

Part: **Financial Management and Administration**
 Section: **Treasury Board's General Management Policies**
 Subsection: **Goods and Services**
 Policy: **Primary Research**

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Primary Research

Objective

The objective is to specify requirements with respect to primary research.

Authority

The Financial Administration Act, 1993, clauses 5(a) and 5(d) and subsection 10(2)

Applicability

This policy applies to ministries. It also applies to Treasury Board Crowns (see [Appendix B Public Agencies](#)). The Crown Investments Corporation of Saskatchewan and its subsidiaries are subject to the same processes.

Definition

Primary research is qualitative and/or quantitative research, including but not limited to, focus groups, public opinion polls, product and customer related surveys, and market research, that is conducted by third parties.

Treasury Board Policy

- .01 No ministry or Crown corporation shall conduct primary research without prior arrangement with Executive Council.
- .02 Primary research costs are to be borne by ministries, including Executive Council, and Crown corporations receiving the benefit from the research in proportion to the value they receive. Where one ministry pays the costs of another ministry or a Crown corporation, for administrative efficiency, the ministry is to recover the costs and refund them to vote.

Procedures

- .03 Approval for every primary research project undertaken is to be obtained in advance from the Director, Communications Services, Executive Council.
- .04 Cost allocation is to be documented in an agreement among the parties receiving the benefit (i.e., ministries and Crown corporations receiving the benefit of the research). The agreement is to be executed prior to conducting the research.
- .05 Prior to conducting research, ministries/Crown corporations are to obtain approval for the interview guides, draft surveys or other associated material from Communications Services, Executive Council.
- .06 Communications Services, Executive Council procures all

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primary research suppliers through the awarding of contracts to research suppliers in accordance with the Communications Procurement Policy. Refer to [Section 4525 Communications \(Advertising\)](#) and the process for specialty services.

- .07 Communications Services will determine the appropriate selection process for the competition based on the Communications Procurement Policy.
- .08 Once a supplier has been selected, Communications Services will provide the ministry or Crown corporation with a purchase order or other acceptable form of authorization.
- .09 The ministry or Crown corporation is responsible for ensuring a contract is signed with the successful supplier, if required.
- .10 Invoices for primary research, other than omnibus polls, are provided by the supplier directly to the ministry or Crown corporation. These invoices should be processed in the normal routine.

Public Opinion Polling

- .11 All public opinion polling is reported quarterly by Executive Council. See [Provincial Polling Results](#).
- .12 It is the responsibility of the ministry or Crown corporation conducting the public opinion poll to provide a suitable report to Executive Council upon completion of the project.
- .13 Executive Council assumes the cost of publishing polling results.

Omnibus Poll

- .14 Ministries or Crown corporations are invited to submit questions to the omnibus poll.
- .15 Submission of questions for the omnibus poll is considered agreement to pay for the polling costs associated with those questions.
- .16 The supplier for the omnibus poll is selected through the competition process managed by Communications Services.
- .17 Communications Services arranges for the poll to be conducted and has final approval of all questions on the poll.

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- .18 The polling company conducts the poll and submits the results to Communications Services. The results are then forwarded to the initiating ministry or Crown corporation.
- .19 An [Agreement for Omnibus Polling Participation](#) between the ministry/ministries or Crown corporation(s) receiving benefit from the poll and Executive Council is prepared.
- .20 Communications Services pays the invoice for omnibus polling. Reimbursements from ministries and Crown corporations for their share of costs are refunded to vote by Executive Council.

References

[3005 Refunds to Vote](#)

[4510 Contracts for Services](#)

[4525 Communications \(Advertising\)](#)

[Accounting Manual, Appendix H Central System Processing](#)

[Communications Procurement Policy](#) (Executive Council)

[Provincial Polling Results](#) (Executive Council)