



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

2022-23 IRCC Online Tracking Surveys

Executive Summary

Prepared for: Immigration, Refugees and Citizenship Canada

Supplier: Leger Marketing Inc.

Contract Number: CW2246084

Contract Value: \$59,801.86 (including HST)

Award Date: 2022-10-25

Delivery Date: 2023-03-31

Registration Number: POR 071-22

For more information on this report, please contact IRCC at:

IRCC.COMMPOR-ROPCOMM.IRCC@cic.gc.ca

Ce rapport est aussi disponible en français.

Canada 

Copyright

This public opinion research report presents the methodology used for two online surveys conducted by Leger Marketing Inc. on behalf of Immigration, Refugees, and Citizenship Canada. The first survey was conducted with 2,501 Canadians between November 28th and December 12th, 2022; the second survey was conducted with 2,510 Canadians between February 9th and 26th, 2023.

Cette publication est aussi disponible en français sous le titre : **2022-23 Sondages de suivi en ligne d'IRCC.**

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Immigration, Refugees and Citizenship Canada. For more information on this report, please contact Immigration, Refugees and Citizenship Canada at IRCC.COMMPOR-ROPCOMM.IRCC@cic.gc.ca or at:

Communications Branch
Immigration, Refugees and Citizenship Canada
Jean Edmonds Tower South
365 Laurier Ave W
Ottawa ON K1A 1L1

Catalogue Number: Ci4-245/2023E-PDF

International Standard Book Number (ISBN): 978-0-660-49045-8

Related publications (registration number: POR 071-22):

Catalogue Number: Ci4-245/2023F-PDF (Final Report, French)

ISBN: 978-0-660-49046-5

© His Majesty the King in Right of Canada, as represented by the Minister of Immigration, Refugees and Citizenship Canada, 2023

Executive Summary

Leger is pleased to present Immigration, Refugees and Citizenship Canada with this public opinion research methodology report. This report was prepared by Léger Marketing Inc. who was contracted by Immigration, Refugees and Citizenship Canada (contract number CW2246084, awarded October 25th, 2022, for a total value of \$59,801.86 including HST).

Background and Objectives

IRCC conducts an ongoing research program to help the Department develop a better understanding of Canadian attitudes toward the issues surrounding citizenship and immigration.

IRCC has been conducting annual telephone tracking surveys since 1996. In 2018, IRCC started running complementary online tracking surveys, which has allowed IRCC to compare Canadians' responses to a number of key questions in telephone and online surveys. There are significant response differences by mode, so maintaining ongoing tracking both by telephone and online allows the department to:

- compare and contrast Canadians' attitudes expressed in telephone and online surveys;
- validate trends seen in each mode against each other;
- compare third-party survey findings collected using either mode against known IRCC benchmarks; and
- leverage lower cost online surveys to conduct a broader range of survey research.

The 2022-23 IRCC Online Tracking Surveys project is comprised of two online panel survey waves with the Canadian general public. It will provide IRCC with comparable tracking data about public attitudes toward immigration, which is of key importance to IRCC's policies, programs and services.

The research objectives of this study include assessing Canadians' perceptions of:

- immigration levels;
- the impact of immigration on Canada;
- the impact of immigration in the context of Canada's recovery from COVID-19;
- Canada's immigration system and priorities; and
- the settlement and integration of newcomers.

Methodology

This public opinion research was conducted via online surveys, using Computer Aided Web Interviewing (CAWI) technology. The questionnaires were provided by IRCC. Leger Marketing Inc. used the questionnaires without making any modifications to its format nor to its content.

Wave 1: Fieldwork for the survey was carried out from November 28th to December 12th, 2022. A pre-test of 44 interviews was completed before launching data collection to validate the programming of the

questionnaire in both English and French. A total of 2,501 Canadians with demographic characteristics reflective of the Canadian population were surveyed. An average of 11 minutes was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 12.4%.

Wave 2: Fieldwork for the survey was carried out from February 9th to 26th, 2023. A pre-test of 56 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 2,510 Canadians with demographic characteristics reflective of the Canadian population were surveyed. An average of 12 minutes was required for respondents to complete the survey. The sample was drawn randomly from the Leo panel and the overall participation rate for the survey was 16.1%.

A complete methodological description is provided in the Appendices section of this document.

Notes on Interpretation of the Research Findings

This report was compiled by Leger based on the research conducted specifically for this project. This research is not probabilistic; the results cannot be inferred to the general population of Canada.

Since a sample drawn from an Internet panel is not probabilistic in nature, margins of sampling error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population.

Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

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.



Signed:

Christian Bourque, Senior Researcher
Léger