



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

# 2019-20 Annual Tracking Study

## 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 survey conducted by Ipsos on behalf of Immigration, Refugees and Citizenship Canada. The research was conducted with 2,000 Canadians by telephone, 2,361 Canadians online, and 1,320 surveys in 14 specific municipalities by telephone, between January 30<sup>th</sup>, 2020 and March 4<sup>th</sup>, 2020.

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Mike Colledge  
President  
Ipsos Public Affairs

## Executive summary

Ipsos Public Affairs is pleased to present this report to Immigration, Refugees and Citizenship Canada.

## Background

Since 1994, when it was established as a new department bringing together immigration services and citizenship registration, Immigration, Refugee and Citizenship Canada (IRCC) has played several key roles: admitting immigrants, foreign students, visitors and temporary workers; resettling refugees; helping immigrants adapt to Canadian society and become Canadian citizens; and managing access to Canada.

IRCC conducts an ongoing research program to help the Department develop a better understanding of Canadian attitudes toward the issues surrounding citizenship and immigration. By gauging and analyzing the opinions of newcomers and immigrants, the Department gains insights into important policy areas related to the mandate of the department and related services.

IRCC identified a need to conduct quantitative research (telephone and online surveys) among the general public, newcomers and settled immigrants.

## Research objectives

The qualitative and quantitative research was intended to explore the views of members of the Canadian general population and attitudes of newcomers and settled immigrants on issues such as immigration, integration, settlement, multiculturalism and citizenship as well as IRCC services that are of key importance to IRCC's policies and programs. Research was intended to support IRCC in ensuring high quality policy options, program design and advice to ministers; encouraging and effectively managing citizen-focused services; managing organizational and strategic risks proactively; and gathering and using relevant information on program results. The value of this contract, including HST, is \$166,839.12.

## Methodology

To meet the research objectives, Ipsos conducted a national telephone survey and a national online survey. The 15-minute national telephone survey was conducted among a nationwide sample of n=2,000 Canadian adults between January 30<sup>th</sup> and February 23<sup>rd</sup>, 2020. The telephone survey sample was a probability sample generated through random digit dialing obtaining an overall margin of error of +/-2.1 percentage points (calculated at a 95% confidence interval). The 14-minute online survey was conducted among 2,361 respondents between February 11<sup>th</sup> and 25<sup>th</sup>, 2020, drawn entirely from Ipsos' proprietary panel, iSay. As the online survey used non-probability sampling, a margin of error cannot be calculated. Respondents were offered the survey in the official language of their choice.

Ipsos also conducted an 11-minute telephone survey with a random sample of 1,320 individuals from 14 specific municipalities between February 10<sup>th</sup> and March 4<sup>th</sup>, 2020. The sample of members of the general population aged 18+ was a probability sample generated through random digit dialing obtaining an overall margin of error of +/-2.9 percentage points (calculated at a 95% confidence interval).

A full quantitative methodology report, including all information about the execution of the fieldwork that is needed to replicate the research initiative, may be found in Appendix 1. The quantitative survey research instruments in English and French may be found in Appendix 2. A set of tabulated results from the quantitative surveys are provided under a separate cover.

**Should you have any questions or comments, please contact:**

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