



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

# 2023-24 IRCC Online Tracking Surveys

## Methodology report

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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:

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 2,279 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 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%.

Since a sample drawn from an Internet panel is not probabilistic in nature, a 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**

	<b>Number of respondents (unweighted)</b>
British Columbia	282
Alberta	241
Saskatchewan	121
Manitoba	130
Ontario	777
Quebec	473
New Brunswick	80
Nova Scotia	100
Prince Edward Island	13
Newfoundland	62

**Table: Distribution of respondents by gender**

	<b>Number of respondents (unweighted)</b>
Woman	1,163
Man	1,104
Another gender	9
Prefer not to say	3

**Table: Distribution of respondents by age**

	<b>Number of respondents (unweighted)</b>
18-24	229
25-34	372
35-44	384
45-54	358
55-64	402
65+	534

**Table: Distribution of respondents by place of birth**

	<b>Number of respondents (unweighted)</b>
Canada	1,778
Outside Canada	495
Prefer not to say	6

**Table: Distribution of respondents by Indigenous self-identification**

	<b>Number of respondents (unweighted)</b>
Indigenous	113
Non-Indigenous	2,150
Prefer not to say	16

## Participation Rate

The overall participation rate for this study is 10.28%.

The participation rate is calculated as the number of **in-scope responding units** (n=2,383), divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units** (n=23,168). The detailed completion results are as follows:

- Total number of sample units selected to participate: 23,516
- Number of invalid cases: 348
  - Invitations mistakenly sent to people who did not qualify for the study: 11
  - Incomplete or missing email addresses: 337
- Number of **unresolved units**: 20,405
  - Email invitations bounce back: 30
  - Email invitations unanswered: 20,375
- Number of **in-scope non-responding units**: 380
  - Non-response from eligible respondents: 0
  - Respondent refusals: 199
  - Language problem: 0
  - Selected respondent not available (illness; leave of absence; vacation; other): 0
  - Early breakoffs: 181
- Number of **in-scope responding units**: 2,383
  - Surveys disqualified – quota filled: 80
  - Completed surveys disqualified for other reasons: 24
  - Completed interviews: 2,279

Typical participation rates for web surveys are between 20% and 30%. A participation rate of 10.28% 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**

	<b>Unweighted</b>	<b>Weighted</b>
British Columbia	12%	14%
Alberta	11%	11%
Saskatchewan	5%	3%
Manitoba	6%	4%
Ontario	34%	39%
Quebec	21%	23%
New Brunswick	4%	2%
Nova Scotia	4%	3%
Prince Edward Island	<1%	<1%
Newfoundland	3%	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**

	<b>Unweighted</b>	<b>Weighted</b>
Male	48%	49%
Female	51%	51%
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**

	<b>Unweighted</b>	<b>Weighted</b>
18-24	10%	10%
25-34	16%	17%
35-44	17%	16%
45-54	16%	16%
55-64	18%	18%
65+	23%	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 2,253 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 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%.

Since a sample drawn from an Internet panel is not probabilistic in nature, a 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**

	<b>Number of respondents (unweighted)</b>
British Columbia	280
Alberta	241
Saskatchewan	120
Manitoba	130
Ontario	771
Quebec	460
New Brunswick	80
Nova Scotia	100
Prince Edward Island	11
Newfoundland	60

**Table: Distribution of respondents by gender**

	<b>Number of respondents (unweighted)</b>
Woman	1,142
Man	1,096
Another gender	11
Prefer not to say	4

**Table: Distribution of respondents by age**

	<b>Number of respondents (unweighted)</b>
18-24	228
25-34	373
35-44	372
45-54	354
55-64	395
65+	531

**Table: Distribution of respondents by place of birth**

	<b>Number of respondents (unweighted)</b>
Canada	1,758
Outside Canada	489
Prefer not to say	6

**Table: Distribution of respondents by Indigenous self-identification**

	<b>Number of respondents (unweighted)</b>
Indigenous	105
Non-Indigenous	2,140
Prefer not to say	8

## Participation Rate

The overall participation rate for this study is 10.87%.

The participation rate is calculated as the number of **in-scope responding units** (n=2,343), divided by the sum of **unresolved units**, **in-scope non-responding units**, and **in-scope responding units** (n=21,543). The detailed completion results are as follows:

- Total number of sample units invited to participate: 21,545
- Number of invalid cases: 2
  - Invitations mistakenly sent to people who did not qualify for the study: 2
  - Incomplete or missing email addresses: 0
- Number of **unresolved units**: 18,969
  - Email invitations bounce back: 17
  - Email invitations unanswered: 18,952
- Number of **in-scope non-responding units**: 231
  - Non-response from eligible respondents: 0
  - Respondent refusals: 52
  - Language problem: 0
  - Selected respondent not available (illness; leave of absence; vacation; other): 0
  - Early breakoffs: 179
- Number of **in-scope responding units**: 2,343
  - Surveys disqualified – quota filled: 51
  - Completed surveys disqualified for other reasons: 39
  - Completed interviews: 2,253

Typical participation rates for web surveys are between 20% and 30%. A participation rate of 10.87% 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	12%	14%
Alberta	11%	11%
Saskatchewan	5%	3%
Manitoba	6%	4%
Ontario	34%	39%
Quebec	20%	23%
New Brunswick	4%	2%
Nova Scotia	4%	3%
Prince Edward Island	<1%	<1%
Newfoundland	3%	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%	49%
Female	51%	51%
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**

	<b>Unweighted</b>	<b>Weighted</b>
18-24	10%	10%
25-34	17%	17%
35-44	17%	16%
45-54	16%	16%
55-64	18%	18%
65+	24%	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.