

21st

Annual Report on Government of Canada Public Opinion Research Activities

2021 to 2022 Fiscal Year





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This report informs Canadians on public opinion research activities contracted by the government between April 1, 2021 and March 31, 2022.

It provides information on the volume of research studies, a list of projects undertaken by departments and a description of 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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The year at a glance

In the 2021 to 2022 fiscal year, 155 public opinion research projects were contracted at a total value of \$18.1 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, 2022

155

public opinion research studies



38

departments



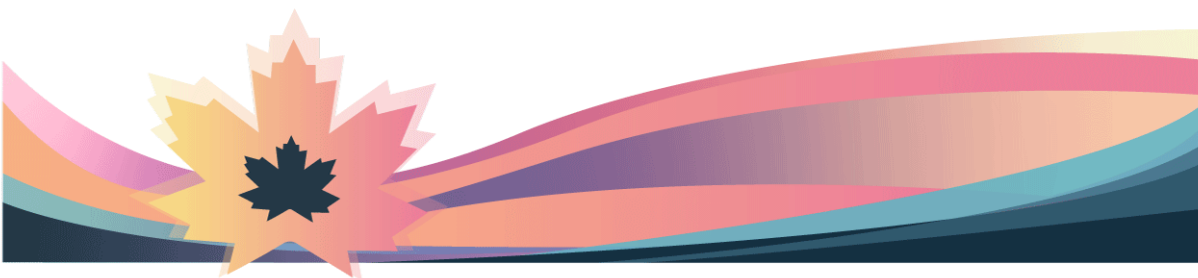
22

suppliers



\$18.1

million in contract value





Understanding the public

In this section:

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

Taking public perspectives into account

The Government of Canada takes public perspectives into account to develop and implement policies, programs and communications campaigns effectively. One of the ways that it gathers information on public views is by conducting public opinion research. It collects information from the various regions of the country and segments of the population to help inform decision-makers as they manage their activities.

Over the 2021 to 2022 fiscal year, considerable research was conducted on the COVID-19 pandemic and the government's response. At the same time, the government undertook research to support its continued work on other health and safety issues such as opioid awareness, dementia, food safety and human trafficking.

It also gathered information concerning environmental issues such as zero-emission vehicles and fresh water, economic issues including innovative agricultural technologies and consumer protection, and issues affecting Indigenous peoples.

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, 2021 and March 31, 2022, and about how the projects are contracted and managed.

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

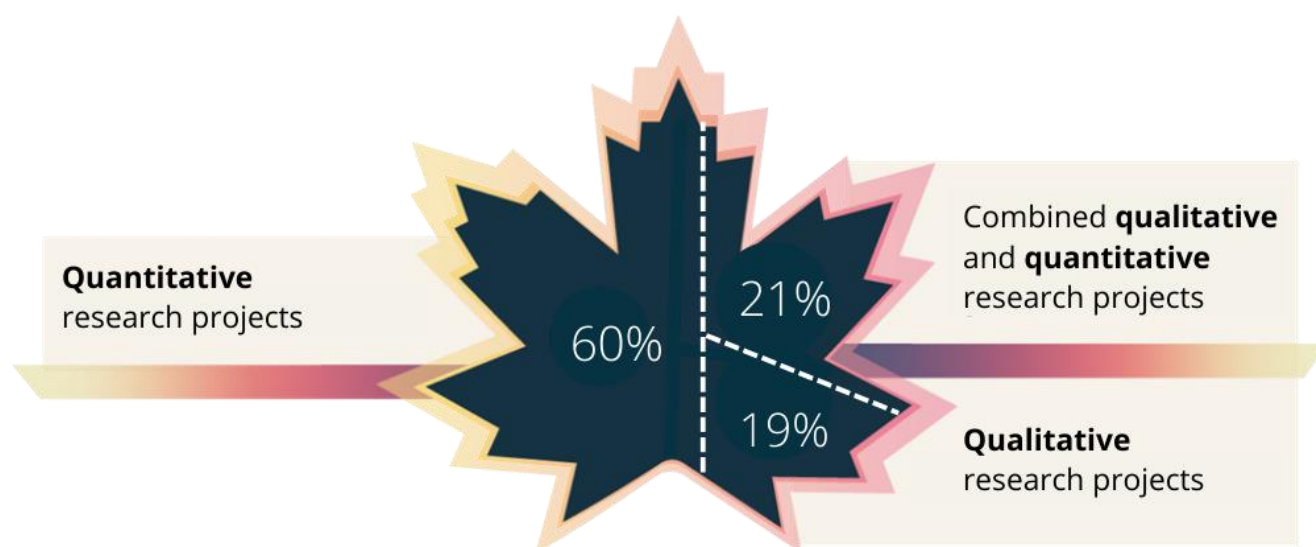
We use quantitative and qualitative methods such as surveys and focus groups to gather:

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

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



Breakdown of research methods and target audiences



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, referred to as a mixed-mode approach.

Qualitative research is widely used to gain insights into people's behaviours and perceptions and explore their opinions on a particular topic. The most commonly used qualitative techniques are focus group discussions, group interviews and personal interviews. Qualitative methodologies do not yield numeric data and the findings cannot be statistically projected to the broader population.

Quantitative research uses a more structured approach to collect and analyze information from a target population, using techniques such as surveys, with the aim of obtaining results that reflect the broader population. A quantitative approach is used when numerical results or statistics are required.



Target audiences in 2021 to 2022

The audiences included the general population and the following groups:

- boat owners and users
- business owners and representatives
- firearm owners
- first time home buyers and owners
- food and beverage processors
- grocery buyers
- Indigenous peoples
- job seekers
- low income families
- medical and health professionals
- newcomers and immigrants
- parents and pregnant women
- park visitors
- people living with chronic diseases
- people living with dementia and their caregivers
- people with disabilities
- public servants, Canadian Armed Forces members and veterans
- seniors
- smokers, vapers and cannabis users
- students and teachers
- taxpayers and tax professionals
- telecommunication plan subscribers
- travellers returning to Canada
- youth and adults who participate in sports
- visible minorities
- zero-emission vehicle owners and intended buyer



The year through tables

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 2021 to 2022, the government awarded 144 contracts for custom public opinion research services to 16 suppliers at a total value of \$16,633,764.64.

Table 1: Volume of custom research studies by department in 2021 to 2022

Department	Number of custom studies	Contract value
Agriculture and Agri-Food Canada	6	\$700,543.97
Canada Energy Regulator	1	\$139,148.63
Canada Revenue Agency	12	\$1,232,224.86
Canadian Food Inspection Agency	3	\$455,250.27
Canadian Heritage	2	\$256,226.34
Canadian Radio-television and Telecommunications Commission	1	\$121,967.37



Communications Security Establishment Canada	2	\$120,410.66
Correctional Service Canada	1	\$162,089.57
Department of Finance Canada	4	\$372,336.99
Department of Justice Canada	2	\$106,860.21
Employment and Social Development Canada	5	\$659,318.19
Environment and Climate Change Canada	6	\$277,899.81
Financial Consumer Agency of Canada	6	\$694,367.07
Fisheries and Oceans Canada	1	\$99,989.84
Global Affairs Canada	5	\$334,969.48
Health Canada	14	\$1,945,353.43
Immigration, Refugees and Citizenship Canada	6	\$705,894.81
Innovation, Science and Economic Development Canada	4	\$469,112.90
National Defence	3	\$159,010.99
National Film Board	1	\$46,710.81
Natural Resources Canada	4	\$437,697.37
Office of the Chief Electoral Officer	2	\$127,372.38
Office of the Commissioner of Official Languages	1	\$136,173.93
Office of the Public Sector Integrity Commissioner of Canada	1	\$68,108.59
Office of the Superintendent of Financial Institutions Canada	2	\$140,627.69
Offices of the Information and Privacy Commissioners of Canada	1	\$75,575.74
Parks Canada	2	\$90,212.33



Privy Council Office	4	\$2,302,531.46
Public Health Agency of Canada	16	\$1,662,804.05
Public Safety Canada	7	\$529,572.84
Public Service Commission of Canada	1	\$83,746.05
Public Services and Procurement Canada	5	\$553,271.59
Royal Canadian Mounted Police	1	\$83,765.15
Shared Services Canada	1	\$49,966.41
Transport Canada	4	\$438,361.64
Treasury Board of Canada Secretariat	1	\$95,810.55
Veterans Affairs Canada	5	\$563,391.77
Women and Gender Equality Canada	1	\$135,088.90
Total	144	\$16,633,764.64

Note for table 1

The volumes reported in the third column represent the total value of all contracts issued in the 2021 to 2022 fiscal year, which includes any amendments that would have increased or decreased the contract values within the same period.

Table 2: Volume of custom studies by supplier in 2021 to 2022

Supplier	Number of custom studies	Contract value
Advanis Inc.	11	\$1,256,704.52
Ekos Research Associates Inc.	21	\$2,076,171.48
Elemental Data Collection Inc.	2	\$1,013,638.25
Environics Research Group Limited	21	\$2,956,939.17
Forum Research Inc.	1	\$212,654.70



Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	3	\$978,714.24
Ipsos-Reid Corporation	10	\$800,772.59
Kantar TNS Inc.	4	\$364,237.76
Léger Marketing	13	\$1,448,739.43
Narrative Research Inc.	12	\$885,355.96
Patterson, Langlois Consultants, Ad Hoc Recherche Inc., Amanda Parriag, Sylvain Laroche, Consultant Inc., in joint venture	1	\$220,278.99
Phoenix SPI	17	\$1,396,862.30
Quorus Consulting Group Inc.	14	\$1,528,987.72
Sage Research Corporation	1	\$64,925.28
The Earncliffe Strategy Group Inc.	12	\$1,390,362.25
Université de Sherbrooke	1	\$38,420.00
Total	144	\$16,633,764.34

Note for table 2

The volumes reported in the third column represent the total value of all contracts issued in the 2021 to 2022 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 2021 to 2022

Department	Custom study title	Registration number	Supplier	Contract value
Agriculture and Agri-Food Canada	2021 to 2022 Consumer Attitudes Towards Innovative Agricultural Technologies Survey and Focus Groups	POR 001-21	Quorus Consulting Group Inc.	\$159,576.74



Agriculture and Agri-Food Canada	2021 to 2022 Consumer Perceptions of Canadian Agriculture, Foods and Seafood Products in Vietnam	POR 073-21	Léger Marketing	\$85,828.14
Agriculture and Agri-Food Canada	AAFC Survey of Food and Beverage Processors, Wave III	POR 075-21	EnviroNics Research Group Limited	\$89,937.04
Agriculture and Agri-Food Canada	Agriculture Canada 2021 to 2022 Strategic Issues Survey with Producers, Wave VII	POR 063-21	Léger Marketing	\$99,471.08
Agriculture and Agri-Food Canada	Qualitative Research on Consumer and Producer Views Towards Sustainability in Agriculture	POR 065-21	The Earnscliffe Strategy Group Inc.	\$193,795.17
Agriculture and Agri-Food Canada	Qualitative Research on Creative Concepts in Support of the Sustainable Canadian Agriculture Awareness Campaign	POR 085-21	Narrative Research Inc.	\$71,935.80
Canada Energy Regulator	Canada Energy Regulator Annual Public Opinion Research Measures	POR 086-21	EnviroNics Research Group Limited	\$139,148.63
Canada Revenue Agency	2021 to 2022 Annual Corporate Research	POR 076-21	Quorus Consulting Group Inc.	\$171,738.02
Canada Revenue Agency	2021 to 2022 Annual Corporate Research, Qualitative Component	POR 138-21	Narrative Research Inc.	\$147,956.55
Canada Revenue Agency	2021 to 2022 Benefit Programs Annual Survey, Quantitative Research	POR 051-21	Gregg, Kelly, Sullivan & Woolstencroft:	\$58,127.77



			The Strategic Counsel	
Canada Revenue Agency	2021 to 2022 Canadian Attitudes Toward the Sharing of Tax Information, Quantitative Research	POR 046-21	Phoenix SPI	\$133,435.21
Canada Revenue Agency	2021 to 2022 CRA Benefits and Credits Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 118-21	Ipsos-Reid Corporation	\$48,921.00
Canada Revenue Agency	2021 to 2022 CRA Scams Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 099-21	Narrative Research Inc.	\$23,272.35
Canada Revenue Agency	Better Understanding of Indigenous Peoples' Experiences with Tax Filing	POR 139-21	The Earnscliffe Strategy Group Inc.	\$221,903.35
Canada Revenue Agency	Communicating with Youth about Taxes, Youth Marketing Research	POR 103-21	Kantar TNS Inc.	\$53,515.39
Canada Revenue Agency	Digital Acceleration Research, Phase 2	POR 122-21	Phoenix SPI	\$178,000.19
Canada Revenue Agency	File My Return, Qualitative Research	POR 079-21	Quorus Consulting Group Inc.	\$47,160.84
Canada Revenue Agency	Measuring Agency Strategic Performance Framework Outcomes, 2021 to 2022	POR 120-21	Narrative Research Inc.	\$49,521.80
Canada Revenue Agency	Public Attitudes Towards Tax Avoidance by High-Net-Worth Individuals	POR 141-21	Environics Research Group Limited	98,672.39



Canadian Food Inspection Agency	Public Opinion Research with Canadians on Food Fraud, 2021 to 2022	POR 041-21	Quorus Consulting Group Inc.	\$112,854.44
Canadian Food Inspection Agency	Public Opinion Research with Consumers and Regulated Parties for the CFIA Annual Reputation Survey 2021 to 2022	POR 043-21	Patterson, Langlois Consultants, Ad Hoc Recherche Inc., Amanda Parriag, Sylvain Laroche, Consultant Inc., in joint venture	\$220,278.99
Canadian Food Inspection Agency	Public Opinion Research with Food Businesses to Support Compliance with Food Safety Regulations, 2021 to 2022	POR 042-21	The Earnscliffe Strategy Group Inc.	\$122,116.84
Canadian Heritage	'Future of Sport' Public Opinion Research	POR 117-21	Phoenix SPI	\$145,333.79
Canadian Heritage	Perceptions on the Implementation of a Concussion Passport in Organized Sport	POR 114-21	Léger Marketing	\$110,892.55
Canadian Radio-television and Telecommunications Commission	Public Opinion Research on the CRTC's Consumer Protection Codes 2022	POR 031-21	Kantar TNS Inc.	\$121,967.37
Communications Security Establishment Canada	Communication Security Establishment Recruitment Branding Testing	POR 102-21	The Earnscliffe Strategy Group Inc.	\$56,419.37
Communications Security	Get Cyber Safe Awareness Research Survey	POR 070-21	Ekos Research Associates Inc.	\$63,991.29



Establishment Canada				
Correctional Service Canada	Audit of Organizational Culture, Correctional Services	POR 082-21	Quorus Consulting Group Inc.	\$162,089.57
Department of Finance Canada	Budget Day 2022 Focus Groups, Qualitative	POR 142-21	Léger Marketing	\$59,192.23
Department of Finance Canada	Government of Canada's Business Recovery Response Plan Advertising Campaign, Advertising Campaign Evaluation Tool (ACET), Winter 2022	POR 101-21	Narrative Research Inc.	\$107,499.16
Department of Finance Canada	Government of Canada's COVID-19 Recovery Response Plan Advertising Campaign, Post Advertising Campaign Evaluation Tool (ACET) Survey Spring, Summer 2021	POR 013-21	Narrative Research Inc.	\$31,142.80
Department of Finance Canada	Quantitative and Qualitative Research on the State of the Economy	POR 068-21	Enviroics Research Group Limited	\$174,502.80
Department of Justice Canada	Addressing National Data Gaps in Senior Abuse, An Exploratory Feasibility Study	POR 004-21	Université de Sherbrooke	\$38,420.00
Department of Justice Canada	National Justice Survey 2022	POR 100-21	Advanis Inc.	\$68,440.21
Employment and Social Development Canada	2021 to 2022 Services for Seniors Advertising Campaign Evaluation	POR 053-21	Ekos Research Associates Inc.	\$64,248.56



Employment and Social Development Canada	2021 to 2022, 2022 to 2023 Jobs and Skills Advertising Campaign Creative Testing and Evaluation	POR 044-21	Narrative Research Inc.	\$178,769.67
Employment and Social Development Canada	Client Experience Research, Grants and Contributions Applicants Year 2	POR 060-21	Ipsos-Reid Corporation	\$140,330.26
Employment and Social Development Canada	Employment and Social Development Canada (ESDC) 2021 Public Opinion Research on Accessibility	POR 061-21	Quorus Consulting Group Inc.	\$149,993.32
Employment and Social Development Canada	National Skilled Trades Advertising Campaign, Creative Testing and Advertising Campaign Evaluation Tool (ACET)	POR 026-21	The Earnscliffe Strategy Group Inc.	\$125,976.38
Environment and Climate Change Canada	Canadian Habits and Preferences in Relation to Labelling of Products for Information on Chemicals and Sustainability	POR 067-21	Quorus Consulting Group Inc.	\$44,770.60
Environment and Climate Change Canada	National Adaptation Strategy Survey	POR 143-21	Léger Marketing	\$56,500.00
Environment and Climate Change Canada	Our Healthy Environment and Economy Advertising Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 020-21	Narrative Research Inc.	\$34,979.15
Environment and Climate Change Canada	Our Healthy Environment and Economy Advertising Campaign Testing	POR 022-21	Narrative Research Inc.	\$90,134.45



Environment and Climate Change Canada	Questionnaire Design for the Evaluation of the Impact Assessment Agency of Canada's Public and Stakeholders Engagement and Consultation Activities	POR 123-21	Phoenix SPI	\$11,593.52
Environment and Climate Change Canada	The Value and State of Fresh Water, Appropriate Responses to Freshwater Issues	POR 005-21	Environics Research Group Limited	\$39,922.09
Financial Consumer Agency of Canada	COVID-19 Financial Well-Being Monitor	POR 012-21	Ekos Research Associates Inc.	\$249,884.55
Financial Consumer Agency of Canada	COVID-19 Financial Well-Being Monitor Extension 2	POR 132-21	Ekos Research Associates Inc.	\$176,043.19
Financial Consumer Agency of Canada	Data Collection for the 2020 to 2021 COVID-19 Financial Well-Being Survey	POR 016-20	Ekos Research Associates Inc.	-\$1.81
Financial Consumer Agency of Canada	FCAC's Survey of Canadians' Understanding, Impressions and Awareness of Open Banking	POR 140-21	Advanis Inc.	\$198,866.72
Financial Consumer Agency of Canada	Pre-testing of the "Make Change that Counts" Ad Campaign	POR 074-21	Léger Marketing	\$47,936.86
Financial Consumer Agency of Canada	Survey of Canadians' Use of Banking Products and Services	POR 014-20	Phoenix SPI	\$21,637.56
Fisheries and Oceans Canada	Canadians' Awareness and Understanding of Canada's Blue Economy	POR 094-21	Ekos Research Associates Inc.	\$99,989.84



Global Affairs Canada	2021 TCS Comprehensive Client Interviews	POR 015-21	Ekos Research Associates Inc.	\$62,898.73
Global Affairs Canada	Canadian Views on International Assistance Tracking Study	POR 106-21	Ekos Research Associates Inc.	\$73,708.94
Global Affairs Canada	Connecting with Canadians, Quantitative Research on International Development	POR 105-21	Narrative Research Inc.	\$49,986.68
Global Affairs Canada	Evaluation of Canada's Participation in the 2020 World Exposition in Dubai, United Arab Emirates	POR 066-21	Léger Marketing	\$123,413.70
Global Affairs Canada	Evaluation of the 2021 Travel and Border, COVID-19, Part II Campaign	POR 131-21	Advanis Inc.	\$24,961.43
Health Canada	Factors Associated with Changes in Vaping Behaviour during 2020	POR 024-21	Environics Research Group Limited	\$249,397.36
Health Canada	Access to Cannabis for Medical Purposes in Canada, Gathering Information on Views and Practices of Patients and Health Care Practitioners	POR 093-21	Phoenix SPI	\$249,429.53
Health Canada	Attitudes, Knowledge and Expectations about Radiation Risk from Exposure to Radiation Emitting Devices	POR 091-21	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$100,033.25
Health Canada	Canadians Priorities Regarding Primary Health Care	POR 036-21	The Earncliffe Strategy Group Inc.	\$107,416.29



Health Canada	Evaluating Various Components of Employee Assistance Services (EAS), Client Services, 2021 to 2022	POR 039-21	Elemental Data Collection Inc.	\$28,843.25
Health Canada	Exploring Youth and Young Adults Use of Vaping Products	POR 136-21	Quorus Consulting Group Inc.	\$100,901.76
Health Canada	Follow-up Survey and Qualitative Research on Opioid Awareness, Knowledge and Behaviours for Public Education, 2021	POR 037-21	The Earnscliffe Strategy Group Inc.	\$189,163.07
Health Canada	Healthy Eating Strategy, Dietary Guidance Transformation, Focus Groups for the Evaluation of the Revised Canada's Food Guide	POR 109-19	Phoenix SPI	-\$76,646.02
Health Canada	Healthy Home Environmental Health Survey	POR 040-21	Kantar TNS Inc.	\$99,996.32
Health Canada	Longitudinal Smokers Panel, Baseline Survey 2021	POR 096-21	Environics Research Group Limited	\$249,183.98
Health Canada	Longitudinal Vapers Panel Baseline Survey 2021	POR 097-21	Environics Research Group Limited	\$207,954.80
Health Canada	Opioid Overdose Crisis Brand and Message Focus Testing	POR 077-21	Narrative Research Inc.	\$70,173.00
Health Canada	Public Perceptions of the Health Impacts of Climate	POR 095-21	Environics Research Group Limited	\$119,776.84



	Change in Canada 2021 to 2022			
Health Canada	The Canadian Cannabis Survey 2022	POR 124-21	Advanis Inc.	\$249,730.00
Immigration, Refugees and Citizenship Canada	2021 to 2022 Annual Tracking Study	POR 072-21	Ipsos-Reid Corporation	\$249,981.07
Immigration, Refugees and Citizenship Canada	2021 to 2022 Coding of Qualitative Public Opinion Survey Responses	POR 116-21	Advanis Inc.	\$44,445.16
Immigration, Refugees and Citizenship Canada	2021 to 2022 International Experience Canada (IEC) Study	POR 078-21	EnviroNics Research Group Limited	\$199,494.61
Immigration, Refugees and Citizenship Canada	2021 to 2022 IRCC Annual Tracking Qualitative Research	POR 111-21	Quorus Consulting Group Inc.	\$115,347.00
Immigration, Refugees and Citizenship Canada	2021 to 2022 Newcomer Services Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 088-21	Advanis Inc.	\$41,329.57
Immigration, Refugees and Citizenship Canada	Newcomer Services Advertising Creative Testing Final Report	POR 027-21	The Earnscliffe Strategy Group Inc.	\$55,297.40
Innovation, Science and Economic Development Canada	2022 Canadian Intellectual Property Office Client Satisfaction Survey	POR 098-21	EnviroNics Research Group Limited	\$83,366.09
Innovation, Science and Economic Development Canada	Canada Digital Adoption Program, Business, Advertising Campaign Evaluation Tool (ACET)	POR 092-21	EnviroNics Research Group Limited	\$164,947.12



Innovation, Science and Economic Development Canada	Canada Digital Adoption Program, Focus Group Testing of Creative Concepts	POR 080-21	Quorus Consulting Group Inc.	\$95,853.99
Innovation, Science and Economic Development Canada	Confidence in Clean Fuel Measurement	POR 137-21	Enviroics Research Group Limited	\$124,945.70
National Defence	Canadian Armed Forces (CAF) Advertising Pre-testing 2022	POR 048-21	Quorus Consulting Group Inc.	\$49,966.89
National Defence	RCAF 2024 Centennial, Baseline Study	POR 071-21	The Earncliffe Strategy Group Inc.	\$79,059.55
National Defence	Testing Recall of Recruitment Advertising, 2021 to 2022 CAF Awareness Campaign	POR 025-21	Narrative Research Inc.	\$29,984.55
National Film Board	Canadian Awareness and Perception of the National Film Board	POR 054-21	Léger Marketing	\$46,710.81
Natural Resources Canada	Consumer Awareness, Knowledge and Attitudes Related to Zero Emission Vehicles (ZEVs)	POR 021-21	Ekos Research Associates Inc.	\$69,049.10
Natural Resources Canada	Forest Bioeconomy Public Perceptions Survey	POR 087-21	Enviroics Research Group Limited	\$79,890.89
Natural Resources Canada	SmartWay Freight Industry Survey	POR 084-21	Kantar TNS Inc.	\$88,758.68



Natural Resources Canada	Supporting Accessibility, Inclusivity, and Retention in Energy Efficiency Programs	POR 113-21	Léger Marketing	\$199,998.70
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	\$45,750.22
Office of the Chief Electoral Officer	Tracking Survey on Electoral Matters, 2022 to 2023 and 2023 to 2024	POR 127-21	Léger Marketing	\$81,622.16
Office of the Commissioner of Official Languages	Official Languages Tracking Survey 2021	POR 028-21	Environics Research Group Limited	\$136,173.93
Office of the Public Sector Integrity Commissioner of Canada	Exploring the Culture of Whistleblowing and the Fear of Reprisal in the Federal Public Sector	POR 112-21	Phoenix SPI	\$68,108.59
Office of the Superintendent of Financial Institutions Canada	Life Insurance Sector Consultation (LISC) 2021 to 2022	POR 032-21	Sage Research Corporation	\$64,925.28
Office of the Superintendent of Financial Institutions Canada	OSFI Employee Survey 2021	POR 030-21	Environics Research Group Limited	\$75,702.41
Offices of the Information and Privacy Commissioners of Canada	2021 Survey of Canadian Businesses on Privacy-Related Issues, Quantitative research	POR 035-21	Phoenix SPI	\$75,575.74
Parks Canada	Parks Canada Ad Campaign Evaluation	POR 055-21	Advanis Inc.	\$45,396.53



Parks Canada	Visitor Satisfaction Survey 2021	POR 008-21	Advanis Inc.	\$44,815.80
Privy Council Office	Continuous Qualitative Data Collection of Canadians' Views	POR 005-19	Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$820,553.22
Privy Council Office	Continuous Tracking of Canadians' Views, Quantitative Survey	POR 122-18	Elemental Data Collection Inc.	\$984,795.00
Privy Council Office	COVID-19 Snapshot Monitoring (COSMO) Study in Canada Phase 2, Surveying Public Attitudes and Behaviours on the Road to Re-Integration and Recovery, with a Focus on Diverse Experiences	POR 057-21	Ekos Research Associates Inc.	\$249,509.48
Privy Council Office	Surveying Canadians' Climate Change Beliefs, Attitudes, and Behaviours Over Time	POR 049-21	Advanis Inc.	\$247,673.76
Public Health Agency of Canada	Advertising Campaign Evaluation Tool (ACET) for COVID-19 Public Education Campaigns in 2021 to 2022, Normalizing Public Health Measures and Personal Risk Assessment	POR 109-21	Ipsos-Reid Corporation	\$36,988.63
Public Health Agency of Canada	Advertising Campaign Evaluation Tool (ACET) for COVID-19 Vaccination for	POR 108-21	Ipsos-Reid Corporation	\$64,534.07



	Children 5 to 11 and Vaccine Booster			
Public Health Agency of Canada	Baseline and Post-Campaign Advertising Campaign Evaluation Tool (ACET) for Dementia Advertising Campaign	POR 029-21	Ipsos-Reid Corporation	\$68,294.48
Public Health Agency of Canada	Baseline and Post-Campaign, Advertising Campaign Evaluation Tool (ACET) for the COVID Mental Health Campaign	POR 045-21	Ipsos-Reid Corporation	\$73,425.59
Public Health Agency of Canada	Baseline Survey on Lyme Disease and Other Tick-Borne Diseases	POR 019-21	Phoenix SPI	\$73,980.14
Public Health Agency of Canada	Childhood COVID-19 Immunization Coverage Survey 2022	POR 130-21	Advanis Inc.	\$249,280.83
Public Health Agency of Canada	COVID Alert App Exploratory and Concept Testing Final Report	POR 141-20	The Earncliffe Strategy Group Inc.	-\$160,142.66
Public Health Agency of Canada	COVID-19 Public Health Measures Concept Testing, 2021 to 2022	POR 003-21	Quorus Consulting Group Inc.	\$245,916.00
Public Health Agency of Canada	COVID-19 Tracking Survey on Canadians' Views 2021 to 2022	POR 034-21	Léger Marketing	\$238,615.89
Public Health Agency of Canada	COVID-19 Vaccines Mass Campaign, Concept Testing	POR 118-20	Quorus Consulting Group Inc.	-\$36.00



Public Health Agency of Canada	Dementia Public Education Phase 2, Creative Concept Testing Prevention	POR 017-21	Phoenix SPI	\$67,492.00
Public Health Agency of Canada	Official Language Minority Communities and Dementia	POR 128-21	Quorus Consulting Group Inc.	\$72,854.55
Public Health Agency of Canada	Post Advertising Campaign Evaluation Tool (ACET) for COVID-19 Vaccination Advertising Campaigns	POR 009-21	Ipsos-Reid Corporation	\$39,051.44
Public Health Agency of Canada	Seasonal Influenza Vaccination Coverage Survey 2021 to 2022	POR 059-21	Léger Marketing	\$248,836.74
Public Health Agency of Canada	Understanding Canadians' Attitudes and Knowledge on Dementia Prevention	POR 104-21	Ekos Research Associates Inc.	\$99,981.78
Public Health Agency of Canada	Understanding Canadians' Views on Palliative Care	POR 081-21	The Earncliffe Strategy Group Inc.	\$243,730.57
Public Safety Canada	Emergency Preparedness Awareness Campaign	POR 054-20	Ipsos-Reid Corporation	-\$4,500.00
Public Safety Canada	Firearms Public Awareness Campaign, Phase 1: All Canadians	POR 010-21	Ekos Research Associates Inc.	\$56,400.01
Public Safety Canada	Firearms Public Awareness Campaign, Phase 2: Firearms Owners	POR 047-21	Environics Research Group Limited	\$232,148.05
Public Safety Canada	Human Trafficking Public Awareness Study	POR 023-21	Environics Research Group Limited	\$79,045.25



Public Safety Canada	National Security Information Sharing and Transparency Public Opinion Research	POR 072-20	Ekos Research Associates Inc.	-\$2,200.67
Public Safety Canada	Online Child Sexual Exploitation Public Awareness Research	POR 058-21	Ekos Research Associates Inc.	\$87,542.48
Public Safety Canada	Public Opinion Research for the Drug-impaired Driving Awareness Campaign, Tracking Survey	POR 052-21	Ekos Research Associates Inc.	\$81,137.72
Public Service Commission of Canada	Views on Public Service Commission Recruitment Programs and Inventories by Hiring Managers and HR specialists	POR 069-21	Ipsos-Reid Corporation	\$83,746.05
Public Services and Procurement Canada	Canadian Businesses' Views on Canada Post Services	POR 135-21	The Earnscliffe Strategy Group Inc.	\$155,626.92
Public Services and Procurement Canada	Canadians' Views on Canada Post Services	POR 133-21	Ekos Research Associates Inc.	\$199,944.09
Public Services and Procurement Canada	Indigenous Peoples' Views on Canada Post Services	POR 134-21	Environics Research Group Limited	\$144,956.85
Public Services and Procurement Canada	Pension Member Service Feedback Survey	POR 130-20	Advanis Inc.	\$41,764.51
Public Services and Procurement Canada	Survey Concerning the Parliamentary Precinct	POR 029-20	Ekos Research Associates Inc.	\$10,979.22



Royal Canadian Mounted Police	2021 to 2022 Canadians' Views of RCMP Policing Services	POR 115-21	Ekos Research Associates Inc.	\$83,765.15
Shared Services Canada	Pre-testing Shared Services Canada's "Employer of Choice" strategy	POR 110-21	Phoenix SPI	\$49,966.41
Transport Canada	Boating Safety in Canada	POR 056-21	EnviroNics Research Group Limited	\$132,683.44
Transport Canada	Canadians' Awareness and Understanding of Southern Resident Killer Whales	POR 050-21	Phoenix SPI	\$84,709.25
Transport Canada	Canadians' Confidence in Marine Safety 2021 to 2022	POR 062-21	Ekos Research Associates Inc.	\$157,071.90
Transport Canada	Public Opinion Research Study: Canadians' Awareness and Understanding of Southern Resident Killer Whales and Boating Safety	POR 014-21	Phoenix SPI	\$63,897.05
Treasury Board of Canada Secretariat	Causes and Impacts of Harassment and Discrimination of Persons with Disabilities in the Federal Public Service	POR 083-21	Phoenix SPI	\$95,810.55
Veterans Affairs Canada	2020 Veterans Affairs Canada National Client Survey	POR 033-19	Forum Research Inc.	\$212,654.70
Veterans Affairs Canada	2021 to 2022 Mental Health Ad Campaign, Advertising Campaign Evaluation Tool (ACET)	POR 090-21	Léger Marketing	\$49,720.57



Veterans Affairs Canada	2022 Financial Literacy Survey	POR 126-21	Ekos Research Associates Inc.	\$34,809.47
Veterans Affairs Canada	Remembrance Campaign 2021: Concept Testing	POR 018-21	Phoenix SPI	\$108,788.57
Veterans Affairs Canada	Understanding Veteran's Media Consumption Habits of Former Canadian Armed Forces and RCMP Members	POR 006-21	Ekos Research Associates Inc.	\$157,418.46
Women and Gender Equality Canada	Attitudes and Awareness of Gender-Based Violence Among Youth in Canada	POR 064-21	Environics Research Group Limited	\$135,088.90
Total				\$16,633,764.64

Note for table 3

A registration number is assigned to each study. This number can then be used to find the report on [Library and Archives Canada](#)'s 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 represented in the fourth column represent the total value of all contracts issued in the 2021 to 2022 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

A syndicated study is not for the exclusive use of the Government of Canada. The contract is similar to a subscription. It gives the government the access to the findings from an independent research study, which are then shared with all federal departments. Because the costs are shared among subscribers, syndicated studies are an economical way of obtaining valuable insights on issues important to Canadians.

In 2021 to 2022, the government subscribed to 11 syndicated public opinion research studies at a total value of \$1,426,827.50.

Table 4: Volume of syndicated research studies in 2021 to 2022

Syndicated study title	Supplier	Contract value
Canadians' Knowledge, Behaviors, Attitudes, Perceptions, and Preferred Intervention Strategies Related to Synthetic (Plastic) Microfibers	Fraser University	\$39,267.50
Economic Engagement with Priority Markets in the Asia Pacific	The Asia Pacific Foundation of Canada	\$100,000.00
Exploring Western Canadian Identity 2022	Pollara	\$68,930.00
Forrester Research Customer Experience Index and Benchmarking, Third Edition (2021)	Forrester Research Limited	\$118,462.00
Indigenous Insights, Volume 5, 2021 to 2022	The Earnscliffe Strategy Group Inc.	\$220,350.00
North of 60 and Remote Community Monitor	Environics Research Group Limited	\$153,680.00
Social Norms and Racism in Canada	Environics Institute	\$135,600.00
The Canadian Millennials Report	Abacus Data	\$74,128.00



The Risk Monitor, Fourth Edition	Ekos Research Associates Inc.	\$105,090.00
The Risk Monitor, Fifth and Sixth Editions	Ekos Research Associates Inc.	\$205,660.00
The Risk Monitor, Seventh and Eighth Editions	Ekos Research Associates Inc.	\$205,660.00
Total	11	\$1,426,827.50



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 the project's low 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 \$250,000.

For public opinion research requirements falling outside the scope of the standing offer or for which the estimated contract value exceeds \$250,000, an open process called **public tender** can be used. This means that the government posts a request for proposals on buyandsell.gc.ca to allow interested suppliers to bid for the research project. After a thorough evaluation, the supplier with the best proposal wins the contract.

Solely Public Services and Procurement Canada (PSPC) is allowed to issue contracts for public opinion research services. For more information, please visit our web page on [contracting public opinion research](#).

Note

These values include applicable taxes. The maximum contract value for a call-up against a standing offer was \$250,000 in 2021 to 2022.



Table 5: Procurement methods for public opinion research in 2021 to 2022

Procurement methods	Number of research studies	% Contract value	Contract value
Call-ups against the standing offers	138	80.3%	\$14,506,733.96
Public tenders (buyandsell.gc.ca)	4	11.4%	\$2,059,767.43
Subscriptions to syndicated studies	11	7.9%	\$1,426,827.50
Sole-source contracts not exceeding \$40K	2	0.4%	\$67,263.25
Total	155	100%	\$18,060,592.14

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, 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
April 1, 2017 to March 31, 2018	124	\$11.9



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 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.

Five series of public opinion research services were available in 2021 to 2022:

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:

- AC Nielsen Company of Canada
- Advanis Inc.
-
- Ekos Research Associates Inc.
- IE Market Research Corp.
- Ipsos-Reid Corporation
- Kantar TNS Inc.
- Léger Marketing
- 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:

- AC Nielsen Company of Canada
- Advanis Inc.
-
- Ekos Research Associates Inc.
- Ipsos-Reid Corporation
- Kantar TNS Inc.
- Léger Marketing
- Narrative Research Inc.





- Elemental Data Collection Inc.

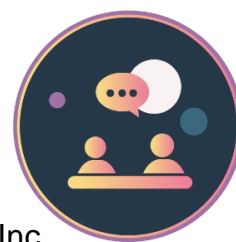
Qualitative research (series C)

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

- AC Nielsen Company of Canada
- Pollara
- Quorus Consulting Group Inc.
- Ekos Research Associates Inc.
- Sage Research Corporation
- Léger Marketing
- The Earnscliffe Strategy Group Inc.
- Narrative Research Inc.
- Phoenix SPI



Quantitative research (series D)

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

- Ekos Research Associates Inc.
- Léger Marketing
- Environics Research Group Limited
- Patterson, Langlois Consultants, Ad Hoc Recherche Inc., Amanda Parriag,
- Forum Research Inc.





- Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel
- Kantar TNS Inc.
- Sylvain Laroche, Consultant Inc. in joint venture
- Phoenix SPI
- Quorus Consulting Group Inc.
- The Earnscliffe Strategy Group Inc.

Qualitative and quantitative research (series E)

Departments may use this standing offer for a combination of qualitative and quantitative methods for the following services: developing the research design, data collection, analyzing, presenting and reporting the results.

Both qualitative and quantitative methodologies may be used to meet the research objectives of specific projects.

Standing offer holders for series E:

- AC Nielsen Company of Canada
- Ekos Research Associates Inc.
- Environics Research Group Limited
- Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel
- Ipsos-Reid Corporation
- Léger Marketing
- Patterson, Langlois Consultants, Ad Hoc Recherche Inc., Amanda Parriag, Sylvain Laroche, Consultant Inc., in joint venture
- Phoenix SPI
- Quorus Consulting Group Inc.
- The Earnscliffe Strategy Group Inc





Public opinion research-related laws, regulations and policies

Laws 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

Treasury Board 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 from 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