



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

# 2023-24 IRCC Online Tracking Surveys

## Executive Summary

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**Ce rapport est aussi disponible en français.**

Canada 

## Copyright

This public opinion research report presents the methodology used for the online surveys conducted by Leger Marketing Inc. on behalf of Immigration, Refugees, and Citizenship Canada. The first survey was conducted with 2,279 Canadians between November 13<sup>th</sup> and November 27<sup>th</sup>, 2023; the second survey was conducted with 2,253 Canadians between June 10<sup>th</sup> and June 23<sup>rd</sup>, 2024.

Cette publication est aussi disponible en français sous le titre : **2023-24 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 CW2325246, awarded August 8<sup>th</sup>, 2023, for a total value of \$49,991.20 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 2023-24 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;
- 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 13<sup>th</sup> to November 27<sup>th</sup>, 2023. A pre-test of 46 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 2,279 Canadians with demographic characteristics reflective of the Canadian population were surveyed. An average of 13 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 10.28%.

**Wave 2:** Fieldwork for the survey was carried out from June 10<sup>th</sup> to June 23<sup>rd</sup>, 2024. A pre-test of 55 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 2,253 Canadians with demographic characteristics reflective of the Canadian population were surveyed. An average of 14 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 10.87%.

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:

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Léger