

# 22nd Annual Report on Government of Canada Public Opinion Research Activities

Since 2002, the Public Opinion Research Directorate publishes an annual report to inform Canadians on public opinion research (POR) studies that were coordinated and contracted by PSPC on behalf of departments.

## Overview of POR activities in 2022-2023

### The year at a glance

164 public opinion research studies

34 departments

20 suppliers

\$20.3 million in contract value

### Breakdown of research methods

POR uses quantitative and qualitative methods such as surveys and focus groups to gather:

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

23%

Qualitative research projects

52%

Quantitative research projects



25%

Combined qualitative and quantitative research projects

### Target audiences



- general population
- homeowners and renters
- Indigenous peoples
- medical and health professionals
- newcomers and immigrants
- people with disabilities
- youth
- ... and many more!

These POR studies provided the Government with valuable insight to develop and implement policies, programs and services. Topics included public health and safety, financial well-being, environmental issues, and Canada's response to post-pandemic recovery.

[Read the report](#)