Leger

CRACKING THE
NEWCOMER CODE
2024

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

Margin of error

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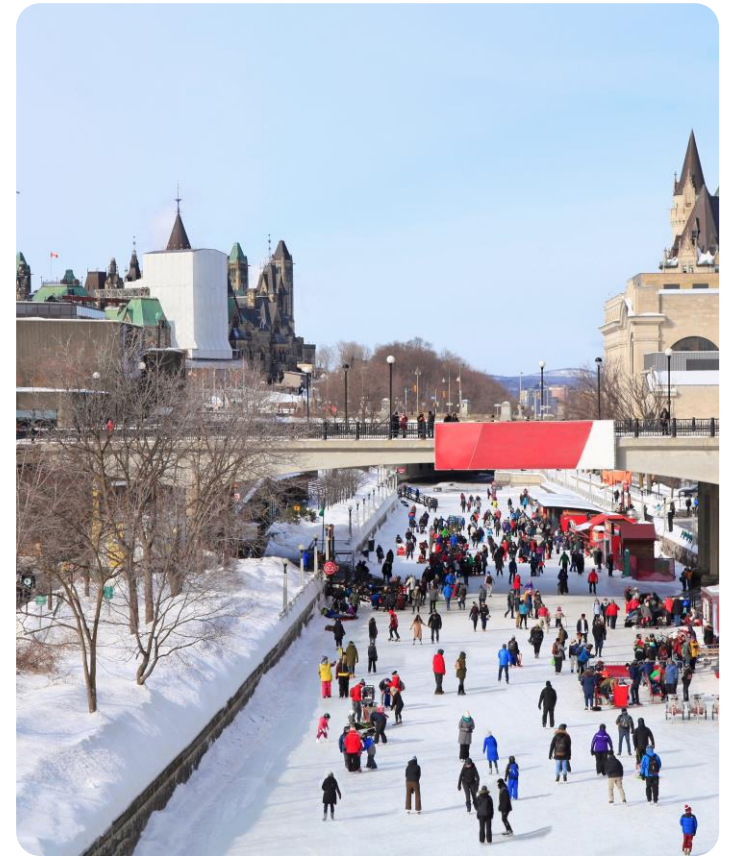(19 times out of 20)

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.
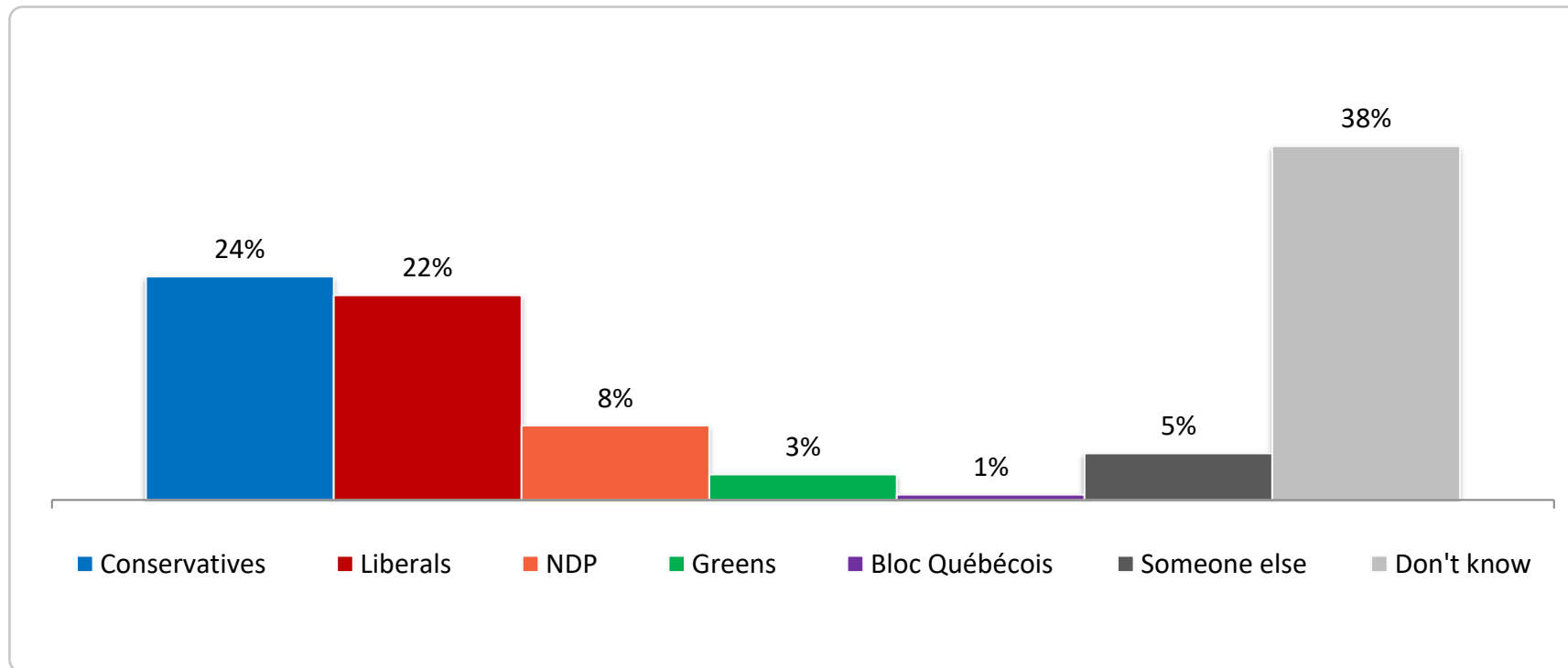
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Political
Alignment

Which Political Party Do You Agree With Most?

Over two-in-ten newcomers typically agree with or lean closer to either the Conservative (24%) or Liberal parties' (22%) views, although over a third indicated that they are unsure about their party affiliations (38%).

- ■ Conservatives
- ■ Liberals
- ■ NDP
- ■ Greens
- ■ Bloc Québécois
- ■ Someone else
- ■ Don't know

Q79. Regardless how you have voted in past elections or how you might vote in future, when it comes to what the main national political parties are saying or generally standing for, which one do you find yourself typically agreeing with more often? Base: Newcomers n=2104
Q80. Do you generally think of yourself as being a little closer to one of the national political parties over the others? Base: Undecided at Q79 n=950

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Le9er

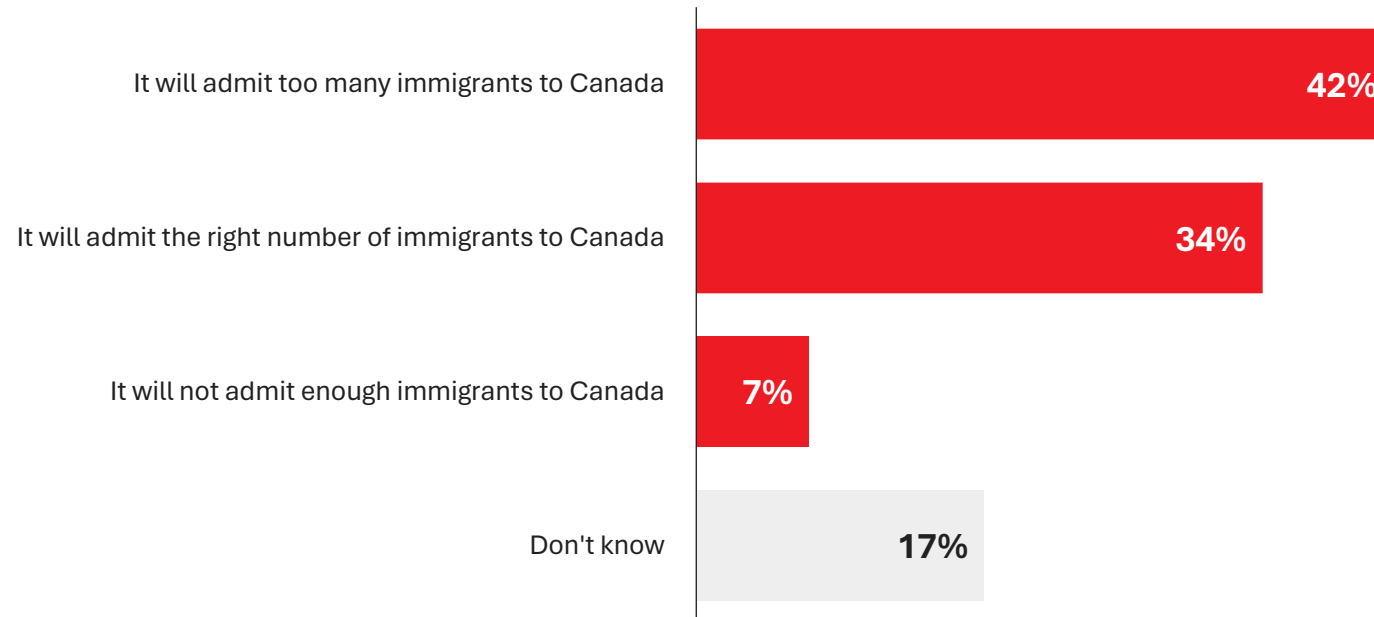# Which Political Party Do You Agree With Most?

Q79/80. Regardless how you have voted in past elections or how you might vote in future, when it comes to what the main national political parties are saying or generally standing for, which one do you find yourself typically agreeing with more often?

Base: Newcomers n=2104

	TOTAL	ETHNICITY									YEARS IN CANADA		CANADIAN STATUS				
		White	BIPOC (Net)	Latin American	Middle Eastern / North African	Black	South Asian	Southeast Asian	Chinese	Filipino	0-5	6-10	Citizen	Permanent Resident	Work Permit	Student Permit	Refugee
n=	2104	389	1735	167	237	239	412	162	233	257	1115	989	625	853	328	230	26
Conservatives	24%	24%	24%	24%	19%	13%	31%	25%	30%	19%	20%	28%	31%	25%	18%	11%	36%
Liberals	22%	22%	22%	30%	21%	27%	22%	25%	10%	21%	20%	23%	28%	19%	22%	16%	35%
NDP	8%	10%	8%	9%	10%	5%	7%	17%	10%	7%	5%	12%	11%	8%	5%	6%	0%
Greens	3%	5%	3%	4%	1%	2%	5%	2%	2%	1%	3%	3%	3%	3%	2%	3%	0%
Bloc Québécois	2%	1%	<1%	2%	1%	1%	<1%	<1%	<1%	<1%	1%	<1%	2%	1%	1%	<1%	0%
Someone else	5%	6%	3%	3%	3%	2%	2%	3%	5%	4%	3%	6%	5%	5%	4%	4%	0%
Don't know	38%	31%	39%	29%	44%	50%	31%	30%	41%	47%	47%	27%	22%	40%	46%	59%	31%

Opinion of Current Immigration Plan

Four-in-ten (42%) believe the government of Canada's current plan will admit too many immigrants into the country while a third (34%) believe it will admit the appropriate number of immigrants. Demographically, Quebec residents are much *less* likely to believe the current plan will admit too many immigrants (25% vs 45% across all other provinces) while those of Southeast Asian, Chinese, and South Asian ethnicities (64%, 55% and 50%, respectively) are *more* likely to believe this will be the case.

It will admit too many immigrants to Canada	**42%**
It will admit the right number of immigrants to Canada	**34%**
It will not admit enough immigrants to Canada	**7%**
Don't know	**17%**

Q81. The Government of Canada's current immigration plan is to welcome 465,000 immigrants to Canada this year, 485,000 in 2024 and 500,000 in 2025. In 2022, Canada admitted over 437,000 immigrants. Which of the following best reflects your opinion about the government's plan?

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Q81. The Government of Canada's current immigration plan is to welcome 465,000 immigrants to Canada this year, 485,000 in 2024 and 500,000 in 2025. In 2022, Canada admitted over 437,000 immigrants. Which of the following best reflects your opinion about the government's plan?

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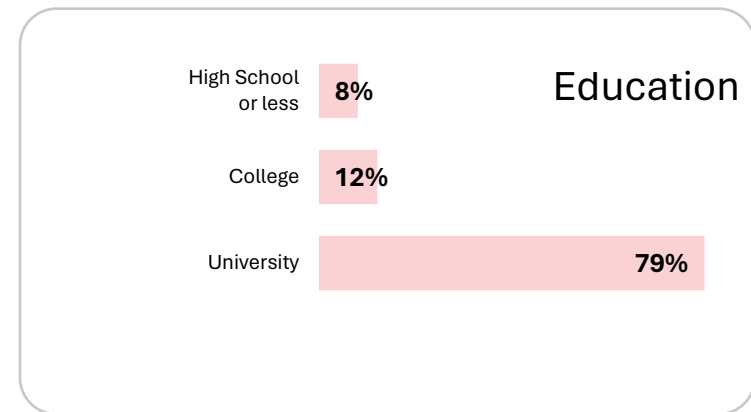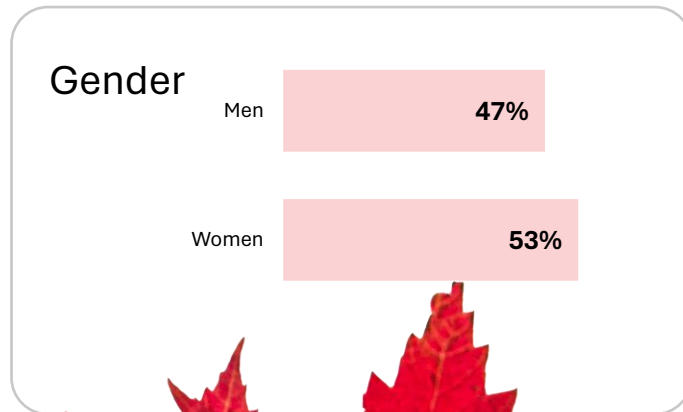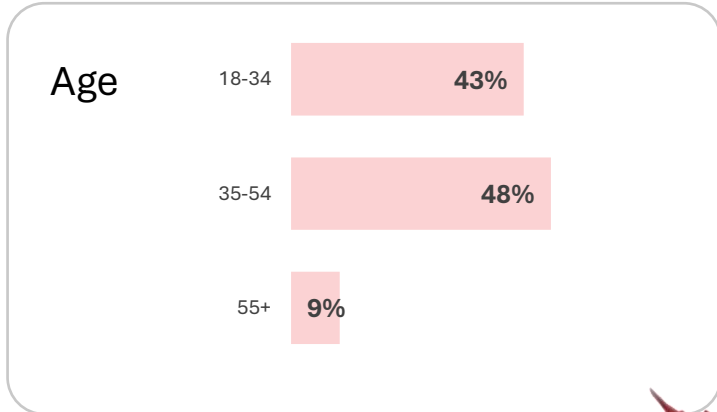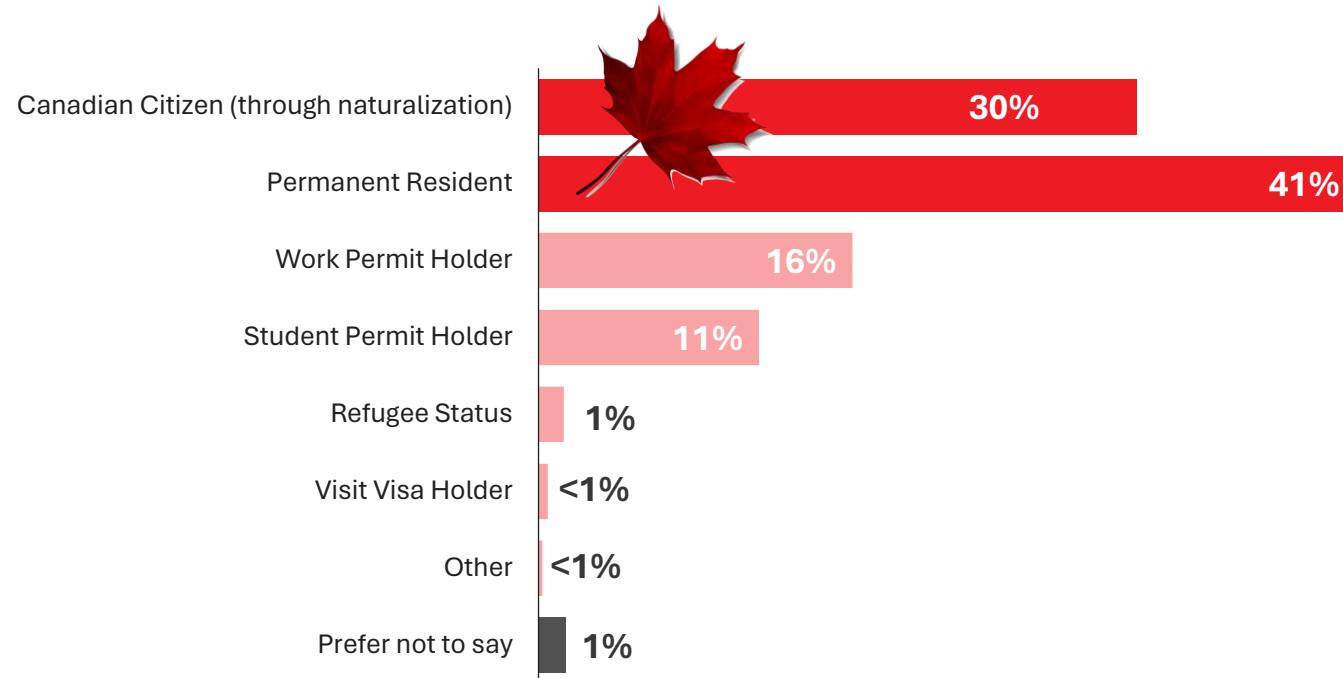|	TOTAL	ETHNICITY									YEARS IN CANADA		POLITICAL LEANING				
		White	BIPOC (Net)	Latin American	Middle Eastern / North African	Black	South Asian	Southeast Asian	Chinese	Filipino	0-5	6-10	CPC	LIBERAL	NDP	GREEN	DON'T KNOW
n=	2104	389	1735	167	237	239	412	162	233	257	2104	389	498	456	170	67	797
It will admit too many immigrants to Canada	42%	41%	42%	38%	32%	17%	50%	64%	55%	45%	38%	47%	57%	36%	39%	41%	36%
It will admit the right number of immigrants to Canada	34%	35%	35%	39%	32%	47%	28%	27%	30%	40%	37%	31%	31%	46%	34%	46%	29%
It will not admit enough immigrants to Canada	7%	5%	7%	9%	11%	11%	9%	4%	2%	2%	8%	6%	4%	6%	15%	9%	7%
Don't know	17%	19%	16%	15%	26%	25%	13%	4%	14%	13%	18%	17%	8%	12%	12%	4%	28%

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Their Profile
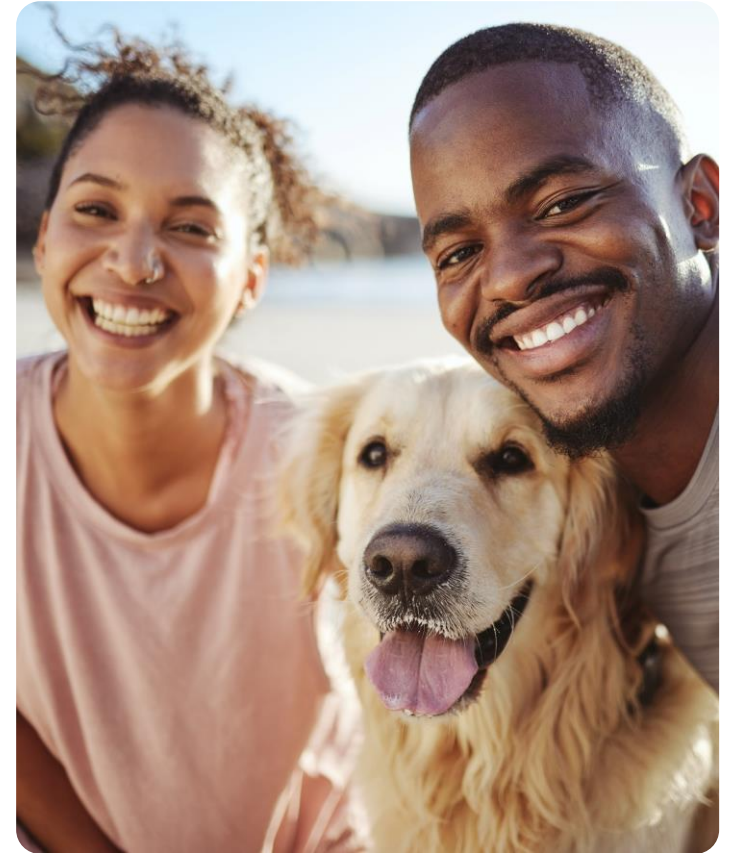
Demographic Profile

Understanding these demographic nuances is vital for engaging effectively with New Canadians. Notably, immigrants tend to be younger than the Canadian average, with the majority under 55. Despite higher education levels, newcomers often have lower income levels compared to the general population, pointing to the need for policies that better utilize their skills for successful integration.

Age

18-34	43%
35-54	48%
55+	9%

Gender

Men	47%
Women	53%

Education

High School or less	8%
College	12%
University	79%

Income

$60k	41%
$60k-$100k	27%
$100k+	22%
Prefer not to answer	10%

Employment

Employed	70%
Student	10%
Retired	3%
Other	16%
Prefer not to answer	1%
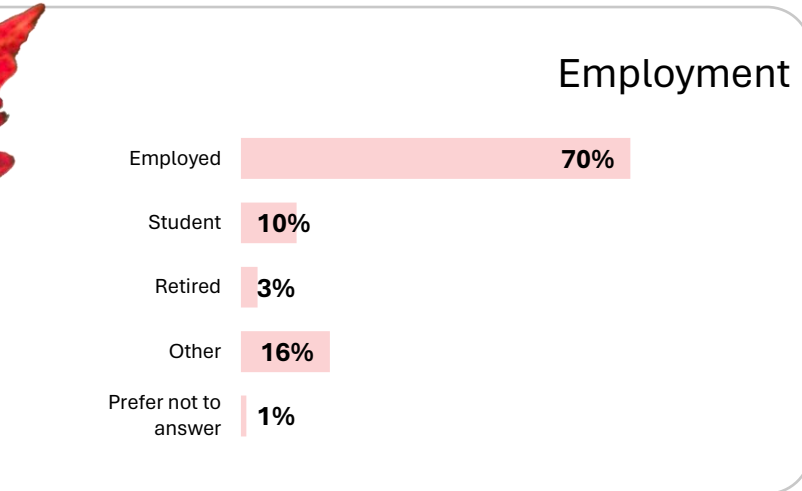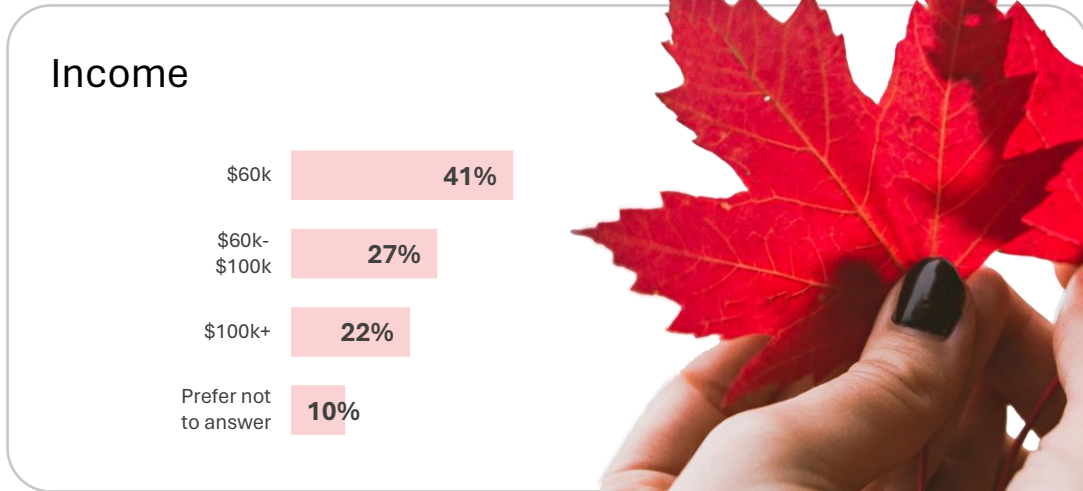
Legal Status in Canada

3 in 10 newcomers are Canadian citizens, and 4 in 10 are permanent residents.

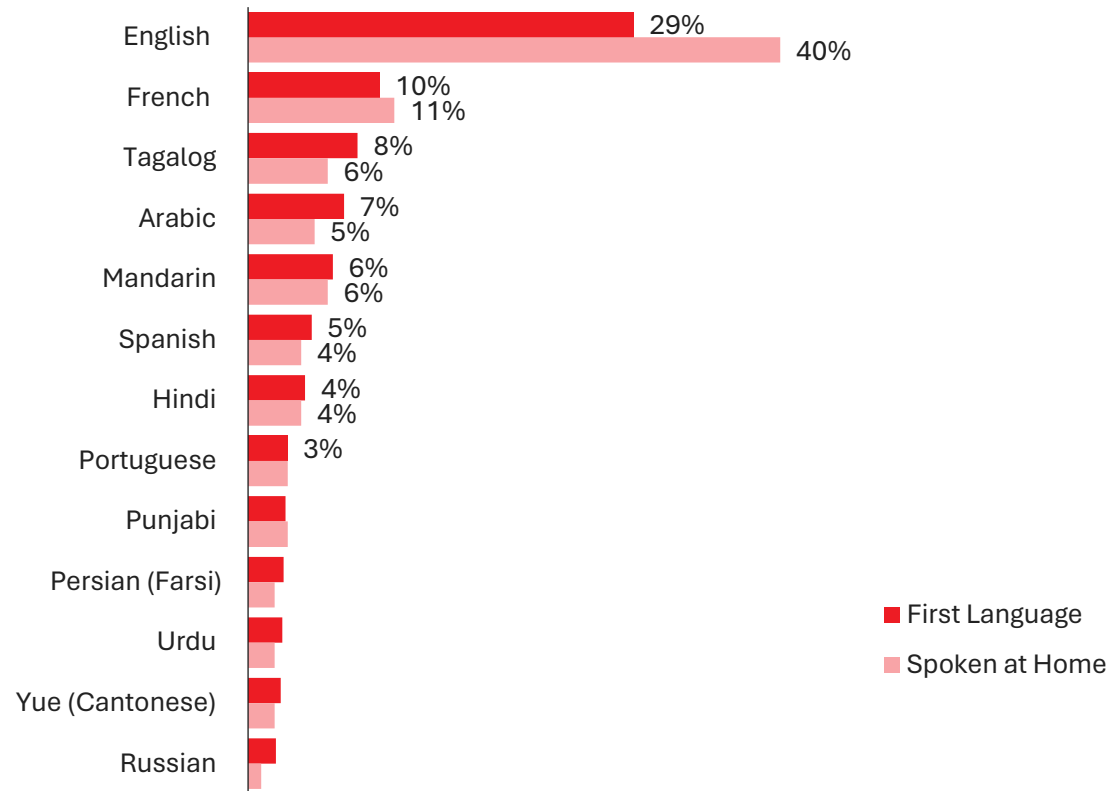|	
Canadian Citizen (through naturalization)	30%
Permanent Resident	41%
Work Permit Holder	16%
Student Permit Holder	11%
Refugee Status	1%
Visit Visa Holder	<1%
Other	<1%
Prefer not to say	1%

STATUS. What is your current legal status in Canada?

Base: Newcomers n=2104

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Languages Spoken

3 in 10 (29%) newcomers speak English as their first language, and 4 in 10 speak it most commonly at home. 1 in 10 speak French as their first language (10%) or at home (11%). Tagalog, Arabic, and Mandarin round out the top 5 languages spoken by newcomers.

	First Language	Spoken at Home
English	29%	40%
French	10%	11%
Tagalog	8%	6%
Arabic	7%	5%
Mandarin	6%	6%
Spanish	5%	4%
Hindi	4%	4%
Portuguese	3%	
Punjabi		
Persian (Farsi)		
Urdu		
Yue (Cantonese)		
Russian		

■ First Language
■ Spoken at Home

Mentions <2% not shown
Values <4% not labelled

LANGU. What is the language you first learned at home in your childhood and still understand?
LANG1. What language is most commonly spoken at home in your household?