

Shifting Borders: Canadian Attitudes Towards Immigration

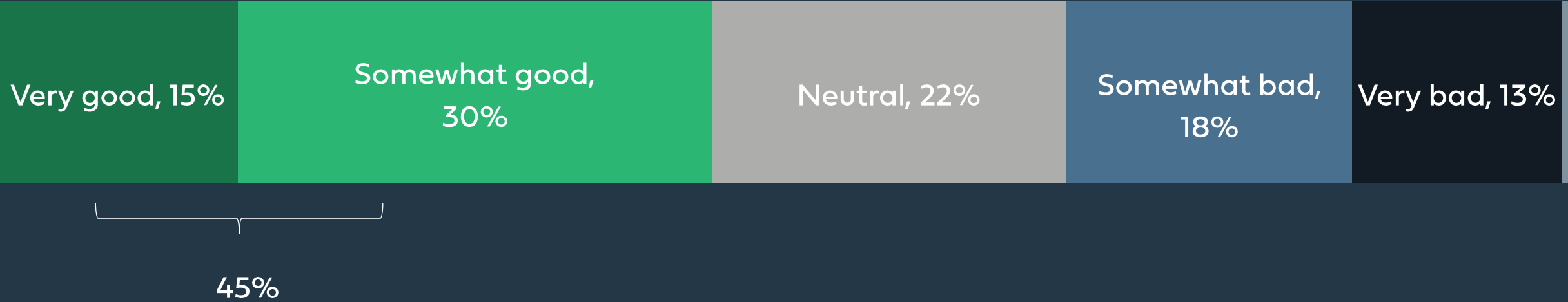
Broadbent Progress Summit 2025

Goals and Methodology

- Better understand Canadians' views on immigration
- National, online survey from March 5th to 13th, 2025
- 1,000 responses, weighted by age, gender, and region
- Equivalent random sample, MOE +/- 3.1%

Opinion on immigration is divided but skews positive.

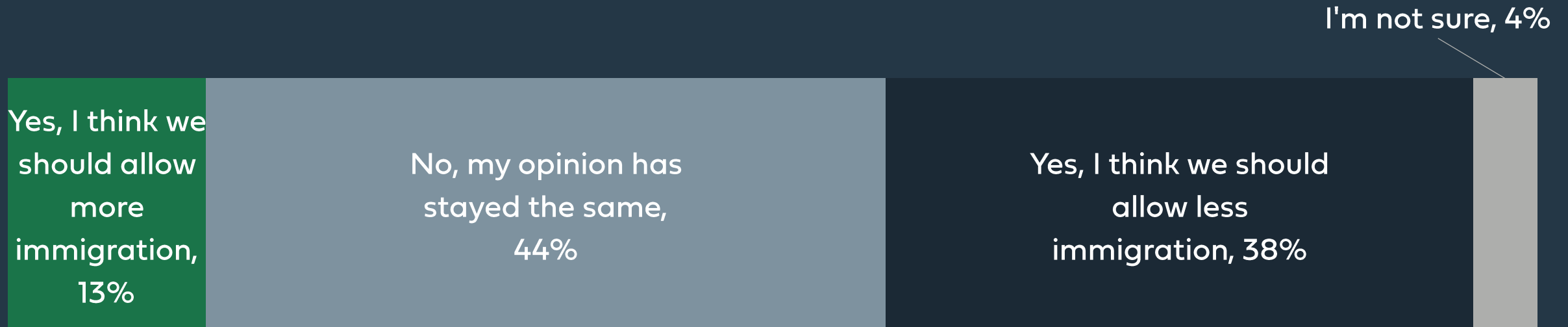
Canadians are more likely to view immigration positively than negatively.



Generally, what kind of impact do you think immigration has on Canada?

Support for immigration remains, but opinions are shifting quickly.

Nearly half say their opinion on immigration has stayed the same – but a third say they now support reducing immigration.



In the past year, has your opinion on immigration changed?

Immigration attitudes are strongly influenced by housing unaffordability.

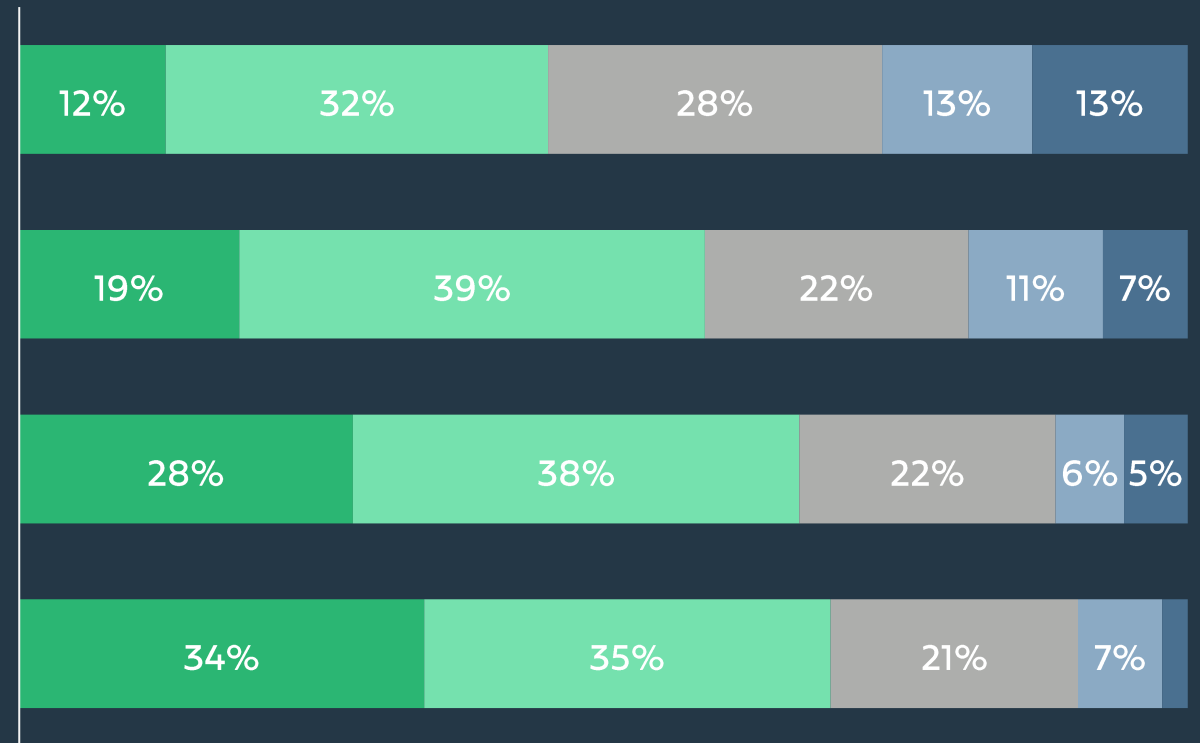
But there's contradicting opinions; immigration is seen as both the problem & the solution.

Immigrants and refugees are being scapegoated for Canada's housing shortages, and that's not right. Canada should continue to welcome newcomers, and get to work building homes and fixing...

Immigration supports economic growth by filling labour shortages in key industries

Canada needs more doctors, home building professionals and nurses. We need the country to welcome as many immigrants from those professions as possible.

Immigration makes housing harder to find and more expensive



Strongly agree Agree Neutral Disagree Strongly disagree

Immigration attitudes are strongly influenced by public service strain.

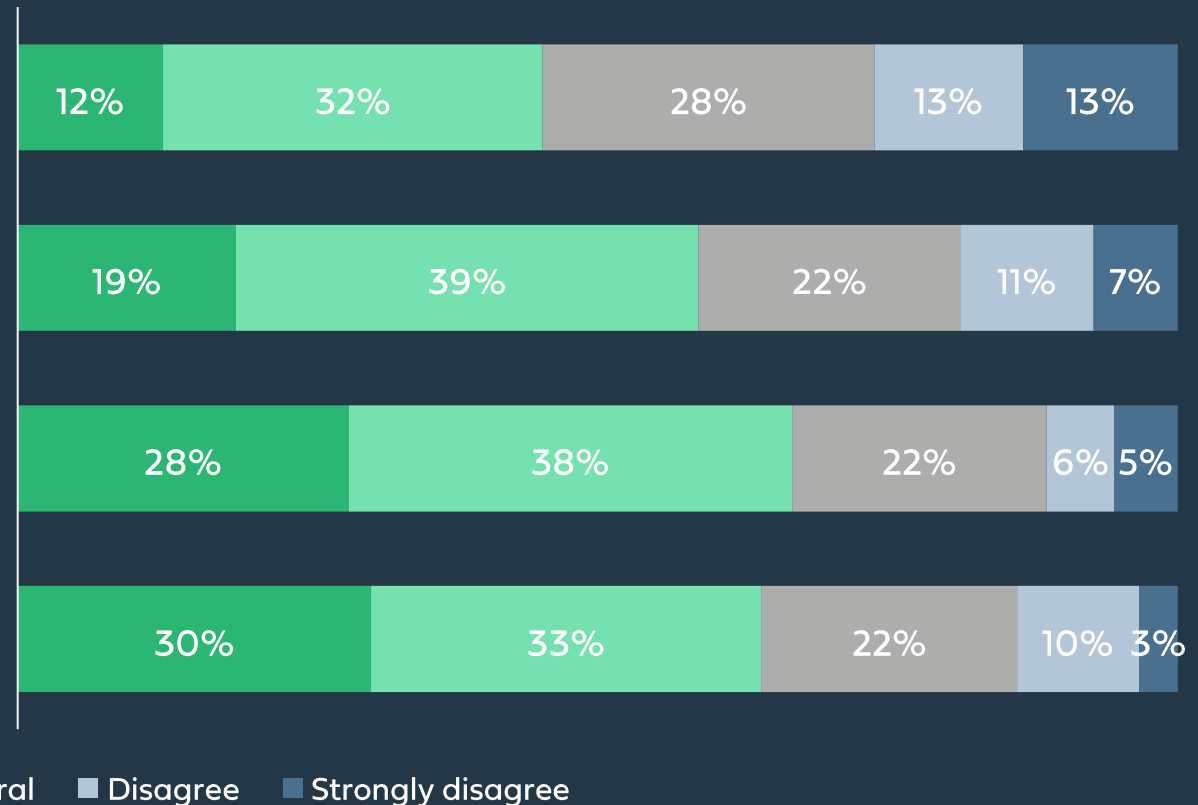
But there's contradicting opinions; immigration is seen as both the problem & the solution.

Immigrants and refugees are being scapegoated for Canada's housing shortages, and that's not right. Canada should continue to welcome newcomers, and get to work building homes and fixing...

Immigration supports economic growth by filling labour shortages in key industries

Canada needs more doctors, home building professionals and nurses. We need the country to welcome as many immigrants from those professions as possible.

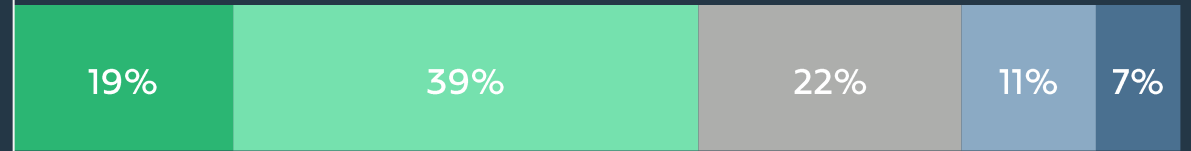
Immigration puts a strain on services like healthcare, education, and social programs.



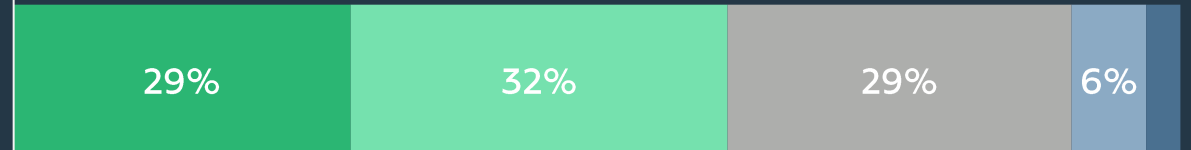
People recognize the nuances and need for immigration for economic sustainability.

Again, there's contradiction – immigration is seen as both the problem & the solution.

Immigration supports economic growth by filling labour shortages in key industries.



Successive governments have allowed fast food and coffee chains to use TFWs as cheap labour they can exploit. It's not fair to workers, and it's not fair to Canadians looking for a home. We should stop that type of temporary immigration.

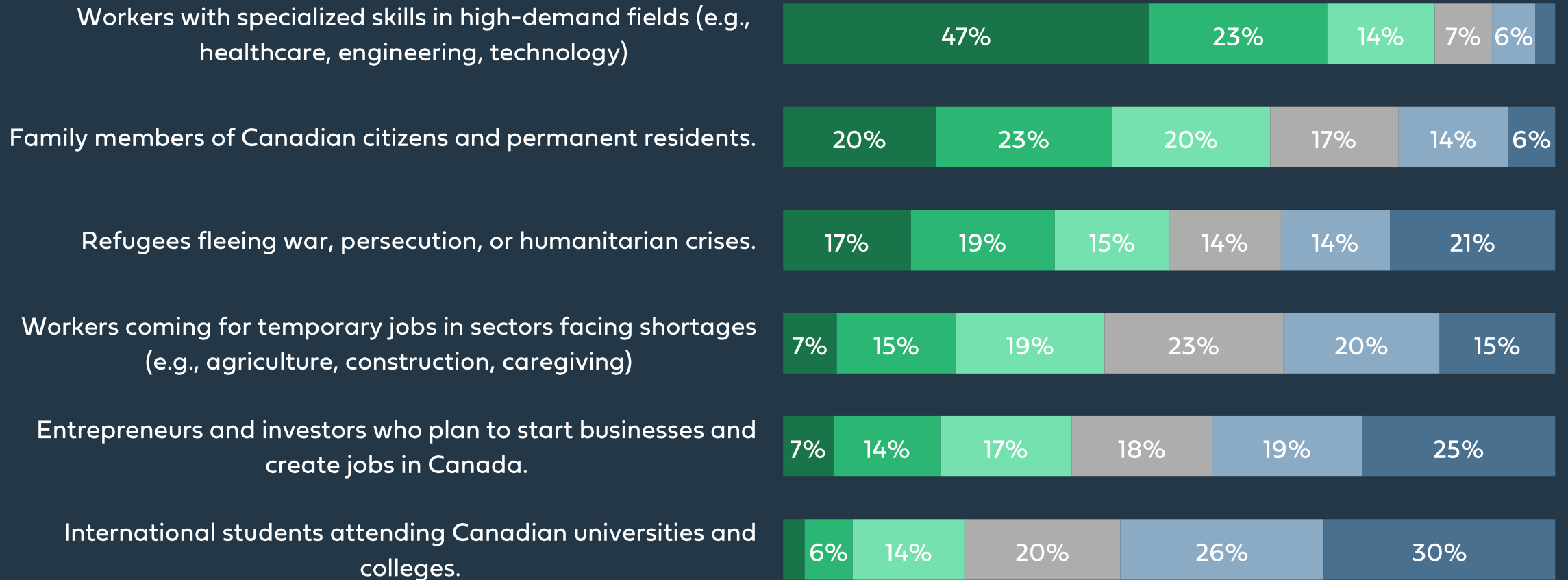


Immigration pushes wages lower and creates more competition for Canadian jobs.



Strongly agree Agree Neutral Disagree Strongly disagree

People have a strong preference for immigration focused on high skills for in-demand sectors.

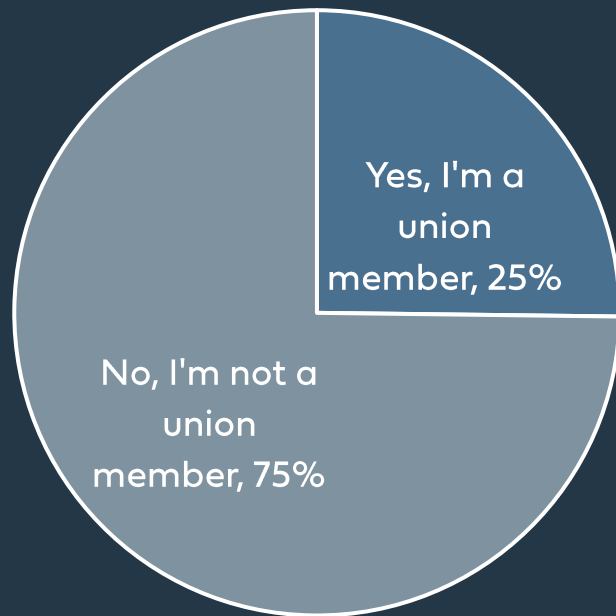


What next?

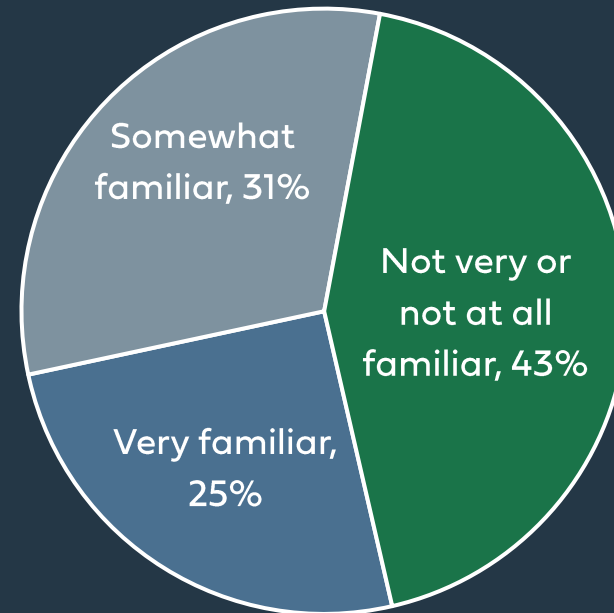
- Reform, not restriction.
- Focus on housing, healthcare, and cost of living.

Some notable characteristics.

These are highlighted given statistically significant differences we'll share in this presentation.

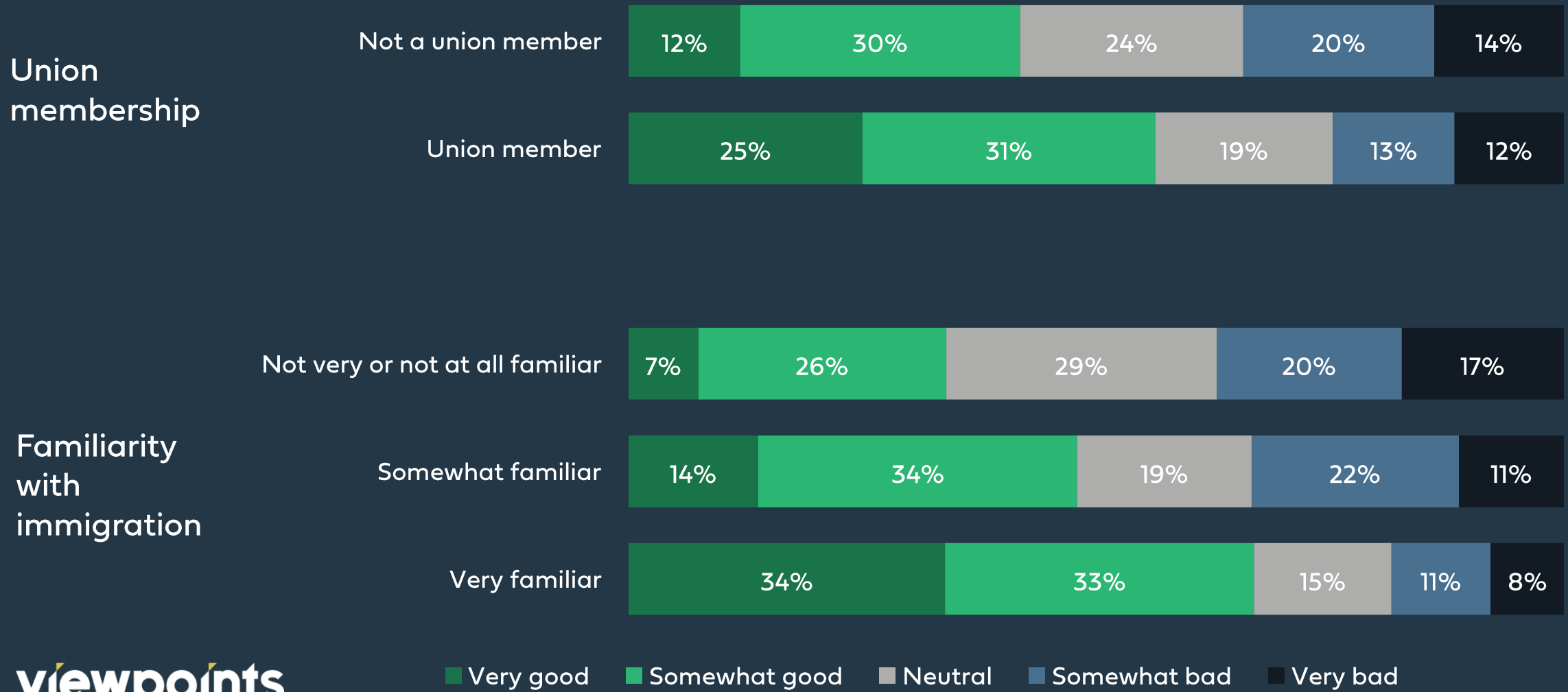


Are you currently a member of a labour union?
n (yes): 250
n (no): 750



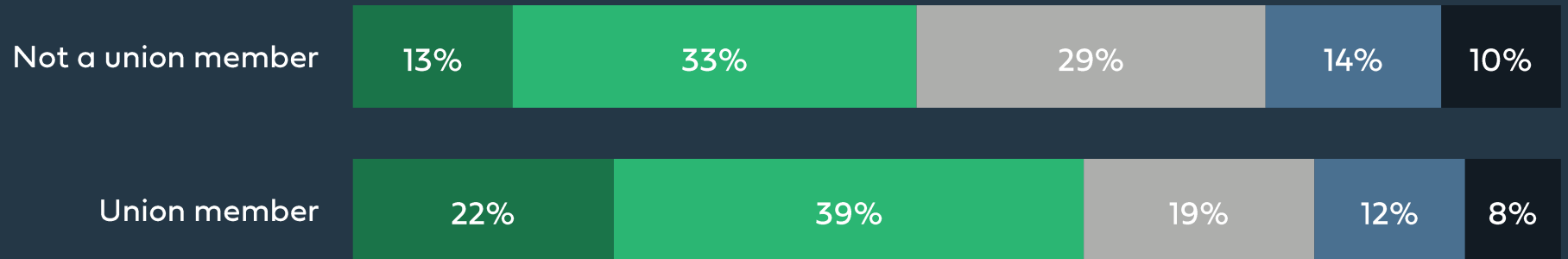
How familiar are you with the immigration process?
n (very): 248
n (somewhat): 313
n (not very or not at all): 428

Union members and those more familiar have much more positive perceptions of immigration.

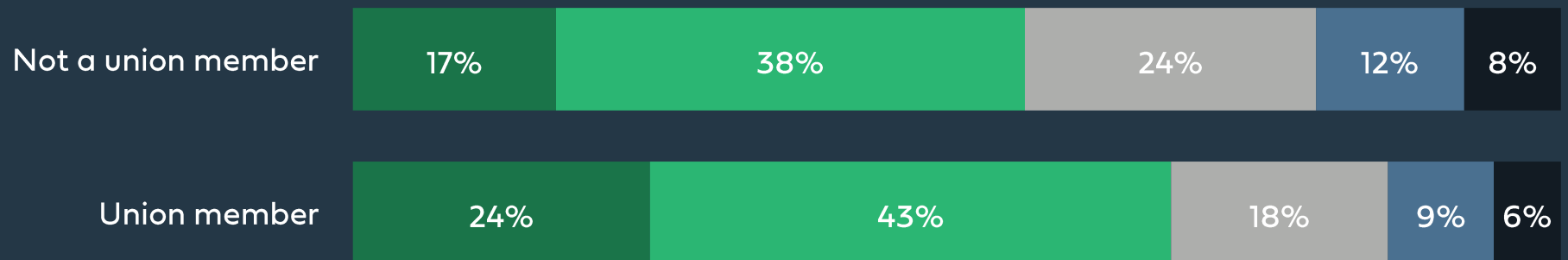


Unionized workers are more sympathetic to immigrants.

Immigration grows Canada's workforce and keeps our social programs sustainable.



Immigration supports economic growth by filling labour shortages in key industries.



viewpoints



Thank you!

viewpoints.ca