

Public Opinion Research in the Government of Canada



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ANNUAL REPORT 2005–2006

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Minister's Message



I am pleased to present the 2005–2006 Annual Report on *Public Opinion Research in the Government of Canada*.

Over the past year, the Government of Canada has given renewed priority to transparency and accountability through Bill C-2, the *Federal Accountability Act*. Provisions in this Bill will require departments and agencies to provide written public opinion research reports to Library and Archives Canada within six months of the completion of fieldwork to facilitate access to the public. An equally significant initiative is the government's decision to undertake an independent review of public opinion research procurement practices. An Independent Advisor will be appointed for a period of up to six months to conduct this review and determine whether further actions or initiatives are required.

The government has put forward these two key initiatives in an effort to ensure fairness, accessibility and value for money for the government's public opinion research.

Public Works and Government Services Canada helps other federal departments and agencies serve Canadians. It therefore has a special duty to strive for transparency, accountability, cost-effectiveness and excellence. This report demonstrates our efforts to date for the continued renewal of public opinion research throughout the Government of Canada.

Michael M Fortier

Minister of Public Works and Government Services

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Introduction

Public opinion research helps the government to better understand Canadian society and to identify citizen needs and expectations. It is used to assess the public's response to proposals or to possible changes or initiatives; to assess the effectiveness of policies, programs and services; to measure progress in service improvement; to evaluate the effectiveness of communication activities such as advertising; and to plan and evaluate marketing initiatives, among other applications.

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

With its partners in other federal organizations and other levels of government, Public Works and Government Services Canada (PWGSC) seeks to deliver services smarter, faster and at reduced cost, and to improve how the federal government does business. 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 together:

- **The Public Opinion Research Directorate.** Federal organizations planning to undertake public opinion research must consult the Directorate from the initial stages of their projects. The Directorate offers guidance throughout the process to help ensure that research is conducted within industry standards and according to government policies, and that the organizations meet their objectives cost-effectively.
- **The Communication Procurement Directorate.** This unit provides a mandatory common service as the government's contracting authority for public opinion research.

Public Opinion Research in the Government of Canada

Public opinion research in the Government of Canada is the planned gathering of information by or for a federal institution, on 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. This 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 therefore focuses on 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:

- coordinate the planning and implementation of POR initiatives with the Public Opinion Research Directorate of PWGSC;
- initiate contact with PWGSC at the earliest stage of research to seek advice from its POR advisors;
- contract public opinion research services through the Communication Procurement Directorate of PWGSC;
- ensure compliance with 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*;
- ensure final research reports are deposited with Library and Archives Canada and with the Library of Parliament;
- share results with other federal institutions; and
- release final results to the public on request.

About the Report

This is the fifth annual report on public opinion research in the federal government.

- Section 1 discusses projects coordinated by PWGSC to help maintain the quality of public opinion research in the government, and to help departments and agencies fulfill their research needs.
- Section 2 presents government-wide trends in public opinion research. In 2005–2006, 516 POR projects were initiated by the government and coordinated through PWGSC; these had a contract value of \$26.8 million and used the services of 61 research firms.
- Section 3 summarizes POR activities undertaken by departments and agencies, particularly those that have been most active in public opinion research.
- Section 4 gives details of research firms used by the government for both custom and syndicated research.
- Section 5 explains how 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 year.
- Appendix III groups syndicated studies by the themes with which they dealt.
- Appendix IV lists all standing offers and supply arrangements in place for POR for the period 2004–2007.

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

Renewal of Public Opinion Research in the Government of Canada

In February 2004, the Auditor General of Canada indicated that, overall, public opinion research (POR) in the federal government was well managed. At the same time the Auditor General's Report to Parliament on POR noted areas for improvement. In light of these observations and in line with the continuing effort of Public Works and Government Services Canada (PWGSC) to improve the management of public opinion research, several important changes were implemented in 2004–2005. These were noted in last year's annual report on public opinion research. The following measures are ongoing:

- enhancement of the contracting process consistent with the Department's *The Way Forward* initiative;
- renewed efforts to assist with the deposit of final reports in the public domain; and
- further improvement of the Research Information Management System (RIMS) database, and its promotion to government organizations (see p. 10).

In the Auditor General's November 2005 report to Parliament, Chapter 2 examined the quality and reporting of surveys, and noted a number of concerns. In response, further important measures were taken in 2005–2006:

- work toward the establishment of an Advisory Panel on Telephone Public Opinion Survey Quality; and
- an initiative to identify best practices for maximizing response rates to the federal government's public opinion research by telephone.

In addition, as part of ongoing efforts to meet departmental needs, preparations were started for a second client satisfaction study to be completed in 2006–2007 (see p. 12).

Renewal of POR Procurement Instruments

In May 2004, following PWGSC consultations with industry associations and departments, the Communication Procurement Directorate (CPD) introduced a new series of standing offers and supply arrangements for POR. These tools offer a number of benefits:

- increased competition among suppliers for projects;
- improved transparency in the supplier selection process; and

- faster and more efficient access for departments/agencies to the services of proven research suppliers, at competitive prices.

The Communication Procurement Directorate works with the Public Opinion Research Directorate (PORD) 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 the Directorate may issue any contract for public opinion research, it must first be reviewed by PORD.

Public Opinion Research Directorate

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

PORD also provides guidance, offers advice and organizes information sessions. These help federal organizations to achieve their research objectives and ensure the value and quality of the research they undertake.

With the growing need for public opinion research, the Government of Canada aims for:

- *value for money*, by avoiding duplication of effort and ensuring a competitive procurement process; 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, legislative and policy requirements, industry standards, procurement methods, and ways of achieving value for money. After reviewing a project, the assigned advisor issues a registration number and submits the project to the Communication Procurement Directorate, which prepares a contract. In 2005–2006 advisors reviewed, coordinated and registered 516 POR projects.
- **Knowledge Management** fosters partnerships and the sharing of public opinion research across the federal government. The unit develops and manages the on-line Research Information Management System (RIMS) database, produces the annual report, research guides and on-line resources, and organizes information-sharing meetings and sessions for the POR interdepartmental community of practice. It also promotes the sharing of research reports. In 2005–2006, PORD received 435 final custom research reports from departments and agencies, and deposited them with Library and Archives Canada and the Library of Parliament.

In 2005–2006 the Public Opinion Research Directorate offered the government POR community several new tools and resources to help practitioners in designing and conducting public opinion research projects.

Electronic Project Management Database

RIMS is a streamlined, Web-based database for use in managing research project submissions. It enables users to share information on research projects, identify partnership opportunities on horizontal issues and reduce duplication of effort. The database was launched on CommNET, a government intranet site, in March 2005, making it available to all federal organizations. Departmental research coordinators are able to submit research details for new projects, track project progress and electronically generate reports on departmental activities.

RIMS was promoted and further developed in 2005–2006. For example:

- Training sessions were held throughout the year.
- A number of new system-generated reports were created to support departmental needs.
- The new Partnering Billboard was created to enable departments to find partners for some major projects. For example, Indian and Northern Affairs Canada found partners for its Survey of the North and a survey of Aboriginal people living off-reserve.

Management of Research Reports

A part of PORD's mandate is facilitating deposit of final research reports with the Library of Parliament and with Library and Archives Canada. In 2005–2006 arrangements were introduced for electronic deposition with both institutions.

- Since November 2005, in addition to cataloguing print reports, Library and Archives Canada has started receiving reports from PORD electronically. It catalogues them and posts them on the Internet in its Electronic Collection.
- A similar arrangement was introduced with the Library of Parliament in early 2006, making reports available electronically to parliamentarians and journalists.

Resources and Publications

- *Research Techniques: Guideposts to Value* appeared in a revised edition in April 2005. The publication explains approaches for federal employees involved in public opinion research. It outlines the advantages and disadvantages of current collection methods, and provides information on conventional research as well as emerging Internet-based techniques. The aim is to provide help in selecting an approach that will effectively meet research objectives. Appendices list the steps to be taken in acquiring research.
- CommNET, an e-resource intranet site for Government of Canada communicators, features a Public Opinion Research section. This was updated and contains more information and tools for departments and agencies, including:

- access to the RIMS database;
 - an outline of the research project summary provided by departments and agencies to PWGSC;
 - a bilingual list of over 3,700 federal public opinion research reports that have been produced since 1994 and are available to the public at Library and Archives Canada and the Library of Parliament;
 - access to actual POR reports on-line in Library and Archives Canada's Electronic Collection; and
 - many other useful resources and publications.
- *The Research Corner* is a newsletter for departmental research coordinators, launched in 2004. It highlights new practices, joint government–industry initiatives, recent projects by federal organizations and other issues of interest to POR practitioners in the Government of Canada. Two bilingual editions were produced in print and on-line in 2005–2006.
- Ensuring that all Government of Canada surveys contracted through the new POR standing offers and supply arrangements are registered with the Marketing Research and Intelligence Association Survey Registration System (see box, p. 12).
 - Consultations on survey quality.
 - Identification of best practices in research.
 - Training needs of federal employees in the area of public opinion and marketing research.
 - Raising awareness of the importance of participating in public opinion research studies, and giving voice to wide-ranging matters of concern to the public.
 - Participation of two MRIA-nominated representatives on the Advisory Panel on Telephone Public Opinion Survey Quality.
 - Development of new courses in public opinion research that are directly relevant to federal government employees.

Continuing Good Relations With Industry

In 2003 the Government of Canada, represented by PWGSC, began meeting with the industry, represented by the Marketing Research and Intelligence Association (MRIA) and the Association de l'industrie de la recherche marketing et sociale. The result has been a growing and productive working relationship that deals with issues of mutual interest. These include:

POR Community of Practice

During the year the Public Opinion Research Directorate continued to coordinate and participate in meetings of the federal community of practice and other interdepartmental working groups. The community includes POR practitioners from about 30 departments and agencies. It met regularly to share information and address issues of mutual 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.

Performance Measurement

In 2005–2006 the Public Opinion Research Directorate began preparations for its second client satisfaction survey, planned for 2006–2007. The first was conducted in 2004–2005; of the respondents, 89 percent were satisfied with the extent to which staff members were helpful, 86 percent were satisfied overall with PORD's services and 84 percent were satisfied with the usefulness of the advice provided.

The 2006–2007 survey will cover 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 will examine issues related to the quality and usefulness of advice, information sharing and knowledge transfer. It will include satisfaction measures of timeliness and accessibility, as well as performance measures of usefulness of program and service offerings, quality of information, and efficiency of service. Also to be assessed is the usefulness of POR publications, network meetings, information sessions and products, and the project management database.

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

Canada's Marketing Research Industry

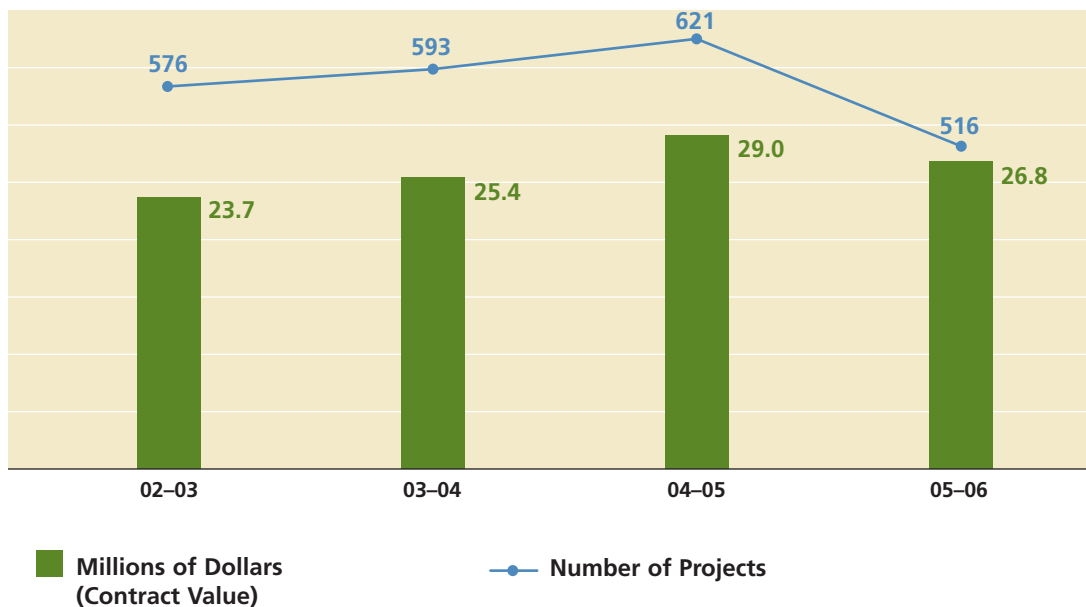
The marketing research industry in Canada accounts for close to \$750 million in marketing research activities annually, including \$27 million in 2005–2006 with the Government of Canada.

The Canada-wide **Marketing Research and Intelligence Association** counts among its members over 1,500 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 flourishes and the public benefits. Among its products and services are the following:

- rules of professional conduct and ethical practice for its members;
- professional designation for marketing researchers;
- the School of Marketing Research, featuring a full slate of courses on all aspects of research; 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.

Public Opinion Research in 2005–2006 in the Government of Canada

Total Projects Coordinated Through the Public Opinion Research Directorate



The dollar value of public opinion research (POR) coordinated through the Public Opinion Research Directorate in 2005–2006 was \$26.8 million, down from \$29 million the previous year. The 2005–2006 number of 516 projects was also lower than the

previous year, when 621 projects were undertaken. Federal government POR activities were lower in 2005–2006 as a result of the suspension of research activities during the federal electoral period.

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

Top Departments and Agencies for All Coordinated Public Opinion Research

Department/Agency	Contract Value (Thousands of dollars)	Number of Projects
HEALTH CANADA (INCLUDING THE PUBLIC HEALTH AGENCY OF CANADA)	6,575	89
HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA*	3,029	49
NATURAL RESOURCES CANADA	1,586	37
CANADA REVENUE AGENCY	1,577	25
NATIONAL DEFENCE	1,094	17
FOREIGN AFFAIRS CANADA AND INTERNATIONAL TRADE CANADA†	1,018	13
INDIAN AND NORTHERN AFFAIRS CANADA	1,001	18
PUBLIC SAFETY AND EMERGENCY PREPAREDNESS CANADA	905	14
CANADIAN HERITAGE	815	21
TRANSPORT CANADA	803	17

With health care remaining a top public priority, Health Canada continued its investments last year and led all departments in the use of public opinion research. Health Canada's research activities include those of the Public Health Agency of Canada (PHAC); PHAC studies account for 17 of 89 projects having a total contract value of \$1,686,091. The value of contracts awarded on behalf of Health Canada accounted for 25 percent of the total contract value and 17 percent of the total projects for the Government of Canada in

2005–2006. Human Resources and Skills Development Canada* ranked second in value of contracts, as it had the previous year: the value of its 49 POR projects was almost half that of Health Canada's. Five departments and agencies had research requirements in the range of \$1 million to \$2 million in 2005–2006, compared with eight the previous year.

For highlights of the research undertaken by the largest users of public opinion research, see Chapter 4 (p. 18).

Notes

* On February 6, 2006, the Prime Minister announced that this department would be merged with Social Development Canada to create the new Human Resources and Social Development Canada.

† On February 6, 2006, the Prime Minister announced that these two departments would be merged.

Custom and Syndicated Research

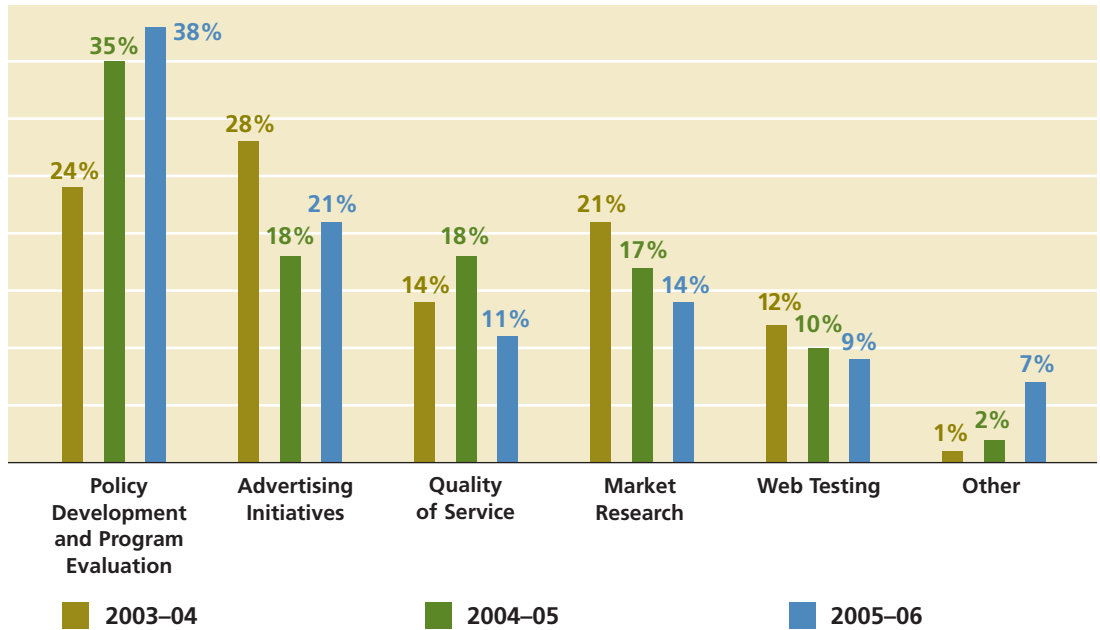
Custom public opinion research is work commissioned for a specific department or agency. The commissioning organization holds the intellectual property rights to reports and other materials generated by the project; it makes these products available to other departments and the public through the Library of Parliament and Library and Archives Canada. Results of custom research required by the federal government are in the public domain and accessible to all Canadians. 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 can sometimes be the most cost-effective option for meeting departmental research needs because the research costs are shared among the subscribers.

In 2005–2006 the government issued contracts worth \$23.9 million for 395 projects in custom research; these accounted for approximately 89 percent of the total contract value of all public opinion research for the fiscal year. Contracts on syndicated studies amounted to \$2.9 million and involved 121 projects.

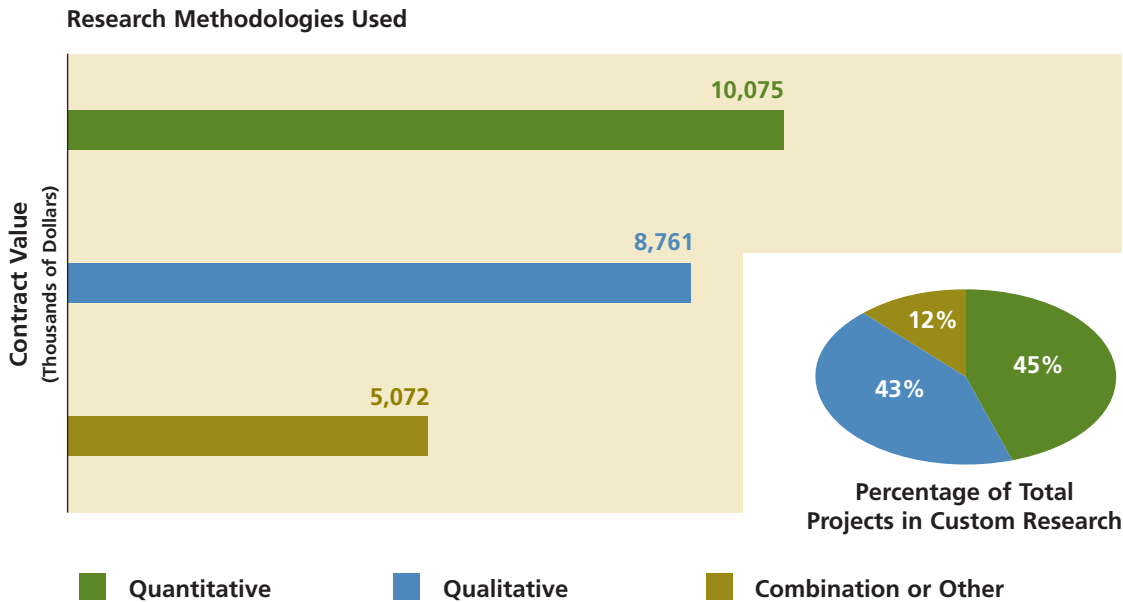
Type of Research as a Percentage of Total Contract Value of Coordinated Custom Research, 2003–2006



Policy Development and Program Evaluation again represented the largest segment of all custom research in the Government of Canada in 2005–2006, with 38 percent of the total contract value. In 2004–2005, this research accounted for 35 percent of all custom research. Advertising Initiatives (including advertising tracking and testing, as well as communications product testing) accounted for 21 percent, while Marketing

Research stood at 14 percent in 2005–2006 compared with 17 percent the previous year. Research contracted to measure the effectiveness of the Web decreased slightly to 9 percent. Quality of Service research also decreased from 18 percent in 2004–2005 to 11 percent this year. The shares of different types of research vary from year to year according to the varying needs of institutions.

Percentage and Total Contract Value of Projects Based on Research Methodology for Coordinated Custom Research, 2005–2006



Quantitative research is the collecting of information from some members of a population through structured techniques, with the aim of drawing conclusions for the total target population. Generally, surveys are based on random sampling. Forty-five percent of the custom research projects undertaken in the fiscal year fell into the category of quantitative research.

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 may 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. Forty-three percent of the custom research projects used this methodology.

Projects consisting of both quantitative and qualitative research, and those in the “Other” category (such as public opinion research design, including questionnaire design and analysis) accounted for the remaining 12 percent of custom research 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 were invited to present a brief overview of work conducted in the fiscal year. Their contributions follow.

Health Canada

With health care continuing to be a top public priority, Health Canada and the Public Health Agency of Canada made extensive use of public opinion research in 2005–2006 to inform and shape a wide range of activities for maintaining and improving the health of Canadians.

A large share of this research supported health promotion and disease prevention activities; included were surveys on diabetes, HIV/AIDS, perceptions of second-hand smoke, and alcohol use among youth. Emerging issues, such as reaction to avian flu and knowledge of pandemic influenza, were tracked to assess whether Canadians were well informed and prepared for a possible outbreak. Research also informed policy and regulatory decision making—for example, by tracking changes resulting from provincial smoking bans, testing health warning messages on cigarette packages and using a deliberative dialogue to help establish public health goals.

The health of First Nations and Inuit populations continues to be a key priority for the Department. Surveys were used to better understand such issues as fetal alcohol spectrum disorder, maternal and child health, and HIV/AIDS among Aboriginal populations.

During the year Health Canada used the unique capabilities of on-line research to support revisions to *Canada's Food Guide to Healthy Eating*. The Department was interested in what both stakeholders and the public thought about the proposed content for the revised food guide. It used internal databases to generate e-mail addresses for approximately 500 stakeholders from industry/trade, health professional groups, non-governmental organizations, universities and government. Along with these, public e-mail addresses were generated through a random telephone survey of 1,500 Canadians. The Department e-mailed both groups inviting them to participate in the survey, which was also accessible through the Health Canada Web site. For the on-line component of the study, it was able to display realistic mock-ups of the food guide on-screen for over 6,000 people from diverse target groups and regions. The detailed comments received on the content and graphics were used to develop a new guide tailored to meet the needs of all Canadians.

In addition to these research projects, the analysis unit within Health Canada's Public Opinion Research and Evaluation Division developed a series of best practice papers in 2005–2006. These examined and summarized key themes taken primarily from different research studies conducted by Health Canada. The papers presented lessons learned on writing effective messages, and on developing effective Web sites and print ads. They were shared with other departments.

The Department will continue to focus on pandemic preparedness, supporting the anti-tobacco and healthy living campaigns, and monitoring perceptions of the health care system.

Human Resources and Social Development Canada

On February 6, 2006, the Department of Human Resources and Skills Development was consolidated with Social Development Canada to create Human Resources and Social Development Canada (HRSDC). The new Department is responsible for providing Canadians with the tools they need to thrive and prosper in the workplace, helping to maintain the quality of life that Canadians expect.

In September 2005, the Department conducted a baseline survey of public attitudes toward HRSDC policy issues. The research provides policy and program branches with:

- a sense of public priorities for policy design;
- a public environment context in which to situate policy and program design options; and

- a tool for assessing areas of success in communications and public engagement, and areas that require further attention.

HRSDC also began research aimed at obtaining input into the design and communications messaging and materials for the Essential Skills and Workplace Literacy Initiative (ESWLI). The initiative's goal is to improve the skills levels of Canadians entering or already in the labour market. The first phase of research has found that there are growing numbers of workplace stakeholders who recognize the value of investing in workplace literacy and essential skills, but who fail to make the necessary investments. The second phase of research will evaluate new creative approaches and messages. The results of the research will be used to inform the development of a national communications strategy for ESWLI.

In fall 2005 the Department conducted qualitative research to obtain Canadians' reactions to advertising concepts developed with the aim of promoting Government of Canada guides on services for seniors and persons with disabilities. The research included focus groups consisting of participants with a wide range of disabilities, among them hearing and visual impairments.

Other studies included exploratory research on seniors and their life experiences, a survey of Canada Student Loan defaulters, and a survey of self-employed Canadians.

In 2006–2007 the Department is planning research on issues related to child care, skills development, learning, access to post-secondary education, and employment benefits and support measures.

Natural Resources Canada

In 2005–2006, Natural Resources Canada (NRCan) used a wide range of public opinion research to inform activities undertaken by the Department in its role as promoter of responsible development of natural resources, energy, minerals, metals, forests and earth sciences, and also in its role as a provider of on-line information to Canadians.

The research supported policy and program development, communications product evaluation, and Web site improvement. It included custom quantitative and qualitative research conducted for NRCan alone or in partnership with other government departments (e.g. Environment Canada), with a variety of audiences across Canada. Among other things, the Department used public opinion research to:

- inform key policy issues (e.g. energy supply and demand);
- track public attitudes toward the environment and climate change, energy efficiency, and energy conservation;
- better understand special target audiences (e.g. car drivers on fuel efficiency; Northern Canadians on resource development);
- help develop or enhance Web sites (e.g. science information for teachers; energy pricing information for consumers; information on sustainable forestry development and policies);

- obtain feedback on the needs and expectations of users and potential users of specialized information (e.g. the CanMOST energy-efficient motor selection software; geospatial data under GeoConnections); and
- measure client satisfaction (e.g. internal users of shared services).

The Department used focus group research to pre-test energy advertisements. It used the standard Government of Canada Advertising Campaign Evaluation Tool to post-test a print and radio campaign in spring 2005.

NRCan invested in subscription and syndicated research to enhance public environment analysis, and to allow cost-effective investigation:

- of the opinions of special audiences (e.g. business leaders across Canada);
- on horizontal subject matter (e.g. science and technology issues); and
- in large-scale comparative research (e.g. opinion on a wide range of environmental, security and development issues among Canadian, U.S. and Mexican populations).

The Department expects increased investment in public opinion research in the areas of client satisfaction measurement and service improvement. Research will also be a key tool supporting performance management for communications.

Canada Revenue Agency

In 2005–2006, most of the public opinion research investments of the Canada Revenue Agency (CRA) related to the programs and services offered by the Agency to the public. During the year the CRA launched its new Annual Corporate Survey, redesigned to provide a better understanding of what individual Canadians think about the CRA as a whole. The survey includes measures of the public mood to capture the broader context in which high-level opinions and attitudes about the CRA are formed. The 2005 survey provides the CRA with a new baseline from which to identify and track opinion trends over time.

The CRA also continued to evaluate the electronic services it makes available to individuals and businesses. To obtain a better understanding of individual preferences, the Agency conducted usability testing of current pages of the “My Account” section of its Web site. In addition, the CRA examined why a number of taxpayers register for “My Account” but do not complete the registration process. For the third consecutive year, the CRA surveyed users of its Web site. The study measured satisfaction with various aspects of the site, and explored the relationship between the Agency’s telephone and Internet service channels (e.g. whether taxpayers use both channels, when they do so and why). In 2006–2007, we expect to conduct further research on the needs of Canadian businesses regarding the CRA Web site.

During the year, the CRA also undertook research to update its understanding of the preferences of Canadian businesses. Research activities examined knowledge, awareness and preferences concerning e-services available to Canadian businesses. Other research examined the preferred modes of communication and interaction between the CRA and business. The data from this research were used in the development of program initiatives, as well as in the CRA’s advertising campaign.

Finally, the CRA initiated a number of research projects to be completed in 2006–2007. These include research to better understand the knowledge, motivations and attitudes of Canadians regarding participation in underground economy activities. Another series of projects relates to the CRA branding initiative, providing information on current perceptions of the “CRA brand.” The information will guide further research in 2006–2007, to be used in updating the CRA’s corporate communications materials and activities.

National Defence

The volume of public opinion research conducted by the Department of National Defence (DND) has grown for the third consecutive year, as a result of heightened interest in the security environment and the Canadian Forces' role in Afghanistan.

During 2005–2006 the Government announced the Defence Policy Statement, the international environment remained complex and there continued to be a need for accelerated transformation of the Forces. Given these factors, it was important to capture and track the views, perceptions and attitudes of Canadians toward the Forces. The Department conducted significant work to monitor the security environment.

DND worked together with other government organizations, such as Public Safety and Emergency Preparedness Canada, the Royal Canadian Mounted Police, the Canadian Security Intelligence Service, Citizenship and Immigration Canada, Justice Canada, Transport Canada, the Canada Border Services Agency, and Health Canada. In these partnerships, the Department used its leadership and expertise to assess the impact of global events on the concerns of Canadians. During the year DND subscribed to EKOS' *Security Monitor*, a cost-shared syndicated study; this provided many of the answers that shaped the Department's understanding of security issues.

The Department also focused on gaining an understanding of the perceptions of young Canadians about the labour market, particularly in terms of their expectations concerning a career in the Canadian Forces. Several market research projects on this topic assisted DND in developing a new recruitment advertising campaign. Substantial resources were allocated to pre-testing the advertising concept and the recruitment ads. The use of perception analyzers in the studies greatly facilitated DND's understanding of the issues and helped it address some of the inherent sensitivities involved in portraying the Forces' combat roles.

During the current fiscal year, several waves of quantitative research will be conducted to track the impact of the new recruitment advertising campaign. DND will continue to monitor the views of Canadians about security issues in general and the role of the Canadian Forces in particular. The findings will help inform policy and communications decisions.

Foreign Affairs and International Trade Canada

Foreign Affairs and International Trade Canada uses public opinion research to track Canadians' views, attitudes, opinions and values concerning international affairs, including on multilateral issues, defence, diplomacy and development. Public views on the relationship between Canada and the United States are monitored closely, especially on bilateral issues such as border security and trade. The Department conducts public opinion research to evaluate its on-line services, and it undertakes an annual study of youth and educators to examine attitudes toward international youth exchange programs. In 2005–2006, the Department also conducted a study to measure public satisfaction with the consular support it provides to Canadian travellers abroad.

An important research project this year was the fourth wave of the Departmental Communications Survey, which examined Canadian attitudes toward the world and Canada's place in it. The objectives were:

- to better understand the public environment for the Department's corporate communications planning;
- to understand levels of awareness about the Department;
- to measure departmental performance across a range of key indices; and
- to better understand how Canadians see the world.

By far the most important global issue for Canadians was the environment, followed distantly by world poverty, terrorism and war. The global environment was the main concern across every region of Canada.

The Americas took top spot as the most important region to Canada, after sharing this position with Africa since 2002. Africa was next in importance, followed by Europe and Asia. The United States was considered the most important country to Canada. China climbed in the rankings and closed the gap significantly with the United States in the ratings of the most important country to Canada, followed by Iraq, Great Britain and Haiti.

Canadians gave the Department strong approval for representing Canada and the Canadian people internationally. The Department received very high marks for its diplomatic efforts overseas, promoting peace and security, helping Canadian travellers in trouble while abroad, and promoting human rights internationally. While a slim majority believed that the Department does a good job of addressing world poverty, the performance was significantly lower on this indicator than on others.

Public support was very strong for closer diplomatic and trade ties with emerging countries, such as Brazil, India and China. Also strong was support for reforming the United Nations with the aim of making it easier to send peace-making forces to protect women and children in wartorn areas. There was public support as well for stronger diplomatic engagement with moderate Muslim countries and the cancellation of debt for developing countries.

Indian and Northern Affairs Canada

The Department of Indian and Northern Affairs (INAC) has a Public Opinion Research Unit within its Communications Branch. Over the past two fiscal years the unit has worked to increase the capacity and scope of its research program, while decreasing the overall costs. The unit conducts research among:

- First Nations people living on-reserve;
- First Nations, Inuit and Métis people living off-reserve; and
- Northerners.

The research is undertaken in conjunction with INAC programs and sectors to fit with their program and service needs. As well, increased consultation with regional offices and senior executives has ensured the efficiency and utility of research.

It is increasingly important to include groups that have been traditionally ignored or under-represented in public opinion research—for example, Northerners in remote communities, and First Nations, Inuit and Métis people living off-reserve. Conducting effective research in these communities is challenging for several reasons. Many of the communities that we attempt to reach are either remote or very difficult to contact through traditional means. An added layer of complexity is our need to demonstrate sensitivity and use channels that respect the communities and their leaders.

Quantitative research conducted with these key communities has traditionally been gathered through telephone surveys. This research method is, however, challenging when attempting to reach Aboriginal people living off-reserve, given the high proportion of them who do not have a fixed address or a landline telephone. To remedy this gap in our research, INAC has successfully employed in-person interviewing, coordinated with Friendship Centres for our off-reserve research and with community leaders in our Northern research.

The cost of conducting research using this more inclusive approach has inevitably increased. INAC's Public Opinion Research Unit has addressed this problem by conducting large-scale research projects using the cost-sharing model. This involves opening up our projects to other organizations, and allowing them to contribute content and share the overall cost. Our partners include Human Resources and Social Development Canada, Canadian Heritage, Environment Canada, and the Canadian Food Inspection Agency within the federal government, as well as provincial counterparts such as the Government of Quebec. Therefore, while the cost of public opinion research for the Department in the past year appears higher overall, INAC is actually spending much less for the research.

Using the cost-sharing model, INAC was able to undertake two large-scale projects in 2005–2006: a survey of First Nations, Inuit and Métis people living off-reserve; and an unprecedented survey of Aboriginal and non-Aboriginal Northerners. In addition, INAC has recently led projects examining key issue areas for

the first time. For example, one project examined the opinions and perceptions of First Nations people about water quality and housing on-reserve. As well, INAC is examining the perceptions of First Nations women and crisis workers about family violence on-reserve.

All public opinion research conducted by INAC is deposited through Public Works and Government Services Canada to Library and Archives Canada and the Library of Parliament, giving full access to the public, Members of Parliament and the Press. INAC also purchases various syndicated studies; these remain the property of the private research firms and therefore cannot be deposited or made publicly available. With the cooperation of suppliers, it has been possible to prepare an annual compendium of research called *The Landscape*. This very successful publication has allowed INAC to share results with key stakeholders and client groups across the country. *The Landscape* is available in both official languages on the INAC Web site at www.ainc-inac.gc.ca/pr/pub/lnd/lscp/index_e.html.

Public Safety and Emergency Preparedness Canada

In 2005-2006 Public Safety and Emergency Preparedness Canada (PSEPC) used public opinion research to inform policy-makers and program managers in a range of areas, such as communications, marketing and outreach, emergency management, national security, organized crime, and Aboriginal policing.

The Department is focused on creating a culture of preparedness for emergencies among Canadians. To support policy and marketing efforts on this topic, it conducted a telephone survey of 2,500 Canadians in November 2005. The survey examined levels of preparedness, and attitudes toward and knowledge of emergency preparedness. To complement the baseline survey, a qualitative focus group study in five cities across Canada explored emergency preparedness issues, including a draft emergency preparedness guide; this was publicly released during Emergency Preparedness Week, May 7-13, 2006.

The ongoing subscription to *The Security Monitor* has focused PSEPC's quantitative research on probing and tracking Canadian attitudes in the areas of emergency preparedness, national security and aboriginal policing.

In 2006-2007, Public Safety and Emergency Preparedness Canada plans to conduct public opinion research and consultations on its own and in collaboration with other governments, departments and private-sector organizations.

Follow-up research on emergency preparedness will help evaluate the impact of the Department's emergency preparedness social marketing campaign. In addition, seeking the public's perceptions, attitudes and behavioural intentions on specific emergency management issues, such as a pandemic, will help emergency planners to develop policies and programs that will meet expectations and be easier to implement.

The Department will also conduct public opinion research aimed at contributing to the effective management of Canada's national security. Possible areas of study include initiatives or processes to reduce security threats; border security measures; and collaboration with international governments, particularly the United States, on common security issues.

As the government continues its efforts to reduce crime and reform the criminal justice system, it will be useful to learn from Canadians their attitudes toward specific crime types, policing efforts, victim services, criminal penalties, offender reintegration programs and border integrity issues.

Finally, gaining the public's insights on what would constitute effective corrections will be useful in gauging any changes in attitude and support levels since the baseline study two years earlier.

Canadian Heritage

In 2005–2006 the Department of Canadian Heritage commissioned public opinion research that included two large-scale surveys of Canadians' attitudes and perceptions. One study dealt with Canada's official languages, and the other with the Canadian music and film industry. Both surveys were commissioned to provide comparisons with earlier findings and to help identify any new public opinion trends on these topics.

During the year Canadian Heritage subscribed to *Diversity in Canada*, a syndicated survey provided by Solutions Research Group (SRG). This is the first time that a Canadian public opinion research firm has launched a syndicated survey in multiple languages other than English and French, focusing on ethno-cultural communities. SRG consulted extensively with the Department, drawing on its expertise and knowledge of issues related to cultural diversity in Canada. After close to two years of design work by the firm, Canadian Heritage received access to a rich and unique database at lower cost—the result of partnerships built within the Department, with other government departments and by SRG itself.

The survey involved 3,000 telephone interviews of persons aged 15 and over in Toronto, Montréal and Vancouver, conducted between June and August 2005. Target groups and interview languages included:

- Chinese
(Cantonese, Mandarin, English)
- South Asian
(Punjabi, Hindi, Urdu, English)
- Black Canadians
(English, French)
- Hispanic
(Spanish, English, French)
- Italian
(English, French, Italian)
- West Asian/Arab Canadians
(English, French)

Combined, the target groups represented an estimated 4 million Canadians living in the three metropolises in 2005.

In 2006–2007 public opinion research will continue to be an important source of information for the Department, supporting policy research and program development, performance measurement for programs, and assessment of the performance of its Internet sites.

Transport Canada

Transport Canada's program of public opinion research has grown in recent years as the Department increasingly recognizes the importance and value of listening to Canadians.

In 2005–2006, work continued in the area of transportation safety and security with the completion of Wave V of *Public Perceptions of Flight Safety and the Security of Air Travel in Canada*. This annual survey provides key perceptual indicators on flight safety and the security of air travel in Canada. In the past year the Department also conducted a large national focus group study on a number of transportation issues pertaining to national security.

In addition, customized studies on public perceptions of speed management and electronic control devices were conducted during the year.

In 2005–2006, Transport Canada subscribed to a number of syndicated studies designed to track Canadians' views and values concerning government performance, broad policy issues, economic and social trends, road safety, and public security.

As input to the development of the Department's corporate strategic communications plan, a number of interview and focus group studies examined the views of managers and employees on communications issues.

Communications testing for educational, advertising and outreach campaigns was also part of the year's public opinion research program.

Finally, the year saw a number of evaluation and usability studies carried out in preparation for revisions to the Transport Canada Internet and Intranet sites, and the launching of a transportation portal.

Research Firms

Top Research Firms for All Coordinated Public Opinion Research

Firm	Contract Value (Thousands of dollars)	Number of Projects
EKOS RESEARCH ASSOCIATES	5,302	96
ENVIRONICS RESEARCH GROUP	3,501	62
DECIMA RESEARCH	3,140	54
PHOENIX STRATEGIC PERSPECTIVES	2,457	44
IPSOS REID	1,810	57
CRÉATEC +	1,413	14
PHASE 5 CONSULTING GROUP	1,199	20
CORPORATE RESEARCH ASSOCIATES	1,034	27
THE STRATEGIC COUNSEL	955	15
SAGE RESEARCH	909	15

In 2005–2006 the Government of Canada used the services of 61 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 to the Government of Canada in terms of number of projects (96) as well as contract

value (\$5.3 million). Environics Research Group was the second most active, with 62 projects and an approximate contract value of \$3.5 million. Eleven firms had 10 or more projects each.

For a complete listing of all the firms, see Appendix II (p. 35).

Top Research Firms for Coordinated Custom Research

Firm	Contract Value <small>(Thousands of dollars)</small>	Number of Projects
EKOS RESEARCH ASSOCIATES	4,118	58
DECIMA RESEARCH	3,135	53
ENVIRONICS RESEARCH GROUP	3,000	40
PHOENIX STRATEGIC PERSPECTIVES	2,289	36
IPSOS REID	1,458	35
CRÉATEC +	1,413	14
PHASE 5 CONSULTING GROUP	1,199	20
CORPORATE RESEARCH ASSOCIATES	990	23
THE STRATEGIC COUNSEL	955	15
SAGE RESEARCH	909	15

EKOS Research Associates had the most custom research projects (58) in 2005–2006, with the value of its contracts amounting to \$4.1 million. Second was Decima Research, which undertook 53 custom

research projects valued at \$3.1 million. In third place was Environics Research Group, with 40 custom research projects valued at \$3 million.

Top Research Firms for Coordinated Syndicated Studies

Firm	Contract Value (Thousands of dollars)
EKOS RESEARCH ASSOCIATES	1,183
ENVIRONICS RESEARCH GROUP	500
IPSOS REID	352
INSTITUTE FOR CITIZEN-CENTRED SERVICE	203
PHOENIX STRATEGIC PERSPECTIVES	167
CROP (CENTRE DE RECHERCHE SUR L'OPINION PUBLIQUE)	105
D-CODE	54
MCALLISTER OPINION RESEARCH	50
CORPORATE RESEARCH ASSOCIATES	45
GLOBESCAN	42

Government departments and agencies subscribed to syndicated studies undertaken by 19 different research firms during 2005–2006. EKOS Research Associates' syndicated studies accounted for 41 percent of the total contract value of federal government subscriptions. EKOS' top syndicated studies included *The Security Monitor*, *Rethinking Government* and *Rethinking the Information Highway*.

Environics Research Group again ranked second during the fiscal year; its top studies included *Focus Canada* and *North of 60 and Remote Community Monitor*. Ipsos Reid was the third most active firm for syndicated studies in 2005–2006, with contributions including *Trend Report* and *Reconnecting Government With Youth*.

For a thematic overview of syndicated studies, see Appendix III (p. 38).

For More Information

This report provides an overview of public opinion research activities in the Government of Canada during the fiscal year 2005–2006.

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

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Appendices



Appendix One

Complete Listing of Departments and Agencies Engaged in Public Opinion Research, 2005–2006

Department/Agency	Contract Value (Thousands of dollars)	Number of Projects
HEALTH CANADA (INCLUDING THE PUBLIC HEALTH AGENCY OF CANADA)	6,575	89
HUMAN RESOURCES AND SKILLS DEVELOPMENT CANADA*	3,029	49
NATURAL RESOURCES CANADA	1,586	37
CANADA REVENUE AGENCY	1,577	25
NATIONAL DEFENCE	1,094	17
FOREIGN AFFAIRS AND INTERNATIONAL TRADE CANADA†	1,018	13
INDIAN AND NORTHERN AFFAIRS CANADA	1,001	18
PUBLIC SAFETY AND EMERGENCY PREPAREDNESS CANADA	905	14
CANADIAN HERITAGE	815	21
TRANSPORT CANADA	803	17
FINANCE CANADA	798	12
PUBLIC WORKS AND GOVERNMENT SERVICES CANADA	791	21
INDUSTRY CANADA	771	21
TREASURY BOARD OF CANADA SECRETARIAT	709	10
ENVIRONMENT CANADA	673	14
SOCIAL DEVELOPMENT CANADA*	578	11
PRIVY COUNCIL OFFICE	435	16
CITIZENSHIP AND IMMIGRATION CANADA	364	7
AGRICULTURE AND AGRI-FOOD CANADA	338	7
ROYAL CANADIAN MOUNTED POLICE	299	5
FISHERIES AND OCEANS CANADA	292	6
CANADA BORDER SERVICES AGENCY	237	6

Complete Listing of Departments and Agencies Engaged in Public Opinion Research, 2005–2006 (Continued)

Department/Agency	Contract Value (Thousands of dollars)	Number of Projects
PARKS CANADA	226	9
JUSTICE CANADA, DEPARTMENT OF	187	7
CANADIAN INTERNATIONAL DEVELOPMENT AGENCY	175	6
NATIONAL RESEARCH COUNCIL CANADA	155	2
VETERANS AFFAIRS CANADA	145	5
CANADIAN FOOD INSPECTION AGENCY	138	7
OFFICE OF THE COMMISSIONER OF OFFICIAL LANGUAGES	130	3
PASSPORT CANADA	120	1
ATLANTIC CANADA OPPORTUNITIES AGENCY	117	10
LIBRARY AND ARCHIVES CANADA	114	3
STATISTICS CANADA	107	5
CORRECTIONAL SERVICE CANADA	94	2
PUBLIC SERVICE HUMAN RESOURCES MANAGEMENT AGENCY OF CANADA	83	2
CANADIAN SPACE AGENCY	78	2
WESTERN ECONOMIC DIVERSIFICATION CANADA	49	3
FINANCIAL CONSUMER AGENCY OF CANADA	44	3
CANADIAN SECURITY INTELLIGENCE SERVICE	43	3
CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION	40	2
OFFICE OF THE PRIVACY COMMISSIONER OF CANADA	38	1
SECURITY INTELLIGENCE REVIEW COMMITTEE	30	1
CANADIAN NUCLEAR SAFETY COMMISSION	25	1
PUBLIC SERVICE LABOUR RELATIONS BOARD	13	1
CANADIAN HUMAN RIGHTS COMMISSION	8	1

Notes

* On February 6, 2006, the Prime Minister announced that Human Resources and Skills Development Canada would be merged with Social Development Canada to create the new Human Resources and Social Development Canada.

† On February 6, 2006, the Prime Minister announced that these two departments would be merged.

Appendix Two

Complete Listing of Research Firms Engaged in Public Opinion Research, 2005–2006

Firm	Contract Value (Thousands of dollars)	Number of Projects
EKOS RESEARCH ASSOCIATES	5,302	96
ENVIRONICS RESEARCH GROUP	3,501	62
DECIMA RESEARCH	3,140	54
PHOENIX STRATEGIC PERSPECTIVES	2,457	44
IPSOS REID	1,810	57
CRÉATEC +	1,413	14
PHASE 5 CONSULTING GROUP	1,199	20
CORPORATE RESEARCH ASSOCIATES	1,034	27
THE STRATEGIC COUNSEL	955	15
SAGE RESEARCH	909	15
MILLWARD BROWN GOLDFARB	871	9
TNS CANADIAN FACTS	623	12
PATTERSON, LANGLOIS CONSULTANTS	561	8
PRAIRIE RESEARCH ASSOCIATES	373	3
R.A. MALATEST & ASSOCIATES	313	2
DATAPATH SYSTEMS	251	1
WESTERN OPINION RESEARCH	248	4
GPC INTERNATIONAL	207	8
INSTITUTE FOR CITIZEN-CENTRED SERVICE	203	5
POLLARA	183	3

Complete Listing of Research Firms Engaged in Public Opinion Research, 2005–2006 (Continued)

Firm	Contract Value (Thousands of dollars)	Number of Projects
ALDERSON-GILL AND ASSOCIATES CONSULTING	117	1
CROP (CENTRE DE RECHERCHE SUR L'OPINION PUBLIQUE)	112	4
IBM BUSINESS CONSULTING SERVICES	79	4
D-CODE	78	2
DECISION PARTNERS	78	1
MCALLISTER OPINION RESEARCH	50	3
LÉGER MARKETING	46	3
CIRCUM NETWORK	46	2
GLOBESCAN	42	4
INTERVISTAS CONSULTING	37	1
TRAFFIC INJURY RESEARCH FOUNDATION OF CANADA	32	1
THE ANTIMA GROUP	27	1
FLEISHMAN-HILLARD CANADA	26	3
CONSULTANT PRAXIS	25	1
DELTA MEDIA	25	1
MARITZ RESEARCH	25	1
SCL (SUPPLY CHAIN & LOGISTICS CANADA)	25	1
THE PRAXIS GROUP	25	1
BRENDAN BUCHANAN	24	1
SOLUTIONS RESEARCH GROUP	23	1
YOUTHOGRAPHY	22	1

Complete Listing of Research Firms Engaged in Public Opinion Research, 2005–2006 (Continued)

Firm	Contract Value <small>(Thousands of dollars)</small>	Number of Projects
DUXBURY, DR. LINDA	21	1
DUXBURY, HIGGINS & ASSOCIATES	21	1
CRIC (CENTRE FOR RESEARCH AND INFORMATION ON CANADA)	19	1
CATA (CANADIAN ADVANCED TECHNOLOGY ALLIANCE)	19	1
DESROSIER AUTOMOTIVE CONSULTANTS	18	1
CENTRALE RENCON CENTRAL	17	1
LBC CONSULTING SERVICES	16	1
BRISTOL GROUP	16	1
OUTCROP NUNAVUT	16	1
SQM GROUP	16	1
CLAROS RESEARCH CORPORATION	16	1
VISION RESEARCH	16	1
THE CONFERENCE BOARD OF CANADA	15	1
SOM INC.	13	1
REDFERN RESEARCH	11	1
RÉJEAN PELLETIER	11	1
GMI	11	1
SINTERRA	10	1
DESJARDINS MARKETING STRATÉGIQUE	6	1
CLEAR PICTURE CORPORATION	1	1

Appendix Three

Thematic Overview of Syndicated Studies, 2005–2006

The Government of Canada subscribed to various syndicated studies that dealt with a range of issues. Below is a thematic overview of these studies.

National Public Opinion Overviews

3SC (CROP)

Engage Canada: Citizen Regeneration Phase II
(D-Code)

Focus Canada, 2005
(Environics Research Group)

Focus 50+ Monitor
(Environics Research Group)

Government Service and Satisfaction
(Ipsos Reid)

Canadian Environmental Monitor
(GlobeScan)

Rethinking Citizen Engagement
(EKOS Research Associates)

Rethinking Government
(EKOS Research Associates)

The Ipsos Trend Report Canada (Ipsos Reid)

The Environmental Monitor
(McAllister Opinion Research)

Canadian SME Report
(Corporate Research Associates)

Regional Reports

Options for Western Canada (Ipsos Reid)

Atlantic Omnibus Report
(Corporate Research Associates)

North of 60 and Remote Community Monitor
(Environics Research Group)

*Saskatchewan First Nations High School
Student Survey* (Western Opinion Research)

CROP-Express (CROP)

Focus Ontario (Environics Research Group)

Trend Report: British Columbia (Ipsos Reid)

International Issues

Corporate Social Responsibility Monitor
(GlobeScan)

Rethinking North America: The Road Ahead
(EKOS Research Associates)

*Rethinking Work: Understanding the New
North American Workforce and Workplace*
(EKOS Research Associates)

*Rethinking Energy and Sustainable
Development* (EKOS Research Associates)

Anholt-GMI Nation Brands Index (GMI)

*Security, Canada and a Changing World:
The New Public Outlook*
(EKOS Research Associates)

Health Issues

Canadians' Reaction to Avian Flu
(Ipsos Reid)

Health Insider
(IBM Business Consulting Services)

Canadians and Drinking Water (Ipsos Reid)

High Technology, Innovation and Internet

The Canadian Inter@ctive Reid Report
(Ipsos Reid)

Rethinking the Information Highway
(EKOS Research Associates)

Answering the Call: Improving the Telephone Channel for Canadians
(Institute for Citizen-Centred Service)

Society

First Nations People On-Reserve
(EKOS Research Associates)

Rethinking Science and Society
(EKOS Research Associates)

Reconnecting Government With Youth
(Ipsos Reid)

2005 Portrait of Canadian Leisure Travellers
(InterVISTAS Consulting)

GPC Young Canada Survey
(GPC International)

Security

The Security Monitor
(EKOS Research Associates)

Road Safety Monitor (Traffic Injury Research Foundation of Canada)

Security, Canada and a Changing World: The New Public Outlook
(EKOS Research Associates)

Business/Economic Issues

Business in the North (Fleishman-Hillard)

Corporate Connection
(Phoenix Strategic Perspectives)

2005 Small Business Trends: Financial Services
(Ipsos Reid)

Taking Care of Business 2
(Institute for Citizen-Centred Service)

Marketing/Communications

Diversity in Canada
(Solutions Research Group)

Public Opinion and Ottawa: Canadians Appraise Federal Government One Year Later
(Decima Research)

Appendix Four

Standing Offers and Supply Arrangements for 2004–2007

The Communication 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. These will be in effect until May 12, 2007. The tools were established using a competitive process.

Standing Offers 2004–2007

Series A—Qualitative Research

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

Series B—Quantitative Research

- Corporate Research Associates
- Decima Research
- Ekos Research Associates
- Environics Research Group
- GPC Canada
- Ipsos Reid Corporation
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Phoenix Strategic Perspectives
- Pollara
- The Earncliffe Strategy Group
- The Strategic Counsel
- TNS Canadian Facts

Series C—Qualitative and/or Quantitative Research

- Corporate Research Associates
- Decima Research
- Ekos Research Associates
- Environics Research Group
- Ipsos Reid Corporation
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Phoenix Strategic Perspectives
- Pollara
- The Earncliffe Strategy Group
- The Strategic Counsel
- TNS Canadian Facts

Supply Arrangements 2004–2007

Series A—Qualitative Research

- Corporate Research Associates
- Decima Research
- Ekos Research Associates
- Environics Research Group
- Goldfarb Intelligence Marketing
- GPC Canada
- Ipsos Reid Corporation
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Patterson, Langlois Consultants
- Phase 5 Consulting Groups
- Phoenix Strategic Perspectives
- Pollara
- R.A. Malatest & Associates
- Sage Research
- The Earncliffe Strategy Group
- The Strategic Counsel
- TNS Canadian Facts
- Vision Research
- Western Opinion Research

Series B—Quantitative Research

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

Series C—Qualitative and/or Quantitative Research

- Corporate Research Associates
- Decima Research
- Ekos Research Associates
- Environics Research Group
- GPC Canada
- Ipsos Reid
- Les Études de Marché Créatec +
- Millward Brown Goldfarb
- Phase 5 Consulting Groups
- Phoenix Strategic Perspectives
- Pollara
- R.A. Malatest & Associates
- The Earncliffe Strategy Group
- 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 POR 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 Web site:

<http://contractscanada.gc.ca>