



2018-19 Annual Tracking Study Immigration, Refugees and Citizenship Canada (IRCC)

Executive Summary
October 2018

Prepared for Immigration, Refugees and Citizenship Canada
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2018-19 Annual Tracking Study

Final Report

Prepared for Immigration, Refugees and Citizenship Canada

Supplier name: Quorus Consulting Group Inc.

October 2018

This public opinion research report presents the results of a telephone survey conducted by Quorus Consulting Group Inc. on behalf of Immigration, Refugees and Citizenship Canada. The research study was conducted with 2,800 Canadian residents in August and September 2018.

Cette publication est aussi disponible en français sous le titre : Étude de suivi annuelle de 2018-19.

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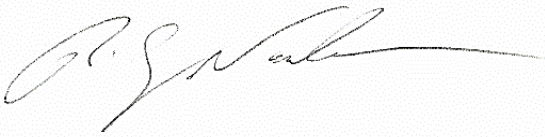


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Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is written over a light gray, textured rectangular background.

Rick Nadeau, President
Quorus Consulting Group Inc.

Executive Summary

Background and Research Objectives

Attitudes toward immigration levels and specific areas of citizenship requirements are very important to the Department of Immigration, Refugees and Citizenship Canada (IRCC) and their policies/programs in place. In addition to understanding their attitudes, IRCC requested research services to understand priorities and needs regarding citizenship and immigration. This research will help them when establishing priorities, developing policies, communications products, strategies and planning programs and services. This will ensure high-quality policies, programs, service, strategies and advice to ministers.

The purpose of this public opinion research is to better understand the attitudes toward the issues surrounding citizenship and immigration. Specifically, the objectives are to measure:

- Perceptions of the numbers of immigrants coming to Canada,
- Impact of immigration on Canada,
- Canada's immigration system and priorities, and,
- The settlement and integration of immigrants.

This evaluation will be used for the development and implementation of programs and policies regarding immigration and citizenship. The value of this contract, including HST, is \$124,468.14.

Methodology

The research methodology consisted of a national telephone survey with Canadians, 18 years of age and older. The sample consisted of traditional wireline telephone numbers and a sub-quota of cell-phone only households. Cell phone numbers were added to the landline Random Digital Dialing telephone sample to reduce coverage error and provide a more representative final sample.

A total of 2,800 interviews were completed using a stratified random sampling approach. The sample strata enabled maximum analysis potential by region, age group and gender. The survey instrument took on average 16 minutes to complete and consisted of mostly closed-ended questions. Data collection occurred between August 17, 2018 and September 16, 2018 and included a pretest of 10 surveys with English respondents and 10 with French respondents conducted on August 15, 2018.