

## **EXECUTIVE SUMMARY**

**PRIVY COUNCIL OFFICE  
CONTINUOUS TRACKING OF CANADIANS' VIEWS  
QUARTERLY EXECUTIVE SUMMARY (Q1 2024)**

**PREPARED BY: ELEMENTAL DATA COLLECTION**

**PREPARED FOR: PRIVY COUNCIL OFFICE**

**Ce rapport est disponible en français**

## EXECUTIVE SUMMARY

The Communications and Consultations Secretariat of the Privy Council Office (PCO) provides advice and support to the Government of Canada, the Clerk of the Privy Council and to departments/agencies on matters relating to communications and consultations as well as facilitates the coordination of the Government of Canada's activities in these areas. One tool used in order to fulfil its mandate is public opinion research.

Through the use of a survey, PCO wanted to assess the perceptions of Canadians on government priorities. This input was needed because complex issues are often difficult to communicate to the Canadian public in a manner that is easily and clearly understood. By carrying out this research PCO will be able to ensure a better understanding of the views and concerns of the public and to develop effective communications strategies and products.

To meet the objectives, a random digit dialling (RDD) telephone survey was conducted with a disproportionate stratified sample of 11,000 Canadians, 18 years of age and older. An overlapping dual-frame (landline and cell phone) sample was used. Quotas were set to ensure that each wave of the study would target approximate 25/75 splits of landline and cell completes. The sample frame was geographically disproportionate to improve the accuracy of regional results. Interviews were conducted from January 8<sup>th</sup>, 2024 to March 24<sup>th</sup>, 2024 and averaged of 13.86 minutes in duration. Based on a sample of this size, the results can be considered accurate to within  $\pm 0.93\%$ , 19 times out of 20.

A detailed description of the survey methodology is available under separate cover. This report contains all the information required to replicate this study in the future.

The total contract value of this research was \$2,207,432.40, including HST.

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