



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

2024-25 Newcomer Services Campaign Advertising Campaign Evaluation Tool (ACET)

Final report

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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 Ipsos on behalf of Immigration, Refugees and Citizenship Canada (IRCC). The pre-campaign survey was conducted with a sample of n=500 newcomers to Canada within the past five years ages 18+ between December 20th, 2024, and January 20th, 2025. The post-campaign wave was not conducted due to the election being called on March 23.

Cette publication est aussi disponible en français sous le titre : Outil d'évaluation de la campagne publicitaire (OECF) pour les services aux nouveaux arrivants 2024-25.

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Brad Griffin
President
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Executive summary

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

Background

The Newcomer Services campaign was first launched in 2009. Unfortunately, many newcomers to Canada are unaware of the services that permanent residents can access, free of charge, to help them settle in Canada. The Government of Canada is committed to making it easier for immigrants to build successful lives in Canada and this starts with their settlement and integration into their Canadian communities.

Settlement services enable newcomers to participate in social, cultural and economic life in Canada, and it is vital that they are made aware of available services and how to access them. IRCC has maintained its commitment to a strong immigration program and has continued to fund the full range of settlement and integration services across Canada. Raising awareness of resources, including virtual resources, so newcomers feel less isolated, is increasingly important.

The purpose of this campaign was to inform newcomers to Canada about the settlement services available to help them succeed in their new home and how to access the services.

Research objectives

The purpose of this Advertising Campaign Evaluation Tool (ACET) study is to ensure that the Newcomer Services campaign was effective and appropriate, and that it accomplished the objectives of building awareness and understanding of the settlement services available.

This study's primary objective is to measure awareness, recall and impact of the ads among the target population using the Government of Canada's Advertising Campaign Evaluation Tool and consists of two waves: a baseline wave conducted before the campaign launches and a wave at the end of the campaign. The ACET assesses:

- Unaided and aided recall of the ads
- Awareness of funded services available
- 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 awareness of IRCC and newcomer services
- Receptivity to government advertising and ratings of government performance and priorities

Methodology

This project originally involved two (2) online surveys – a pre-campaign survey and a post-campaign survey. The post-campaign wave was expected to be run in April 2025 but was cancelled due to the election writ drop.

Respondents for the survey were drawn from a trusted partner panel vendor, Decision Point Research. The baseline survey was conducted with a sample of n=500 newcomers to Canada (past 5 years) ages 18+.

Survey respondents took the survey in the official language of their choice, either English or French. The survey ran between December 20th, 2024, and January 20th, 2025. On average, the pre-campaign survey was completed within 6 minutes.

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect.

The value of this contract, including HST, is \$34,809.65.

Appendix 1 - Methodology

This project originally involved two (2) online surveys – a pre-campaign survey and a post-campaign survey. The ad campaign ran until March 23 with the post-campaign wave expected to be run in April 2025. With the suspension of Public Opinion Research (POR) work resulting from the writ of election on March 23, it was decided that conducting the post-campaign wave after the swearing-in of the new government would represent too long a period between the end of the campaign and the data collection for the resulting data to accurately measure recall of the campaign. As a result, the post-campaign wave was cancelled.

The initial pre-campaign survey was conducted before the campaign launched and the post-campaign survey was scheduled to be conducted following the completion of the campaign. This is the standard approach for all Government of Canada advertising evaluation surveys. The pre-campaign wave was executed online using a non-probability online panel.

Respondents for the survey were drawn from a trusted partner panel vendor, Decision Point Research. The baseline survey was conducted with a sample of n=500 newcomers to Canada ages 18+. Survey respondents took the survey in the official language of their choice, either English or French.

For the pre-campaign survey a pre-test was conducted on December 20th, 2024, with 59 completes to confirm survey length before fully deploying the questionnaire. An open-ended question was asked at the end of the survey where any problems with the clarity of the survey questions could be brought to our attention; no issues were flagged. The survey was fully launched and ran between December 20th, 2024, and January 20th, 2025.

Quotas were set to ensure representation by region, age and gender, according to the latest Census information excluding Quebec provided by IRCC. In the end, within natural fallout we obtained our targets without having to oversample. The unweighted counts are shown below.

The sampling methodology utilized email invitations and router technology to invite participants. Each participant received a unique URL link. This link could only be used once, with respondents being allowed to pause during completion and return to complete. On average, the pre-campaign survey was completed within 6 minutes.

Target Population

The target audiences consisted of newcomers to Canada ages 18+ within the past five years (2020 – 2025) across the country. As the campaign did not target newcomers in Quebec (settlement services in Quebec are managed provincially), this research did not include respondents in Quebec. IRCC estimated that newcomers who had been in Canada for less than five years accounted for approximately 4 percent of the population.

Participant Recruitment

Sample Source

Ipsos partnered with Decision Point on the fieldwork and in obtaining the required sample. Ipsos and Decision Point have over 300,000 active panellists including new immigrants and multicultural ethnic groups. Decision Point has one of the largest multicultural panels in Canada.

Subcontractor Name: Decision Point Research.

Address: 164 Eglinton Ave E Unit 400, Toronto, ON M4P 1G4

Contact Name: Anton Nicolaidis

Telephone: 416-639-1346

Email: anton@decisionpointresearch.ca

The data excluded duplicate respondents based on IP capture and excluded panellists who had completed another Government of Canada survey in the previous 30 days as a member of that panel.

Incentives/honoraria

Like Ipsos, Decision Point Research uses mixed-mode strategies (phone/online/in-person) to build its panel permitting more representative samples. Decision Point Research’s online consumer panel is also recruited using post screeners during telephone surveys, social media, online vetted lists and during in-person studies. Incentives are not used for recruitment purposes to ensure quality, but respondents are incentivized for completing the survey directly proportionate to the amount of time taken to complete the survey and with comparable incentives offered by other online panel sources.

Sample Weighting

The table below shows the unweighted and weighted distributions of the online sample. Weighting was applied to the sample to ensure that the final data reflected the adult recent immigrant population by region, age, and gender according to the latest Census provided by IRCC. A Random Iterative Method (RIM) technique was applied for weighting. Note: totals may not add to 100% due to rounding.

Table: Weighted and Unweighted Online Sample

	Unweighted Sample Size	Weighted Sample Size
Canada	500	500
Region		
British Columbia/Territories	91	108
Alberta	59	52
Prairies (MB/SK)	36	34
Ontario	294	278
Atlantic Canada	20	28
Gender		
Male	256	270
Female	243	230
Diverse	1	--

Age		
18-34	334	335
35-49	134	124
50+	32	41

The figures presented in the table above show minimal differences between the unweighted and weighted samples. As a result of the strong representativeness of the unweighted data the largest weight factor that was applied for any respondent is 1.28, which is well within acceptable ranges for a survey of the general population.

Email Statistics

For this survey, a non-probability sample was used and as such, a response rate cannot be calculated. A survey router was used to screen potential respondents and assign them to one of several surveys. Given this, it is not possible to estimate the number of cases “invited” to participate and whether they were eligible or not and it is also not possible to estimate the “unresolved” cases. As a result, a participation rate for this project cannot be calculated.

The sample routing technology uses weighted randomization to assign surveys to participants. Upon entry into the system, panelists are checked to ensure they have not exceeded survey participation limits. A list of potential survey matches is determined for each panelist based upon the information we know about them. Panelists may be asked additional screening questions within the system to ensure they meet the project criteria. Priority may be given to surveys that are behind schedule; however, this is kept to a minimum as survey randomization must remain in place as a key element for preventing bias. In this case, limited prioritization was applied during the field window, therefore there is a low chance of sample bias.

Non-Response Analysis

The results of this survey are not statistically projectable to the target population because the sampling method used does not ensure that the sample represents the target population with a known margin of sampling error. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect. The data have been weighted to reflect the demographic composition of recent immigrant aged 18 years and over.

The table below compares the unweighted survey samples to the latest Census results by region, age, and gender. Overall, the sample is highly representative of the adult recent immigrant population.

	Unweighted Percentage	Census 2024 Proportions
Region*		
British Columbia/Territories	18%	22%
Alberta	12%	10%
Prairies (MB/SK)	7%	7%
Ontario	59%	56%
Atlantic Canada	4%	6%
Gender		
Male	51%	54%
Female	49%	46%
Diverse	<1%	<1%
Age		
18-34	67%	67%
35-49	27%	25%
50+	7%	8%

* Denotes variables included in the weighting scheme.

Differences among the variables used in the weighting scheme are minimal. The distribution in the sample is consistent, with only slight differences observed between the unweighted percentages and the recent immigrant Census data.

Appendix 2 – Quantitative instruments

English and French quantitative instruments are provided under separate cover.