# Shifting Borders: Canadian Attitudes Towards Immigration

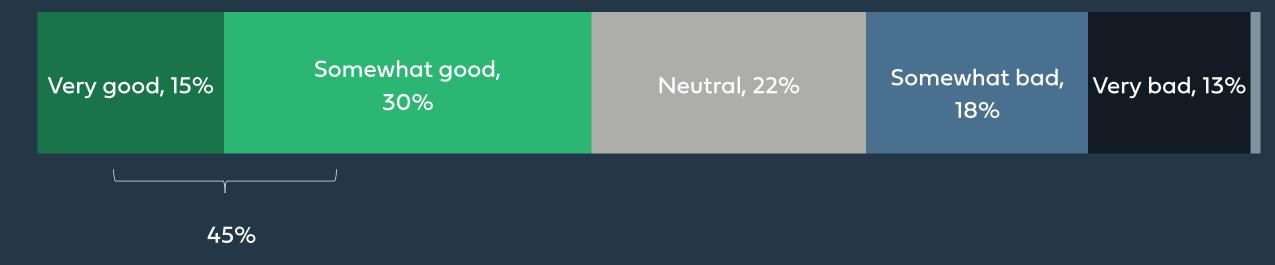
Broadbent Progress Summit 2025

#### Goals and Methodology

- Better understand Canadians' views on immigration
- National, online survey from March 5<sup>th</sup> to 13<sup>th</sup>, 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.

I'm not sure, 4%

Yes, I think we should allow more immigration, 13%

No, my opinion has stayed the same,

Yes, I think we should allow less immigration, 38%

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.

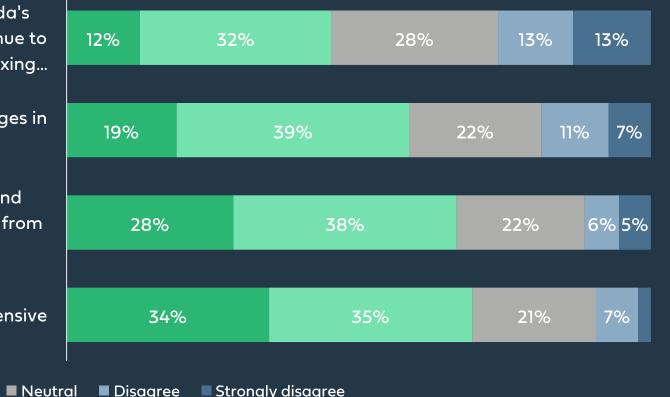
Agree

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





## Immigration attitudes are strongly influenced by public service strain.

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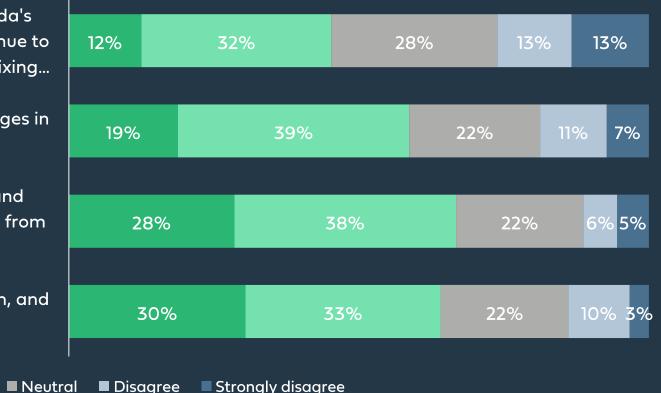
Immigration supports economic growth by filling labour shortages in key industries

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.

Strongly agree

Agree





### 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





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

Workers with specialized skills in high-demand fields (e.g., 14% 47% 23% 7% 6% healthcare, engineering, technology) Family members of Canadian citizens and permanent residents. 6% 20% 23% 14% 20% 17% Refugees fleeing war, persecution, or humanitarian crises. 17% 19% 15% 14% 14% 21% Workers coming for temporary jobs in sectors facing shortages 7% 15% 19% 23% 20% 15% (e.g., agriculture, construction, caregiving) Entrepreneurs and investors who plan to start businesses and 14% 17% 18% 19% 25% create jobs in Canada. International students attending Canadian universities and 6% 14% 20% 26% 30% colleges.



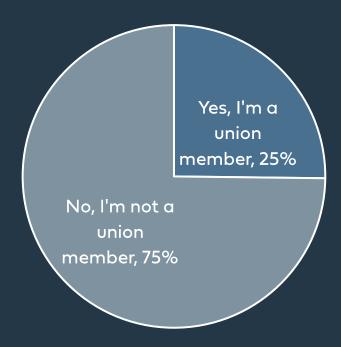
■1 - Most Priority ■2 ■3 ■4 ■5 ■6 - Least Priority

#### What next?

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

#### Some notable characteristics.

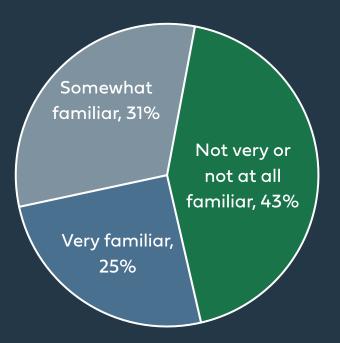
These are highlighted given statistically significant differences we'll share in this presentation.



Are you currently a member of a labour union?

n (yes): 250

n (no): 750



How familiar are you with the immigration process?

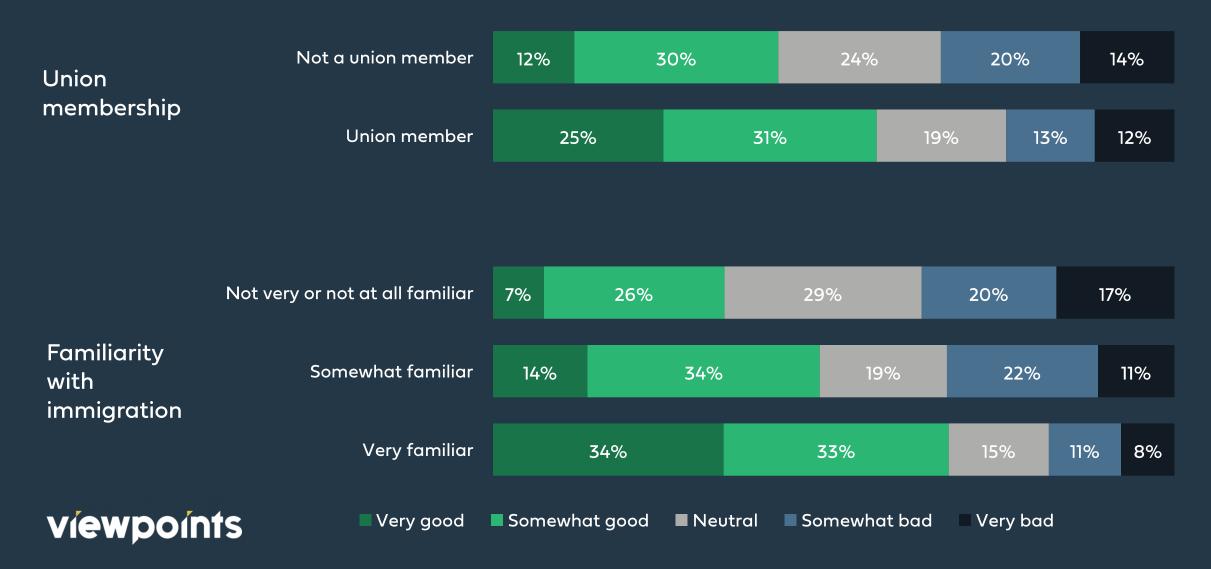
n (very): 248

n (somewhat): 313

n (not very or not at all): 428

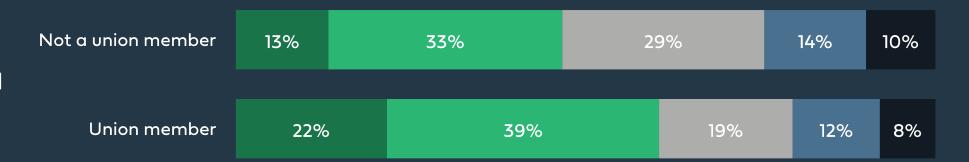


### Union members and those more familiar have much more positive perceptions of immigration.

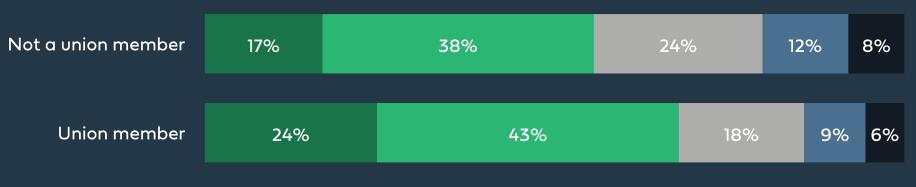


### Unionized workers are more sympathetic to immigrants.

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



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





Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

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Thank you!