

How to Communicate about Opportunities in Canada: Understanding Immigrants' Digital Behaviours and Needs

Results from the Established Newcomers Survey

Karissa Leduc
Behavioural Science Fellow

Immigration, Refugees and Citizenship Canada
Impact and Innovation Unit

Karissa.Leduc@ic.gc.ca

Overview

Background and Context

Features of the *Established Newcomers Survey*

Newcomers' information needs and experiences

Key takeaways and future directions



Background and Context

The *Established Newcomers Survey* was designed in partnership between the Impact and Innovation Unit (IIU) and Immigration, Refugees and Citizenship Canada (IRCC) to understand the factors that influence immigrants' location choices, their decision-making processes, and their digital information experiences when seeking out information about life in Canada.

This presentation covers the following subset of **objectives** from the survey:

1. Identify where and how are newcomers are accessing information before and after their arrival in Canada.
2. Understand the factors that influence their levels of preparation prior to their arrival in Canada.
3. Explore the relationship between newcomers' levels of preparation pre-arrival and their self-reported life satisfaction in Canada.

Features of the *Established Newcomers Survey*

Recruitment

- The online survey link was distributed to approximately 100,000 former participants of PNP & AIP that have received Canadian citizenship between January 1, 2018, and July 13, 2023.
- The survey was in-field between August 3rd & September 11th, 2023.
- A total of **14,186 respondents** participated in the survey

Sample

Region	Gender	First Language	Age
<ul style="list-style-type: none">• Ontario (24%)• Atlantic (14%)• Prairies (45%)• BC (17%)	<ul style="list-style-type: none">• Male (64%)• Female (36%)• Non-binary (0.1%)	<ul style="list-style-type: none">• English (44%)• French (3%)• Other (54%)	<ul style="list-style-type: none">• 18-34 (24%)• 35-44 (48%)• 45-54 (22%)• 55+ (6%)

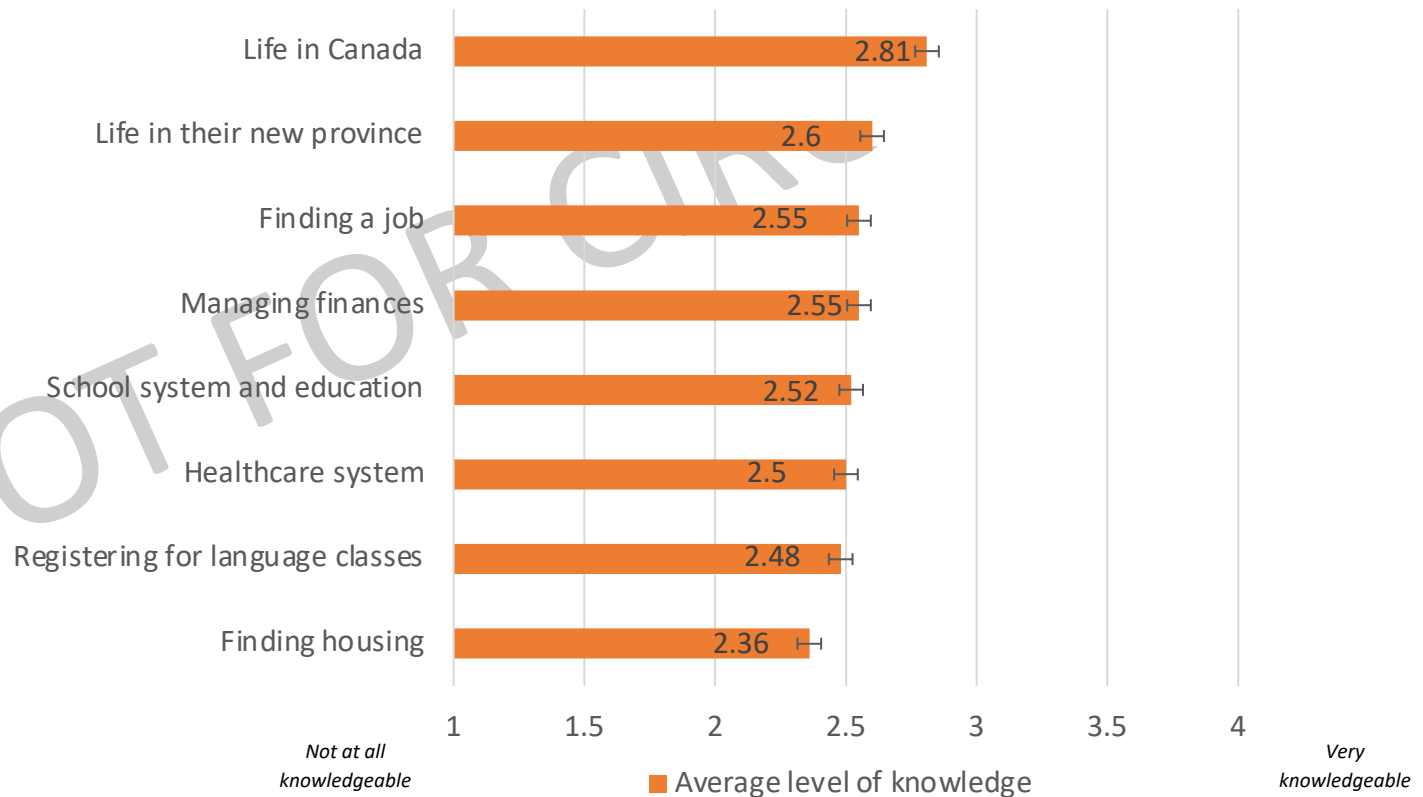


How prepared are newcomers prior to their arrival in Canada?



Newcomers are somewhat knowledgeable about moving to Canada before they apply to immigrate.

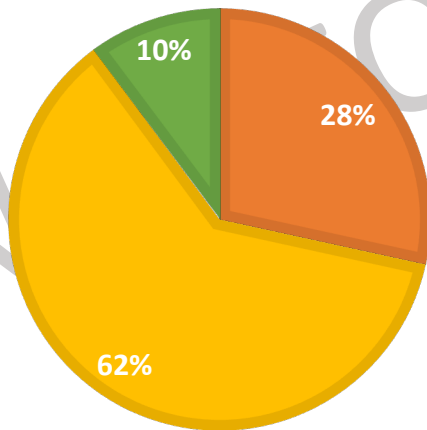
Before you applied to immigrate to Canada, how knowledgeable were you about each of the following?



The majority of respondents did not attend information sessions, but those who did were more likely to attend them in-person.

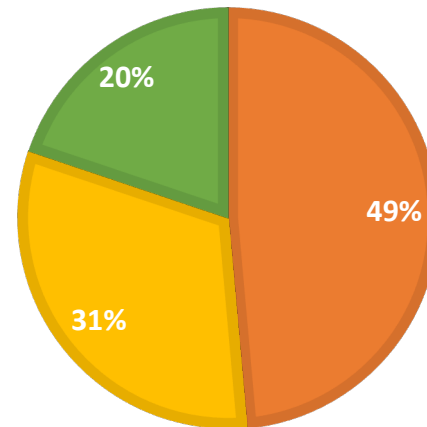
Before you moved to Canada, did you participate in any pre-arrival information sessions to prepare you for immigrating to Canada?

■ Yes ■ No ■ I don't remember

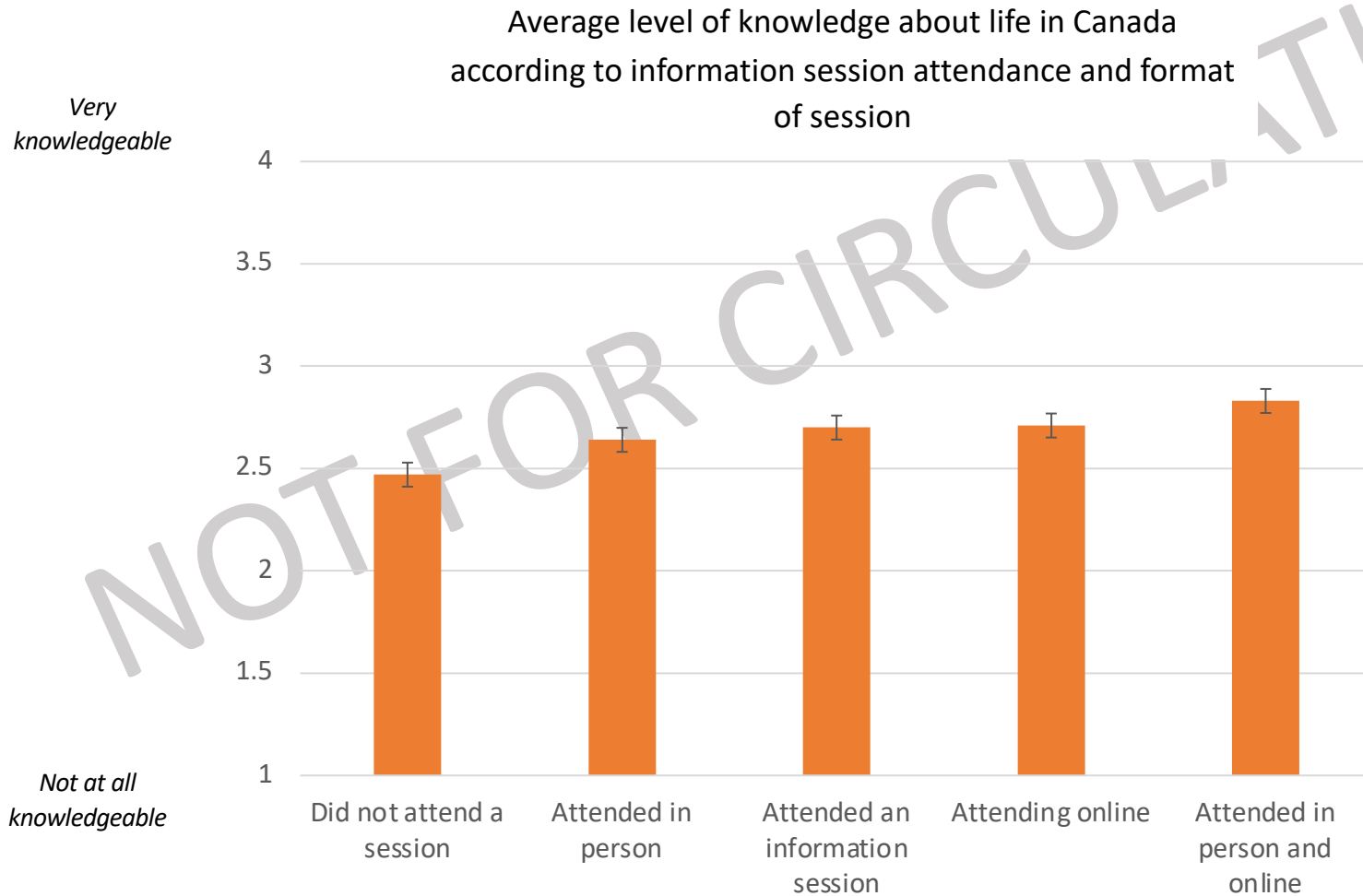


Were these pre-arrival information sessions you attended online, in-person, or a mix of both?

■ In-person ■ Online ■ Both

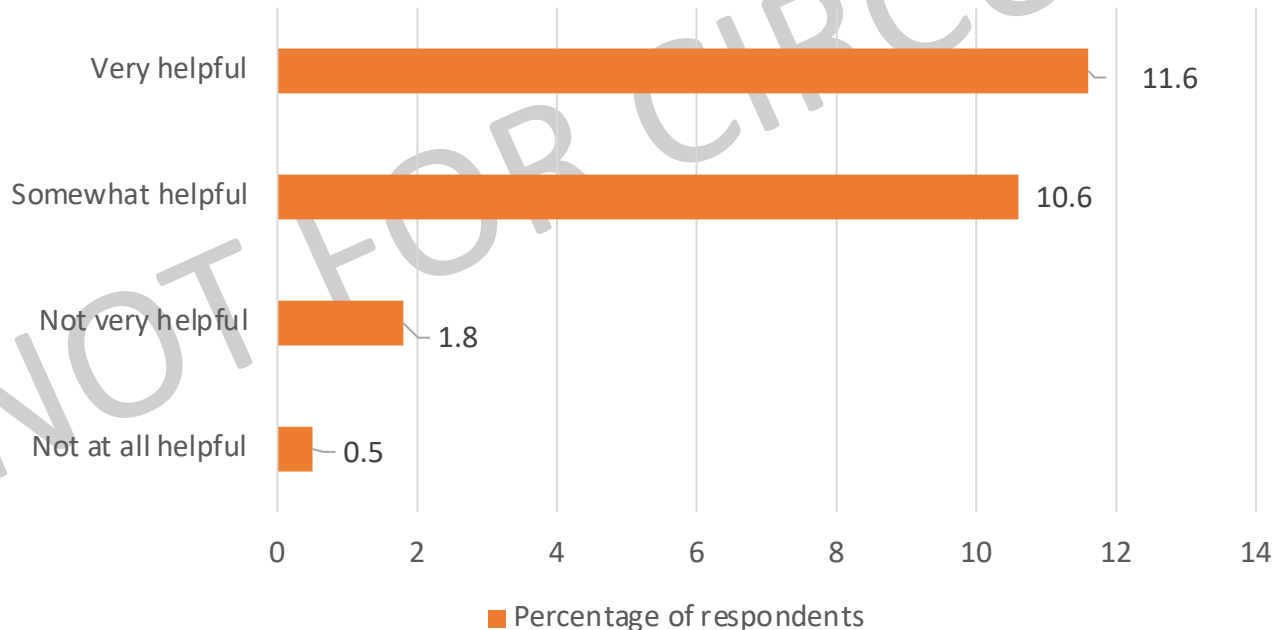


Attending information sessions both online and in person increased newcomers' knowledge about life in Canada pre-arrival.



Most newcomers who attended the information sessions found them helpful.

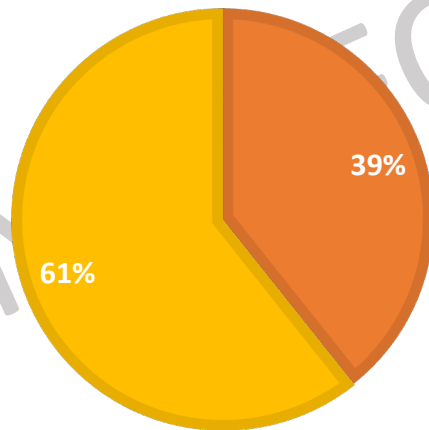
Overall, how helpful would you say the **pre-arrival information sessions** you attended before coming to Canada were in preparing you for life in Canada?



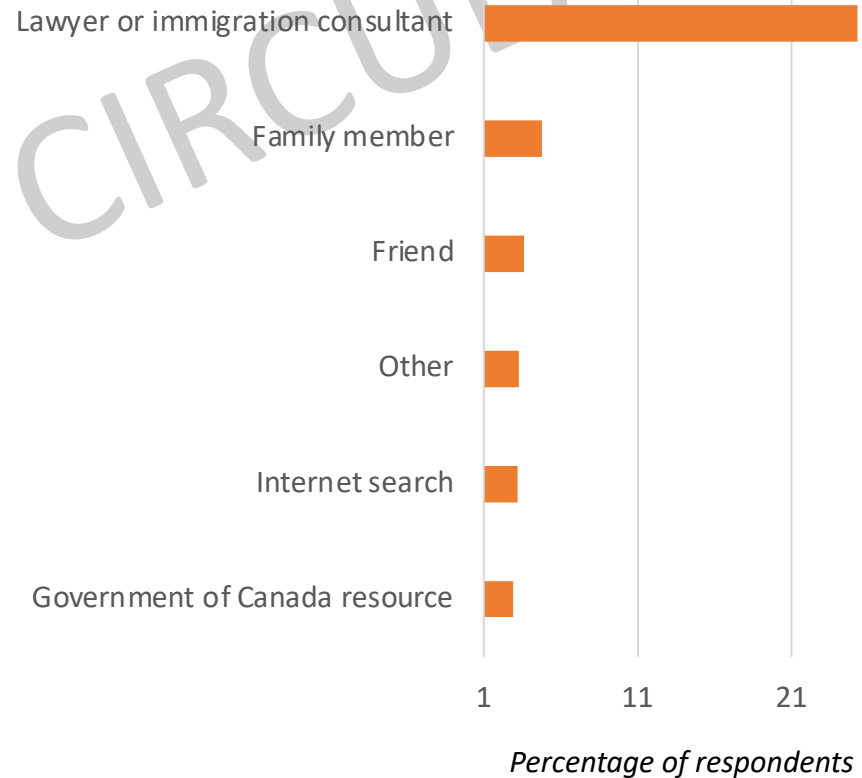
The majority of participants did not receive help on their application, but those who did were more likely to receive help from a lawyer or immigration consultant.

Did you receive any help in applying to come to Canada, or did you manage the application process on your own?

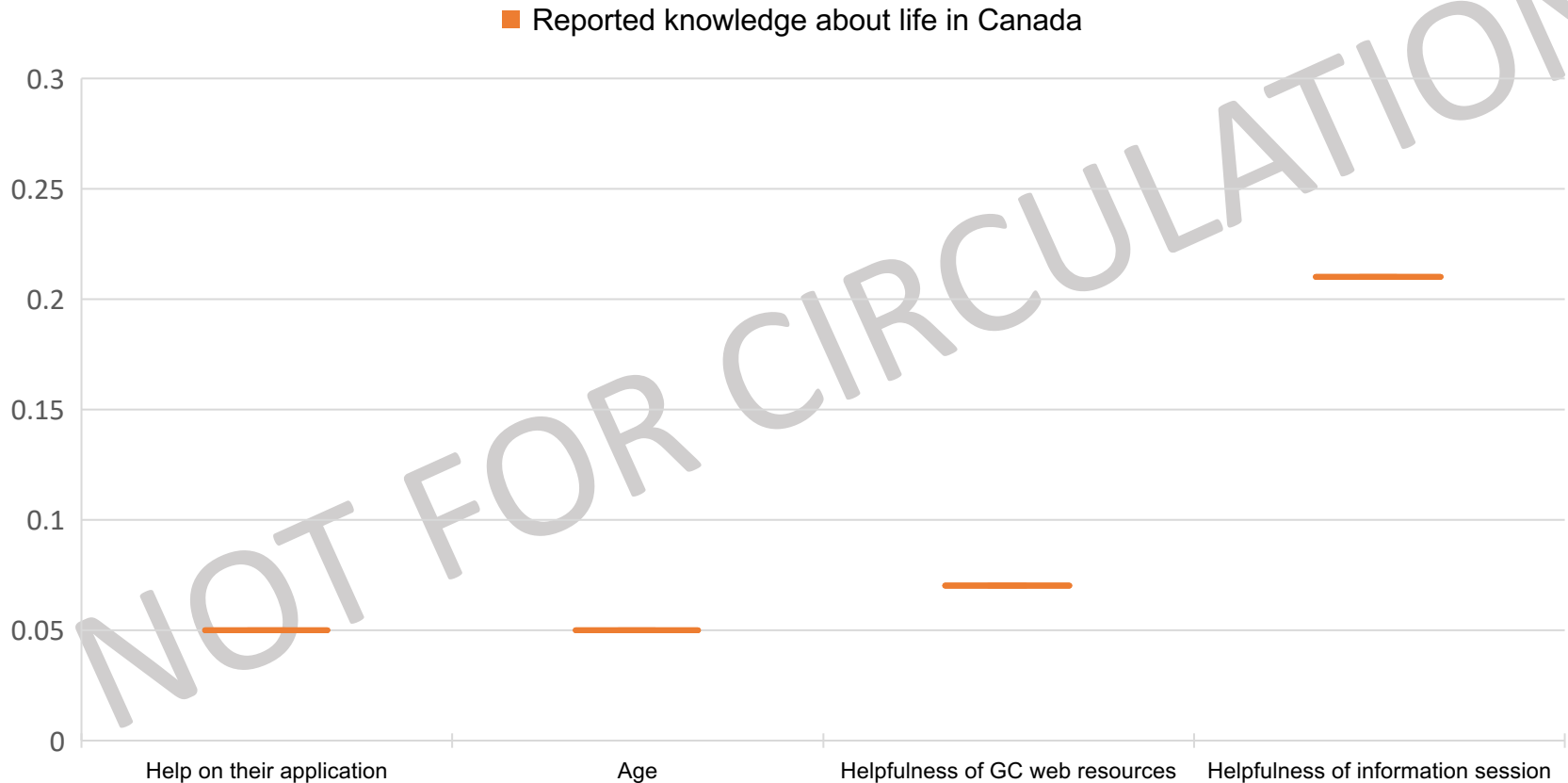
■ Yes ■ No



Who did you receive help from?



The helpfulness of pre-arrival resources were the most associated factors to newcomers levels of knowledge prior to their arrival in Canada.



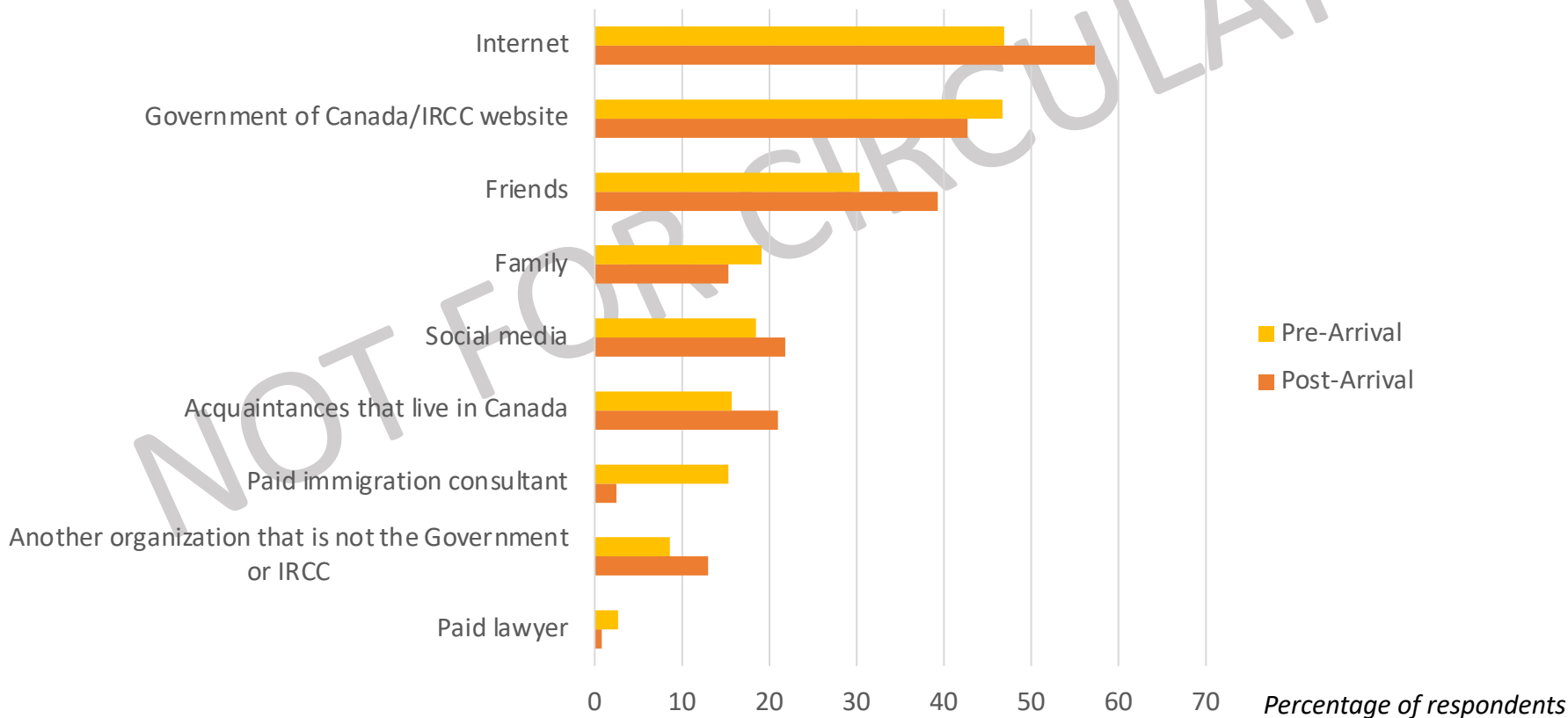
A regression model measuring the influence of different factors accounted for **6%** of newcomers' levels of knowledge about life in Canada. The perceived **helpfulness of pre-arrival information sessions** had the largest impact.

Is there a difference between information seeking and experiences before and after newcomers' arrival in Canada?



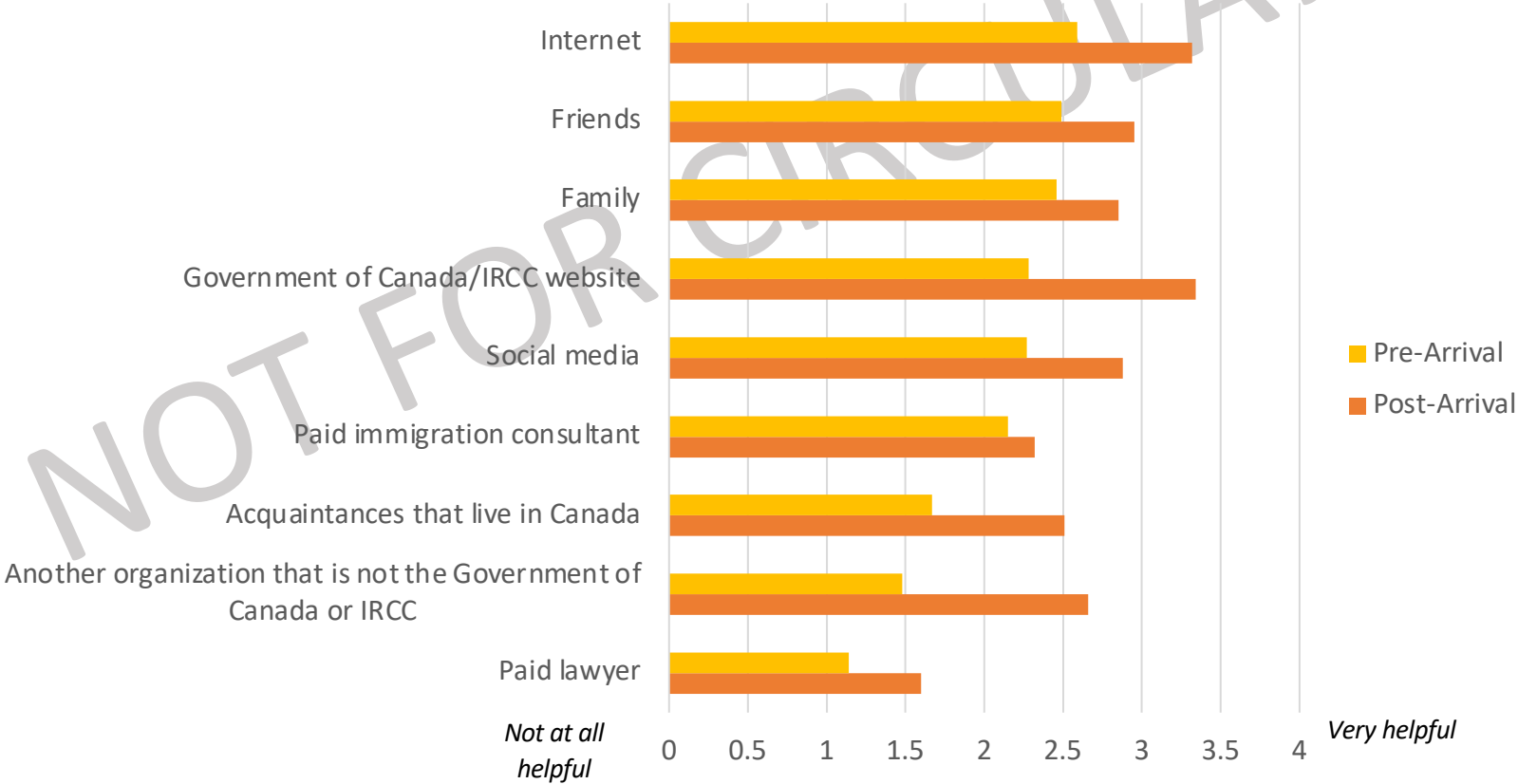
Newcomers were more likely to turn to Government of Canada websites prior to their arrival in Canada while Internet searches were more common after their arrival.

Where did/do you search for information to help you for life in Canada? Please select all that apply.



Newcomers report internet searches as the most helpful source of information prior to their arrival in Canada, while Government of Canada sources are reported as most helpful after their arrival.

In your experience, how helpful were each of the following sources of information for you?



Is there a relationship between newcomers' levels of preparation prior to their arrival in Canada and their levels of satisfaction with their life in Canada?



Established newcomers' reported life satisfaction in Canada is predicted by their levels of preparation pre-arrival.



A regression model measuring the influence of different factors accounted for **33%** of newcomers' life satisfaction in Canada. **Attending at least one information session** pre-arrival had the largest impact.

Key Takeaways

- Respondents' **levels of life satisfaction** in Canada was strongly associated with their **level of preparation pre-arrival** (e.g., better knowledge about life in Canada and attendance of information sessions).
- Digital sources of information, including personal **internet searches and access to Government of Canada webpages**, were reported as the **most helpful** sources of information used by immigrants, both pre- and post-arrival in Canada.
- Respondents reported **lower levels of knowledge on the topics related to housing and accessing language classes** prior to their arrival to Canada.

Future directions

- Do prospective newcomers to Canada have the same digital experiences and needs as established newcomers?
- How do prospective newcomers to Canada evaluate specific sources of digital information such as promotional campaigns?

Thank you! Merci!

Questions and comments are welcome.

Karissa Leduc

Behavioural Science Fellow
karissa.leduc@cic.gc.ca

Immigration, Réfugiés et Citoyenneté Canada et
Unité de l'impact et de l'innovation, Bureau du Conseil privé