



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

2020-21 Mobilité Francophone Employer Study

Executive Summary

Prepared for Immigration, Refugees and Citizenship Canada

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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 an online survey conducted by Léger Marketing Inc. on behalf of Immigration, Refugees and Citizenship Canada. The research was conducted with 500 individuals responsible for hiring within their organization from February 24 to March 19, 2021.

Ce rapport est aussi disponible en français: **2020-21 étude d'employeur mobilité francophone**

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1. Summary

Léger is pleased to present Immigration, Refugees and Citizenship Canada (IRCC) with this report containing the findings of a quantitative survey to learn more about the Mobilité Francophone program.

This report was prepared by Léger who was contracted by Immigration, Refugees and Citizenship Canada (contract number B8815-210160/001/CY awarded February 15, 2021).

1.1 Background and objectives

Since June 1, 2016, the Mobilité Francophone (MF) stream of the International Mobility Program has ensured that foreign nationals bound for a province or territory outside Quebec who are qualified under National Occupational Classification (NOC) O, A or B may be eligible for an exemption from the Labour Market Impact Assessment (LMIA) requirement under paragraph 205(a) of the Immigration and Refugee Protection Regulations (IRPR). Most often, when foreign workers come to work in Canada, their potential employers must file an LMIA and pay the associated costs. In addition, not all potential employees are eligible for an LMIA. As a result, Canadian employers are encouraged to participate in the MF stream.

This system was created to promote Francophone immigration outside Quebec and to support the revitalization of Francophone minority communities. For example, when approving a temporary work permit, officers must be satisfied that the foreign national's usual language of daily use is French; however, the language of work does not have to be French.

In this context, Immigration, Refugees and Citizenship Canada (IRCC) is seeking detailed information on the results of Mobilité Francophone in order to improve its use by applicants and employers: this research could help increase the number of admissions of French-speaking temporary foreign workers outside Quebec. Given that a large proportion of permanent residents are drawn from the temporary resident population, it is hoped that a higher number of French-speaking temporary residents will ultimately contribute to a higher number of French-speaking permanent residents, thereby helping IRCC meet its target of 4.4% Francophone immigration outside Quebec.

The main objectives of the research were to:

- Assess the use of Mobilité Francophone (including geographic and sectoral considerations) among employers in Canada.

- Measure the awareness, familiarity and interest of employers who do and do not participate in the program.

The results of the research study will provide a better understanding of how employers perceive the Mobilité Francophone stream of the International Mobility Program across Canada, outside of Quebec. The total contract value for this study is **\$45,304.53**, including HST.

1.2 Methodology – Quantitative research

Telephone Survey

This research was conducted through telephone surveys, using computer-assisted telephone interview (CATI) technology. Data collection for the survey was conducted from February 24 to March 19, 2021. A total of 500 people responsible for hiring in their organization were interviewed.

A pre-test of 20 interviews was conducted prior to the launch of data collection to validate the programming of the questionnaire.

The national margin of error for this survey is +/- 4.38%, 19 times out of 20.

Léger adheres to the most stringent guidelines for quantitative research. The survey instrument followed the Standards for the Conduct of Government of Canada Public Opinion Research.

A full methodological description is provided in Appendix A of the full report.

1.3 Overview of quantitative findings

- In general, nearly three out of 10 respondents say that no French-speaking or bilingual employees have been hired in their organization. The data collected show that an average of three French-speaking or bilingual employees have been hired among organizations that have hired in the last five years.
- More than half of the respondents say they have never hired employees who are temporary residents of Canada. The majority of respondents also say they had never hired employees from outside Canada.
- Of those respondents who have hired temporary residents of Canada or employees from outside Canada, few say they have ever hired French-speaking or bilingual employees from outside Canada.
- In general, the majority of respondents had not heard of the Mobilité Francophone stream of the International Mobility Program. Three-quarters of

- respondents who said they were familiar with the Mobilité Francophone stream felt that they were not very familiar with it or that they only knew the name.
- Almost all respondents who had heard of the Mobilité Francophone stream had never used it. In terms of interest in the program, three out of 10 respondents who had never heard of or used the Mobilité Francophone stream indicated that they were interested.
 - Direct email stands out as the most popular means of obtaining information for respondents interested in the Mobilité Francophone stream, followed by the IRCC website, webinars and an IRCC newsletter or other source.
 - The reasons for using the Mobilité Francophone stream most often cited by respondents who are interested in using the program are: to reach qualified/competent candidates; because the organization where they work is recruiting; to reach French-speaking or bilingual candidates; or during a labour shortage.
 - The reasons for not using the Mobilité Francophone stream most often cited by respondents who are not interested in the program are: because they work for an organization that hires only Anglophones or that does not need Francophones; because they prefer to hire local candidates; or because the organization uses other means of recruitment.
 - Respondents with an interest in the Mobilité Francophone stream and those who have already used it suggest that providing access to more information, education and advertisements would facilitate the use of the program.
 - The Indeed platform, websites or online bulletin boards and word of mouth are the resources used by the most respondents to recruit employees.

1.4 Notes on interpretation of research findings

The views and observations expressed in this document do not reflect those of Immigration, Refugees and Citizenship Canada. This report was compiled by Léger based on the research conducted specifically for this project.

1.5 Political neutrality statement and contact information

Léger certifies that the results delivered fully comply with the Government of Canada's requirements for political neutrality as outlined in the *Communications Policy of the Government of Canada* 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, Principal Investigator
Léger