applicants (Adjusted $R^2 = .576$) and renewing members (Adjusted $R^2 = .578$) both performing similarly.

The control model's F-statistic was statistically significant ($p = .040$), but it explains very little variance (Adjusted $R^2 = .012$) and has limited substantive importance.

Key Drivers of Overall Satisfaction: All Clients

Eight variables were identified as statistically significant independent predictors of overall satisfaction ($p < .05$) in the all-clients model. Standardized coefficients (β) are used to compare the relative importance of predictors; however, differences in β should be interpreted directionally rather than as precise measures of magnitude. All significant predictors showed a positive relationship with Q18, indicating that higher scores on each driver are associated with higher overall satisfaction.

⁸ Adjusted R^2 is reported throughout because it provides a less biased estimate of explained variance by accounting for the number of predictors included in the model.

Table 7: Significant Drivers of Overall Satisfaction - All Clients (Ranked by Beta)

Rank	Variable	Label	β
1	Q17F ⁹	It was easy to get help from Service Canada when you needed it	.195
2	Q17N	The amount of time it took, from when you started gathering information to when you got a decision on your application, was reasonable	.156
3	Q17M	You were confident that any issues or problems would have been easily resolved	.136
4	Q17D	Throughout the process it was clear what to do if you had a problem or question	.121
5	Q17G	It was easy to apply for/renew dental benefits	.090
6	Q17A	You were able to move smoothly through all of the steps related to your application/renewal	.086
7	Q17L	You felt respected throughout the process of applying for/renewing your dental benefits	.081
8	Q3A	Difficult-easy: Understand the information about the dental benefits	.067

The strongest driver of overall satisfaction was: (i) ease of getting help from Service Canada when needed (Q17F, $\beta = .195$), followed by (ii) the reasonableness of the time the process took (Q17N, $\beta = .156$), (iii) confidence that issues or problems would have been easily resolved (Q17M, $\beta = .136$), and (iv) clarity about what to do if a problem or question arose (Q17D, $\beta = .121$).

Together, these four factors reflect core aspects of the client service experience and show the strongest associations with overall satisfaction.

Three additional variables also contributed significantly: ease of applying for/renewing dental benefits (Q17G, $\beta = .090$), moving smoothly through all application steps (Q17A, $\beta = .086$), and feeling respected throughout the process (Q17L, $\beta = .081$). A single awareness variable, ease of understanding information about dental benefits (Q3A, $\beta = .067$), was also a significant, but weaker predictor.

Variables related to the application process itself (Q8A, Q8B, Q8C), MSCA experience (Q14_fail, Q14_nonuser), and several attitudinal items (Q17B, Q17H, Q17I) did not reach statistical significance after controlling for all other predictors, suggesting that they do not make an independent contribution to explaining overall satisfaction.

⁹ The relative strength of Q17F should be interpreted with caution because of the number of missing cases. The missing data may partially inflate the standardized beta coefficient for Q17F. However, the variable remained statistically significant in two sensitivity analyses: (1) a model excluding Q17F entirely, and (2) a model in which missing values for Q17F were replaced with the mean score for that variable.

Main Drivers

The four main drivers are all statistically significant at $p < .001$ and show the strongest associations with overall satisfaction.

Table 8: Main Drivers

Rank	Variable	Label	β
1	Q17F	It was easy to get help from Service Canada when you needed it	.195
2	Q17N	The amount of time it took, from when you started gathering information to when you got a decision on your application, was reasonable	.156
3	Q17M	You were confident that any issues or problems would have been easily resolved	.136
4	Q17D	Throughout the application/renewal process it was clear what to do if you had a problem or question.	.121

For interpretive purposes, the first four drivers are treated as primary drivers given their comparatively larger standardized effects. These four factors reflect the importance of accessible assistance, timely processes, confidence that problems can be resolved, and clear guidance throughout the application or renewal process.

These findings suggest that these are the highest-priority areas for service improvement.

Secondary Drivers

Four other variables were statistically significant, but they showed lower Beta coefficients. These variables also contribute independently to overall satisfaction but represent a second tier of priority based on their comparatively smaller standardized effects.

Table 9: Secondary Drivers

Rank	Variable	Label	β
5	Q17G	It was easy to apply for/renew dental benefits	.090
6	Q17A	You were able to move smoothly through all of the steps related to your application/renewal	.086
7	Q17L	You felt respected throughout the process of applying for/renewing your dental benefits	.081
8	Q3A	Difficult-easy: Understand the information about the dental benefits	.067

In this regard, there is a noticeable drop in β values between the fourth (Q17D, $\beta = .121$) and fifth (Q17G, $\beta = .090$) drivers, supporting the distinction between the main and secondary drivers.

Q3A is the weakest contributor overall, but remains statistically significant across all three models, including renewing members ($\beta = .057$, $p = .043$).

Applicants vs. Renewing Members: Driver Comparison

Driver models were run separately for applicants and renewing members to assess whether the relative importance of satisfaction drivers differs by client type.

Table 10: Driver Comparison: All Clients, Applicants, and Renewing Members

Rank	Label	All Clients β	Applicants β	Renewing Members β	Consistent?
1	Easy to get help (Q17F)	.195	.198	.213	All three
2	Time was reasonable (Q17N)	.156	.152	.157	All three
3	Confident issues easily resolved (Q17M)	.136	.121	.145	All three
4	Clear what to do (Q17D)	.121	.118	.105	All three
5	Easy to apply (Q17G)	.090	.096	.083	All three
6	Smooth process (Q17A)	.086	.085	.103	All three
7	Felt respected (Q17L)	.081	.078	.079	All three
8	Understand dental info (Q3A)	.067	.063	.057	All three

All eight drivers were consistent across all three models, indicating that the same core factors are associated with satisfaction across client types.

The driver ranking was also stable: Q17F (ease of getting help) was the strongest driver in all three models, with a slightly larger effect among renewing members ($\beta = .213$) than applicants ($\beta = .198$). This suggests that ease of getting help is more strongly associated with overall satisfaction among renewing members than among applicants. The one exception was Q17A (smooth process), which shows a stronger effect for renewing members ($\beta = .103$) than applicants ($\beta = .085$).

On the other hand, Q3A (understanding dental benefit information) is significant in both subgroups but slightly weaker for renewing members ($\beta = .057$) than applicants ($\beta = .063$). One possible explanation is that renewing members are already more familiar with the program.

Control Model: Demographic Variables

A separate regression model was conducted using demographic and profile variables only to assess the extent to which background characteristics independently predict satisfaction.

Table 11: Control Model

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.147 ^a	.022	.012	.77283	.022	2.216	6	604	.040

a. Predictors: (Constant), Newcomer (respondent) / (Computed variable), Gender (respondent) / (Computed variable), Indigenous (respondent) / (Computed variable), Disability (respondent) / (Computed variable), Type of client (from sample), AGE. Age (from sample)

b. Dependent Variable: Q18. How satisfied were you with the overall service you received from Service Canada?

The control model explained 1.2% of variance in overall satisfaction (Adjusted $R^2 = .012$), compared to 57.5% (Adjusted $R^2 = .566$) for the driver model. These results suggest that differences in overall satisfaction are more strongly associated with service experience variables than with demographic or client characteristics.

Two demographic variables were statistically significant within the control model: newcomers ($\beta = .100$, $p = .022$) and persons with disabilities¹⁰ ($\beta = .085$, $p = .038$), both of which were associated with slightly higher predicted levels of satisfaction. No demographic group showed lower satisfaction.

Given the very low explanatory power of the control model, these effects are statistically noticeable but substantively small and do not change the overall conclusion that service experience is the primary driver of client satisfaction.

¹⁰ While persons with disabilities show slightly lower average satisfaction scores in descriptive analysis, regression results indicate that, when controlling for other factors, they report slightly higher satisfaction. This suggests that differences in overall scores are influenced by other characteristics correlated with disability status rather than disability itself.

Appendix

Questionnaire

Introduction

Interviews will begin in the client's preferred spoken language as indicated by the sample file.

INTRO1. Hello, may I speak to [INSERT NAME FROM LIST]?

- 01. Available. You are speaking with the client. [GO TO INTRO2]
- 02. Available. The client comes to the phone. [GO TO INTRO2]
- 03. Not available. You are not speaking with the client.
 - CONFIRM THAT THE CONTACT INFORMATION IS CORRECT.
 - ASK IF THEY RECOMMEND A BETTER TIME TO REACH THE CLIENT.
 - THANK YOU AND TERMINATE CALL.

INTRO2. Hello, my name is [FIRST NAME]. I'm calling from Phoenix SPI, a Canadian research company, to invite you to participate in a survey for the Government of Canada about your recent experience applying for or renewing the Canadian Dental Care Plan. Would you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?

- 01. English
- 02. French

[IF ASKED: *Recent refers to an application or renewal process that resulted in a decision outcome between May and September 2025.*]

INFO1. Your feedback would be extremely helpful.

[IF PROXY] Did you complete the [IF RENEWAL FLAG=1: renewal / IF RENEWAL FLAG=0: application] on behalf of [INSERT NAME ON FILE - CHILD OR PERSON WHO HAD A DELEGATE COMPLETE APPLICATION]?

- 01. Yes [CONTINUE]
- 02. No [THANK AND TERMINATE]

If you agree to participate, your feedback will be completely voluntary, anonymous, and confidential. The information you provide is being collected under the authority of the Department of Employment and Social Development Act and Department of Health Act. It will be administered according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation. Your participation will not affect the benefits or services you receive from the Government of Canada. The survey takes 15 minutes to complete. Should you have any questions about the survey, I can give you the number to call the 1 800 O-Canada call centre.

PART. Are you willing to participate?

- 01. Yes [CONTINUE]

- 02. No [THANK AND TERMINATE]

CELL_1. Have I reached you today on a landline or cellphone?

- 01. Landline [GO TO SECTION 1]
- 02. Cellphone [CONTINUE]

CELL_2. [IF CELL_1=02] Are you able to safely speak with me right now?

- Yes [GO TO SECTION 1]
- No
 - ATTEMPT TO SCHEDULE A CALLBACK.
 - IF YOU CANNOT SCHEDULE A CALLBACK, TERMINATE THE CALL.

INTERVIEWER + PROGRAMMING NOTES:

IF A RESPONDENT WOULD LIKE TO SPEAK TO SOMEONE AT THE CALL CENTRE, SAY: You can call 1-800-622-6232 and provide the reference code [909].

A RESPONDENT QUESTIONS THE LEGITIMACY OF THIS SURVEY, SAY: This survey is registered with the Canadian Research Insights Council's survey validation system. Should you wish to verify the credibility of this survey, you can visit www.canadianresearchinsightscouncil.ca. Once at the website, click on 'research verification service' in the top right corner of the webpage and enter the following project code [20251212-PH703].

IF ASKED HOW WE OBTAINED THE CLIENT'S NAME, SAY: Your name was drawn from a random sample of people who applied for or renewed the Canadian Dental Care Plan in the last 12 months.

IF ASKED WHERE THE FINDINGS/REPORT WILL BE AVAILABLE, SAY: The report will be available through Library and Archives Canada within six months of the completion of this project.

SCALES: Read scales fully when introducing each battery of statements. Repeat the scale as needed when reading each item in the list.

Section 1. Pre-application: Information Gathering about the CDCP

I'd like to start by asking you some questions about your experience getting information about the Canadian Dental Care Plan prior to applying for coverage. Throughout the interview, I will refer to the Canadian Dental Care Plan as 'C-D-C-P' or as 'dental benefits.'

1. A. [IF RENEWAL FLAG=0] Before you applied for the CDCP, how did you find out about these dental benefits? Did you [INSERT ITEM]? Yes or no.

B. [IF RENEWAL FLAG=1] Before renewing your CDCP coverage, how did you find out you needed to renew your dental benefits? Did you [INSERT ITEM]? Yes or no.

[READ LIST; RANDOMIZE]

- a) get a letter from the government inviting you to [IF RENEWAL FLAG=0: apply/IF RENEWAL FLAG=1: renew]
- b) [IF RENEWAL FLAG=1] visit My Service Canada Account (MSCA) [INTERVIEWER NOTE: To apply for the dental benefits online or check the decision letters and their eligibility, clients can register or sign-in for My Service Canada Account using their GCKey, banking information or provincial sign-in.]
- c) [IF RENEWAL FLAG=1] go online to use the CDCP Status Checker
- d) go online to the government website
- e) call the CDCP Call Centre [INTERVIEWER NOTE: If needed: The Canadian Dental Care Plan Call centre answers specific questions about your application and benefits. They ask you to confirm your identity when you call. Is this the telephone service that you used?]
- f) go to a government office
- g) communicate by mail with the government
- h) [DO NOT READ] None of these
- i) [DO NOT READ] Can't recall/don't know

[READ AS NEEDED]

- 01. Yes
- 02. No
- 03. [DO NOT READ] Can't recall

- 2. [IF Q1A(d)=01 OR Q1B(d)=01 "GO ONLINE TO GOVERNMENT WEBSITE"] Thinking about your visit to the government website, to what extent were you able to find all the information you needed about the CDCP before you [IF RENEWAL FLAG=0: applied / [IF RENEWAL FLAG=1: renewed your dental benefits]?

[READ LIST]

- 01. Completely
- 02. Somewhat
- 03. Not at all
- 04. [DO NOT READ] Can't recall/don't know

- 3. [IF Q1A(a,b,c,d,e,f, or g)=01 OR Q1B (a,b,c,d,e,f, or g)=01] When you were looking for information about the CDCP through government information sources, how difficult or easy was it [INSERT ITEM]? Please use a scale of 1 to 5, where 1 means very difficult, and 5 means very easy. What about [INSERT ITEM]? [REPEAT SCALE ONLY IF NEEDED].

[READ; RANDOMIZE]

- a) Understand the information about the **dental benefits**
- b) Confirm eligibility for **dental benefits**
- c) Find out the steps to apply
- d) Find out what information you needed to provide when applying for the **dental benefits**

[DO NOT READ]

- 01. 1-Very difficult
- 02. 2
- 03. 3
- 04. 4

05. 5-Very easy
99. Don't know
98. Does not apply

Section 2. Application Process – Applying for Dental Benefits

For these next questions, we'd like you to think about your most recent experience [IF RENEWAL FLAG =0: applying for the CDCP / IF RENEWAL FLAG =1 renewing your dental benefits].

4. Which of the following did you do when completing and submitting your application? Did you...

[READ; RANDOMIZE]

- a) Submit an online application
- b) Go to a government office in person
- c) Speak to a government representative on the phone [INTERVIEWER NOTE: If needed: The Canada Dental Care Plan Call centre answers specific questions about your application and benefits; they ask you to confirm your identity when you call. Is this the telephone service that you used?]
- d) Used the automated phone service

[READ AS NEEDED]

- 01. Yes
- 02. No
- 03. [DO NOT READ] Can't recall

5. [IF Q4(a)=01] You said you submitted your application online. Did you do this through your My Service Canada Account? [INTERVIEWER NOTE: To apply for the dental benefits online or check the decision letters and their eligibility, clients can register or sign-in for My Service Canada Account using their GCKey, banking information or provincial sign-in.]

[READ AS NEEDED]

- 01. Yes [MSCA USER]
- 02. No
- 03. [DO NOT READ] Can't recall

[CREATE APPLY CHANNEL VARIABLES FOR PROGRAMMING]: Channel 2 is to count the different channels in the apply stage

Response	Key Source apply	Channel 2*
IF Q4(b)=01, Go to a government office in person	IN PERSON	IN PERSON
IF Q4(a)=01, Submit an online application	ONLINE	ONLINE
IF Q4(c)=01, Speak to a government representative on the phone for assistance	TELEPHONE-AGENT	PHONE
IF Q4(d)=01, Used the automated phone service	TELEPHONE-IVR	TELEPHONE-IVR
IF Q4(a-d) ≠ 01	NO CHANNELS	NO CHANNELS

[IF MORE THAN ONE CHANNEL 2* WAS USED, ASK Q6. IF ONE CHANNEL 2* WAS USED, IF Q4 'NO CHANNELS', OR UNABLE TO ASSIGN KEY SOURCE BASED ON Q4 RESPONSES, SKIP TO Q8.]

6. [IF MORE THAN ONE CHANNEL 2* WAS USED] Thinking about the methods you used to complete the application, which one did you use first?

[READ; RANDOMIZE]

01. [IF KEY SOURCE = 'IN PERSON'] In person at a government office
02. [IF KEY SOURCE = 'ONLINE'] Online from the government of Canada website
03. [IF KEY SOURCE = 'TELEPHONE AGENT'] Spoke to a government representative on the phone
04. [IF KEY SOURCE = 'TELEPHONE IVR'] Used the automated phone service
05. [DO NOT READ] Can't recall [SKIP TO Q8]

[IF Q6=02, "online" and MORE THAN TWO OF THE CHANNELS 2* ARE USED, ASK Q7. IF TWO CHANNELS 2* OR LESS ARE USED, SKIP TO Q8.]

7. [IF Q6=02 AND MORE THAN 2 SOURCES AT *CHANNEL2 ARE USED] Thinking about the methods you used to complete the application, which one did you use second?

[READ; RANDOMIZE]

01. [IF KEY SOURCE = 'IN PERSON' AND Q6 ≠ 'IN PERSON'] In person at a government office
02. [IF KEY SOURCE = 'ONLINE' AND Q6 ≠ 'ONLINE'] Online from the government of Canada website
03. [INSERT IF KEY SOURCE = 'TELEPHONE AGENT' AND Q6 ≠ TELEPHONE AGENT'] Spoke to a government representative on the phone
04. [INSERT IF KEY SOURCE = 'TELEPHONE IVR' AND Q6 ≠ TELEPHONE IVR'] Used the automated phone service
05. [DO NOT READ] Can't recall

8. When you were [IF RENEWAL FLAG=0: applying for / IF RENEWAL FLAG=1 renewing] dental benefits, how difficult or easy was it [INSERT ITEM]? Please use a scale of 1 to 5, where 1 means very difficult and 5 means very easy. What about [INSERT ITEM]? [REPEAT SCALE ONLY IF NEEDED].

[READ; RANDOMIZE]

- a) Understand what is required to apply
- b) Complete the application
- c) Get help on your application from Service Canada [INTERVIEWER NOTE: this could be help in person at a Service Canada Centre or by calling Service Canada on the phone]

[DO NOT READ]

01. 1-Very difficult
02. 2
03. 3
04. 4
05. 5-Very easy
99. Don't know
98. Does not apply

Section 3. Post-application – Follow-up and Decision

9. Before you were notified of a decision on your CDCP [IF RENEWAL FLAG=0: application / IF RENEWAL FLAG=1 renewal], did you contact Service Canada to...

[READ; ROTATE 01-02; ACCEPT MULTIPLE RESPONSES]

- 01. check on the status of your [IF RENEWAL FLAG=0: application / IF RENEWAL FLAG=1 renewal
- 02. provide additional information about your [IF RENEWAL FLAG=0: application / IF RENEWAL FLAG=1 renewal, or
- 03. for any other reason
- 04. [DO NOT READ] No, did not contact Service Canada
- 05. [DO NOT READ] Can't recall

10. [IF Q9=01, 02, OR 03] How did you contact Service Canada before you were notified of a decision on your CDCP [IF RENEWAL FLAG=0: application / IF RENEWAL FLAG=1 renewal]? Was it...

[READ; RANDOMIZE]

- a) By mail
- b) Going online to the CDCP Status Checker [INTERVIEWER NOTE: The Status Checker is a tool on Canada.ca that lets a client check the status of their Canadian Dental Care Plan application. They need to provide an application code or client number and their Social Insurance Number]
- c) Going online to your My Service Canada Account [INTERVIEWER NOTE: To apply for the dental benefits online or check the decision letters and their eligibility, clients can register or sign-in for My Service Canada Account using their GCKey, banking information or provincial sign-in.]
- d) Calling the government's CDCP Call Centre
- e) Visiting a government office

[READ AS NEEDED]

- 01. Yes
- 02. No
- 03. [DO NOT READ] Can't recall

[IF Q10A-E=02 OR 03 OR ONLY ONE OF Q10A-E=01, SKIP TO Q14. OTHERS CONTINUE]

11. Which method did you use first to contact Service Canada?

[ACCEPT ONE RESPONSE; PROMPT WITH LIST AS NEEDED]

- 01. [IF Q10a=01] Mail
- 02. [IF Q10b=01] the CDCP Status Checker
- 03. [IF Q10c=01] My Service Canada Account
- 04. [IF Q10d=01] Calling the CDCP Call Centre
- 05. [IF Q10e=01] Visiting a government office
- 06. [DO NOT READ] Can't recall [SKIP TO Q13]

12. [IF Q11≠06] Which method of contact did you use second?

[ACCEPT ONE RESPONSE; PROMPT WITH LIST AS NEEDED]

- 01. [IF Q10a=01 AND Q11≠01] Mail
- 02. [IF Q10b=01 AND Q11≠02] the CDCP Status Checker
- 03. [IF Q10c=01 AND Q11≠03] My Service Canada Account

- 04. [IF Q10d=01 AND Q11≠04] Calling the CDCP Call Centre
- 05. [IF Q10e=01 AND Q11≠05] Visiting a government office
- 06. [DO NOT READ] Can't recall

13. [IF Q9=01,02 OR 03] How difficult or easy was it to follow up with Service Canada about your application? Please use a scale of 1 to 5, where 1 means very difficult and 5 means very easy.

[DO NOT READ]

- 01. 1-Very difficult
- 02. 2
- 03. 3
- 04. 4
- 05. 5-Very easy
- 99. Don't know

14. To apply for the dental benefits online or check the status of an application, clients can register for My Service Canada Account using their GCKey, banking information or provincial sign-in. At any point in your recent experience with applying for the dental benefits did you....

[READ; DO NOT RANDOMIZE; ACCEPT ONE RESPONSE]

- 01. Register and use your My Service Canada Account for the first time
- 02. Use your My Service Canada Account which you had registered for in the past [GO TO SECTION 4]
- 03. Try unsuccessfully to register for your My Service Canada Account [GO TO SECTION 4]
- 04. [DO NOT READ] None of the above [GO TO SECTION 4]
- 05. [DO NOT READ] Can't recall/don't know [GO TO SECTION 4]

15. [IF Q14=01] Using a 5-point scale, where 1 means very difficult and 5 means very easy, how difficult or easy was it to register for your My Service Canada Account?

[DO NOT READ]

- 01. 1-Very difficult
- 02. 2
- 03. 3
- 04. 4
- 05. 5-Very easy
- 99. Don't know

Section 4. Tracking Service Channel Assessments

Now I'd like to ask you about the quality of service you received when contacting Service Canada.

16. How satisfied were you with the overall quality of service you received from [INSERT FIRST ITEM]? Please use a 5-point scale, where 1 means very dissatisfied and 5 means very satisfied. [IF MORE THAN ONE ITEM] And how about... [INSERT SECOND ITEM, THIRD ITEM, ETC.]?

[READ; RANDOMIZE]

- a) [Q1A(i) OR Q1B(i)=01 OR Q4b=01 OR Q10e=01] The Service Canada Centre
- b) [Q1A(e) OR Q1B(e)=01 OR Q4a=01] The Government of Canada website
- c) [Q4d=01] The automated phone service

- d) [Q1A(h) OR Q1B(h)=01 OR Q4c=01 OR Q10d=01] The CDCP Call Centre
- e) [Q1A(b) OR Q1B(b)=01 OR Q5=01 OR Q10c=01] Your My Service Canada Account

[DO NOT READ]

- 01. 1-Very dissatisfied
- 02. 2
- 03. 3
- 04. 4
- 05. 5-Very satisfied
- 99. Don't know

Section 5. Overall Experience

I'm now going to ask you some questions about the quality of service you received related to the CDCP.

17. A. [IF RENEWAL FLAG=0] Thinking about the overall service you received, from getting information about the CDCP to receiving [IF eligible=0: a decision; IF eligible=1: your membership card], how much do you agree or disagree with the following statements, using a 5-point scale, where 1 means strongly disagree and 5 means strongly agree. The first one is [INSERT]. REPEAT SCALE AS NEEDED.

B. [IF RENEWAL FLAG=1] Thinking about the overall service you received, from getting information about renewing your CDCP dental benefits to receiving a decision on your renewal, how much do you agree or disagree with the following statements, using a 5-point scale, where 1 means strongly disagree and 5 means strongly agree. The first one is [INSERT]. REPEAT SCALE AS NEEDED.

[READ; RANDOMIZE A-M]

- a) You were able to move smoothly through all of the steps related to your [IF RENEWAL FLAG=0: application/ IF RENEWAL FLAG=1: renewal].
- b) [IF ONLINE: Q1A(b) OR Q1B(b)=01 OR Q1A(e) OR Q1B(e)=01 OR Q4a=01 OR Q5=01 OR Q10b OR Q10c=01] Being able to complete steps online made the [IF RENEWAL FLAG=0: application/ IF RENEWAL FLAG=1: renewal] process easier for you.
- c) [IF PHONE: Q1A(h) OR Q1B(h)=01 OR Q4c=01 OR Q10d=01] Being able to complete steps over the phone made the [IF RENEWAL FLAG=0: application/ IF RENEWAL FLAG=1: renewal] process easier for you.
- d) Throughout the [IF RENEWAL FLAG=0: application/ IF RENEWAL FLAG=1: renewal] process it was clear what to do if you had a problem or question.
- e) [IF PHONE: Q1A(h) OR Q1B(h)=01 OR Q4c=01 OR Q10d=01 OR IN PERSON: Q1A(i) OR Q1B(i)=01 OR Q4b=01 OR Q10e=01] You needed to explain your situation only once to Service Canada representatives.
- f) It was easy to get help from Service Canada when you needed it.
- g) Overall, it was easy for you to [IF RENEWAL FLAG=0: apply for the / IF RENEWAL FLAG=1: renew your] dental benefits.
- h) You were provided with service in your choice of English or French
- i) You were confident that your personal information was protected in the [IF RENEWAL FLAG=0: application/ IF RENEWAL FLAG=1: renewal] process.
- j) [IF PHONE: Q1A(h) OR Q1B(h)=01 OR Q4c=01 OR Q10d=01] Service Canada call centre phone representatives were helpful.

- k) [IF IN PERSON: Q1A(i) OR Q1B(i)=01 OR Q4b=01 OR Q10e=01] Service Canada representatives that you dealt with in person were helpful.
- l) You felt respected throughout the process of [IF RENEWAL FLAG=0: applying for the/ IF RENEWAL FLAG=1: renewing your] dental benefits.
- m) You were confident that any issues or problems would have been easily resolved.
- n) [IF RENEWAL FLAG=0] The amount of time it took, from when you started gathering information to when you got a decision on your application, was reasonable / [IF RENEWAL FLAG=1] The amount of time it took, from when you started gathering information to renew to when you got a decision on your renewal, was reasonable.

[DO NOT READ]

- 01. 1-Strongly disagree
- 02. 2
- 03. 3
- 04. 4
- 05. 5-Strongly agree
- 99. Don't know
- 98. Does not apply

18. Again, thinking about the overall service from getting information about the CDCP to receiving a decision... How satisfied were you with the overall service you received from Service Canada? Please use a 5-point scale, where 1 means very dissatisfied and 5 means very satisfied.

[DO NOT READ]

- 01. 1-Very dissatisfied
- 02. 2
- 03. 3
- 04. 4
- 05. 5-Very satisfied
- 99. Don't know

[INTERVIEWER NOTE: If needed, remind respondents that this does not include any services provided by the Canada Revenue Agency as part of the application process.]

Section 6. Oral Health Care Experience

You're almost finished the survey. We appreciate your time.

[IF≠PROXY] We have a few questions related to your experience with dental care before applying for the CDCP.

[IF=PROXY] We have a few questions related to [INSERT NAME ON FILE - CHILD OR PERSON WHO HAD A DELEGATE COMPLETE APPLICATION]'s experience with dental care before applying for the CDCP. For the next few questions we ask that you answer to the best of your ability about [INSERT NAME ON FILE - CHILD OR PERSON WHO HAD A DELEGATE COMPLETE APPLICATION]'s experience.

To start,

19. [IF≠PROXY] Before you applied for the CDCP, did you have any on-going mouth pain? [INTERVIEWER NOTE: Mouth pain includes pain in the teeth, gums, tongue, jaw, or jaw joints.]

[READ AS NEEDED]

- 01. Yes
- 02. No
- 03. [DO NOT READ] Can't recall

20. Still focused on the 12 months before you applied for the CDCP [IF RENEWAL=1, ADD: for the first time], did [IF≠PROXY: you / IF=PROXY: INSERT CLIENT'S NAME FROM SAMPLE FILE] avoid going to an oral health professional for dental care for any reason? [INTERVIEWER NOTE: If asked, an oral health professional includes a dentist, denturist, dental hygienist, or dental specialist.]

[READ IF NEEDED]

- 01. Yes
- 02. No
- 99. [DO NOT READ] Don't know
- 97. [DO NOT READ] Prefer not to answer

21. [IF Q20=01] Was cost a reason why [IF≠PROXY: you / IF=PROXY: INSERT CLIENT'S NAME FROM SAMPLE FILE] did not visit an oral health professional for dental care? [INTERVIEWER NOTE: If asked, an oral health professional includes a dentist, denturist, dental hygienist, or dental specialist.]

[READ IF NEEDED]

- 01. Yes
- 02. No
- 99. [DO NOT READ] Don't know
- 97. [DO NOT READ] Prefer not to answer

22. Before you applied for the CDCP, when did [IF≠PROXY: you / IF=PROXY: INSERT CLIENT'S NAME FROM SAMPLE FILE] last see an oral health professional for dental care? [INTERVIEWER NOTES: 1) If asked, an oral health professional includes a dentist, denturist, dental hygienist, or dental specialist.] 2) If the respondent is uncertain, say: Services may have been provided in any setting where the oral health professional is licensed to practice.]

[READ]

- 01. Within 12 months of applying
- 02. 1 year to less than 3 years before applying
- 03. 3 years ago, or more before applying
- 04. [DO NOT READ] Never seen an oral health professional
- 99. [DO NOT READ] Don't know
- 97. [DO NOT READ] Prefer not to answer

[IF RENEWAL FLAG=0 AND ELIGIBILITY FLAG=DENIED, SKIP TO SECTION 7]

These next questions focus on your experience since enrolling in the CDCP. [INTERVIEWER NOTE: Since receiving your membership card or Welcome Package]

23. [IF≠PROXY AND Q19=01] Since you enrolled in the CDCP, has your mouth pain increased, decreased or stayed the same? IF INCREASED OR DECREASED: Would you say moderately or significantly?

[DO NOT READ]

- 01. Significantly decreased
- 02. Moderately decreased
- 03. No change
- 04. Moderately increased
- 05. Significantly increased
- 99. Don't know
- 97. Prefer not to answer

24. [IF≠PROXY: Have you / IF=PROXY: Has INSERT CLIENT'S NAME FROM SAMPLE FILE] visited an oral health professional since enrolling in the CDCP? [INTERVIEWER NOTE: If asked, an oral health professional includes a dentist, denturist, dental hygienist, or dental specialist.]

[READ IF NEEDED]

- 01. Yes
- 02. No
- 03. [DO NOT READ] Not yet, but I have an appointment
- 99. [DO NOT READ] Don't know
- 97. [DO NOT READ] Prefer not to answer

25. Since enrolling in the CDCP [IF≠PROXY: have you / IF=PROXY: has INSERT CLIENT'S NAME FROM SAMPLE FILE] avoided going to an oral health professional for dental care for any reason? [INTERVIEWER NOTE: If asked, an oral health professional includes a dentist, denturist, dental hygienist, or dental specialist.]

[READ IF NEEDED]

- 01. Yes
- 02. No
- 99. [DO NOT READ] Don't know
- 97. [DO NOT READ] Prefer not to answer

26. [IF Q25=01] Was cost a reason why [IF≠PROXY: you / IF=PROXY: INSERT CLIENT'S NAME FROM SAMPLE FILE] have not visited an oral health professional for dental care? [INTERVIEWER NOTE: If asked, an oral health professional includes a dentist, denturist, dental hygienist, or dental specialist.]

[READ]

- 01. Yes
- 02. No
- 99. [DO NOT READ] Don't know
- 97. [DO NOT READ] Prefer not to answer

Section 7. Demographic profile

The last few questions are for statistical purposes only. All responses will remain confidential.

27. What is the highest level of formal education that you have completed?

[READ; STOP WHEN THE RESPONDENT MAKES A SELECTION]

- 01. Less than a High School diploma or equivalent
- 02. High School diploma or equivalent

- 03. Registered Apprenticeship or other trades certificate or diploma
- 04. College, CEGEP or other non-university certificate or diploma
- 05. University certificate or diploma below bachelor's level
- 06. Bachelor's degree
- 07. Post graduate degree above bachelor's level
- 97. [DO NOT READ] Prefer not to answer

28. Which language do you prefer to receive service in?

[READ LIST]

- 01. English
- 02. French
- 03. Another language (specify)
- 04. Both
- 97. [DO NOT READ] Prefer not to answer

29. In general, how often would you say use online services such as online banking, shopping or bill payments?

[READ LIST]

- 01. Routinely or all the time
- 02. Sometimes
- 03. Rarely
- 04. Never
- 97. [DO NOT READ] Prefer not to answer

[IF PROXY: Please answer the following questions on behalf of [INSERT NAME ON FILE - CHILD OR PERSON WHO HAD A DELEGATE COMPLETE APPLICATION].

30. What is your / IF=PROXY INSERT CLIENT'S NAME FROM SAMPLE FILE] gender? [INTERVIEWER NOTE: Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.]

[READ LIST]

- 01. Man
- 02. Woman
- 03. Another gender (specify)
- 97. [DO NOT READ] Prefer not to answer

31. [IF≠PROXY: Do you / IF=PROXY: does INSERT CLIENT'S NAME FROM SAMPLE FILE] identify as First Nations, Métis or Inuk (Inuit)? [ACCEPT ALL THAT APPLY] [INTERVIEWER NOTE: First Nations (North American Indian) includes Status and Non-Status Indians].

[READ LIST]

- 01. No, Not First Nations, Metis, or Inuk (Inuit)
- 02. Yes - First Nations (North American Indian)
- 03. Yes - Métis
- 04. Yes - Inuk (Inuit)
- 97. [DO NOT READ] Prefer not to answer

32. [IF≠PROXY: Do you / IF=PROXY: does INSERT CLIENT'S NAME FROM SAMPLE FILE] identify as a person with a disability? [INTERVIEWER NOTE: A person with a disability is a person who has a long-term difficulty or condition, such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related impairments, that limit their daily activities inside or outside the home such as at school, work, or in the community in general.]

[READ IF NEEDED]

01. Yes

02. No

97. [DO NOT READ] Prefer not to answer

33. [IFQ32=01] What type of disability [IF≠PROXY: do you / IF=PROXY: does INSERT CLIENT'S NAME FROM SAMPLE FILE] have?

[READ LIST; MULTIPLE RESPONSES ACCEPTED]

01. Hearing

02. Communicating

03. Seeing

04. Mobility (such as flexibility, dexterity, or pain)

05. Cognitive (such as learning, developmental, or memory)

06. Mental health-related

07. [DO NOT READ] Other [DO NOT SPECIFY]

97. [DO NOT READ] Prefer not to answer

34. [IF≠PROXY: Were you / IF=PROXY: Was INSERT CLIENT'S NAME FROM SAMPLE FILE] born in Canada?

[READ IF NEEDED]

01. Yes

02. No

97. [DO NOT READ] Prefer not to answer

35. [IF Q34=02] How long [IF≠PROXY: have you / IF=PROXY: has INSERT CLIENT'S NAME FROM SAMPLE FILE] lived in Canada?

[READ LIST]

01. Less than three years

02. Three or more years

97. [DO NOT READ] Prefer not to answer

36. [IF Q31=01] Which racial or cultural groups [IF≠PROXY: do you / IF=PROXY: does INSERT CLIENT'S NAME FROM SAMPLE FILE] belong to?

[DO NOT READ LIST; ACCEPT MULTIPLE RESPONSES]

01. White (e.g., French, German, Italian, Scottish, etc.)

02. South Asian (e.g., East Indian, Pakistani, Bangladeshi, Sri Lankan, Punjabi, Tamil)

03. Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, Indonesian)

04. West Asian (e.g., Iranian, Afghan, Israeli, Turk, Kurdish)

05. Chinese

06. Black (e.g., Caribbean, West African, Central African, East African)

07. Filipino

08. Latin American (e.g., South American, Central American, Mexican, Cuban, Puerto Rican)

- 09. Arab (e.g., North African, Egyptian, Palestinian, Lebanese, Iraqi, Jordanian, Syrian, Saudi)
- 10. Korean
- 11. Japanese
- 12. Other (specify)
- 97. Prefer not to answer

THNK. That concludes the survey. This survey was conducted for the Government of Canada. Thank you very much for your thoughtful feedback. It is much appreciated.