



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Inclusive Communities 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 a quantitative study conducted by Léger Marketing Inc. on behalf of Immigration, Refugees and Citizenship Canada (IRCC).

The research involved two online pre-wave and post-wave panel surveys with 2,500 adults for each wave aged 18 to 75 from the Canadian general public (excluding Quebec) using the Advertising Campaign Evaluation tool (ACET) questionnaires.

1. A baseline pre-campaign survey to be completed before the beginning of the advertising campaign, and
2. A post-campaign online survey to measure awareness, recall and effectiveness of the Inclusive Communities campaign after it is completed.

Cette publication est aussi disponible en français sous le titre : 2023-24 Outil d'évaluation de campagnes publicitaires (OECF) pour la campagne Communautés inclusives.

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Executive Summary

Léger is pleased to present IRCC with the detailed methodology used on the quantitative survey designed to evaluate IRCC's Inclusive Communities campaign using the Advertising Campaign Evaluation Tool (ACET). This report was prepared by Léger Marketing Inc. who was contracted by IRCC (contract number B8815-24-0112 awarded October 6, 2023).

Background and Objectives

The Inclusive Communities campaign first launched in 2020-21. This year's advertising campaign will continue to encourage Canadians to support, welcome and engage with newcomers in an effort to help their community be inclusive. The tactics included digital, SEM, and audio ads (e.g Spotify) print ads, video ads and out-of-home ads.

The campaign will help Canadians understand the benefits of immigration by encouraging contact between newcomers and Canadians. Demonstrating the benefits of immigration at the local, community level, dispelling common myths about immigration and refugees, and promoting positive engagement between Canadians and newcomers is vital to ensuring that newcomers are welcomed and communities are inclusive.

The purpose of this ACET study is to ensure that the Inclusive Communities campaign was effective and appropriate, and that it accomplishes the goal of encouraging Canadians to get involved in welcoming newcomers.

The main objective of this quantitative study was to measure awareness, recall, and impact of the ads among the target audience. The surveys used the Government of Canada's Advertising Campaign Evaluation Tool and consisted of two waves: a baseline wave conducted before the campaign launches and a wave at the end of the campaign.

The ACET assessed:

- Unaided and aided recall of the ads
- 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 intention or action to welcome newcomers
- Receptivity to government advertising and ratings of government performance and priorities

Methodology

Advertising Campaign Evaluation Tool (ACET)

This research for both waves was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. The questionnaires used for both phases

of the study are the Government of Canada ACET questionnaires. Leger Marketing Inc. used these questionnaires without making any modifications to their format nor to their content, except for the modifications necessary to adapt the questions to this present study on the Inclusive Communities ad campaign requested by Immigration, Refugees and Citizenship Canada.

The targeted audience of this study included a national sample reflecting the 18- to 75-year-old Canadian population outside the province of Quebec. Both the baseline and post-campaign surveys were conducted with a sample of around 2,500 Canadian adults. The respondents were recruited via Leger’s web panel using a random selection stratified by region. The general adult population sample was distributed as follows:

Table A.1 Regional Distribution of Respondents

Region	Number of respondents – baseline study	Number of respondents – post test study
British Columbia + Yukon	462	458
Alberta + Northwest Territories	368	352
Manitoba + Saskatchewan + Nunavut	208	220
Ontario	1248	1249
Atlantic region	220	224
Total	2,506	2,503

1.2.1 Baseline Study

Fieldwork for the survey was carried out from October 26 to November 05, 2023. A total of 2,506 Canadians aged between 18 and 75 living outside the province of Quebec were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 12.3% (see Table A.3 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, presence of children in the household and education to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 52 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of four minutes and forty-six seconds was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

1.2.2 Post-Campaign Study

Fieldwork for the survey was carried out from February 8th to 19th, 2024. A total of 2,503 Canadians aged between 18 and 75 living outside the province of Quebec were surveyed. The sample was drawn randomly from the Leo panel and the overall response rate for the survey was 10.32% (see Table 11 in the Appendix for the calculation details).

Using data from the most recent Canadian census, the weighting was done within each region by gender, age, language, presence of children in the household and education to ensure the best possible representativeness of the sample within each region and overall. The weight of each region was adjusted to be equivalent to its actual weight in relation to the distribution of the Canadian population. The weighting factors are presented in detail in the appendix of this report.

A pre-test of 48 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. An average of six minutes and thirty-three seconds was required for the respondents to complete the survey.

Leger adheres to the most stringent guidelines for quantitative research. The survey instrument was compliant with the Standards of Conduct of Government of Canada Public Opinion Research.

A complete methodological description is provided in the Appendices section of this document (please see Appendix A).

Contract value

The contract value was \$43,542.29 (HST included).

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.

A handwritten signature in blue ink, appearing to read "Christian Bourque". The signature is fluid and cursive, with the first name "Christian" and last name "Bourque" clearly distinguishable.

Signed:

Christian Bourque, Senior Researcher
Léger

Appendix 1: Quantitative Methodology

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology.

As a 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 - 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*.

The questionnaire is available in Appendix A2.

A.1 Sampling Procedure

Leger conducted a panel-based Internet survey with a sample of adult Canadians. The same sampling procedure was used for both the baseline and the post-campaign phases of the study. The exact distribution for each of the two phases of the study 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.

A.2 Methodology for the Baseline survey

A.2.1 Data Collection

Fieldwork for the survey was conducted from October 26 to November 05, 2023. The participation rate for the survey was 12.3%. A pre-test of 52 interviews was completed on October 25, 2023.

To achieve data reliability in all subgroups, a total sample of 2,506 Canadians aged 18 to 75 living outside the province of Quebec were surveyed.

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.

Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of this survey by age, gender, language, education and presence of children in the household within each region of the country.

The following table details the regional distribution of respondents. The baseline sample attempted to replicate as closely as possible the actual distribution of the Canadian population.

Table A.2 Regional Distribution of Respondents

Region	Number of respondents
British Columbia + Yukon	462
Alberta + Northwest Territories	368
Manitoba + Saskatchewan + Nunavut	208
Ontario	1,248
Atlantic region	220
Total	2,506

A.2.2 Participation Rate

The overall participation rate for this study is 12.3%.

Below is the calculation of the Web survey’s participation rate. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table A.3 Participation Rate Calculation

Invalid cases	
Invitations mistakenly sent to people who did not qualify for the study	233
Incomplete or missing email addresses	-
Unresolved (U)	18,165
Email invitations bounce back	5
Email invitations unanswered	18,160
In-scope non-responding units (IS)	198
Non-response from eligible respondents	-
Respondent refusals	91
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-

Early breakoffs	107
Responding units (R)	2,582
Surveys disqualified – quota filled	76
Completed surveys disqualified for other reasons	-
Completed interviews	2,506
POTENTIALLY ELIGIBLE (U+IS+R)	20,945
Participation rate= R/(U + IS + R)	12,3%

Typical participation rates for web surveys are between 20% and 30%. A response rate of 12.3% may seem a bit low, but due to time restraints, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate.

A.2.3 Unweighted and Weighted Samples

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 response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The weighting adjusted for some minor discrepancies so that each province has a representative importance in the results.

Table A.4 Unweighted and Weighted Sample Distribution by Region

Region	Weighted	Unweighted
British Columbia + Yukon	451	462
Alberta + Northwest Territories	370	368
Manitoba + Saskatchewan + Nunavut	210	208
Ontario	1,258	1,248
Atlantic region	217	220
Total	2,506	2,506

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 A.5 Unweighted and Weighted Sample Distribution by Gender

Gender	Weighted	Unweighted
Male	1,218	1,221
Female	1,272	1,271
Total	2,506	2,506

Note: Gender-diverse people and answer refusals make up the rest of the sample.

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 A.6 Unweighted and Weighted Sample Distribution by Age Group

Age	Weighted	Unweighted
18 to 24	242	285
25 to 29	171	185
30 to 34	242	280
35 to 44	410	454
45 to 54	394	436
55 to 64	459	477
65 to 75	588	390
Total	2,506	2,506

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 following tables present the demographic distribution of respondents according to native language, the presence of children in the household, and education.

Table A.7 Unweighted and Weighted Sample Distribution by Native Language

Native language	Weighted	Unweighted
English	2,244	2,214
French	157	163
Other	244	263
Total	2,506	2,506

Note: As multiple answers were possible, total may exceed the total sample size.

Table A.8 Unweighted and Weighted Sample Distribution by Presence of Children in the Household

Presence of children in the household	Weighted	Unweighted
Yes	748	626

No	1,758	1,880
Total	2,506	2,506

Table A.9 Unweighted and Weighted Sample Distribution by Education level

Education level	Weighted	Unweighted
High school or less	731	577
College	1,114	969
University	661	960
Total	2,506	2,506

Again, the corrections were minor and there is no evidence that they would have had an impact on the results.

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.

A.3 Methodology for the Post-Campaign Survey

A.3.1 Data Collection

Fieldwork for the survey was conducted from February 8th to 19th, 2024. The participation rate for the survey was 10.28%. A pre-test of 48 interviews was completed on February 8th, 2024.

To achieve data reliability in all subgroups, a total sample of 2,503 Canadians aged 18-75 living outside the province of Quebec were surveyed.

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.

Based on data from Statistics Canada’s 2021 national census, Leger weighted the results of this survey by age, gender, language, education and presence of children in the household within each region of the country.

The following table details the regional distribution of respondents. The baseline sample attempted to replicate as closely as possible the actual distribution of the Canadian population.

Table A.10 Regional Distribution of Respondents

Region	Number of respondents
British Columbia + Yukon	458
Alberta + Northwest Territories	352
Manitoba + Saskatchewan + Nunavut	220
Ontario	1249
Atlantic region	224
Total	2,503

A.3.2 Participation Rate

The overall participation rate for this study is 10.32%.

Below is the calculation of the Web survey's participation rate. The participation rate is calculated using the following formula: Participation rate / response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Table A.11 Participation Rate Calculation

Invalid cases	
Invitations mistakenly sent to people who did not qualify for the study	237
Incomplete or missing email addresses	-
Unresolved (U)	21,638
Email invitations bounce back	15
Email invitations unanswered	21,623
In-scope non-responding units (IS)	190
Non-response from eligible respondents	-
Respondent refusals	59
Language problem	-
Selected respondent not available (illness; leave of absence; vacation; other)	-
Early breakoffs	131
Responding units (R)	2,513
Surveys disqualified – quota filled	10
Completed surveys disqualified for other reasons	-
Completed interviews	2,503
POTENTIALLY ELIGIBLE (U+IS+R)	24,341
Participation rate= $R/(U + IS + R)$	10.32%

Typical participation rates for web surveys are between 20% and 30%. A response rate of 10.32% may seem a bit low, but due to time restraints, we had to spread the invitations more widely in the panel to achieve our objectives, which has an impact on the participation rate.

A.3.3 Unweighted and Weighted Samples

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 response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. The weighting adjusted for some minor discrepancies so that each province has a representative importance in the results.

Table A.12 Unweighted and Weighted Sample Distribution by Region

Region	Weighted	Unweighted
British Columbia + Yukon	450	458
Alberta + Northwest Territories	370	352
Manitoba + Saskatchewan + Nunavut	210	220
Ontario	1,257	1,249
Atlantic region	216	224
Total	2,503	2,503

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 A.13 Unweighted and Weighted Sample Distribution by Gender

Gender	Weighted	Unweighted
Male	1,208	1,260
Female	1,271	1,223
Total	2,503	2,503

Note: Gender-diverse people and answer refusals make up the rest of the sample.

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 A.14 Unweighted and Weighted Sample Distribution by Age Group

Age	Weighted	Unweighted
18 to 24	284	250
25 to 29	184	197
30 to 34	280	286
35 to 44	453	453
45 to 54	435	440
55 to 64	477	501
65 to 75	389	376
Total	2,503	2,503

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 following tables present the demographic distribution of respondents according to native language, the presence of children in the household, and education.

Table A.15 Unweighted and Weighted Sample Distribution by Native Language

Native language	Weighted	Unweighted
English	2,246	2,219
French	143	154
Other	248	273
Total	2,503	2,503

Note: As multiple answers were possible, total may exceed the total sample size.

Table A.16 Unweighted and Weighted Sample Distribution by Presence of Children in the Household

Presence of children in the household	Weighted	Unweighted
Yes	747	739
No	1,756	1,764
Total	2,503	2,503

Table A.17 Unweighted and Weighted Sample Distribution by Education level

Education level	Weighted	Unweighted
High school or less	713	547
College	1,124	967
University	666	989
Total	2,503	2,503

Again, the corrections were minor and there is no evidence that they would have had an impact on the results.

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 Instruments

English and French quantitative instruments are provided under separate cover.

Appendix 3: Full set of tabulated data

A full set of tabulated data for the baseline and post-campaign waves are provided under a separate cover.