Increasing immigration more likely to be seen as a positive rather than a negative on the economy. Most popular preference is to keep immigration to 2023 levels.

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The research gauged support for Canada accepting more immigrants as permanent residents and views on the impact that accepting more immigrants would have on the Canadian economy.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1012 Canadians, 18 years of age or older, between February 26th to March 1st, 2023 as part of an omnibus survey. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

Key Findings

1

INCREASING IMMIGRATION MORE LIKELY TO BE SEEN AS A POSITIVE RATHER THAN A NEGATIVE ON THE ECONOMY. MOST POPULAR PREFERENCE IS TO KEEP IMMIGRATION TO 2023 LEVELS.

Just under half of Canadians (46%) think that Canada should accept about the same number of immigrants as permanent residents in 2023, which is an increase of 10 percentage points since November 2020. Around one in three Canadians (34%) say that Canada should accept fewer than 340,000 immigrants, which has decreased by six percentage points since November 2020.

2

CANADIANS MORE LIKELY TO SAY THAT AN INCREASE IN IMMIGRANTS AS PERMANENT RESIDENTS WILL HAVE A POSITIVE OR SOMEWHAT POSITIVE IMPACT ON THE ECONOMY.

Just over half of Canadians say that an increase in immigrants as permanent residents will have a positive (21%) or somewhat positive impact (31%) on the economy, while around one in three Canadians say it will have a negative (19%) or somewhat negative impact (19%).

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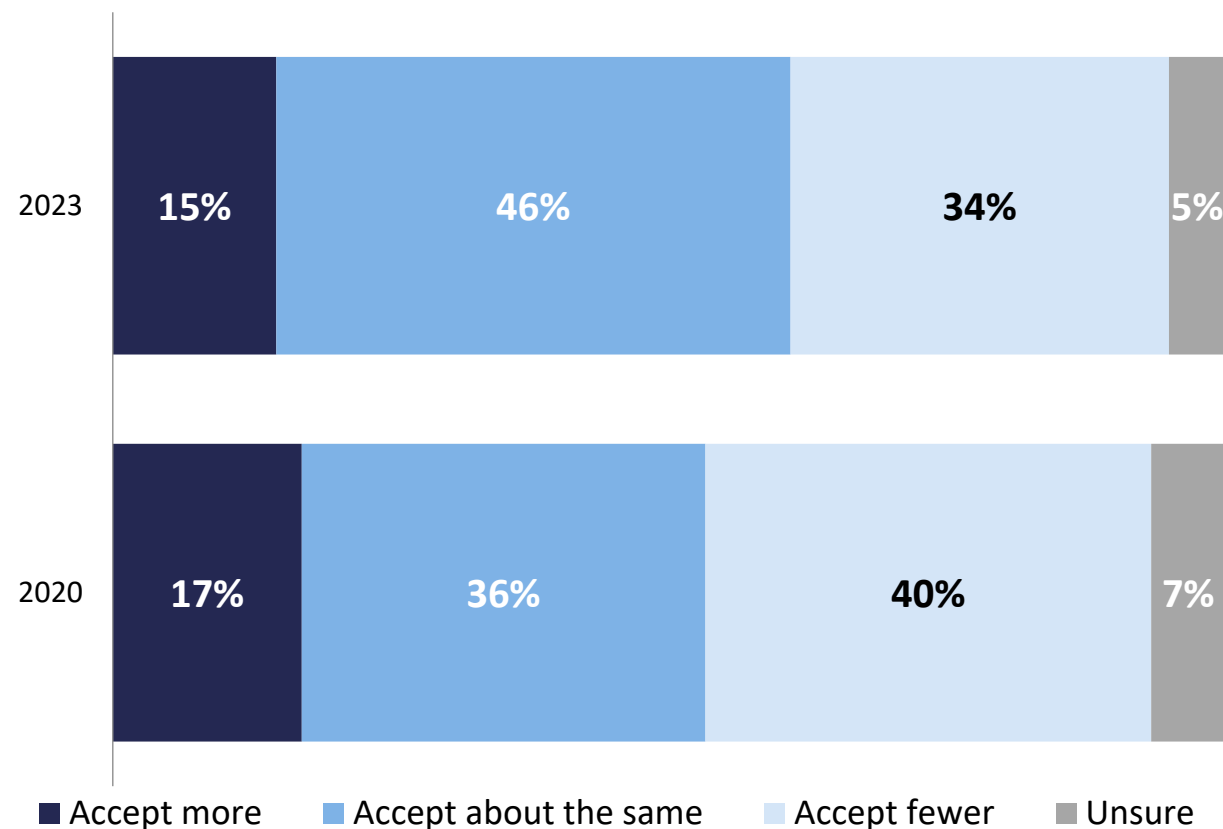
Canadians on immigration

"Just over two in five Canadians (46%) think that Canada should accept about the same number of immigrants as permanent residents in 2023, an increase of about ten percentage points since 2020. Residents of the Prairies are more likely to say that Canada should accept fewer than 340,000 immigrants (41%), than residents of the Atlantic (24%) or Quebec (31%)."

Q As you may know, in 2023 Canada is aiming to accept 465,000 immigrants as permanent residents. Should Canada accept more, about the same or fewer immigrants in 2023?

2020: As you may know, in 2019 Canada accepted about 340,000 immigrants as permanent residents. Should Canada accept more, the same amount or fewer than 340,000 immigrants in 2021?

2023: 15% | 46% | 34% | 5%

2020: 17% | 36% | 40% | 7%

■ Accept more ■ Accept about the same ■ Accept fewer ■ Unsure

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Canadians on immigration

Accept more

Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
19.3%	**13.8%**	**14.5%**	**12.7%**	**17.2%**

Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
12.9%	**16.3%**	**16.2%**	**13.0%**	**15.1%**

Accept fewer

Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
23.9%	**31.4%**	**34.4%**	**41.0%**	**33.1%**

Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
36.9%	**31.2%**	**33.3%**	**36.0%**	**32.8%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

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Impact of increasing immigration on Canadian economy

Q The government of Canada is planning to increase the annual target of immigrants as permanent residents from 465,000 in 2023 to 500,000 by 2025. Do you think this increase will have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the Canadian economy?

- ■ Positive impact — 21%
- ■ Somewhat positive impact — 31%
- ■ Somewhat negative impact — 19%
- ■ Negative impact — 19%
- ■ No impact — 4%
- ■ Unsure — 6%

" Canadians are more likely to say that the increase in the annual target of immigrants as permanent residents will have a positive (20%) or somewhat positive (31%) impact on the Canadian economy. Residents of Ontario and B.C. are more likely to say that the impact will be positive or somewhat positive on the Canadian economy, while residents of the Prairies are more likely to say the impact will be negative or somewhat negative. "
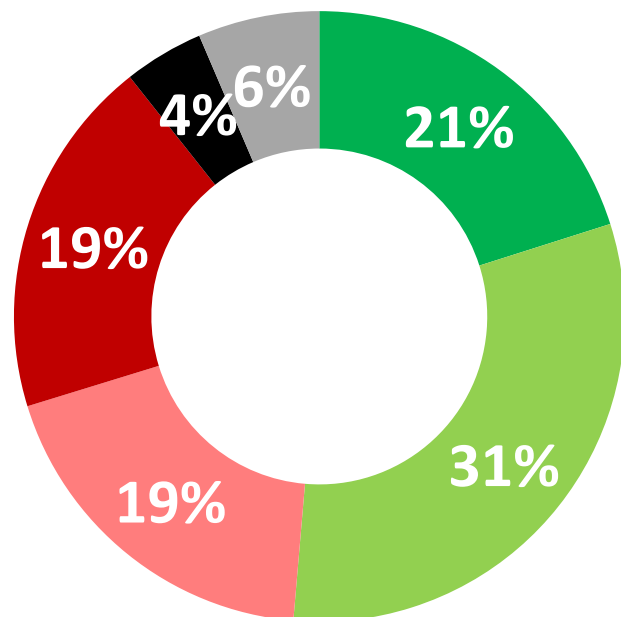
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Impact of increasing immigration on Canadian economy

Q The government of Canada is planning to increase the annual target of immigrants as permanent residents from 465,000 in 2023 to 500,000 by 2025. Do you think this increase will have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the Canadian economy?

Positive impact/Somewhat positive impact

Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
56.9%	**51.5%**	**54.3%**	**41.8%**	**53.9%**

Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
48.9%	**54.0%**	**53.0%**	**48.1%**	**53.4%**

Negative impact/Somewhat negative impact

Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
28.4%	**32.2%**	**37.2%**	**51.1%**	**36.1%**

Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
41.7%	**34.1%**	**36.1%**	**39.1%**	**37.7%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,012 Canadians, 18 years of age or older, between February 26th and March 1st, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding

METHODOLOGY

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1,012 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	February 26th to March 1st, 2023.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	14 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on foreign interference, views on Canada US relations, views on the federal budget, views on immigration, and views on the future standard of living.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

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ABOUT NANOS

Any questions?

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2023-2328 – Bloomberg/Nanos Survey – February OMNI - STAT SHEET

					Region				Gender			Age		
			Canada 2023-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Our next few questions are about immigration. As you may know, in 2023 Canada is aiming to accept 465,000 immigrants as permanent residents. Should Canada accept more, about the same or fewer immigrants in 2023?	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Accept more	%	14.7	19.3	13.8	14.5	12.7	17.2	12.9	16.3		16.2	13.0	15.1
	Accept about the same	%	46.2	52.0	49.2	44.1	43.7	47.3	45.8	46.6		42.9	47.2	47.5
	Accept fewer	%	34.0	23.9	31.4	34.4	41.0	33.1	36.9	31.2		33.3	36.0	32.8
	Unsure	%	5.1	4.8	5.5	7.1	2.7	2.4	4.4	5.9		7.6	3.8	4.6

					Region				Gender			Age		
			Canada 2023-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - The government of Canada is planning to increase the annual target of immigrants as permanent residents from 465,000 in 2023 to 500,000 by 2025. Do you think this increase will have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the Canadian economy?	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Positive impact	%	20.5	21.6	16.0	22.2	19.8	23.7	19.8	20.8		20.6	16.9	23.2
	Somewhat positive impact	%	31.1	35.3	35.5	32.2	22.0	30.2	29.0	33.2		32.4	31.2	30.2
	Somewhat negative impact	%	18.8	12.6	18.3	18.2	23.7	17.9	20.9	16.7		13.1	20.7	20.9
	Negative impact	%	19.0	15.9	13.9	19.0	27.5	18.2	20.9	17.4		22.9	18.4	16.8
	No impact	%	4.2	2.3	7.7	4.4	1.3	2.5	5.0	3.5		4.7	5.0	3.3
	Unsure	%	6.4	12.4	8.6	4.0	5.7	7.5	4.4	8.5		6.2	7.8	5.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,012 Canadians, 18 years of age or older, between February 26th to March 1st, 2023. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20. *Columns under 30 have been shaded.

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