

questions as how they first learned about the consulate, what they expected from the consulate, why they visited the consulate and whether they were satisfied with the service provided, and what they would have done had the type of service received had not been available. The survey would, of course, apply to Canadians both travelling and living abroad.

It is acknowledged that both these methods are biased, in the sense that data would be collected only from Canadians who have visited consulates. Consequently, to obtain a better measure of the general level of expectations of the potential program clientele, a second survey is required.

The issue of the effectiveness of the consular awareness program element would also be addressed in part by the post survey described above, and in part by this second survey. The latter would be a mail-in survey of a sample of persons who have obtained passports in Canada within the last twelve months.* The survey again would consist of a self-administered questionnaire. Persons would be asked if they were aware of consular services, if so which ones, and if their awareness can be attributed to the booklet, "Bon Voyage, But...", which they had received with their passports or to some other factor. This survey would give some measure of the effectiveness of the consular awareness program. It would also cover persons who had never used any consular services, and would thus provide some indication of the travelling public's a priori expectations of the type and level of services available from consular offices.**

- (c) Another way of measuring awareness of consular services among Canadians, and their satisfaction if they were clients, is by surveying Canadians at the point of re-entry to Canada. However, for reasons of sample design, logistics, and costs, this alternative is considered inferior.

* A similar survey could be sent to a sample of Canadians registered as living abroad.

**This survey would clearly also be used to estimate the proportion of Canadians travelling (or resident abroad) that have used consular services.