



Snapshot: Awareness Study

Unpacking awareness of the IRCC-funded settlement services

Settlement and Integration and Francophone Affairs Sector, 2024



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Canada

Background and Context

We know that newcomers are not all the same...



The [first Settlement Outcomes Report](#) found that the “**starting line**” is different for each **newcomer**. A different starting line on the settlement journey will have an impact on each newcomer’s “finish line” as well.



The [second Settlement Outcomes Report](#) found that **32% of newcomers are unaware of IRCC-funded Settlement Services**, which may have an impact on service usage and settlement outcomes.*



The purpose of this work is to better understand if/how **newcomer settlement outcomes differ based on awareness and associated barriers affecting access services**. It will also identify areas of action to address any potential gaps.**

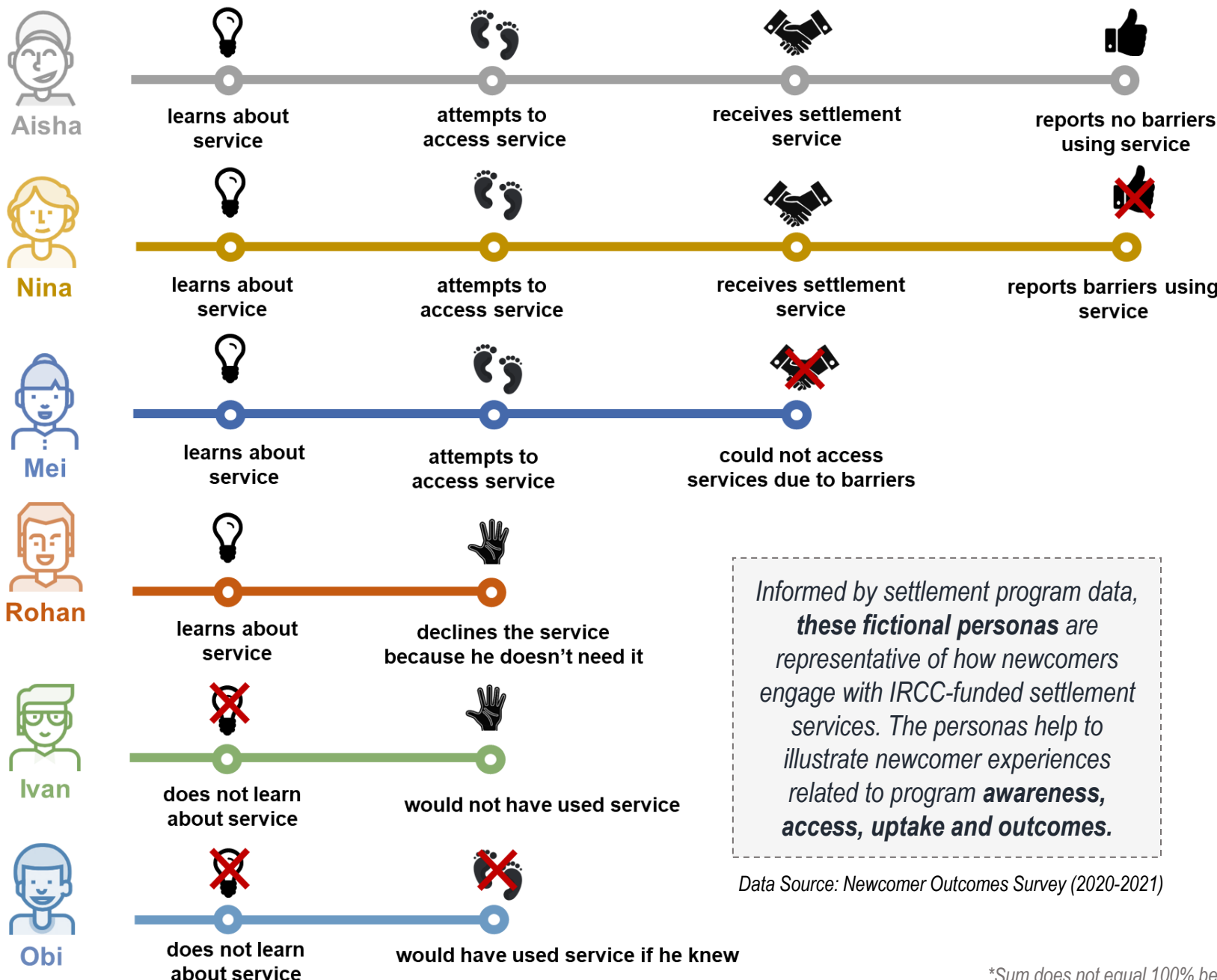
**Note: This figure excludes respondents from the Newcomer Outcomes Survey that were residing in Quebec at time of the Survey*

***This is a snapshot of a larger research study. The full report and data available upon request.*

Each newcomer has a different experience with IRCC's Settlement Program

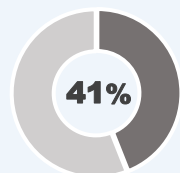
Newcomers can be divided into 6 groups based on these experiences*

Clients
Aware
Non-Clients
Unaware

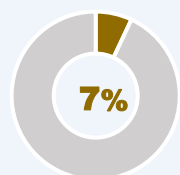


Informed by settlement program data, these fictional personas are representative of how newcomers engage with IRCC-funded settlement services. The personas help to illustrate newcomer experiences related to program awareness, access, uptake and outcomes.

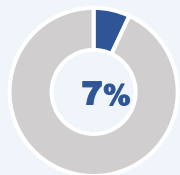
Data Source: Newcomer Outcomes Survey (2020-2021)



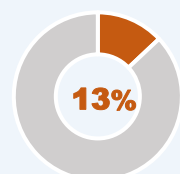
Clients without barriers
Aisha is a Settlement Program client without any reported barriers.



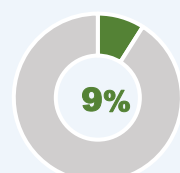
Clients with barriers
Nina is a Settlement Program client with reported barriers.



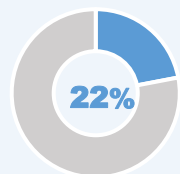
Non-Clients with barriers
Mei is a non-client with barriers. These barriers are preventing her from accessing services.



Non-Clients by choice
Rohan is a non-client by choice. He was aware of settlement services but chose not to use them.



Non-Clients by hypothetical choice
Ivan is a non-client by hypothetical choice. He was not aware of services but wouldn't have used them anyway.



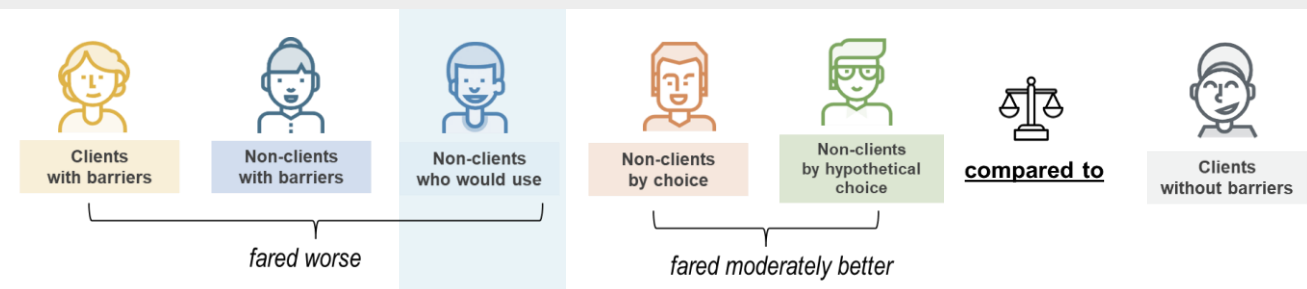
Non-Clients who would use
Obi is a non-client who would have used settlement services if he had been aware of them.

*Sum does not equal 100% because 1% of non-clients did not indicate why they could not access services

Some newcomers fare better than others on Settlement Program Outcomes

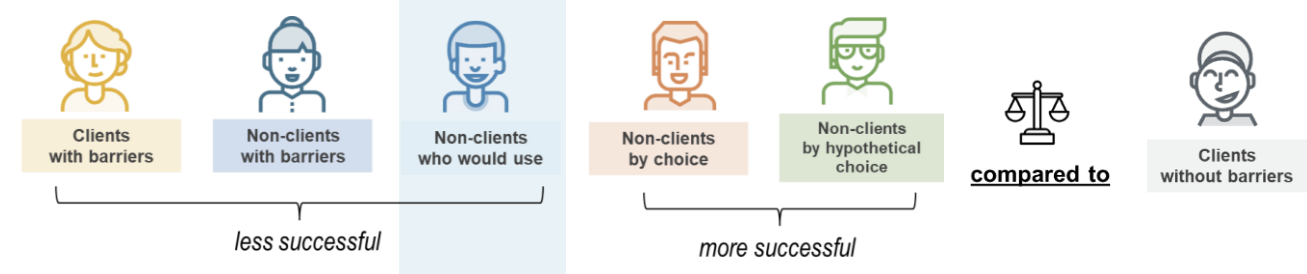
Employment

Clients participate in the Canadian labour market



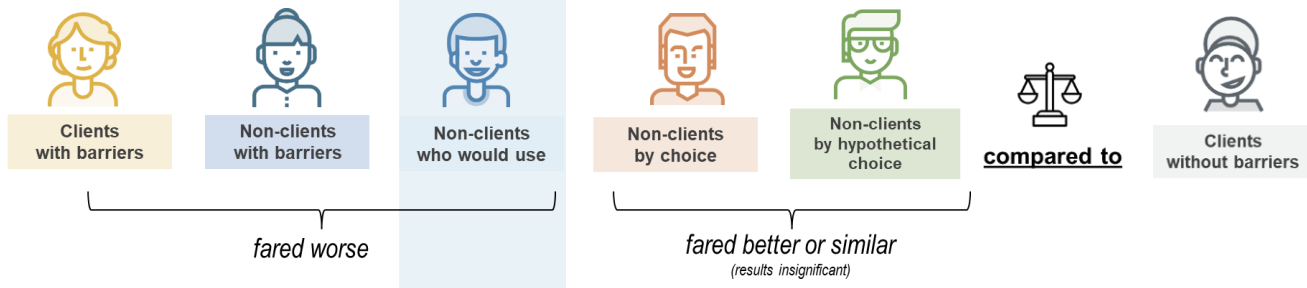
Decision-Making

Clients make informed decisions about life in Canada



Use of Language

Clients use an official language to function in Canadian Society



Key Findings:

- Not all newcomers need settlement services. Those who choose not to use services (22%) fare better across economic outcomes (like Rohan & Ivan).
- Some newcomers face barriers that impact their ability to access settlement services (7%) and/or achieve better outcomes (7%) (like Mei and Nina respectively).
- Lack of awareness is a problem for some newcomers (22%). These newcomers (like Obi) fare worse across all outcomes and would have benefitted from services.
- Demographic profiles can help identify who to target with awareness and outreach efforts (like Obi) and who not to target (like Rohan or Ivan).

Demographic Profile of Newcomer Groups



- Clients without barriers**
- + More likely to be a Resettled Refugee or Protected Person; and
 - + Less likely to have pre-admission experience; and
 - + More likely to be middle-aged (35-64); and
 - + More likely to be female; and
 - + More likely to be racialized



- Clients with barriers**
- + More likely to be a Resettled Refugee or Protected Person



- Non-Clients with barriers**
- + No major demographic differences compared to the overall population.



- Non-Clients by choice**
- + More likely to be an Economic PA; and
 - + More likely to be male; and
 - + More likely to be senior (65+); and
 - + Less likely to be racialized



- Non-Clients by hypothetical choice**
- + More likely to be Sponsored Family; and
 - + More likely to have pre-admission experience; and
 - + More likely to be senior (65+); and
 - + More likely to be male;



- Non-Clients who would use**
- + More likely to be Sponsored Family or Economic PA; and
 - + More likely to have pre-admission experience; and
 - + Comparatively younger (i.e. 17-34 range)

What can be done to address these differential outcomes?

To better reach Obi →



Obi represents
22% of newcomers

Address awareness gaps by:

1. **Better targeting** promotional campaigns and SPO outreach efforts to newcomers **who would most benefit from settlement services** (i.e. the Obis)
2. **Testing different ways** to reach this unaware group, with a focus on Family Reunification Newcomers and privately sponsored refugees

Racialized Newcomers; Youth/Young Adults (17-34); recent arrivals (especially during COVID-19 years); Sponsored Family; Economic Spouses and Dependents

Counter misconceptions by ensuring newcomers with a sponsorship agreement (e.g. sponsored family class and PSR) are aware that they are eligible for settlement services

To help Mei →



Mei represents
7% of newcomers

Address access barriers by:

1. **Improving tools** aimed at helping newcomers find settlement services easily (i.e., [Find Newcomer Services tool](#))
2. Identifying areas for improvement to **eliminate barriers** preventing access to services (e.g. testing new ways to promote, or deliver support services)

To help Nina →



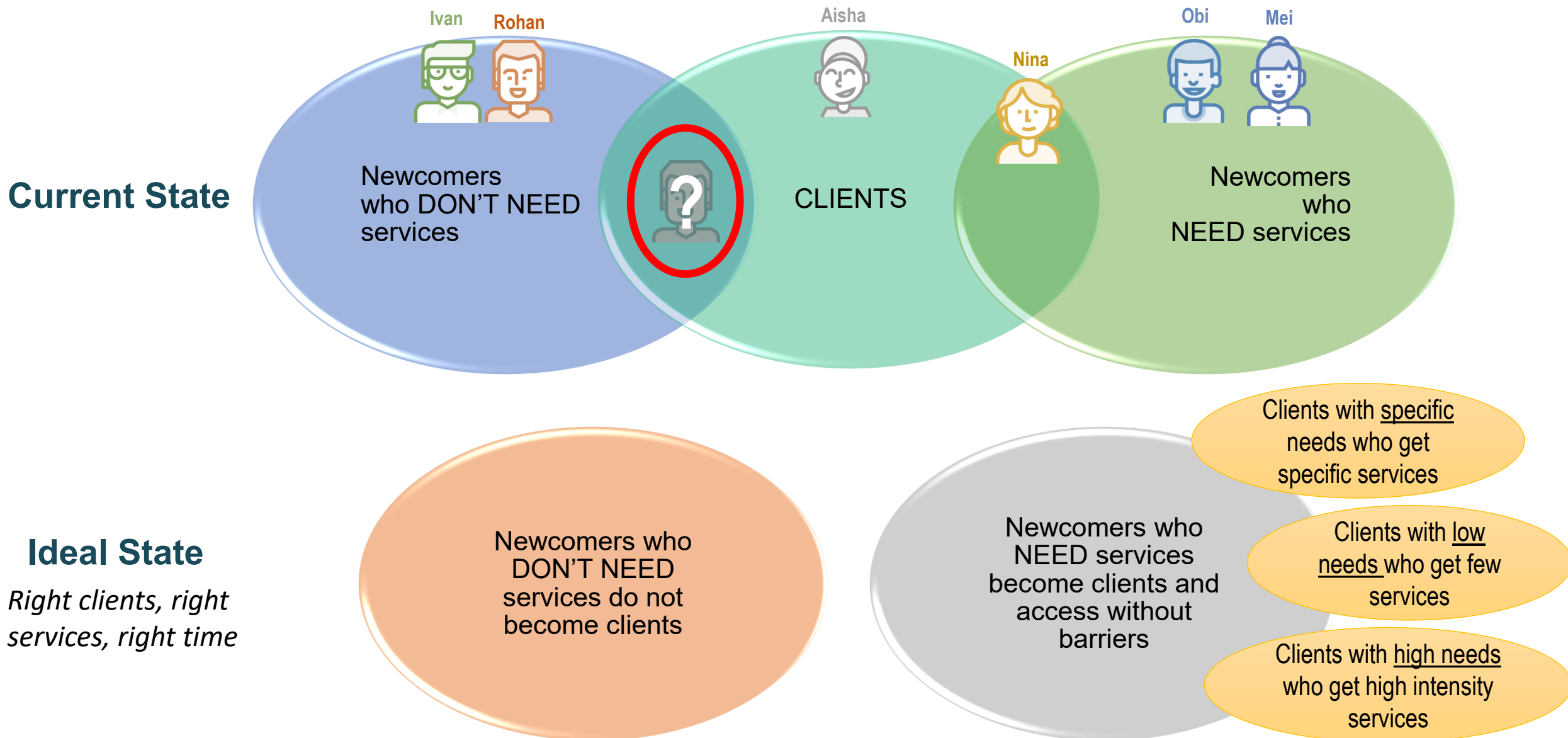
Nina represents
7% of newcomers

Top 5 reported barriers

- | |
|----------------------------------|
| 1. Locating Services |
| 2. Inconvenient Hours |
| 3. Inadequate Services |
| 4. Full Sessions / Waiting Lists |
| 5. Transportation |

Is there a subset of the client population that may not have needed services?

Understanding this will improve our ability to target outreach and promotion of services to clients who will benefit most!



Key Points & Takeaways



The goal is not to have 100% of newcomers accessing the Settlement Program, but rather to have broader awareness of the program and **ensure we are using funding efficiently to reach the RIGHT CLIENTS.**



Results from this research help **narrow down the specific populations who do and do not benefit from services**, including **potential populations that are over-served**, allowing us to strike a balance between driving additional client volumes and better directing other clients to more appropriate services/resources (e.g., online resources).



The results also increase our understanding of **how clients experiencing barriers to the Program are impacted by those barriers** – this means we can better direct support service funding to clients who need those services the most.



IRCC will **continue to conduct research** in this area to bring the Settlement Program closer to the ideal state of right service, right client, right time.