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Public Opinion Research in the Government of Canada

Annual Report 2015-2016



Public Opinion Research in the Government of Canada

Annual Report 2015-2016

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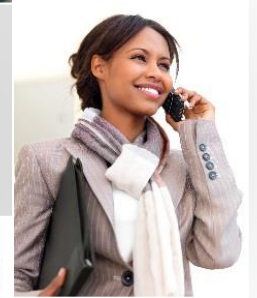
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INTRODUCTION

The Government of Canada seeks input from Canadians to ensure their views and needs are reflected in the development of policies and delivery of programs and services. Each year, information for this purpose is collected through public opinion research. Research studies help federal departments and agencies learn about issues important to Canadians and what Canadians think about them. With this knowledge, the Government is in a position to tailor its programs, services and policies to better serve Canadians. Hence, public opinion research is an important means of engaging Canadians, and making government more accountable to them.

The Department of Public Works and Government Services is the major service provider to the Government of Canada. It is the Government's contracting authority for public opinion research, and also provides technical advice, overall coordination, and annual reporting on contracted public opinion research activities¹. The 2015-16 report gives a summary of these research activities over the past fiscal year (April 1, 2015, to March 31, 2016). The format of this year's report is different from reports from previous years. For example, in an effort to increase transparency, we have included a list of the individual research projects conducted by departments with their costs. In addition, this year, we have established a fixed publishing date (the first business day in September) for this and subsequent public opinion research annual reports.

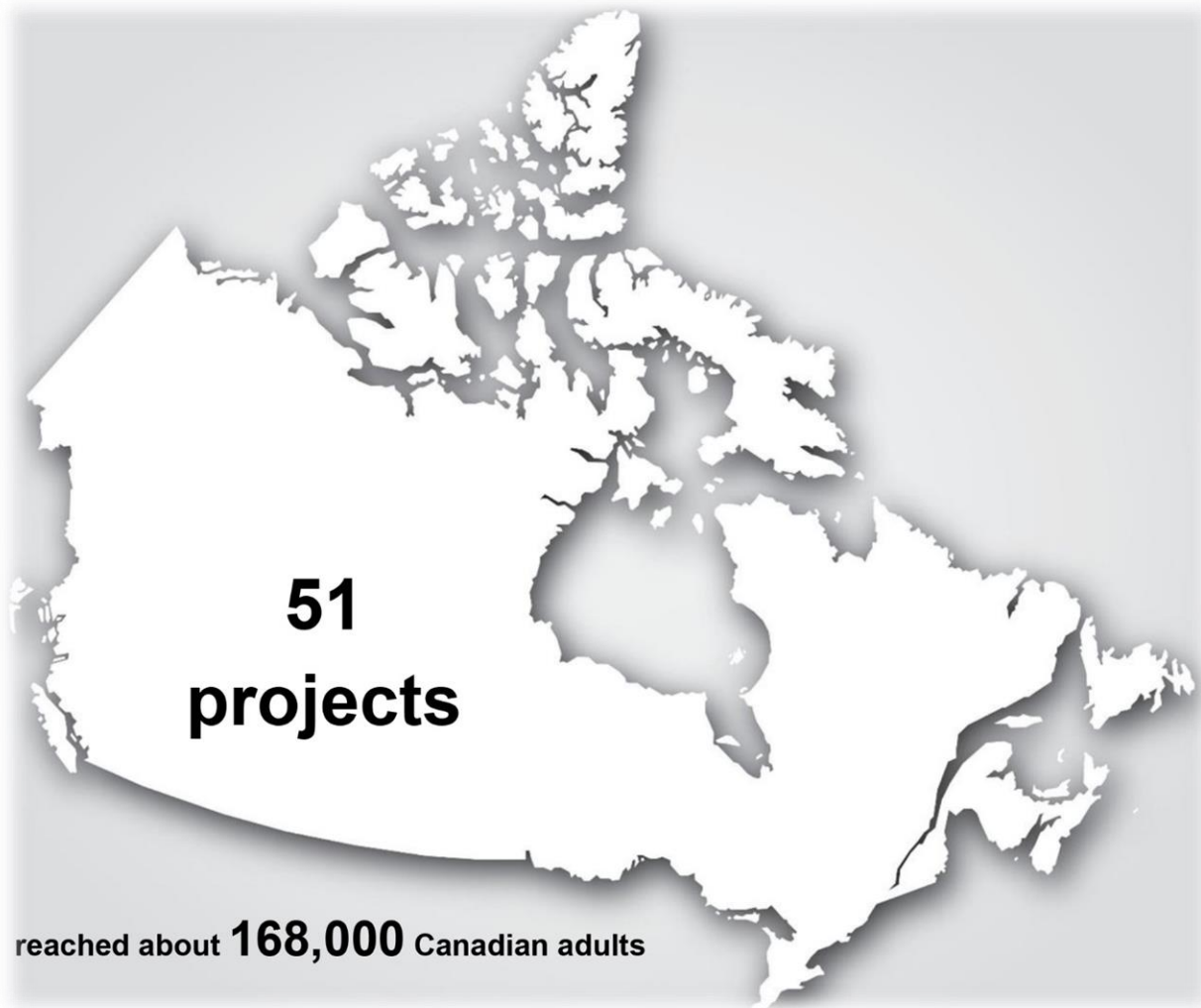
Public opinion research helps the Government of Canada extract knowledge from information. If we ask the right questions and listen carefully, we can learn the views of Canadians on a whole range of issues that touch their lives. In this report you will see the sorts of research the Government discussed with its citizens.



¹ See the [Policy on Communications and Federal Identity](#).

THE YEAR IN REVIEW

In the 2015-16 fiscal year, the Government of Canada contracted 51 public opinion research studies worth \$3.8 million – almost the same number of projects (there were 54) that were contracted in the previous fiscal year. This, even though public opinion research and the regular business of government was restrained by the federal general election held on October 19, 2015 – the election period lasted 78 days.



Highlights of 2015-16 Public Opinion Research Projects

- The **Canadian Radio-television and Telecommunications Commission**, with its mandate to protect consumers from unsolicited and illegitimate telemarketing calls, conducted a survey of businesses that use telemarketing in Canada. The Commission wanted a snap shot of the scope of telemarketing activity in Canada and the level of awareness of the [Unsolicited Telecommunications Rules](#).
- The **Department of Citizenship and Immigration**, using the Syrian refugee plan as a background for discussion, completed two national telephone surveys to ask more than 3,000 Canadians for their views on immigration.
- The **Department of Finance** regularly conducts research to help with the development of communications prior to the Federal Budget. Through public opinion research, they explored Canadians' concerns and perceptions about the present state of the economy and their expectations of the role of the Government of Canada in the economy.
- The **Department of Health** conducted an online survey and focus groups to better understand Canadians' views on genetically modified foods and issues related to the application of science and technology in food production and manufacturing.
- The **Department of Natural Resources** conducted qualitative and quantitative research on a range of energy issues to support its mandate for making energy policy in Canada. The research – focus group sessions and a telephone survey – explored top-of-mind priorities, attitudes toward different sources of energy, views on the environment and climate change, and opinion regarding major pipeline projects.
- The **Financial Consumer Agency of Canada**, with its mandate to advance financial literacy among Canadians, used public opinion research to gain a better understanding of the issues related to payday loans and other forms of high-cost credit. Surveying payday loan users helps the Government understand their reasons for borrowing from payday lenders and perceptions of the options to payday lenders.
- The **Offices of the Information and Privacy Commissioners of Canada** conducted research with Canadian businesses to better understand their familiarity with privacy issues and requirements, and to learn about the types of policies and practices in place to protect personal information about their customers.

A complete [list of public opinion research projects](#) for the 2015-16 fiscal year is included in this annual report (see details on page 7) ².

² The names of the organizations are as they appear on the call-up against a standing offer or the contract.

Other Key Activities

Along with the work of conducting research comes the selection of and contracting with suppliers for research services and products.

In an effort to obtain information on public opinion at a reasonable cost to the Government, the Department of Public Works and Government Services initiated the preliminary stage of a pilot project to purchase, on a trial basis, subscriptions to syndicated research studies. These off-the-shelf products can provide useful insight in a timely manner into areas of common interest throughout the government, such as Canadian diversity, social media, youth and seniors, etc. They are intended to inform current discussions regarding policies, programs and services.

To ensure research quality and timely access to pre-qualified suppliers, the Department of Public Works and Government Services maintains standing offer agreements that are made available to federal departments and agencies. In the 2015-16 fiscal year, a new set of standing offer agreements was put in place (see details on [standing offers for public opinion research services](#) on page 16).

LISTING OF PUBLIC OPINION RESEARCH PROJECTS IN 2015-16

Since 2006, the reports from all contracted public opinion research projects are made public through the Library and Archives Canada website. Each project has been assigned a POR number, which can be used to find the report held in the online collection.

See below a list of contracted research studies undertaken by federal government departments and agencies in the 2015-16 fiscal year³.

To learn more about the 2015-16 public opinion research findings, consult the online collection of [public opinion research reports](#).

Table 1: Listing of public opinion research projects in 2015-16

Supplier ⁴	POR Number	Contract Value	Supplier
Canada Revenue Agency			
Advertising Campaign Evaluation Tool (ACET) – Evaluation of Tax Relief Measures – Phase VIII Campaign (individuals)	POR 002-15	\$50,543.84	Phoenix SPI
Re-engineering the Canada Revenue Agency's Secure Online Portals ⁵	POR-009-14	-\$64,886.63	Research Strategy Group Inc.
Canadian Radio-television and Telecommunications Commission			
Let's Talk Broadband – Findings Report	POR 030-15	\$89,988.12	Ekos Research Associates Inc.
Telemarketing in Canada	POR 039-15	\$49,783.28	Enviro-nics Research Group Limited
Wireless Code Public Opinion Research 2016	POR 034-15	\$48,523.33	TNS Canada Ltd.
Department of Canadian Heritage			
2015 Canada Day in the Capital Satisfaction Survey	POR 017-15	\$29,709.08	Quorus Consulting Group Inc.
2015 Christmas Lights Across Canada	POR 029-15	\$14,976.74	Quorus Consulting Group Inc.
2015 Winterlude Marketing and Satisfaction Survey	POR 037-15	\$39,987.88	Quorus Consulting Group Inc.
2016 Study on the Appreciation and Perception of Canada's Two Official Languages	POR 047-15	\$65,062.01	Patterson Langlois Consultants
Advertising Campaign Evaluation Tool (ACET) – Assessing the Canada 150 – The Great Canadian North Advertising Campaign ⁶	POR 025-15	\$12,883.65	Corporate Research Associates Inc.
Northern Lights Visitor Study ⁶	POR 023-15	\$7,044.04	Quorus Consulting Group Inc.

³ The [Policy on Communications and Federal Identity](#) applies to departments listed in Schedules I, I.1 and II of the [Financial Administration Act](#), unless excluded by specific acts, regulations or Orders in Council. These organizations may choose, or not, to use the services offered by the Department of Public Works and Government Services.

⁴ The names of the organizations are as they appear on the call-up against a standing offer or the contract.

⁵ Awarded in the 2014-15 fiscal year, this project was cancelled resulting in a decrease in contract value in the 2015-16 fiscal year.

⁶ Awarded in the 2015-16 fiscal year, this project was cancelled during the data collection stage because of the 2015 federal election. The information collected was not sufficient to generate reliable results. Consequently, no report has been produced and only partial services incurred.

Department of Citizenship and Immigration			
2015-16 Citizenship and Immigration Canada Annual Tracking Survey	POR 009-15	\$83,486.52	Harris/Decima Inc.
e-Application Client Usability Testing	POR 018-15	\$29,952.81	Sage Research Corporation
Department of Finance			
Advertising Campaign Evaluation Tool (ACET) – Assess the Jobs and Growth Ad Campaign – June 2015	POR 016-15	\$48,400.05	Harris/Decima Inc.
Focus Group on the Economy Through Perception Analyzer – March 2016	POR 044-15	\$60,923.95	AC Nielsen Company of Canada
Qualitative and Quantitative Research on the Economy – Spring 2015	POR 001-15	\$164,956.33	Harris/Decima Inc.
Qualitative and Quantitative Research on the Economy – Winter 2016	POR 032-15	\$164,839.29	Environics Research Group Limited
Survey and Focus Groups on the Economy – Summer 2015	POR 007-15	\$157,661.17	NRG Research Group
Department of Fisheries and Oceans			
2015 Survey of Recreational Fishing in Canada	POR 026-15	\$151,190.66	Nanos Research Corporation
Department of Health			
Advertising Campaign Evaluation Tool (ACET) – Evaluation of Wave II of the Preventing Drug Abuse Marketing Campaign	POR 024-15	\$49,229.61	TNS Canada Ltd.
Baseline Survey on Awareness, Knowledge and Behaviour Associated with Recreational Use of Marijuana	POR 046-15	\$81,416.50	Ekos Research Associates Inc.
Canadian Consumers' Views on Self-care Products	POR 043-15	\$44,547.82	TNS Canada Ltd.
Consumer Views on Genetically Modified Foods	POR 042-15	\$119,060.19	Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel
Evaluating Various Components of Employee Assistance Services Client Services 2016	POR 038-15	\$19,959.87	Elemental Data Collection Inc.
Exploratory Focus Groups on Marijuana	POR 049-15	\$145,167.71	The Earncliffe Strategy Group Inc.
Department of National Defence			
The Recruitment and Employment of Women in the Canadian Armed Forces	POR 048-15	\$129,876.55	The Earncliffe Strategy Group Inc.
Views of the Canadians Armed Forces – 2016 Tracking Study	POR 031-15	\$149,236.84	Phoenix SPI
Department of Natural Resources			
Public Opinion Research on Energy Issues – Spring 2015	POR 004-15	\$152,235.30	Ipsos-Reid Corporation
Public Opinion Research on Energy Issues – Summer 2015	POR 013-15	\$88,408.40	Léger Marketing

Department of Veterans Affairs			
Post-Testing of the 2015 Veterans Affairs Canada Remembrance Campaign	POR 027-15	\$50,624.00	Ekos Research Associates Inc.
Economic Development Agency of Canada for the Regions of Quebec			
Final Methodological Report on the Telephone Survey to Evaluate the Results for Four Industrial Cluster Secretariats : Aéro Montréal, Écotech Québec, Montréal InVivo and Techno Montréal	POR 010-15	\$23,147.94	Advanis Jolicoeur
Employment and Social Development Canada			
Advertising Campaign Evaluation Tool (ACET) – 2015-16 Enhanced Universal Child Care Benefit	POR 022-15	\$43,315.93	Opinion Search Inc.
Universal Child Care Benefit – Advertising Campaign Creative Testing	POR 005-15	\$42,041.65	Ipsos-Reid Corporation
Financial Consumer Agency of Canada			
National Survey of Payday Loan Users	POR 033-15	\$117,226.20	AC Nielsen Company of Canada
Organisation for Economic Co-operation and Development (OECD) – Measurement of Financial Literacy and Financial Inclusion (Canada)	POR 003-15	\$74,827.45	Harris/Decima Inc.
Foreign Affairs, Trade and Development Canada			
Education Brand Refresh and Integrated Marketing Plan: Focus Testing of Key Themes, Messages and Channels of Communications in Six Priority Markets	POR 036-15	\$198,089.00	Ipsos-Reid Corporation
Library and Archives Canada			
2015 TD Bank Summer Reading Club	POR 015-15	\$38,663.76	Harris/Decima Inc.
Priorities and Strategic Planning Survey	POR 019-15	\$132,923.12	Nanos Research Corporation
National Research Council Canada			
National Research Council – Concierge Website Focus Groups and Usability Testing 2015-16	POR 045-15	\$83,505.87	Sage Research Corporation
Office of the Superintendent of Financial Institutions			
Board Directors Consultation 2014-15	POR 014-14	\$3,432.38	Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel
Deposit Taking Institutions Sector Consultation	POR 020-15	\$62,064.12	Veraxis Research and Communications Inc.
Office of the Superintendent of Financial Institutions Employee Survey 2015-16	POR 021-15	\$49,938.95	Ekos Research Associates Inc.
Offices of the Information and Privacy Commissioners of Canada			
2015 Public Opinion Research with Canadian Businesses on Privacy-Related Issues	POR 028-15	\$103,998.42	Phoenix SPI
Parks Canada			
Parks Canada Awareness Tracking Study June 2015	POR 008-15	\$27,110.96	Harris/Decima Inc.

Privy Council Office			
Focus Groups – Summer and Fall 2015	POR 012-15	\$149,464.39	Léger Marketing
Focus Groups – Winter 2016	POR 041-15	\$89,993.20	AC Nielsen Company of Canada
Government Priorities Quantitative Survey – February 2016	POR 040-15	\$48,213.96	Elemental Data Collection Inc.
Privy Council Office Quantitative and Qualitative – Spring 2015 Research Report	POR 006-15	\$149,976.94	Harris/Decima Inc.
Royal Canadian Mounted Police			
Royal Canadian Mounted Police Recruitment Program Success Check Focus Groups	POR 014-15	\$43,073.52	Harris/Decima Inc.
Statistics Canada			
2016 Census of Population / Advertising Concepts Pretesting	POR 011-15	\$49,881.36	Patterson, Langlois Consultants
Transportation Safety Board of Canada			
Transportation Safety Board of Canada Stakeholder Consultations 2015	POR 049-14	\$3,997.69	Léger Marketing

LISTING OF DEPARTMENTS ACTIVE IN PUBLIC OPINION RESEARCH IN 2015-16

A total of 23 federal departments or agencies conducted public opinion research projects during the 2015-16 fiscal year. Departments and agencies are listed alphabetically, along with the number of projects they have undertaken, and the total contract value for those projects.

Table 2: Listing of departments active in public opinion research in 2015-16

Government Organization ⁷	Contract Value ⁸	Number of Projects ⁸
Canada Revenue Agency	-\$14,342.79	2
Canadian Radio-television and Telecommunications Commission	\$188,294.73	3
Department of Canadian Heritage	\$169,663.40	6
Department of Citizenship and Immigration	\$113,439.33	2
Department of Finance	\$596,780.79	5
Department of Fisheries and Oceans	\$151,190.66	1
Department of Health	\$459,381.70	6
Department of National Defence	\$279,113.39	2
Department of Natural Resources	\$240,643.70	2
Department of Veterans Affairs	\$50,624.00	1
Economic Development Agency of Canada for the Regions of Quebec	\$23,147.94	1
Employment and Social Development Canada	\$85,357.58	2
Financial Consumer Agency of Canada	\$192,053.65	2
Foreign Affairs, Trade and Development Canada	\$198,089.00	1
Library and Archives Canada	\$171,586.88	2
National Research Council Canada	\$83,505.87	1
Office of the Superintendent of Financial Institutions	\$115,435.45	3
Offices of the Information and Privacy Commissioners of Canada	\$103,998.42	1
Parks Canada	\$27,110.96	1
Privy Council Office	\$437,648.49	4
Royal Canadian Mounted Police	\$43,073.52	1
Statistics Canada	\$49,881.36	1
Transportation Safety Board of Canada	\$3,997.69	1
Total:	\$ 3,769,675.72	51

⁷ The names of the organizations are as they appear on the call-up against a standing offer or the contract.

⁸ The number of projects and contract values represent contractual transactions issued between April 1, 2015 and March 31, 2016. This includes amendments to increase, cancel or reduce the value of the contracts, which may have been issued in previous fiscal years.

LISTING OF PUBLIC OPINION RESEARCH SUPPLIERS IN 2015-16

Public opinion research suppliers contracted by the Government of Canada in the 2015-16 fiscal year are listed below.

Table 3: Listing of public opinion research suppliers in 2015-16

Supplier ⁹	Contract Value ¹⁰	Number of Projects ¹⁰
AC Nielsen Company of Canada	\$268,143.35	3
Advanis Jolicoeur	\$23,147.94	1
Corporate Research Associates Inc.	\$12,883.65	1
Ekos Research Associates Inc.	\$271,967.57	4
Elemental Data Collection Inc.	\$68,173.83	2
Environics Research Group Limited	\$214,622.57	2
Gregg, Kelly, Sullivan and Woolstencroft: The Strategic Counsel	\$122,492.57	2
Harris/Decima Inc.	\$630,495.53	8
Ipsos-Reid Corporation	\$392,365.95	3
Léger Marketing	\$241,870.48	3
Nanos Research Corporation	\$284,113.78	2
NRG Research Group	\$157,661.17	1
Opinion Search Inc.	\$43,315.93	1
Patterson, Langlois Consultants	\$114,943.37	2
Phoenix SPI	\$303,779.10	3
Quorus Consulting Group Inc.	\$91,717.74	4
Research Strategy Group Inc.	-\$64,886.63	1
Sage Research Corporation	\$113,458.68	2
The Earncliffe Strategy Group Inc.	\$275,044.26	2
TNS Canada Ltd.	\$142,300.76	3
Veraxis Research and Communications Inc.	\$62,064.12	1
Total:	\$3,769,675.72	51

⁹ The names of the suppliers are as they appear on the call-up against a standing offer or the contract.

¹⁰ The number of projects and contract values represent contractual transactions issued between April 1, 2015 and March 31, 2016. This includes amendments to increase, cancel or reduce the value of the contracts, which may have been issued in previous fiscal years.

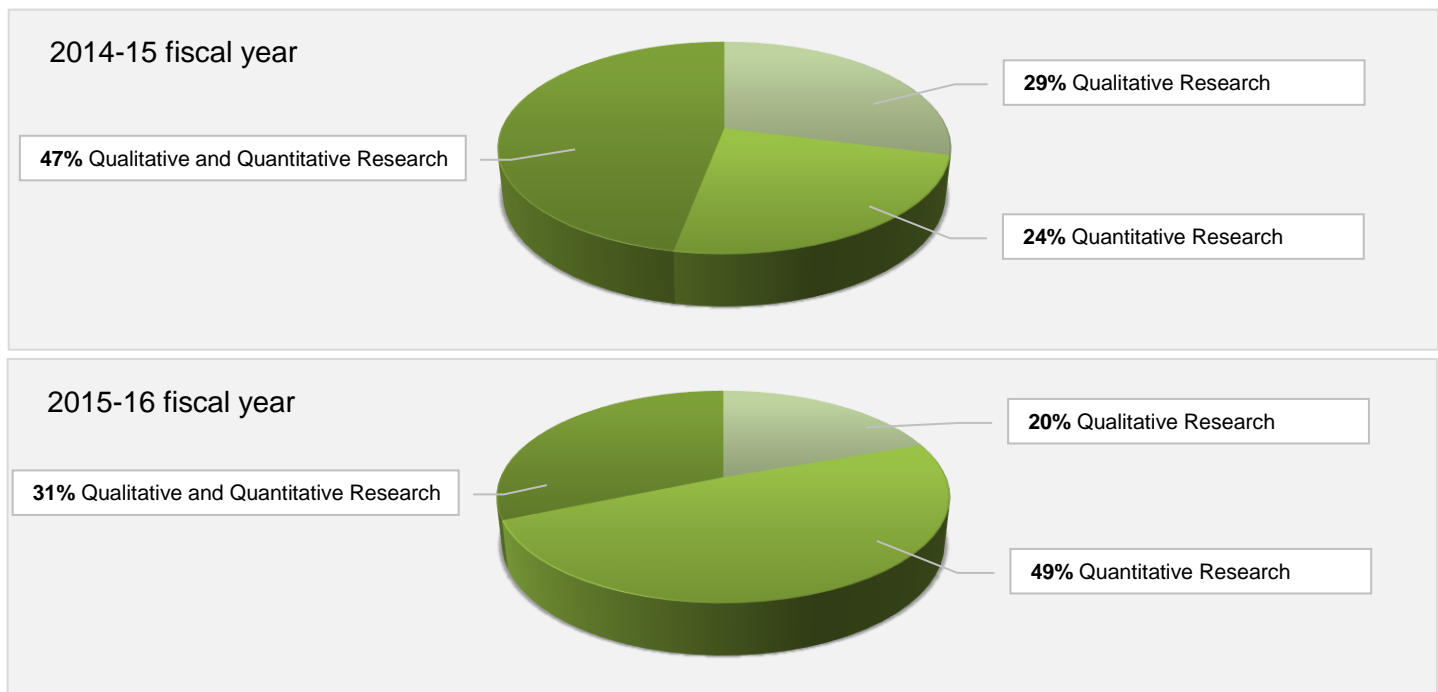
TRENDS IN CONTRACT VALUES AND NUMBER OF PROJECTS

Annual government spending on public opinion research tends to rise and fall in relation to the changing needs and priorities of the Government. Figure 1¹¹ shows the overall number of projects and the contract values for each of the past 10 years. Figure 2 compares the use of research methodologies (each as a percentage of the whole) in the past two fiscal years.

Figure 1: Trends in contract values and number of projects



Figure 2: Research methodologies used for contracted public opinion research in 2014-15 and 2015-16



¹¹ The number of projects and contract values represent contractual transactions issued for each fiscal year. This includes amendments to increase, cancel or reduce the value of the contracts, which may have been issued in previous fiscal years.

APPENDICES

Appendix I

What is public opinion research and how is it used?

In simplest terms, it is the design, collection, analysis and reporting of opinion-based information. To guide research work in federal departments and agencies, the Treasury Board of Canada Secretariat provides a more detailed [definition of public opinion research](#).

Public opinion research is used to improve Government of Canada programs, policies and services. In conversation with Canadians, the Government is able to find out about the things that are of greatest importance to them, their sense of the issues of the day, their hopes and concerns, their expectations of government, and their views on government activities that are being proposed, considered or implemented.

The list below briefly identifies areas where information from public opinion research is used:

- policy development and review
- client satisfaction research
- market research
- communication plan development
- communication product testing
- advertising pretesting
- advertising post-evaluation

Appendix II

How does the Government manage public opinion research activities?

Once a federal department or agency determines the need for a public opinion research project, several other stakeholders become involved because of the roles they play.

- **Privy Council Office** has a central leadership role and reviews all public opinion research annual plans.
- The **Treasury Board of Canada Secretariat** sets policies for public opinion research and oversees compliance.
- **Library and Archives Canada** is responsible for archiving and making available public opinion research final reports so that their findings are made available to Canadians and Parliamentarians.
- **Departments and agencies** are responsible for managing their own research activities and are accountable for the quality of the research collected and reported.
- **The Department of Public Works and Government Services** plays a dual role by providing technical advice and overall coordination (through its Public Opinion Research Directorate), and acting as the contracting authority (the Communications Procurement Directorate) for all public opinion research activities.
- The **Research Supplier** is responsible for the performance of the services outlined in each resulting contract and ensuring that the work is conducted in accordance with government and industry standards.

Figure 3: Stakeholder Responsibilities for Public Opinion Research



Appendix III

Standing offers for public opinion research services

Standing offers are an efficient way of creating an inventory of qualified suppliers with whom federal departments and agencies can quickly and easily contract to get their research projects up and running.

In the 2015-16 fiscal year, the Department of Public Works and Government Services completed a multi-phased process involving consultation, request for offers, and bid evaluations, which concluded with the issuing of standing offers for public opinion research services. As many as ten suppliers were selected for each of five categories (organized by methodology type) and made available to government departments as of October 1, 2015. The standing offer agreements will be in place until March 31, 2018, with the possibility of three, one-year extension periods.

Standing offers for public opinion research are the result of an open and transparent competitive process designed to:

- encourage the participation of all types of public opinion research suppliers, including small, medium and large businesses, and joint ventures from various geographic locations
- ensure that the Government of Canada has access to a broad range of subject matter expertise and research specializations with various target groups in Canada
- 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

Appendix III - A

Standing offer arrangements from April 1, 2010, to September 30, 2015

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 III – A (continued)

Standing offer arrangements from April 1, 2010, to September 30, 2015

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 III - B

Standing offer arrangements from October 1, 2015, to March 31, 2018

Series A: Fieldwork and data tabulation for online surveys



This standing offer for online surveys may be used for the following services: programming, pretesting, collecting data, tabulating data and providing pretest and end results.

Standing offer holders for series A:

- [AC Nielsen Company of Canada](#)
- [Advanis Jolicoeur](#)
- [Corporate Research Associates Inc.](#)
- [Ekos Research Associates Inc.](#)
- [IE Market Research Corp.](#)
- [Ipsos-Reid Corporation](#)
- [Léger Marketing](#)
- [The Logit Group Incorporated](#)
- [TNS Canada Ltd.](#)

Series B: Fieldwork and data tabulation for telephone surveys



This standing offer for telephone surveys may be used for the following services: programming, pretesting, interviewing, tabulating data and providing pretest and end results.

Standing offer holders for series B:

- [AC Nielsen Company of Canada](#)
- [Advanis Jolicoeur](#)
- [Corporate Research Associates Inc.](#)
- [Ekos Research Associates Inc.](#)
- [Elemental Data Collection Inc.](#)
- [Ipsos-Reid Corporation](#)
- [Léger Marketing](#)
- [NRG Research Group](#)
- [TNS Canada Ltd.](#)

Series C: Qualitative research



This standing offer for qualitative research may be used for the following services: developing the research design, data collection, analyzing the results, presenting and reporting the results.

Qualitative methodologies such as dyads, triads or one-on-one interviews, focus groups and bulletin board groups may be used to meet the research objectives of specific projects.

Standing offer holders for series C:

- [AC Nielsen Company of Canada](#)
- [Corporate Research Associates Inc.](#)
- [Ekos Research Associates Inc.](#)
- [Léger Marketing](#)
- [NRG Research Group](#)
- [Phoenix SPI](#)
- [Pollara](#)
- [Quorus Consulting Group Inc.](#)
- [Sage Research Corporation](#)
- [The Earncliffe Strategy Group Inc.](#)

Series D: Quantitative research



This standing offer for quantitative research may be used for the following services: developing the research design, data collection, analyzing the results, presenting and reporting the results.

Quantitative methodologies such as telephone or online surveys or any other methods, such as mail and in-person surveys, may be used to meet the research objectives of specific projects.

Standing offer holders for series D:

- [Ekos Research Associates Inc.](#)
- [Environics Research Group Limited](#)
- [Forum Research Inc.](#)
- [Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel](#)
- [Léger Marketing](#)
- [Patterson, Langlois Consultants ad hoc recherche inc., Amanda Parriag, Sylvain Laroche, consultant inc., in joint venture](#)
- [Phoenix SPI](#)
- [Quorus Consulting Group Inc.](#)
- [The Earncliffe Strategy Group Inc.](#)
- [TNS Canada Ltd.](#)

Series E: Qualitative and quantitative research



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

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

Standing offer holders for series E:

- [AC Nielsen Company of Canada](#)
- [Ekos Research Associates Inc.](#)
- [Environics Research Group Limited](#)
- [Gregg, Kelly, Sullivan & Woolstencroft: The Strategic Counsel](#)
- [Ipsos-Reid Corporation](#)
- [Léger Marketing](#)
- [Patterson, Langlois Consultants ad hoc recherche inc., Amanda Parriag, Sylvain Laroche, consultant inc., in joint venture](#)
- [Phoenix SPI](#)
- [Quorus Consulting Group Inc.](#)
- [The Earncliffe Strategy Group Inc.](#)

Appendix IV

Public opinion research related acts, regulations, policies and directives

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 the Department of Public Works and Government Services as a mandatory common service organization for the coordination and contracting of public opinion research
- [Contracting Policy](#): requires departments to notify the Department of Public Works and Government Services when a public opinion research project may require a contract
- [Policy on Communications and Federal Identity](#)¹²: ensures that views and interests of the public are considered when government policies, programs, services and initiatives are developed

Directives and Procedures

- [Directive on the Management of Communications](#)¹³: supports and facilitates implementation of the Policy on Communications (see [Appendix C: Mandatory Procedures for Public Opinion Research](#))

¹² Replaces the [Communications Policy of the Government of Canada](#).

¹³ Replaces the [Procedures for the Management of Public Opinion Research](#).

CONTACT INFORMATION

This report provides an overview of public opinion research activities in the Government of Canada during the 2015-16 fiscal year.

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