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Reducing Number of Newcomers to Canada Misses the Real Issue of Current Immigrants Looking to Leave

Toronto, Ontario, Oct. 30, 2024 – Immigrants with the greatest potential to fuel Canada's economy are the most at risk of leaving within the next two years, according to new findings from *The Newcomer Perspective*, a large-scale study conducted jointly by Ipsos and the Institute for Canadian Citizenship (ICC). With so much attention focused on how many immigrants Canada admits, new research shines a light on how successfully they are integrating into Canadian economic, social and civic life through the first 10 years after arrival.

Findings from the study, which will gather perspectives from 20,000 verified adult immigrants to Canada in 2024, show that skilled, economic immigrants are thinking twice about staying in Canada, mostly due to high housing costs, financial pressure and inadequate salaries.

Here are a few highlights of what this study has revealed so far:

- 26% of newcomers report that they are likely (somewhat and very likely) to leave Canada within two years
- Housing affordability is the number one reason for planning to leave
- Likelihood to leave varies considerably by immigration category on arrival, with economic immigrants and those with prior Canadian experience most likely to plan their exits
- Likelihood to leave also varies considerably across Canada, ranging from 31% of newcomers in Brampton, Ontario, 30% in Toronto, 29% in Vancouver, and 22% in Montreal.

Economic, business and immigrants with Canadian experience most likely to consider leaving

Close to one in three (32%) immigrants in the Canadian Experience Class (i.e. those who were international students or temporary workers before obtaining permanent residency) indicate that they are somewhat likely, or very likely to leave Canada within two years, while only one in five (20%) immigrants admitted by way of Quebec programs say they are likely to leave.

Further underscoring the loss of skilled immigrants, immigrants who have spent 5+ years in Canada are more likely to consider leaving the country (30%), taking with them the skills and experience they have gained, perhaps in search of better opportunities. At the same time, 23% of those who are in the first five years of settling into a new country are also foreseeing their



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departure from Canada, pointing to a need for support from institutions, both public and private.

Economic Concerns Driving Desire to Leave Canada

The top three reasons driving the likelihood of leaving Canada are all economic: housing costs (79%), low salary/income (65%) and concerns about the economy generally (54%).

Almost eight in ten (79%) newcomers say that Canada has been worse than expected as a place that gives them access to affordable housing, compared to only 10% 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.

Further, more than half (51%) express that Canada falls short of their expectations as a place to get ahead financially and more than six in ten (61%) believe that their current income is not commensurate to their credentials and experience.

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 preliminary findings of the recently launched '*The Newcomer Perspective*' research program, which will survey 20,000 newcomers in 2024. For this release, 15,383 verified adult newcomers to Canada aged 18 years and over were interviewed online (10,153 interviews from May 31 to June 11, and 5,230 interviews from August 13 to August 22). Participants for the survey were permanent residents and Canadian citizens who settled in Canada within the past 10 years and are members of the ICC's Canoo 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



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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 write to 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.

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 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.

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