



19th



Annual Report on Government of Canada Public Opinion Research Activities

2019-2020



Government
of Canada

Gouvernement
du Canada

Canada



19th Annual Report on Government of Canada Public Opinion Research Activities

2019 to 2020 fiscal year

About the report

Public Services and Procurement Canada is responsible for publishing an annual report on Government of Canada public opinion research activities.

This 19th annual report provides information on public opinion research studies contracted during the fiscal year from April 1, 2019 to March 31, 2020 for departments listed under Schedules I, I.1 and II of the *Financial Administration Act*.

Previous annual reports on public opinion research activities can be viewed on the [Government of Canada Publications](#) website.

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Table of Contents

Listening to Canadians	5
The year at a glance	5
Custom research studies by department.....	6
Table 1: Volume of custom public opinion research studies by department from April 1, 2019 to March 31, 2020	6
Table 2: List of custom public opinion research studies by department from April 1, 2019 to March 31, 2020	7
Table 3: Volume of custom public opinion research studies by supplier from April 1, 2019 to March 31, 2020	16
Syndicated Research Studies	17
Table 4: Volume of syndicated studies by department from April 1, 2019 to March 31, 2020	17
Table 5: List of syndicated studies from April 1, 2019 to March 31, 2020	18
Table 6: Volume of custom and syndicated over the last 10 years	18
Table 7: Procurement methods for public opinion research from April 1, 2019 to March 31, 2020	19
Appendices.....	20
Appendix I: Stakeholder and their respective roles.....	21
Appendix II: Contracting public opinion research projects	22
Appendix III: Standing offer for public opinion research services	23
Fieldwork and data tabulation for online surveys (series A)	23
Fieldwork and data tabulation for telephone surveys (series B)	24
Qualitative research (series C)	24
Quantitative research (series D)	25
Qualitative and quantitative research (series E).....	25
Appendix IV: Public opinion research-related laws, regulations and policy instruments	26
Contact information.....	27



LISTENING TO CANADIANS

In a democratic society like we have in Canada, it befalls the government's elected officials to govern the country with the citizens' best interest in mind. Listening to and taking into account the views of the public helps the Government of Canada manage its strategic priorities. This is why the Government of Canada works hard to ascertain which issues Canadians care about, as well as understand their views on how to address these issues.

The Government of Canada has at its disposal various tools to learn about the diversity of views and interests of the public. One of these tools is public opinion research which provides the government with key insights that contribute to evidence-based decision making.

Thanks to these new insights, the government becomes better equipped to adapt its communications approach, policies or programs that consider the views and interests of Canadians from all regions of the country and from all segments of the population. These segments include women, Indigenous Peoples, members of visible and linguistic minorities, people with disabilities, and members of the LGBTQ2 communities.

For instance, in the latter part of the 2019-2020 fiscal year, the Government of Canada began focusing most of its public opinion research on the Covid-19 pandemic. These research findings were one of many key sources of data used by the Government of Canada to help it determine how to respond effectively to the crisis.

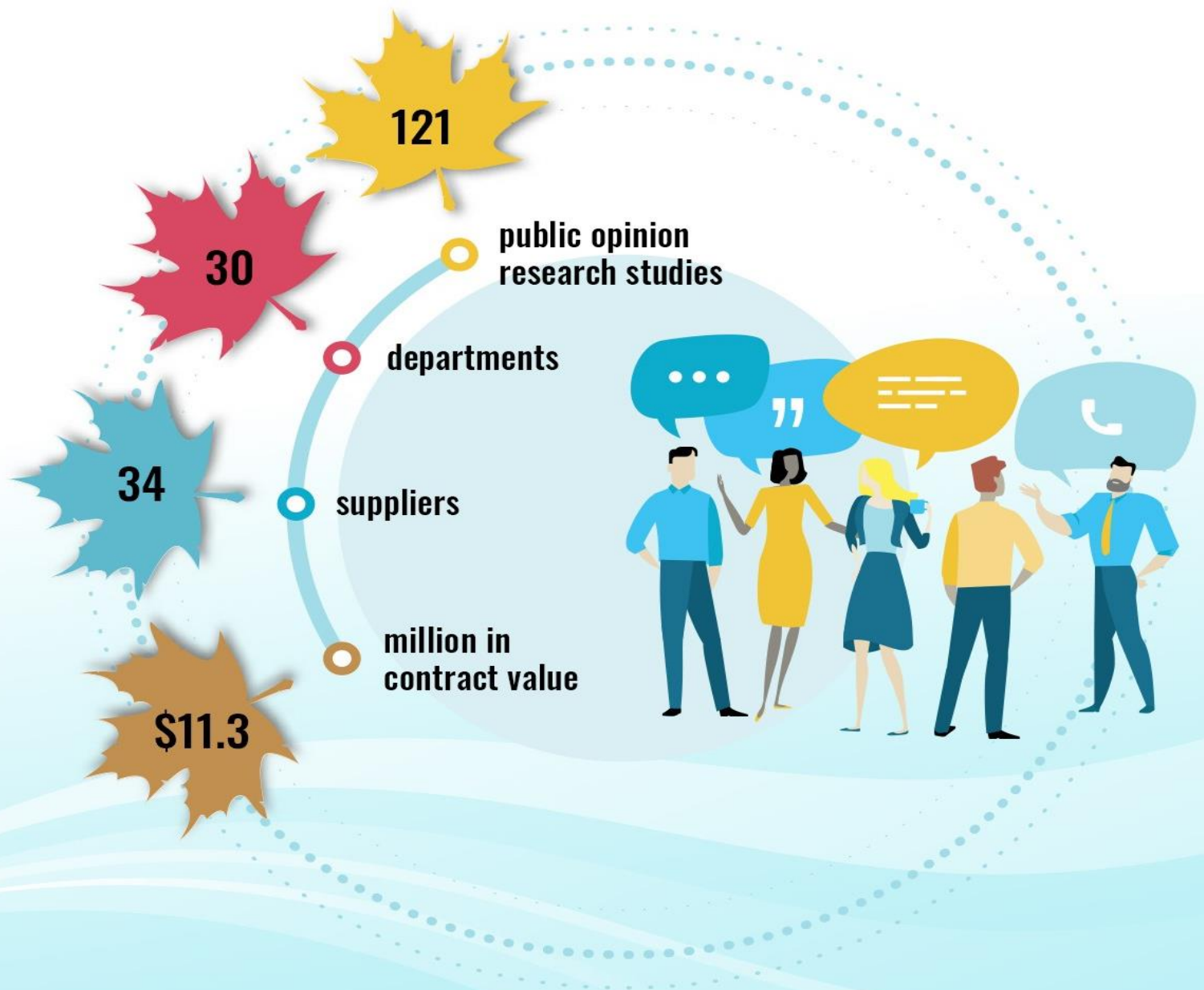
With the goal to better inform Canadians about its efforts in collecting their views, the Government of Canada publishes annually a report listing its research activities and the money invested. This 19th annual report gives a concise overview of all the public opinion research projects contracted between April 1, 2019 and March 31, 2020. Appendices are also added to explain how these projects are contracted and managed.



The year at a glance

In the 2019 to 2020 fiscal year, 121 public opinion research (POR) projects were contracted at a total cost of \$11.3 million. This includes syndicated research studies shared among departments.

Overview of public opinion research activities in the fiscal year ending March 31, 2020:





THE YEAR THROUGH TABLES

Custom research studies by department

In total, the government awarded contracts for custom public opinion research services to 30 research firms. These firms delivered various research services, ranging from survey data collection to full qualitative and/or quantitative research services (research design, data collection, analysis and reporting).

Note: The volumes reported in the third column represent the sum total of the final value of each contract issued in 2019-2020 fiscal year, which includes any amendments that would have increased or decreased the contract value within the same period.

Table 1: Volume of custom public opinion research studies by department from April 1, 2019 to March 31, 2020

Department	Number of custom studies	Contract value
Agriculture and Agri-Food Canada	3	\$221,492.66
Canada Border Services Agency	1	\$174,462.26
Canada Revenue Agency	7	\$624,705.70
Canadian Food Inspection Agency	2	\$135,542.75
Canadian Heritage	1	\$24,295.00
Canadian Radio-television and Telecommunications Commission	5	\$548,569.46
Communications Security Establishment Canada	2	\$167,936.65



Department of Finance Canada	2	\$219,823.99
Elections Canada	4	\$171,725.69
Employment and Social Development Canada	4	\$522,377.28
Environment and Climate Change Canada	2	\$178,644.12
Financial Consumer Agency of Canada	1	\$2,421.21
Global Affairs Canada	4	\$278,821.12
Health Canada and Public Health Agency of Canada	24	\$2,878,637.17
Immigration, Refugees and Citizenship Canada	18	\$399,094.31
Indigenous Services Canada	1	\$53,541.81
Innovation, Science and Economic Development Canada	1	\$199,831.46
National Defence	3	287,708.77
National Energy Board	1	\$59,931.81
Natural Resources Canada	1	\$-13,400.67
Office of the Superintendent of Financial Institutions Canada	2	\$150,437.35
Offices of the Information and Privacy Commissioners of Canada	1	\$74,242.36
Parks Canada	1	\$130,521.10
Privy Council Office	3	\$1,319,868.25
Public Safety Canada	5	\$453,498.73
Public Services and Procurement Canada	1	\$17,622.92
Royal Canadian Mounted Police	1	\$79,822.64
Transport Canada	1	\$150,820.46
Treasury Board of Canada Secretariat	3	\$194,462.72
Veterans Affairs Canada	6	\$448,114.12
Total	111	\$10,155,573.20

Note: The volumes reported in the fourth column represent the sum total of the final value of each contract issued in 2019-2020 fiscal year, which includes any amendments that would have increased or decreased the contract value within the same period.

A registration number is assigned to each study, which can then be used to find the corresponding report in the [public opinion research reports collection](#). Please note that some of these studies may have not been completed at the time of publishing this report, but will be posted within 6 months after the completion of data collection.

Table 2: List of custom public opinion research studies by department from April 1, 2019 to March 31, 2020

Custom study title by department	Registration number	Supplier	Contract value
Agriculture and Agri-Food Canada			
2019 Consumer Perceptions of Food Qualitative Research Report	POR 023-19	The Earncliffe Strategy Group Inc.	\$84,931.08



Buy Canadian Promotion Campaign - Baseline Survey	POR 065-19	The Earncliffe Strategy Group Inc.	\$74,950.19
Canada Brand Member Survey	POR 082-19	Environics Research Group	\$61,611.39
Canada Border Services Agency			
Canadian Views on the CBSA and Border Management	POR 079-19	Ipsos-Reid Corporation	\$174,462.26
Canada Revenue Agency			
2019-2020 Annual Corporate Research	POR 061-19	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$189,997.35
Benefit Programs Service Standard Survey	POR 073-19	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$49,992.33
Digital Services Enhancement	POR 078-19	Quorus Consulting Group Inc.	\$65,779.16
Disability Tax Credit Focus Groups with Medical Practitioners	POR 080-19	Léger Marketing	\$65,393.67
Enforcement Letter Qualitative Research	POR 040-19	Sage Research Corporation	\$73,127.50
Reporting Fees for Service (RFS) initiative	POR 068-19	Sage Research Corporation	\$89,508.43
Service Experience and Canada Revenue Agency's Outcomes	POR 044-19	Ipsos-Reid Corporation	\$90,907.26
Canadian Food Inspection Agency			
Canadians on Food Safety and Food Fraud	POR 066-19	Quorus Consulting Group Inc.	\$22,591.53
Food Businesses to Support Compliance with Food Safety Regulations	POR 059-19	The Earncliffe Strategy Group Inc.	\$112,951.22
Canadian Heritage			
Study on the Appreciation and Perception of Canada's Two Official Languages among Official Language Minority Communities	POR 013-19	Vox Pop Labs	\$24,295.00
Canadian Radio-television and Telecommunications Commission			



Online Consultation - Telephone Survey on Mobile Wireless Services in Canada	POR 011-19	Sage Research Corporation	\$118,744.24
Review of the Commercial Radio Policy	POR 090-19	Ipsos-Reid Corporation	\$123,639.45
The Future of Mobile Wireless Services in Canada	POR 020-19	Phoenix SPI	\$83,043.36
Wireless Code	POR 034-19	Kantar TNS Inc.	\$114,337.12
Wireless Public Alerting	POR 097-19	Kantar TNS Inc.	\$108,805.29
Communications Security Establishment Canada			
Attitudes towards the Communications Security Establishment – Tracking study	POR 063-19	Phoenix SPI	\$84,978.57
Get Cyber Safe Awareness Tracking Survey	POR 086-19	Ekos Research Associates Inc.	\$82,958.08
Department of Finance Canada			
Budget Day 2020 Focus Groups	POR 081-19	Léger Marketing	\$53,445.05
Pre-Budget 2020 - Survey and Focus Groups on the Economy	POR 054-19	Environics Research Group	\$166,378.94
Elections Canada			
Special Voting Rules regime and the 2019 general election	POR 036-19	Advanis Jolicoeur	\$35,030.00
Survey of Electors following the May 2019 by-election in Nanaimo - Ladysmith BC	POR 004-19	Phoenix SPI	\$36,458.32
Survey of Official Agents for the 43rd Federal General Election	POR 110-19	Environics Research Group	\$66,506.87
Survey of Registered Third Parties	POR 050-19	Forum Research Inc.	\$33,730.50
Employment and Social Development Canada			
Client Experience (CX) Survey	POR 042-19	Ipsos-Reid Corporation	\$249,759.21
Client Experience Research - Grants and Contributions Applicants	POR 113-19	Ipsos-Reid Corporation	\$137,612.77



Exploring Barriers to Accessing Study and Work Abroad Opportunities for Traditionally Underrepresented Undergraduate University and College Students	POR 071-19	Phoenix SPI	\$113,609.43
Government of Canada 2019 Pilot Public Opinion Research Survey on Accessibility	POR 012-18	Quorus Consulting Group Inc.	\$21,395.87
Environment and Climate Change Canada			
Economic Value of Visibility Improvements in Canadian Cities	POR 007-19	Kantar TNS Inc.	\$138,862.48
National Pollutant Release Inventory Survey of Data Users 2019	POR 021-19	Ekos Research Associates Inc.	\$39,781.64
Financial Consumer Agency of Canada			
Consumer Awareness and Interest in Longer-Term Mortgages survey	POR 135-18	Ipsos-Reid Corporation	\$2,421.21
Global Affairs Canada			
Canadian Attitudes Towards International Trade	POR 072-19	Ekos Research Associates Inc.	\$74,353.55
Connecting with Canadians: qualitative research on international assistance	POR 031-19	Corporate Research Associates Inc.	\$78,964.40
Connecting with Canadians: Quantitative Research on International Development	POR 075-19	Corporate Research Associates Inc.	\$47,459.15
Italian Perceptions of Comprehensive Economic and Trade Agreement and the Reputation of Canadian Products	POR 104-19	Léger Marketing	\$78,044.02
Health Canada and Public Health Agency of Canada			
Advertising Evaluation of Youth Vaping Prevention Campaign - Post ACET: Methodological Report	POR 014-19	Léger Marketing	\$35,171.25
Awareness and Confidence in Canada's Pesticide Regulatory System	POR 070-19	Ipsos-Reid Corporation	\$99,754.36
Baseline Dementia Survey	POR 076-19	Ekos Research Associates Inc.	\$193,365.37



Canadian Cannabis Vaping Survey	POR 107-19	Advanis Jolicoeur	\$46,666.74
Dementia Awareness, Knowledge and Behaviours for Public Education Campaigns	POR 093-19	The Earnscliffe Strategy Group Inc.	\$209,961.63
Evaluating Various Components of Employee Assistance Services Client Services	POR 039-19	Elemental Data Collection Inc.	\$24,950.40
Exploratory Research on Youth Vaping and Potential Health Warning Messages for Vaping Products Advertisement	POR 069-19	Quorus Consulting Group Inc.	\$174,871.29
Health Care Providers' Views and Experiences with Smoking Cessation and Alternative Nicotine Products	POR 019-19	Phoenix SPI	\$174,669.58
Healthy Eating Strategy - Dietary Guidance Transformation - Evaluation of the Revised Canada's Food Guide	POR 109-19	Phoenix SPI	\$84,126.53
Health Professionals' Attitudes, Practices and Needs regarding Travel-Related Health Advice and Risks	POR 046-19	Environics Research Group	\$139,813.54
Health Professionals' Awareness and Perceptions of Environmental Health Issues (Chemicals and Health)	POR 027-19	Léger Marketing	\$54,446.23
Online Qualitative Testing of Draft Health Warnings for Cigars, Pipe Tobacco, Smokeless Tobacco and Toxic Statements for Smokeless Product Packaging - 2019	POR 026-19	Corporate Research Associates Inc.	\$86,320.70
Perceptions from Official Language Minority Communities: Access to Health Services in the Language of Choice	POR 077-19	Léger Marketing	\$78,411.83



Post-Campaign ACET for Phase 3 of the Childhood Vaccination Campaign	POR 015-19	Léger Marketing	\$38,448.25
Post-Opioid Campaign Evaluation: Methodological Report	POR 010-19	Ipsos-Reid Corporation	\$29,659.06
Qualitative Testing of New Health Information Messages, Including Placement Options, as well as the Thematic Linking of Labelling Elements – 2019	POR 025-19	Quorus Consulting Group Inc.	\$145,661.24
Seasonal Influenza Vaccination Coverage Survey	POR 041-19	Léger Marketing	\$112,669.48
Social Values and Psychographic Segmentation of Tobacco and Nicotine Users and Non-Users	POR 048-19	The Earncliffe Strategy Group Inc.	\$239,988.32
Testing Cannabis Product Labelling and Promotion Control Measures	POR 067-19	Corporate Research Associates Inc.	\$150,425.60
Testing Food Safety Marketing Messages and Creatives	POR 053-19	Corporate Research Associates Inc.	\$125,978.05
The Canadian Cannabis Survey 2020	POR 114-19	Advanis Jolicoeur	\$249,730.00
Understanding Canadians' Awareness, Knowledge, Attitudes and Behaviours related to Antimicrobial Use and Antimicrobial Resistance	POR 028-19	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$228,649.85
Vapers Panel Survey to Measure Attitudes and Behaviours Regarding Vaping Over Time	POR 098-19	Environics Research Group	\$79,900.67
Youth Vaping Prevention Campaign – Testing New Messages	POR 095-19	Environics Research Group	\$74,997.20
Immigration, Refugees and Citizenship Canada			
2018-19 International Experience Canada (IEC) Youth Study	POR 133-18	Environics Research Group	-\$21.41
Annual Tracking Study	POR 051-19	Ipsos-Reid Corporation	\$166,839.12
Barriers to and Motivations for Citizenship for Permanent Residents PART 1	POR 016-19	Family Dynamics	\$1,808.00
Barriers to and Motivations for Citizenship for Permanent Residents PART 2	POR 022-19	Portage Learning and Literacy Centre	\$936.08



Barriers to and Motivations for Citizenship for Permanent Residents PART 3	POR 024-19	Manitoba Interfaith	\$1,499.51
Barriers to and Motivations for Citizenship for Permanent Residents PART 4	POR 084-19	Burnaby Family Life	\$1,171.08
Barriers to and Motivations for Citizenship for Permanent Residents PART 5	POR 085-19	Kamloops Immigrant Services	\$1,153.84
Barriers to and Motivations for Citizenship for Permanent Residents PART 6	POR 087-19	Inter-cultural Association of Greater Victoria	\$1,130.00
Barriers to and Motivations for Citizenship for Permanent Residents PART 7	POR 088-19	KCR Community Resources	\$1,808.00
Barriers to and Motivations for Citizenship for Permanent Residents PART 8	POR 089-19	Archway Community Services	\$1,694.99
Barriers to and Motivations for Citizenship for Permanent Residents PART 9	POR 091-19	Progressive Intercultural Community Services Society	\$1,101.75
Barriers to and Motivations for Citizenship for Permanent Residents PART 10	POR 092-19	Kiwaasa Neighbourhood House	\$3,658.94
Barriers to and Motivations for Citizenship for Permanent Residents PART 11	POR 094-19	Victoria Immigrant and Refugee Centre Society	\$1,130.00
Barriers to and Motivations for Citizenship for Permanent Residents PART 12	POR 096-19	Greater Moncton Local Immigration Partnership (GMLIP)	\$2,414.81
Barriers to and Motivations for Citizenship for Permanent Residents PART 13	POR 111-19	Halifax Local Immigration Partnership (HLIP)	\$1,695.00
Barriers to and Motivations for Citizenship for Permanent Residents PART 14	POR 100-19	Immigrant Services Association of Nova Scotia (ISANS)	\$1,113.84
International Experience Canada (IEC) Employer Study	POR 064-19	The Earncliffe Strategy Group Inc.	\$69,996.13



International Experience Canada (IEC) Youth Study	POR 052-19	Environics Research Group	\$139,964.63
Indigenous Services Canada			
Indigenous Services Canada (ISC) Nursing Workforce Survey	POR 047-19	Ekos Research Associates Inc.	\$53,541.81
Innovation, Science and Economic Development Canada			
Competition Bureau Stakeholder Awareness and Influence Survey	POR 006-19	The Earncliffe Strategy Group Inc.	\$199,831.46
National Defence			
Canadian Armed Forces Occupant Survey	POR 035-19	Environics Research Group	\$129,406.47
Testing Recall of Recruitment Advertising: Spring 2019 Campaign	POR 017-19	Corporate Research Associates Inc.	\$18,571.55
Views of the Canadian Armed Forces – 2020 Tracking Study	POR 083-19	The Earncliffe Strategy Group Inc.	\$139,730.75
National Energy Board			
Canada Energy Regulator Annual Public Opinion Research Measures	POR 060-19	Environics Research Group	\$59,931.81
Natural Resources Canada			
Public Opinion on Natural Resources in a Low-Carbon Economy	POR 89-18	Environics Research Group	-\$13,400.67
Office of the Superintendent of Financial Institutions			
Life Insurance Sector Consultation (LISC) 2019-2020	POR 032-19	Sage Research Corporation	\$74,796.96
OSFI Employee Survey (ES) 2019	POR 029-19	Environics Research Group	\$75,640.39
Offices of the Information and Privacy Commissioners of Canada			
Survey of Canadian Businesses on Privacy-Related Issues	POR 037-19	Phoenix SPI	\$74,242.36
Parks Canada			
Parks Canada Awareness Tracking Study 2019 to 2020	POR 009-19	Ekos Research Associates Inc.	\$130,521.10
Privy Council Office			
Continuous Tracking of Canadians' Views - Quantitative Survey	POR 122-18	Elemental Data Collection Inc.	\$486,323.75
Continuous Qualitative Data Collection of Canadians' Views	POR 005-19	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$808,684.50



LGBTQ2 Experiences with Stigma and Discrimination in the Workplace	POR 108-19	Delvinia	\$24,860.00
Public Safety Canada			
Child Sexual Exploitation Online Public Awareness Research	POR 018-19	Ipsos-Reid Corporation	\$130,429.86
Drug Impaired Driving Tracking Study	POR 062-19	Ekos Research Associates Inc.	\$76,188.60
Flood Mitigation Public Opinion Research	POR 055-19	Kantar TNS Inc.	\$90,355.04
Human Trafficking Public Awareness Research	POR 058-19	Environics Research Group	\$111,400.94
Post Testing of the Drug Impaired Driving Advertising Campaign: Methodology Report	POR 003-19	Ekos Research Associates Inc.	\$45,124.29
Public Services and Procurement Canada			
Public Opinion Research on the Contract Security Program (Part 2 – Interviews)	POR 008-19	Ekos Research Associates Inc.	\$17,622.92
Royal Canadian Mounted Police			
Canadians' View of RCMP Services	POR 056-19	Ekos Research Associates Inc.	\$79,822.64
Transport Canada			
Oceans Protection Plan – Focus Groups on Canadians' Confidence in Marine Safety	POR 057-19	Ekos Research Associates Inc.	\$150,820.46
Treasury Board of Canada Secretariat			
2018 Public Service Employee Survey (PSES): Methodological Report	POR 089-17	Advanis Jolicoeur	\$22,600.00
Results of the 2019 Public Service Pension and Benefit Plans Member Survey	POR 002-19	Phoenix SPI	\$97,026.10
Workplace Accommodation Practices in the Federal Public Service - (A research design and analysis project - series D)	POR 043-19	Environics Research Group	\$74,836.62
Veterans Affairs Canada			
2019 VAC National Survey	POR 033-19	Forum Research Inc.	\$199,478.90
Attitudes Towards Remembrance and Veterans' Week 2019 Survey of Canadians	POR 045-19	Phoenix SPI	\$49,967.70



Determining <i>My VAC Account</i> Barriers of Entry for Veterans	POR 112-19	Phoenix SPI	\$48,988.34
Evaluation of the 2019 Pension for Life Advertising Campaign: Methodology Report	POR 001-19	Ekos Research Associates Inc.	\$35,932.31
Evaluation of the 2019 Remembrance Advertising Campaign: Methodology Report	POR 049-19	Ekos Research Associates Inc.	\$36,638.59
Federal Health Claims Processing Services Provider Survey	POR 074-19	The Earncliffe Strategy Group Inc.	\$77,108.28

Note: The volumes reported in the third column represent the sum total of the final value of each contract issued in 2019-2020 fiscal year, which includes any amendments that would have increased or decreased the contract value within the same period.

Table 3: Volume of custom public opinion research studies by supplier from April 1, 2019 to March 31, 2020

Supplier	Number of custom studies	Contract value
Advanis Jolicoeur	4	\$354,026.74
Archway Community Services	1	\$1,694.99
Burnaby Family Life	1	\$1,171.08
Corporate Research Associates Inc.	7	\$697,716.80
Delvinia	1	\$24,860.00
Ekos Research Associates Inc.	13	\$1,016,671.36
Elemental Data Collection Inc.	2	\$511,274.15
Environics Research Group	14	\$1,166,967.39
Family Dynamics	1	\$1,808.00
Forum Research Inc.	2	\$233,209.40
Greater Moncton Local Immigration Partnership (GMLIP)	1	\$2,414.81
Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	3	\$1,087,326.68
Halifax Local Immigration Partnership (HLIP)	1	\$1,695.00
Immigrant Services Association of Nova Scotia (ISANS)	1	\$1,113.84
Inter-cultural Association of Greater Victoria	1	\$1,130.00
Ipsos Reid Corporation	10	\$1,205,484.56
Kamloops Immigrant Services	1	\$1,153.84
Kantar TNS Inc.	4	\$452,359.93
KCR Community Resources	1	\$1,808.00
Kiwassa Neighbourhood House	1	\$3,658.94
Léger Marketing	8	\$516,029.78
Manitoba Interfaith	1	\$1,499.51
Phoenix SPI	10	\$847,110.29
Portage Learning and Literacy Centre	1	\$936.08



Progressive Intercultural Community Services Society	1	\$1,101.75
Quorus Consulting Group Inc.	5	\$430,299.09
Sage Research Corporation	4	\$356,177.13
The Earnscliffe Strategy Group Inc.	9	\$1,209,449.06
Victoria Immigrant and Refugee Centre Society	1	\$1,130.00
Vox Pop Labs	1	\$24,295.00
Total	111	\$10,155,573.20

Syndicated Research Studies

The Government of Canada purchased subscriptions to 10 syndicated public opinion research studies in 2019 to 2020 fiscal year. These studies were made available government-wide.

Syndicated studies are an economical way of obtaining information because research costs are shared among subscribers. These studies, covering a variety of broad issues or themes are developed by research firms that own the data.

These subscriptions allowed federal departments to access the collected information while the intellectual property rights remained with the research firm.

Table 4: Volume of syndicated studies by department from April 1, 2019 to March 31, 2020

Department	Number of syndicated studies	Contract value
Atlantic Canada Opportunities Agency	1	\$12,882.00
Canada Revenue Agency	1	\$128,462.00
Department of Finance Canada	1	\$105,090.00
Financial Consumer Agency of Canada	1	\$111,778.19
Privy Council Office	6	\$775,858.00
Total	10	\$1,134,070.19



Table 5: List of syndicated studies from April 1, 2019 to March 31, 2020

Syndicated study title	Supplier	Contract value
2019 Canada Retail Banking Satisfaction Study	J.D Power	\$111,778.19
Atlantic Quarterly	Corporate Research Associates Inc.	\$12,882.00
Canadian Millennials Report	Abacus Data	\$68,478.00
Customer Experience Index CRA Benchmarking	Forrester Research Ltd.	\$128,462.00
Earnscliffe Indigenous Insights	The Earnscliffe Strategy Group Inc.	\$220,350.00
North of 60 and Remote Community Monitor	Environics Research Group	\$153,680.00
Rethinking Federalism	Ekos Research Associates Inc.	\$209,050.00
Risk Monitor	Ekos Research Associates Inc.	\$105,090.00
The Public Lens: Acceptance and Intolerance in Canada	Pollara	\$62,150.00
The Public Lens: Cannabis in Canada 2020	Pollara	\$62,150.00
Total		\$1,134,070.19

The volume of research fluctuates from year to year depending on the government's needs. The table represents a summary of past research studies and contract values.

From April 1, 2019 to March 31, 2020, the Government of Canada awarded 111 custom and 10 syndicated public opinion research contracts at a total cost of \$11.3 million.

Table 6: Volume of custom and syndicated over the last 10 years

Period	Number of public opinion research studies	Contract value in millions of dollars
April 1, 2019 to March 31, 2020	121	\$11.3
April 1, 2018 to March 31, 2019	147	\$15.3
April 1, 2017 to March 31, 2018	124	\$11.9
April 1, 2016 to March 31, 2017	129	\$12.5
April 1, 2015 to March 31, 2016	51	\$3.8
April 1, 2014 to March 31, 2015	54	\$4.1
April 1, 2013 to March 31, 2014	81	\$4.9
April 1, 2012 to March 31, 2013	72	\$4.3
April 1, 2011 to March 31, 2012	100	\$6.5
April 1, 2010 to March 31, 2011	136	\$7.9



Table 7: Procurement methods for public opinion research from April 1, 2019 to March 31, 2020

Procurement methods	Number of studies	Contract value	% of contract value
Standing offers	90	\$8,542,064.81	76%
Public tenders (buyandsell.gc.ca)	4	\$1,517,087.15	13%
Subscriptions to syndicated studies	10	\$1,134,070.19	10%
Sole source contracts under 40K	17	\$96,421.24	1%
Total	121	\$11,289,643.39	100%



APPENDICES

APPENDIX I: STAKEHOLDERS AND THEIR RESPECTIVE ROLES





Appendix II: Contracting public opinion research projects

Although some public opinion research projects are conducted by qualified government employees, many are contracted out to the private sector because of the complexity of the research or the lack of internal capacity. There are two types of contracted public opinion research: custom research and syndicated studies.

A **custom research** must meet a project's specific scope, objectives and requirements as defined by the government through a detailed statement of work. Additionally, the research findings and reports are owned by the Crown and not by the firm who conducted the research. This allows the Government of Canada to share the study results with all Canadians by posting them on the [Library and Archives Canada's website](#).

A **syndicated study**, on the other hand, is not performed specifically for the Government of Canada. The contract is akin to a subscription, giving the government access to the findings of an independent research study, which are then shared to all departments. In some cases, the government can add one or more questions to a study's survey in order to collect additional data that it needs. Because the costs are shared among subscribers, syndicated studies are an economical way of obtaining valuable insights on issues important to Canadians.

When the Government of Canada decides to contract a custom public opinion research project, it has to apply one of several contracting processes to guarantee that government procurements are fair, open and transparent. The estimated contract value will, in most cases, determine which process to use.

A contract valued at less than \$40,000 can be awarded through a process called **sole sourcing**. This simplified approach doesn't require contract bidding due to the project's low monetary value.

However, the vast majority of research contracts are awarded through a **standing offer** arrangement. This process eliminates the need to request time-consuming and resource-extensive bids for each planned project even when the estimated value exceeds \$40,000. It does this by providing departments with a list of research services offered by suppliers who have successfully prequalified through a competitive procedure (see Appendix III for more details).

In cases where the estimated value reaches \$250,000 or more, the contract must be awarded through an open process called **public tender**. This means that the government must post the research's work statement on [buyandsell.gc.ca](#) to allow all interested suppliers to bid for the project. After a rigorous evaluation, the supplier with the best proposal wins the contract.



Appendix III: Standing offer for public opinion research services

Standing offers are an efficient way of creating an inventory of pre-qualified suppliers that federal departments can use to quickly and easily obtain a contract to get their research projects up and running.

On October 1, 2015, Public Services and Procurement Canada authorized standing offers for public opinion research services. This included the completion of a multi-phased process involving consultation, open tendering process and bid evaluations. The standing offers cover the following services:

- fieldwork and data tabulation for online surveys (series A)
- fieldwork and data tabulation for telephone surveys (series B)
- qualitative research (series C)
- quantitative research (series D)
- qualitative and quantitative research (series E)

These standing offers are the result of an open and transparent competitive process designed to:

- encourage the participation of all types of public opinion research suppliers, including small, medium and large businesses, and joint ventures from various geographic locations
- ensure that the government has access to a broad range of subject matter expertise and research specializations with various target groups in Canada
- react to a rapidly changing technological environment, allowing for the use of a variety of research methodologies
- include custom qualitative research, quantitative research and a blend of both research approaches

These standing offers are in effect until September 30, 2020, with the possibility of an extension period up until the year 2021.

Fieldwork and data tabulation for online surveys (series A)

Departments may use this standing offer for online surveys for the following services: programming, pretesting, collecting data, tabulating data and providing pretest and end results.

Standing offer holders for series A:

- [AC Nielsen Company of Canada](#)
- [Advanis Jolicoeur](#)
- [Corporate Research Associates Inc.](#)



- [Ekos Research Associates Inc.](#)
- [IE Market Research Corp.](#)
- [Ipsos-Reid Corporation](#)
- [Kantar TNS Inc.](#)
- [Léger Marketing](#)
- [The Logit Group Incorporated](#)

Fieldwork and data tabulation for telephone surveys (series B)

Departments may use this standing offer for telephone surveys for the following services: programming, pretesting, interviewing, tabulating data and providing pretest and end results.

Standing offer holders for series B:

- [AC Nielsen Company of Canada](#)
- [Advanis Jolicoeur](#)
- [Corporate Research Associates Inc.](#)
- [Ekos Research Associates Inc.](#)
- [Elemental Data Collection Inc.](#)
- [Ipsos-Reid Corporation](#)
- [Kantar TNS Inc.](#)
- [Léger Marketing](#)



Qualitative research (series C)

Departments may use this standing offer for qualitative research for the following services: developing the research design, data collection, analyzing, presenting and reporting the results.

Qualitative methodologies such as dyads, triads or one-on-one interviews, focus groups and bulletin board groups may be used to meet the research objectives of specific projects.

Standing offer holders for series C:

- [AC Nielsen Company of Canada](#)
- [Corporate Research Associates Inc.](#)
- [Ekos Research Associates Inc.](#)
- [Léger Marketing](#)
- [Phoenix SPI](#)
- [Pollara](#)
- [Quorus Consulting Group Inc.](#)
- [Sage Research Corporation](#)
- [The Earncliffe Strategy Group Inc.](#)





Quantitative research (series D)

Departments may use this standing offer for quantitative research for the following services: developing the research design, data collection, analyzing, presenting and reporting the results.

Quantitative methodologies such as telephone or online surveys or any other methods, such as mail and in-person surveys, may be used to meet the research objectives of specific projects.

Standing offer holders for series D:

- [Ekos Research Associates Inc.](#)
- [Environics Research Group Limited](#)
- [Forum Research Inc.](#)
- [Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel](#)
- [Kantar TNS Inc.](#)
- [Léger Marketing](#)
- [Patterson, Langlois Consultants ad hoc recherche inc., Amanda Parriag, Sylvain Laroche, consultant inc., in joint venture](#)
- [Phoenix SPI](#)
- [Quorus Consulting Group Inc.](#)
- [The Earncliffe Strategy Group Inc.](#)



Qualitative and quantitative research (series E)

Departments may use this standing offer for a combination of qualitative and quantitative methods for the following services: developing the research design, data collection, analyzing, presenting and reporting the results.

Both qualitative and quantitative methodologies may be used to meet the research objectives of specific projects.

Standing offer holders for series E:

- [AC Nielsen Company of Canada](#)
- [Ekos Research Associates Inc.](#)
- [Environics Research Group Limited](#)
- [Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel](#)
- [Ipsos-Reid Corporation](#)
- [Léger Marketing](#)
- [Patterson, Langlois Consultants ad hoc recherche inc., Amanda Parriag, Sylvain Laroche, consultant inc., in joint venture](#)
- [Phoenix SPI](#)
- [Quorus Consulting Group Inc.](#)
- [The Earncliffe Strategy Group Inc.](#)





Appendix IV: Public opinion research-related laws, regulations and policy instruments

Laws and Regulations

[*Financial Administration Act*](#) prohibits verbal-only public opinion research reporting.

[*Library and Archives of Canada Act*](#) requires departments to provide written public opinion research reports for all contracted research projects to Library and Archives Canada within six months of completion of data collection.

[*Public Opinion Research Contract Regulations*](#) standardizes the form and content of contracted public opinion research reports.

Treasury Board of Canada Secretariat Policy Instruments

[*Common Services Policy*](#) identifies Public Services and Procurement Canada as a mandatory common service organization for the coordination and contracting of public opinion research.

[*Contracting Policy*](#) requires departments to notify Public Services and Procurement Canada when a public opinion research project may require a contract.

[*Policy on Communications and Federal Identity*](#) requires deputy ministers to:

- Ensure that their department considers the views and interests of the public when developing policies, programs, services and initiatives; and
- Approve their department's annual public opinion research plans.

[*Directive on the Management of Communications*](#) requires heads of communications to:

- Develop their department's annual public opinion research plans; and
- Ensure that their department complies with the Directive's *Appendix C: Mandatory Procedures for Public Opinion Research* when it plans, contracts and reports its research projects.

Research Standards

[*Standards for Conducting Public Opinion Research*](#) require departments and suppliers to follow specific research standards when collecting information through public opinion research in order to produce high quality studies.



CONTACT INFORMATION

This report provides an overview of the Government of Canada's public opinion research projects contracted between April 1, 2019 and March 31, 2020.

For more information on public opinion research, please visit the [public opinion research pages](#) on the Government of Canada website.

If you have any comments or questions, please contact:

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