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CRACKING THE
NEWCOMER CODE
2024

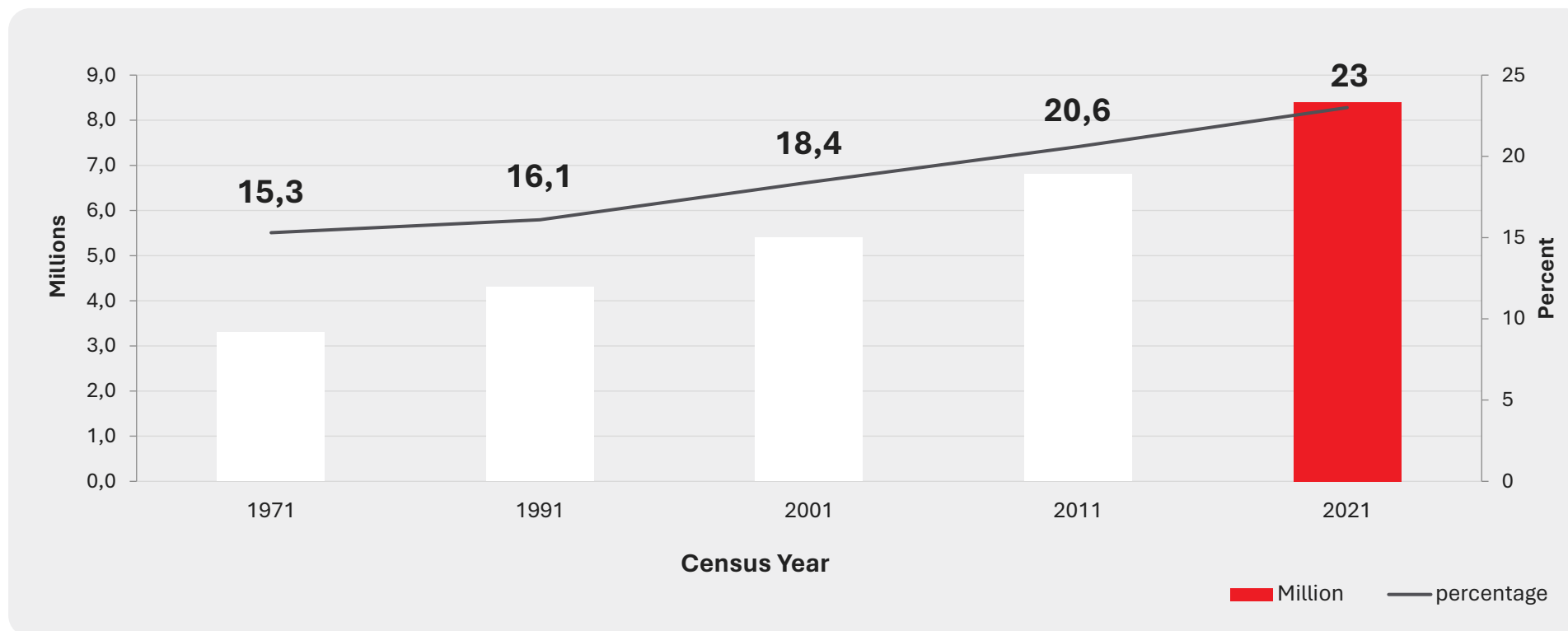# 1

The Context

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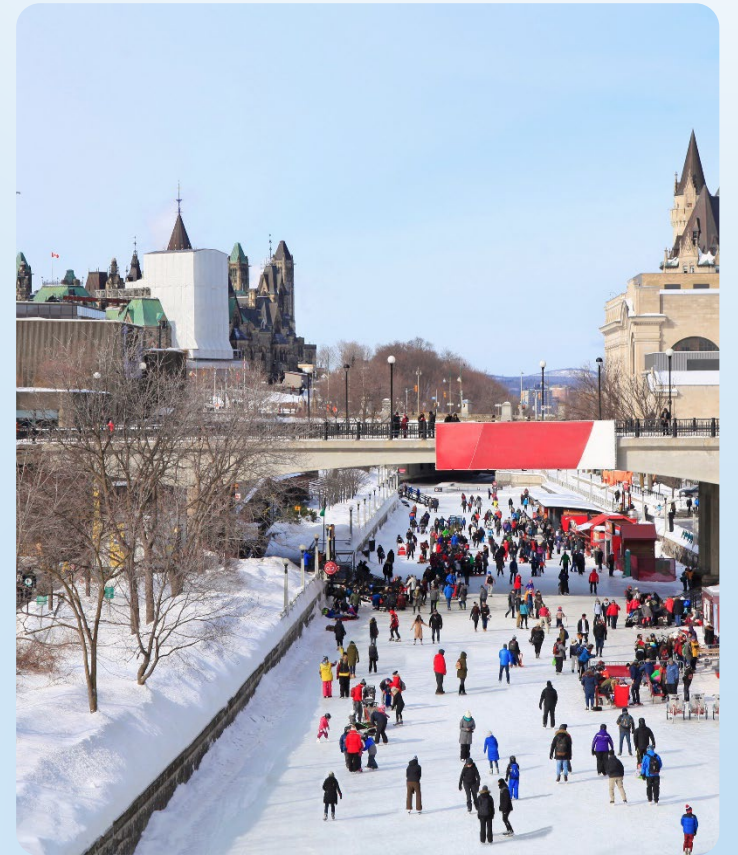
Why is Immigration Important To Canada?

OPPORTUNITY

GROWTH

DIVERSITY

INNOVATION

Immigrants as a Proportion of the Population

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2024 to 2026 Immigration Targets

2024

485,000

58%

Economic Class

2025

500,000

60%

Economic Class

2026

500,000

60%

Economic Class
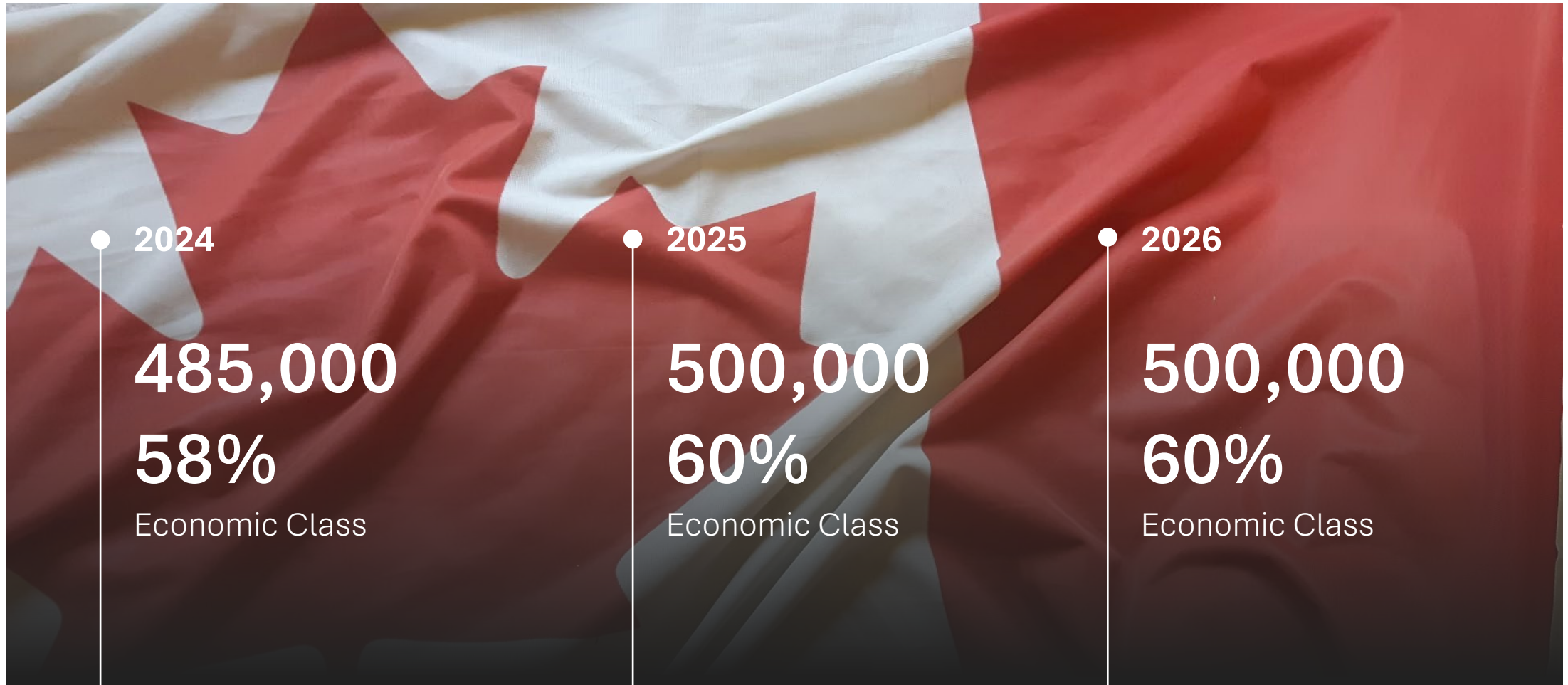
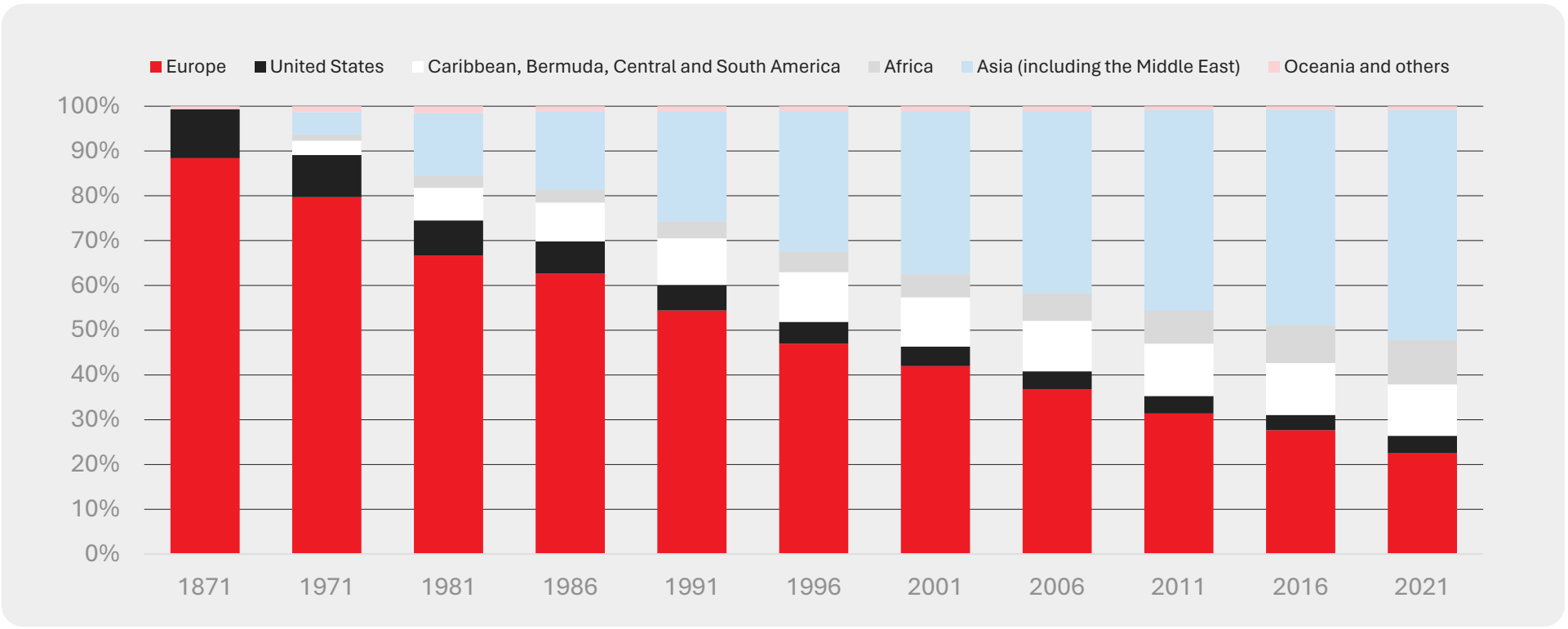* Source: Government of Canada's Immigration Levels Plan for 2024-2026
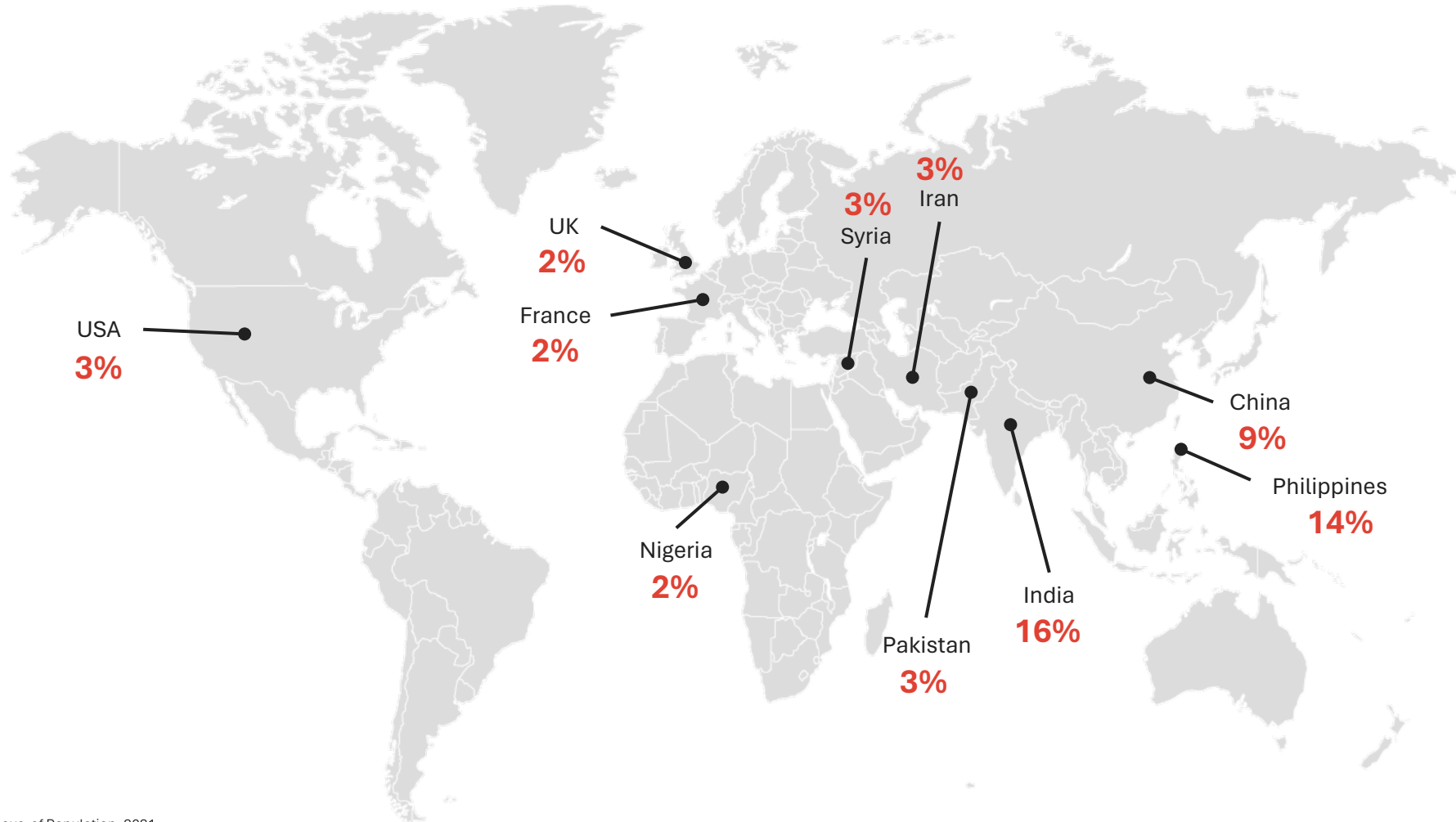
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Their Profile

Distribution of Immigrant Population by Region of Birth

Distribution of immigrant population by region of birth, Canada, 1871 to 2021

Legend: ■ Europe ■ United States □ Caribbean, Bermuda, Central and South America ■ Africa ■ Asia (including the Middle East) ■ Oceania and others

Countries of Origin in Past 10 Years

UK
2%

France
2%

Syria
3%

Iran
3%

USA
3%

China
9%

Philippines
14%

Nigeria
2%

India
16%

Pakistan
3%

* Source: Statistics Canada, Census of Population, 2021.

Demographic Profile

Gen pop
Age

18-34	27%
35-54	32%
55+	41%

Gen pop
Gender

Men	49%
Women	51%

Newcomers
Age

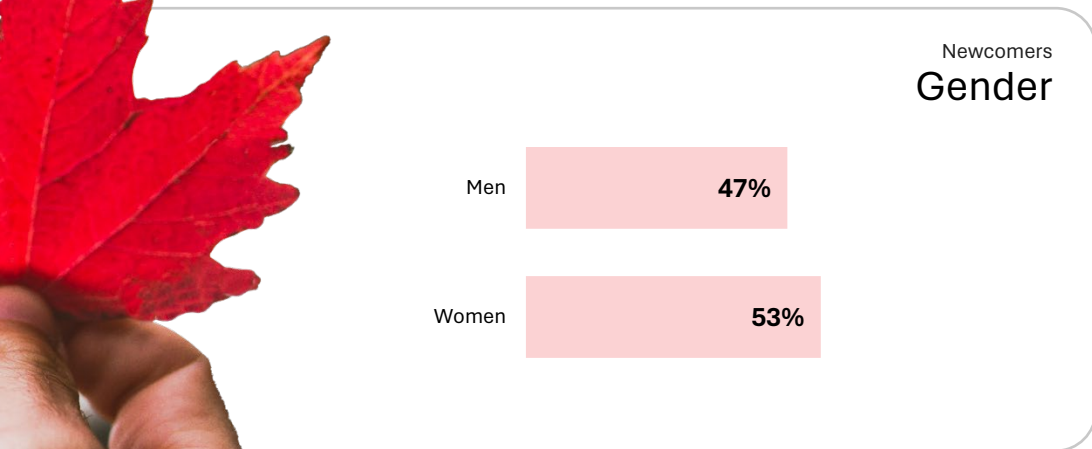|	
18-34	41%
35-54	47%
55+	12%

Newcomers
Gender

Men	47%
Women	53%
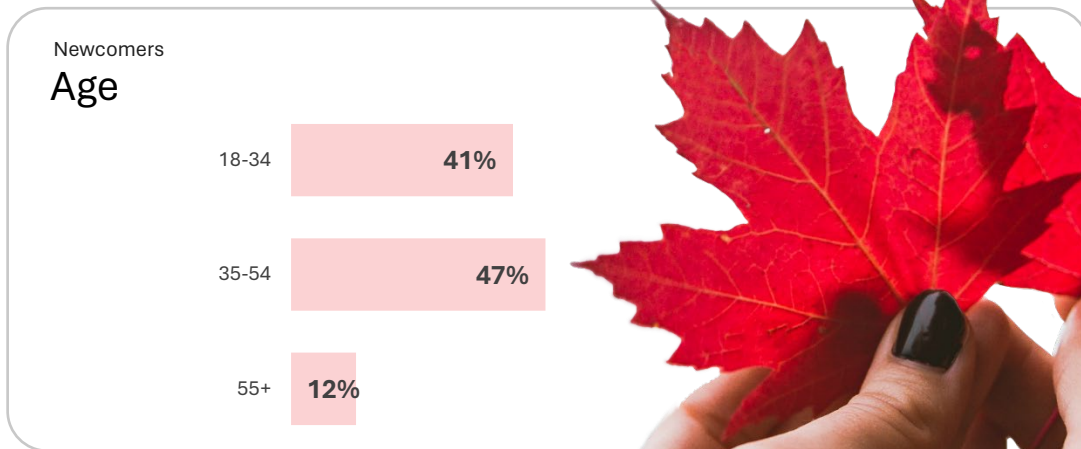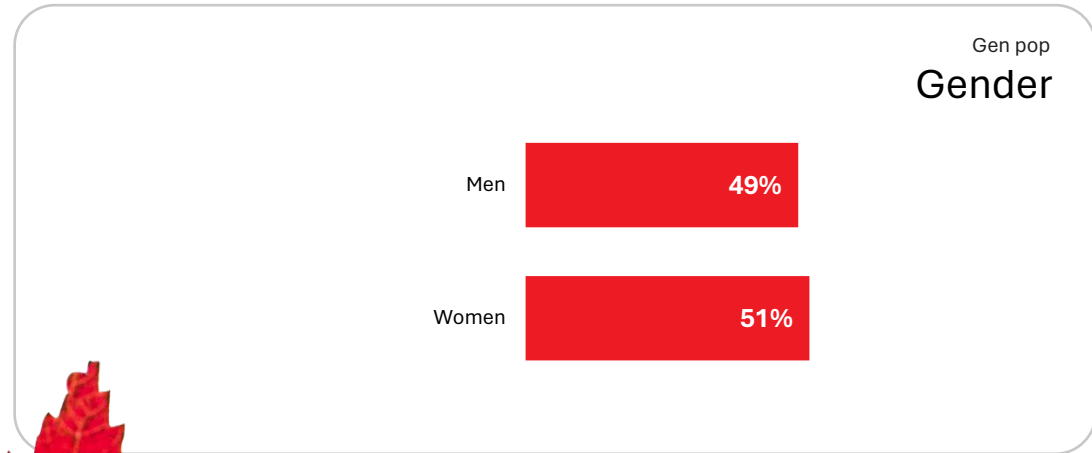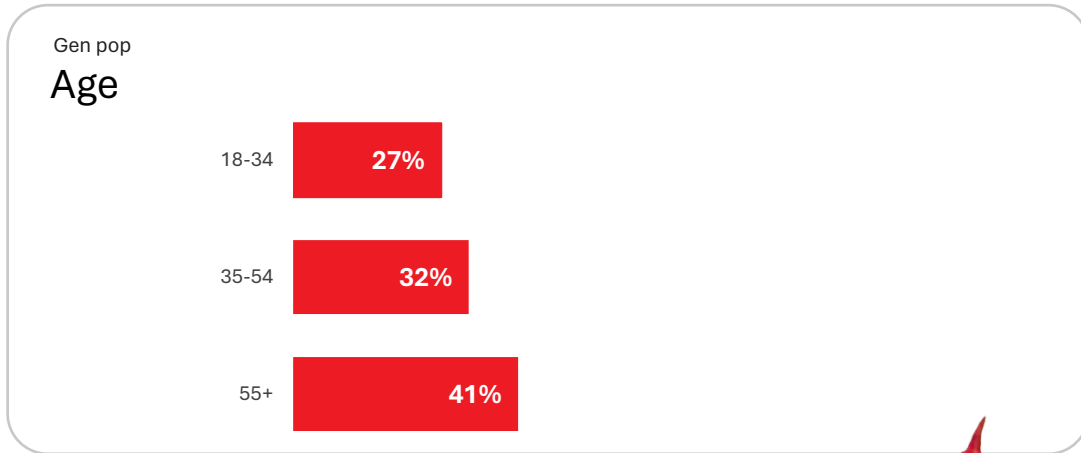
* Source: Statistics Canada, Census of Population, 2021.

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Cracking the Newcomer Code

Methodology

Method

Canadian online survey via Leger's LEO panel (n= 2,104/ 18 years or older and arrived to Canada in past 10 years)

When

December 14th, 2023, to February 16th, 2024

Weighting

Results were weighted by **age, gender, region, country of birth, as well as years since arrival**.

It was weighted to the 2021 Census profile of immigrants in the past 10 years to ensure a representative sample of the new Canadians.

Margin of error

For comparison purposes,
a probability sample of this size yields
a margin of error no greater than ±2.1%,
(19 times out of 20)

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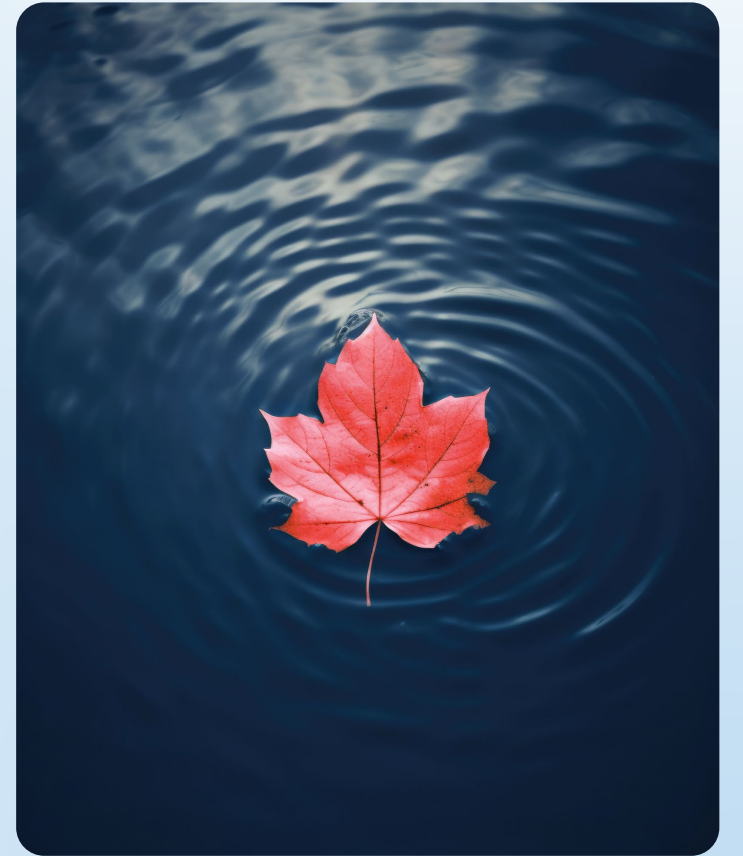
Key Highlights

Top Reasons for Immigration

Q17. Why did you immigrate to Canada?

Base: Newcomers n=2104

Reason	Percentage
Economic Reasons	70%
Educational Opportunities	45%
Family Reunification	18%
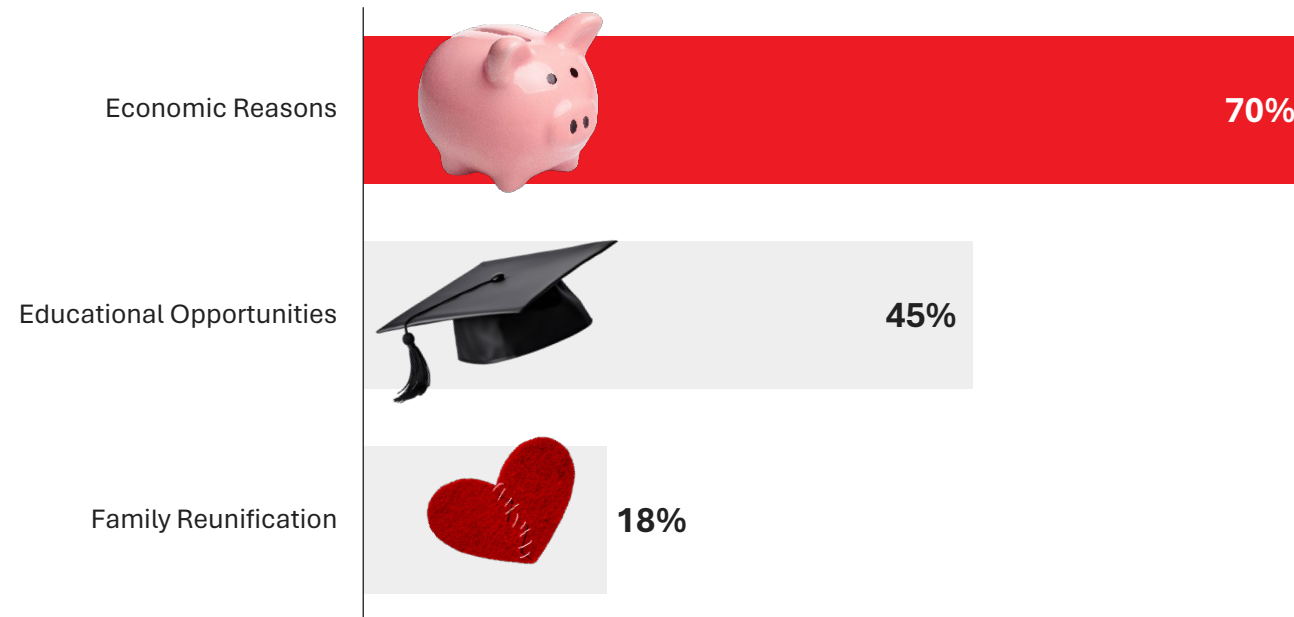
Settlement Timeline

Q27. Once you reached Canada, how soon did you do the following, if at all?
Base: Newcomers n=2104

Buy or lease **a car**

Buy a home

Register with **a family doctor**

Rent **a home**

Open a **bank account**

Secure **first job**

Sign up for a **mobile plan**

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Length of Time to Feel Financially Self-Sufficient

Q23. After arriving to Canada, how long did it take you to be fully financially self-sufficient sufficient i.e., you are able to cover all your living expenses such as housing, food, healthcare, and transportation without financial assistance from external sources?

Base: Newcomers n=2104

Average is

19.6 months

% who say they are NOT yet financially self-sufficient

45%

34%

22%

Total

of those
0-5 years

of those
6-10 years

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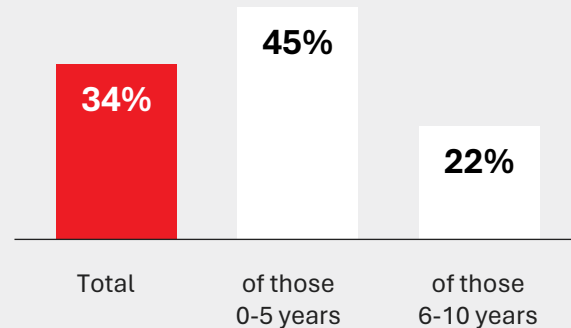
Canadian Way of Life

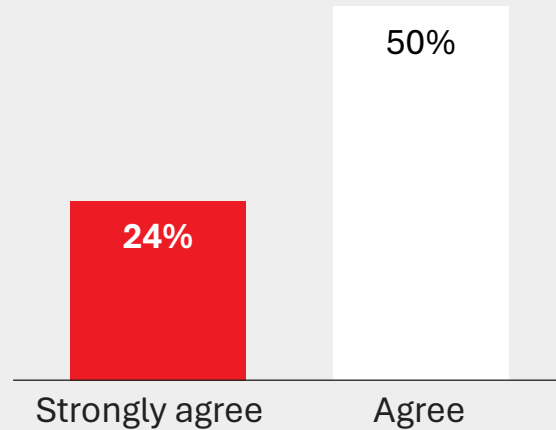**Q26.** Please indicate the extent to which you agree or disagree with the following: I feel well integrated into Canadian society |
I consider myself Canadian
Base: Newcomers n=2104

I feel well integrated into Canadian society
74% agree

24% Strongly agree	50% Agree

I consider myself Canadian
60% agree

24% Strongly agree	36% Agree

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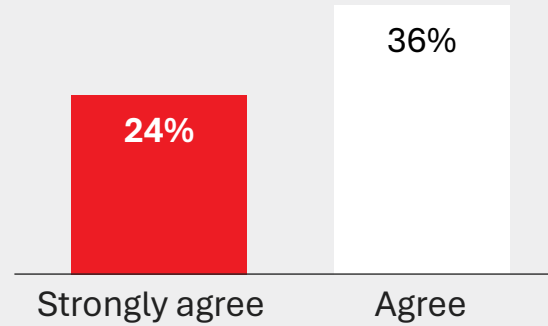
I Feel Welcome

Q26. Please indicate the extent to which you agree or disagree with the following: I feel welcome

Base: Newcomers n=2104

I feel welcome
82%

35%	48%
Strongly Agree	Somewhat Agree

Agreement
by ethnicity

White	BIPOC (NET)	Filipino	Black	Southeast Asian	Latin American	Middle east / North African	Chinese	South Asian
86%	82%	92%	88%	87%	87%	77%	77%	75%

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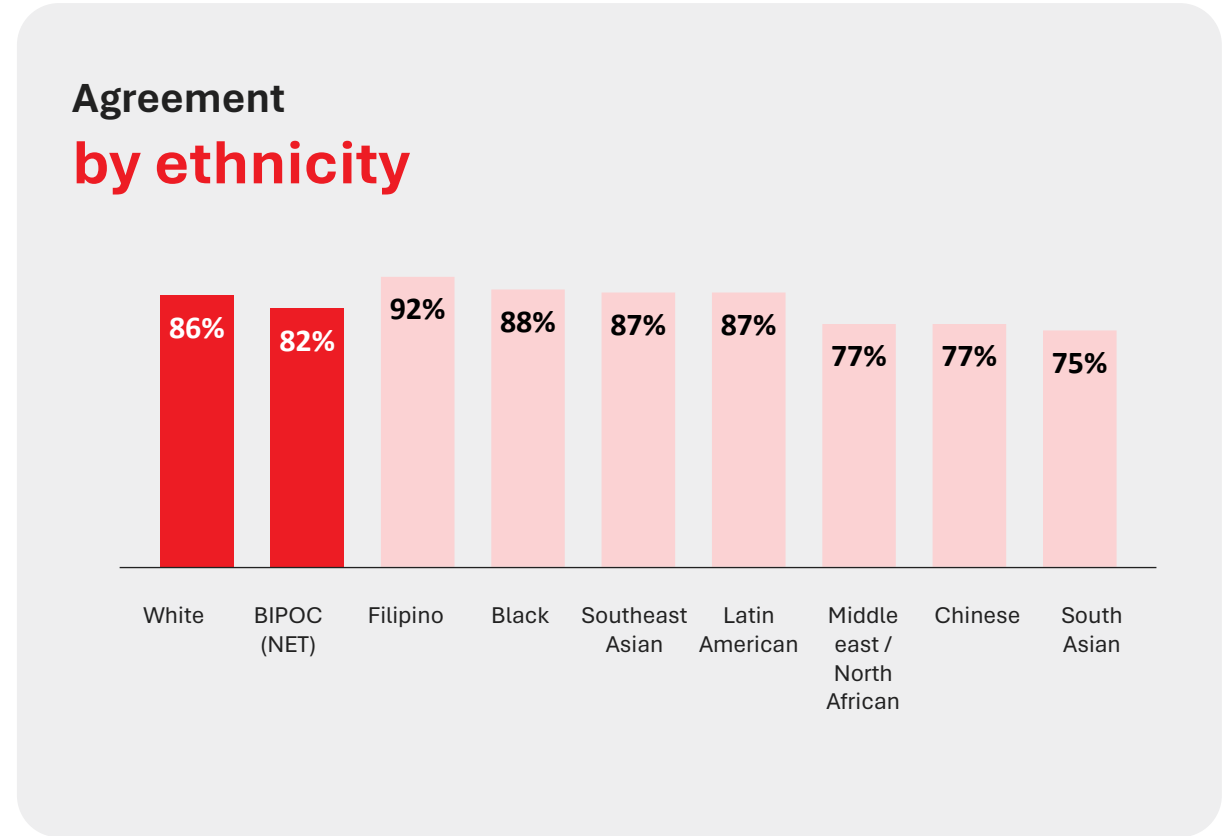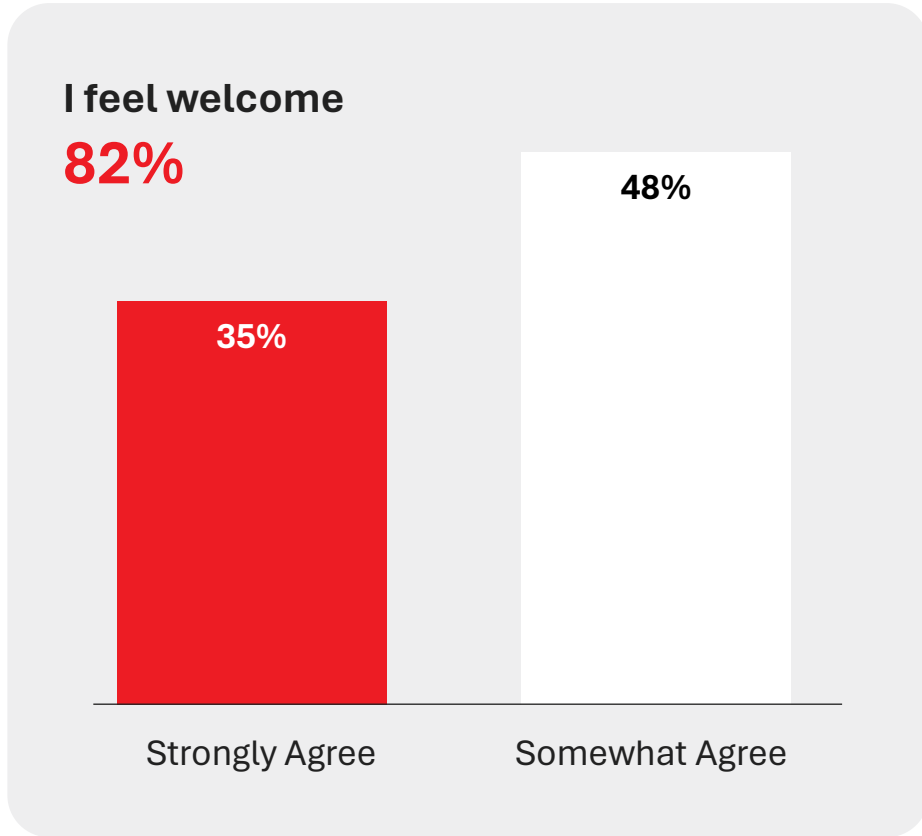
Half Believe They Have Adequate Support

Q26. Please indicate the extent to which you agree or disagree with the following: I received sufficient support, resources, and guidance from the Canadian government to help me settle in.
Base: Newcomers n=2104

Total Agree
52%

38%

14%

Strongly agree   Somewhat agree

Total Disagree
43%

24%

19%

Strongly disagree   Somewhat disagree

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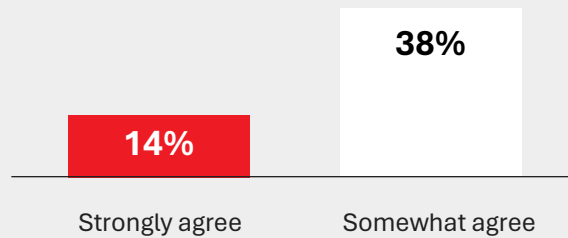
Canada is Expensive

Q46. How did the cost of living in Canada align with your expectations before moving?

Base: Newcomers n=2104

Canada is more expensive than expected

84%

49%	35%
Significantly more expensive	Somewhat more expensive

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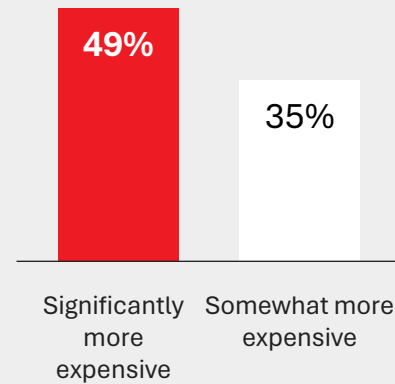
Most Important Issues

Q32. Thinking about the issues that impact you and your family, which of the following is the most important to you?

Base: Newcomers n=2104, General Population

New Canadians

29%
Inflation

19%
Jobs and the Economy

15%
Housing Affordability

11%
State of Healthcare

General Population*

34%
Inflation

17%
State of Healthcare

10%
Housing Affordability

6%
Jobs and the Economy

* Gen Pop Source: Leger on behalf of Post Media Feb 2024: Is Canada Broken?

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Concern around Pressure on Infrastructure

Please indicate the extent to which you agree or disagree with the following?

Base: General Population Canadians n=1529

Immigration significantly contributes to the cultural diversity of Canada	**76%**
The increase in immigrants is contributing to the housing crisis	**75%**
The increase in immigrants is putting pressure on our healthcare system	**73%**

* Gen Pop Source: Leger on Behalf of Canadian Press Nov 2023: Immigration Plan
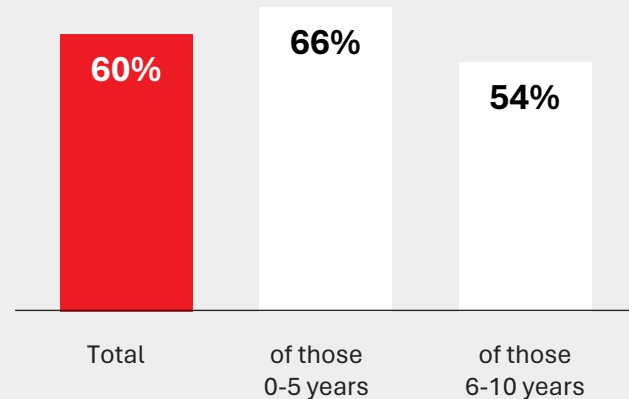
Mismatch Between Skills and Demand

Q39. What would you say are the main challenges that you faced / are facing in your job search?

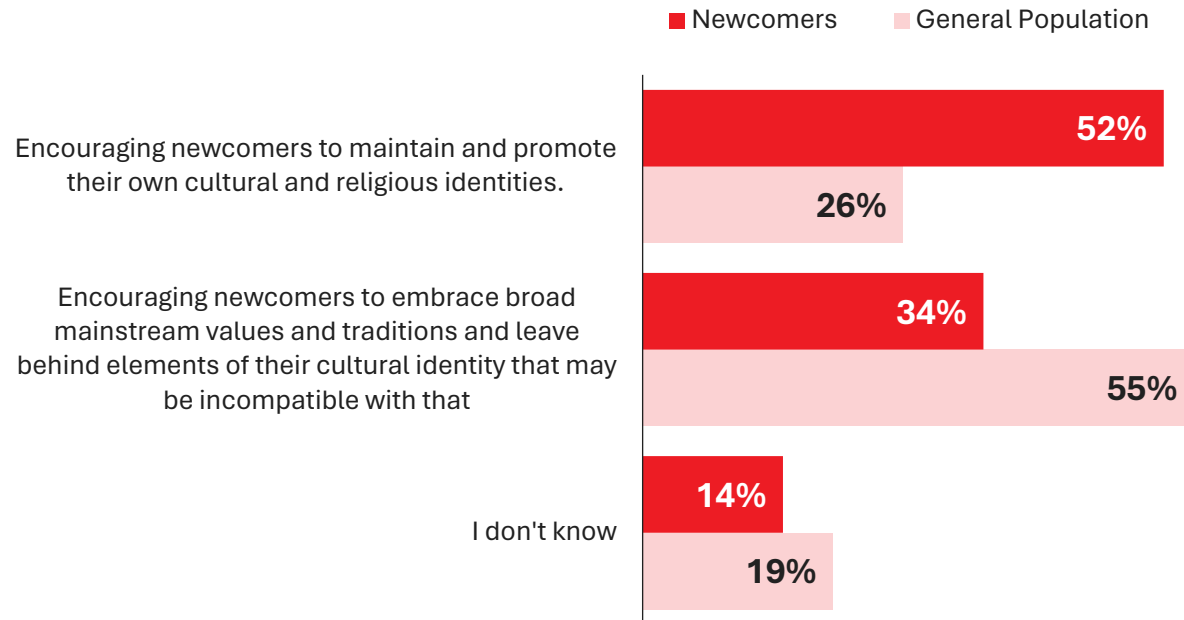Base: Employed newcomers n=1496

Among Employed Newcomers:

% who say had difficulty with credentials and local experience

Total	of those 0-5 years	of those 6-10 years
60%	66%	54%

Opposing Viewpoints

Q29. These are listed below. Please select the one that you feel would be the best approach for Canada.

Base: Newcomers n=2104, General Population

■ Newcomers ■ General Population

Encouraging newcomers to maintain and promote their own cultural and religious identities.
- **52%** (Newcomers)
- **26%** (General Population)

Encouraging newcomers to embrace broad mainstream values and traditions and leave behind elements of their cultural identity that may be incompatible with that
- **34%** (Newcomers)
- **55%** (General Population)

I don't know
- **14%** (Newcomers)
- **19%** (General Population)

* Gen Pop Source: Leger on Behalf of Post Media Nov 2023: Canadian Diversity

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Is Diversity a Strength for Canada?

Q30. A common statement about Canada is that diversity is our strength. Do you believe:

Base: Newcomers n=2104, General Population

■ Newcomers   ■ General Population

Diversity is definitely a strength for Canada
- Newcomers: **42%**
- General Population: **24%**

Some elements of diversity can provide strength, but some elements of diversity can cause problems / conflict in Canada
- Newcomers: **51%**
- General Population: **56%**

Diversity is often causing problems / conflict in Canada
- Newcomers: **7%**
- General Population: **21%**
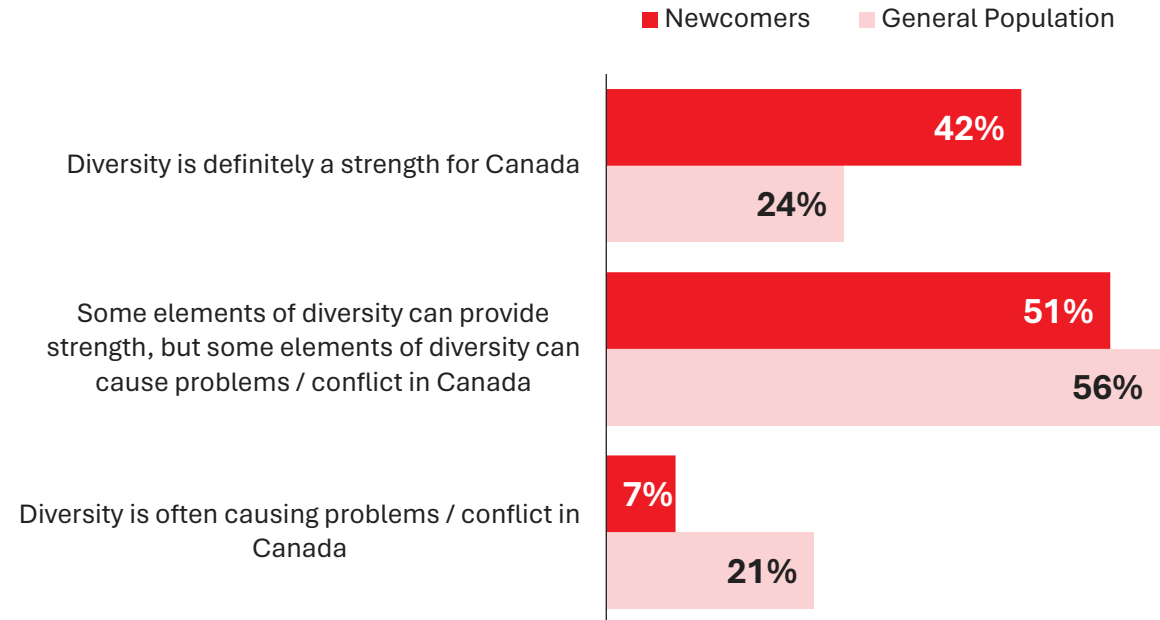
And Yet, Most Would Do It All Over Again

Q4. If you had to make the decision all over again, would you choose to immigrate to Canada?
Base: Newcomers n=2104

67%

say Yes

3.2

Need more Insights?

Solutions

Our market research expertise provides deep insights into the newcomer settlement process, enabling you to navigate their journey with clarity and confidence.

#1

Full Insight Analysis

Gain comprehensive insights with our detailed report and demographic analysis tailored to illuminate the newcomer experience.

#2

Custom Research

Collect tailored intelligence which gathers pivotal data for your business strategy or policies

#3

Targeted Engagement

Use Leger DGTL's 'Hard-to-Reach' solution, designed for precision-targeted social media campaigns to engage specific newcomer subgroups.

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Report Topics

Challenges & **Support**

Settlement Experience

Multiculturalism vs. Melting Pot

Personal **Finances**

Banking & Insurance Preferences

Demographic Analysis by Question

Contact Us

If you would like to purchase the full report, don't hesitate to contact our team.

Seeking additional insights? Our team is available to conduct custom research on newcomers.

solutions@leger360.com

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