



Canada's appeal to prospective immigrants in the face of COVID-19

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What impact are COVID-19 and the resulting global economic recession having on prospective immigrants' interest in moving to Canada? To understand how intentions to immigrate were changing over time as the pandemic unfolded, World Education Services (WES) conducted surveys in April, June and August 2020, with applicants for a WES academic credential evaluation for immigration purposes. The surveys explored the expectations of prospective immigrants about the economic impact of the pandemic in Canada and their home country, the impact on their own finances, and any changes in their intentions and interests in immigrating to Canada. This presentation will explore changes in prospective immigrant perceptions and plans over the survey period.

In April 38% of prospective immigrants were more interested in immigrating despite COVID-19. That percentage increased to 46% in August. Based on aggregate responses from all survey distributions, almost half of the respondents (49%) indicated that an economic recession in their home country would make them more interested in immigrating to Canada or have no impact on their interest (32%). Furthermore, in August 2020, only 12% of respondents were considering delaying immigration to Canada, a drop from 32% in June.