

# Noticeable rise in Canadians who want to accept fewer immigrants compared to 2020 – now a clear majority opinion



National survey released December 2023  
Submission 2023-2509



Nanos was retained by CTV News to conduct research among Canadians to gauge their views on immigration targets for 2024.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,006 Canadians, 18 years of age or older, between December 27<sup>th</sup> to 29<sup>th</sup>, 2023 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

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

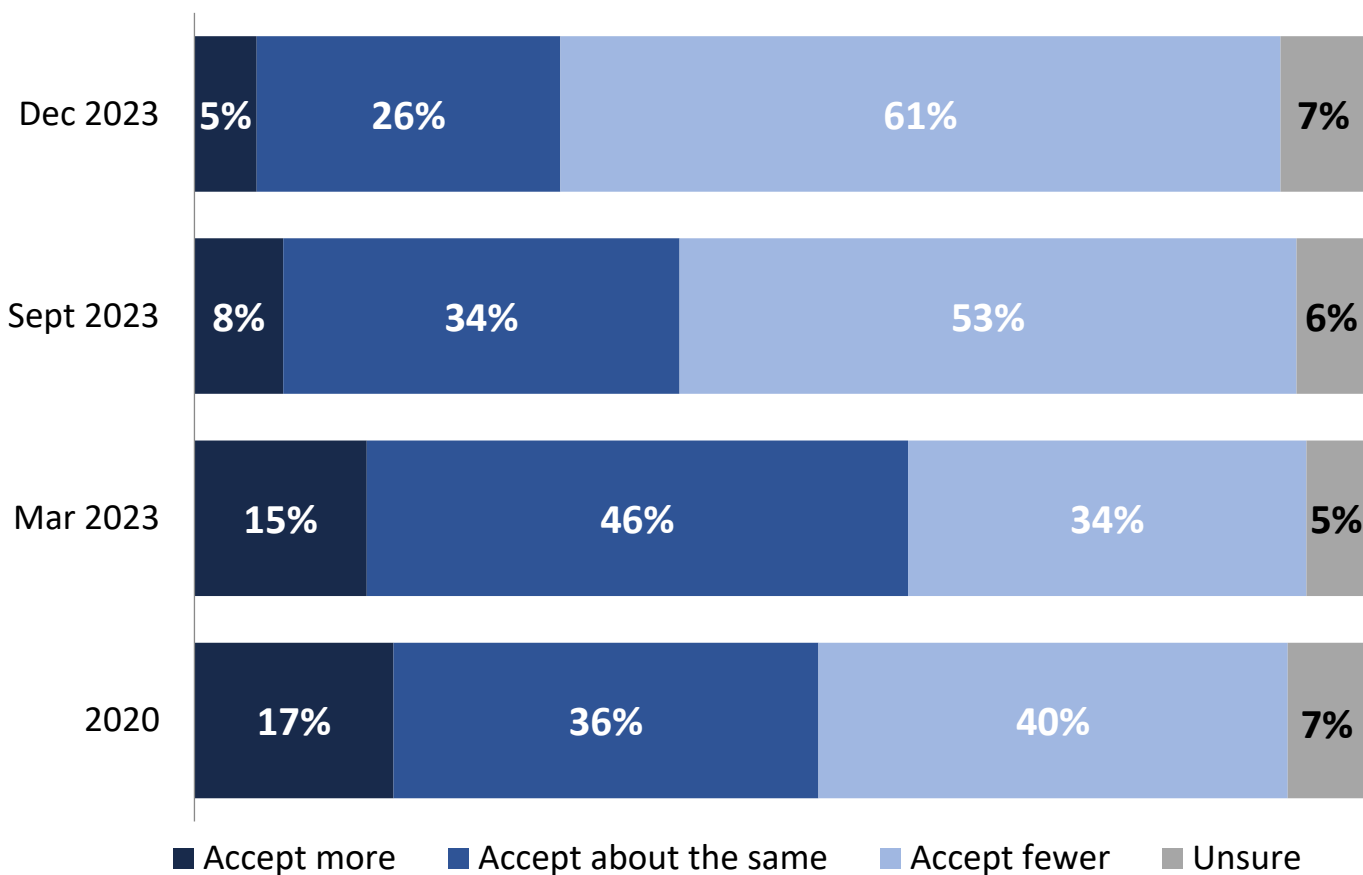
An increasing proportion of Canadians want Canada to accept fewer immigrants in 2024 compared to 2023 (61%; an eight-percentage point increase from September 2023), while the proportion who want to accept more immigrants continues to decline (five per cent; 17% in 2020).

Q – December 2023: As you may know, in 2023 Canada aimed to accept 465,000 immigrants as permanent residents and accepted 371,299 immigrants as of September 2023. Should Canada accept more, about the same or fewer immigrants in 2024?

March and September 2023: 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?

## Views on immigration targets for upcoming year

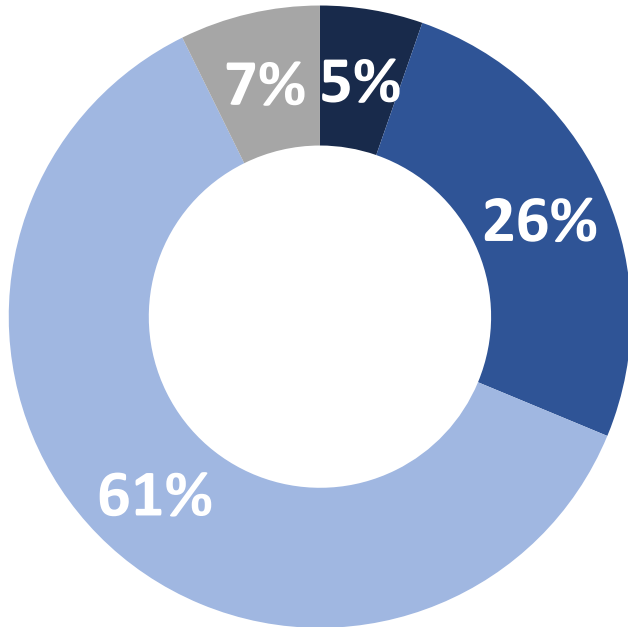


\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to 29<sup>th</sup>, 2023, n=1006, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Views on immigration targets for upcoming year – By demographics



- Accept more
- Accept about the same
- Accept fewer
- Unsure

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

	Atlantic (n=106)	Quebec (n=255)	Ontario (n=339)	Prairies (n=195)	BC (n=111)
<b>Accept fewer</b>	57.5%	50.7%	67.1%	68.1%	57.2%
	Men (n=557)	Women (n=447)	18 to 34 (n=192)	35 to 54 (n=320)	55 plus (n=494)
<b>Accept about the same</b>	64.9%	58.2%	60.4%	60.4%	62.9%
	Atlantic (n=106)	Quebec (n=255)	Ontario (n=339)	Prairies (n=195)	BC (n=111)
<b>Accept about the same</b>	26.3%	34.1%	22.8%	17.8%	30.8%
	Men (n=557)	Women (n=447)	18 to 34 (n=192)	35 to 54 (n=320)	55 plus (n=494)
<b>Accept about the same</b>	24.6%	27.3%	24.7%	25.5%	27.0%

Q – As you may know, in 2023 Canada aimed to accept 465,000 immigrants as permanent residents and accepted 371,299 immigrants as of September 2023. Should Canada accept more, about the same or fewer immigrants in 2024?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to 29<sup>th</sup>, 2023, n=1006, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Reason for opinion on number of immigrants Canada should accept

Q – Why do you have that opinion? [OPEN]

	Total (n=790)	Canada should accept more (n=44)	Canada should accept about the same (n=186)	Canada should accept fewer (n=513)	Unsure (n=47)
Lack of housing/housing crisis/nowhere to live	31.3%	-	11.0%	40.9%	32.2%
Canada doesn't have the infrastructure/social services/resources to support this	24.5%	2.8%	10.1%	32.6%	10.5%
Provides workers/economic growth Canada needs	12.0%	47.7%	35.6%	1.6%	4.8%
Government should focus on other priorities/help Canadians first	7.1%	-	1.1%	10.1%	4.6%
Immigration is good/necessary/helps sustain Canada	5.5%	17.7%	19.9%	-	1.0%
As long as they are skilled/contribute/proper screening is done	2.8%	5.7%	4.2%	1.5%	8.4%
Driving up prices and cost of living/puts a strain on economy	2.7%	-	0.3%	4.0%	-
Other	2.8%	3.3%	4.1%	1.8%	8.5%

TOP RESPONSES

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to 29<sup>th</sup>, 2023, n=790, accurate 3.5 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,006 Canadians, 18 years of age or older, between December 27<sup>th</sup> to 29<sup>th</sup>, 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  $\pm 3.1$  percentage points, 19 times out of 20.

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

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



Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1,006 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	December 27 <sup>th</sup> to 29 <sup>th</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

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	Ten 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, and views on priorities for the House of Commons.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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### EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)



# Any questions?

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For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)





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# TABULATIONS

2023-2507 – CTV/Nanos Survey – December Omni – Immigration – STAT SHEET

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – As you may know, in 2023 Canada aimed to accept 465,000 immigrants as permanent residents and accepted 371,299 immigrants as of September 2023. Should Canada accept more, about the same or fewer immigrants in 2024?	Total	Unwgt N	1006	106	255	339	195	111	557	447	2	192	320	494
		Wgt N	1002	67	232	389	175	139	490	510	2	267	324	411
	More	%	5.3	4.3	8.2	3.8	5.1	5.6	5.1	5.4		5.5	6.0	4.7
	About the same	%	25.9	26.3	34.1	22.8	17.8	30.8	24.6	27.3		24.7	25.5	27.0
	Fewer	%	61.4	57.5	50.7	67.1	68.1	57.2	64.9	58.2		60.4	60.4	62.9
	Unsure	%	7.3	11.9	6.9	6.3	9.0	6.4	5.4	9.2		9.4	8.1	5.3

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Why do you have that opinion? [OPEN-ENDED]	Total	Unwgt N	790	87	194	272	155	82	422	366	2	131	244	415
		Wgt N	779	53	176	311	137	100	361	415	2	187	243	348
	Lack of housing/housing crisis/nowhere to live	%	31.3	37.0	28.9	33.7	25.8	32.9	36.2	27.3		25.4	33.7	32.9
	Provides workers/economic growth Canada needs	%	12.0	14.6	18.6	9.3	7.2	13.9	11.4	12.3		9.9	14.1	11.6
	Government should focus on other priorities/help Canadians first	%	7.1	6.5	4.9	8.2	10.2	4.0	4.2	9.7		12.7	4.9	5.7
	Immigration is good/necessary/helps sustain Canada	%	5.5	2.5	6.4	4.6	4.5	9.9	4.4	6.5		3.4	6.3	6.2
	Lack of integration/assimilation to culture	%	1.0	0.0	2.0	0.4	0.9	2.1	0.8	1.2		0.0	0.7	1.9
	There needs to be enough jobs to support this/not enough jobs to go around	%	2.2	0.0	1.9	2.8	2.1	2.1	1.9	2.5		2.7	2.2	1.9
	Too much already/need to decrease/get it under control	%	2.0	2.6	4.3	1.3	2.0	0.0	2.1	1.8		1.5	0.8	3.1
	Ongoing wars/crises/need to help people	%	2.2	4.5	2.2	1.4	2.7	2.8	0.9	3.4		2.8	1.9	2.1
	Driving up prices and cost of living/puts a strain on economy	%	2.7	0.9	3.0	2.9	4.6	0.0	3.2	2.3		3.4	4.3	1.2
	Canada doesn't have the infrastructure/social services/resources to support this	%	24.5	27.1	17.4	27.1	26.8	24.1	24.3	24.7		28.0	20.9	25.0
	As long as they are skilled/contribute/proper screening is done	%	2.8	1.7	1.5	2.6	5.7	2.1	2.6	2.9		3.4	3.2	2.1
	Keep status quo/fine as is	%	1.1	0.0	1.8	1.0	1.4	0.0	0.9	1.2		2.2	1.2	0.4
	Government needs an actual plan/resources to process immigrants properly	%	1.1	0.0	1.0	1.9	0.0	1.2	1.5	0.9		0.5	1.6	1.2
	I don't know enough about it	%	1.3	1.8	2.0	0.0	1.8	2.8	1.2	1.3		0.5	1.1	1.8
	Other	%	2.8	0.9	3.5	2.8	3.1	2.1	4.2	1.6		2.8	2.7	2.9
	Unsure	%	0.3	0.0	0.4	0.0	1.0	0.0	0.2	0.3		0.8	0.3	0.0

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**2023-2507 – CTV/Nanos Survey – December Omni – Immigration – STAT SHEET**

			Question – As you may know, in 2023 Canada aimed to accept 465,000 immigrants as permanent residents and accepted 371,299 immigrants as of September 2023. Should Canada accept more, about the same or fewer immigrants in 2024?				
			Canada 2023-12	More	About the same	Fewer	Unsure
Question – Why do you have that opinion? [OPEN]	Total	Unwgt N	790	44	186	513	47
		Wgt N	779	42	177	510	50
	Lack of housing/housing crisis/nowhere to live	%	31.3	0.0	11.0	40.9	32.2
	Provides workers/economic growth Canada needs	%	12.0	47.7	35.6	1.6	4.8
	Government should focus on other priorities/help Canadians first	%	7.1	0.0	1.1	10.1	4.6
	Immigration is good/necessary/helps sustain Canada	%	5.5	17.7	19.9	0.0	1.0
	Lack of integration/assimilation to culture	%	1.0	0.0	0.5	1.2	2.3
	There needs to be enough jobs to support this/not enough jobs to go around	%	2.2	0.0	0.4	2.7	5.1
	Too much already/need to decrease/get it under control	%	2.0	0.0	1.3	2.4	1.9
	Ongoing wars/crises/need to help people	%	2.2	22.7	3.6	0.1	1.9
	Driving up prices and cost of living/puts a strain on economy	%	2.7	0.0	0.3	4.0	0.0
	Canada doesn't have the infrastructure/social services/resources to support this	%	24.5	2.8	10.1	32.6	10.5
	As long as they are skilled/contribute/proper screening is done	%	2.8	5.7	4.2	1.5	8.4
	Keep status quo/fine as is	%	1.1	0.0	4.7	0.0	0.0
	Government needs an actual plan/resources to process immigrants properly	%	1.1	0.0	2.5	0.9	0.0
	I don't know enough about it	%	1.3	0.0	0.0	0.2	17.3
	Other	%	2.8	3.3	4.1	1.8	8.5
	Unsure	%	0.3	0.0	0.8	0.0	1.5