



Canadians divided on temporary foreign workers - Majority support businesses bringing in temporary foreign workers but favour reduced permits.

National survey released September, 2024
Field: August 30th to September 2nd, 2024
Submission 2024-2669

Bloomberg



The research gauged the opinions among Canadians on Canada's temporary foreign worker program, specifically whether respondents support or oppose bringing in temporary foreign workers when companies claim they cannot find suitable Canadian candidates. Additionally, it explores whether Canada should approve more, the same, or fewer permits in 2025 compared to the approximately 240,000 permits granted in 2023.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,093 Canadians, 18 years of age or older, between August 30th and September 2nd, 2024 as part of an omnibus survey.

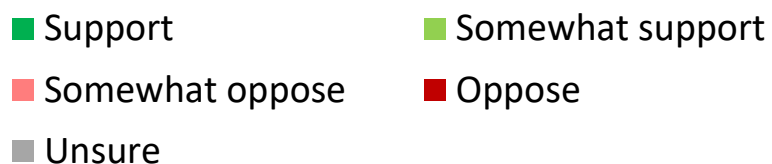
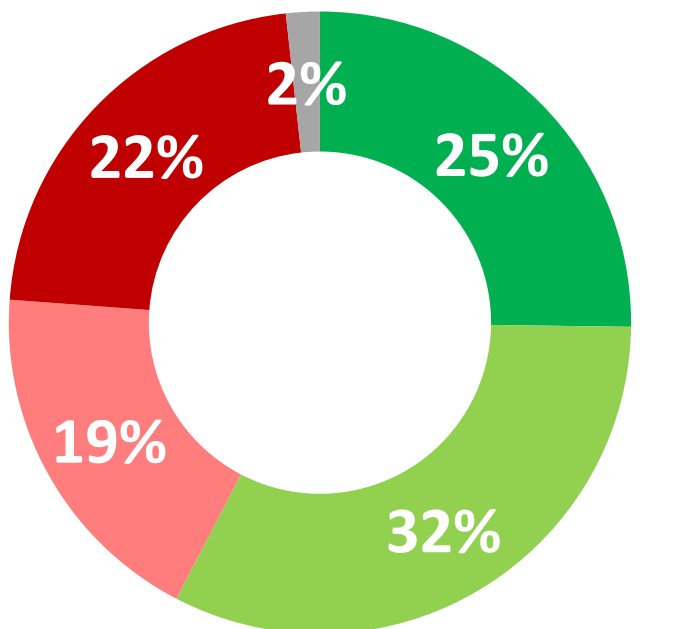
The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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

Opinion on temporary foreign workers in Canada

Under **3 in 5** Canadians

support or somewhat support businesses bringing in temporary foreign workers when they claim they cannot find a suitable Canadian worker to fill the job, while just over two in five Canadians oppose or somewhat oppose and two percent are unsure. Residents of Quebec are more likely to support or somewhat support this (74%) than residents of the Prairies (47%).



*Weighted to the true population proportion.

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

Q – As you may know, Canada has a temporary foreign worker program to help employers fill jobs in Canada. Do you support, somewhat support, somewhat oppose or oppose businesses bringing in temporary foreign workers when they claim they cannot find a suitable Canadian worker to fill the job?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Opinion on temporary foreign workers in Canada – by demographics

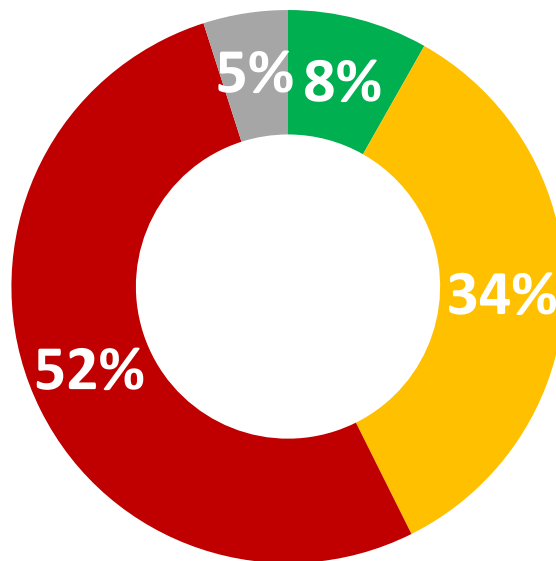
Q – As you may know, Canada has a temporary foreign worker program to help employers fill jobs in Canada. Do you support, somewhat support, somewhat oppose or oppose businesses bringing in temporary foreign workers when they claim they cannot find a suitable Canadian worker to fill the job?

Support/ Somewhat support				
Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
58.4%	73.6%	52.5%	47.1%	58.5%
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
57.0%	58.3%	43.2%	55.1%	69.0%
Oppose/ Somewhat oppose				
Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
40.7%	23.5%	46.4%	51.6%	39.0%
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
41.9%	39.2%	54.6%	43.8%	28.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Future approvals for temporary foreign worker permits

Q – In 2023, Canada approved businesses' requests to fill about 240,000 jobs under the temporary foreign worker program, which is about double the amount compared to 2019. Should Canada approve more, about the same or fewer permits for temporary foreign workers in 2025 if they are requested by employers?



■ More ■ About the same ■ Fewer ■ Unsure

Canadians are **seven** times

more likely to think Canada should approve fewer rather than more temporary foreign worker permits in 2025, while one in three think Canada should approve about the same amount. Residents in the Prairies are more likely to say Canada should approve fewer permits (62%) than residents in Quebec (34%) or BC (50%).

*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, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Future approvals for temporary foreign worker permits – by demographics

Q – In 2023, Canada approved businesses’ requests to fill about 240,000 jobs under the temporary foreign worker program, which is about double the amount compared to 2019. Should Canada approve more, about the same or fewer permits for temporary foreign workers in 2025 if they are requested by employers?

More				
Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
7.1%	11.4%	7.2%	5.7%	9.4%
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
9.0%	7.2%	4.5%	8.1%	10.7%
Fewer				
Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
55.2%	33.7%	59.8%	61.8%	49.8%
Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
57.4%	47.3%	60.8%	55.1%	44.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 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 1,093 Canadians, 18 years of age or older, between August 30th and September 2nd, 2024 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 ±3.0 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

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1093 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 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	August 30 th to September 2 nd , 2024.
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 immigration, and views on electric vehicles.
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.
Data Tables	By region, age and gender



As one of North America’s premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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

ABOUT NANOS

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co





NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co