



Statistics
Canada

Statistique
Canada

Supplier name: EKOS Research Associates INC.

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Survey of Canadians' Views on Statistics Canada

METHODOLOGICAL REPORT

Prepared for Statistics Canada

For more information on this report, please email:
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Ce rapport est aussi disponible en français.

Canada 

EXECUTIVE SUMMARY

Background and Objectives

Statistics Canada produces statistics that help Canadians better understand their country—its population, resources, economy, society and culture.

As Canada's central statistical office, Statistics Canada is legislated to serve this function for the whole of Canada and each of the provinces and territories. In addition to conducting a Census every five years, there are approximately 350 active surveys on virtually all aspects of Canadian life.

Objective statistical information provides a solid foundation for informed decisions by elected representatives, businesses, unions and non-profit organizations, as well as individual Canadians. As a member of the United Nations Statistical Commission, Statistics Canada endorses the fundamental principles of official statistics. Statistics Canada is committed to protecting the confidentiality of all information entrusted to the Agency and to ensuring that the information delivered is timely and relevant to Canadians.

In 2017, as part of the Government's Innovation and Skills Plan, Minister Bains proposed a vision for an independent and responsive statistical agency. The vision involves identifying new methods of collecting and integrating data from a variety of sources; providing easier access to government data; and encouraging more end users, whether they are businesses or individuals, to make evidence-based decisions using data.

Over the past year, Statistics Canada has been shaping its modernization agenda to focus on user-centric service delivery, which necessarily includes an ongoing dialogue with Canadians.

The purpose of this public opinion research (POR) was to gather the opinions of Canadians regarding the following four Statistics Canada themes:

- General knowledge and perception of Statistics Canada
- Access and use of Statistics Canada's information
- Trust in Statistics Canada and the data it produced
- Value of official statistics

Methodology

An online survey was used to collect this information from Canadians across the country. The survey was completed through the use of EKOS' online panel (designed to be statistically representative of the general public) with a sample of 2,050 Canadian adults. The survey was approximately 8 minutes in length and was conducted from June 1 - 21, 2018.

Expenditure

The contract amount for this project was **\$17,119.50** (including HST).

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

A handwritten signature in black ink, appearing to read 'Derek Jansen', written in a cursive style.

Derek Jansen
Vice President
EKOS Research