



20th

Annual Report
on Government of Canada
Public Opinion Research Activities

2020 to 2021 Fiscal Year



Government
of Canada

Gouvernement
du Canada

Canada

20th Annual Report on Government of Canada Public Opinion Research Activities

2020 to 2021 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 20th annual report provides information on public opinion research studies contracted during the fiscal year from April 1, 2020 to March 31, 2021 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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Better understanding the public

In order for the Government of Canada to proactively manage its strategic priorities, it works hard to determine which issues Canadians care about, as well as to understand their views on how to address these challenges.

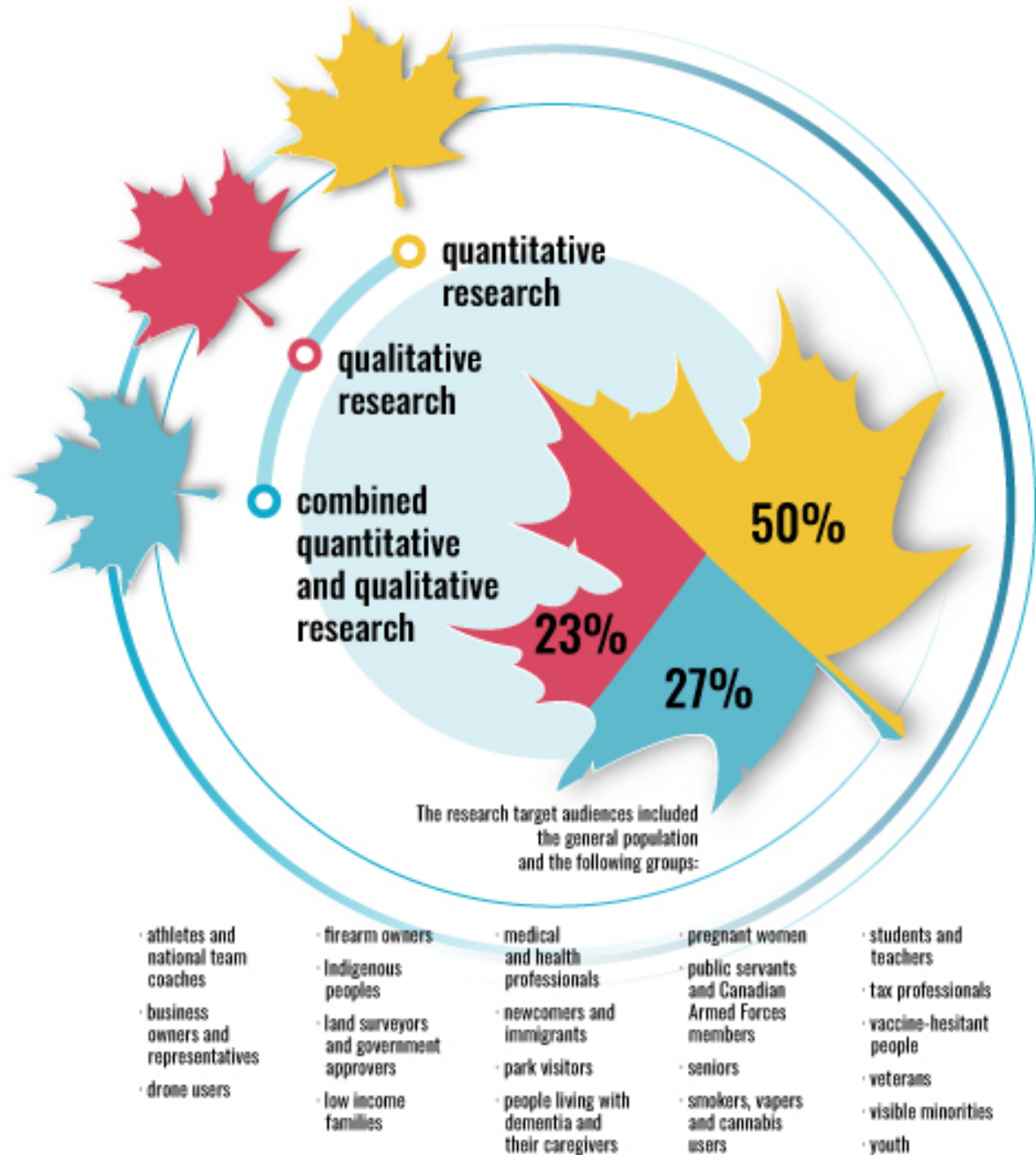
The Government of Canada uses a range of tools to learn about the diversity of views and interests of the public. One of these tools is public opinion research which provides the government with valuable insights on a wide range of subjects that contribute to evidence-based decision-making.

This was particularly true this year as the government conducted research to provide an accurate, real-time snapshot of the changing perceptions, knowledge and behaviours of Canadians from across the country and from all walks of life with respect to the COVID-19 pandemic.

Thanks to these new insights, the government is better able 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. This year, the government heard from women, Indigenous peoples, members of racialized communities and linguistic minorities, people with disabilities and youth, among others.

Lastly, 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 20th annual report gives a concise overview of all the public opinion research projects contracted between April 1, 2020 and March 31, 2021. Appendices are also added to explain how these projects are contracted and managed.

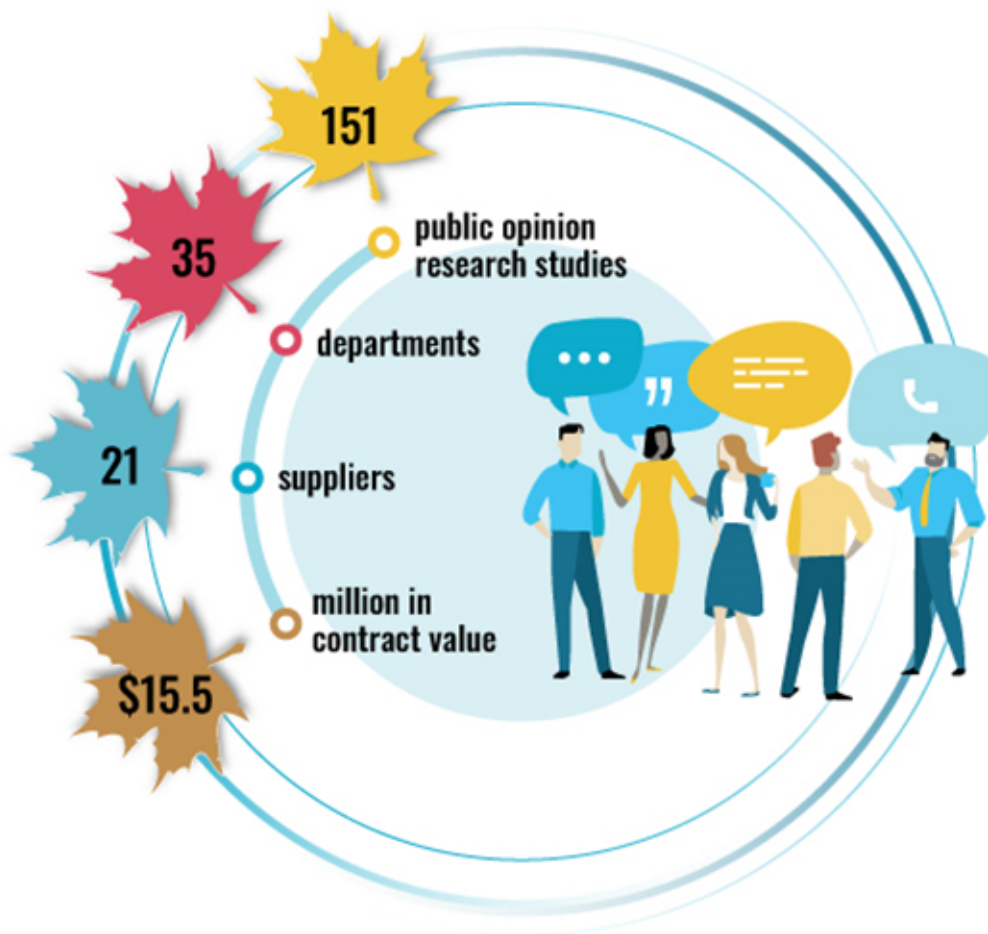
Breakdown of research methods and target audiences



The year at a glance

In the 2020 to 2021 fiscal year, 151 public opinion research (POR) projects were contracted at a total cost of \$15.5 million. This includes syndicated research studies shared among departments.

Overview of public opinion research studies in the fiscal year ending March 31, 2021:



The year through tables

Custom research studies by department

In total, the government awarded contracts for custom public opinion research services to 18 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).

A list of all custom research studies is available in the [Appendices](#) of this report.

Note for tables 1 and 2

The volumes reported in the third column represent the sum total of the final value of each contract issued in 2020 to 2021 fiscal year, which includes any amendments that would have increased or decreased the contract value within the same period.

Table 1: Volume of custom research studies by department in 2020 to 2021

Department	Number of custom studies	Contract value
Agriculture and Agri-Food Canada	1	\$131,832.39
Canada Border Services Agency	1	-\$18.85
Canada Energy Regulator	1	\$135,596.38
Canada Revenue Agency	10	\$861,476.40
Canadian Food Inspection Agency	5	\$800,486.01
Canadian Heritage	4	\$509,761.95
Canadian Radio-television and Telecommunications Commission	2	\$187,928.68

Canadian Security Intelligence Service	1	\$61,194.02
Correctional Service Canada	1	\$79,222.61
Department of Finance Canada	7	\$332,356.71
Department of Justice Canada	1	\$147,462.92
Employment and Social Development Canada	7	\$468,291.70
Environment and Climate Change Canada	4	\$272,538.23
Financial Consumer Agency of Canada	5	\$683,969.69
Global Affairs Canada	3	\$143,807.55
Health Canada	29	\$3,434,123.34
Immigration, Refugees and Citizenship Canada	7	\$601,472.60
Indigenous Services Canada	1	\$77,009.73
Innovation, Science and Economic Development Canada	2	\$84,319.06
National Defence	6	\$611,512.94
Natural Resources Canada	4	\$326,033.34
Office of the Chief Electoral Officer	5	\$397,615.56
Office of the Superintendent of Financial Institutions Canada	4	\$116,474.41
Offices of the Information and Privacy Commissioners of Canada	1	\$68,697.49
Parks Canada	3	\$145,300.20
Privy Council Office	7	\$2,172,608.90
Public Safety Canada	6	\$839,949.18
Public Services and Procurement Canada	2	\$204,241.22
Royal Canadian Mounted Police	1	\$79,328.20
Statistics Canada	2	\$107,790.70

Transportation Safety Board of Canada	1	\$49,823.97
Transport Canada	2	\$159,325.77
Treasury Board of Canada Secretariat	1	\$201,179.58
Veterans Affairs Canada	4	\$289,393.82
Total	141	\$14,782,106.40

Table 2: Volume of custom research studies by supplier in 2020 to 2021

Supplier	Number of custom studies	Contract value
Advanis Jolicoeur	10	\$879,398.39
Corporate Research Associates Inc.	14	\$1,071,917.43
Ekos Research Associates Inc.	16	\$1,600,929.99
Elemental Data Collection Inc.	2	\$579,658.93
Environics Research Group Limited	15	\$1,751,895.20
Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel	4	\$1,022,143.77
Ipsos-Reid Corporation	12	\$1,286,873.21
Kantar TNS Inc.	4	\$401,960.13
Léger Marketing	16	\$1,363,566.85
Marie Louise Aastrup	1	\$39,104.89
Nanos Research Corporation	1	\$24,374.10
Patterson, Langlois consultants ad hoc recherche inc, Amanda Parriag, Sylvain Laroche, consultant inc, in joint venture	2	\$419,355.28
Phoenix SPI	11	\$1,115,233.11
Pollara	2	\$92,509.78

Quorus Consulting Group Inc.	12	\$1,239,390.24
RIWI Corp.	1	\$39,999.74
Sage Research Corporation	3	\$35,751.27
The Earnscliffe Strategy Group Inc.	15	\$1,818,044.09
Total	141	\$14,782,106.40

Syndicated Research Studies

The Government of Canada purchased subscriptions to 10 syndicated public opinion research studies in 2020 to 2021 fiscal year. These studies were made available government-wide.

Table 3: Volume of syndicated research studies in 2020 to 2021

Syndicated study title	Supplier	Contract value
Anholt Ipsos Nation Brands Index 2020, Deep Dive	Ipsos-Reid Corporation	\$82,140.50
Atlantic Quarterly Subscription	Corporate Research Associates Inc.	\$22,543.50
Citizens First 2020	Institute for Citizen-Centred Service	\$50,850.00
COVID-19 Public Trust and Readiness Barometer	Environics Research Group Limited	\$11,300.00
Exploring Western Canadian Identity 2021	Pollara	\$71,190.00
Forrester Research Customer Experience Index and Benchmarking, Second Edition 2020	Forrester Research Ltd	\$128,462.00

Identifying the Sponsor the Stranger Market in Canada	EnviroNics Research Group Limited	\$74,998.10
The Canadian Millennials Report	Abacus Data	\$74,128.00
The Risk Monitor, Second Edition	Ekos Research Associates Inc.	\$105,090.00
The Risk Monitor, Third Edition	Ekos Research Associates Inc.	\$105,090.00
Total	10	\$725,792.10

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, 2020 to March 31, 2021, the Government of Canada awarded 141 custom and 10 syndicated public opinion research contracts at a total cost of \$15.5 million.

Table 4: Volume of custom and syndicated studies over the last 5 years

Period	Number of research studies	Contract value (in millions of dollars)
April 1, 2020 to March 31, 2021	151	\$15.5
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

Table 5: Procurement methods for public opinion research in 2020 to 2021

Procurement methods	Number of research studies	Contract value	% Contract value
Standing offers	133	\$13,073,483.27	84%
Public tenders (buyandsell.gc.ca)	3	\$1,561,682.63	10%
Subscriptions to syndicated studies	10	\$725,792.10	5%
Sole-source contracts under \$40K	5	\$146,940.50	1%
Total	151	\$15,507,898.50	100%

Appendices

In this section:

- [Stakeholders and their respective roles](#)
- [List of custom research studies by department](#)
- [Contracting public opinion research projects](#)
- [Standing offer for public opinion research services](#)
- [Public opinion research-related laws, regulations and policies](#)

Stakeholders and their respective roles



List of custom research studies by department

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 available on [Library and Archives Canada](#)'s website.

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.

Note for table 6

The volumes represented in the fourth column represent the sum total of the final value of each contract issued in 2020 to 2021 fiscal year, which includes any amendments that would have increased or decreased the contract value within the same period.

Table 6: List of custom public opinion research studies by department in 2020 to 2021

Custom study title by department	Registration number	Supplier	Contract value
Agriculture and Agri-Food Canada			
Canadian Agri-Awareness Initiative, Qualitative Research 2020 to 2021	POR 137-20	The Earnscliffe Strategy Group Inc.	\$131,832.39
Canada Border Services Agency			
Canadian Views on the Canadian Border Services Agency and Border Management	POR 079-19	Ipsos-Reid Corporation	-\$18.85
Canada Energy Regulator			
Canada Energy Regulator Annual Public Opinion Research Measures	POR 099-20	Environics Research Group Limited	\$135,596.38

Canada Revenue Agency			
Disability Tax Credit Focus Groups with Medical Practitioners	POR 080-19	Léger Marketing	\$751.45
2020 to 2021 Annual Corporate Research (ACR)	POR 055-20	Corporate Research Associates Inc.	\$173,552.18
2020 to 2021 Benefits and Credits, Advertising Campaign Evaluation Tool (ACET)	POR 111-20	Ipsos-Reid Corporation	\$49,699.79
2020 to 2021 Canada Revenue Agency Scams Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 051-20	Corporate Research Associates Inc.	\$49,584.40
2020 to 2022 Canada Revenue Agency Scams Advertising Campaign Concept Testing	POR 022-20	Corporate Research Associates Inc.	\$55,720.30
Benefit Programs Service Standard Survey, Canada Child Benefit	POR 110-20	Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel	\$57,336.77
Client Experience and Canada Revenue Agency's Outcomes	POR 114-20	Ipsos-Reid Corporation	\$110,942.03
COVID-19 Response Research	POR 009-20	Ipsos-Reid Corporation	\$164,906.76
Digital Acceleration Research	POR 142-20	The Earncliffe Strategy Group Inc.	\$130,060.74
Sales Tax E-Invoicing Feasibility Study, Qualitative Research	POR 138-20	Sage Research Corporation	\$68,921.98
Canadian Food Inspection Agency			
Public Opinion Research With Businesses and Consumers for the Canadian Food Inspection Agency Annual Reputation Survey, 2020 to 2021	POR 077-20	Patterson, Langlois Consultants ad hoc recherche inc., Amanda Parriag, Sylvain Laroche,	\$249,877.25

		consultant inc., in joint venture	
Public Opinion Research With Food Businesses to Support Compliance With Food Safety Regulations, 2020 to 2021	POR 086-20	Quorus Consulting Group Inc.	\$141,079.08
Public Opinion Research With Food Businesses to Support E-commerce, 2020 to 2021	POR 066-20	Ekos Research Associates Inc.	\$110,352.18
Public Opinion Research With Food Businesses to Support the Industry Risk Segment, 2020 to 2021	POR 088-20	Patterson, Langlois Consultants ad hoc recherche inc., Amanda Parriag, Sylvain Laroche, consultant inc., in joint venture	\$169,478.03
Public Opinion Research With Small Scale Producers to Support Communications on African Swine Fever	POR 069-20	The Earnscliffe Strategy Group Inc.	\$129,699.47
Canadian Heritage			
2020 Canada Day Satisfaction Survey	POR 011-20	Quorus Consulting Group Inc.	\$54,934.95
Diversity of Content Online, Public Perceptions and Awareness in Canada and Abroad	POR 065-20	Ipsos-Reid Corporation	\$164,631.36
Survey on Ethics, Equity and Safety in Sport	POR 104-20	Advanis Jolicoeur	\$78,563.25
The Arts and Heritage Access and Availability Survey 2020 to 2021	POR 101-20	Environics Research Group Limited	\$211,632.39
Canadian Radio-television and Telecommunications Commission			
Research on Telecommunications Services in Northern Canada	POR 023-20	Environics Research Group Limited	\$66,080.14

Wireless Code Public Opinion Research, Spring 2021	POR 052-20	Kantar TNS Inc.	\$121,848.54
Canadian Security Intelligence Service			
Attitudes Towards the Canadian Security Intelligence Service	POR 109-20	Ekos Research Associates Inc.	\$61,194.02
Correctional Service Canada			
National Working Group for Women	POR 117-20	Quorus Consulting Group Inc.	\$79,222.61
Department of Finance Canada			
Budget Day 2020 Focus Groups, Qualitative	POR 081-19	Léger Marketing	-\$6,259.07
Government of Canada's COVID-19 Economic Response Plan Advertising Campaign: Advertising Campaign Evaluation Tool (ACET) Survey, Fall 2020 and Winter 2021	POR 043-20	Corporate Research Associates Inc.	\$59,375.85
Government of Canada's COVID-19 Economic Response Plan Advertising Campaign: Advertising Campaign Evaluation Tool (ACET) Survey, Spring and Fall 2020	POR 002-20	Léger Marketing	\$66,395.98
Online Survey on Financial Data Sharing and Financial Data Security	POR 058-20	Léger Marketing	\$37,343.68
Qualitative and Quantitative Research on National Quality of Life Framework	POR 015-20	The Earnscliffe Strategy Group Inc.	\$82,422.54
Qualitative Research on the State of the Economy and COVID-19, Focus Groups	POR 097-20	Quorus Consulting Group	\$59,775.45
Virtual Focus Groups on Financial Data Sharing and Financial Data Security	POR 060-20	Pollara	\$33,302.28

Department of Justice Canada			
National Justice Survey 2021	POR 089-20	Ekos Research Associates Inc.	\$147,462.92
Employment and Social Development Canada			
Client Experience Survey 2019 to 2020	POR 042-19	Ipsos-Reid Corporation	-\$102,263.92
Exploring Barriers to Accessing Study and Work Abroad Opportunities	POR 071-19	Phoenix SPI	-\$803.77
2020 to 2021 Service Canada Client Experience Survey Project	POR 121-20	Ipsos-Reid Corporation	\$249,403.90
Client Experience Feedback on New Service Channel Involving Phone, Community Outreach and Liaison Service	POR 125-20	Kantar TNS Inc.	\$71,936.94
Inclusive Workplaces (Accessibility) Advertising Campaign, Creative Testing with Small and Medium Size Enterprises	POR 127-20	Corporate Research Associates Inc.	\$50,951.70
National Skilled Trades Campaign, Public Opinion Research with Youth Audience	POR 126-20	The Earncliffe Strategy Group Inc.	\$49,291.11
Qualitative Client Experience Research on Service Channel Access	POR 136-20	Phoenix SPI	\$149,775.74
Environment and Climate Change Canada			
Improving Leach's Storm-Petrel Conservation in Newfoundland Through an Understanding of Human Perceptions	POR 132-20	Marie Louise Aastrup	\$39,104.89
Nature Legacy 3 Advertising Campaign, Pre and Post Campaign Evaluation and Concept Testing 2020	POR 068-20	Quorus Consulting Group Inc.	\$124,119.23

Public Opinion Research on Extreme Temperatures and Their Alerting Programs in Northern Canada	POR 134-20	The Earncliffe Strategy Group Inc.	\$69,371.43
Species at Risk, Nature Conservation and Nature-Based Solutions Survey for the Canadian Wildlife Service	POR 030-20	Quorus Consulting Group Inc.	\$39,942.68
Financial Consumer Agency of Canada			
COVID-19 Financial Well-Being Monitor	POR 016-20	Ekos Research Associates Inc.	\$249,886.78
Financial Consumer Agency Canada Survey of Canadians' Use of Buy Now Pay Later Products	POR 129-20	Ekos Research Associates Inc.	\$39,999.99
Financial Consumer Agency Canada Survey of Consumers about Bank Responses to the COVID-19 Crisis	POR 014-20	Phoenix SPI	\$216,877.37
Pre-testing and Evaluation of the "Take charge of your financial future" Ad Campaign	POR 032-20	Ekos Research Associates Inc.	\$99,983.68
Survey of Consumers' Awareness of Their Financial Rights and Responsibilities	POR 119-20	Environics Research Group Limited	\$77,221.87
Global Affairs Canada			
Canadian Attitudes Towards International Trade	POR 106-20	Ekos Research Associates Inc.	\$74,788.09
Connecting with Canadians, Quantitative Research on International Development	POR 090-20	Corporate Research Associates Inc.	\$47,967.65
Travel and Border Post-Advertising Campaign Evaluation Tool (ACET)	POR 131-20	Advanis Jolicoeur	\$21,051.81
Health Canada			
Perceptions From Official Language Minority Communities: Access to	POR 077-19	Léger Marketing	\$3,178.13

Health Services in the Language of Choice			
Youth Vaping Prevention Campaign, Testing New Messages	POR 095-15	Environics Research Group Limited	-\$56.64
Air Quality Health Index and Indoor Air Behaviour Change Survey	POR 108-20	Environics Research Group Limited	\$74,513.95
Attitudes Toward Environmental Noise in Rural and Non-rural Canada	POR 133-20	Advanis Jolicoeur	\$48,166.25
Baseline and Post-Campaign Advertising Campaign Evaluation Tool (ACET) for Phase 4 of the Childhood Vaccination Campaign	POR 062-20	Léger Marketing	\$49,734.13
Capturing the Perspectives and Experience of Dementia Care Providers in Canada	POR 074-20	Ekos Research Associates Inc.	\$142,317.74
Consumer Perceptions of Supplemented Food Labelling	POR 087-20	Léger Marketing	\$74,665.32
COVID-19 Alert App Campaign, Post-Advertising Campaign Evaluation Tool (ACET)	POR 039-20	Kantar TNS Inc.	\$59,312.29
COVID-19 Alert App Exploratory and Concept Testing	POR 141-20	The Earnscliffe Strategy Group Inc.	\$234,027.54
COVID-19 Public Education Campaign, Concepts Testing	POR 040-20	Quorus Consulting Group Inc.	\$149,809.85
COVID-19 Public Health Measures Campaign, Post-Advertising Campaign Evaluation Tool (ACET)	POR 105-20	Ipsos-Reid Corporation	\$37,839.43
COVID-19 Tracking Survey on Canadians' Views	POR 037-20	Léger Marketing	\$238,615.89
COVID-19 Vaccines Mass Campaign, Concept Testing	POR 118-20	Quorus Consulting Group Inc.	\$233,328.20

Dementia Guidance and Indigenous Populations in Canada	POR 082-20	Ekos Research Associates Inc.	\$99,980.65
Dementia Public Education, Phase 1, Concept Testing	POR 076-20	Phoenix SPI	\$149,860.72
Evaluating Various Components of Employee Assistant Services (EAS) Client Services, 2020 to 2021	POR 025-20	Elemental Data	\$29,309.38
Focus Groups on Health Canada's Healthy Eating Visual Look and Feel for Children and Teens	POR 064-20	Corporate Research Associates Inc.	\$101,304.50
Focus Testing Healthy Home Environmental Health Guide	POR 092-20	Corporate Research Associates Inc.	\$109,434.85
Post-Seasonal Flu Vaccination Awareness Campaign Evaluation	POR 057-20	Ipsos-Reid Corporation	\$40,358.76
Priorities for an Information Portal on Dementia	POR 078-20	Corporate Research Associates Inc.	\$108,835.95
Qualitative Research Exploring Options for Warnings on Cigarettes, 2020	POR 026-20	Quorus Consulting Group Inc.	\$180,295.62
Qualitative Research on Adult Smoking Cessation	POR 061-20	The Earncliffe Strategy Group Inc.	\$106,787.37
Quality of Life and Dementia	POR 081-20	The Earncliffe Strategy Group Inc.	\$188,810.90
Seasonal Influenza Vaccination Coverage Survey 2020 to 2021	POR 070-20	Léger Marketing	\$124,220.34
Smoking Lived Experience Study	POR 103-20	The Earncliffe Strategy Group Inc.	\$227,293.62
The Canadian Cannabis Survey 2021	POR 102-20	Advanis Jolicoeur	\$249,730.00
Understanding Youth and Young Adults' Interest in, and Usage of,	POR 024-20	Gregg, Kelly, Sullivan and	\$99,920.25

Flavoured Cannabis Vaping Products		Woolstencroft: The Strategic Counsel	
Vapers Online Research to Measure Attitudes and Behaviours Regarding Vaping Over Time Winter 2021	POR 113-20	Environics Research Group Limited	\$147,564.71
Youth and Young Adult Tobacco Vaping Cessation Research	POR 020-20	The Earncliffe Strategy Group Inc.	\$124,963.64
Immigration, Refugees and Citizenship Canada			
2020 to 2021 Annual Tracking Study, Qualitative Research	POR 019-20	Ipsos-Reid Corporation	\$250,000.00
2020 to 2021 Coding of Qualitative Public Opinion Responses for Online Consultations and Employee Surveys	POR 017-20	Léger Marketing	\$19,362.55
2020 to 2021 International Experience Canada Study	POR 112-20	Environics Research Group Limited	\$172,116.06
Anti Racism Focus Groups	POR 122-20	Pollara	\$59,207.50
Mobilité Francophone Employer Study	POR 120-20	Léger Marketing	\$45,304.53
Newcomer Services Advertising Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 115-20	Advanis Jolicoeur	\$41,329.57
Qualitative Recruitment and Hosting for the Improving Paper Based Application Design Challenge and Usability Testing Project, 2020 to 2021	POR 056-20	Advanis Jolicoeur	\$14,152.39
Indigenous Services Canada			
Jordan's Principle Awareness Campaign, Concept Testing	POR 116-20	The Earncliffe Strategy Group Inc.	\$77,009.73
Innovation, Science and Economic Development Canada			
Views of Canadians on Artificial Intelligence	POR 050-20	Nanos Research Corporation	\$24,374.10

CyberSecure Canada, Promoting Cybersecurity and Awareness Among Canadian Businesses	POR 098-20	Quorus Consulting Group Inc.	\$59,944.96
National Defence			
ENG 2025 Survey: Shaping the Future of the Materiel Group ENG Community	POR 013-20	Quorus Consulting Group Inc.	\$67,027.65
Canadian Armed Forces Reserve Force Recruitment Study: Phase 2	POR 007-20	The Earnscliffe Strategy Group Inc.	\$70,638.56
Elsie Barrier Assessment	POR 042-20	Phoenix SPI	\$242,227.40
National Defence Advertising Pre-testing 2021, Women's Campaign	POR 096-20	Quorus Consulting Group Inc.	\$49,909.96
Testing Recall of Recruitment Advertising: 2019 to 2020 Canadian Armed Forces Awareness Campaign, Pre-post Advertising Campaign Evaluation Tool (ACET)	POR 027-20	Corporate Research Associates Inc.	\$49,996.85
Views of the Canadian Armed Forces, 2021 Tracking Study	POR 084-20	The Earnscliffe Strategy Group Inc.	\$131,712.52
Natural Resources Canada			
Canada Land Survey System (CLSS) Client Satisfaction Survey 2020 to 2021	POR 010-20	The Earnscliffe Strategy Group Inc.	\$64,122.53
ENERGY STAR and EnerGuide Labelling Awareness Survey 2020	POR 053-20	Ekos Research Associates Inc.	\$67,561.99
Focus Groups on the Forest Bioeconomy	POR 044-20	Sage Research Corporation	\$25,918.25
Natural Resource Issues in a Low-Carbon Economy	POR 036-20	Environics Research Group Limited	\$168,430.57
Office of the Chief Electoral Officer			
Survey of Candidates for the 44th Federal General Election	POR 140-20	Environics Research Group Limited	\$73,394.98

Survey of Election Officers following the 44th Federal General Election	POR 139-20	Phoenix SPI	\$78,897.42
Survey of Electors following the October 26, 2020 By-election in Toronto Centre and York Centre (ON)	POR 047-20	Phoenix SPI	\$54,821.93
Tracking Survey on Electoral Matters	POR 124-20	Léger Marketing	\$105,871.96
Elector Personas	POR 128-20	Environics Research Group Limited	\$84,629.27
Office of the Superintendent of Financial Institutions Canada			
Life Insurance Sector Consultation (LISC) 2019 to 2020	POR 032-19	Sage Research Corporation	-\$59,088.96
Financial Institutions Survey 2020 to 2021	POR 091-20	Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel	\$54,733.25
Office of the Superintendent of Financial Institutions (OSFI) Employee Survey (ES) 2020	POR 028-20	Environics Research Group Limited	\$75,650.11
Pension Plans Survey 2020 to 2021	POR 083-20	Phoenix SPI	\$45,180.01
Offices of the Information and Privacy Commissioners of Canada			
2020 Survey of Canadians on Privacy-Related Issues	POR 038-20	Phoenix SPI	\$68,697.49
Parks Canada			
Parks Canada Tracking Study 2020	POR 085-20	Corporate Research Associates Inc.	\$49,928.20
Parks Canada Tracking Study 2021 to 2022	POR 135-20	Advanis Jolicoeur	\$59,212.00
Visitor Satisfaction Survey 2020	POR 021-20	Advanis Jolicoeur	\$36,160.00

Privy Council Office			
Continuous Tracking of Canadians' Views, Quantitative Survey	POR 122-18	Elemental Data Collection Inc.	\$550,349.55
Continuous Qualitative Data Collection of Canadians' Views	POR 005-19	Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel	\$810,153.50
Canada and United States Relations Survey	POR 071-20	Advanis Jolicoeur	\$129,853.54
Canadians' Views on Vaccines	POR 095-20	RIWI Corp.	\$39,999.74
Implementation of the World Health Organization's Behavioural Insights COVID-19 Survey Tool in the Canadian Context, Rapid and Cost-effective Monitoring of Public Perceptions, Knowledge and Behaviours	POR 001-20	Léger Marketing	\$248,342.93
Psychographic Values-Based Segmentation of Canadian Population Regarding COVID-19	POR 075-20	Kantar TNS Inc.	\$148,862.36
Rapid and Cost-effective Monitoring of Public Perceptions, Knowledge and Behaviours (Phase 2)	POR 045-20	Léger Marketing	\$245,047.28
Public Safety Canada			
Bias Sensitivity, Diversity and Identity in National Security Study	POR 080-20	EnviroNics Research Group Limited	\$114,512.83
Concept Testing of the "Online Child Sexual Exploitation" Ad Campaign	POR 034-20	Ekos Research Associates Inc.	\$68,863.27
Firearms Public Awareness Research	POR 033-20	EnviroNics Research Group Limited	\$220,651.03
Human Trafficking Public Awareness Campaign Research	POR 031-20	Corporate Research Associates Inc.	\$107,474.30

National Security Information Sharing and Transparency Public Opinion Research	POR 072-20	Ekos Research Associates Inc.	\$105,231.79
Public Opinion Research Study: Emergency Preparedness Awareness Campaign	POR 054-20	Ipsos-Reid Corporation	\$223,215.96
Public Services and Procurement Canada			
Direct Deposit 2020 Pandemic Survey	POR 008-20	Ekos Research Associates Inc.	\$146,376.69
Parliament Hill Visitor Experience	POR 029-20	Ekos Research Associates Inc.	\$57,864.53
Royal Canadian Mounted Police			
Canadians' Views of RCMP Policing Services	POR 100-20	Ekos Research Associates Inc.	\$79,328.20
Statistics Canada			
2021 Census, Pre-testing of Advertising Concepts	POR 003-20	Corporate Research Associates Inc.	\$54,336.05
2021 Census of Population, Pre and Post Campaign Testing, Advertising Campaign Evaluation Tool (ACET)	POR 073-20	Corporate Research Associates Inc.	\$53,454.65
Transportation Safety Board of Canada			
Transportation Safety Board of Canada, Stakeholder Consultation 2020	POR 012-20	Léger Marketing	\$49,823.97
Transport Canada			
Consumer Awareness of, and Confidence in, Automated Vehicles (AVs) and Advanced Driver Assistance Systems (ADAS)	POR 046-20	Ipsos-Reid Corporation	\$98,157.99
Public Opinion Research Study on Drone Users' Familiarity with the New Rules and the General Public's Social Acceptance of Drones	POR 059-20	Léger Marketing	\$61,167.78

Treasury Board of Canada Secretariat			
2020 Public Service Employee Survey (PSES)	POR 089-17	Advanis Jolicoeur	\$201,179.58
Veterans Affairs Canada			
Attitudes Towards Remembrance and Veterans' Week 2020: Survey of Canadians	POR 035-20	Phoenix SPI	\$54,831.08
Evaluation of the 2020 Remembrance Advertising Campaign	POR 048-20	Ekos Research Associates Inc.	\$49,737.47
Exploring Perceptions, Behaviour and Experience of My Veterans Affairs Canada Account	POR 107-20	Phoenix SPI	\$54,867.72
Mental Health Advertising Campaign, Concept and Message Testing	POR 049-20	Environics Research Group Limited	\$129,957.55

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 similar 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 the [Standing offers for public opinion research services](#) 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.

Standing offers 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 Fall 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.](#)



Public opinion research-related laws, regulations and policies

Laws and regulations

- [Financial Administration Act](#) prohibits verbal-only public opinion research reporting
- [Library and Archives of Canada Act](#) requires departments to provide written reports to Library and Archives Canada within 6 months of completion of data collection
- [Public Opinion Research Contract Regulations](#) standardizes the form and content of contracted public opinion research reports

Treasury Board 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 in alignment with its responsibilities as contracting authority.
- [Policy on Communications and Federal Identity](#) defines public opinion research and 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](#) requires 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 activities contracted between April 1, 2020 and March 31, 2021.

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

If you have any comments or questions, please contact:

Public Opinion Research Directorate

Public Services and Procurement Canada

Email: dgsiopinionpublique.isbpublicopinion@tpsgc-pwgsc.gc.ca