Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

2022-23 IRCC Online Tracking Surveys

Methodology report

Prepared for: Immigration, Refugees and Citizenship Canada

Ce rapport est aussi disponible en français.

Canada

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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**.

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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

Appendix 1: Quantitative Methodology (Wave 1)

As a Canadian Research Insights Council (CRIC) Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research— Series A – Fieldwork and Data Tabulation for Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

Sampling Procedure

Leger conducted a panel-based Internet survey with a sample of adult Canadians, using Computer Aided Web Interviewing (CAWI) technology. A total of 2,501 respondents participated in the survey. The exact distribution is presented in the following section. Participant selection was done randomly from Leo's online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

Data Collection

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%.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of 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. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

During data collection, regional quotas were set, and soft quotas were set in order to ensure a sufficient subsample size for Immigrants and Indigenous Peoples. The tables below detail the distribution of respondents by region, gender, age, place of birth, and Indigenous self-identification.

Table: Distribution of respondents by region

	Number of respondents (unweighted)
British Columbia	320
Alberta	270
Saskatchewan	125
Manitoba	126
Ontario	825
Quebec	525
New Brunswick	100
Nova Scotia	108
Prince Edward Island	10
Newfoundland	92

Table: Distribution of respondents by gender

	Number of respondents (unweighted)
Woman	1,236
Man	1,250
Another gender	10
Prefer not to say	5

Table: Distribution of respondents by age

	Number of respondents (unweighted)
18-24	242
25-34	414
35-44	438
45-54	443
55-64	455
65+	509

Table: Distribution of respondents by place of birth

	Number of respondents (unweighted)
Canada	2,006
Outside Canada	490
Prefer not to say	5

Table: Distribution of respondents by Indigenous self-identification

	Number of respondents (unweighted)
Indigenous	108
Non-Indigenous	2,369
Prefer not to say	24

Participation Rate

The overall participation rate for this study is 12.4%.

The participation rate is calculated as the number of **in-scope responding units** (n=2,594), divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units** (n=20,923). The detailed completion results are as follows:

- Total number of sample units invited to participate: 20,937
- Number of invalid cases: 14
- Number of **unresolved units**: 18,033
    - Email invitations bounce back: 159
    - Email invitations unanswered: 17,874
- Number of **in-scope non-responding units**: 296
    - Respondent refusals: 141
    - Language problem: 0
    - Selected respondent not available (illness; leave of absence; vacation; other): 0
    - Early breakoffs: 155
- Number of **in-scope responding units**: 2,594
    - Surveys disqualified – quota filled: 59
    - Completed surveys disqualified for other reasons: 34
    - Completed interviews: 2,501

Typical participation rates for web surveys are between 20% and 30%. A participation rate of 12.4% may seem a bit low, but due to time constraints, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate.

Unweighted and Weighted Samples

Based on data from Statistics Canada's 2021 national census, Leger weighted the results of this survey by gender and age within each province, in order to reflect the actual distribution of the Canadian adult population.

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower participation rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. Quotas were set for each province, and the weighting adjusted for oversampling in certain provinces so that each province has a representative importance in the results.

Table Unweighted and Weighted Sample Distribution by Province

	Unweighted	Weighted
British Columbia	13%	14%
Alberta	11%	11%
Saskatchewan	5%	3%
Manitoba	5%	4%

Ontario	33%	39%
Quebec	21%	23%
New Brunswick	4%	2%
Nova Scotia	4%	3%
Prince Edward Island	<1%	<1%
Newfoundland	4%	1%

The following tables present the demographic distribution of respondents, according to gender and age.

First, regarding gender, we can see that weighting has adjusted slightly the proportion of male and female. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

Table: Unweighted and Weighted Sample Distribution by Gender

	Unweighted	Weighted
Male	49%	51%
Female	50%	49%
Another gender	<1%	<1%
Prefer not to say	<1%	<1%

Regarding age distribution, the weighting process has corrected some minor discrepancies. The actual distribution of the sample generally follows the distribution of age groups in the actual population. In this case, it is unlikely that the observed distributions introduce a non-response bias for a particular age group. Because the differences were so small, weighting allowed the weights to be corrected without further manipulation.

Table: Unweighted and Weighted Sample Distribution by Age Group

	Unweighted	Weighted
18-24	10%	10%
25-34	17%	17%
35-44	18%	16%
45-54	18%	16%
55-64	18%	18%
65+	20%	24%

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study.

The relatively small weight factors and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

Appendix 2: Quantitative Methodology (Wave 2)

As a Canadian Research Insights Council (CRIC) Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research— Series A – Fieldwork and Data Tabulation for Online Surveys.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

Sampling Procedure

Leger conducted a panel-based Internet survey with a sample of adult Canadians, using Computer Aided Web Interviewing (CAWI) technology. A total of 2,510 respondents participated in the survey. The exact distribution is presented in the following section. Participant selection was done randomly from Leo's online panel.

Leger owns and operates an Internet panel of more than 400,000 Canadians from coast to coast. An Internet panel is made up of Web users profiled on different sociodemographic variables. The majority of Leger's panel members (61%) have been recruited randomly over the phone over the past decade, making it highly similar to the actual Canadian population on many demographic characteristics.

Data Collection

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%.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of 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. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

During data collection, regional quotas were set, and soft quotas were set in order to ensure a sufficient subsample size for Immigrants and Indigenous Peoples. The tables below detail the distribution of respondents by region, gender, age, place of birth, and Indigenous self-identification.

Table: Distribution of respondents by region

	Number of respondents (unweighted)
British Columbia	321
Alberta	270
Saskatchewan	125
Manitoba	125
Ontario	825
Quebec	526
New Brunswick	100
Nova Scotia	108
Prince Edward Island	10
Newfoundland	100

Table: Distribution of respondents by gender

	Number of respondents (unweighted)
Woman	1,248
Man	1,248
Another gender	13
Prefer not to say	1

Table: Distribution of respondents by age

	Number of respondents (unweighted)
18-24	246
25-34	401
35-44	424
45-54	461
55-64	443
65+	535

Table: Distribution of respondents by place of birth

	Number of respondents (unweighted)
Canada	1,987
Outside Canada	515
Prefer not to say	8

Table: Distribution of respondents by Indigenous self-identification

	Number of respondents (unweighted)
Indigenous	106
Non-Indigenous	2,391
Prefer not to say	13

Participation Rate

The overall participation rate for this study is 16.1%.

The participation rate is calculated as the number of **in-scope responding units** (n=2,612), divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units** (n=16,222). The detailed completion results are as follows:

- Total number of sample units invited to participate: 16,062
- Number of invalid cases: 12
- Number of **unresolved units**: 13,261
  - Email invitations bounce back: 10
  - Email invitations unanswered: 13,251
- Number of **in-scope non-responding units**: 349
  - Respondent refusals: 162
  - Language problem: 0
  - Selected respondent not available (illness; leave of absence; vacation; other): 0
  - Early breakoffs: 187
- Number of **in-scope responding units**: 2,612
  - Surveys disqualified – quota filled: 72
  - Completed surveys disqualified for other reasons: 30
  - Completed interviews: 2,510

Typical participation rates for web surveys are between 20% and 30%. A participation rate of 16.1% may seem a bit low, but due to time constraints, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate.

Unweighted and Weighted Samples

Based on data from Statistics Canada's 2021 national census, Leger weighted the results of this survey by gender and age within each province, in order to reflect the actual distribution of the Canadian adult population.

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower participation rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. Quotas were set for each province, and the weighting adjusted for oversampling in certain provinces so that each province has a representative importance in the results.

Table Unweighted and Weighted Sample Distribution by Province

	Unweighted	Weighted
British Columbia	13%	14%
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Prince Edward Island	<1%	<1%
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The following tables present the demographic distribution of respondents, according to gender and age.

First, regarding gender, we can see that weighting has adjusted slightly the proportion of male and female. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

Table: Unweighted and Weighted Sample Distribution by Gender

	Unweighted	Weighted
Male	50%	51%
Female	50%	49%
Another gender	1%	1%
Prefer not to say	<1%	<1%

Regarding age distribution, the weighting process has corrected some minor discrepancies. The actual distribution of the sample generally follows the distribution of age groups in the actual population. In this case, it is unlikely that the observed distributions introduce a non-response bias for a particular age group. Because the differences were so small, weighting allowed the weights to be corrected without further manipulation.

Table: Unweighted and Weighted Sample Distribution by Age Group

	Unweighted	Weighted
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25-34	16%	17%
35-44	17%	16%
45-54	18%	16%
55-64	18%	18%
65+	21%	24%

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study.

The relatively small weight factors and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

Appendix 3: Quantitative Instruments

English and French quantitative instruments are provided under separate cover.