



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Inclusive Communities Advertising Campaign Evaluation Tool (ACET)

Executive Summary

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Ce rapport est aussi disponible en français.

Canada 

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This public opinion research report presents the results of a quantitative study conducted by Léger Marketing Inc. on behalf of Immigration, Refugees and Citizenship Canada (IRCC).

The research involved two online pre-wave and post-wave panel surveys with 2,500 adults for each wave aged 18 to 75 from the Canadian general public (excluding Quebec) using the Advertising Campaign Evaluation tool (ACET) questionnaires.

1. A baseline pre-campaign survey to be completed before the beginning of the advertising campaign, and
2. A post-campaign online survey to measure awareness, recall and effectiveness of the Inclusive Communities campaign after it is completed.

Cette publication est aussi disponible en français sous le titre : 2023-24 Outil d'évaluation de campagnes publicitaires (OECF) pour la campagne Communautés inclusives.

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Executive Summary

Léger is pleased to present IRCC with the detailed methodology used on the quantitative survey designed to evaluate IRCC's Inclusive Communities campaign using the Advertising Campaign Evaluation Tool (ACET). This report was prepared by Léger Marketing Inc. who was contracted by IRCC (contract number B8815-24-0112 awarded October 6, 2023).

Background and Objectives

The Inclusive Communities campaign first launched in 2020-21. This year's advertising campaign will continue to encourage Canadians to support, welcome and engage with newcomers in an effort to help their community be inclusive. The tactics included digital, SEM, and audio ads (e.g Spotify) print ads, video ads and out-of-home ads.

The campaign will help Canadians understand the benefits of immigration by encouraging contact between newcomers and Canadians. Demonstrating the benefits of immigration at the local, community level, dispelling common myths about immigration and refugees, and promoting positive engagement between Canadians and newcomers is vital to ensuring that newcomers are welcomed and communities are inclusive.

The purpose of this ACET study is to ensure that the Inclusive Communities campaign was effective and appropriate, and that it accomplishes the goal of encouraging Canadians to get involved in welcoming newcomers.

The main objective of this quantitative study was to measure awareness, recall, and impact of the ads among the target audience. The surveys used the Government of Canada's Advertising Campaign Evaluation Tool and consisted of two waves: a baseline wave conducted before the campaign launches and a wave at the end of the campaign.

The ACET assessed:

- 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 intention or action to welcome newcomers
- Receptivity to government advertising and ratings of government performance and priorities

Methodology

Advertising Campaign Evaluation Tool (ACET)

This research for both waves was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. The questionnaires used for both phases

of the study are the Government of Canada ACET questionnaires. Leger Marketing Inc. used these questionnaires without making any modifications to their format nor to their content, except for the modifications necessary to adapt the questions to this present study on the Inclusive Communities ad campaign requested by Immigration, Refugees and Citizenship Canada.

The targeted audience of this study included a national sample reflecting the 18- to 75-year-old Canadian population outside the province of Quebec. Both the baseline and post-campaign surveys were conducted with a sample of around 2,500 Canadian adults. The respondents were recruited via Leger’s web panel using a random selection stratified by region. The general adult population sample was distributed as follows:

Table A.1 Regional Distribution of Respondents

Region	Number of respondents – baseline study	Number of respondents – post test study
British Columbia + Yukon	462	458
Alberta + Northwest Territories	368	352
Manitoba + Saskatchewan + Nunavut	208	220
Ontario	1248	1249
Atlantic region	220	224
Total	2,506	2,503

1.2.1 Baseline Study

Fieldwork for the survey was carried out from October 26 to November 05, 2023. A total of 2,506 Canadians aged between 18 and 75 living outside the province of Quebec were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 12.3% (see Table A.3 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, presence of children in the household and education to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 52 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of four minutes and forty-six seconds was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

1.2.2 Post-Campaign Study

Fieldwork for the survey was carried out from February 8th to 19th, 2024. A total of 2,503 Canadians aged between 18 and 75 living outside the province of Quebec were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 10.32% (see Table 11 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, presence of children in the household and education to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 48 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of six minutes and thirty-three seconds was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

Contract value

The contract value was \$43,542.29 (HST included).

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.

A handwritten signature in blue ink, appearing to read "Christian Bourque".

Signed:

Christian Bourque, Senior Researcher
Léger