



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

2024-25 IRCC Online Tracking Survey Executive Summary

Prepared for: Immigration, Refugees and Citizenship Canada

Supplier: Leger Marketing Inc.

Contract number: CW2375622

Contract value: \$24,880.91 (including HST)

Contract award date: 2024-09-24

Delivery date: 2025-01-22

Registration Number: POR 044-24

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Ce rapport est aussi disponible en français.

Canada 

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Catalogue Number: Ci4-245/2025E-PDF

ISBN: 978-0-660-75351-5

Aussi disponible en français sous le titre : **2024-25 Sondage de suivi en ligne d'IRCC**

Catalogue Number: Ci4-245/2025F-PDF

ISBN: 978-0-660-75352-2

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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 CW2375622, awarded September 24, 2024, for a total value of \$24,880.91 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 2024-25 IRCC Online Tracking Survey project is comprised of an online panel survey 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 survey, using Computer Aided Web Interviewing (CAWI) technology. The questionnaire was provided by IRCC. Leger Marketing Inc. used the questionnaire without making any modifications to its format nor to its content.

Fieldwork for the survey was carried out from November 14 to November 26, 2024. A pre-test of 59 interviews was completed before launching data collection to validate the programming of the questionnaire in both English and French. A total of 2,252 Canadians with demographic characteristics reflective of the Canadian population were surveyed. An average of 15 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 10.73%.

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 by:



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