



22nd

Annual Report on Government of Canada
Public Opinion Research Activities

2022 to 2023 Fiscal Year



Government
of Canada

Gouvernement
du Canada

Canada

22nd Annual Report on Government of Canada Public Opinion Research Activities

2022 to 2023 Fiscal Year

This report provides information on public opinion research activities contracted by the government between April 1, 2022 and March 31, 2023.

It informs Canadians about the volume of research studies, lists projects undertaken by departments and describes the roles of key stakeholders involved in public opinion research.

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

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Catalogue Number:
P100-3E-PDF

International Standard Serial Number (ISSN):
2560-855X

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The year at a glance

In the 2022 to 2023 fiscal year, Public Services and Procurement Canada awarded 164 public opinion research contracts on behalf of 34 departments to 20 suppliers at a total value of \$20.3 million. This includes subscriptions to syndicated research studies shared among federal departments.

Overview of public opinion research activities in the fiscal year ending March 31, 2023



Understanding Canadians

In this section:

- [Taking public perspectives into account](#)
- [Breakdown of research methods](#)
- [Target audiences](#)

Taking public perspectives into account

The Government of Canada remains committed to ensuring that public policies, programs and communications are developed while taking into account the views and perspectives of Canadians.

Public opinion research is an essential tool which provides the government with valuable insights on a wide range of subjects that contribute to evidence-based decision making.

Over the 2022 to 2023 fiscal year, public opinion research activities continued to provide the government with information that helped realize its objectives and deliver on its priorities.

Considerable research was conducted to support Canada's post-pandemic recovery and mitigation of the health, economic and social impacts of COVID-19. Among other objectives, the research was aiming to better understand Canadians' day-to-day financial management and well-being in dealing with the COVID-19 crisis. Information was also gathered regarding vaccine behaviours and immunization coverage.

At the same time, the government undertook research to support its continued work on other health, safety and social issues.

Public opinion research is the collection of opinion-based information from the public or any target audience.

We use quantitative and qualitative methods such as surveys and focus groups to gather:

- attitudes
- feelings
- ideas
- opinions
- perceptions
- views

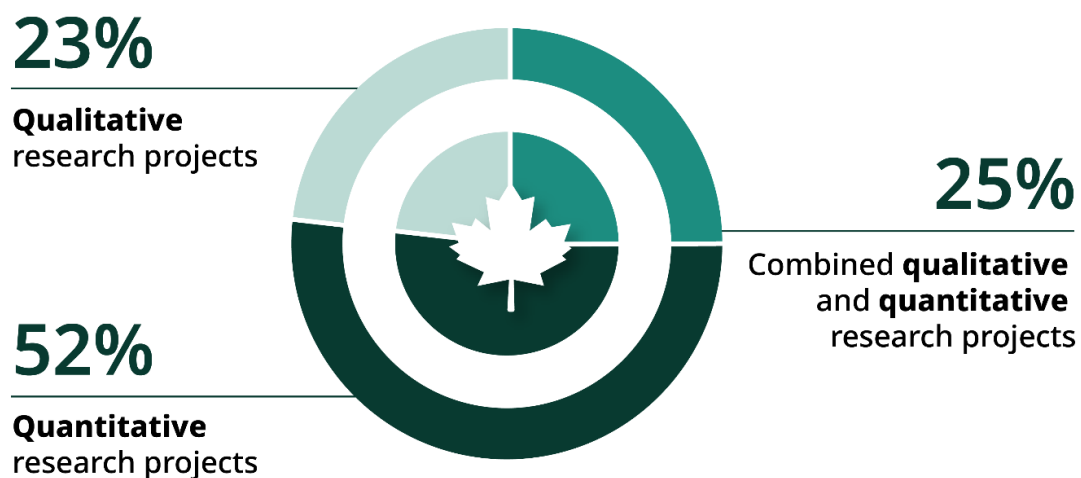
Research is conducted in a manner that respects and protects the rights of participants. To learn more, consult the [Standards for the Conduct of Government of Canada Public Opinion Research](#).

Topics included:

- opioid and alcohol awareness
- food safety
- services for youth, newcomers and seniors
- cyber security and privacy
- environmental issues and natural resources

This annual report provides information on contracted public opinion research activities the government has undertaken, and the money invested in them. The following sections provide information on all the public opinion research projects that were contracted between April 1, 2022, and March 31, 2023, and about how the projects were contracted and managed.

Breakdown of research methods



Research approaches

Public opinion research relies on various data collection techniques to obtain information from a wide variety of audiences. The research approaches used to reach these audiences include qualitative methodologies, quantitative methodologies or a combination of both.

Qualitative research

It is widely used to gain insights into people's behaviours and perceptions that can help interpret and contextualize information. With this approach, exploratory questions, such as how or why, are often used. The most commonly used qualitative techniques are focus group discussions, group interviews and individual interviews. Qualitative methodologies do not yield numeric data and the findings cannot be projected to the broader population.

Quantitative research

It uses a more structured approach to obtain precise, objective and measurable data that can be analyzed with statistical procedures. Quantitative research aims to be more conclusive, answering questions such as what, when, and where. This approach uses techniques such as surveys, with the aim of obtaining results that reflect the broader population.

Target audiences



The audiences included the general population and the following groups:

- 2SLGBTQI+
- business owners and representatives
- Canada Workers Benefit recipients
- firearm owners
- food and beverage exporters and importers
- grocery buyers
- homeowners and renters
- Indigenous peoples
- international travellers
- job seekers
- low income families
- medical and health professionals
- newcomers and immigrants
- parents, guardians, caregivers and pregnant women
- park visitors
- people living with chronic diseases and life-limiting illnesses
- people living in the North
- people with disabilities
- pet owners and veterinarians
- public servants, Canadian Armed Forces members and veterans
- seniors
- smokers, vapers and cannabis users
- supporters of climate action
- taxpayers
- telecommunication plan subscribers
- youth
- zero-emission vehicle owners and intended buyers

The year through numbers

In this section:

- [Custom studies](#)
- [Syndicated studies](#)
- [Procurement methods used](#)
- [Volume of research studies over the last 5 years](#)

Custom studies

Departments contract custom research studies when there is a need to collect specific information. The custom research studies must meet a project's scope, objectives and requirements as defined by the government through a detailed statement of work.

Suppliers that were awarded contracts for custom public opinion research delivered various services, ranging from research design to data collection, data analysis and reporting.

In 2022 to 2023, the government awarded and/or issued amendments to 155 contracts for custom public opinion research services to 19 suppliers at a total value of \$19,271,091.18.

Table 1: Volume of custom studies by department in 2022 to 2023

Department	Number of custom studies	Contract value
Agriculture and Agri-Food Canada	3	\$155,474.21
Canada Energy Regulator	1	\$157,646.30
Canada Revenue Agency	16	\$1,635,041.55
Canada School of Public Service	1	\$222,587.40
Canadian Food Inspection Agency	5	\$620,694.04
Canadian Heritage	4	\$283,739.07

Canadian Radio-television and Telecommunications Commission	3	\$417,059.66
Communications Security Establishment Canada	2	\$68,952.60
Correctional Service Canada	1	\$-111.23
Department of Finance Canada	3	\$434,132.44
Department of Justice Canada	1	\$102,183.23
Employment and Social Development Canada	5	\$849,751.35
Environment and Climate Change Canada	3	\$160,797.00
Financial Consumer Agency of Canada	5	\$359,542.32
Global Affairs Canada	4	\$411,407.01
Health Canada	16	\$2,531,832.20
Immigration, Refugees and Citizenship Canada	7	\$778,402.19
Indigenous Services Canada	1	\$48,951.60
Innovation, Science and Economic Development Canada	2	\$94,226.40
National Defence	6	\$532,171.13
Natural Resources Canada	9	\$1,051,777.22
Office of the Chief Electoral Officer	2	\$182,679.51
Offices of the Information and Privacy Commissioners of Canada	1	\$69,928.58
Office of the Superintendent of Financial Institutions Canada	1	\$79,468.38
Parks Canada	6	\$285,711.13

Privy Council Office	3	\$2,209,336.45
Public Health Agency of Canada	28	\$4,172,223.55
Public Safety Canada	5	\$648,112.18
Public Service Commission of Canada	1	\$299,986.75
Public Services and Procurement Canada	4	\$12,427.15
Royal Canadian Mounted Police	1	\$92,500.90
Veterans Affairs Canada	3	\$160,174.39
Women and Gender Equality Canada	2	\$142,284.52
Total	155	\$19,271,091.18

Note for table 1

The volumes reported in the “Contract value” column represent the total value of all contracts issued in the 2022 to 2023 fiscal year, which includes any amendments that would have increased or decreased the contract values within the same period.

The negative amounts represent amendments to reduce the value of a contract that was awarded in a previous fiscal year.

Table 2: Volume of custom studies by supplier in 2022 to 2023

Supplier	Number of custom studies	Contract value
Abacus Data Inc.	4	\$453,332.84
Advanis Inc.	17	\$2,374,704.64
Angus Reid Forum Inc.	1	\$40,000.00
Earnscliffe Strategy Group GP	11	\$1,363,951.55
Ekos Research Associates Inc.	20	\$1,834,293.95
Elemental Data Collection Inc.	4	\$1,188,954.93

Entegrité Consulting	1	\$166,703.25
Environics Research Group Limited	22	\$2,596,801.97
Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	5	\$1,479,353.99
Ipsos Limited Partnership	15	\$1,762,126.51
Léger Marketing	12	\$1,410,536.51
Nanos Research Corporation	8	\$1,435,944.77
Narrative Research Inc.	5	\$276,573.15
Patterson, Langlois Consultants	1	\$28,035.30
Phoenix SPI	10	\$834,049.61
Pollara	3	\$489,425.60
Probe Research Inc.	1	\$53,516.80
Quorus Consulting Group Inc.	13	\$1,341,388.91
Sage Research Corporation	2	\$141,396.90
Total	155	\$19,271,091.18

Note for table 2

The volumes reported in the “Contract value” column represent the total value of all contracts issued in the 2022 to 2023 fiscal year, which includes any amendments that would have increased or decreased the contract values within the same period.

Table 3: List of custom studies by department in 2022 to 2023

Department	Custom study title	Registration number	Supplier	Contract value
Agriculture and Agri-Food Canada	2022 Survey on Consumer Perceptions of Food, Wave VI	POR 124-22	Ipsos Limited Partnership	\$62,698.95
Agriculture and Agri-Food Canada	2022 to 2023 Qualitative Research on Consumer Perceptions of Sustainability-Oriented Assurance Systems	POR 084-22	Earnscliffe Strategy Group GP	\$74,994.71
Agriculture and Agri-Food Canada	Creative Concepts in Support of the AgriCommunication Campaign	POR 085-21	Narrative Research Inc.	\$17,780.55
Canada Energy Regulator	Canada Energy Regulator Annual Public Opinion Research Measures	POR 120-22	Environics Research Group Limited	\$157,646.30
Canada Revenue Agency	2022 to 2023 Annual Corporate Research	POR 105-22	Quorus Consulting Group Inc.	\$174,047.12
Canada Revenue Agency	2022 to 2023 Canada Child Benefit, Satisfaction Survey	POR 113-22	Nanos Research Corporation	\$124,912.46
Canada Revenue Agency	2022 to 2023 Canada Revenue Agency Annual Corporate Research, Qualitative Component	POR 147-22	Phoenix SPI	\$169,403.95
Canada Revenue Agency	2022 to 2023 Canada Revenue Agency Benefits and Credits Campaign, Advertising Campaign Evaluation Tool	POR 150-22	Ipsos Limited Partnership	\$30,284.00
Canada Revenue Agency	2022 to 2023 ePayroll Survey	POR 135-22	Nanos Research Corporation	\$203,932.66

Canada Revenue Agency	Accessibility Testing of Canada Revenue Agency's Forms and Guides	POR 016-22	Quorus Consulting Group Inc.	\$88,818.00
Canada Revenue Agency	Digital Acceleration Research, Phase 2	POR 122-21	Phoenix SPI	\$7,130.68
Canada Revenue Agency	Measuring Agency Strategic Performance Framework Outcomes 2022 to 2023	POR 121-22	Ipsos Limited Partnership	\$112,265.16
Canada Revenue Agency	Official Language Minority Community Experiences with Canada Revenue Agency Programs and Services	POR 151-22	Nanos Research Corporation	\$112,858.75
Canada Revenue Agency	Qualitative Research on Canada Revenue Agency's Secure Portals With Tax Intermediaries	POR 032-22	Sage Research Corporation	\$62,381.65
Canada Revenue Agency	Qualitative Research on First-Time Tax Filing With Newcomers to Canada	POR 132-22	Environics Research Group Limited	\$57,969.00
Canada Revenue Agency	Qualitative Research on Scientific Research and Experimental Development Client Portal	POR 065-22	Environics Research Group Limited	\$71,048.75
Canada Revenue Agency	Qualitative Research on the Perceptions of Tax Obligations and Related Non-compliance in the Real Estate Sector	POR 109-22	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$93,899.61
Canada Revenue Agency	Taxpayer Feedback on Crypto Tax Knowledge and Obligations	POR 137-22	Ekos Research Associates Inc.	\$113,251.43

Canada Revenue Agency	Underground Economy in Canada in Today's Post-Pandemic Environment	POR 082-22	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$122,345.10
Canada Revenue Agency	Voluntary Disclosures Program Research	POR 123-22	Ipsos Limited Partnership	\$90,493.23
Canada School of Public Service	Gathering Training, Learning and Developmental Needs of Federal Public Servants	POR 110-22	Nanos Research Corporation	\$222,587.40
Canadian Food Inspection Agency	Canadian Food Inspection Agency, Compliance Promotion Qualitative Public Opinion Research, Data Analysis and Statistical Review	POR 125-22	Patterson, Langlois Consultants	\$28,035.30
Canadian Food Inspection Agency	Public Opinion Research with Canadians on Pet Trade 2022 to 2023	POR 091-22	Ekos Research Associates Inc.	\$98,084.00
Canadian Food Inspection Agency	Public Opinion Research with Canadians to Support Communications on African Swine Fever 2022 to 2023	POR 086-22	Quorus Consulting Group Inc.	\$104,928.14
Canadian Food Inspection Agency	Public Opinion Research with Consumers and Regulated Parties for the Canadian Food Inspection Agency Annual Reputation Survey 2022 to 2023	POR 095-22	Pollara	\$194,738.55
Canadian Food Inspection Agency	Public Opinion Research with Food Businesses to Support Compliance with Food Safety Regulations 2022 to 2023	POR 087-22	Pollara	\$194,908.05

Canadian Heritage	2023 Status of the High Performance Athlete Survey	POR 108-22	Ekos Research Associates Inc.	\$80,184.80
Canadian Heritage	Public Opinion Research and Recommendations for the Sport for Social Development in Indigenous Communities Program	POR 046-22	Environics Research Group Limited	\$100,941.77
Canadian Heritage	Study on the Appreciation and Perception of Canada's Official Languages	POR 047-22	Environics Research Group Limited	\$101,982.50
Canadian Heritage	The Federal Anti-Racism Secretariat Benchmarking Survey 2022	POR 049-22	Environics Research Group Limited	\$630.00
Canadian Radio-television and Telecommunications Commission	Canadian Radio-television and Telecommunications Commission Public Opinion Research Tracker	POR 131-22	Ipsos Limited Partnership	\$114,713.98
Canadian Radio-television and Telecommunications Commission	Public Opinion Research on the Canadian Radio-television and Telecommunications Commission's Consumer Protection Codes 2023	POR 075-22	Phoenix SPI	\$113,466.13
Canadian Radio-television and Telecommunications Commission	Research on Telecommunications Services in Northern Canada	POR 044-22	Environics Research Group Limited	\$188,879.55
Communications Security Establishment Canada	Oh Behave: The Annual Cyber Security and Behaviors Study 2022	POR 013-22	Elemental Data Collection Inc.	\$21,583.00
Communications Security	Online Disinformation Advertising Creative Testing	POR 073-22	Ekos Research Associates Inc.	\$47,369.60

Establishment Canada				
Correctional Service Canada	Audit of Organizational Culture, Correctional Services	POR 082-21	Quorus Consulting Group Inc.	-\$111.23
Department of Finance Canada	Budget Day 2023 Focus Groups, Qualitative Research	POR 144-22	Léger Marketing	\$69,972.99
Department of Finance Canada	Quantitative and Qualitative Research on the State of the Economy	POR 038-22	Environics Research Group Limited	\$279,189.10
Department of Finance Canada	Virtual Focus Groups on the Canada Workers Benefit	POR 035-22	Quorus Consulting Group Inc.	\$84,970.35
Department of Justice Canada	National Justice Survey 2023	POR 129-22	Advanis Inc.	\$102,183.23
Employment and Social Development Canada	2022 to 2023 National Skilled Trades Advertising Campaign, Creative Testing and Evaluation, Advertising Campaign Evaluation Tool	POR 024-22	Earnscliffe Strategy Group GP	\$194,021.00
Employment and Social Development Canada	2022 to 2023 Services for Seniors, Advertising Campaign Evaluation Tool	POR 025-22	Ekos Research Associates Inc.	\$68,359.35
Employment and Social Development Canada	Grants and Contributions Applicants Client Experience Research, Year 3	POR 099-22	Ipsos Limited Partnership	\$149,885.85
Employment and Social Development Canada	Inclusive Workplaces Phase 4 Advertising Campaign, Online Survey and Creative Testing With Small and Medium Size Enterprises	POR 015-22	Environics Research Group Limited	\$138,871.35

Employment and Social Development Canada	Service Canada Client Experience Survey 2021 to 2022	POR 004-22	Ipsos Limited Partnership	\$298,613.80
Environment and Climate Change Canada	Environment and Climate Change Canada Omnibus, As and When Required Research	POR 011-22	Angus Reid Forum Inc.	\$40,000.00
Environment and Climate Change Canada	Nature Based Solutions and Cleaner Environment Advertising Campaign Testing	POR 067-22	Sage Research Corporation	\$79,015.25
Environment and Climate Change Canada	Nature Based Solutions Marketing Campaign, Advertising Campaign Evaluation Tool	POR 097-22	Elemental Data Collection Inc.	\$41,781.75
Financial Consumer Agency of Canada	COVID-19 Financial Well-Being Survey 2022 to 2023	POR 079-22	Ekos Research Associates Inc.	\$176,696.97
Financial Consumer Agency of Canada	Data Collection for the COVID-19 Financial Well-being Survey	POR 132-21	Ekos Research Associates Inc.	\$56,038.02
Financial Consumer Agency of Canada	Financial Consumer Agency of Canada Survey of Canadians' Understanding and Awareness of Open Banking	POR 140-21	Advanis Inc.	-\$94,755.16
Financial Consumer Agency of Canada	Financial Consumer Agency of Canada Survey of High-Cost Credit Users 2022	POR 056-22	Léger Marketing	\$95,356.18
Financial Consumer Agency of Canada	Pre-testing and evaluation of the "Make Change That Counts: Managing Your Money in a Changing World",	POR 045-22	Léger Marketing	\$126,206.31

	Advertising Campaign Evaluation Tool			
Global Affairs Canada	2022 Trade Commissioner Service Client Satisfaction Research	POR 039-22	Ekos Research Associates Inc.	\$126,791.65
Global Affairs Canada	2022 Trade Commissioner Service Interviews of Potential Clients	POR 041-22	Ekos Research Associates Inc.	\$63,878.90
Global Affairs Canada	Canadian Views on International Assistance, Tracking Study	POR 100-22	Ekos Research Associates Inc.	\$76,670.50
Global Affairs Canada	Understanding Americans' Views on Key Issues of Interest to Canadians	POR 083-22	Léger Marketing	\$144,065.96
Health Canada	Attitudes, Knowledge and Behaviours Related to Risk from Radon Exposure	POR 094-22	EnviroNics Research Group Limited	\$119,511.51
Health Canada	Awareness and Confidence in Canada's Pesticide Regulatory System	POR 088-22	Ipsos Limited Partnership	\$124,645.78
Health Canada	Canada Dental Benefit, Baseline Survey	POR 126-22	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$198,398.62
Health Canada	Evaluation of Public Education Tools and Resources for the Tobacco Cessation Program	POR 018-22	Phoenix SPI	\$87,693.65
Health Canada	Evaluating Various Components of Employee Assistance Services Client Services 2022 to 2023	POR 080-22	Elemental Data Collection Inc.	\$30,755.78

Health Canada	Motivators and Barriers to Participation in Citizen Science	POR 117-22	Nanos Research Corporation	\$119,560.67
Health Canada	Pre- and Post-Evaluation of Stigma and Opioid Harm Reduction Advertising Campaign, Advertising Campaign Evaluation Tool	POR 012-22	Ipsos Limited Partnership	\$85,433.65
Health Canada	Public Awareness of Alcohol-Related Harms Survey 2022	POR 055-22	Nanos Research Corporation	\$296,738.57
Health Canada	Qualitative Testing of Health Messages for Tobacco Promotions	POR 089-22	Quorus Consulting Group Inc.	\$89,925.40
Health Canada	Smokers Panel Surveys and Interviews 2022 to 2023	POR 072-22	Environics Research Group Limited	\$299,917.82
Health Canada	Smoking Cessation Strategies Among Canadians Who Smoke	POR 119-22	Quorus Consulting Group Inc.	\$186,404.80
Health Canada	Stigma and Opioid Harm Reduction Creatives and Message Focus Testing	POR 008-22	Narrative Research Inc.	\$43,363.75
Health Canada	The Canadian Cannabis Survey 2023	POR 149-22	Advanis Inc.	\$294,838.65
Health Canada	Vapers Panel Surveys and Interviews 2022 to 2023	POR 070-22	Environics Research Group Limited	\$282,274.00
Health Canada	Youth Marketing Products Validation	POR 031-22	Entegrité Consulting	\$166,703.25
Health Canada	Youth Perspectives and Experiences with Cannabis since the Start of	POR 019-22	Narrative Research Inc.	\$105,666.30

	Legalization and through the COVID-19 Pandemic			
Immigration, Refugees and Citizenship Canada	2022 to 2023 Immigration, Refugees and Citizenship Canada Annual Tracking Qualitative Research	POR 077-22	Quorus Consulting Group Inc.	\$119,723.50
Immigration, Refugees and Citizenship Canada	2022 to 2023 Immigration, Refugees and Citizenship Canada Annual Tracking Study	POR 118-22	Phoenix SPI	\$138,128.38
Immigration, Refugees and Citizenship Canada	2022 to 2023 Immigration, Refugees and Citizenship Canada Anti-Racism Employee Focus Groups	POR 085-22	Pollara	\$99,779.00
Immigration, Refugees and Citizenship Canada	2022 to 2023 Immigration, Refugees and Citizenship Canada, Online Tracking Surveys	POR 071-22	Léger Marketing	\$59,801.86
Immigration, Refugees and Citizenship Canada	2022 to 2023 Inclusive Communities Campaign Creative Testing and Advertising Campaign Evaluation Testing	POR 026-22	Léger Marketing	\$107,143.20
Immigration, Refugees and Citizenship Canada	2022 to 2023 International Experience Canada Youth Study	POR 092-22	EnviroNics Research Group Limited	\$199,405.45
Immigration, Refugees and Citizenship Canada	2022 to 2023 Newcomer Services Advertising Campaign, Advertising Campaign Evaluation Tool	POR 034-22	Advanis Inc.	\$54,420.80
Indigenous Services Canada	Indigenous Services Canada Nursing Workforce Survey	POR 116-22	Ekos Research Associates Inc.	\$48,951.60

Innovation, Science and Economic Development Canada	Canada Digital Adoption Program, Business, Advertising Campaign Evaluation Tool	POR 092-21	Environics Research Group Limited	\$4,741.70
Innovation, Science and Economic Development Canada	Estimating Consumer Value of Canadian Data Portability	POR 059-22	Environics Research Group Limited	\$89,484.70
National Defence	National Defence 2022 to 2023 Success Check, Awareness 2023 Recruitment Advertising Campaign	POR 048-22	Quorus Consulting Group Inc.	\$49,878.20
National Defence	Testing Recall of Recruitment Advertising, 2022 to 2023 Campaign	POR 009-22	Narrative Research Inc.	\$35,679.75
National Defence	The Canadian Armed Forces Occupant Survey 2023	POR 050-22	Environics Research Group Limited	\$59,974.75
National Defence	Views of the Canadian Armed Forces, 2022 to 2023 Tracking Study	POR 007-22	Quorus Consulting Group Inc.	\$138,444.78
National Defence	Views of the Canadian Armed Forces, 2023 to 2024 Tracking Study	POR 146-22	Quorus Consulting Group Inc.	\$119,780.00
National Defence	Views of the Royal Canadian Navy, 2022 to 2023 Baseline Study	POR 066-22	Earnscliffe Strategy Group GP	\$128,413.65
Natural Resources Canada	2022 to 2023 Green Freight Programs Survey on Freight Industry	POR 042-22	Phoenix SPI	\$78,553.08

Natural Resources Canada	Canadian Geospatial Web Content User Needs	POR 115-22	Quorus Consulting Group Inc.	\$99,637.75
Natural Resources Canada	Canadians' Awareness, Knowledge and Attitudes Related to Zero Emission Vehicles	POR 028-22	Ekos Research Associates Inc.	\$81,314.80
Natural Resources Canada	ENERGY STAR and EnerGuide Labelling Awareness Survey 2023	POR 051-22	Ipsos Limited Partnership	\$77,337.20
Natural Resources Canada	Medium and Heavy-duty Vehicle Fleet Awareness, Knowledge and Attitudes Related to Zero Emission Vehicles Survey	POR 033-22	Abacus Data Inc.	\$81,699.00
Natural Resources Canada	National Climate Change Adaptation Survey	POR 052-22	Earnscliffe Strategy Group GP	\$133,063.15
Natural Resources Canada	Public Opinion on Natural Resources in a Low-Carbon Economy 2023	POR 104-22	Nanos Research Corporation	\$175,413.06
Natural Resources Canada	State of Professional Workforce Knowledge and Skills to Action Climate Change Adaptation	POR 136-22	Earnscliffe Strategy Group GP	\$144,919.11
Natural Resources Canada	Supporting Accessibility, Inclusivity, and Retention in Energy Efficiency Programs 2023	POR 138-22	Léger Marketing	\$179,840.07
Office of the Chief Electoral Officer	Survey of Official Agents for the 44th Federal General Elections	POR 064-22	EnviroNics Research Group Limited	\$68,478.00

Office of the Chief Electoral Officer	Surveys of Electors Following by-elections Held in Fiscal Years 2021 to 2022 Through 2025 to 2026	POR 033-21	Phoenix SPI	\$114,201.51
Office of the Superintendent of Financial Institutions Canada	Office of the Superintendent of Financial Institutions, Employee Survey 2022	POR 027-22	Environics Research Group Limited	\$79,468.38
Offices of the Information and Privacy Commissioners of Canada	2022 to 2023 Survey of Canadians on Privacy-Related Issues	POR 060-22	Phoenix SPI	\$69,928.58
Parks Canada	Advertising Concept Testing 2022 to 2023 National Campaign	POR 020-22	Probe Research Inc.	\$53,516.80
Parks Canada	Parks Canada Advertising Campaign Evaluation	POR 022-22	Advanis Inc.	\$53,844.50
Parks Canada	Parks Canada Tracking Pilot Study	POR 017-22	Advanis Inc.	\$4,350.50
Parks Canada	Parks Canada Tracking Study 2022 to 2023	POR 002-22	Advanis Inc.	\$66,553.28
Parks Canada	Recreation Study (National Parks)	POR 043-22	Advanis Inc.	\$61,873.15
Parks Canada	Visitor Satisfaction Survey 2022	POR 006-22	Advanis Inc.	\$45,572.90
Privy Council Office	Continuous Qualitative Data Collection of Canadians' Views	POR 053-22	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$814,741.30

Privy Council Office	Continuous Tracking of Canadians' Views, Quantitative Survey	POR 003-22	Elemental Data Collection Inc.	\$1,094,834.40
Privy Council Office	Understanding the Impact of Public Trust, Misinformation and Disinformation Across Policy Areas and our Democratic Society	POR 069-22	Ekos Research Associates Inc.	\$299,760.75
Public Health Agency of Canada	2023 Childhood COVID-19 Immunization Coverage Survey	POR 130-22	Advanis Inc.	\$296,462.85
Public Health Agency of Canada	2023 Travellers' Risk Perceptions, Attitudes and Preferences	POR 128-22	Abacus Data Inc.	\$139,037.46
Public Health Agency of Canada	Baseline Assessment of Canadians' Health Data Literacy and Values Related to Health Data Sharing	POR 093-22	Earnscliffe Strategy Group GP	\$198,950.63
Public Health Agency of Canada	Canadians' Perspectives on Healthy Aging at the Start of the Decade of Healthy Aging 2021 to 2030	POR 068-22	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$249,969.36
Public Health Agency of Canada	Childhood Immunization Coverage Survey Among Key At-Risk and Equity-Deserving Canadian Populations, 2SLGBTQI+ and Men who have Sex with Men	POR 145-22	Advanis Inc.	\$195,196.20
Public Health Agency of Canada	Childhood Immunization Coverage Survey Among Key At-Risk and Equity-Deserving Canadian	POR 141-22	Ekos Research Associates Inc.	\$58,640.02

	Populations, Health Care Workers			
Public Health Agency of Canada	Childhood Immunization Coverage Survey Among Key At-Risk and Equity-Deserving Canadian Populations, Recent Immigrants	POR 143-22	Advanis Inc.	\$145,891.14
Public Health Agency of Canada	Childhood Immunization Coverage Survey Among Key At-Risk and Equity-Deserving Canadian Populations, Urban Indigenous	POR 142-22	Ekos Research Associates Inc.	\$43,349.83
Public Health Agency of Canada	Childhood Vaccination Advertising Campaign, Concept Testing	POR 114-22	Quorus Consulting Group Inc.	\$84,942.10
Public Health Agency of Canada	Childhood Vaccination Marketing Campaign Survey 2022	POR 030-22	Ekos Research Associates Inc.	\$112,793.78
Public Health Agency of Canada	COVID-19 Tracking Survey on Canadians' Views 2021 to 2022	POR 034-21	Léger Marketing	-\$13,856.62
Public Health Agency of Canada	COVID-19 Tracking Survey on Canadians' Views 2022 to 2023	POR 021-22	Léger Marketing	\$282,441.24
Public Health Agency of Canada	Dementia Public Education Phase 2, Creative Concept Testing Prevention	POR 017-21	Phoenix SPI	-\$3,471.50
Public Health Agency of Canada	Evaluation of COVID-19 Vaccination Advertising Campaigns, Advertising Campaign Evaluation Tool	POR 029-22	Léger Marketing	\$96,314.42

Public Health Agency of Canada	Mpox Immunization Coverage among 2SLGBTQI+ and Men who have Sex with Men	POR 139-22	Advanis Inc.	\$132,136.55
Public Health Agency of Canada	National Cross-Sectional Survey of Health Workers Perceptions of COVID-19 Vaccine Effectiveness, Acceptance, and Drivers of Vaccination Decision-Making	POR 127-22	Ipsos Limited Partnership	\$295,579.75
Public Health Agency of Canada	Post-Campaign Advertising Campaign Evaluation Tool for the Mental Health Campaigns 2022	POR 014-22	Ipsos Limited Partnership	\$51,453.87
Public Health Agency of Canada	Seasonal Flu Advertising Campaign, Advertising Campaign Evaluation Tool	POR 122-22	Ipsos Limited Partnership	\$54,098.75
Public Health Agency of Canada	Seasonal Flu Marketing Campaign, Focus Testing	POR 054-22	Narrative Research Inc.	\$74,082.80
Public Health Agency of Canada	Seasonal Influenza Vaccination Coverage Survey 2022 to 2023	POR 107-22	Léger Marketing	\$220,435.20
Public Health Agency of Canada	Stigma Related to Dementia in Canada	POR 103-22	Nanos Research Corporation	\$179,941.20
Public Health Agency of Canada	Testing Marketing Concepts for Palliative Care Public Education Campaign	POR 023-22	Earnscliffe Strategy Group GP	\$124,836.75
Public Health Agency of Canada	The Adult National Immunization Coverage Survey 2023	POR 140-22	Advanis Inc.	\$296,375.94
Public Health Agency of Canada	The Impact of the Pandemic Experience on Future	POR 062-22	Earnscliffe Strategy Group GP	\$171,545.30

	Vaccine-Related Intentions and Behaviours (2022)			
Public Health Agency of Canada	Understanding Canadians' Attitudes and Knowledge to Promote Safe and Supportive Dementia-Inclusive Communities	POR 133-22	Earnscliffe Strategy Group GP	\$216,770.95
Public Health Agency of Canada	Understanding Canadians' Views on Palliative Care	POR 081-21	Earnscliffe Strategy Group GP	-\$3.71
Public Health Agency of Canada	Use of Public Health Measures Advice and Risk Assessment Survey	POR 063-22	Abacus Data Inc.	\$172,236.86
Public Health Agency of Canada	Vulnerable and Hard-to-Reach Populations COVID-19 Immunization Coverage Survey	POR 058-22	Advanis Inc.	\$296,072.43
Public Safety Canada	Assessing Canadians' Perceptions and Knowledge of Money Laundering, Corruption and Fraud and Their Association to Organized Crime	POR 134-22	Ekos Research Associates Inc.	\$98,055.75
Public Safety Canada	Buyback Program Public Awareness Campaign	POR 037-22	EnviroNics Research Group Limited	\$158,856.08
Public Safety Canada	Cyberbullying Public Awareness Research	POR 036-22	EnviroNics Research Group Limited	\$87,558.05
Public Safety Canada	Emergency Preparedness Public Awareness Campaign, Focus Testing of Creative	POR 078-22	Ipsos Limited Partnership	\$156,279.00

	Concepts and Advertising Campaign Evaluation Tool			
Public Safety Canada	Firearms Safety Public Awareness Campaign	POR 076-22	Ekos Research Associates Inc.	\$147,363.30
Public Service Commission of Canada	2023 Staffing and Non-Partisanship Survey	POR 106-22	Advanis Inc.	\$299,986.75
Public Services and Procurement Canada	Canadian Businesses' Views on Canada Post Services	POR 135-21	Earnscliffe Strategy Group GP	-\$23,559.99
Public Services and Procurement Canada	Canadians' Views on Canada Post Services	POR 133-21	Ekos Research Associates Inc.	-\$55,762.00
Public Services and Procurement Canada	Indigenous Peoples' views on Canada Post Services	POR 134-21	Enviro-nics Research Group Limited	-\$31,951.79
Public Services and Procurement Canada	Pension Member Client Service Feedback Survey	POR 130-20	Advanis Inc.	\$123,700.93
Royal Canadian Mounted Police	Canadians' Views of Royal Canadian Mounted Police Policing Services 2022 to 2023	POR 102-22	Ekos Research Associates Inc.	\$92,500.90
Veterans Affairs Canada	Attitudes Towards Remembrance and Veterans' Week 2022: Survey of Canadians	POR 074-22	Phoenix SPI	\$59,015.15
Veterans Affairs Canada	Baseline and Post-Campaign Advertising Campaign Evaluation Tool for the Mental Health Ad Campaign 2022 to 2023	POR 098-22	Ipsos Limited Partnership	\$58,343.54

Veterans Affairs Canada	Evaluation of the 2022 Remembrance, Advertising Campaign Evaluation Tool	POR 061-22	Léger Marketing	\$42,815.70
Women and Gender Equality Canada	Attitudes and Awareness of Menstrual Equity and Period Poverty among Canadians	POR 112-22	Environics Research Group Limited	\$81,925.00
Women and Gender Equality Canada	Attitudes, Awareness and Behaviours Surrounding 2SLGBTQI+ Communities in Canada	POR 111-22	Abacus Data Inc.	\$60,359.52
Total				\$19,271,091.18

Note for table 3

A registration number is assigned to each study. This number can then be used to find the report on the [Library and Archives Canada](#) website.

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.

The volumes reported in the “Contract value” column represent the total value of all contracts issued in the 2022 to 2023 fiscal year, which includes any amendments that would have increased or decreased the contract values within the same period.

The negative amounts represent amendments to reduce the value of a contract that was awarded in a previous fiscal year.

Syndicated studies

The Government of Canada purchases subscriptions to syndicated studies to gain access to findings from independent research which are then shared with all federal departments. These studies cover a variety of broad issues and themes. The subscription presents an economical way of obtaining information as the research costs are shared among subscribers. The intellectual property rights remain with the research firm.

In 2022 to 2023, the government subscribed to 9 syndicated public opinion research studies at a total value of \$ 1,036,301.80.

Table 4: Volume of syndicated research studies in 2022 to 2023

Syndicated study title	Supplier	Contract value
Anholt Ipsos Nation Brands Index 2022, Canada Brand Overview Subscription	Ipsos Limited Partnership	\$52,998.56
Atlantic Quarterly Subscription	Narrative Research Inc.	\$22,543.50
Canadian Millennials Report	Abacus Data Inc.	\$67,800.00
Context Energy	Ipsos Limited Partnership	\$46,779.74
Exploring Western Canadian Identity 2023	Pollara	\$68,930.00
Forrester Research Customer Experience Index and Benchmarking, Fourth Edition (2022)	Forrester Research Limited	\$127,500.00
Indigenous Insights, 2022 to 2023, Volume 6	Earnscliffe Strategy Group GP	\$203,400.00
North of 60 and Remote Community Monitor	Environics Research Group Limited	\$159,895.00
Risk Monitor, Tenth and Eleventh Editions	Ekos Research Associates Inc.	\$286,455.00
Total	9	\$1,036,301.80

Procurement methods used

There are different contracting methods for public opinion research.

A contract valued up to \$40,000 can be awarded through a process called **sole sourcing**. This simplified approach does not require a competitive process due to a lower monetary value.

The vast majority of public opinion research contracts are issued against a **standing offer**. Public Services and Procurement Canada periodically conducts a rigorous and open competitive process to establish standing offers with an inventory of pre-qualified suppliers. For their individual projects, federal departments can obtain a contract with one of the pre-qualified suppliers on standing offer. Standing offers give departments timely access to suppliers with demonstrated research expertise and pre-determined pricing for projects up to a contract value of \$300,000.

For public opinion research requirements falling outside the scope of the standing offer or for which the estimated contract value exceeds \$300,000, an open process called **public tender** can be used. This means that the government posts a request for proposals on [CanadaBuys](#) to allow interested suppliers to bid for the research project. After a thorough evaluation, the supplier with the best proposal wins the contract.

Public Services and Procurement Canada supports federal departments with their public opinion research contracts by providing advisory services and overall coordination and by issuing contracts on their behalf.

To learn more on how the Government of Canada manages its contracted public opinion research or its procurement methods, see:

- the [stakeholders and their roles](#) section
- our Web page [Contracting public opinion research](#)

Table 5: Procurement methods for public opinion research in 2022 to 2023

Procurement methods	Number of research studies	% Contract value	Contract value
Call-ups against the standing offers	149	84.5%	\$17,165,428.75
Public tenders (CanadaBuys)	3	10.0%	\$2,033,276.63
Subscriptions to syndicated studies	9	5.1%	\$1,036,301.80
Sole-source contracts not exceeding \$40,000	3	0.4%	\$72,385.80
Total	164	100%	\$20,307,392.98

Volume of research studies over the last 5 years

The volume of research fluctuates from year to year depending on the government's needs. The following table represents a summary of past research studies and contract values over the last 5 years.

Table 6: Volume of custom and syndicated research studies over the last 5 years

Period	Number of research studies	Contract value (in millions of dollars)
April 1, 2022 to March 31, 2023	164	\$20.3
April 1, 2021 to March 31, 2022	155	\$18.1
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


Appendices

In this section:

- [Stakeholders and their roles in research](#)
- [Standing offers for public opinion research services](#)
- [Public opinion research-related laws, regulations and policies](#)

Stakeholders and their roles in research

The following stakeholders play pivotal roles in public opinion research activities.



Treasury Board of Canada Secretariat sets policies, directives and procedures for the management of public opinion research conducted by or for the Government of Canada.


Privy Council Office performs a central leadership role in the planning of public opinion research projects across the government.

Public Services and Procurement Canada plays a dual role by providing research advice and overall coordination through its Public Opinion Research Directorate and by issuing the contracts to the selected suppliers through its Communication and Advertising Procurement Directorate.

Departments define the research projects, select the suppliers, manage the issued contracts and ensure the overall quality of the research produced.

Suppliers conduct the public opinion research studies according to the departments' requirements and the Government of Canada research standards, and provide written reports as per regulations.

Library and Archives Canada makes contracted public opinion research reports available to Canadians in both official languages.



Standing offers for public opinion research services

The standing offers enable departments to obtain public opinion research services in an efficient and effective manner with qualified research firms, at predetermined prices, terms and conditions.

Four series of public opinion research services were available in 2022 to 2023.

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:

- Advanis Inc.
- Ekos Research Associates Inc.
- Elemental Data Collection Inc.
- Forum Research Inc.
- Ipsos Limited Partnership
- Léger Marketing
- Maru/Blue Canada Inc.
- Nanos Research Corporation
- Narrative Research Inc.
- 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:

- Advanis Inc.
- Ekos Research Associates Inc.
- Elemental Data Collection Inc.
- Ipsos Limited Partnership
- Léger Marketing
- Maru/Blue Canada Inc.
- Nanos Research Corporation
- The Logit Group Incorporated



Qualitative research (series C)

Departments may use this standing offer for qualitative research for the following services: developing the research design, conducting the research, 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:

- Abacus Data Inc.
- Advanis Inc.
- Earnscliffe Strategy Group GP
- Ekos Research Associates Inc.
- Entegrité Consulting
- Environics Research Group Limited
- Forum Research Inc.
- Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel
- Ipsos Limited Partnership
- Léger Marketing
- Maru/Blue Canada Inc.
- Nanos Research Corporation
- Narrative Research Inc.
- Patterson, Langlois Consultants with Element54 Inc, in joint venture
- Phoenix SPI
- Pollara
- PRA Inc.
- Probe Research Inc.
- Quorus Consulting Group Inc.
- Sage Research Corporation
- Synopsis Recherche Marketing Inc.



Quantitative research (series D)

Departments may use this standing offer for quantitative research for the following services: developing the research design, conducting the research, 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:

- Abacus Data Inc.
- Advanis Inc.
- Earnscliffe Strategy Group GP
- Ekos Research Associates Inc.
- Environics Research Group Limited
- Forum Research Inc.
- Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel
- Ipsos Limited Partnership
- Léger Marketing
- Nanos Research Corporation
- Phoenix SPI
- Pollara
- Probe Research Inc.
- Quorus Consulting Group Inc.



Public opinion research-related legislation, regulations and policies

Legislation and regulations

- [Financial Administration Act](#) requires a written report for contracted public opinion research
- [Library and Archives of Canada Act](#) requires departments to provide written reports of custom contracted public opinion research to Library and Archives Canada within 6 months of completion of data collection
- [Public Opinion Research Contract Regulations](#) standardize the form and content of contracted public opinion research reports

Policy instruments

- [Policy on Communications and Federal Identity](#) gives context and rules for how the Government of Canada enables communication with the public about policies, programs, services and initiatives
- [Directive on the Management of Communications](#) provides rules for managing and coordinating communications, including procedures for advertising, public opinion research, social media and web communications
 - [Appendix C: Mandatory Procedures for Public Opinion Research](#) details requirements that federal departments must follow when public opinion research activities are being considered

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

More information

This annual report provides an overview of the Government of Canada's public opinion research activities coordinated and contracted by Public Services and Procurement Canada on behalf of federal departments listed in Schedule I, Schedule I.1 or Schedule II of the [*Financial Administration Act*](#).

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