

Thought Provoking

TNS Evaluation



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Timely, credible evidence on program outcomes allows governments to make informed choices. We provide unbiased evidence-based assessments to aid government decision-makers.

What We Do:

The TNS Evaluation group is a team of senior research analysts who combine multiple lines of evidence to complete formal evaluations and policy studies. Each evaluation is designed to meet the needs of our government clients who demand robust findings to support decisions regarding development of policies and programs and associated expenditures.

For over 25 years, our TNS team has conducted some of the largest and most challenging quantitative evaluation studies in Canada. We understand and appreciate the challenges and intricacies of evaluations that are large in scope, technically challenging, and of critical strategic importance to our clients.

We also conduct smaller evaluations restricted to stakeholder consultations and other qualitative approaches. In both cases we provide timely and cost-effective evidence for our clients.

Our Diverse Analytic Expertise and Qualitative / Quantitative Tool Kit:

Multiple Lines of Evidence:

We specialize in using non-experimental designs, and econometric methods of analysis. These are combined with our wide ranging skills for analyzing quantitative research data and with our depth of experience in the full array of qualitative research methods.

Analytic Tools:

Our team of experts uses a wide range of analytic tools—from simple analysis of cross tabulations to some of the most recently developed multivariate econometric techniques. Many of our studies determine value-for-money through cost-effectiveness or cost-benefit analyses.

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Qualitative Methods:

Our broad experience in qualitative methods includes in-depth interviews with key informants, group interviews, executive interviews, and focus groups. Some of the country's top bilingual focus group moderators are part of our TNS team.

Understanding Complex Data Sets:

We regularly use innovative statistical techniques combined with simplifying graphics to explore and understand complex data sets and have extensive experience manipulating data from both administrative sources and surveys, usually merging the two to make optimal use of available data. We have considerable expertise using statistical software, such as SPSS®, Stata®, and SAS®.

Group Dynamics and Consensus:

With expertise in organizational group dynamics, performance measurement, strategic planning and group facilitation, TNS simplifies difficult concepts and assists client groups in developing logic models, performance measurement frameworks, and results-based business plans.

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Depth of Resources and Logistic Support:

TNS has an impressive survey and data collection infrastructure consisting of three call centres, door-to-door interviewing teams, numerous on-line panels (i.e. health/chronic ailment panel—multicultural panel—small business panel and mobile phone panel), and more than 150 professional staff and a large field force to assist our evaluation team. As a global firm, we can call upon an international network of specialists doing similar work in G8 and other countries and access their benchmarks, best practices, normative data, or previous experience.

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The TNS Evaluation team has experience across a diverse range of government programs, a few of which include:

1. Labour Markets

Governments are involved in a wide range of training and related labour market programs. How effective are they? We have a demonstrated record of evaluating labour market programs using the latest methodologies to answer evaluation questions.

2. Regulatory Impact Studies and Cost-Benefit Analysis

We blend our primary and secondary data collection capabilities and considerable experience to determine the costs and benefits of initiatives to improve health, safety and the environment.

3. First Nations' Issues

We are sensitive to the concerns of Aboriginal peoples and have conducted projects to gauge progress on issues of importance.

4. Environment

We provide our clients with a thorough understanding of the full costs and benefits to help them reach sound decisions for action.

5. Health Care

We have worked closely with clients to model resource requirements and funding alternatives including alternative approaches to the delivery of services.

6. International Business Development

We use group facilitation combined with a deep knowledge of both performance measurement and strategic planning principles, to help clients develop logic models and Results-based Management Accountability Frameworks. We have also helped develop results-based business plans for the international business development program in more than 30 missions abroad.

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