



Public Opinion Research in the Government of Canada

ANNUAL REPORT

2013-2014





Public Opinion Research in the Government of Canada

Annual Report 2013-2014

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The *Public Opinion Research in the Government of Canada – Annual Report 2013-2014* is available online at:
<http://www.tpsgc-pwgsc.gc.ca/rop-por/rapports-reports/2013-2014/tdm-toc-eng.html>.

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Introduction

Departments and agencies of the Government of Canada conduct public opinion research studies to gather the views and opinions of the Canadian public as a means of understanding and effectively responding to the diverse needs of Canadians. Public opinion research can be used to gauge public views and satisfaction with various government policies, programs and services, as well as to improve communication between government and citizens. It also serves as a tool to determine the level of knowledge, satisfaction and engagement of citizens with various government activities and initiatives.

Information and knowledge gained from public opinion research allows the Government of Canada to develop and tailor its programs and services to better serve Canadians. These research studies help provide useful insights on important issues such as health and safety, job creation and development, economic growth, food safety, victims of crimes, elder abuse and support to veterans. Public opinion research also allows the government to obtain real-time feedback that can be used in times of emergency or rapidly evolving crises.

Under the *Communications Policy of the Government of Canada*¹, Public Works and Government Services Canada (PWGSC) is responsible for activities such as coordinating and providing methodological advice on public opinion research studies, promoting best practices in public opinion research and developing an annual report on government public opinion research activities. PWGSC is also responsible for developing and maintaining the *Standards for the Conduct of Government of Canada Public Opinion Research*. In 2013-2014, PWGSC updated the standards for [telephone](#)² and [online](#)³ surveys, available online on the departmental Internet site.

The *Public Opinion Research in the Government of Canada, Annual Report 2013-2014*, is PWGSC's 13th annual report on public opinion research. The publication provides an overview of government-wide⁴ contracted public opinion research activities coordinated on behalf of federal departments and agencies for the period from April 1, 2013 through March 31, 2014. More specifically, it includes an overview of the role of public opinion research in the Government of Canada, how it is used and how it benefits Canadians. It also explains how public opinion research is managed within the government, and includes appendices with business volumes and other useful information on public opinion research activities.

¹ *Communications Policy of the Government of Canada*, 2012, <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316§ion=text#sec5.8>.

² *Standards for the Conduct of Government of Canada Public Opinion Research – Telephone Surveys*, 2013, <http://www.tpsgc-pwgsc.gc.ca/rop-por/telephone-eng.html>.

³ *Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys*, 2013, <http://www.tpsgc-pwgsc.gc.ca/rop-por/enligne-online-eng.html>.

⁴ Compliance with the provisions covering public opinion research in the *Communications Policy of the Government of Canada* is mandatory for departments identified in Schedules I, I.1 and II of the *Financial Administration Act*, unless excluded by specific acts, regulations or Orders in Council. Agents of Parliament are exempt under the provisions covering public opinion research. Available online: <http://laws-lois.justice.gc.ca/eng/acts/F-11/index.html>.

A Year in Review

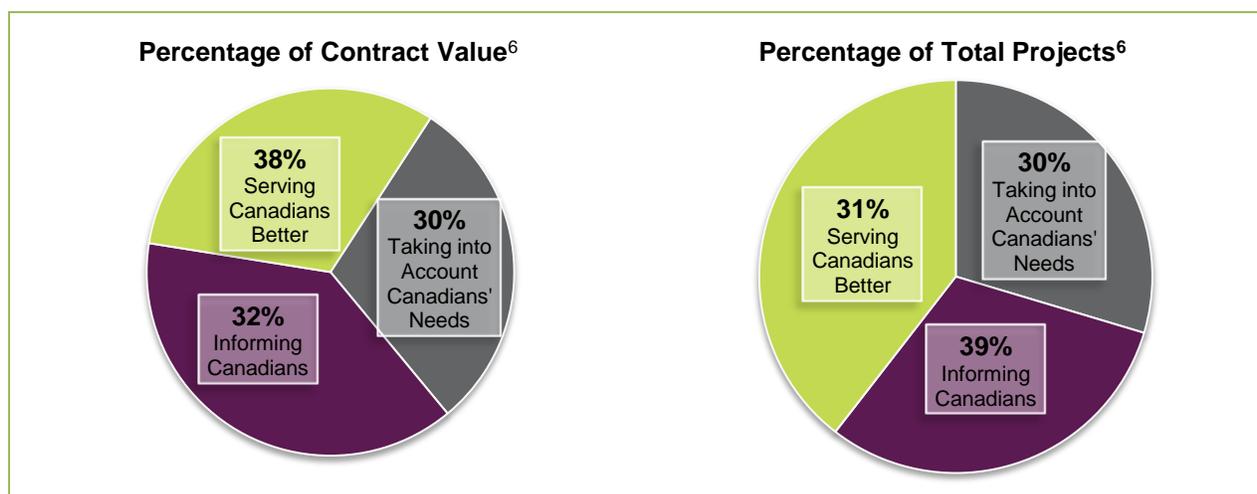
Public opinion research allows the government to obtain information on Canadians' opinions and attitudes in order to respond to their needs. The government uses this information for three broad applications: identify areas to improve the way the government serves Canadians, take Canadians' needs into account in all aspects of governance, and inform Canadians about its various policies, programs and services.

In 2013-2014, a total of 81 contracted public opinion research projects worth \$4.9 million were coordinated through the Public Opinion Research Directorate. Of these projects, 24 were conducted to strengthen policies and to develop communication strategies and products that *take into account Canadians' needs*; 25 projects were conducted to ensure easy access to information and services, help understand Canadians' views and measure their satisfaction in order to *better serve Canadians*; and the remaining 32 projects supported the Government of Canada in its efforts to effectively *inform Canadians* of the various government programs, policies and services.

Table 1: Areas of Application for Contracted Public Opinion Research

	Contract Value ⁵	Number of Projects ⁵
Taking into Account Canadians' Needs	\$1,471,349	24
Serving Canadians Better	\$1,899,980	25
Informing Canadians	\$1,561,020	32
Total:	\$4,932,349	81

Figure 1: Areas of Application for Contracted Public Opinion Research



⁵ The number of projects and contract values (rounded to the nearest dollar) represent contractual transactions issued between April 1, 2013 and March 31, 2014 (including amendments to increase, cancel or reduce the value of the contracts issued from previous fiscal years).

⁶ The figures have been rounded to the nearest percentage point.

Taking into Account Canadians' Needs

With the results from public opinion research, the Government of Canada can better identify the needs of Canadians and work at improving existing policies and programs and to put forward new initiatives. Public opinion research helps the government to have a better understanding of the public's attitudes and perspectives on a given subject. It also assists in the development and delivery of government programs and information products and helps identify the best approaches and vehicles to use in order to reach out to Canadians. This is achieved with:

- **Policy development and review:** The government collects information on attitudes and opinions to help tailor public policies that reflect the needs and wants of Canadians, or specific stakeholder groups affected by those policies.
- **Communications plan development:** This type of research measures awareness, attitudes and behavioural intentions to help the government better communicate with Canadians. It helps identify the best approaches to reach out to the public and helps develop and refine messages, for example, in guides or brochures.
- **Communication product testing:** This type of research includes the evaluation of concepts, messages, content and creative design.

In 2013-2014, studies conducted *to take into account Canadians' needs* accounted for 30 percent of the total contract value of public opinion research. (See [Figure 1.](#))

Serving Canadians Better

Public opinion research is used to understand how people view government policies, programs and services. It helps the government assess the level of engagement and satisfaction of Canadians with respect to the services offered and the initiatives put in by their government. It also allows the government to find ways to improve these services. This can be done by means of:

- **Market research:** This type of research involves collecting information on attitudes, opinions and product attributes that will help in the design and delivery of programs and services.
- **Quality of service and client satisfaction:** This type of research helps the government evaluate experiences and identify interests and priorities in order to be aware of areas requiring improvement. It provides the government with the means to understand the drivers of client satisfaction and identify areas where clients seek information. This type of study also includes research supporting a more productive work environment.
- **Policy and program evaluation:** This type of research helps evaluate the effectiveness of programs and services and the factors driving their usefulness to Canadians.
- **Web site usability testing:** This type of research involves the testing of new or revised Web pages to ensure that they are functional, comprehensive and useful. The content, format,



features and ease of navigation are tested to ensure government Web sites meet the needs of the intended user.

Studies undertaken to better serve Canadians accounted for 38 percent of the total contract value of public opinion research for the 2013-2014 fiscal year. (See [Figure 1.](#))

Informing Canadians

The government has a duty to explain its policies and decisions to Canadians and inform them of available programs and services. Public opinion research helps ensure that information about policies, programs and services is clear, concise and targeted to appropriate audiences through:

- **Advertising pretesting:** This type of research is used to test advertising materials and concepts associated with major campaigns. This helps to ensure that the materials and texts are clear and well understood before they are used in advertisements. Pretesting is mandatory for campaigns with a media buy of \$400,000 or more⁷.
- **Advertising post evaluation:** This type of research is used to measure recall and recognition of major advertising campaigns, as well as attitude and behavioural changes resulting from these campaigns. Post evaluation of advertising is mandatory for campaigns with a media buy of \$1 million or more⁸. The information from these studies is used to improve the planning and development of current and future advertising campaigns.

Studies to inform Canadians accounted for 32 percent of the total contract value of public opinion research for the 2013-2014 fiscal year. (See [Figure 1.](#))

Research Approaches

Public opinion research relies on various data collection techniques to obtain information from a wide variety of audiences. The research approaches used to reach these audiences include qualitative methodologies, quantitative methodologies or a combination of both, referred to as a mixed-mode approach.

Qualitative research is widely used to gain insights into people's behaviours and perceptions and explore their opinions on a particular topic. This approach is typically used when the research needed is exploratory, in-depth or about very complex issues. It relies on semi-structured or unstructured interviews where the moderator or interviewer works with a discussion guide that can be adapted according to the participants' individual experiences and responses. The most commonly used qualitative techniques are focus group discussions, group interviews and personal interviews. Qualitative methodologies do not yield numeric data and the findings cannot be projected to the general population. During the 2013-2014

⁷ See the section entitled "Procedures for Planning, Contracting and Evaluating Advertising" in the *Communications Policy of the Government of Canada: Procedures*, 2008, available online: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12321§ion=text#cha6>.

⁸ See the section entitled "Procedures for Planning, Contracting and Evaluating Advertising" in the *Communications Policy of the Government of Canada: Procedures*, 2008, available online: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12321§ion=text#cha6>.



fiscal year, 30 projects undertaken used qualitative methodologies, accounting for 32% of the total contract value for public opinion research studies.

Quantitative research uses a more systematic approach to collect and analyze information obtained from a sample of the target population. This method includes structured techniques, such as surveys, with the aim of drawing conclusions for the total target population to provide results. A quantitative approach is typically used when statistics or numerical results are required. In 2013-2014, 35 of the projects undertaken used quantitative methodologies, representing 30% of the total contract value.

Qualitative and quantitative research methods can be combined over the course of a study to meet various research objectives. Studies based on both quantitative and qualitative methodologies accounted for the remaining 16 projects, or 38% percent of the total contract value of the projects undertaken during the 2013-2014 fiscal year.

Public Opinion Research Management in the Government of Canada

The [Communications Policy of the Government of Canada](#) sets out a framework for conducting public opinion research to ensure that activities are well coordinated, transparent and provide value for money. The policy is mandatory for departments identified in Schedules I, I.1 and II of the [Financial Administration Act](#), unless excluded by specific acts, regulations or Orders in Council.

The following institutions are exempt under the provisions covering public opinion research:

- Office of the Auditor General of Canada;
- Office of the Chief Electoral Officer;
- Office of the Commissioner of Lobbying of Canada;
- Office of the Commissioner of Official Languages;
- Offices of the Information and Privacy Commissioners of Canada; and
- Office of the Public Sector Integrity Commissioner of Canada.

Organizations with a Responsibility for Public Opinion Research

The [Communications Policy of the Government of Canada](#) assigns the following responsibilities to key bodies in public opinion research. (See [Figure 2](#).)

Figure 2: Organizations with a Responsibility for Public Opinion Research





Departments are at the centre of the overall process. They are responsible for the management of their public opinion research activities as well as the research content and the overall quality of the research produced. Departments are also responsible for accepting all deliverables and for the payment of suppliers.

The **Privy Council Office** performs a central role in the leadership, challenge, strategic direction and coordination of departmental and horizontal public opinion research activities.

The **Treasury Board of Canada Secretariat** provides advice and support to Treasury Board ministers and its President in the development, management and evaluation of administrative policy. Under the [Communications Policy of the Government of Canada](#), the Secretariat is responsible for developing, evaluating and reviewing government-wide communications policy, which includes public opinion research; advising institutions on policy interpretation and application; and monitoring policy implementation and compliance.

Library and Archives Canada (LAC) ensures increased transparency by facilitating access to public opinion research reports. LAC receives copies of final reports from departments within six months of the completion of fieldwork. The [LAC Web site](#) provides access to bilingual executive summaries and final reports from research contracted after August 1, 2006. The **Library of Parliament** makes the reports available to Members of Parliament and the media.

Public Works and Government Services Canada (PWGSC) works with other federal organizations to serve Canadians efficiently and cost-effectively. The Department serves as coordinating, technical and contracting authority for public opinion research within the government. PWGSC exercises this authority through two of its directorates, the Public Opinion Research Directorate and the Communication Procurement Directorate, which collaborate to provide seamless services to federal organizations.

- The **Public Opinion Research Directorate** provides a mandatory common service as the technical and coordinating authority of public opinion research activities. The Directorate facilitates studies by guiding client departments through the entire process. The Directorate advises institutions on research methodologies, standards, policy requirements and research instruments (e.g. questionnaires and discussion guides), and assigns project registration numbers. This helps ensure that research objectives are met and that the research undertaken conforms to legislative and policy requirements as well as Government of Canada and accepted industry standards. The Directorate also contributes to government-wide capacity building by delivering information sessions, developing best practices and tools and promoting training opportunities related to the conduct of government public opinion research.
- The **Communication Procurement Directorate** provides a mandatory common service as the government's contracting authority for public opinion research. The Directorate manages the procurement process for all departmental public opinion research requirements in accordance with Government of Canada policies; awards and manages contracts; and, where applicable, chairs and conducts open, fair and transparent bid evaluation processes.

Appendices

Appendix I: Trends in Contract Values and Number of Projects

In 2013-2014, 81 contracted public opinion research projects worth \$4.9 million were coordinated by the Public Opinion Research Directorate.

Fiscal Year	Contract Value ⁹	Number of Projects ⁹
2013-2014	\$4,932,349	81
2012-2013	\$4,304,177	72
2011-2012	\$6,513,824	100
2010-2011	\$7,902,871	136
2009-2010	\$8,305,795	148

⁹ The number of projects and contract values represent contractual transactions issued between April 1st and March 31st for each of the fiscal years (including amendments to increase, cancel or reduce the value of the contracts).

Appendix II: Listing of Departments Engaged in Public Opinion Research in 2013-2014

A total of 25 departments were involved in public opinion research during 2013-2014.

Government Organization	Contract Value ¹⁰	Number of Projects ¹⁰
National Defence	\$598,901.74	5
Citizenship and Immigration Canada	\$547,144.77	8
Department of Finance Canada	\$514,741.96	6
Natural Resources Canada	\$498,637.03	8
Health Canada	\$306,510.41	5
Canada Revenue Agency	\$279,928.06	7
Privy Council Office	\$248,899.29	2
Industry Canada	\$231,976.88	5
Veterans Affairs Canada	\$203,962.53	4
Employment and Social Development Canada ¹¹	\$193,411.47	7
Parks Canada	\$191,310.29	1
Department of Justice Canada	\$175,724.61	1
Agriculture and Agri-Food Canada	\$174,316.25	2
Office of the Superintendent of Financial Institutions Canada	\$159,167.28	4
Environment Canada	\$129,931.03	1
Canadian Radio-television and Telecommunications Commission	\$119,550.66	4
Public Safety Canada	\$111,795.58	2
Financial Consumer Agency of Canada	\$53,711.73	2
Canadian Heritage	\$43,523.68	1
Canada Industrial Relations Board	\$37,026.43	1
Public Works and Government Services Canada	\$35,563.85	1
National Film Board	\$26,784.42	1
National Research Council Canada	\$24,969.96	1
Canadian Transportation Agency	\$17,628.00	1
Copyright Board Canada	\$7,231.06	1
Total:	\$ 4,932,348.97	81

¹⁰ The number of projects and contract values represent contractual transactions issued between April 1, 2013 and March 31, 2014 (including amendments to increase, cancel or reduce the value of the contracts issued during previous fiscal years).

¹¹ Formerly known as Human Resources and Skills Development Canada.

Appendix III: Listing of Contractors Engaged in Public Opinion Research in 2013-2014

A total of 17 contractors were involved in public opinion research during 2013-2014.

Supplier	Contract Value ¹²	Number of Projects ¹²
Ipsos-Reid Corporation	\$1,072,851.54	11
Harris/Decima Inc.	\$974,481.55	15
Environics Research Group	\$599,231.78	6
TNS Canadian Facts Inc.	\$531,068.57	9
NRG Research Group	\$522,937.80	7
Ekos Research Associates Inc.	\$319,664.10	8
Léger Marketing	\$188,786.15	4
Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel	\$183,394.97	3
Phoenix SPI	\$165,022.94	2
Phase 5	\$147,408.95	4
Corporate Research Associates Inc.	\$83,363.14	2
Sage Research Corporation	\$76,678.18	3
Opinion Search Inc.	\$28,950.90	2
Hill+Knowlton Strategies Canada	\$24,837.40	1
Systemscope Inc.	\$17,628.00	1
Elemental Data Collection Inc.	\$12,972.40	1
Nanos Research Corporation	-\$16,929.40 ¹³	2
Total:	\$4,932,348.97	81

¹² The number of projects and contract values represent contractual transactions issued between April 1, 2013 and March 31, 2014 (including amendments to increase, cancel or reduce the value of the contracts issued during previous fiscal years).

¹³ In 2013-2014, a contract issued in a previous fiscal year was cancelled (with partial funds incurred), which resulted in a negative value for the total contract value for this supplier.

Appendix IV: Standing Offers for Public Opinion Research

The standing offers¹⁴ for public opinion research are made available for use by departments for research projects with a contract value of up to \$200,000 (including HST). These standing offers were established competitively for the period of April 1, 2010 to March 31, 2012 with a possibility of three extension periods of one year each. The standing offers were in effect during the 2013-2014 fiscal year as part of the second extension period.

The standing offers were designed to:

- encourage the participation of all types of public opinion research suppliers including small, medium and large businesses, joint ventures and businesses specializing in target populations (including Aboriginal people and ethnocultural populations) from various geographic locations;
- ensure that the Government of Canada has access to a broad range of subject expertise and research specializations with various target groups in Canada (therefore no limits were placed on the number of firms that could submit a response to the Request for Standing Offer);
- react to a rapidly changing technological environment, allowing for the use of a variety of research methodologies; and
- include custom qualitative research, quantitative research and a blend of the two.

Standing offers are used in the direct selection of suppliers for projects not exceeding \$200,000 (HST included) in contract value. These contracting tools enable departments to obtain public opinion research services in an efficient and effective manner with qualified research firms, at predetermined prices, terms and conditions.

¹⁴ A standing offer is not a contract. A standing offer is an agreement with an individual supplier to provide goods and services at pre-arranged prices, under set terms and conditions, that is open for acceptance by one or more authorized users on behalf of the Government of Canada during a specified period of time. A separate contract is formed each time a call-up for the provision of goods and/or services is made against a standing offer.

Appendix IV: Standing Offers for Public Opinion Research (continued)

Firms on the Government of Canada's Standing Offers for Public Opinion Research

Standing Offer Holders*	Fieldwork and Data Tabulation		Online Pre-testing of Advertisement	Target Populations										
	Telephone	Online		Series A: Qualitative			Series B: Quantitative			Series C: Qual./Quant.				
			General	Aboriginal	Ethno	General	Aboriginal	Ethno	General	Aboriginal	Ethno			
Ascentum		•		•				•				•		
Campaign Research	•													
COMPAS Inc.				•		•								
Corbin Partners Inc.				•										
Corporate Research Associates Inc.	•	•	•	•	•	•		•	•		•	•		•
CROP INC.	•													
DataPath Systems								•						
Ekos Research Associates Inc.	•	•		•	•	•		•	•		•	•		
Environics Research Group	•	•		•	•	•		•	•	•	•	•	•	•
Gadd Research Inc.			•											
Genesis Public Opinion Research Inc.				•				•			•			
Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Council				•		•		•	•	•	•			•
Harris/Decima Inc.	•	•	•	•	•			•	•		•	•		
HRSG				•										
Innovative Research Group Inc.	•									•				
Insightrix Research Inc.	•	•						•						
Ipsos-Reid Corporation	•	•	•	•	•	•		•	•	•	•	•	•	•
Jolicoeur & Associés	•													
Léger Marketing		•	•	•	•	•		•	•		•	•		•
MacPhie & Company Inc.				•										
Nanos Research Corporation	•	•		•				•			•			

* The company names listed in this appendix are their operating names as they appear in the Government of Canada standing offers.

Appendix IV: Standing Offers for Public Opinion Research (continued)

Firms on the Government of Canada's Standing Offers for Public Opinion Research

Standing Offer Holders*	Fieldwork and Data Tabulation		Online Pre-testing of Advertisement	Target Populations										
	Telephone	Online		Series A: Qualitative			Series B: Quantitative			Series C: Qual./Quant.				
			General	Aboriginal	Ethno	General	Aboriginal	Ethno	General	Aboriginal	Ethno			
NRG Research Group	•			•	•	•								
Opinion Search Inc.	•	•												
Patterson, Langlois Consulting				•										
Phase 5			•	•			•				•			
Phoenix SPI	•	•		•	•	•	•	•			•	•		
Pollara		•		•			•				•			
Praxicus Public Strategies Inc.				•			•				•			
Probe Research Inc.				•	•									
Quorus Consulting Group Inc.				•			•				•			
Research Strategy Group Inc.				•	•	•	•				•			
Sage Research Corporation				•		•	•				•			
Saine Marketing Inc.		•					•							
SOM Inc.	•	•					•							
Sylvain Laroche, consultant, Inc.				•			•				•			
The Logit Group Incorporated	•	•												
TNS CANADIAN FACTS INC.	•	•	•	•		•	•	•	•		•		•	
torontoinsights.com	•	•												
Veraxis Research & Communications Inc.				•			•				•			
Vision Critical Communications	•	•	•	•		•	•		•		•		•	
Walker Consulting Group				•			•	•			•		•	

* The company names listed in this appendix are their operating names as they appear in the Government of Canada standing offers.

Appendix V: Public Opinion Research Related Acts, Regulations, Policies and Procedures

Acts

- [*Financial Administration Act*](#): prohibits verbal-only public opinion research reporting.
- [*Library and Archives of Canada Act*](#): requires departments to provide written reports to Library and Archives Canada within six months of completion of data collection.

Regulations

- [*Public Opinion Research Contract Regulations*](#): standardizes the form and content of contracted public opinion research reports.

Policies

- [*Common Services Policy*](#): identifies Public Works and Government Services Canada (PWGSC) as a mandatory common service organization for the coordination and contracting of public opinion research.
- [*Communications Policy of the Government of Canada*](#): outlines mandatory requirements to ensure coherent, cost-effective management of public opinion research throughout the government.
- [*Contracting Policy*](#): requires departments to notify PWGSC when a public opinion research project may require a contract.

Procedures

- [*Procedures for Planning and Contracting Public Opinion Research*](#): supports and facilitates implementation of the *Communications Policy of the Government of Canada*.

Appendix VI: Glossary of Public Opinion Research Related Key Research Terms

A

Audience

Used to refer to the population of interest or target population for a survey. Also referred to as the population.

C

Custom survey

A survey commissioned by a single client, as opposed to shared-cost surveys, such as omnibus surveys.

D

Data collection

One of the key elements of the research process, this involves obtaining information from the research population.

Discussion Guide

Outline of the topics to be discussed during group discussions or interviews. The objective of the guide is to anchor the discussion.

F

Focus group

A group of individuals selected according to specific criteria to participate in a discussion about a particular topic introduced by a discussion leader called a moderator. Participants are encouraged to offer their opinions about the topic of interest and to react to comments from others in the group. For in-person focus groups, 10 to 12 participants are usually recruited to ensure that 8 to 10 take part in the actual group. *See also Online focus group.*

I

Interview

Questions asked to one person at a time, to get in-depth information with often hard-to-reach experts or to obtain information on more sensitive topics. Interviews can be conducted over the telephone or in-person depending on the sensitivity of the subject.

M

Moderator

Qualitative researcher who leads focus group discussions according to the client's needs and objectives. The moderator's responsibility is to ensure that the participants give rich responses by adapting the discussion guide to yield useful information.

O

Omnibus survey

Refers to a survey where questions on a variety of subjects are included together, typically paid for and created by multiple research clients. Clients can include a question or several questions on an omnibus survey, reducing the cost for each client individually.

Online focus group

Refers to a group of participants who access a virtual facility through a user name and password. The participants reply to questions posted by the moderator and interact with other respondents, either in real-time or over the course of several days.

P

Participant

Refers to individuals from whom information is sought in qualitative research. Typically, it is the term used to designate a member of a focus group.

Population

The target audience or group of interest to be investigated for the study (e.g., all Canadians, 18 years and older; men between the ages of 18 and 30 years who listen to the radio).

Post evaluation

Refers to the evaluation of the effectiveness of an advertisement or other communication product after it has been launched to its intended audience.

Pretest

In quantitative research, a pretest is a trial run to assess how well a questionnaire flows, is understood by respondents, and whether it elicits the required information. It may also be used to assess how long the questionnaire takes to administer, as well as the proportion of the target population that meets the survey eligibility requirements.

In qualitative research, a pretest usually refers to the evaluation of advertisements or other communication products still in development or before they are released to the public.

Public opinion research

Public opinion research in the Government of Canada is the planned gathering, by or for a government institution, of opinions, attitudes, perceptions, judgments, feelings, ideas and reactions or views intended to be used for any government purpose, whether that information is collected from persons (including employees of government institutions), businesses, institutions or other entities, through quantitative or qualitative methods irrespective of size or cost.

Q

Qualitative research

This refers to information obtained about some members of a target population through unstructured or semi-structured procedures, such as discussions, observations or interviews. No projections of results to the target population can be made from this type of research.



Quantitative research

This refers to information obtained about some or all members of a target population through structured procedures, such as a census or a survey, allowing conclusions to be made for the total target population.

R

Respondent

Refers to individuals from whom information is sought in quantitative research (i.e., the person chosen for the survey interview).

S

Segment

In public opinion research, segments refer to subgroups of the target population that share some characteristic relevant to the research purpose. Subgroups can be organized by age, income, education, occupation, lifestyle, media habits, product use, etc.

For More Information

This report provides an overview of public opinion research activities in the Government of Canada during the 2013-2014 fiscal year.

If you have any comments or questions, please contact:

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