

Over three quarters of Canadians support or somewhat support the reduction in permanent resident targets.

National survey released November, 2024
Field: November 4th to 6th, 2024
Submission 2024-2718

Bloomberg



The research gauged the opinions of Canadians on the federal government recent reduced target of new permanent residents for 2025 and 2026, and its impact on their impression of the Prime Minister Justin Trudeau.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 4th and 6th, 2024 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

STRONG SUPPORT FOR REDUCING PERMANENT RESIDENT TARGETS

When asked their thoughts on the federal government's reduction in their target of new permanent residents in 2025 and 2026, [78%](#) of Canadians say they support ([53%](#)) or somewhat support ([25%](#)) the new targets. [Seventeen percent](#) oppose ([12%](#)) or somewhat oppose ([five percent](#)) the reduction and [five percent](#) of Canadians reported being unsure. These findings are consistent across regions, age groups and genders.

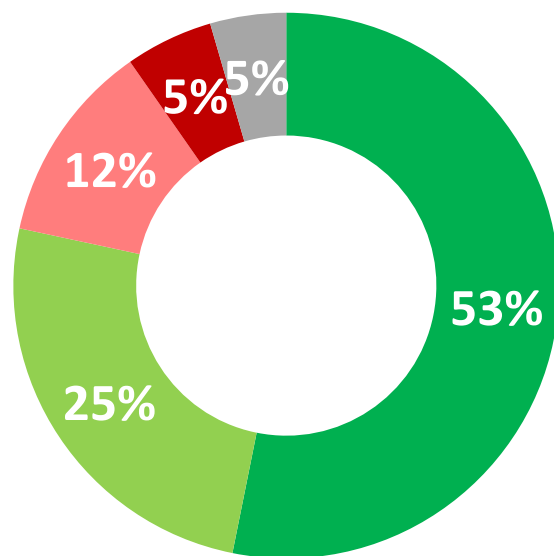
2

IMPRESSIONS OF PRIME MINISTER AMID NEW IMMIGRATION PLAN

Just over half of respondents ([51%](#)) state that the new immigration plan has no impact on their impressions of Justin Trudeau, while just under three in ten say it has a positive ([8%](#)) or somewhat positive ([20%](#)) impact on their impressions of the Prime Minister. [Seventeen per cent](#) of respondents reported that their impressions of Justin Trudeau were negatively ([10%](#)) or somewhat negatively ([seven percent](#)) affected by the new targets.

Support for the reduction in permanent resident targets

Q – As you may know, the federal government has recently reduced the target of new permanent residents it plans on accepting in 2025 and 2026, from 500,000 each year to 395,000 in 2025 and 380,000 in 2026, which is expected to result in a population decline of 0.2%. Do you support, somewhat support, somewhat oppose or oppose this reduction in permanent resident targets?



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

*Weighted to the true population proportion.

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

Over 3 in 4 Canadians

support (53%) or somewhat support (25%) the federal government reducing its target of new permanent residents in 2025 and 2026. The results are consistent across regions, age groups and genders.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

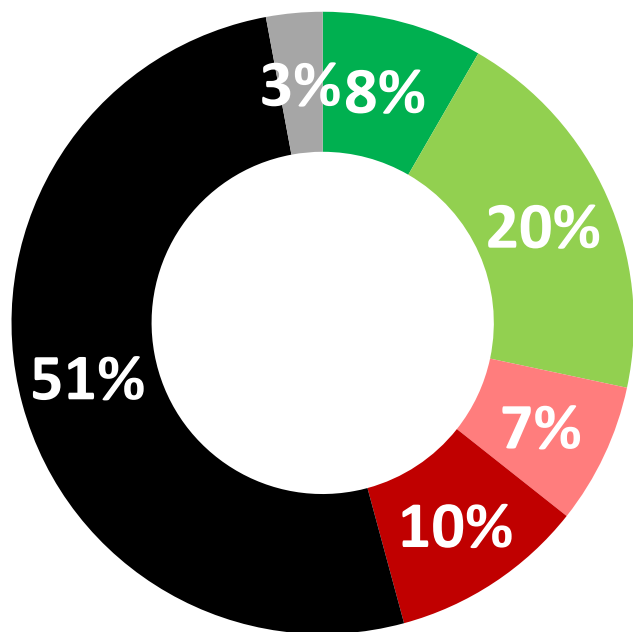
Support for the reduction in permanent resident targets - by demographics

Q – As you may know, the federal government has recently reduced the target of new permanent residents it plans on accepting in 2025 and 2026, from 500,000 each year to 395,000 in 2025 and 380,000 in 2026, which is expected to result in a population decline of 0.2%. Do you support, somewhat support, somewhat oppose or oppose this reduction in permanent resident targets?

Support/ Somewhat support				
Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
77.1%	78.8%	81.8%	74.9%	73.1%
Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
79.8%	77.0%	75.7%	79.3%	79.4%
Oppose/ Somewhat oppose				
Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
18.6%	19.6%	13.4%	20.7%	18.2%
Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
16.4%	17.8%	18.1%	15.1%	18.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Impressions on Prime Minister Justin Trudeau



- Positive impact
- Somewhat positive impact
- Somewhat negative impact
- Negative impact
- No impact
- Unsure

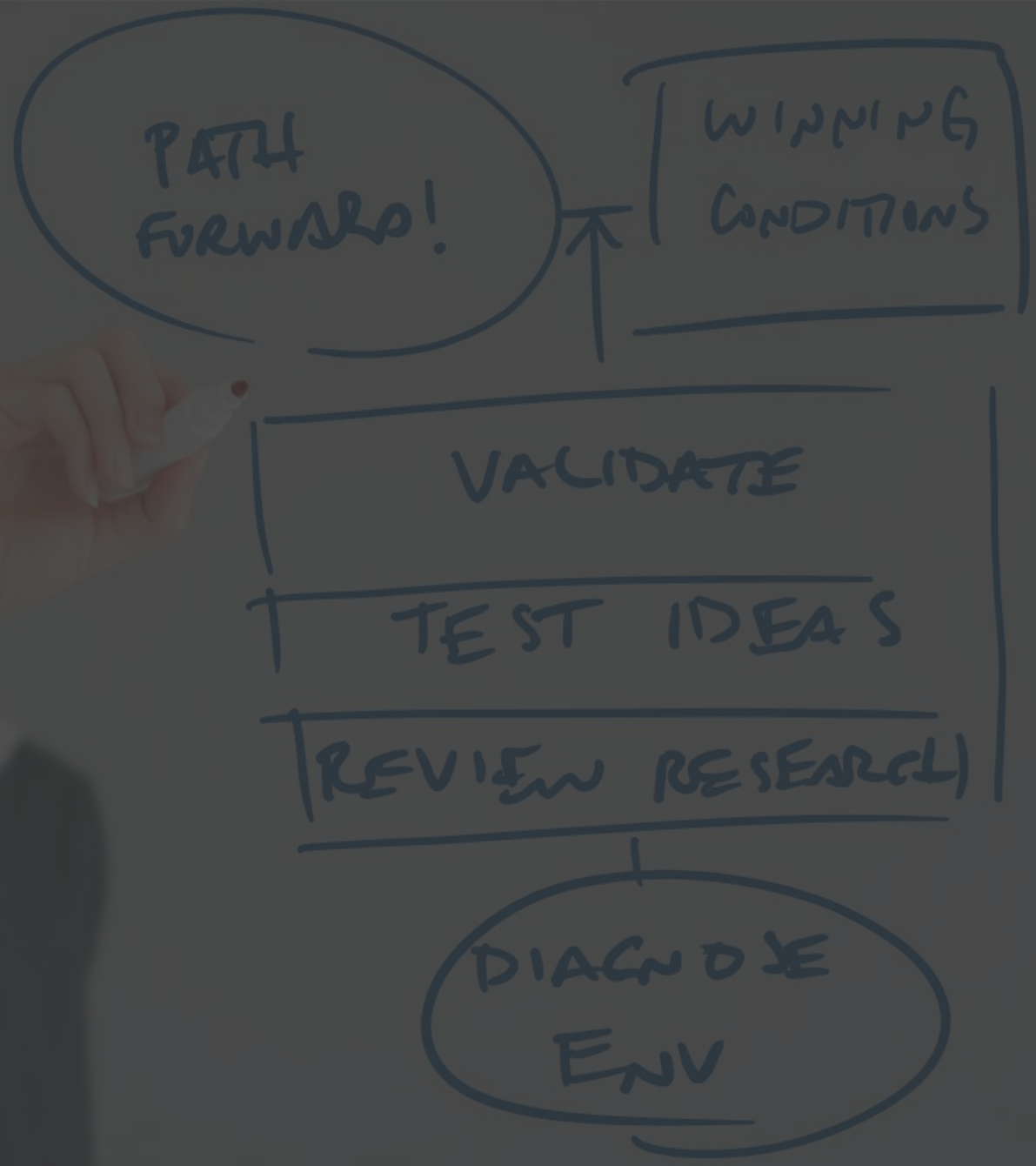
	Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
No impact	48.7%	53.2%	49.9%	50.1%	54.7%
	Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
	48.0%	54.4%	44.2%	54.5%	53.4%
Positive/Somewhat positive	30.3%	30.5%	29.7%	26.4%	22.5%
	Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
	31.9%	24.9%	33.6%	25.2%	27.4%

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

Q – Does this new immigration plan have a positive, somewhat positive, somewhat negative, negative or no impact on your impression of Prime Minister Justin Trudeau?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to November 6th, 2024, n=1010, accurate 3.1 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 1,010 Canadians, 18 years of age or older, between November 4th and November 6th, 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 dialing 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

Element	Description	Element	Description
Research sponsor	Bloomberg News	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.
Population and Final Sample Size	1010 Randomly selected individuals.	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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Eleven percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on traffic and commuting and views on immigration.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	By region, age and gender: Click here
Field Dates	November 4 th to November 6 th , 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/		



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Any questions?



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