

Public Opinion Research in the Government of Canada



Public Opinion
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in the
Government
of Canada



ANNUAL REPORT 2006–2007

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Minister's Message



I am pleased to present the 2006–2007 Annual Report on *Public Opinion Research in the Government of Canada*.

Public opinion research is an important channel of communication between government and citizens. It helps government understand Canadian society and identify citizens' needs and expectations when developing its policies, programs and services.

In the past year, the government made significant progress toward increasing transparency and strengthening accountability with the *Federal Accountability Act* and Action Plan.

One of the most significant changes is the new statutory responsibility for departments and agencies to submit written reports of their public opinion research projects directly to Library and Archives Canada within six months of the completion of fieldwork. Equally important is the legislated commitment to fairness and openness in contracting for public opinion research.

Also resulting from the commitments made in the *Federal Accountability Act* and Action Plan, the Government of Canada appointed an Independent Advisor to conduct a review of past public opinion research practices across government. This review will, among other things, address issues raised in the Auditor General's 2003 report and determine whether any further action is required.

In keeping with our desire to continuously improve the way public opinion research is done, the Department brought together an Advisory Panel on Telephone Public Opinion Survey Quality, which developed new standards and guidelines for the Government of Canada research community. Drawn from the latest Canadian, U.S. and international standards, these new best practices will help ensure that the Government of Canada conducts high-quality public opinion research.

Finally, it is important to mention that, in her February 2007 report to Parliament, the Auditor General noted improvements in the way the government conducts public opinion research since her November 2003 report. The Auditor General stated, "PWGSC has made satisfactory progress in ensuring that it awards contracts for advertising and public opinion research through a fair and transparent process, in accordance with the Treasury Board's Contracting Policy."

This report documents productive measures taken by the government in support of public opinion research—measures on which we will continue to build to ensure the constant renewal of public opinion research activities.

Michael M Fortier

Minister of Public Works and Government Services

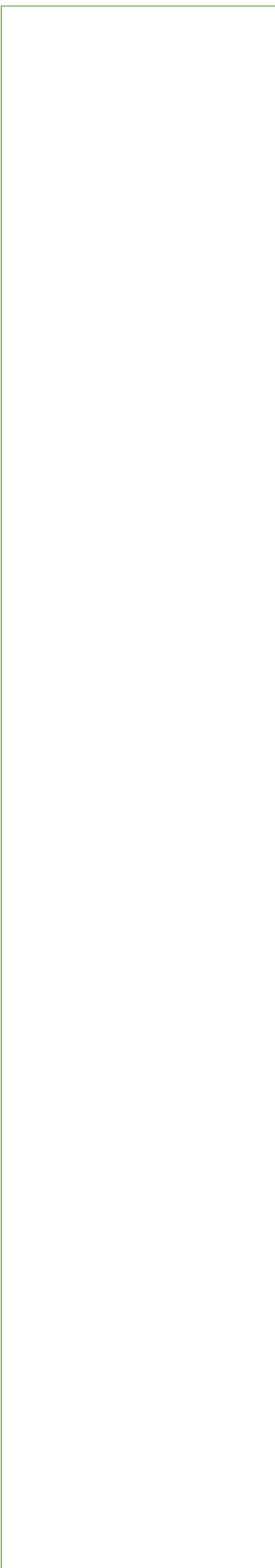


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Introduction

The government's obligation to reach out and communicate with citizens is concomitant with the right of citizens to address and be heard by their government. In a democracy, listening to the public, researching, evaluating and addressing the needs of citizens is critical to the work of government. The government must learn as much as possible about public needs and expectations to respond to them effectively. The dialogue between citizens and their government must be continuous, open, inclusive, relevant, clear, secure and reliable. Communication is a two-way process.

—*Communications Policy of the Government of Canada*,
Treasury Board of Canada, August 1, 2006

Public Works and Government Services Canada (PWGSC) works together with other federal organizations to serve Canadians efficiently and cost-effectively. PWGSC aims to deliver federal government services smarter, faster and at reduced cost. The Department has coordinating and contracting authority for public opinion research (POR) within the government. It exercises this authority through two of its directorates, which work closely with each other:

- **The Public Opinion Research Directorate** (PORD). When federal organizations plan public opinion research projects, they must consult the Directorate from the initial stages. The Directorate offers technical advice and guidance on legislative and policy requirements, methodology, and generally accepted standards of the marketing research industry.
- **The Communications Procurement Directorate** (CPD) provides a mandatory common service as the government's contracting authority for public opinion research.

How Public Opinion Research Is Managed in the Government of Canada

Public opinion research in the Government of Canada is the planned gathering, by or for a federal institution, of people's opinions, attitudes, perceptions, judgments, feelings, reactions or views (including those of government employees). The information may concern a broad range of activities. Examples include policy-making, marketing, communications and advertising, program evaluation, quality of service studies, customer satisfaction studies, and product development.

The information gathered assists in various tasks:

- developing programs, services and communications products;
- assessing policy initiatives and plans;
- designing delivery methods for government programs and services;
- measuring the demands and expectations of the Canadian population and stakeholders (e.g. businesses); and
- evaluating programs and services to ensure value for public money spent.

The *Communications Policy of the Government of Canada* sets out a framework for conducting public opinion research. The framework is mandatory for departments and agencies identified in schedules I, I.1 and II of the *Financial Administration Act*. The Policy does not apply to other institutions, such as Crown corporations and those authorized to undertake their own contracting under sections 41(1) and 41(2) of the Act. This report focuses on the POR activity of institutions covered by the Policy.

When appropriate, departments and agencies may use public opinion research in support of their operations, from designing programs and services to ensuring that goals and expectations are met. A department/agency conducting research names a POR coordinator, who is responsible for overseeing the organization's research projects and acting as liaison with PWGSC.

To ensure coherent, cost-effective management of public opinion research throughout the government, institutions must proceed as follows:

- They must coordinate the planning and implementation of public opinion research with PWGSC in accordance with the established procedures.
- They must contract public opinion research services through PWGSC. As the Government of Canada's technical and coordinating authority for public opinion research, PWGSC reviews and advises on the research plans and strategies of federal institutions, and assigns project registration numbers authorizing contracts to proceed.
- They must ensure that the principles of fair information practices embodied in sections 4 to 8 of the *Privacy Act*, as well as in the *Personal Information Protection and Electronic Documents Act*, are respected in any public opinion research.
- Within six months of the completion of public opinion research fieldwork, they must provide copies of final reports to Library and Archives Canada and to the Library of Parliament.
- They must share research results with PWGSC, as well as other federal departments and agencies that have an interest in the findings.
- They must release final research results to the public promptly on request.

Departments and agencies are responsible for the quality, content and management of the public opinion research they undertake.

On April 11, 2006, the Government introduced the new *Federal Accountability Act* and Action Plan. Among other things, these measures, as well as the Communications Policy of the Government of Canada, seek to strengthen the management of public opinion research. These include:

- Research findings collected under contract must be made available, in writing, to the public by departments and agencies through Library and Archives Canada and the Library of Parliament, within six months of the completion of fieldwork.
- Contract information and executive summaries of completed projects must be posted on the Internet (on a Library and Archives Canada website) for ease of public access.
- The bidding process for contracting of public opinion research and advertising activities must be open, fair and transparent.

The *Federal Accountability Act* received Royal Assent on December 12, 2006.

About the Report

This is the sixth annual report on public opinion research in the federal government. It contains information on the following:

- Chapter 2 discusses projects coordinated by PWGSC to help maintain the quality and integrity of public opinion research in the government, and to help departments and agencies fulfill their research needs.
- Chapter 3 presents government-wide trends in public opinion research. In the past fiscal year (April 1, 2006, to March 31, 2007), 562 POR projects were coordinated through PWGSC; these had a contract value of \$31.4 million and used the services of 66 research firms.
- Chapter 4 summarizes POR activities undertaken by departments and agencies, particularly those that have been most active in public opinion research.
- Chapter 5 gives details of research firms used by the government for both custom and syndicated research.
- Chapter 6 explains where to obtain more information.
- Appendix I lists departments/agencies engaged in POR during the past year.
- Appendix II lists all firms contracted to perform POR during the past year.
- Appendix III groups syndicated studies purchased by the government by theme.
- Appendix IV lists all standing offers and supply arrangements in place for POR during the past year.

The report covers public opinion research projects and contracts coordinated through Public Works and Government Services Canada.

Management of Public Opinion Research in the Government of Canada

In her February 2007 follow-up report to Parliament, the Auditor General of Canada indicated that the federal government had made satisfactory progress in improving its public opinion research (POR) activities since her previous report of November 2003 (released in February 2004). The Auditor General particularly noted progress in ensuring that:

- contracts for public opinion research are awarded through a fair and transparent process, in accordance with the Treasury Board's *Contracting Policy*;
- spending on public opinion research is properly controlled; and
- the results of public opinion research are measured and reported in accordance with the *Communications Policy of the Government of Canada*.

The improvements were the result of a number of measures undertaken by Public Works and Government Services Canada (PWGSC) and other departments and agencies, including the Treasury Board of Canada Secretariat, over the past three fiscal years:

- renewal of the public opinion research contracting process;
- steps to make final reports accessible to all Canadians; and
- continued improvement of the Research Information Management System (RIMS) database, and its promotion to government organizations.

In her November 2005 report to Parliament, the Auditor General had noted a number of concerns regarding the quality and reporting of surveys. In response, the following initiatives were organized and completed in 2006–2007.

Advisory Panel on Telephone Public Opinion Survey Quality

The Advisory Panel on Telephone Public Opinion Survey Quality was established to provide advice and guidance to the Public Opinion Research Directorate (PORD) on survey quality standards and benchmarks appropriate to public opinion telephone survey research conducted for the Government of Canada. The panel consisted of eight members representing the government, the marketing research industry and the academic community. A report on the panel's findings was completed in March 2007.

The Panel made wide-ranging recommendations regarding standards and guidelines for the entire process of telephone survey research activities conducted for the Government of Canada. For example, it called for minimum requirements for each of the following:

- statements of work issued by departments and agencies for public opinion research that they wish to be performed;
- proposals prepared by contractor firms and submitted to the Government of Canada for its consideration;
- pretesting of questionnaires;
- sampling procedures for surveys;
- training and briefing of interviewers;
- survey procedures such as callbacks;
- reporting of survey response rates;
- procedures for data entry, coding and data editing; and
- data analysis and reporting.

The Panel's report attempts to address the long-term, worldwide trend toward declining response rates in telephone surveys. The report sets guidelines for acceptable response rates, depending on the type of survey conducted. It also recommends that firms prepare a report on the possible non-response bias in the survey—that is, the extent to which demographic and other characteristics of the survey sample might differ from the general population.

The report is available to the public. It has been circulated to the public opinion research community within the Government of Canada and to the marketing research industry across Canada. All relevant aspects of the report's recommendations are being incorporated into the draft documents for the government's new POR contracting tools.

Best Practices in Public Opinion Research: Improving Respondent Cooperation for Telephone Surveys

Also completed in February 2007 was a study identifying best practices for maximizing response rates to federal public opinion research conducted by telephone. The study involved a literature review and interviews with individuals in academia, government and the industry who are involved with and knowledgeable about telephone survey research. It focused on strategies to help ensure that telephone surveys conducted for the Government of Canada achieve the highest possible response rates within the parameters of each study.

The document is intended for use by departments and agencies for their own review and for discussions with research suppliers. It was released to departments and agencies and was made available to the public on the PWGSC website in April 2007. The best practices incorporate guidelines and procedures that should be considered throughout the research study, from the design phase of the project through the reporting phase. The report includes a checklist of best practices for use by departments and agencies, and an assessment of the relative impact of best practices on response rates.

In addition, as part of ongoing efforts to meet departments' and agencies' needs, the Public Opinion Research Directorate carried out a second client satisfaction study in 2006–2007 that indicated an overall satisfaction rating of 89 out of 100 (see p. 15).

Renewal of Public Opinion Research Procurement Instruments

In May 2004, following consultations by Public Works and Government Services Canada with industry associations and departments, a series of standing offers and supply arrangements for POR were introduced. These tools facilitated faster and more efficient access for departments/agencies to the services of proven research suppliers, at competitive prices.

The Communications Procurement Directorate (CPD) works with the Public Opinion Research Directorate to ensure unified and seamless service to departments and agencies. CPD is the sole contracting authority for public opinion research for institutions identified in schedules I, I.1 and II of the *Financial Administration Act*. Before CPD may issue any contract for public opinion research, the research project must first be reviewed by PORD.

During the past fiscal year, preparations were made to put in place new contracting instruments. These will incorporate requirements of the *Federal Accountability Act*, and will meet relevant standards and guidelines emerging from the reports of the Advisory Panel on Telephone Public Opinion Survey Quality and the study of best practices for maximizing response rates to federal public opinion research by telephone. Consultations on creating the new instruments are planned to take place within the federal government, as well as with the marketing research industry.

Public Opinion Research Directorate

The Public Opinion Research Directorate provides a mandatory common service coordinating public opinion research for federal institutions.

PORD provides guidance, offers advice, organizes information sessions, and develops research guides and other publications. These help federal organizations to achieve their research objectives and meet their accountabilities in ensuring the value and quality of the research they undertake.

With the increasing use of public opinion research, the Government of Canada aims for:

- *value for money*, by avoiding duplication of effort; and
- *transparency*, by making completed research available to the public through Library and Archives Canada.

Two PORD units aid departments and agencies with their research needs. They also facilitate the procurement of services, share best practices and research results, and coordinate work across federal organizations.

- **Advisory Services** works closely with research coordinators in departments and agencies, guiding them through the steps in the process of acquiring POR services. The unit offers assistance tailored to the specific needs and objectives of each organization, on topics such as methodology, questionnaire design, legislative and policy requirements, industry standards, procurement methods, and ways of achieving value for money. After reviewing a project determined to be

POR, the assigned advisor issues a registration number and submits the project to the Communications Procurement Directorate, which prepares a contract. In 2006–2007 advisors reviewed, coordinated and registered 562 POR projects.

- **Knowledge Management** fosters partnerships and the sharing of public opinion research across the federal government. The unit develops and manages the online Research Information Management System, prepares the annual report on POR in the Government of Canada, produces research guides and online resources, and organizes information-sharing meetings and training sessions for the POR interdepartmental community of practice. The unit works with a variety of research experts, Statistics Canada, and the Marketing Research and Intelligence Association (see box, p. 14) to build the capacity of POR practitioners within the government, and to raise the level of their knowledge and skills. Knowledge Management also promotes the sharing of research reports. In 2006–2007, 343 final custom research reports were deposited by PORD and contracting departments/agencies with Library and Archives Canada and with the Library of Parliament, in accordance with the *Communications Policy of the Government of Canada*.

The Public Opinion Research Directorate offers the government POR community tools and resources to help federal practitioners in designing and conducting public opinion research projects.

Electronic Project Management Database

The Research Information Management System (RIMS) is an Internet-based database that is used to coordinate public opinion research activities across government. The system enables users to share information on research projects, identify partnership opportunities on horizontal issues and reduce duplication of effort. The database is available to all federal organizations through the PWGSC government portal. Departmental research coordinators are able to submit information for new projects, track project progress and generate reports on departmental POR activities.

The system was promoted and further developed in 2006–2007. For example:

- Training sessions for new users were held throughout the year. A number of new system-generated reports were created to support institutions' needs, such as a Justification/Rationale report.
- A "My Department's Portfolio" feature was added to offer departmental POR coordinators a means to view all the projects being initiated within the POR group in their department.
- The RIMS database now has over 200 registered users.

New System for Managing Research Reports

On August 1, 2006, the *Communications Policy of the Government of Canada* was amended, bringing into force certain provisions of the Federal Accountability Action Plan. The amended Policy establishes a new system for POR contracts awarded on or after August 1, 2006. Within six months of the completion of fieldwork, institutions are responsible for depositing their final research reports with Library and Archives Canada and with the Library of Parliament. Library and Archives Canada has developed a website on which it posts executive summaries of research reports in both official languages, along with contact information and other basic details.

Resources and Publications

- The final report of the Advisory Panel on Telephone Public Opinion Survey Quality was completed in March 2007. The report provides advice and guidance on survey quality standards and benchmarks for public opinion telephone survey research conducted on behalf of the Government of Canada.
- Also in March 2007, PWGSC published *Best Practices in Public Opinion Research: Improving Respondent Cooperation for Telephone Surveys*. Intended for public servants who undertake POR on behalf of the Government of Canada, this is a practical guide to achieving and maintaining high response rates in telephone surveys.

- A POR section was developed on the PWGSC Extranet portal. It contains information and tools for departments and agencies, including:
 - access to the RIMS database;
 - an orientation guide to POR in the Government of Canada;
 - information on contracting POR within the government;
 - access to POR reports online in Library and Archives Canada's Electronic Collection;
 - the *Advisory Panel on Telephone Public Opinion Survey Quality Final Report*, and the study *Best Practices in Public Opinion Research: Improving Respondent Cooperation for Telephone Surveys*;
 - annual reports on Government of Canada POR; and
 - many other useful resources, links and publications.

- *The Research Corner* is an online newsletter for departmental research coordinators. It highlights new practices, joint government–industry initiatives, recent projects by federal organizations and other issues of interest to the Government of Canada POR community. Two bilingual editions were produced in 2006–2007.

Continuing Good Relations With Industry

In 2003 the Government of Canada, represented by PWGSC, began meeting regularly with the industry as represented by the Marketing Research and Intelligence Association (MRIA). The result has been a growing and productive working relationship that deals with issues of mutual interest. These include:

- ensuring that all Government of Canada surveys contracted through the POR standing offers and supply arrangements are registered with the MRIA Survey Registration System;
- consultations on research quality;
- identification of best practices in research;
- participation of two MRIA-nominated representatives on the Advisory Panel on Telephone Public Opinion Survey Quality;
- participation in research studies to give voice to wide-ranging matters of concern to the public; and
- development of new courses in public opinion research that are directly relevant to federal government employees.

Building on the reports of the Advisory Panel and the best practices study, the Government of Canada is developing new standards and guidelines for public opinion research. These will help contribute to research quality.

Public Opinion Research Community of Practice

The Public Opinion Research Directorate continued to coordinate and participate in meetings of the federal community of practice and other interdepartmental working groups during the past fiscal year. The community includes POR practitioners from 36 departments and agencies. It met regularly to share information and address issues of common concern, such as survey quality and response rates, procurement issues, emerging research techniques, new survey software, joint initiatives and partnerships, and new legislation and policy requirements. Some of the topics covered included: online panels—lessons learned; a presentation on hybrid qualitative-quantitative methodologies; a Marketing Research and Intelligence Association presentation on industry standards; changes to the *Communications Policy of the Government of Canada*; and implications of the *Federal Accountability Act*.

Learning Activities

For PORD's advisors and the Government of Canada POR community of practice, the Knowledge Management Unit seeks to foster education and capacity-building in public opinion research. In 2006–2007, the unit organized learning sessions on various subjects. They included:

- the Marketing Research and Intelligence Association's standard course on questionnaire design;
- a Statistics Canada course on survey sampling;
- a seminar on scales for questionnaires;
- a seminar on surveys through the Internet, a rapidly growing medium of survey research;
- an introductory course on advertising research; and
- an Internet-based seminar on online qualitative research.

Canada's Marketing Research Industry

The marketing research industry in Canada accounts for almost three quarters of a billion dollars in research activities annually, including \$31.4 million in 2006–2007 with the Government of Canada.

The Canada-wide **Marketing Research and Intelligence Association** counts among its members over 1,800 practitioners, small to large research houses, and private-sector buyers of research services. Its mission is to promote a positive environment in which the industry can operate effectively, to the benefit of the public. Among its products and services are the following:

- rules of professional conduct and ethical practice for its members;
- the Certified Marketing Research Professional (CMRP) designation for marketing researchers;
- the School of Marketing Research, featuring a full slate of courses on all aspects of the subject; and
- the Survey Registration System, which enables the public to verify the legitimacy of a survey, obtain information about the industry and register a complaint against a member of the Association.

Performance Measurement

In 2006–2007 the Public Opinion Research Directorate conducted its second client satisfaction survey. The survey posed a number of questions to the Directorate's clients, who are departmental POR coordinators and other persons responsible for public opinion research projects in the Government of Canada. The questions covered the following topics:

- use of the Directorate's services;
- satisfaction with services provided by the Directorate;
- future requirements for services provided by the Directorate; and
- interest in participating in different types of skills-building activities.

The quantitative survey examined issues related to the quality and usefulness of advice, information sharing and knowledge transfer. It included satisfaction measures of timeliness and accessibility, as well as performance measures of the usefulness of program and service offerings, quality of information, and efficiency of service. Also assessed was the usefulness of POR publications, network meetings, information sessions and products, and the project management database.

The client satisfaction survey involved an online survey of 183 clients of the Public Opinion Research Directorate. Ninety-three clients completed the survey, representing a response rate of 51 percent. Because the survey was based on a self-selected sample, calculation of the margin of error and confidence interval is not appropriate.

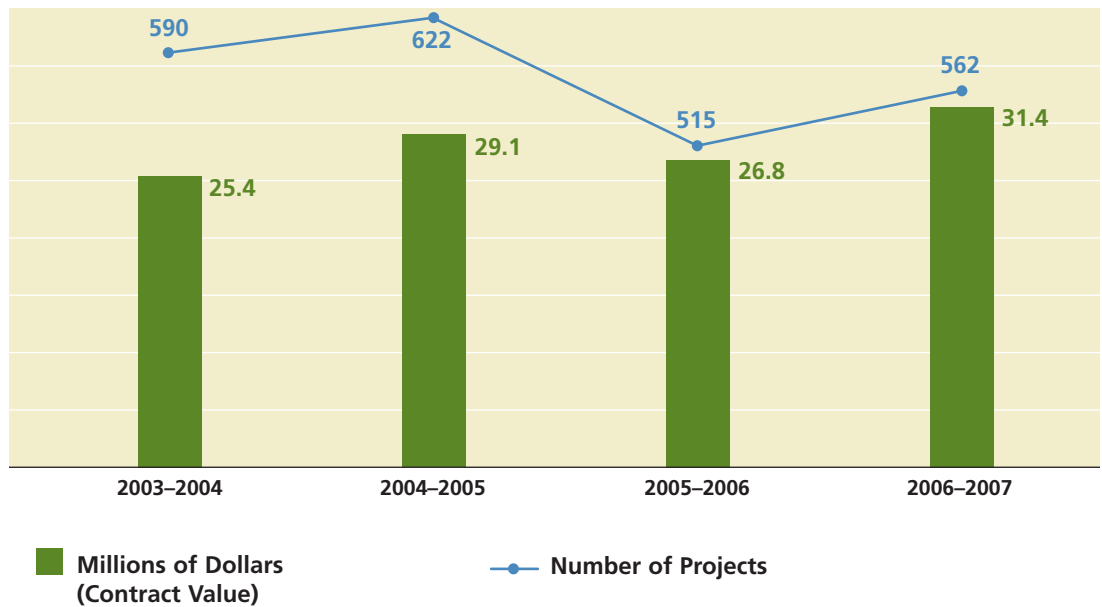
On a scale of 0 to 100, the survey found a satisfaction rating of 93 with POR staff's helpfulness. For both usefulness of the advice offered and for overall satisfaction, the rating was 89 out of 100.

The results will assist the Directorate in improving its services to departments and agencies—particularly by developing educational initiatives, such as information exchange events.

Also in 2006–2007 the Directorate began work on developing service standards that will be implemented over the coming year to better enable the Directorate to serve its clientele.

Trends in Public Opinion Research in the Government of Canada, 2006–2007

Total Projects Coordinated by the Public Opinion Research Directorate



The dollar value of public opinion research (POR) coordinated through the Public Opinion Research Directorate in 2006–2007 was \$31.4 million, up from \$26.8 million the previous year. The 2006–2007 number

of 562 projects is also higher than the previous year, when some projects were not undertaken because research activities had to be suspended during the federal election period.

Notes

Projects contracted in a fiscal year may be carried out over more than one fiscal year.

Numbers presented in the chart for previous years have been adjusted to reflect minor changes made after publication of the 2005–2006 report.

Top Departments and Agencies for Public Opinion Research Coordinated by the Public Opinion Research Directorate

Department/Agency	Contract Value (Thousands of dollars)	Number of Projects
HEALTH CANADA (INCLUDING THE PUBLIC HEALTH AGENCY OF CANADA)*	7,093	101
HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA (INCLUDING SERVICE CANADA)**	3,789	67
ENVIRONMENT CANADA	2,044	30
PRIVY COUNCIL OFFICE	1,480	12
AGRICULTURE AND AGRI-FOOD CANADA	1,461	16
NATURAL RESOURCES CANADA	1,397	36
INDUSTRY CANADA	1,384	25
DEPARTMENT OF NATIONAL DEFENCE	1,276	21
CANADA REVENUE AGENCY	1,032	25
FOREIGN AFFAIRS AND INTERNATIONAL TRADE CANADA	1,029	22

Health Canada has led all departments in the use of public opinion research for several years, reflecting the fact that health care continues to be a top priority for Canadians and the Government of Canada. This trend continued in 2006–2007. Contracts awarded on behalf of Health Canada accounted for 23 percent of the total value of contracts and 18 percent of the total number of projects for the Government of Canada in 2006–2007; this includes the 26 projects undertaken by the Public Health Agency of Canada, with a

contract value of \$2.3 million. Human Resources and Social Development Canada (including Service Canada) ranked second in value of contracts, as it had the previous year. The value of its 67 POR projects was almost \$3.8 million. Eight departments and agencies had research requirements in the range of \$1 million to \$2 million in 2006–2007, compared with seven the previous year.

For highlights of the research undertaken by the largest users of public opinion research, see Chapter 4 (p. 21).

Notes

* Three contract amendments for cancelled projects were issued by the Communications Procurement Directorate after March 31, 2007. They are included here to better represent actual contract values.

** Human Resources and Social Development Canada was created on February 6, 2006, through the consolidation of the former Department of Human Resources and Skills Development and the Department of Social Development. Its POR contracts in 2006–2007 were awarded under the still legal names of its two predecessor departments.

Custom and Syndicated Research

Custom public opinion research is work commissioned for a specific department or agency. The commissioning organization holds the intellectual property rights to reports and other materials generated by the project. It makes these products available to other federal organizations and the public through Library and Archives Canada, and to parliamentarians and the media through the Library of Parliament. Custom research accounts for most of the POR work undertaken by the government.

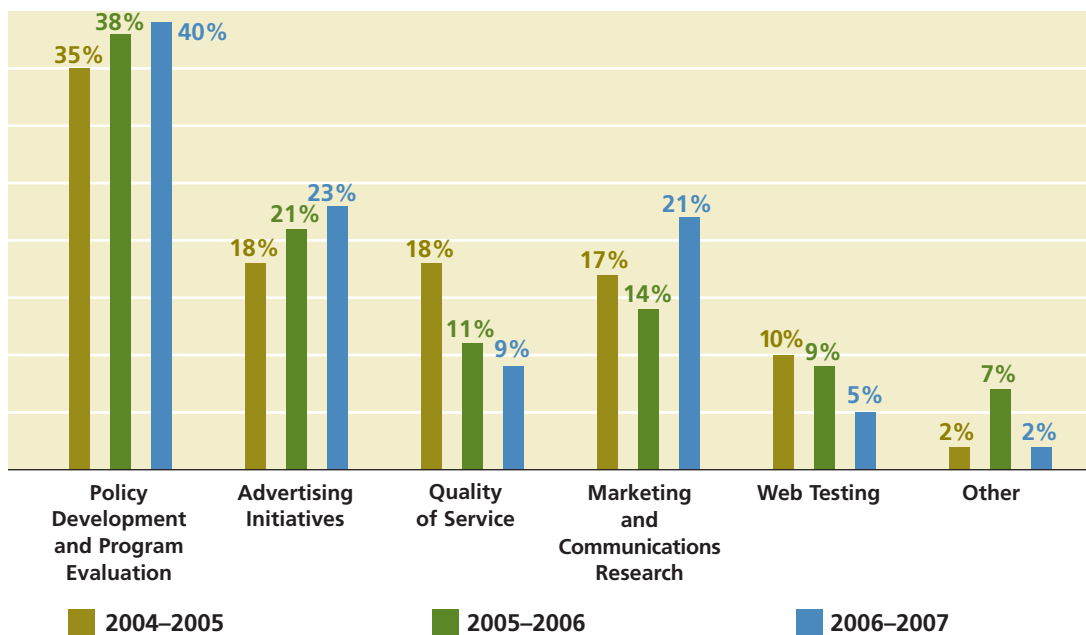
Syndicated research studies are developed by marketing research firms, which make them available to paying subscribers in the private and public sectors. These off-the-shelf products often contain trend information on various topics. The firms retain copyright and sole responsibility for managing the studies' content. Subscribers are usually prohibited from distributing the information to non-subscribing parties.

Syndicated research is sometimes the most cost-effective option for meeting departmental research needs because the research costs are shared among the subscribers.

In 2006–2007 Foreign Affairs and International Trade Canada led the bulk purchase of *Looking Towards Canada*, a syndicated study of investment conditions in Canada and internationally. Partners in the purchase were other federal departments and the governments of Quebec and Ontario. The study was released in April 2007.

In 2006–2007 the federal government issued contracts worth \$27.5 million for 422 projects in custom research; these accounted for approximately 88 percent of the total contract value of all public opinion research for the fiscal year. Contracts for syndicated studies amounted to \$3.9 million and involved 140 projects.

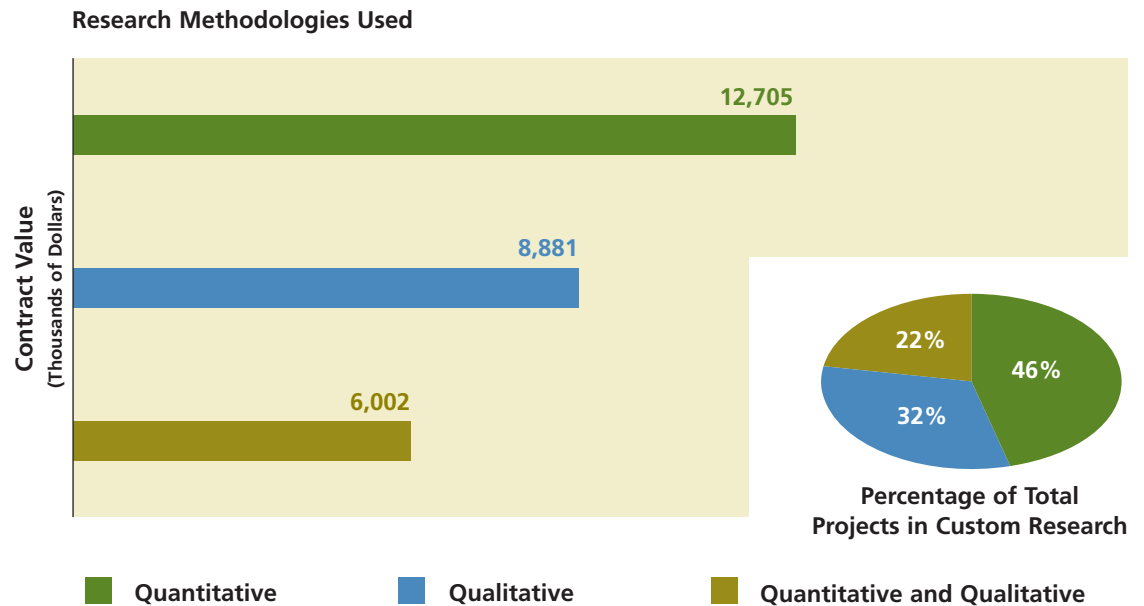
Custom Research Trends by Type of Research, 2004–2007



Policy Development and Program Evaluation represented the largest segment of all custom research in the Government of Canada in 2006–2007, with 40 percent of the total contract value. This was similar to 2005–2006, when research in this field accounted for 38 percent of all custom research. Advertising Initiatives (including advertising tracking and testing, as well as product testing) accounted for 23 percent, and Marketing and Communications Research stood at 21 percent in 2006–2007 compared with 14 percent the previous year.

Research contracted to measure the effectiveness of the Internet decreased to 5 percent from 9 percent the previous year. Research contracted to measure quality of service also decreased slightly, from 11 percent in 2005–2006 to 9 percent in 2006–2007. The shares of different types of research vary from year to year according to the varying needs of institutions. Other research, including questionnaire design, accounted for 2 percent of the total, down from the previous year's 7 percent.

Percentage and Total Contract Value of Projects Based on Research Methodology for Custom Research, 2006–2007



Quantitative research is the collecting of information from some members of a population through structured techniques (surveys), with the aim of drawing conclusions for the total target population. Generally, surveys are based on random sampling. A quantitative approach is typically used when statistical results are required. Forty-six percent of the research undertaken in the fiscal year fell into the category of quantitative research, compared with 45 percent in 2005–2006.

Qualitative research is the collecting of information from some members of a population through unstructured or semi-structured techniques, such as focus groups or interviews. A qualitative

approach is typically used when the research needed is exploratory, in-depth or about very complex issues. The approach allows for looser discussion. In such cases, this will be more effective at meeting research objectives than would an inflexible questionnaire with rigid response categories for each question. Since the research is exploratory, results cannot be projected to the general population. Thirty-two percent of the custom research in 2006–2007 fell into this category, down from 43 percent the previous year.

Projects consisting of both quantitative and qualitative research accounted for the remaining 22 percent of projects undertaken during the fiscal year.

Highlights Of Key Public Opinion Research Projects

For this report, the 10 departments and agencies that were most active in public opinion research (POR) were each invited to present a brief overview of work conducted in the fiscal year. Their contributions follow.

Health Canada

In 2006–2007, Health Canada and the Public Health Agency of Canada continued to make extensive use of public opinion research in developing policy and program initiatives, as well as social marketing and public education campaigns. The information collected helped ensure that the initiatives met the needs of end users or target audiences, including the general public, First Nations and Inuit peoples, health care professionals, non-governmental organizations, and other stakeholders.

Studies explored Canadians' views and experiences related to the environment and their health, particularly issues such as radon, chemicals and a proposed Air Quality Health Index. The Department's anti-tobacco campaign was bolstered through research on second-hand smoke, health warning messages, tobacco industry advertising, and both occasional smokers and "discount" smokers (those who

purchase discount cigarettes). To help Canadians make healthy choices, research was conducted to inform social marketing campaigns on the topic of healthy pregnancy. These campaigns were directed at First Nations and Inuit women, as well as the general population. Research was also undertaken in connection with a revised *Canada's Food Guide* for both the general population and Aboriginal Canadians.

The Department seeks to improve the health status of First Nations and Inuit populations. In support of these efforts, research in 2006–2007 provided valuable insights on issues such as immunization practices, awareness of boil water advisories and reactions to them, healthy pregnancy, and suicide prevention.

Health Canada subscribed to a variety of syndicated studies to gain information and understanding about:

- the current public policy environment, including priorities for the Canadian public;
- various groups within the population, such as youth and seniors; and
- specific health-related issues.

Over the year, the Tobacco Control Programme at Health Canada conducted three projects using less conventional methods of assessing program impact. The Second-Hand Smoke Campaign evaluation surveyed parents who smoked about their knowledge, attitudes and behaviours regarding second-hand smoke in their home. The parents were surveyed prior to the campaign and then the same parents were contacted after the campaign aired. The differences in responses to these two surveys, as well as the differences in responses dependent on exposure to the ads, were used as a means of assessing the impact of the campaign.

A similar longitudinal approach was used to examine the impact of two Internet-based programs intended to help people quit smoking. By collecting data from the same individuals over a period of time, Health Canada was able to assess the programs' short- and medium-term impacts. These methods allowed more reliable assessment of the Department's success in helping Canadians to lead healthier lives.

In 2007–2008, the Department will further investigate attitudes, awareness, knowledge and behaviours in areas such as pandemic preparedness, indoor air and water quality on reserves, food regulations, HIV/AIDS, patient wait time guarantees, and the tobacco retail environment and health warning messages. Research will also support upcoming campaigns on Aboriginal wellness, healthy eating and an anti-drug strategy.

Human Resources and Social Development Canada

Public opinion research at Human Resources and Social Development Canada (HRSDC) supports the Department's policy and program development, as well as its communications activities.

In April 2006, the Department conducted a series of focus groups examining Canadians' views and perceptions on child care issues. The research found that participants of the groups welcomed the new Universal Child Care Benefit. Participants with children indicated that they wanted choice and flexibility in their child care options.

HRSDC also conducted qualitative research among seniors and near-seniors to better understand older Canadians' views on various issues relevant to the Department's mandate. Areas of greatest concern for older Canadians were health care, the cost of living and infrastructure.

In January 2007, the Department conducted the first wave of a tracking survey on public attitudes toward HRSDC policy issues. According to the respondents, the Department's core strengths are promoting literacy, ensuring the sustainability of the Canada Pension Plan and the Old Age Security program, and enabling more Canadians to obtain a post-secondary education.

In early 2007, HRSDC conducted discussion groups and interviews related to the Department's Foreign Credential Recognition program. The research found that prospective and recent immigrants tended to access labour market information infrequently and on an ad hoc basis. It also found that, before coming to Canada, immigrants appeared to focus on priorities other than employment.

In 2007–2008, the Department is planning research on issues related to families, skills development, learning and disabilities. Also planned are subsequent waves of the HRSDC tracking survey.

Service Canada is the Government of Canada's one-stop service delivery network. It conducts public opinion research projects to improve understanding of citizen needs and expectations. The research has various purposes:

- to help assess how Canadians view proposals or possible changes/initiatives;
- to help assess the effectiveness of policies, programs and services;
- to measure progress in improving services;
- to evaluate the effectiveness of advertising and other communications activities; and
- to plan and evaluate marketing and other initiatives.

Service Canada conducts surveys as well as face-to-face discussions. Its research tracks public awareness levels, tests communications materials and ideas, examines new Internet features and ensures that sites are user-friendly, and improves other access channels such as telephone and service centres. For example, a national focus group study in 2006–2007 sought feedback on a series of television, radio and print advertisements designed to raise awareness of Service Canada. Input at the stage of concept development helps ensure that the final product is successful.

In 2007–2008, Service Canada will concentrate on research that promotes organizational objectives such as strengthening citizen-centred service. Plans include major baseline research, such as general awareness and client satisfaction surveys.

Environment Canada

In 2006–2007 environmental issues became the top concern of Canadians, with the result that Environment Canada's public opinion research needs increased. In the past year the Department's research focused on issues such as chemicals and toxic substances, climate change, clean air, and meteorology. Also examined were issues related to ongoing management and human resources efforts within the Department.

Qualitative research tested and refined social marketing efforts used in connection with ecoACTION program initiatives. Other research included internally managed online evaluations of programs, products and services, as well as continued testing of improvements to Environment Canada's online resources. Of particular note, the Meteorological Service of Canada conducted its benchmark Products and Services survey, as well as large-scale research on air quality.

Environment Canada is promoting a new approach to environmental management that recognizes the links between environmental protection, health, economic competitiveness and quality of life. The approach will provide the basis for renewed consultations and collaboration with partners. For support, the Department needed a communications baseline survey that would include both quantitative data

and qualitative focus group feedback. In March 2007, a national telephone survey interviewed a representative sample of 1,200 Canadians aged 18 and older (including an oversample of 200 northern residents). At the same time 10 focus groups were held—2 each in Vancouver, Calgary, Toronto, and Halifax in English, and 2 in Montréal in French. The findings will be used to help make Environment Canada's data, information and knowledge more accessible and understandable to Canadians.

Environment Canada's Air Quality Forecast Program is evolving in line with the Department's new approach. Air quality forecasts will focus increasingly on health and cover more territory. They will be more visible and more frequent. To support the shift, research was required to provide a baseline of public awareness, use, knowledge and perceptions of the Program. For this purpose a national telephone survey was conducted in February and March 2007 with a representative sample of 4,173 Canadians aged 18 and older, or approximately 400 respondents per province. The survey findings will help the Department measure changes in public awareness and use of the air quality forecasts, and will provide highly accurate data for program evaluation.

In 2007–2008, Environment Canada will continue to explore public attitudes on nature, climate change, air quality and water. Initiatives may include surveys of Canadians' views on nature, wildlife and conservation. The Department may also continue research into knowledge, attitudes and behaviours related to air quality forecasts and smog or air quality advisories, the *Species at Risk Act*, and meteorological services to Canadians.

Privy Council Office

The Privy Council Office (PCO) works to ensure that the Prime Minister, the President of the Queen's Privy Council, and Leaders of the House of Commons and the Senate receive the highest-quality, non-partisan, consistent, objective and appropriate policy advice and recommendations.

In fulfillment of this mandate, PCO's Communications and Consultation Secretariat regularly makes use of quantitative, qualitative and syndicated public opinion research.

The Secretariat periodically conducts a Corporate Communication Survey. This is a 20-minute tracking survey of 4,000 Canadians on macro-level issues that are of interest to the government, such as their views on what should be the most important priorities of the government. PCO contracts for the survey fieldwork but itself develops the questionnaire and methodology, and undertakes professional analysis of the research results. In 2006–2007, surveys were conducted in August, December and March.

This survey increases the government's understanding of emerging trends, and measures Canadians' views on key national issues and policy initiatives. The survey provides the government with longitudinal proprietary research and allows for statistically viable analysis on a province-by-province basis. It is an important support for communications and policy advice, reflecting the diverse views and expectations of Canadians across the country.

PCO subscribes to syndicated research to enhance its public environment analysis, supplement data from the Corporate Communication Survey, and track ongoing issues (e.g. national security) and/or particular audiences (e.g. specific demographics).

From time to time, PCO conducts qualitative research to better understand the implications of the findings obtained through ongoing quantitative research. The qualitative research is often in the form of focus group discussions. It is performed to gain a deeper and more nuanced understanding of Canadians' views. In the spring of 2007, PCO conducted public consultations across Canada on Canada's democratic institutions and practices.

Agriculture and Agri-Food Canada

In 2006–2007, Agriculture and Agri-Food Canada (AAFC) implemented a strategic management framework for public opinion research. This includes:

- a forward-looking annual planning process;
- an active POR advisory committee, with representatives from across the Department; and
- time series research with Canadians, producers and the agri-food industry on broad corporate themes, issues and business activities.

AAFC also strengthened its POR advice and coordination function. It actively promoted the current guidelines and procedures and the new legal requirements for public opinion research. It shared research results and best practices, and developed a practical set of tools and checklists. The aim of these efforts was to ensure proactive compliance with the *Communications Policy of the Government of Canada* and the *Federal Accountability Act*.

The research conducted by the Department in 2006–2007 was strongly linked to a number of AAFC business priorities: environment; food safety and quality; business risk management; markets and international; and innovation and renewal.

Custom research studies included the following:

- A Strategic Issues Tracking Survey examined the awareness and attitudes of Canadians and agricultural producers on key issues facing the agricultural sector, as well as priorities of the Department.
- In China and Hong Kong, the “Branding Canada” program conducted research on consumers' food preferences in support of the Department's export promotion activities.
- AAFC conducted a set of focus groups with Canadian health groups to better understand how they perceive the relation between food and health.
- AAFC commissioned a second wave of research on consumer perceptions and behaviours related to food safety and quality. Like the first wave, this research was posted on the Internet and is widely consulted by academics, provincial governments and agricultural associations.
- The Department conducted more in-depth research on consumer attitudes and behaviours regarding food quality and organic food, as well as the information sources to which consumers turn to learn about food safety and quality. For this research AAFC adopted both a quantitative approach (using an omnibus survey) and a qualitative approach (using a focus group).

- The Department conducted a research project with producers, examining their farm business management practices and their use of government-sponsored training programs.
- In early 2007 AAFC launched a client satisfaction survey that targeted producers, using the Common Measurement Tool. The aim was to assess and make ongoing improvements to the Department's delivery of programs and services to this key client group.
- AAFC conducted focus groups with farmers and ranchers to reposition its Business Risk Management activities. These programs and services help farmers and ranchers manage the risks inherent in agricultural production.

The Department also purchased a number of syndicated studies to better understand what producers and the public expect of AAFC and the federal government, particularly in the areas of communications (including use of the Internet) and consultations.

Natural Resources Canada

Natural Resources Canada (NRCan) promotes responsible development of natural resources and provides online information to Canadians. In support of its role, the Department used a wide range of public opinion research in 2006–2007.

In the past year, the environment overtook health care as the top concern of Canadians. NRCan devoted much of its public opinion research to provide guidance for programs dealing with environmental issues.

A major focus of research during the year was clean air, which is a priority of the Department and the entire Government of Canada. Surveys were conducted on ethanol fuel promotion, hydrogen and fuel cell technology, vehicle efficiency, nuclear energy as a green source of electricity, and light-emitting diode (LED) lighting purchases. Research also examined other NRCan priorities, such as “smarter, faster” regulations, strengthening Canada's mining industry, and forestry competitiveness.

In fall 2006, qualitative research sought marketplace feedback about proposed names and taglines for Canada's new energy efficiency action plan. The Department conducted focus groups in Vancouver, Halifax and Montréal. The results showed that the name “ecoENERGY” most clearly communicated the intended message. This was the name eventually given to the plan, which provides Canadians with tools and know-how for using less energy, curbing greenhouse gas emissions and helping to reduce smog. The clean energy branding became part of the federal government's broader environmental agenda.

NRCan will continue to employ public opinion research in support of its policy and programs in 2007–2008. It plans greater focus on client satisfaction and performance measurement activities.

As always, NRCan will invest where appropriate in subscription and syndicated research to enhance public environment analysis and allow cost-effective investigation into the opinions of specialized audiences.

Industry Canada

Industry Canada's public opinion research supports the development and implementation of departmental policies, programs and services for individual Canadians and entrepreneurs. The Department undertook a number of qualitative and quantitative POR projects in 2006–2007. These included evaluation of advertising and outreach campaigns, client satisfaction and service improvement studies, and evaluation of websites and electronic tools.

During the year, for the third time the Department conducted its Industry Canada Studies—Business and General Public Waves. The aim was to gauge the views of individual Canadians and businesses regarding Industry Canada's priorities and performance, especially as they relate to government efforts to promote research and development and science and technology. This current study

builds on the two earlier research waves. It tracks attitudinal changes over time while exploring new issues.

In 2007–2008, the Department plans to pursue its syndicated research program, while undertaking customized research in the areas of client satisfaction, service improvement, website development and website evaluation. Industry Canada will continue to investigate Canadians' views and awareness of mass marketing fraud and related issues. With other departments and agencies, it will explore key issues affecting Canadian entrepreneurs, including science and technology and reducing paper burden.

Department of National Defence

In 2006–2007, the Department of National Defence (DND) again undertook numerous public opinion research initiatives.

The Department subscribed to syndicated studies to gain a broad understanding of the evolving public landscape, particularly in the area of security.

DND's custom research projects dealt with three main areas:

- understanding views on the Canadian Forces mission in Afghanistan;
- profiling young Canadians to guide the Forces' recruitment efforts; and
- measuring the effectiveness of advertising campaigns for recruitment.

The Department gives highest importance to tracking Canadians' views on the mission in Afghanistan. During the year, views evidently were evolving rapidly as media coverage intensified and arguments were articulated for and against the mission.

What was needed was a research platform allowing for unbiased, consistent and regular measurement of public support for the mission. This was provided by the Weekly Afghanistan Tracking Survey—a 26-week telephone survey measuring knowledge of the mission and support for it. DND's partners in the study were

the Canadian International Development Agency (CIDA) and Foreign Affairs and International Trade Canada (DFAIT). Among other things, the survey sought to assess the impact that knowledge of diplomatic and development activities in Afghanistan had on support for the mission.

As part of this study, DND also assessed whether activities in Afghanistan had an impact on recruitment. This was of interest particularly because of plans to expand the size of the Regular Force by 13,000 and the Reserve Force by 10,000.

The plans also led to efforts to create a comprehensive and current psychographic and demographic profile of the target population for recruitment. Other projects pretested the recruitment advertising campaign's creative elements and measured the effectiveness of advertisements.

In 2007–2008, DND will continue to monitor Canadians' views about security issues and the role of the Canadian Forces. With CIDA and DFAIT, the Department will again track Canadians' perceptions about the mission in Afghanistan. The Department of National Defence will also monitor the effectiveness of recruitment efforts and assess the success of public outreach activities.

Canada Revenue Agency

In 2006–2007, the Canada Revenue Agency (CRA) focused its public opinion research on its programs and services for the public. During the year the CRA ran its second Annual Corporate Survey, which examines what individual Canadians think about the CRA as a whole. The second survey provided data for comparison with the previous year's findings. The Corporate Survey will be conducted for a third time in 2007. This should allow longer-term trends to emerge.

The CRA continued to evaluate its electronic services for the public and particularly businesses. To determine business preferences, the Agency conducted usability testing of pages of the "My Business Account" section of its website. For the fourth consecutive year, the CRA also surveyed users of the website. This year the study shifted its focus from individuals to businesses, exploring how they use various online features and how satisfied they are with the site.

Other research during the year explored Canadians' knowledge, motivations and attitudes with regard to tax compliance issues. Another series of projects investigated current perceptions of the "CRA brand." The information was used to update the Agency's corporate communications materials and activities.

A number of projects initiated in the past year will reach completion in 2007–2008. These include further examination of electronic services such as "My Account" and how information is organized on the CRA website. The studies target both individual taxpayers and businesses. The Agency will also complete testing of its new benefit forms and its research on Canadians' views of compliance issues.

Foreign Affairs and International Trade Canada

Foreign Affairs and International Trade Canada (DFAIT) uses public opinion research to track Canadians' views, attitudes, opinions and values concerning international affairs. During 2006–2007, the Afghanistan file was the dominant issue. DFAIT collaborated with the Department of National Defence and the Canadian International Development Agency on DND's quantitative tracking research (see p. 28), while taking the lead on qualitative research to test key Government of Canada themes and messages.

Public opinion research was also conducted to evaluate programs such as electronic communications, Canada as a destination for foreign students, and consular and trade commissioner services.

For example, during the past year, DFAIT conducted research to assess its Consular Affairs outreach tools and the reference material it produces for travellers and travel professionals. The research also tested key messaging with main target audiences, and appraised whether travel agents view the information provided as useful and whether they agree to disseminate that information to their clients. Overall, respondents to the travellers survey regard the government-provided information on international travel as highly credible, particularly regarding safety and security issues, but they do not commonly use or see it as a primary information source for travellers.

The Department conducted short surveys on the Israel–Lebanon conflict, Canadian perceptions of Russia, the resolution of the softwood lumber dispute and Canadian attitudes toward global issues. Finally, the Department revived its International Trade Tracking Survey after a three-year hiatus.

With DND and CIDA as partners, in 2006–2007 the Department commissioned a study entitled *Public Perceptions of Canada’s Role in Afghanistan*. This qualitative study included 14 focus groups conducted in urban and rural areas across Canada. It was designed to inform policy and help departmental communicators understand the public environment in which they operate.

The research was intended to identify the factors that underlie views of Canada’s involvement in Afghanistan. These include:

- understanding of the role played by Canada and the Canadian Forces in Afghanistan;
- reactions to key themes and messages appearing in the media during the preceding months;
- reactions to new key themes and messages;
- reactions to facts about the mission; and
- the impact that additional information had on the views of participants.

Afghanistan will remain at the forefront of the government’s foreign policy in coming months, with the continuing presence of Canadian military personnel and the activities of provincial reconstruction teams.

Other future requirements will include another follow-up evaluation of consular services outreach tools, another wave of the International Trade Tracking Survey, a follow-up study to the Virtual Trade Commissioner Client Survey, the sixth wave of the Departmental Communications Survey, and usability testing of certain DFAIT-managed websites (including the Canada International and missions websites) and assessment of their compliance with the Treasury Board Common Look and Feel standards.

Research Firms

Research Firms With the Highest Business Volumes

Firm	Contract Value (Thousands of dollars)	Number of Projects
EKOS RESEARCH ASSOCIATES	6,053	103
IPSOS REID	5,503	89
ENVIRONICS RESEARCH GROUP	4,170	59
DECIMA RESEARCH	2,708	44
PHOENIX STRATEGIC PERSPECTIVES INC.	2,619	47
THE STRATEGIC COUNSEL	1,906	27
CORPORATE RESEARCH ASSOCIATES	1,435	31
CRÉATEC +	1,159	18
TNS CANADIAN FACTS	1,082	20
COMPAS	891	1

In 2006–2007 the Government of Canada used the services of 66 research firms to fulfill its public opinion research needs, for both custom research and syndicated studies. EKOS Research Associates was the most active research supplier in terms of

number of projects (103) as well as contract value (\$6 million). Ipsos Reid was the second most active, with 89 projects and an approximate contract value of \$5.5 million.

For a listing of all the firms, see Appendix II (p. 38).

Highest Business-Volume Research Firms for Custom Research

Firm	Contract Value <small>(Thousands of dollars)</small>	Number of Projects
IPSOS REID	4,783	63
EKOS RESEARCH ASSOCIATES	4,311	52
ENVIRONICS RESEARCH GROUP	3,659	36
DECIMA RESEARCH	2,705	43
PHOENIX STRATEGIC PERSPECTIVES INC.	2,452	39
THE STRATEGIC COUNSEL	1,906	27
CORPORATE RESEARCH ASSOCIATES	1,407	28
CRÉATEC +	1,160	18
TNS CANADIAN FACTS	1,082	20
COMPAS	891	1

Ipsos Reid had the most custom research projects (63) in 2006–2007, with the value of its contracts amounting to close to \$4.8 million. Second was EKOS Research Associates, which undertook 52 custom

research projects valued at \$4.3 million. In third place was Environics Research Group, with 36 custom research projects valued at over \$3.6 million.

Highest Business-Volume Research Firms for Syndicated Studies

Firm	Contract Value (Thousands of dollars)
EKOS RESEARCH ASSOCIATES	1,743
IPSOS REID	720
ENVIRONICS RESEARCH GROUP	511
INSTITUTE FOR CITIZEN-CENTRED SERVICE	212
PHOENIX STRATEGIC PERSPECTIVES INC.	167
CROP (CENTRE DE RECHERCHE SUR L'OPINION PUBLIQUE)	98
CANADIAN MEDIA RESEARCH CONSORTIUM	64
INNOVATIVE RESEARCH GROUP INC.	63
MCALLISTER OPINION RESEARCH	50
SOLUTIONS RESEARCH GROUP	45

Government departments and agencies subscribed to syndicated studies undertaken by 20 different research firms during 2006–2007. EKOS Research Associates' syndicated studies ranked first in contract value at over \$1.7 million. Its studies included *The Security Monitor*, *Rethinking Government* and *Rethinking Science and Society*. Ipsos Reid ranked second during the fiscal year, with contracts totalling

\$720,000. Studies included *Trend Reports* and *Looking Towards Canada Volume 2*. Environics Research Group was the third most active supplier of syndicated studies in 2006–2007, with a total contract value of \$511,000. Its studies included *North of 60* and *Remote Community Monitor* and *Canadian Environmental Barometer*.

For a thematic overview of syndicated studies, see Appendix III (p. 41).

For More Information

This report provides an overview of public opinion research activities in the Government of Canada during the fiscal year 2006–2007.

If you have any comments or questions, please contact us:

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Appendices



Appendix One

Listing of Departments and Agencies Engaged in Public Opinion Research, 2006–2007

Department/Agency	Number of Projects	Contract Value <small>(Thousands of dollars)</small>
HEALTH CANADA (INCLUDING THE PUBLIC HEALTH AGENCY OF CANADA)*	101	7,093
HUMAN RESOURCES AND SOCIAL DEVELOPMENT CANADA (INCLUDING SERVICE CANADA)**	67	3,789
ENVIRONMENT CANADA	30	2,044
PRIVY COUNCIL OFFICE	12	1,479
AGRICULTURE AND AGRI-FOOD CANADA	16	1,461
NATURAL RESOURCES CANADA	36	1,397
INDUSTRY CANADA	25	1,384
DEPARTMENT OF NATIONAL DEFENCE	21	1,276
CANADA REVENUE AGENCY	25	1,032
FOREIGN AFFAIRS AND INTERNATIONAL TRADE CANADA	22	1,029
CITIZENSHIP AND IMMIGRATION CANADA	16	902
FINANCE CANADA	13	823
PARKS CANADA	23	773
PUBLIC SAFETY AND EMERGENCY PREPAREDNESS CANADA	14	761
PUBLIC WORKS AND GOVERNMENT SERVICES CANADA	18	697
DEPARTMENT OF JUSTICE CANADA	14	637
TRANSPORT CANADA	13	587
CANADIAN HERITAGE	10	512
TREASURY BOARD OF CANADA SECRETARIAT	10	444
VETERANS AFFAIRS CANADA	4	401
CANADIAN FOOD INSPECTION AGENCY	9	283
ROYAL CANADIAN MOUNTED POLICE	4	262

Listing of Departments and Agencies Engaged in Public Opinion Research, 2006–2007 (continued)

Department/Agency	Number of Projects	Contract Value <small>(Thousands of dollars)</small>
INDIAN AND NORTHERN AFFAIRS CANADA	7	254
FINANCIAL CONSUMER AGENCY OF CANADA	5	226
CANADA BORDER SERVICES AGENCY	2	225
FISHERIES AND OCEANS CANADA	4	221
STATISTICS CANADA	3	201
OFFICE OF THE PRIVACY COMMISSIONER OF CANADA	4	165
PUBLIC SERVICE COMMISSION	2	149
OFFICE OF THE SUPERINTENDENT OF FINANCIAL INSTITUTIONS	2	122
NATIONAL RESEARCH COUNCIL CANADA	1	101
CANADIAN INSTITUTES OF HEALTH RESEARCH	3	94
PASSPORT CANADA	1	81
INFRASTRUCTURE CANADA	2	88
PUBLIC SERVICE HUMAN RESOURCES MANAGEMENT AGENCY OF CANADA	1	88
CANADIAN SECURITY INTELLIGENCE SERVICE	3	75
CANADIAN SPACE AGENCY	2	52
ATLANTIC CANADA OPPORTUNITIES AGENCY	4	45
FINANCIAL TRANSACTIONS AND REPORTS ANALYSIS CENTRE OF CANADA	2	37
CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION	3	28
SOCIAL SCIENCES AND HUMANITIES RESEARCH COUNCIL	1	27
COMMISSION FOR PUBLIC COMPLAINTS AGAINST THE RCMP	1	25
CANADIAN HUMAN RIGHTS COMMISSION	1	20
OFFICE OF THE COMMISSIONER OF OFFICIAL LANGUAGES	2	17
SUPREME COURT OF CANADA	1	11
WESTERN ECONOMIC DIVERSIFICATION CANADA	1	10
CANADIAN INTERNATIONAL DEVELOPMENT AGENCY	1	7
OFFICE OF THE SECRETARY TO THE GOVERNOR GENERAL	1	7

* Three contract amendments for cancelled projects were issued by the Communications Procurement Directorate after March 31, 2007. They are included here to better represent actual contract values.

** Human Resources and Social Development Canada was created on February 6, 2006, through the consolidation of the former Department of Human Resources and Skills Development and the Department of Social Development. Its public opinion research contracts in 2006–2007 were awarded under the still legal names of its two predecessor departments.

Appendix Two

Listing of Research Firms Engaged in Public Opinion Research, 2006–2007

Appendices II, III and IV contain official names of research firms. Their business names are used in the text of this report for conciseness.

Firm	Number of Projects	Contract Value <small>(Thousands of dollars)</small>
EKOS RESEARCH ASSOCIATES	103	6,053
IPSOS REID CORPORATION	89	5,503
ENVIRONICS RESEARCH GROUP	59	4,170
DECIMA RESEARCH*	44	2,708
PHOENIX STRATEGIC PERSPECTIVES INC.*	47	2,619
THE STRATEGIC COUNSEL	27	1,906
CORPORATE RESEARCH ASSOCIATES INC.	31	1,435
CRÉATEC +	18	1,160
TNS CANADIAN FACTS	20	1,082
COMPAS INC.	1	891
WESTERN OPINION RESEARCH INC.	12	629
SAGE RESEARCH CORPORATION*	12	460
ROYAL CANADIAN LEGION	1	316
INSTITUTE FOR CITIZEN-CENTRED SERVICE	5	212
PHASE 5 CONSULTING GROUP INC.	8	173
MILLWARD BROWN GOLDFARB	2	158
R.A. MALATEST & ASSOCIATES LTD.	1	158
FLEISHMAN-HILLARD	5	152
POLLARA INC.	7	147
ALDERSON-GILL & ASSOCIATES CONSULTING INC.	1	120

Listing of Research Firms Engaged in Public Opinion Research, 2006–2007 (continued)

Firm	Number of Projects	Contract Value <small>(Thousands of dollars)</small>
CROP (CENTRE DE RECHERCHE SUR L'OPINION PUBLIQUE)	4	112
THE ANTIMA GROUP	5	110
PATTERSON, LANGLOIS CONSULTANTS INC.	3	108
D-CODE	3	75
LÉGER MARKETING	1	67
CANADIAN MEDIA RESEARCH CONSORTIUM	1	64
INNOVATIVE RESEARCH GROUP INC.	2	63
DATA PATH SYSTEMS	1	59
MCALLISTER OPINION RESEARCH	3	50
SOLUTIONS RESEARCH GROUP	3	45
CIRCUM NETWORK INC.	2	32
TRAFFIC INJURY RESEARCH FOUNDATION	1	32
LINE COMMUNICATIONS INC.	1	31
CANADIAN COUNCIL OF FOOD AND NUTRITION	1	27
JWT EDUCATION	1	25
FRASER BASIN COUNCIL SOCIETY	1	25
FAIR FINDINGS INC.	1	25
ASCENTUM INC.	1	25
INQUEST CONSUMER INSIGHTS & PLANNING LTD.	1	25
NEO INSIGHT INC.	1	25
STRATOS INC.	1	25
OPINION IMPACT INC.	1	25
ENVIRONMENTAL & MANAGEMENT CONSULTING – 1270665 ONTARIO INC.	1	24

Listing of Research Firms Engaged in Public Opinion Research, 2006–2007 (continued)

Firm	Number of Projects	Contract Value <small>(Thousands of dollars)</small>
STRATÉGIE ORGANISATION ET MÉTHODE (SOM) INC.	1	23
DESJARDINS MARKETING STRATÉGIQUE INC.	2	22
SQM GROUP INC.	1	21
GOSS, GILROY & ASSOCIATES	1	20
DELTA MEDIA INC.	1	19
DESROSIERS AUTOMOTIVE CONSULTANTS INC.	2	19
SES CANADA RESEARCH INC.	2	19
GLOBESCAN	3	19
TERRACHOICE ENVIRONMENTAL MARKETING INC.	1	16
SATISFACTS RESEARCH GROUP	1	14
LBC CONSULTING SERVICES	2	12
IBM BUSINESS CONSULTING SERVICES	1	12
ACNIELSEN	1	11
CANADA WEST FOUNDATION	1	11
MARITZ RESEARCH	1	10
SYNOVATE LIMITED	1	10
THE INTERSOL GROUP	1	9
GAYNOR LEPAGE	1	8
CARLETON UNIVERSITY, DEPARTMENT OF LAW	1	8
CANADIAN DENTAL HYGIENISTS ASSOCIATION	1	7
RECONNAISSANCE MANAGEMENT CONSULTING GROUP INC.	1	5
PRAIRIE RESEARCH ASSOCIATES INC.	1	3
AERIXON RESEARCH & COMMUNICATIONS	1	3

** Three contract amendments for cancelled projects were issued by the Communications Procurement Directorate after March 31, 2007. They are included here to better represent actual contract values.*

Appendix Three

Thematic Overview of Syndicated Studies, 2006–2007

The Government of Canada subscribed to syndicated studies that dealt with a variety of issues. Below is an overview of these studies by theme.

National Public Opinion Overviews

3SC Social Values Monitor
(CROP—Centre de recherche sur l'opinion publique/Environics Research Group)
Focus Canada
(Environics Research Group)
Canadian Environmental Monitor
(GlobeScan)
Rethinking Citizen Engagement
(EKOS Research Associates)
Canada This Month
(Innovative Research Group Inc.)
Rethinking Government
(EKOS Research Associates)
The Ipsos Trend Report Canada
(Ipsos Reid Corporation)
The Environmental Monitor
(McAllister Opinion Research)
Canadian SME Report
(Corporate Research Associates Inc.)
Canadian Environmental Barometer
(Environics Research Group)

Regional Reports

The Atlantic Quarterly
(Corporate Research Associates Inc.)
North of 60 and Remote Community Monitor
(Environics Research Group)
CROP-Express
(CROP—Centre de recherche sur l'opinion publique)
Trend Report: British Columbia
(Ipsos Reid Corporation)
Looking West 2007
(Canada West Foundation)

International Issues

Corporate Social Responsibility Monitor
(GlobeScan)
Rethinking North America: The Road Ahead
(EKOS Research Associates)
Rethinking Energy and Sustainable Development
(EKOS Research Associates)
Canada's Influence in the World
(GlobeScan)
Looking Towards Canada Volume 2
(Ipsos Reid Corporation)

Health Issues

Health Insider
(IBM Business Consulting Services)
fitVox 2007
(Decima Research)
Tracking Nutrition Trends VI
(Canadian Council of Food and Nutrition)
The Road Safety Monitor
(Traffic Injury Research Foundation
of Canada)

Environmental Issues

Survey of Sustainability Experts
(GlobeScan)
*The Ipsos Analyst: Natural Resources,
Environment and Public Opinion*
(Ipsos Reid Corporation)
DesRosiers Light Vehicle Study
(DesRosiers Automotive Consultants Inc.)
Canadian Environmental Monitor
(GlobeScan)
The Environmental Monitor
(McAllister Opinion Research)
Canadian Environmental Barometer
(Environics Research Group)

Society

First Nations People On-Reserve
(EKOS Research Associates)
Rethinking Science and Society
(EKOS Research Associates)
Reconnecting Government With Youth
(Ipsos Reid Corporation)
Canada 2020
(Fleishman-Hillard)
Citizen First 5
(Institute for Citizen-Centred Service)
3SC Social Values Monitor
(CROP—Environics Research Group)
Rethinking Canada's Aging Population
(EKOS Research Associates)
Diversity in Canada
(Solutions Research Group)

High Technology, Innovation and Internet

The Canadian Inter@ctive Reid Report
(Ipsos Reid Corporation)
Rethinking the Information Highway
(EKOS Research Associates)
*Answering the Call: Improving the
Telephone Channel for Canadians*
(Institute for Citizen-Centred Service)
Canadian Internet Project
(Canadian Media Research Consortium)
Internet Access and Profile
(Ipsos Reid Corporation)

Security

The Security Monitor
(EKOS Research Associates)
The Road Safety Monitor
(Traffic Injury Research Foundation
of Canada)

Business/Economic Issues

Corporate Connection
(Phoenix Strategic Perspectives Inc.)
The Ipsos Analyst Quarterly Financial Services
(Ipsos Reid Corporation)
Taking Care of Business 2
(Institute for Citizen-Centred Service)
Canadian Business Media Relations Review
(Ipsos Reid Corporation)
2006 Cereal Trends Watch
(Ipsos Reid Corporation)
Looking Towards Canada Volume 2
(Ipsos Reid Corporation)
E-Business in Agriculture
(Ipsos Reid Corporation)

Marketing/Communications

Diversity in Canada
(Solutions Research Group)

Appendix Four

Standing Offers and Supply Arrangements for 2004–2007

The Communications Procurement Directorate of Public Works and Government Services Canada, in collaboration with the Public Opinion Research Directorate, has established a series of contracting tools in support of national public opinion research requirements. The tools were established using a competitive process.

Standing Offers 2004–2007

Series A—Qualitative Research

- Corporate Research Associates Inc.
- Decima Research
- EKOS Research Associates
- Environics Research Group
- Ipsos Reid Corporation
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Patterson, Langlois Consultants Inc.
- Phoenix Strategic Perspectives Inc.
- POLLARA Inc.
- Sage Research Corporation
- The Strategic Counsel
- TNS Canadian Facts
- Western Opinion Research Inc.

Series B—Quantitative Research

- Corporate Research Associates Inc.
- Decima Research
- EKOS Research Associates
- Environics Research Group
- Fleishman-Hillard
- Ipsos Reid Corporation
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Phoenix Strategic Perspectives Inc.
- POLLARA Inc.
- The Strategic Counsel
- TNS Canadian Facts

Series C—Qualitative and/or Quantitative Research

- Corporate Research Associates Inc.
- Decima Research
- EKOS Research Associates
- Environics Research Group
- Ipsos Reid Corporation
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Phoenix Strategic Perspectives Inc.
- POLLARA Inc.
- The Strategic Counsel
- TNS Canadian Facts

Supply Arrangements 2004–2007

Series A—Qualitative Research

- Corporate Research Associates Inc.
- Decima Research
- EKOS Research Associates
- Environics Research Group
- Fleishmann-Hillard
- Goldfarb Intelligence Marketing
- Ipsos Reid Corporation
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Patterson, Langlois Consultants Inc.
- Phase 5 Consulting Group Inc.
- Phoenix Strategic Perspectives Inc.
- POLLARA Inc.
- R. A. Malatest & Associates Ltd.
- Sage Research Corporation
- The Strategic Counsel
- TNS Canadian Facts
- Vision Research Inc.
- Western Opinion Research Inc.

Series B—Quantitative Research

- Cogem Recherche inc.
- Compas Inc.
- Corporate Research Associates Inc.
- Corum Research
- Decima Research
- EKOS Research Associates
- Environics Research Group
- Fleishman-Hillard
- Ipsos Reid Corporation
- Jolicoeur & Associés
- Léger Marketing
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Phase 5 Consulting Group Inc.
- Phoenix Strategic Perspectives Inc.
- POLLARA Inc.
- R. A. Malatest & Associates Ltd.
- SES Canada Research Inc.
- Stratégie Organisation et Méthode (SOM) Inc.
- The Strategic Counsel
- TNS Canadian Facts

**Series C—Qualitative and/or
Quantitative Research**

- Corporate Research Associates Inc.
- Decima Research
- EKOS Research Associates
- Environics Research Group
- Fleishman-Hillard
- Ipsos Reid Corporation
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Phase 5 Consulting Group Inc.
- Phoenix Strategic Perspectives Inc.
- POLLARA Inc.
- R. A. Malatest & Associates Ltd.
- The Strategic Counsel
- TNS Canadian Facts

Standing Offers, 2004–2007

Standing offers can be used for projects not exceeding \$200,000 (GST/HST included). These contracting tools enable departments and agencies to obtain public opinion research services in an efficient and effective manner with qualified research firms, at predetermined prices, terms and conditions. They are to be used primarily for straightforward or time-sensitive research projects.

Supply Arrangements, 2004–2007

Supply arrangements allow for competitions among all suppliers for projects not exceeding \$400,000 (GST/HST included). These tools are to be used primarily for complex projects requiring customized research approaches.

To review Standing Offers and/or Supply Arrangement documents, go to the Business Access Canada website:

<http://contractscanada.gc.ca>

Notes