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POLLING, MARKET RESEARCH
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ICC: CANADIAN AND NEW IMMIGRANT ATTITUDES TOWARDS CANADA

March 9th, 2022



Institute
for **Canadian**
Citizenship

Institut pour
la **citoyenneté**
canadienne



Web survey using computer-assisted Web interviewing (CAWI) technology.



**1,519 Canadians were interviewed through a Leger Omnibus survey.
2,013 New Canadians were interviewed from ICC's New Canadians Panel.**



**Between February 25 and 27, 2022 for Leger's Omnibus survey.
Between February 24 and 28, 2022 for the New Canadians Panel.**

METHODOLOGY

Leger Canada Omnibus and ICC New Canadians Panel



Using data from the 2016 Census, results were weighted according to gender, age, native language, region, education level and presence of children in the household in order to ensure a representative sample of the population.

QUESTIONS ASKED (OMNI + Panel)

Q1. Please indicate how much you agree or disagree with each of the following statements on a scale of 1 to 5, where “1” means that you definitely agree and “5” means that you definitely disagree.

- Canada is generally less welcoming to immigrants than it was 10 years ago
- Canada is fair to immigrants
- Immigrants get fair opportunities in Canada’s job market
- Canada provides immigrants with a good quality of life
- Canada adequately recognizes immigrants’ credentials and work experience
- The rising cost of living in Canada means immigrants are less likely to stay in Canada
- Canadians don’t understand the challenges immigrants face
- Immigrants are paid fairly, based on their experience

Q2. Has the trucker convoy made you more or less proud to be a Canadian?

- More Proud
- Less Proud
- Feel the same / no difference
- I’m not sure / don’t know

QUESTIONS ASKED (Panel)

Q2. Please indicate to what degree Canada has met your expectations on the following values, on a scale of 1 to 5, where “1” means that Canada has surpassed your expectations and “5” means that it is well below your expectations.

- Quality of life
- Sense of belonging
- Employment opportunities
- Place to raise kids
- Opportunity to advance in career
- Safety
- Government leadership
- Quality of life

Q3. Are you seeking Canadian citizenship?

- Yes
- No
- I’m already a citizen

Q3a. Can you explain in a few words why you are not seeking Canadian citizenship?

Q4. Would you recommend others to also immigrate to Canada?

- Yes, definitely
- Yes, with some reservations
- No
- Don’t know / not sure

Q4a. You mentioned that you would recommend others to also immigrate to Canada, but with some reservations. Can you explain in a few words what those reservations are?

Q4b. Can you tell us in a few words why you would not recommend others to also immigrate to Canada

Q5. How likely are you to move to another country in the next two years on a scale from 1 to 5, where “1” means that you are very likely and “5” means that you are very unlikely to move?

- 1 – Very Likely
- 2 – Likely
- 3 – Neutral
- 4 – Unlikely
- 5 – Very Unlikely

Q6. Has the trucker convoy made you feel more or less welcome in Canada?

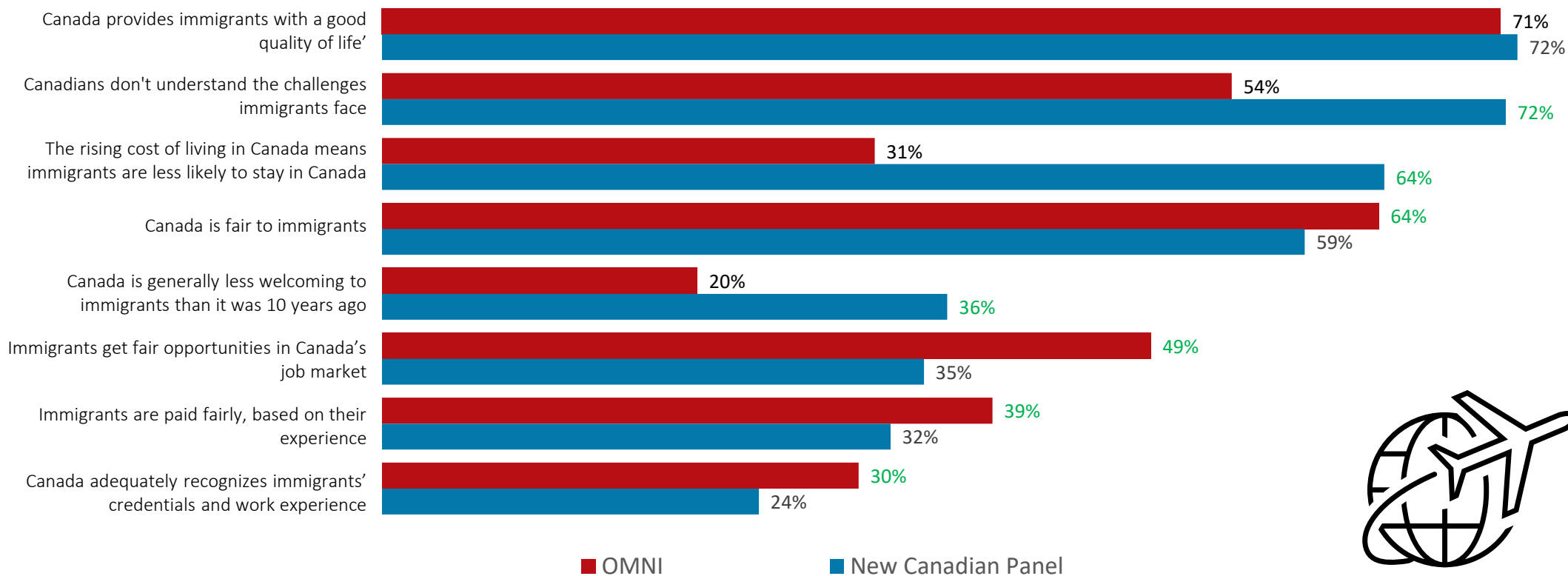
- More Welcome
- Less Welcome
- Feel the same / no difference
- Don’t know / not sure

Canadian Immigration Policy

Overall, most Canadians and new immigrant Canadians alike believe that Canada provides immigrants with a good quality of life, but there are some discrepancies between the opinions of Canadians and new Canadian immigrants; Canadians have a much more positive outlook on Canada’s immigration policy compared to new Canadian immigrants who are more likely to believe that Canadians don’t understand the challenges that immigrants face and feel the rising cost of living will make immigrants less likely to stay in Canada.

Please indicate how much you agree or disagree with each of the following statements on a scale of 1 to 5

(Agree somewhat + Agree strongly)



Differential (+/-)
+1
+18
+33
-5
+16
-14
-7
-6



Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

A1. Please indicate how much you agree or disagree with each of the following statements on a scale of 1 to 5, where “1” means that you definitely agree and “5” means that you definitely disagree.

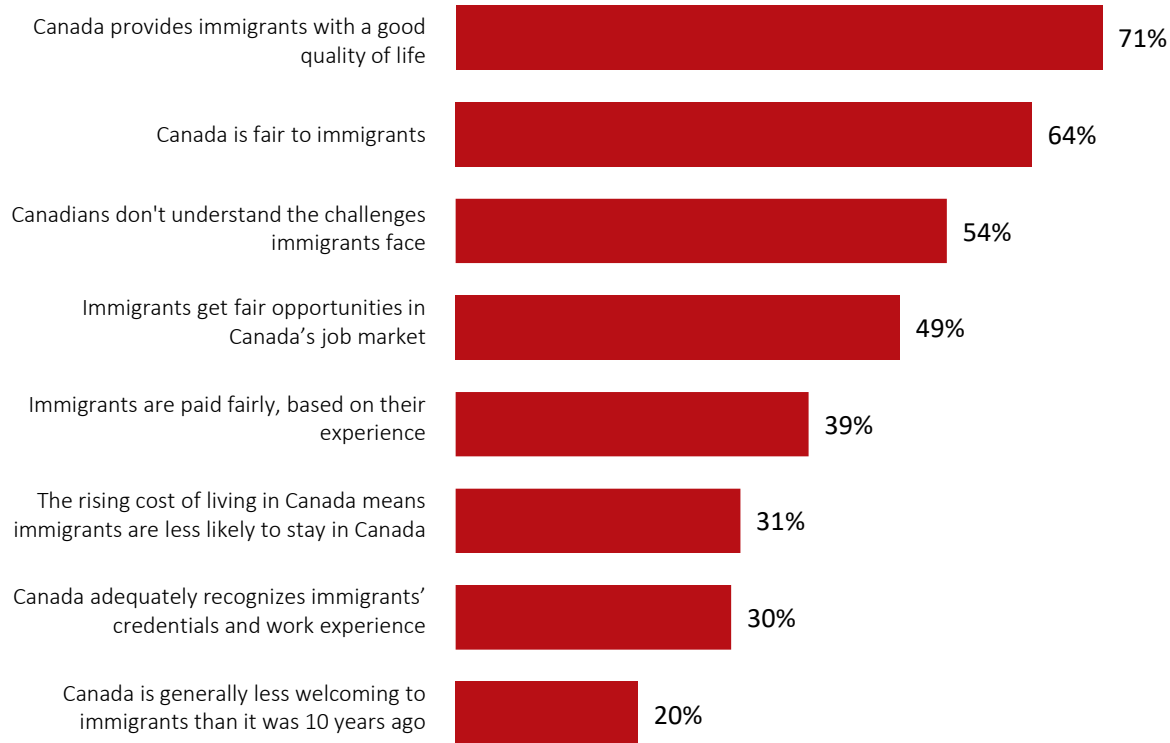
Base: Canadians—OMNI (n=1519) | New Canadians Panel (n=2013)

Canadian Immigration Policy



Canadians who are younger (18–34-years old), female and from Quebec tend to have less favourable opinions about Canadian immigration policy.

Please indicate how much you agree or disagree with each of the following statements on a scale of 1 to 5
(Agree somewhat + Agree strongly)



Canadians (OMNI)

	18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
	446	240	316	517	805	714	404	607	408	100	338	446	730
Canada provides immigrants with a good quality of life	64%	74%	80%	72%	74%	68%	70%	71%	70%	87%	65%	78%	70%
Canada is fair to immigrants	56%	64%	72%	65%	68%	59%	68%	64%	53%	77%	67%	65%	58%
Canadians don't understand the challenges immigrants face	60%	52%	50%	53%	51%	58%	52%	55%	53%	61%	46%	53%	65%
Immigrants get fair opportunities in Canada's job market	45%	50%	57%	48%	54%	44%	50%	52%	40%	60%	54%	51%	41%
Immigrants are paid fairly, based on their experience	35%	46%	46%	35%	44%	35%	35%	40%	36%	57%	44%	39%	33%
The rising cost of living in Canada means immigrants are less likely to stay in Canada	46%	31%	31%	22%	32%	31%	33%	35%	25%	27%	24%	33%	37%
Canada adequately recognizes immigrants' credentials and work experience	31%	36%	38%	24%	33%	28%	30%	34%	23%	41%	31%	32%	27%
Canada is generally less welcoming to immigrants than it was 10 years ago	22%	20%	22%	18%	22%	19%	18%	24%	18%	17%	14%	20%	27%

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

A1. Please indicate how much you agree or disagree with each of the following statements on a scale of 1 to 5, where "1" means that you definitely agree and "5" means that you definitely disagree.

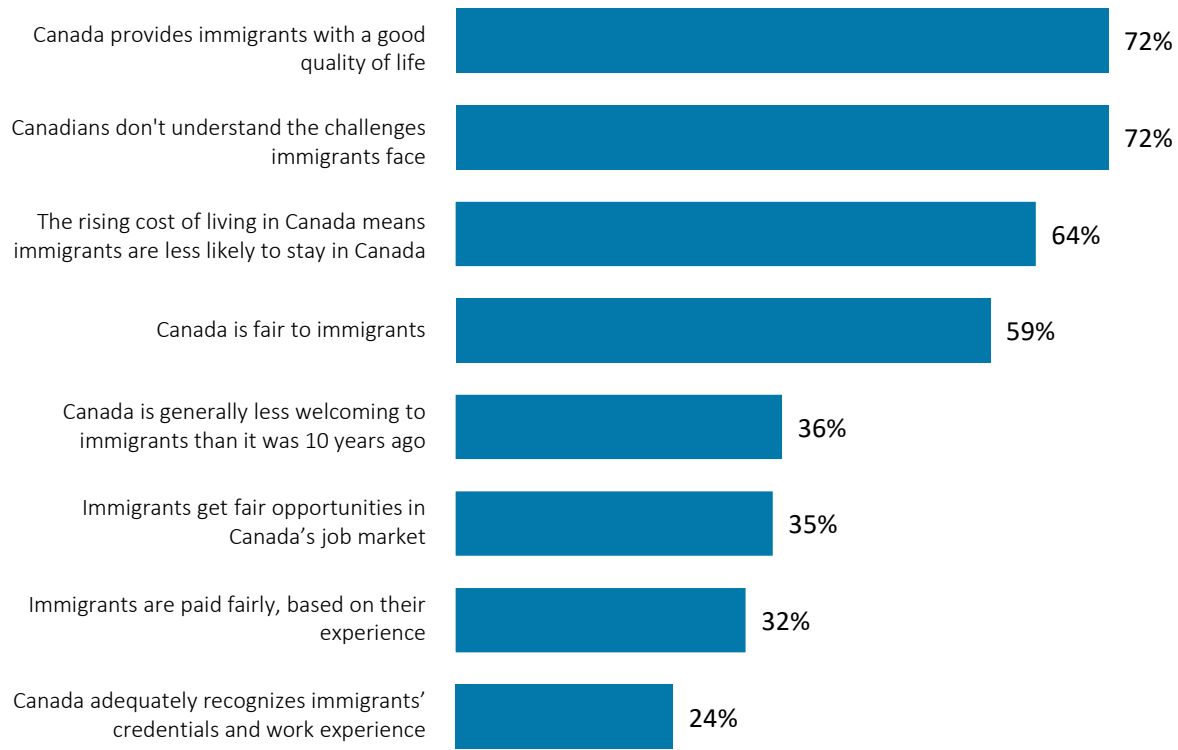
Base: Canadians—OMNI (n=1519)

Canadian Immigration Policy

New Canadian immigrants from the west tend to generally have stronger positive opinions about Canadian immigration policy – especially when it comes to their views on fairness and job opportunity; whereas those with university degrees tend to have less favourable opinions on matters related to fair job opportunity and pay.

Please indicate how much you agree or disagree with each of the following statements on a scale of 1 to 5
(Agree somewhat + Agree strongly)

New Canadians Panel



	18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
	288	858	464	376	960	1053	687	750	536	40	84	207	1637
Canada provides immigrants with a good quality of life	72%	73%	70%	76%	74%	71%	76%	70%	71%	73%	81%	78%	72%
Canadians don't understand the challenges immigrants face	76%	72%	71%	68%	70%	73%	70%	71%	74%	78%	61%	70%	72%
The rising cost of living in Canada means immigrants are less likely to stay in Canada	75%	67%	62%	49%	65%	63%	66%	69%	54%	65%	49%	63%	65%
Canada is fair to immigrants	56%	60%	57%	61%	60%	58%	65%	57%	54%	55%	69%	71%	57%
Canada is generally less welcoming to immigrants than it was 10 years ago	34%	36%	36%	37%	36%	36%	39%	34%	35%	30%	38%	35%	35%
Immigrants get fair opportunities in Canada's job market	33%	32%	37%	38%	37%	32%	44%	30%	28%	38%	57%	52%	31%
Immigrants are paid fairly, based on their experience	31%	31%	36%	33%	34%	31%	41%	29%	26%	35%	58%	48%	29%
Canada adequately recognizes immigrants' credentials and work experience	16%	25%	26%	27%	25%	23%	31%	23%	16%	15%	45%	35%	21%

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

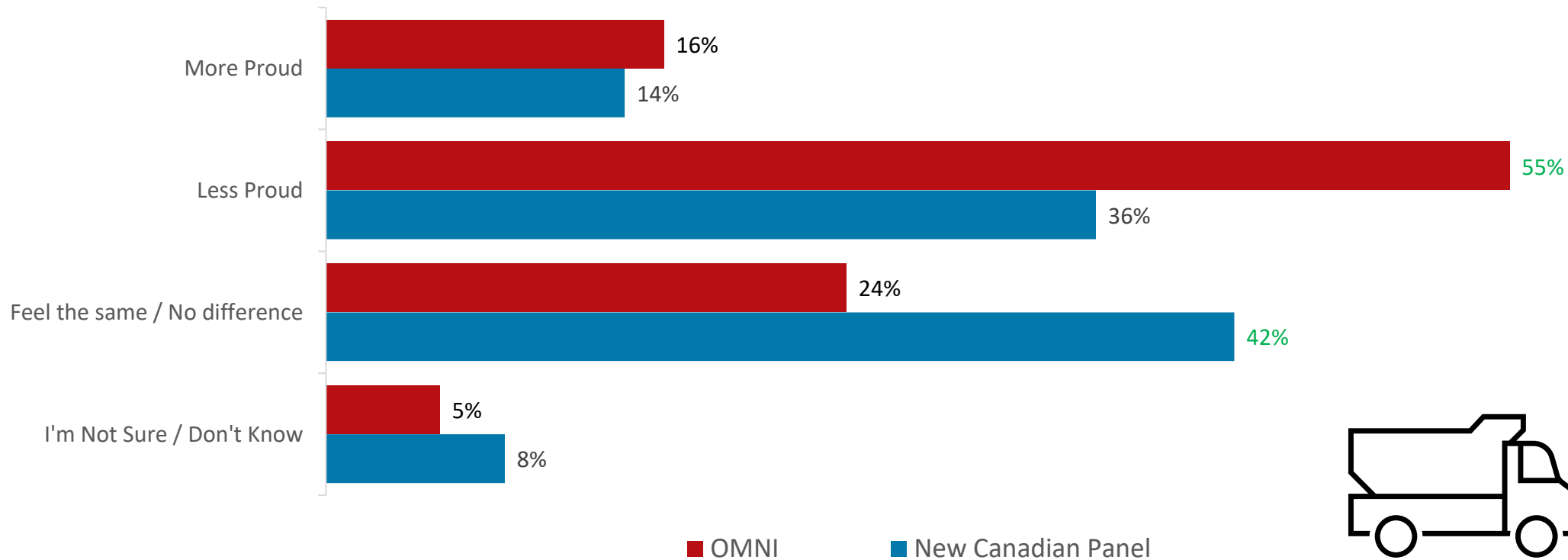
A1. Please indicate how much you agree or disagree with each of the following statements on a scale of 1 to 5, where "1" means that you definitely agree and "5" means that you definitely disagree.

Base: New Canadians Panel (n=2013)

Trucker Convoy & Feelings of Canadian Pride

Canadians are significantly more likely than new Canadian immigrants to feel less proud to be Canadian as a result of the Trucker Convoy. Immigrants on the other hand are much more likely to feel indifferent.

Has the trucker convoy made you more or less proud to be a Canadian?



Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

A7. Has the trucker convoy made you more or less proud to be a Canadian?

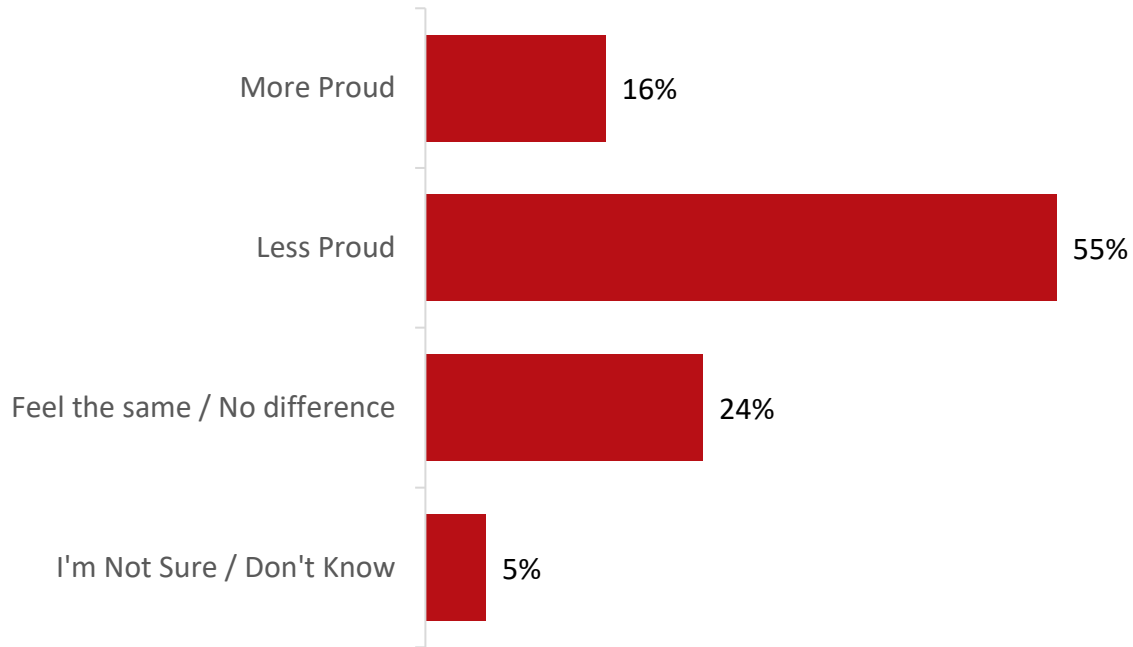
Base: Canadians—OMNI (n=1519) | New Canadians Panel (n=2013)

Trucker Convoy & Feelings of Canadian Pride



The trucker convoy has made more than half (55%) of Canadians feel less proud to be Canadian. Those who feel less proud tend to skew older, university educated and reside in Quebec. Almost a quarter (24%) feel the same/indifferent and the (16%) who feel more proud to be Canadian tend to be younger, male and less educated.

Has the trucker convoy made you more or less proud to be a Canadian?



Canadians (OMNI)

18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
446	240	316	517	805	714	404	607	408	100	338	446	730
20%	16%	19%	11%	21%	11%	16%	16%	13%	19%	16%	20%	9%
50%	48%	51%	63%	51%	58%	56%	48%	65%	55%	51%	53%	62%
24%	31%	25%	21%	23%	25%	22%	29%	19%	24%	27%	22%	24%
6%	5%	6%	5%	4%	6%	5%	7%	3%	2%	6%	5%	5%

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A7. Has the trucker convoy made you more or less proud to be a Canadian?

Base: Canadians—OMNI (n=1519)

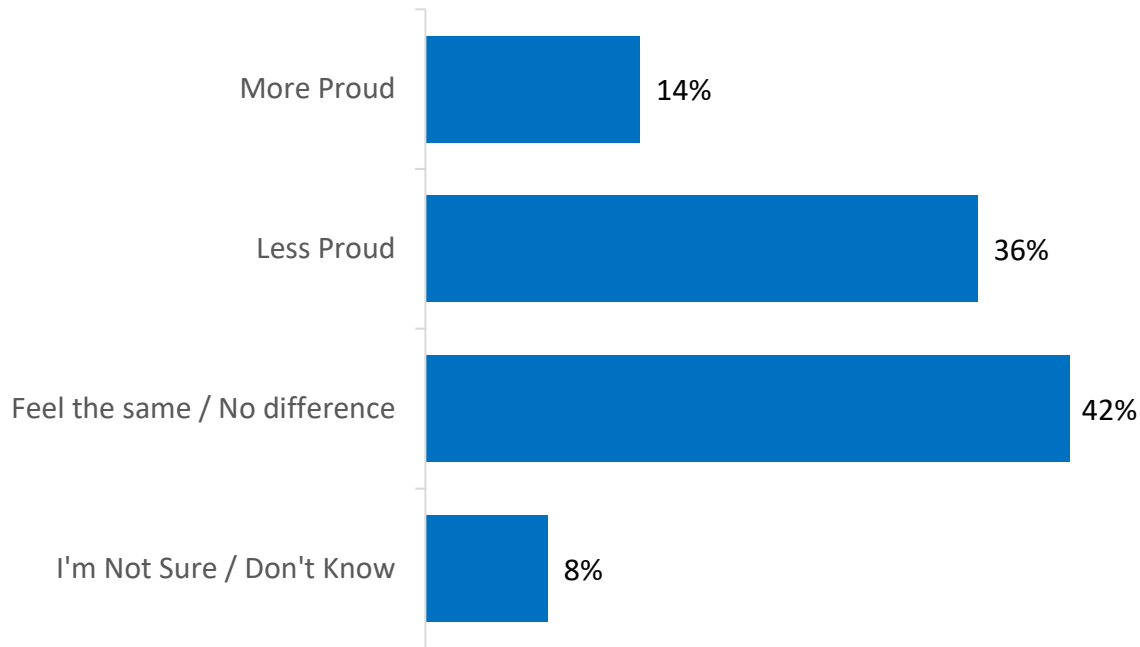
Trucker Convoy & Feelings of Canadian Pride



The trucker convoy has made most new Canadian immigrants either feel indifferent or less proud to be Canadian. Those who feel less proud tend to be 18-34 or 45 years +, university educated and live in the West or Ontario. Those who feel the same/indifferent are more likely to be 35-44 and live in Quebec.

New Canadians Panel

Has the trucker convoy made you more or less proud to be a Canadian?



18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
288	858	464	376	960	1053	687	750	536	40	84	207	1637
11%	15%	14%	14%	15%	13%	14%	11%	18%	8%	20%	17%	12%
41%	31%	39%	40%	36%	36%	38%	39%	28%	43%	19%	30%	39%
41%	46%	39%	38%	42%	43%	37%	42%	48%	50%	50%	43%	41%
8%	8%	8%	9%	8%	9%	10%	8%	7%	0%	11%	11%	8%

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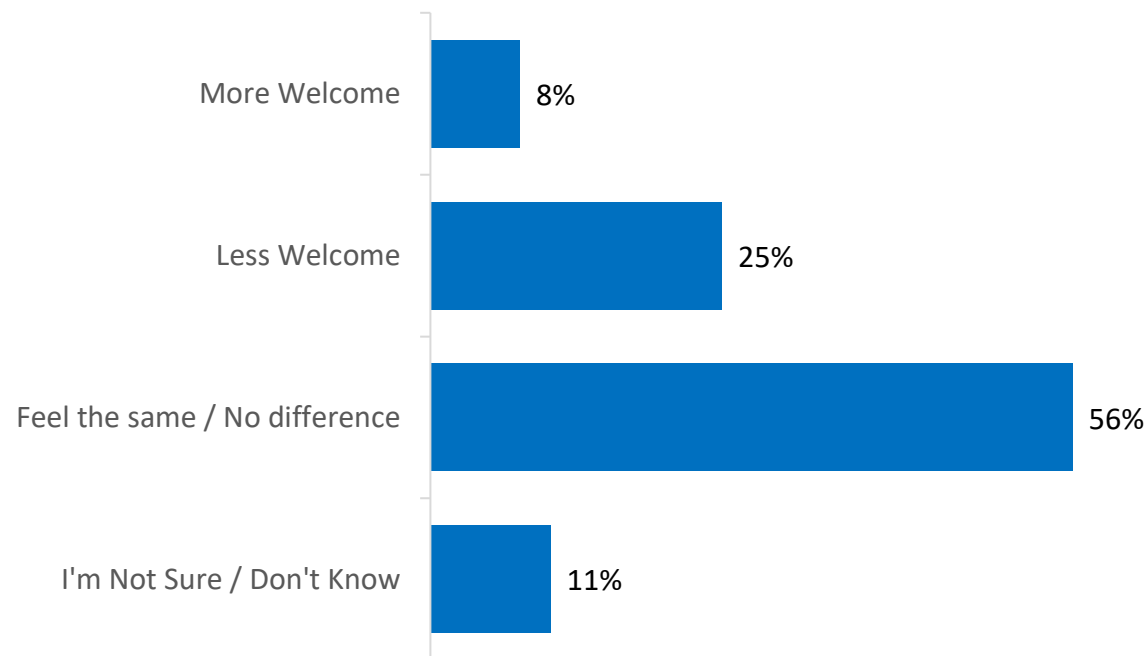
A7. Has the trucker convoy made you more or less proud to be a Canadian?

Base: New Canadians Panel (n=2013)

Trucker Convoy & Feeling Welcome in Canada

When asked if the trucker convoy made new Canadian immigrants feel more or less welcome in Canada, more than half (56%) said they feel the same. A quarter of them said they feel less welcome – and these people tend to be younger (18–34-years-old), university educated and live in Ontario or the west.

Has the trucker convoy made you more or less welcome in Canada?



New Canadians Panel

18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
288	858	464	376	960	1053	687	750	536	40	84	207	1637
6%	8%	9%	7%	8%	7%	8%	7%	9%	3%	11%	11%	7%
32%	23%	28%	23%	26%	25%	29%	28%	18%	28%	12%	18%	28%
53%	57%	53%	60%	55%	58%	51%	55%	64%	63%	63%	59%	55%
9%	11%	10%	10%	11%	10%	13%	10%	9%	8%	14%	12%	10%

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

A6. Has the trucker convoy made you feel more or less welcome in Canada?

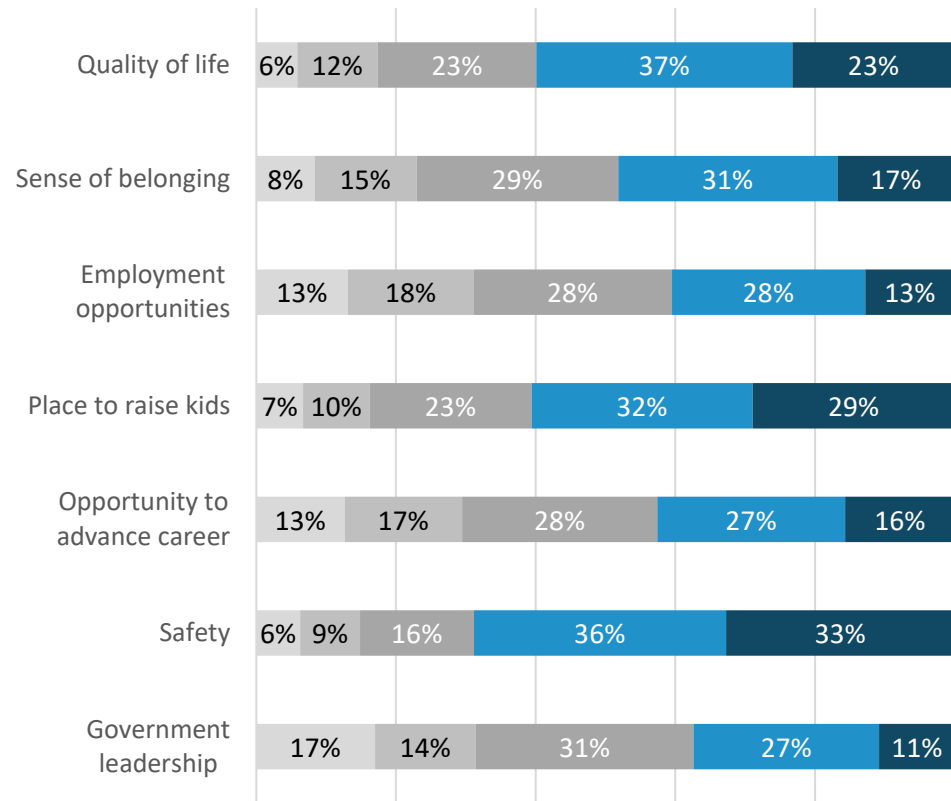
Base: New Canadians Panel (n=2013)

Canada Meeting Expectations



The majority of new Canadian immigrants feel that Canada is meeting their expectation on safety, quality of life, and a place to raise kids.

Please indicate to what degree Canada has met your expectations on the following values



■ 5 (Well below expectations) ■ 4 ■ 3 ■ 2 ■ 1 (Surpassed expectations)

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

A2. Please indicate to what degree Canada has met your expectations on the following values, on a scale of 1 to 5, where "1" means that Canada has surpassed your expectations and "5" means that it is well below your expectations. Base: New Canadians Panel (n=2013)

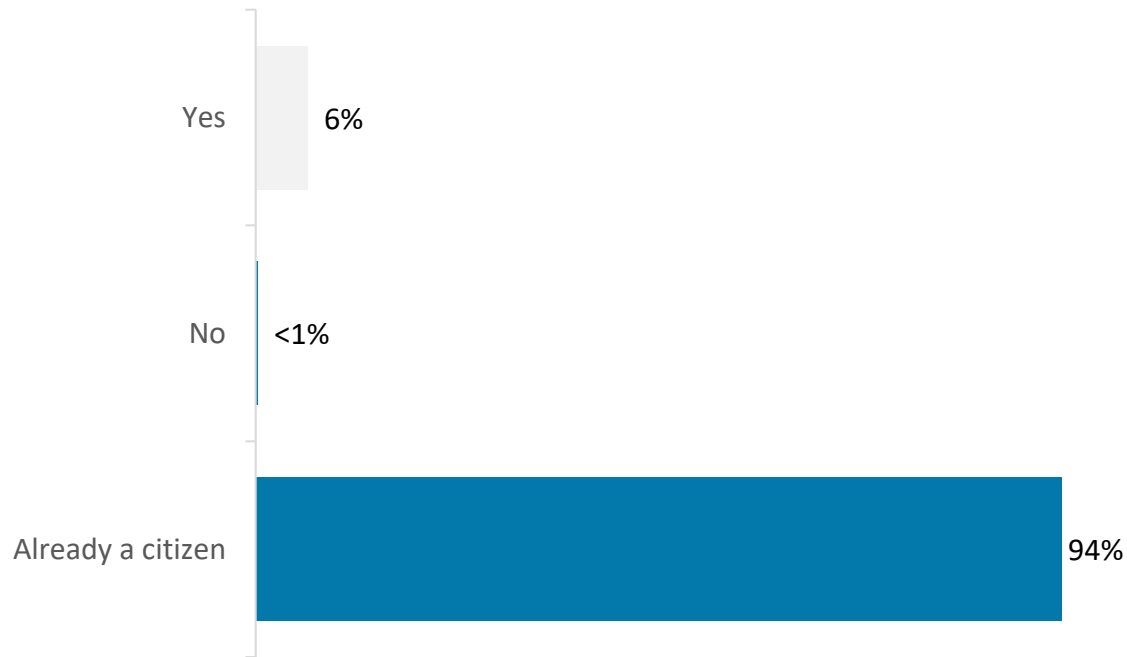
New Canadians Panel

Top 2 box	18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
	288	858	464	376	960	1053	687	750	536	40	84	207	1637
60%	57%	58%	59%	68%	61%	59%	63%	59%	58%	60%	61%	60%	61%
48%	48%	47%	46%	55%	50%	46%	50%	50%	43%	58%	51%	49%	48%
40%	44%	41%	38%	41%	43%	38%	41%	37%	46%	28%	51%	46%	40%
61%	55%	60%	61%	65%	61%	60%	60%	61%	61%	55%	61%	63%	61%
43%	53%	42%	38%	43%	46%	39%	45%	41%	42%	35%	51%	45%	42%
69%	66%	68%	70%	73%	70%	68%	67%	71%	69%	70%	63%	67%	71%
37%	34%	37%	38%	41%	38%	37%	38%	38%	35%	35%	37%	34%	38%

Seeking Canadian Citizenship

Almost all (94%) of new Canadians are already Canadian citizens. Those who are currently seeking citizenship are more likely to be from Quebec.

Are you seeking Canadian citizenship?



New Canadians Panel

18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
288	858	464	376	960	1053	687	750	536	40	84	207	1637
6%	7%	6%	3%	5%	7%	2%	3%	15%	0%	2%	6%	6%
<1%	<1%	<1%	--	<1%	<1%	<1%	<1%	--	--	--	--	<1%
93%	93%	93%	97%	94%	93%	97%	96%	85%	100%	98%	94%	93%

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A3. Are you seeking Canadian citizenship?

Base: New Canadians Panel (n=2013)

... Reasons for Not Seeking Canadian Citizenship

Only a very small number of new Canadian immigrants said they are *not* seeking Canadian Citizenship. The most common reasons for this include associated costs, heavy government taxation and dissatisfaction with the current healthcare system.



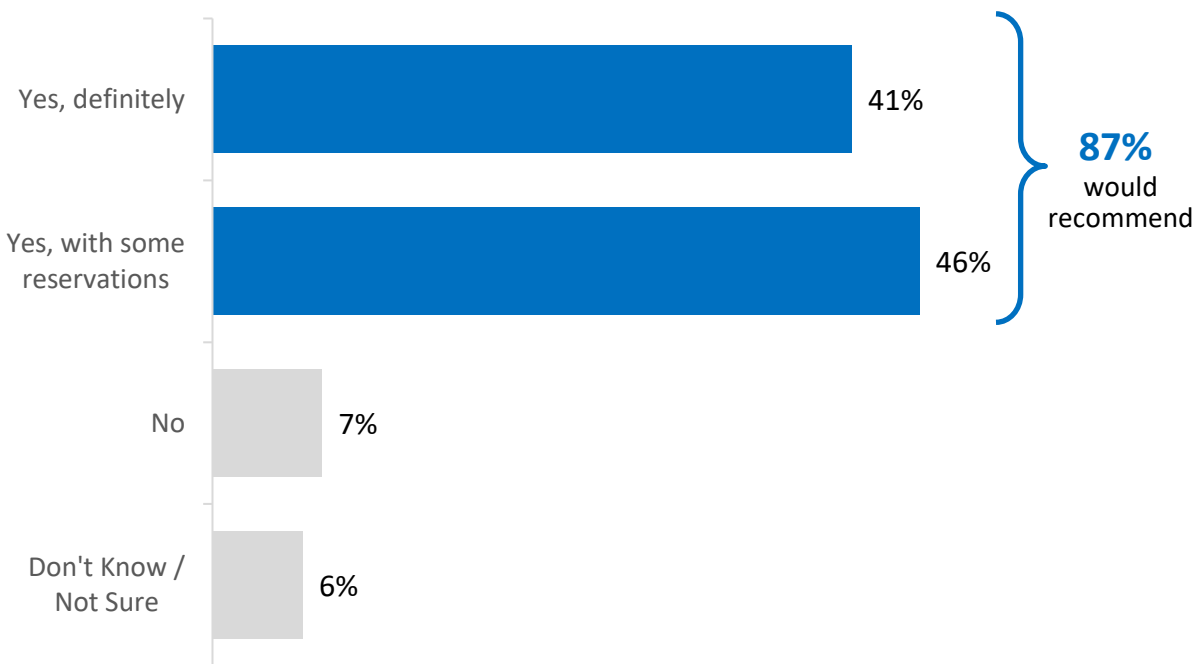
Caution: Very low Base size

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED
 A3a. Can you explain in a few words why you are not seeking Canadian citizenship?
 Base: Those who are not seeking Canadian citizen (N=11)

Recommending Canada for Immigration

Almost 90% of new Canadian immigrants would recommend others move to Canada. Older Canadians and those with less education appear to be willing to recommend Canada without hesitation, while younger university graduates are willing to recommend, but with some reservations.

Would you recommend others to also immigrate to Canada?



New Canadians Panel

18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
288	858	464	376	960	1053	687	750	536	40	84	207	1637
36%	40%	40%	52%	43%	40%	44%	39%	43%	25%	62%	58%	38%
52%	46%	47%	38%	45%	47%	43%	48%	45%	63%	33%	32%	49%
6%	8%	8%	5%	8%	7%	8%	7%	6%	3%	4%	5%	7%
6%	6%	5%	6%	5%	7%	5%	6%	6%	10%	1%	5%	6%

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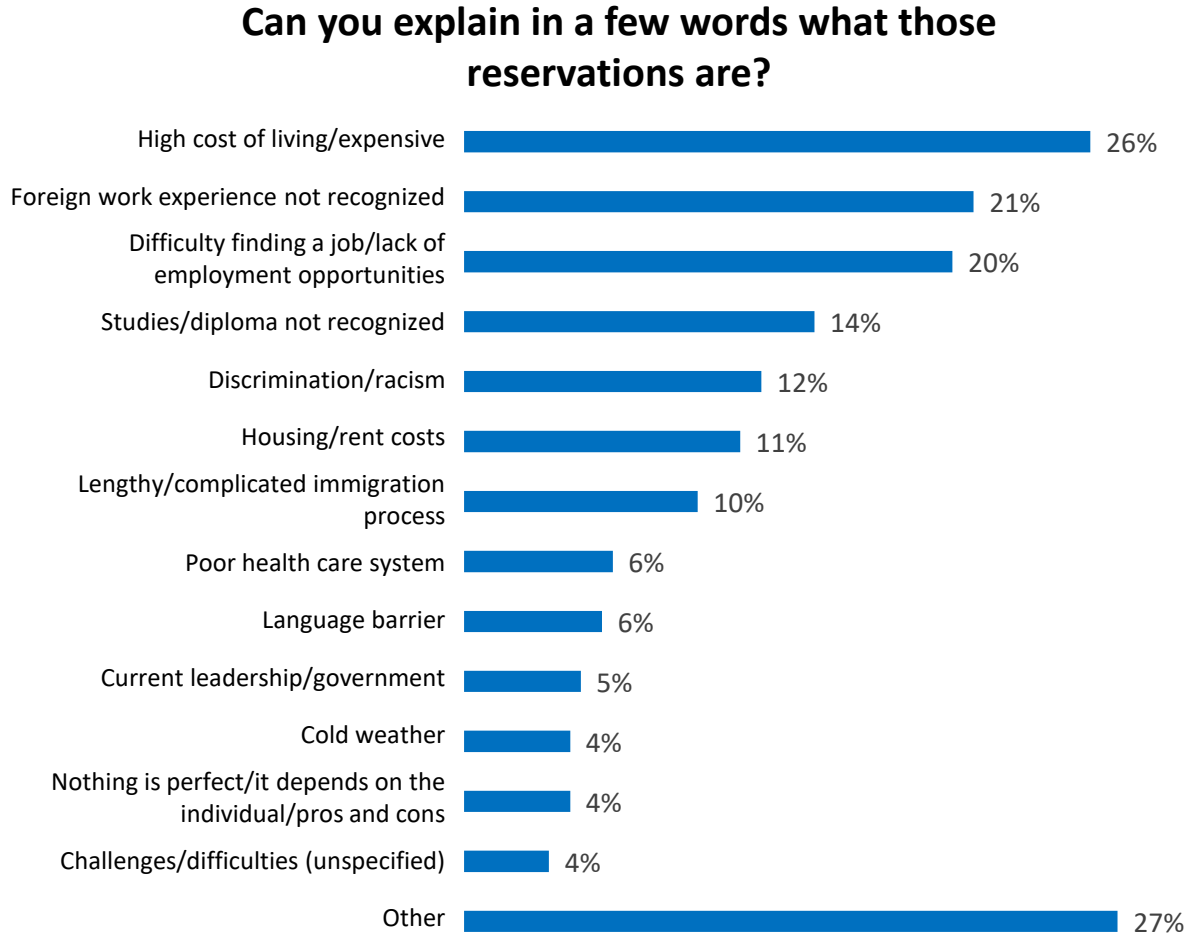
A4. Would you recommend others to also immigrate to Canada?

Base: New Canadians Panel (n=2013)

... Reservations about Recommending Canada



For those willing to recommend Canada but with some reservations – those reservations tend to be related to high cost of living and challenges tied to work and education.



New Canadians Panel

	18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
	42	106	46	31	21	16	76	83	63	6	8	18	197
	31%	32%	11%	19%	26%	25%	25%	37%	13%	17%	38%	39%	24%
	17%	19%	35%	16%	20%	22%	18%	23%	21%	33%	13%	11%	22%
	14%	24%	24%	13%	17%	23%	14%	24%	22%	17%	13%	6%	22%
	2%	15%	20%	23%	13%	16%	20%	8%	16%	17%	--	6%	15%
	14%	12%	11%	13%	9%	15%	16%	7%	16%	--	--	11%	13%
	17%	13%	--	13%	11%	12%	8%	19%	5%	17%	--	6%	13%
	10%	10%	11%	6%	11%	8%	9%	10%	10%	17%	13%	11%	10%
	7%	7%	7%	3%	5%	7%	4%	5%	11%	--	--	--	7%
	5%	5%	4%	13%	5%	6%	7%	4%	6%	17%	--	6%	6%
	5%	4%	2%	13%	5%	4%	8%	5%	2%	--	13%	22%	3%
	5%	7%	--	3%	5%	3%	4%	5%	5%	--	--	6%	5%
	7%	2%	9%	--	5%	4%	3%	2%	8%	17%	--	6%	4%
	2%	4%	4%	3%	5%	3%	5%	5%	--	--	13%	--	4%
	21%	37%	9%	29%	25%	28%	28%	20%	33%	33%	13%	22%	28%

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

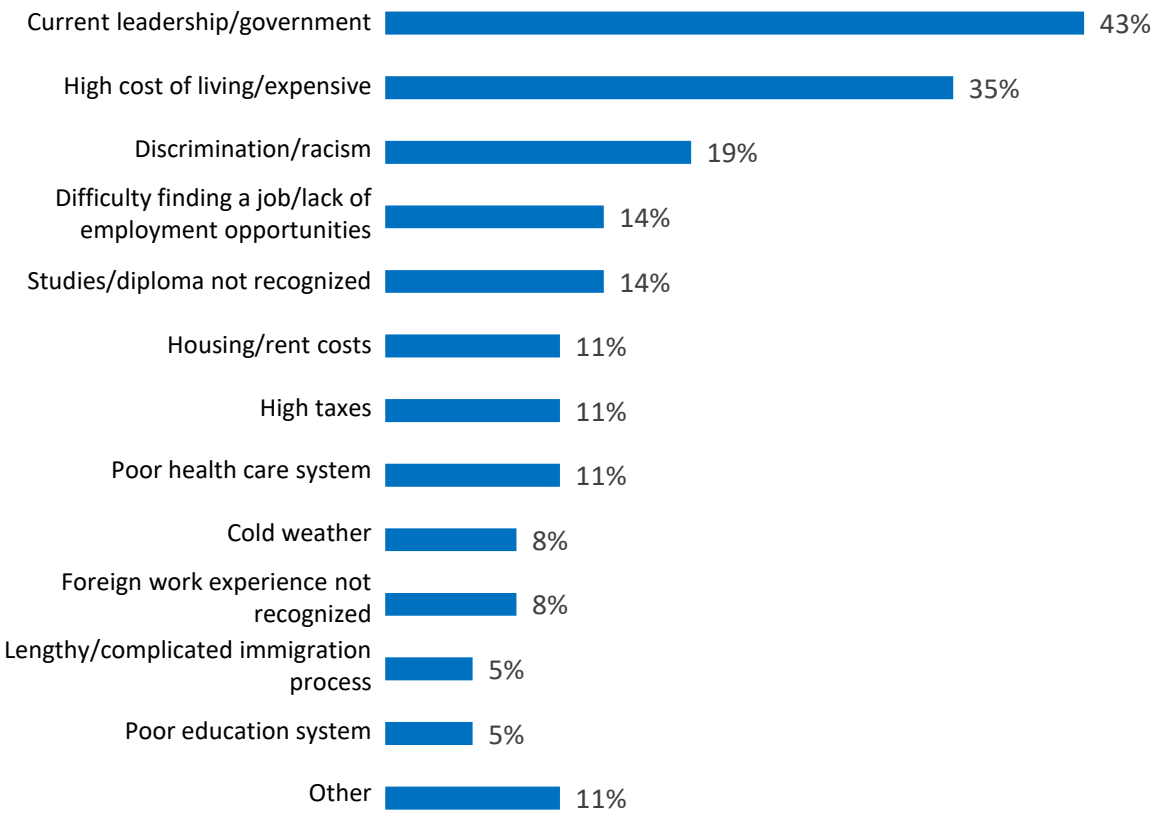
A4a. You mentioned that you would recommend others to also immigrate to Canada, but with some reservations. Can you explain in a few words what those reservations are?

Base: Those who have reservations about recommending Canada for immigrations to others (n=228)

... Reasons for not Recommending Canada

For those who said they would *not* recommend Canada to others - current leadership and the high cost of living were the top 2 reasons why not.

Can you tell us in a few words why you would not recommend others to also immigrate to Canada?



New Canadians Panel

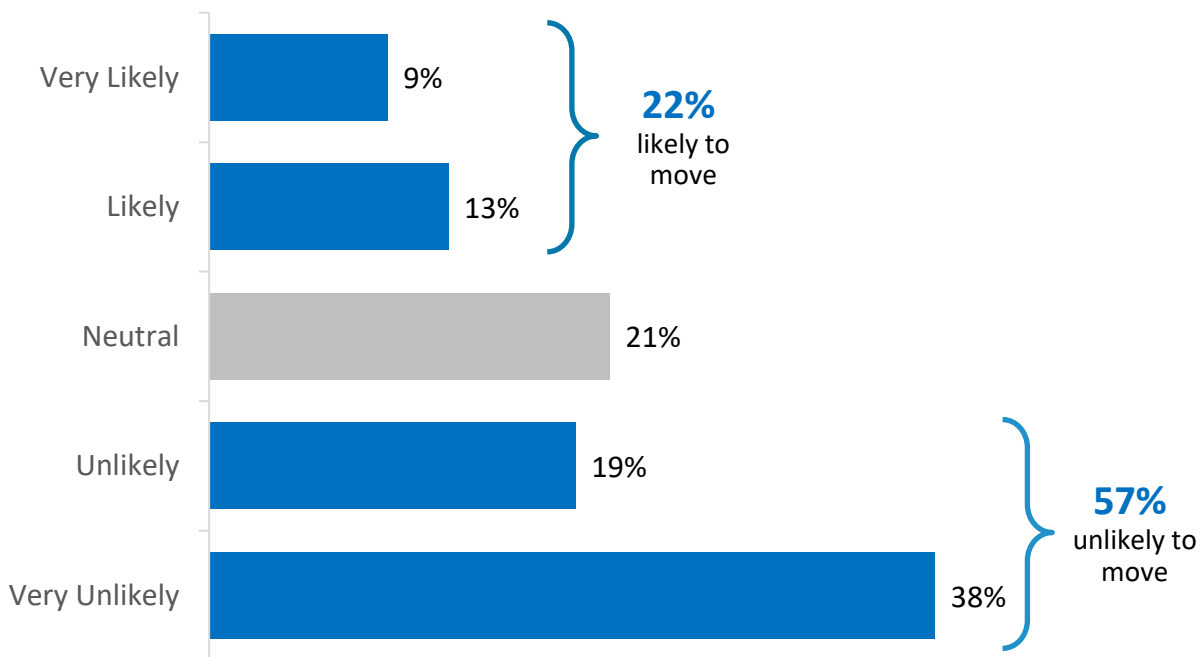
	18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
	3	20	7	6	21	16	17	13	7	0	1	0	31
	33%	40%	43%	50%	48%	38%	59%	31%	29%	--	100%	--	39%
	33%	55%	--	17%	38%	31%	35%	38%	29%	--	--	--	39%
	--	30%	14%	--	24%	13%	35%	8%	--	--	--	--	23%
	--	20%	--	--	24%	--	6%	31%	--	--	--	--	13%
	--	15%	14%	17%	19%	6%	--	31%	14%	--	--	--	16%
	--	15%	--	17%	10%	13%	6%	15%	14%	--	--	--	10%
	--	20%	--	--	19%	--	12%	8%	14%	--	--	--	13%
	--	20%	--	--	10%	13%	--	15%	29%	--	--	--	13%
	--	10%	14%	--	5%	13%	6%	15%	--	--	--	--	6%
	--	10%	--	17%	10%	6%	--	23%	--	--	--	--	10%
	33%	0%	--	17%	10%	--	12%	--	--	--	100%	--	3%
	--	10%	--	--	5%	6%	6%	--	14%	--	--	--	6%
	--	5%	29%	17%	5%	19%	18%	--	14%	--	--	--	10%

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED
 A4b. Can you tell us in a few words why you would not recommend others to also immigrate to Canada.
 Base: Those who would not recommend Canada for immigrations to others (n=37)

Plans on Moving to Another Country

More than half (57%) of new Canadian immigrants have no plans of moving to another country. Those who are older (55+) and less educated are least likely to want to move, while younger (under 44 years old) new Canadians are more likely to say they want to move.

How likely are you to move to another country in the next two years on a scale from 1 to 5?



New Canadians Panel

18-34 yrs.	35-44 yrs.	45-54 yrs.	55+ yrs.	Male	Female	West	ON	QC	ATL	High School	College	University
288	858	464	376	960	1053	687	750	536	40	84	207	1637
10%	11%	8%	6%	10%	8%	9%	10%	9%	5%	5%	7%	10%
20%	12%	12%	8%	13%	12%	10%	14%	14%	8%	8%	11%	13%
23%	22%	20%	16%	20%	21%	21%	22%	20%	23%	20%	15%	21%
17%	19%	21%	19%	18%	20%	21%	17%	20%	18%	17%	17%	20%
30%	35%	39%	51%	38%	38%	39%	37%	38%	48%	50%	49%	36%

Significantly higher/lower vs. at least one other segment of the same group @95cf is highlighted in GREEN / RED

A5. How likely are you to move to another country in the next two years on a scale from 1 to 5, where "1" means that you are very likely and "5" means that you are very unlikely to move?

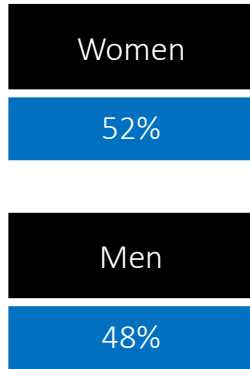
Base: New Canadians Panel (n=2013)

RESPONDENT PROFILES

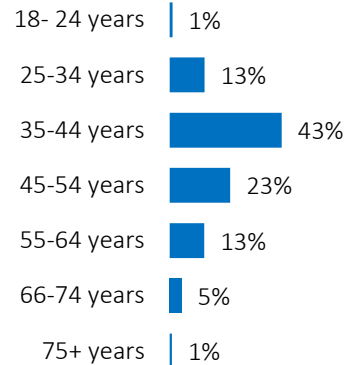
Leger Canada Omnibus and
ICC New Canadians Panel

Respondent Profile (New Canadian Panel)

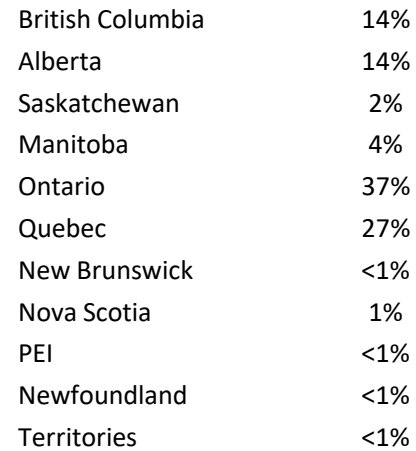
GENDER



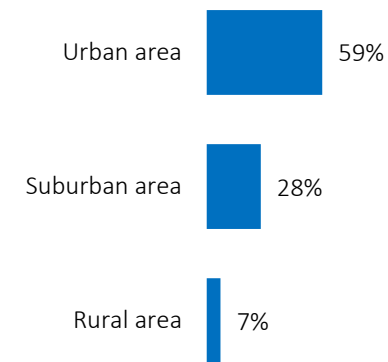
AGE



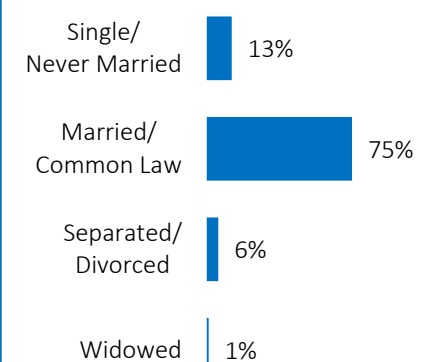
REGION



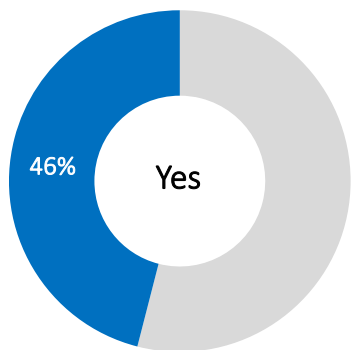
REGION TYPE



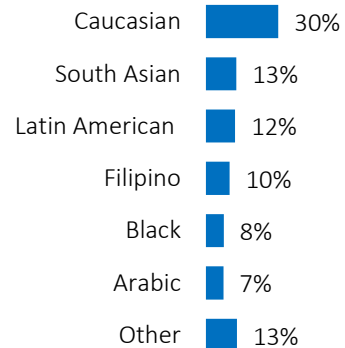
MARITAL STATUS



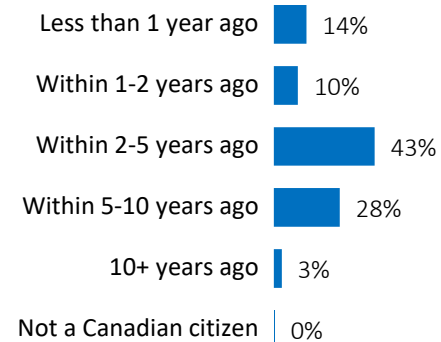
KIDS AT HOME <18 YEARS



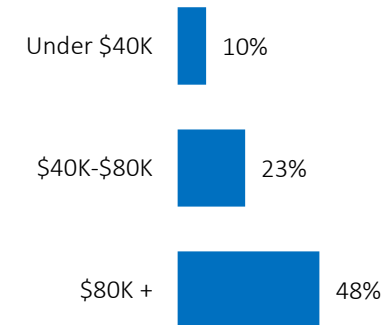
ETHNICITY



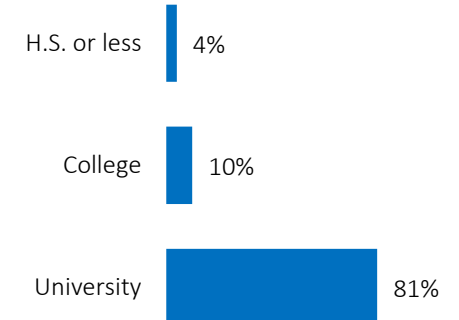
BECAME CITIZEN



ANNUAL INCOME

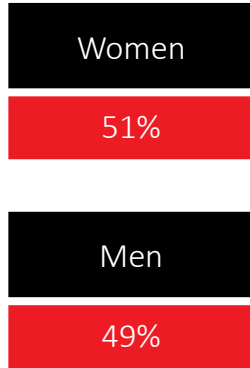


EDUCATION

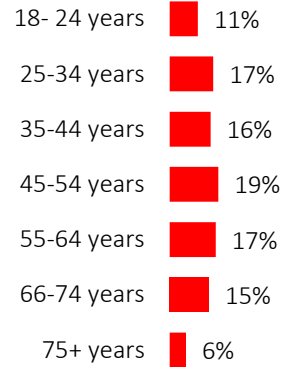


Respondent Profile (OMNI)

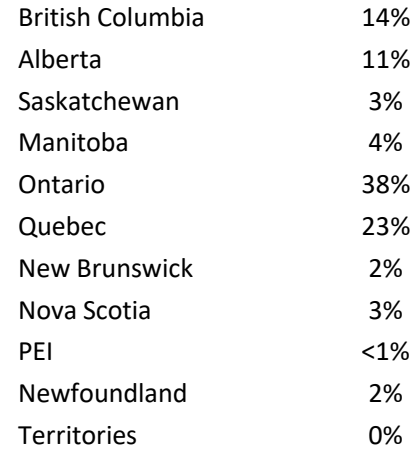
GENDER



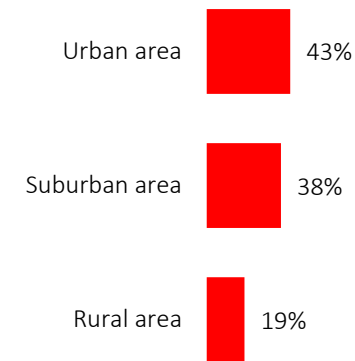
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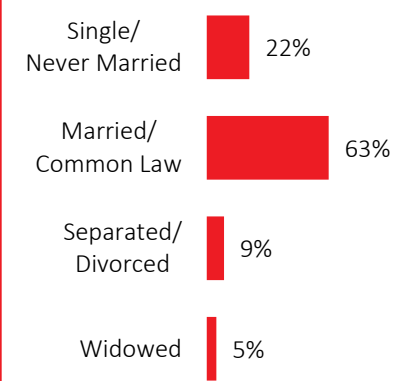
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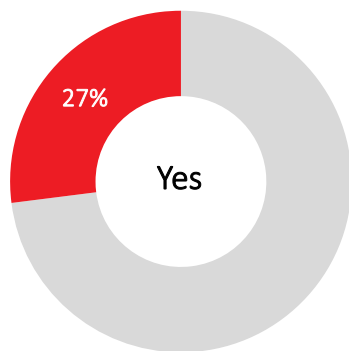
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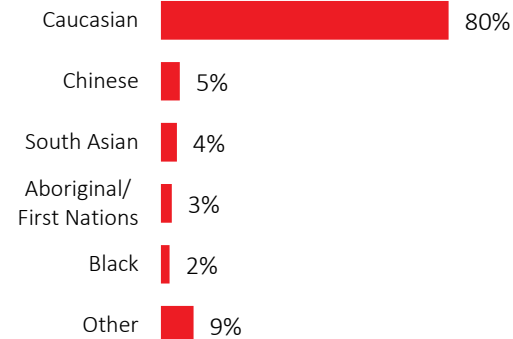
MARITAL STATUS



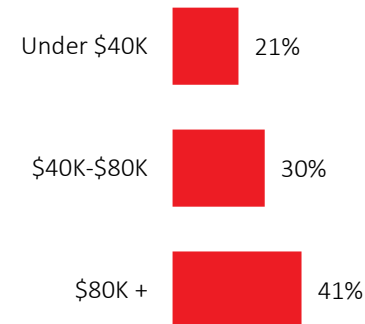
KIDS AT HOME <18 YEARS



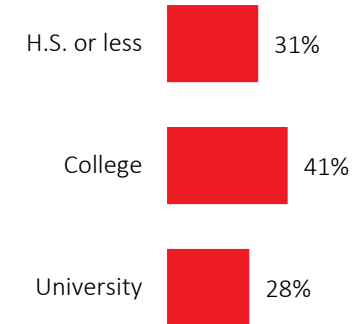
ETHNICITY



ANNUAL INCOME



EDUCATION



Leger



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