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## PRESS RELEASE

### New IPSOS-ICC Study Reveals Newcomers Feel Welcomed and Treated Fairly yet Challenged by Housing and Finances

**Toronto, Ontario, February 6, 2024** – Early findings from *The Newcomer Perspective*, a study conducted jointly by Ipsos and the Institute for Canadian Citizenship (ICC), show that newcomers have mixed feelings as they acclimatize to life in Canada. Preliminary results from the research, which will gather the views of 20,000 newcomers to Canada in 2024, demonstrate how critical it is for governments, businesses and all Canadians to understand all phases of the newcomer journey to Canada. That journey is indeed a very dynamic one, with significant shifts in perspectives and behaviours across different demographics and throughout the first ten years in Canada. As results also demonstrate, it is also a journey of mixed emotions.

#### *Significant headwinds during their first few years in the Country*

Early findings demonstrate that newcomers face major challenges during their first few years in Canada, especially when it comes to housing and finances. When asked to select the three most important issues facing Canada today from a list of 20 items, housing easily topped the list, with 68% of newcomers choosing it as a top concern. This was followed by interest rates and inflation (44%), healthcare (39%) and unemployment and jobs (26%).

In line with those findings, more than eight in ten (86%) newcomers say that Canada has been worse than expected as a place that gives them access to affordable housing, compared to only 5% who think it is better than expected. Housing far outranks any other aspect of the newcomer journey when it comes to falling short of expectations.

Canada also falls short of expectations for too many newcomers as a place where you can get ahead financially (56% worse/22% better) and as a place where you can make a good income (51% worse/23% better).

#### *Newcomers feel welcomed and treated fairly in Canada*

Despite facing challenges in the early years, the vast majority of newcomers to Canada say that the country meets or exceeds their expectations as a place where they feel welcomed (89%) and believe they are being treated fairly as Canadian residents (87%). Bringing with them a great variety of cultural, social, religious, and political beliefs and behaviours, the vast majority of newcomers nonetheless feel that they share the same outlook on life, opinions on important issues, etc. as other Canadians (85%).

Do newcomers feel welcomed in the same way by different groups and institutions? Mostly. More than nine in ten feel welcomed by Canadian non-profit organizations (95%; 51% very/44% somewhat), by people in Canada (94%; 49% very/45% somewhat) and by government entities in Canada/the Canadian government (90%; 44% very/46% somewhat). While 85% also feel welcomed by Canadian businesses, only 31% say they feel very welcomed compared to 54% who feel somewhat welcomed, leaving ample room for improvement on the part of Canadian businesses.



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*The Newcomer Perspective: So much more than a survey of newcomers*

These are just a small sample of key findings and topics covered in this groundbreaking syndicated research program, *The Newcomer Perspective*. In months to come, Ipsos and the ICC will explore other issues of importance for newcomers and for the governments, non-profits and businesses who seek to serve them better. This ongoing research will track the views of newcomers over time and will allow subscribers to dive deeper into results by a wide array of key segments, including country of origin, immigration category, province of residence, number of years in Canada, age, education levels and so much more.

### **About this release**

These are some of the early findings of the recently launched '*The Newcomer Perspective*' research program, which will survey 20,000 newcomers in 2024. For this release, 1,336 newcomers to Canada aged 18 years and over were interviewed online between November 14-23, 2023. Participants for the survey were permanent residents and Canadian citizens who have recently moved to Canada. Respondents were members of the Institute for Canadian Citizenship's (ICC) Canoo Cultural Access Pass, which represents the largest and highest quality member base of Canadian newcomers.

### **About The Newcomer Perspective Study**

*The Newcomer Perspective* is a [partnership](#) between [Ipsos](#) and the [ICC](#) which brings the voices of newcomers to Canadian leaders in the private and public sectors, providing the insights they need to play their part in making Canada a welcoming country that newcomers fall in love with and contribute to. The study is the country's largest and most comprehensive survey of the attitudes and perspectives of newcomers throughout their immigration journey. For more information on *The Newcomer Perspective* research program, please see more information [here](#) or write to [NewcomerInsightsCanada@ipsos.com](mailto:NewcomerInsightsCanada@ipsos.com).

### **About Ipsos**

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP. [www.ipsos.com](http://www.ipsos.com)

### **About the Institute for Canadian Citizenship (ICC)**

The ICC works to unlock Canada for newcomers, facilitating and encouraging the journey towards full and active Canadian citizenship. Thanks to its pioneering Canoo Cultural Access Pass, the ICC serves



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more newcomers than any other organization in Canada. Headquartered in Toronto, the ICC has a presence across the country, including staff in Victoria, Vancouver, Calgary, Ottawa, and Montréal.

**For more information on this news release, please contact:**

**For Ipsos:**

Sanyam Sethi

Vice President, Ipsos Public Affairs

Sanyam.Sethi@ipsos.com

+1 416 324-2307

Sébastien Dallaire

Senior Vice President

Sebastien.Dallaire@ipsos.com

+1 514 443-4758

**For the Institute for Canadian Citizenship**

Alex Nanoff

media@inclusion.ca

+1 613 709 6318