Elemental
DATA COLLECTION INC
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METHODOLOGY REPORT

PRIVY COUNCIL OFFICE
CONTINUOUS TRACKING OF CANADIANS' VIEWS
QUARTERLY METHODOLOGY REPORT (Q1 2025)

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Ce rapport est disponible en français

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INTRODUCTION

The Privy Council Office (PCO) commissioned Elemental Data Collection to conduct quantitative research to assess the perceptions of Canadians towards Government of Canada priorities. Telephone interviews were conducted from January 6th, 2025 to March 22nd, 2025 with a sample of 11,000 Canadians, 18 years of age and older.

The following sections outline the methodology used to conduct the study, including the research objectives, sample design and data collection procedures. This is the eleventh quarterly report submitted under this contract.

1.1 Background

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.

1.2 Research Objectives

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.

1.3 Contract Value

The total contract value of this research was $3,336,980.40, including HST.

1.4 Political Neutrality Statement

I hereby certify as a Representative of Elemental Data Collection that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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April 7th, 2025 .

METHODOLOGICAL SUMMARY

2.1 Survey Methodology

A telephone survey was conducted with a disproportionate stratified sample of 11,000 Canadians, 18 years of age and older. Based on a sample of this size, the overall results are expected to provide results accurate to within ±0.93%, 19 times out of 20 (adjusted to take into account sample stratification). Details regarding the methodology are outlined below.

2.2 Sample Design and Selection

An overlapping dual-frame (landline and cell phone) sample was used. Quotas were set to ensure that each wave of the study would target approximately 25/75 splits of landline and cell completes proportionate to the stratified regions. The sample frame was geographically disproportionate to improve the accuracy of regional results.

Strata	Completed Interviews	Margin of Error (%)
Atlantic Provinces	1,100	±2.95
Quebec	2,200	±2.09
Ontario	3,410	±1.68
Prairies *(includes n=22 Nunavut)*	1,276	±2.74
Alberta *(includes n=22 Northwest Territories)*	1,452	±2.57
British Columbia *(includes n=22 Yukon)*	1,562	±2.48
Canada	11,000	±0.93

Based on a sample of this size, the results can be considered accurate to within ±0.93%, 19 times out of 20.

Probability sampling was undertaken using random digit dialling (RDD). Screening questions were used to ensure that all respondents were eligible (i.e., Canadians at least 18 years of age at the time of the survey). To randomize participation within households from the landline sample, the 'most recent birthday' method was used to select a survey respondent. There was no unit selection undertaken with the cell phone sample.

2.3 Fieldwork

The telephone survey was administered to 11,000 respondents, from January 6th, 2025 to March 22nd, 2025, using computer-assisted telephone interviewing (CATI) technology. The data collection was carried out by Elemental Data Collection in Ottawa, Ontario. Interviews were conducted in the respondent's official language of choice by fully trained and supervised interviewers. Quotas were set to ensure that each wave of the study would target approximately 25/75 splits of landline and cell completes proportionate to the stratified regions. The average length of time required to complete an interview was 13.06 minutes.

The sponsorship of the study was revealed during the introduction as Government of Canada. All survey respondents were informed that participation is voluntary and that information collected is protected under the authority of privacy legislation. A minimum of 15% of all completed interviews were monitored and validated by the quality control team.

Calling was conducted during the week and on weekends, abiding by the hours and procedures stipulated in the Government of Canada standards for public opinion research. A minimum of eight call-backs were attempted to reach respondents before a record was retired.

2.4 Response Rate

In total, 897,038 Canadian households were dialled. The overall response rate for this survey was 4.81%. This is consistent with typical response rates for RDD surveys of the general public conducted over this length of field period. The table below presents the detailed information.

Call Disposition Table			
	Total	Landline	Cell
Total Numbers Attempted	897,038	89,853	807,185
Out-of-scope – Invalid	623,740	50,015	573,725
Unresolved (U)	118,383	14,668	103,715
No answer/Answering machine	118,383	14,668	103,715
In-scope - Non-responding (IS)	154,915	25,170	129,745
Language barrier	2,405	339	2066
Incapable of completing (ill/deceased)	681	230	451
Callback (respondent not available)	10,024	1,099	8,925
Refusal	126,027	20,015	106,012
Termination	2,625	432	2,193
In-scope - Responding units (R)	12,761	2,947	9,814
NQ - Under 18	854	49	805
Quota full	1,299	256	1043
Completed Interview	11,000	2,750	8,250
Response Rate	4.81%	7.67%	4.33%

The response rates were calculated using the formula: R=R/(U+IS+R).

2.5 Data Analysis

Weighting adjustments were applied to the survey data to ensure that the results were representative of the Canadian population aged 18 years of age and older. Specifically, the survey results were weighted by region, gender and age according to the most recent Statistics Canada census of the population.

The following table presents a breakdown of actual and weighted completions by regional strata.

Strata	Unweighted Sample Size	Weighted Sample Size
Atlantic Provinces	1,100	747
Quebec	2,200	2,515
Ontario	3,410	4,245
Prairies/Nunavut	1,276	728
Manitoba	*682*	*387*
Saskatchewan	*572*	*327*
Alberta/Northwest	1,452	*1,227*
British Columbia/Yukon	1,562	*1,537*
Total	**11,000**	**11,000**

2.6 Non-response Analysis

A non-response analysis was conducted to assess the potential for non-response bias. Non-response is the result of a unit of the sample not participating in the survey—either refusing to take part in the survey (a refusal) or not being reached during the data collection period (non-contact). Non-response results in biases in the survey sample when there are differences between respondents and non-respondents.

To undertake the analysis for this survey, the unweighted sample distribution by gender, age, household income, employment status and level of education was compared to the actual population (based on 2021 Census figures from Statistics Canada).

	Survey Sample (Unweighted)	Population (Census 2021)	% diff (+/-)	Survey Sample (weighted)
18-34	15.79%	26.69%	-10.90%	26.69%
35-54	32.46%	32.19%	0.27%	32.19%
55+	51.76%	41.11%	10.65%	41.11%
Male	50.00%	48.76%	1.24%	48.70%
Female	50.00%	51.24%	-1.24%	51.30%
Under $20,000	5.33%	4.74%	0.59%	5.76%
$20,000 to under $40,000	12.44%	14.64%	-2.20%	11.79%
$40,000 to under $80,000	27.77%	28.41%	-0.64%	27.31%
$80,000 and over	54.46%	52.21%	2.25%	55.14%
Employed	57.01%	57.10%	-0.09%	61.04%
Unemployed	4.38%	6.56%	-2.18%	5.12%
Not In labour force	38.61%	36.34%	2.27%	33.85%
No certificate, degree or diploma	5.43%	16.15%	-10.72%	4.90%
High school certificate or equivalent	17.31%	26.69%	-9.38%	17.39%
Apprenticeship or trades certificate or diploma	6.06%	8.71%	-2.65%	5.72%
College, CEGEP or other non-university certificate or diploma	23.05%	18.84%	4.21%	22.63%
University degree, certificate or diploma	48.16%	29.61%	18.55%	49.37%

As is typically found with telephone surveys in Canada, the final sample over-represents those with higher levels of education. Also, consistent with most telephone surveys of the general public, age is a source of sample bias in the survey. As the table indicates, younger Canadians are under-represented and older Canadians are over-represented in the survey sample. The survey results were weighted to address these variations, as well as the sample design for the survey, which was regionally disproportionate. Weighting serves to reduce bias should it be present, but not to eliminate it completely. It is very unlikely that this small sampling bias introduced any meaningful bias to the survey results.