



2022-23 Newcomer Services Campaign Advertising Campaign Evaluation Tool (ACET) Executive Summary

Prepared for Immigration, Refugees and Citizenship Canada

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Ce rapport est aussi disponible en français

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This public opinion research report presents the methodological details for the Study on Newcomer Services Campaign (2022-2023) conducted by Advanis Inc. on behalf of Immigration, Refugees and Citizenship Canada (“IRCC”). The survey for the baseline (pre-advertising campaign) wave was administered with 506 newcomers to Canada between October 17 and November 1, 2022, while the post-advertising campaign wave was conducted with 544 newcomers between February 6 to February 27, 2023.

Cette publication est aussi disponible en français sous le titre : **Campagne publicitaire sur les services à l’intention des nouveaux arrivants 2022-23 outil d’évaluation de campagnes publicitaires (OECF) rapport méthodologique**

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Signed: 

Nicolas Toutant, Vice-President, Research and Evaluation

EXECUTIVE SUMMARY

BACKGROUND

The Government of Canada wishes to make it easier for immigrants to build successful lives in Canada. In order to raise awareness among newcomers about services permanent residents can access, the Government of Canada launched the Newcomer Services advertising campaign in 2009, to inform newcomers to Canada about the settlement services available to help them succeed in their new country.

The Government of Canada requires a campaign evaluation using the Advertising Campaign Evaluation Tool (ACET) for all advertising campaigns with a media buy exceeding \$1,000,000¹.

OBJECTIVES

The purpose of this quantitative study is to ensure that advertising aimed at newcomers to Canada was effective and appropriate and that it accomplished its objective to build awareness and understanding of the settlement services available during the pandemic.

The focus of the survey was newcomers to Canada across the country (outside Quebec). This study measured awareness, recall and impact of the ads among the target population. It consisted of two survey waves: a baseline wave conducted before the campaign launch and a wave at the end of the campaign. More precisely the study aimed to assess:

- Unaided and aided recall of the ads
- Awareness and use of information channel (i.e., website) promoted in the ads
- The perceived messages of the ads, as well as the effectiveness of the ads in increasing awareness of IRCC and newcomer services
- Receptivity to government advertising and ratings of government performance and priorities

¹ See the *Directive on the Management of Communications*: <https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30682#appB>

The results of this research provided feedback on the effectiveness of the ads in raising awareness among the target audience about the services available to them. The results will also be used to guide and inform the design and implementation of future public awareness and outreach activities aimed at newcomers.

METHODOLOGY

The baseline wave of the survey was conducted online with 506 newcomers to Canada (since 2017, aged 24 to 60) outside of Quebec from October 17 to November 1, 2022. The post-campaign wave of the survey was conducted with 544 newcomers to Canada outside of Quebec from February 6 to February 27, 2023. Respondents from a pre-profiled database recruited randomly via telephone were sent SMS or email invites to participate in the study. The average survey length of the baseline survey was 5.8 minutes, and was 8.2 minutes for the post-campaign survey. The margin of error for the baseline survey was +/-4.36%, at a 95% confidence interval and +/-4.20%, at a 95% confidence interval for the post-campaign survey. The data reported was weighed to replicate, as closely as possible, actual newcomer population distribution by age and gender within Canada according to IRCC data. Respondents were offered the survey in the official language of their choice.

A full quantitative methodology report, including all information about the execution of the fieldwork that is needed to replicate the research initiative, can be found in Appendix A. The quantitative survey research instruments are provided in appendix B. A set of tabulated results from the quantitative surveys are provided in English and French under separate covers.

The value of this contract, including HST, is **\$54,420.80**.