

# Canada's Leading Think Tanks: Association for Canadian Studies behind Fraser and Conference Board but leads with 18-34 and immigrants

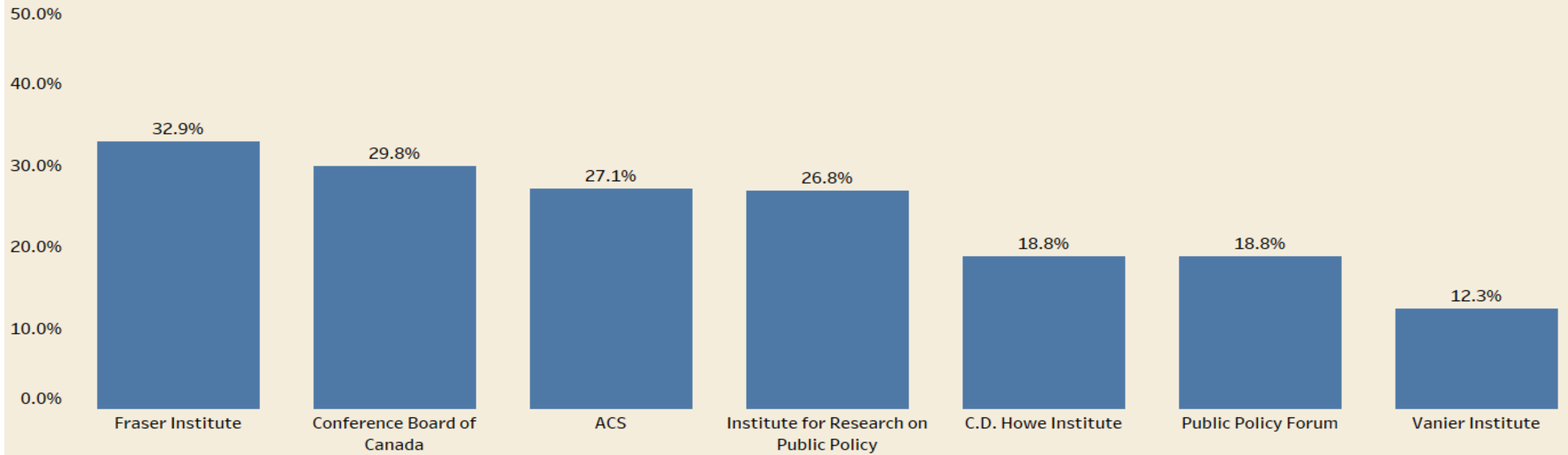
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# Introduction

To mark the 50<sup>th</sup> anniversary of the Association for Canadian Studies, the ACS commissioned the firm Leger Marketing to assess awareness of the organization amongst Canadians. To do so, Leger surveyed 1705 Canadians (that included 391 immigrants) over the period June 9-21, 2023 with the following question, to the best of your knowledge, please rank the following think tanks in order of their prominence as the country's leading think tank(s). Please rank your top 3 choices. In order to better situate the awareness of the Association for Canadian Studies we provided comparisons with a number of other think tanks whose mandates converge in some areas with that of the ACS. Keeping in mind that ACS via its key division the Metropolis Institute conducts most of its research on immigration and thus the survey oversampled immigrants to determine with which think tanks they were most familiar. The overall scores as illustrated in the slides below were the cumulative percentage arising from the three mentions of each of the listed organizations as 'leading' which is considered here as a proxy for what might be described as awareness. The survey reveals that the Fraser Institute and the Conference Board of Canada followed by the Association for Canadian Studies are the think tanks that are most familiar to Canadians. The Association for Canadian Studies is the think tank most familiar to Canadians aged 18-34 as well as for persons born outside of Canada

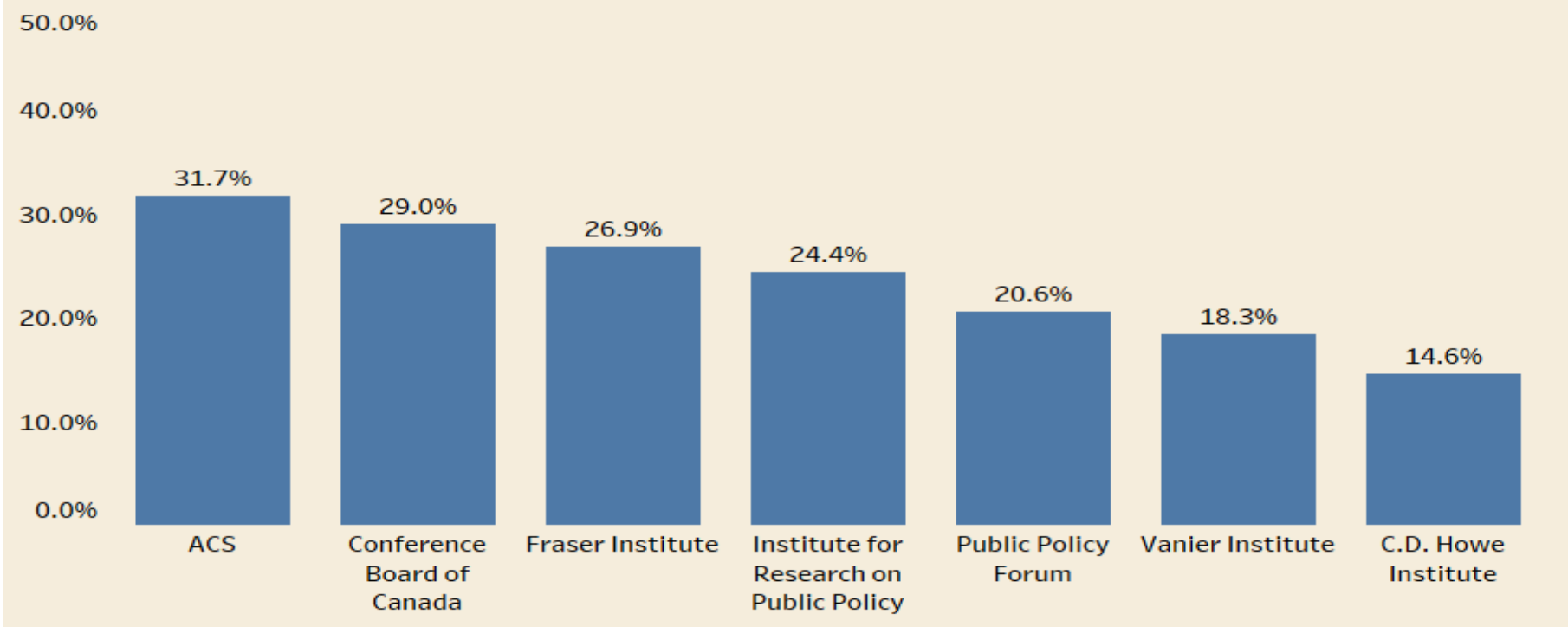
When asked to identify leading think tanks the top three selected by Canadians were the Fraser Institute, Conference Board of Canada and Association for Canadian Studies (ACS)

Prominence of Canada's Leading Think Tanks

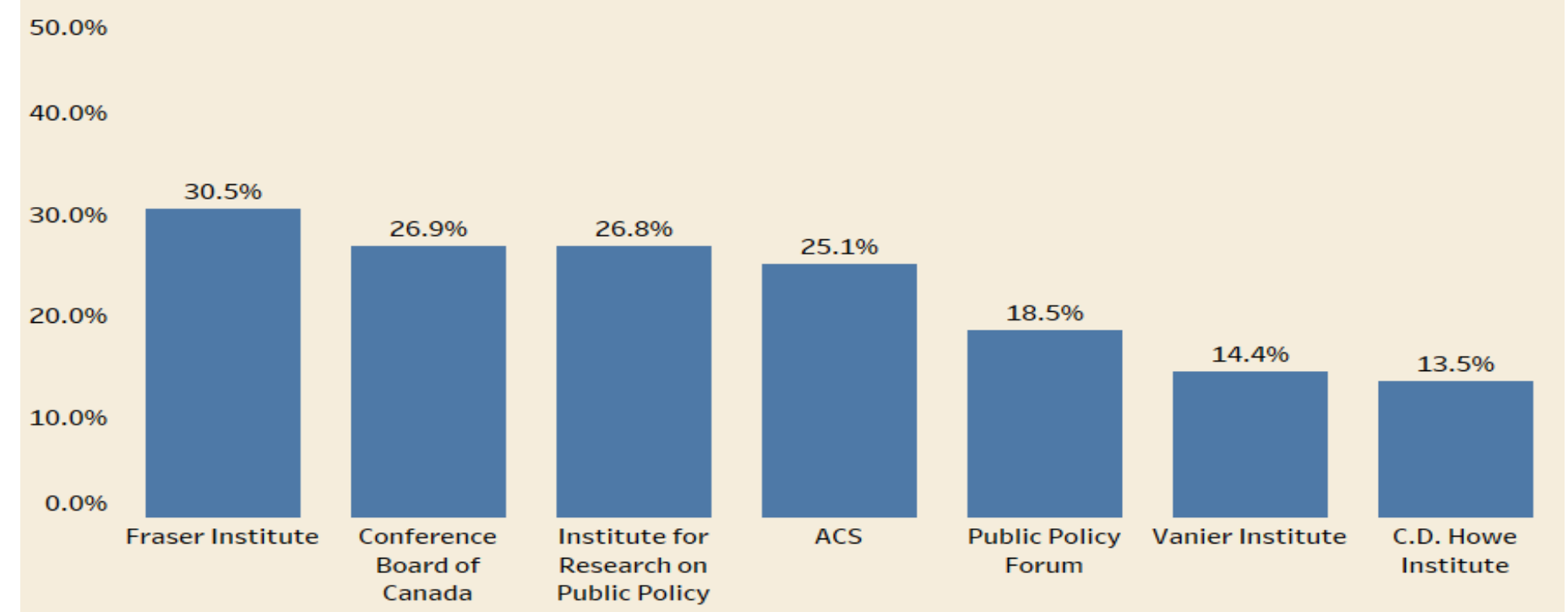


# Association for Canadian Studies is the highest ranked amongst the think tanks listed for the 18-34 age group and the Fraser Institute leads in that regard amongst those over the age of 35

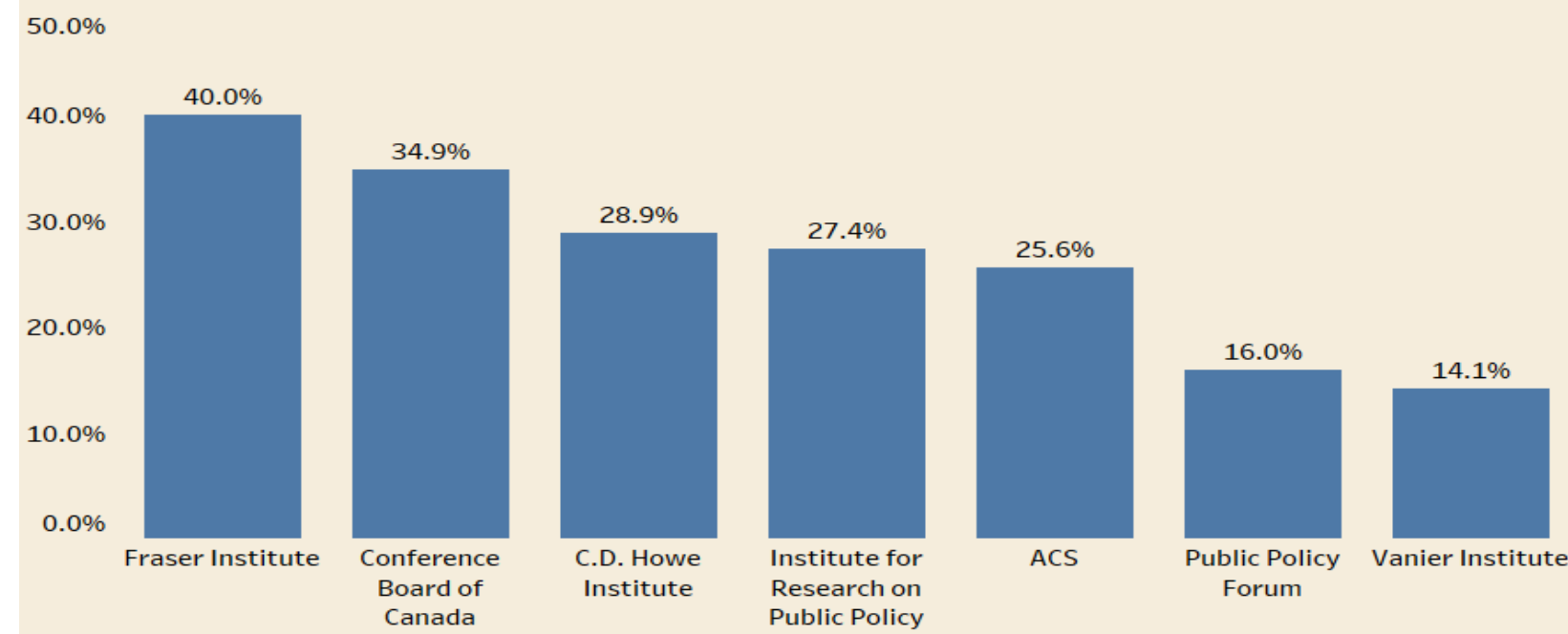
Among the age group 18-34



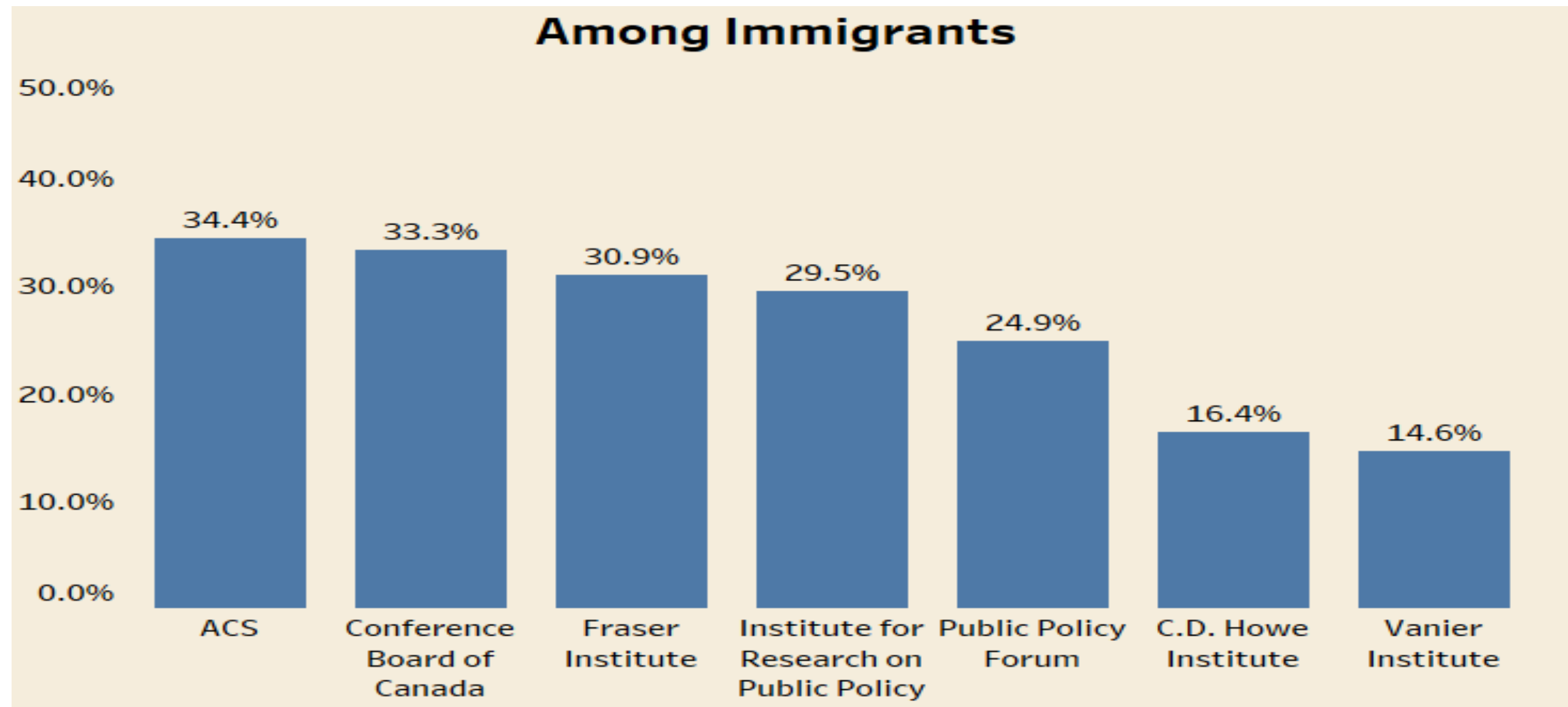
Among the age group 35-54



Among the age group 55+



# Immigrants report most familiarity with the Association for Canadian Studies followed by the Conference Board of Canada and the Fraser Institute



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