



25th

Annual Report on Government of Canada Public Opinion Research Activities

2025 to 2026 Fiscal Year



Public Services and
Procurement Canada

Services publics et
Approvisionnement Canada

Canada

25th Annual Report on Government of Canada Public Opinion Research Activities

2025 to 2026 Fiscal Year

This report provides information on public opinion research activities contracted by the government between April 1, 2025 and March 31, 2026.

It informs Canadians about public opinion research projects executed by departments and the roles of key stakeholders involved.

The annual report is prepared by the Public Opinion Research Directorate within the Receiver General and Pension Branch of Public Services and Procurement Canada on behalf of the Government of Canada.

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Catalogue Number: P100-3E-PDF

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

Aussi disponible en français sous le titre : [25e rapport annuel sur les activités de recherche sur l'opinion publique au gouvernement du Canada](#)

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Table of Contents

The year at a glance.....	4
Listening to Canadians.....	5
Informing government decisions	5
Who we engage with.....	6
Research methods	8
The year through numbers	9
Custom research.....	9
Syndicated studies	26
Procurement methods.....	27
Volume of research over the last 5 years	29
Appendices	30
Stakeholders and their roles	30
Standing offers for public opinion research	31
Legislation, regulations and policies.....	34
More information	35

The year at a glance

In the 2025 to 2026 fiscal year, Public Services and Procurement Canada (PSPC) coordinated 110 public opinion research projects on behalf of 33 departments to 18 suppliers, totaling \$12.2 million. This includes subscriptions to syndicated studies that are shared among federal departments.

The efforts dedicated to the conduct of these research projects provided insights that helped inform discussion on national priorities and the effective delivery of federal programs and services.

Overview of public opinion research activities in the fiscal year 2025 to 2026



Listening to Canadians

In this section:

- [Informing government decisions](#)
- [Who we engage with](#)
- [Research methods](#)

Informing government decisions

In an era of rapid change, public opinion research continues to serve as a vital bridge between Canadians and their government by capturing the diverse viewpoints of the population. It translates their experiences, expectations, and perspectives into actionable insights that support evidence-based planning and help anticipate emerging trends.

These insights have been consistently shared publicly, reflecting a commitment to transparency and open government that strengthens trust and accountability.

Did you know?

Annual Reports on Government of Canada Public Opinion Research Activities are available on the [Open Government](#) platform. You can explore datasets and links to published reports, making it easy to dive into perspectives over time.

This year's research continued to provide timely insights on issues that matter most to Canadians, including:

- affordability and financial well-being
- climate change and environmental protection
- equity and inclusion
- health behaviours, prevention, and population health trends
- national security, public safety and defence
- state of the economy
- trust, digital ecosystems, privacy and consumer protection

Through this work, the Government of Canada remains committed to ensuring that the voices of Canadians are heard, understood, and reflected in its policies, programs, and services.

What is public opinion research?

It 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 help us understand diverse:

- attitudes
- perceptions
- judgements
- reactions
- views

The process used for gathering information usually assumes an expectation and guarantee of anonymity for respondents. To learn more, consult the [Standards for conducting public opinion research](#).

Who we engage with

Our research projects involve the general population while also regularly including diverse demographic groups. In 2025 to 2026 these groups included:

- benefit recipients
- business owners, industry and professional representatives
- English and French linguistic minority communities in Canada
- ethnocultural communities
- firearm owners
- healthcare professionals and care providers
- Indigenous peoples
- individuals engaged in environmental, climate, and sustainability issues
- low income families
- mortgage holders and other financial consumers
- newcomers and immigrants
- parents, guardians and caregivers

- park and event visitors
- people living in urban, rural, northern or remote communities
- people with disabilities
- public servants
- seniors
- smokers, vapers, and cannabis users
- taxpayers and tax professionals
- telecommunication plan subscribers
- users of government services
- veterans and military-affiliated populations
- youth and young adults

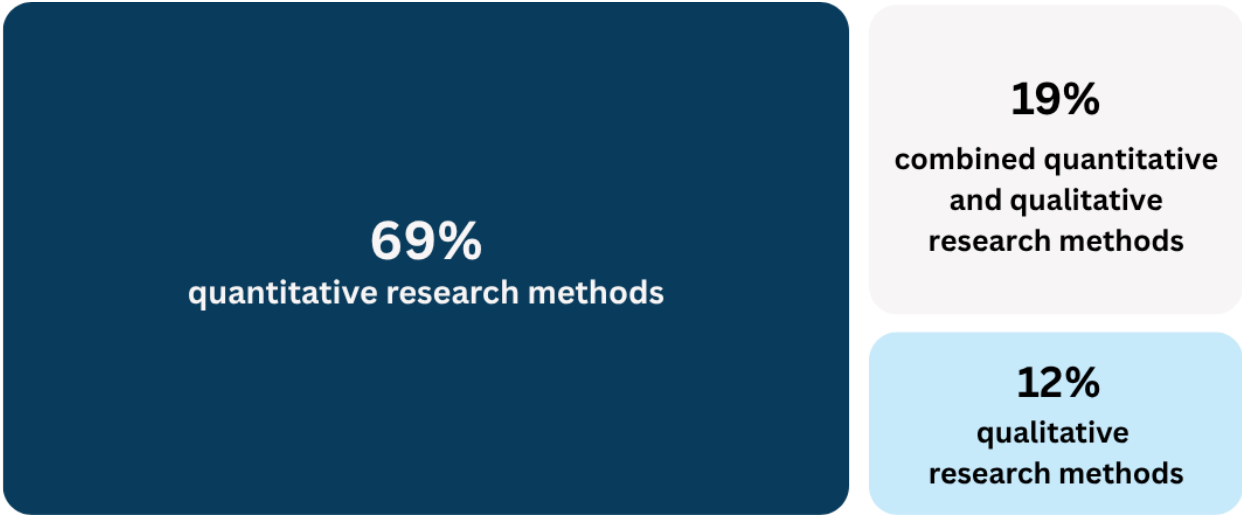
Research methods

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

Qualitative research is widely used to gain understanding of people’s behaviours and perceptions. With this research, exploratory questions, such as how or why, are often used. The most commonly used techniques are focus group discussions and individual interviews. Qualitative methods do not yield numeric data and the findings cannot be projected to the broader population.

Quantitative research uses structured methods to obtain precise, objective and measurable data that can be analyzed using statistical procedures. Quantitative methods aim to be conclusive, answering questions such as what, when, and where. These methods use techniques such as telephone and online surveys to collect data with the goal of obtaining results that reflect the broader population.

Breakdown of research methods in 2025 to 2026



The year through numbers

Custom research

Departments undertake custom research projects to collect specific information. In order to do so, they must develop a detailed statement of work that describes the project's scope, objectives and requirements.

The qualified suppliers that perform custom research projects deliver various services, from research design to data collection, data analysis and reporting.

In 2025 to 2026, the government awarded or amended 104 contracts for custom public opinion research services to 17 suppliers at a total value of \$11.7 million.

Table 1: Volume of custom research projects by department in 2025 to 2026

Department	Volume of projects	Contract value ¹
Agriculture and Agri-Food Canada	4	\$458,746.97
Atlantic Canada Opportunities Agency	1	\$29,233.78
Canada Revenue Agency	6	\$719,580.45
Canadian Food Inspection Agency	2	\$243,279.71
Canadian Heritage	5	\$435,036.16
Canadian Radio-television and Telecommunications Commission	3	\$557,727.89
Canadian Security Intelligence Service	1	\$79,695.49
Communications Security Establishment Canada	1	\$79,075.00
Department of Justice Canada	4	\$440,216.83
Elections Canada	4	\$173,777.21

Employment and Social Development Canada	3	\$406,395.77
Environment and Climate Change Canada	3	\$144,849.48
Financial Consumer Agency of Canada	5	\$539,119.72
Global Affairs Canada	3	\$186,975.23
Health Canada	9	\$725,980.85
Immigration, Refugees and Citizenship Canada	5	\$447,439.43
Indigenous Services Canada	2	\$126,052.59
Innovation, Science and Economic Development Canada	4	\$406,819.03
National Defence	6	\$984,553.15
National Film Board	1	\$37,963.62
Natural Resources Canada	4	\$303,026.29
Office of the Commissioner of Official Languages	1	\$149,690.54
Office of the Privacy Commissioner of Canada	1	\$77,744.41
Office of the Superintendent of Financial Institutions Canada	1	\$46,409.16
Parks Canada	3	\$110,276.68
Privy Council Office	7	\$2,133,538.54
Public Health Agency of Canada	7	\$901,861.05
Public Safety Canada	2	\$13,082.60
Public Service Commission of Canada	1	\$134.33
Public Services and Procurement Canada	2	\$258,484.63
Statistics Canada	1	\$49,607.23

Transport Canada	1	\$164,135.39
Veterans Affairs Canada	1	\$249,109.35
Total	104	\$11,679,618.56

Note for table 1

¹The contract value represents the total value of all custom research contracts issued in the 2025 to 2026 fiscal year, which includes any amendments that would have increased or decreased it within the same period.

Table 2: Volume of custom research projects by supplier in 2025 to 2026

Supplier	Volume of projects	Contract value ¹
Abacus Data Inc.	1	\$79,789.44
Advanis Inc.	13	\$1,166,314.11
Angus Reid Strategies	1	\$40,000.00
Earnscliffe Strategy Group GP	8	\$1,345,138.76
Ekos Research Associates Inc.	12	\$1,384,831.91
Elemental Data Collection Inc.	5	\$332,499.01
Environics Research Group Limited	9	\$664,907.44
Forum Research Inc.	4	\$1,357,171.66
Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	2	\$198,603.59
Ipsos Limited Partnership	5	\$813,236.18
Léger Marketing	14	\$1,263,162.13

Nanos Research Corporation	3	\$374,455.32
Narrative Research Inc.	4	\$297,972.46
Phoenix SPI	10	\$1,104,220.57
Pollara Strategic Insights Inc.	2	\$204,084.19
Quorus Consulting Group Inc.	10	\$1,008,375.71
The Logit Group Incorporated	1	\$44,856.08
Total	104	\$11,679,618.56

Note for table 2:

¹The contract value represents the total value of all custom research contracts issued in the 2025 to 2026 fiscal year, which includes any amendments that would have increased or decreased it within the same period.

Table 3: List of custom research projects by department in 2025 to 2026

Department	Custom project	Registration number¹	Supplier	Contract value²
Agriculture and Agri-Food Canada	2025 Survey of Consumer Perceptions of Food (Wave VII)	POR 040-25	Advanis Inc.	\$61,703.83
Agriculture and Agri-Food Canada	2025 to 2026 Strategic Issues Focus Groups of Producers	POR 047-25	Earnscliffe Strategy Group GP	\$179,961.99
Agriculture and Agri-Food Canada	2025 to 2026 Strategic Issues Survey of Food and Beverage Processors (Wave V)	POR 032-25	Nanos Research Corporation	\$99,785.79
Agriculture and Agri-Food Canada	2025 to 2026 Strategic Issues Survey with Producers (Wave IX)	POR 042-25	Elemental Data Collection Inc.	\$117,295.36
Atlantic Canada Opportunities Agency	Atlantic Economic Panel Telephone Survey	POR 084-25	Elemental Data Collection Inc.	\$29,233.78
Canada Revenue Agency	2025 to 2026 Annual Corporate Research (Qualitative)	POR 097-25	Phoenix SPI	\$173,069.30
Canada Revenue Agency	2025 to 2026 Annual Corporate Research (Quantitative)	POR 023-25	Quorus Consulting Group Inc.	\$163,385.91

Canada Revenue Agency	2025 to 2026 Benefits Programs Annual Client Satisfaction Survey	POR 068-25	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$130,803.84
Canada Revenue Agency	Benefits and Credits Advertising Campaign, Concept Testing	POR 020-25	Earnscliffe Strategy Group GP	\$89,997.51
Canada Revenue Agency	Benefits and Credits Advertising Campaign: Pre and Post Campaign Evaluation	POR 082-25	Advanis Inc.	\$82,563.63
Canada Revenue Agency	Read Rates of Initial Contact Letters for Individual Tax Compliance	POR 075-25	Environics Research Group Limited	\$79,760.26
Canadian Food Inspection Agency	Public Opinion Research for the Food Business Line 2025 to 2026	POR 061-25	Quorus Consulting Group Inc.	\$131,210.59
Canadian Food Inspection Agency	Public Opinion Research With Businesses and Consumers for the Canadian Food Inspection Agency Annual Reputation Survey	POR 066-25	Nanos Research Corporation	\$112,069.12
Canadian Heritage	Arts and Heritage Access and Availability Survey 2025 to 2026	POR 034-25	Léger Marketing	\$98,947.60
Canadian Heritage	Canada Day 2026: National Perspectives Study	POR 063-25	Quorus Consulting Group Inc.	\$74,515.52

Canadian Heritage	National Pride and Sporting Events Survey	POR 078-25	Enviro-nics Research Group Limited	\$83,588.59
Canadian Heritage	Survey on Ethics, Equity and Safety in Sport 2025	POR 033-25	Léger Marketing	\$117,579.69
Canadian Heritage	Winterlude 2026 Satisfaction Survey	POR 081-25	Quorus Consulting Group Inc.	\$60,404.76
Canadian Radio-television and Telecommunications Commission	Public Opinion Research on the Canadian Radio-television and Telecommunications Commission's Consumer Protection Codes 2026	POR 013-25	Phoenix SPI	\$145,177.72
Canadian Radio-television and Telecommunications Commission	Public Opinion Research on the Effectiveness of the Commission for Complaints for Telecommunication Services 2025	POR 016-25	Nanos Research Corporation	\$162,600.41
Canadian Radio-television and Telecommunications Commission	Public Opinion Research Tracker: Waves 5 and 6	POR 006-25	Ipsos Limited Partnership	\$249,949.76
Canadian Security Intelligence Service	Attitudes Towards the Canadian Security Intelligence Service and National Security	POR 074-25	Ekos Research Associates Inc.	\$79,695.49
Communications Security Establishment Canada	Get Cyber Safe Awareness Tracking Survey 2025 to 2026	POR 052-25	Phoenix SPI	\$79,075.00

Department of Justice Canada	2025 to 2026 Research on Separated and Divorced Parents: Focus Groups	POR 056-25	Ekos Research Associates Inc.	\$82,197.28
Department of Justice Canada	National Justice Survey 2025 to 2026	POR 030-25	Advanis Inc.	\$124,648.88
Department of Justice Canada	National Justice Survey: Focus Groups 2025 to 2026	POR 054-25	Ekos Research Associates Inc.	\$84,474.23
Department of Justice Canada	National Survey of Separated and Divorced Parents 2025 to 2026	POR 055-25	Advanis Inc.	\$148,896.44
Elections Canada	By-election Surveys of Electors	POR 094-25	Phoenix SPI	\$105,127.63
Elections Canada	Survey of Candidates Following the 46th Federal General Election	POR 095-25	Quorus Consulting Group Inc.	\$88,405.48
Elections Canada	Survey of Election Officers for the 45th Federal General Election	POR 009-23	Quorus Consulting Group Inc.	-\$20,633.80
Elections Canada	Surveys of Electors Following By-Elections Held in Fiscal Years 2024 to 2025 Through 2028 to 2029	POR 011-24	Phoenix SPI	\$877.90
Employment and Social Development Canada	Canadian Dental Care Plan, Client Experience Survey 2025 to 2026	POR 049-25	Phoenix SPI	\$147,907.49

Employment and Social Development Canada	Service Canada Client Experience Survey 2024 to 2025	POR 001-25	Ipsos Limited Partnership	\$299,981.88
Employment and Social Development Canada	Services for Seniors Advertising Campaign, Creative Testing and Advertising Campaign Evaluation Tool (ACET)	POR 032-24	Ekos Research Associates Inc.	-\$41,493.60
Environment and Climate Change Canada	2026 Public Opinion Research on Plastic Waste and Pollution in Canada	POR 060-25	Pollara Strategic Insights Inc.	\$39,948.80
Environment and Climate Change Canada	Environment and Climate Change Canada Omnibus Public Opinion Research Survey 2026	POR 022-25	Angus Reid Strategies	\$40,000.00
Environment and Climate Change Canada	Public Opinion Research on Weather Services and Awareness Information	POR 064-25	Quorus Consulting Group Inc.	\$64,900.68
Financial Consumer Agency of Canada	2025 to 2026 Monthly Financial Well-being Monitor	POR 007-25	Ekos Research Associates Inc.	\$299,578.33
Financial Consumer Agency of Canada	Canadian Financial Resilience Survey	POR 010-25	Forum Research Inc.	\$53,901.57
Financial Consumer Agency of Canada	Experiences of Canadian Mortgage Holders in the Mortgage Lifecycle	POR 083-24	Ekos Research Associates Inc.	-\$33.90

Financial Consumer Agency of Canada	Pre-testing and Evaluation of the “Managing Money in a Complex and Changing Economy” Advertising Campaign	POR 031-25	Léger Marketing	\$105,843.51
Financial Consumer Agency of Canada	User Experience Research and Usability Testing of Financial Consumer Agency of Canada Consumer Information on Canada.ca	POR 028-25	Environics Research Group Limited	\$79,830.21
Global Affairs Canada	2025 Trade Commissioner Service Comprehensive Client Opinion Research	POR 027-25	Abacus Data Inc.	\$79,789.44
Global Affairs Canada	Foreign Service Directives Administration Survey 2025 to 2026	POR 079-25	Environics Research Group Limited	\$39,386.04
Global Affairs Canada	Understanding Canadians’ Knowledge of Consular Services	POR 057-25	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$67,799.75
Health Canada	2025 to 2026 Inhalable Cannabis Concentrates Survey	POR 045-25	Advanis Inc.	\$149,918.18
Health Canada	Canadian Perspectives on Environmental Noise Survey	POR 065-25	Advanis Inc.	\$102,968.24

Health Canada	Employee Assistance Services Telephone Surveys	POR 053-25	Elemental Data Collection Inc.	\$41,966.51
Health Canada	Evaluation of Concepts for a Tobacco Cessation In-Person Event, and Experiential Marketing Campaign	POR 044-25	Quorus Consulting Group Inc.	\$124,948.90
Health Canada	Evaluation of the National Air Quality Program Outreach and Engagement	POR 077-25	Environics Research Group Limited	\$99,927.48
Health Canada	Healthy Eating: Nutrition Labelling	POR 043-25	Narrative Research Inc.	\$148,442.43
Health Canada	Perceptions and Understanding of Risk-Based Labelling Among Users of Infant Formula, Meal Replacements and Nutritional Supplements Product Labelling	POR 076-25	Léger Marketing	\$99,713.29
Health Canada	Tracking Survey and Qualitative Research on Opioids and Substance Use	POR 035-25	Earnscliffe Strategy Group GP	\$201,670.14
Health Canada	Youth and Young Adults Marketing Product Validation 2024	POR 035-24	Léger Marketing	-\$243,574.32
Immigration, Refugees and Citizenship Canada	2024 to 2025 Newcomer Services Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 073-24	Ipsos Limited Partnership	-\$30,425.25

Immigration, Refugees and Citizenship Canada	2025 to 2026 Immigration, Refugees and Citizenship Canada Annual Telephone Tracking Survey	POR 036-25	Phoenix SPI	\$79,722.61
Immigration, Refugees and Citizenship Canada	2025 to 2026 Immigration, Refugees and Citizenship Canada Annual Tracking Focus Groups	POR 039-25	Ipsos Limited Partnership	\$119,802.09
Immigration, Refugees and Citizenship Canada	2025 to 2026 Immigration, Refugees and Citizenship Canada Online Tracking Surveys	POR 008-25	Léger Marketing	\$98,820.26
Immigration, Refugees and Citizenship Canada	2025 to 2026 International Experience Canada Study	POR 037-25	Earnscliffe Strategy Group GP	\$179,519.72
Indigenous Services Canada	Indigenous Services Canada National Nursing Workforce Survey 2025	POR 067-25	Ekos Research Associates Inc.	\$79,983.27
Indigenous Services Canada	Indigenous Services Canada Nursing Workforce Survey 2025	POR 012-25	Ekos Research Associates Inc.	\$46,069.32
Innovation, Science and Economic Development Canada	2026 "Building Canada's Economy" Advertising Campaign	POR 024-25	Léger Marketing	\$226,832.46
Innovation, Science and Economic Development Canada	2026 Canadian Intellectual Property Office Client Satisfaction Survey	POR 089-25	Enviroics Research Group Limited	\$129,418.62

Innovation, Science and Economic Development Canada	Canada's National Quantum Strategy Survey 2026	POR 086-25	Narrative Research Inc.	\$74,956.74
Innovation, Science and Economic Development Canada	Consumer Protection Advertising Campaign Evaluation Research	POR 063-24	Léger Marketing	-\$24,388.79
National Defence	2025 to 2026 Views of the Canadian Armed Forces, Recruitment Study	POR 009-25	Earnscliffe Strategy Group GP	\$223,900.71
National Defence	Royal Canadian Navy Targeted Attractions and Recruiting Baseline Study 2025 to 2026	POR 099-25	Earnscliffe Strategy Group GP	\$224,574.55
National Defence	Testing Recall of Recruitment: Awareness Campaign 2025 to 2026, Advertising Campaign Evaluation Tool (ACET)	POR 091-25	The Logit Group Incorporated	\$44,856.08
National Defence	Views of the Canadian Armed Forces, 2025 to 2026 Tracking Study	POR 002-25	Quorus Consulting Group Inc.	\$151,962.08
National Defence	Views of the Canadian Armed Forces, 2026 to 2027 Tracking Study (Wave 1)	POR 096-25	Quorus Consulting Group Inc.	\$169,275.59
National Defence	Views of the Canadian Armed Forces, Mobilization Baseline Study 2025 to 2026	POR 051-25	Earnscliffe Strategy Group GP	\$169,984.14

National Film Board	Awareness and Perception of the National Film Board of Canada	POR 092-25	Léger Marketing	\$37,963.62
Natural Resources Canada	2025 Wildfire Risk Behaviour Survey	POR 050-25	Forum Research Inc.	\$76,784.02
Natural Resources Canada	Canada Land Survey System: Client Satisfaction Survey 2025	POR 048-25	Earnscliffe Strategy Group GP	\$75,530.00
Natural Resources Canada	Canadians' Awareness, Knowledge and Attitudes Related to Zero Emission Vehicles 2026	POR 046-25	Ekos Research Associates Inc.	\$70,758.67
Natural Resources Canada	Public Opinion on Canada's Energy Policies	POR 088-25	Environics Research Group Limited	\$79,953.60
Office of the Commissioner of Official Languages	Canadians' Views on Official Languages and Bilingualism in Canada: Follow-up Research	POR 058-25	Environics Research Group Limited	\$149,690.54
Office of the Privacy Commissioner of Canada	2025 to 2026 Survey of Canadian Businesses on Privacy-Related Issues: Quantitative Research	POR 059-25	Phoenix SPI	\$77,744.41
Office of the Superintendent of Financial Institutions Canada	Pension Plans Survey 2025 to 2026	POR 015-25	Phoenix SPI	\$46,409.16
Parks Canada	Parks Canada Corporate Symbol Tracking Study 2025	POR 005-25	Advanis Inc.	\$5,691.26

Parks Canada	Parks Canada Tracking Study 2025	POR 004-25	Advanis Inc.	\$59,762.43
Parks Canada	Visitor Satisfaction Survey 2025	POR 003-25	Advanis Inc.	\$44,822.99
Privy Council Office	Applying Social and Behavioural Science Approaches within Canada Water Agency	POR 062-25	Forum Research Inc.	\$34,290.87
Privy Council Office	Canadian Views on Government Priorities	POR 073-25	Elemental Data Collection Inc.	\$114,286.39
Privy Council Office	Continuous Tracking of Canadians' Views, Quantitative Survey	POR 088-24	Forum Research Inc.	\$1,192,195.20
Privy Council Office	Firearm Safety Study	POR 070-25	Ekos Research Associates Inc.	\$299,984.37
Privy Council Office	Rapid Response Data Collection on Behavioural Responses to Crises and Critical Issues	POR 018-25	Ipsos Limited Partnership	\$173,927.70
Privy Council Office	Trust, Information, and Digital Ecosystems Study Core Part 3	POR 087-25	Narrative Research Inc.	\$24,966.06
Privy Council Office	Trust, Information, and Digital Ecosystems Study, Phase III (Quantitative)	POR 098-25	Ekos Research Associates Inc.	\$293,887.95

Public Health Agency of Canada	Childhood Seasonal Immunization Coverage Survey 2025	POR 019-25	Advanis Inc.	\$299,973.29
Public Health Agency of Canada	Childhood Vaccination Post-Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 017-25	Elemental Data Collection Inc.	\$29,716.97
Public Health Agency of Canada	Dementia Care in Canada: Education and Training	POR 090-25	Léger Marketing	\$174,443.45
Public Health Agency of Canada	Health, Attitudes, and Behavioral Insights Tracker Survey	POR 038-25	Léger Marketing	\$78,196.60
Public Health Agency of Canada	Seasonal Respiratory Vaccination Coverage Survey 2025 to 2026	POR 069-25	Léger Marketing	\$299,985.80
Public Health Agency of Canada	Survey on Tick and Mosquito Bite Prevention	POR 026-25	Léger Marketing	\$86,667.89
Public Health Agency of Canada	Survey on Vaccination During Pregnancy 2024	POR 140-23	Advanis Inc.	-\$67,122.95
Public Safety Canada	Assault-Style Firearms Compensation Program Public Awareness Campaign, Phase 2, Individuals	POR 066-24	Environics Research Group Limited	-\$76,647.90
Public Safety Canada	Online Child Sexual Exploitation Public Awareness Research	POR 029-25	Ekos Research Associates Inc.	\$89,730.50

Public Service Commission of Canada	Administration of the 2025 Staffing and Non-Partisanship Survey	POR 091-24	Advanis Inc.	\$134.33
Public Services and Procurement Canada	Emerging Needs Fund: Multi-Departmental Post-Campaign Research, Advertising Campaign Evaluation Tool (ACET)	POR 085-25	Léger Marketing	\$106,131.07
Public Services and Procurement Canada	Pension Members Client Service Feedback Survey 2025 to 2026	POR 014-25	Advanis Inc.	\$152,353.56
Statistics Canada	2026 Census of Population, Advertising Campaign Evaluation Tool (ACET)	POR 021-25	Narrative Research Inc.	\$49,607.23
Transport Canada	Oceans Protection Plan: Canadians' Confidence in Marine Safety 2026	POR 041-25	Pollara Strategic Insights Inc.	\$164,135.39
Veterans Affairs Canada	2026 Veterans Affairs Canada National Client Survey	POR 080-25	Phoenix SPI	\$249,109.35

Notes for table 3:

¹ A registration number is assigned to each research project and can be used to find the report on [Library and Archives Canada](#) (LAC) website. Some of the reports are not available at the time of publishing this annual report, given that departments have a period of 6 months after the completion of data collection to submit their reports to LAC.

² The contract value represents the total value of all custom research contracts issued in the 2025 to 2026 fiscal year, which includes any amendments that would have increased or decreased it within the same period. A negative amount represents an amendment to reduce the value of a contract awarded in a previous fiscal year.

Syndicated studies

Separate to custom research projects, the government purchases subscriptions to syndicated studies to gain access to research reports from external suppliers. These studies cover a variety of broad issues, and are shared with all federal departments. The intellectual property rights remain with the supplier.

In 2025 to 2026, the government subscribed to 6 syndicated studies at a total value of \$533,145.

Table 4: Volume of syndicated studies in 2025 to 2026

Department	Syndicated study	Supplier	Contract value
Financial Consumer Agency of Canada	2025 Canadian Fintech Study	Environics Research Group Limited	\$68,365.00
Global Affairs Canada	Canadian Attitudes and Engagement With Global Poverty in 2026: Canada in Comparative Perspective	Development Engagement lab	\$62,500.00
Global Affairs Canada	Geopolitical Reputations in Canada	Pollara Strategic Insights Inc.	\$56,500.00
Privy Council Office	Indigenous Insights, 2025 to 2026, Volume 9	Earnscliffe Strategy Group GP	\$209,050.00
Privy Council Office	Western Canadian Identity 2026	Pollara Strategic Insights Inc.	\$68,930.00
Privy Council Office	Young Canadians Report 2026	Abacus Data Inc.	\$67,800.00
Total	6		\$533,145.00

Procurement methods

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 type of contract does not require a competitive process due to a lower monetary value.

The vast majority of projects are carried out under 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. This procurement method gives departments timely access to suppliers with demonstrated research expertise and pre-determined pricing for projects up to a contract value of \$300,000.

For requirements falling outside the scope of the standing offer or for which the estimated contract value exceeds \$300,000, departments can use an open **public tender** process. For this type of contract, the government posts a request for proposals on [CanadaBuys](#) to allow interested suppliers to bid for the research project. After a thorough evaluation of the proposals by Public Services and Procurement Canada and the sponsoring department, the contract is awarded to the highest-ranked supplier.

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

- the [Stakeholders and their roles](#) section
- the [Contracting public opinion research](#) webpage

Table 5: Procurement methods for public opinion research in 2025 to 2026

Procurement methods	Volume of projects	Percentage of contract value	Contract value ¹
Call-ups against the standing offers	101	85.5%	\$10,441,732.10
Public tenders (CanadaBuys)	1	9.8%	\$1,192,195.20
Subscriptions to syndicated studies	6	4.4%	\$533,145.00
Sole-source contracts not exceeding \$40,000	2	0.4%	\$45,691.26
Total	110	100%	\$12,212,763.56

Note for table 5:

¹These values include applicable taxes. The maximum contract value for a call-up against a standing offer was \$300,000 in 2025 to 2026.

Volume of research over the last 5 years

The following table presents an overview of public opinion research activities over the past five years, including both the number of projects conducted and their total contract value. It highlights how the volume of research projects fluctuates over time in response to the Government of Canada's evolving priorities and operating context.

Year-to-year variations reflect a range of demand-driven factors, such as post-pandemic recovery initiatives, and the federal electoral cycle, during which research activity is paused or reduced in accordance with policy requirements.

Table 6: Five-year variations of research project volume and contract value

Period	Volume of projects	Contract value (in millions of dollars)
April 1, 2025 to March 31, 2026	110	\$12.2
April 1, 2024 to March 31, 2025	118	\$14.9
April 1, 2023 to March 31, 2024	155	\$19.4
April 1, 2022 to March 31, 2023	164	\$20.3
April 1, 2021 to March 31, 2022	155	\$18.1

Appendices

In this section:

- [Stakeholders and their roles](#)
- [Standing offers for public opinion research](#)
- [Legislation, regulations and policies](#)

Stakeholders and their roles

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 public opinion research 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

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 services were available in 2025 to 2026:

Fieldwork and data tabulation for online surveys (series A)

Departments may use this standing offer for the following online survey services:

- programming
- pretesting
- collecting data
- tabulating data
- providing pretest and end result

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 the following telephone survey services:

- programming
- pretesting
- interviewing
- tabulating data
- 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 the following qualitative research 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.
- Entegrit  Consulting
- Environics Research Group Limited
- Forum Research Inc.
- Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel
- Ipsos Limited Partnership
- L ger Marketing
- Maru/Blue Canada Inc.
- Nanos Research Corporation
- Narrative Research Inc.
- Phoenix SPI
- Pollara Strategic Insights Inc.
- 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 the following quantitative research 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.	• Ipsos Limited Partnership
• Advanis Inc.	• Léger Marketing
• Earnscliffe Strategy Group GP	• Nanos Research Corporation
• Ekos Research Associates Inc.	• Phoenix SPI
• Environics Research Group Limited	• Pollara Strategic Insights Inc.
• Forum Research Inc.	• Probe Research Inc.
• Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	• Quorus Consulting Group Inc.

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 and Federal Identity](#) provides rules for managing and coordinating communications, including procedures for advertising, public opinion research, social media, external-facing websites and mobile applications.
- [Appendix B: 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](#) outline the requirements that departments and suppliers must follow when gathering opinion-based information, ensuring public opinion research is reliable and meets the Government of Canada's expectations for quality and transparency.

More information

This annual report provides an overview of the Government of Canada's public opinion research activities from departments and other portions of the federal public administration listed in Schedule I, Schedule I.1 or Schedule II of the [Financial Administration Act](#).

For more information on public opinion research, including laws and regulations, key stakeholders and contract methods, please visit the Government of Canada [website](#).

If you have any comments or questions, please contact:

Public Opinion Research Directorate

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Public Services and Procurement Canada

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