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EXECUTIVE SUMMARY

PRIVY COUNCIL OFFICE
CONTINUOUS TRACKING OF CANADIANS' VIEWS
QUARTERLY EXECUTIVE SUMMARY (Q2 2025)

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 6,000 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 May 20th, 2025 to June 29th, 2025 and averaged of 14.52 minutes in duration. Based on a sample of this size, the results can be considered accurate to within ±1.27%, 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 $3,336,980.40, including HST.

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.

Darcy Zwetko, Partner, Elemental Data Collection Inc.