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MIGRANT DECISION-MAKING IN PANDEMIC TIMES

Canada's Appeal to Prospective Immigrants in the Face of COVID-19

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Our Mission

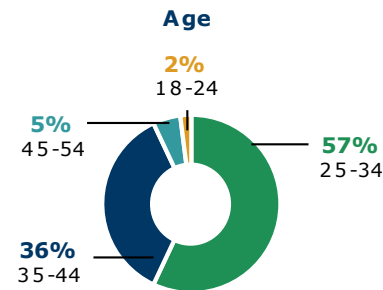
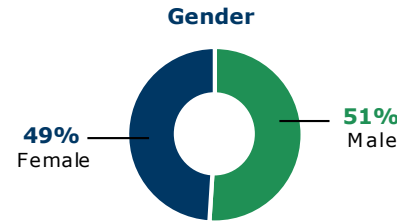
We help people **learn, work, and thrive** in new places. We help society **recognize the value** of people's education and experience.

Canada's Appeal to Prospective Immigrants Amid COVID-19

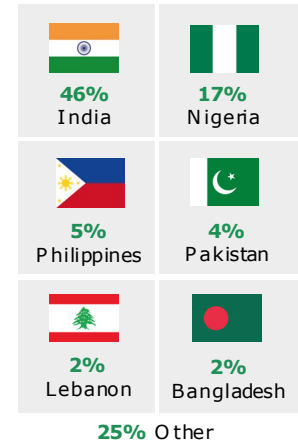
How was intent and interest in immigrating to Canada changing in the face of COVID-19?

- Survey distributed to **480,000** individuals in **April, June, and August 2020**
- **27,000+** valid responses

Profile of Respondents



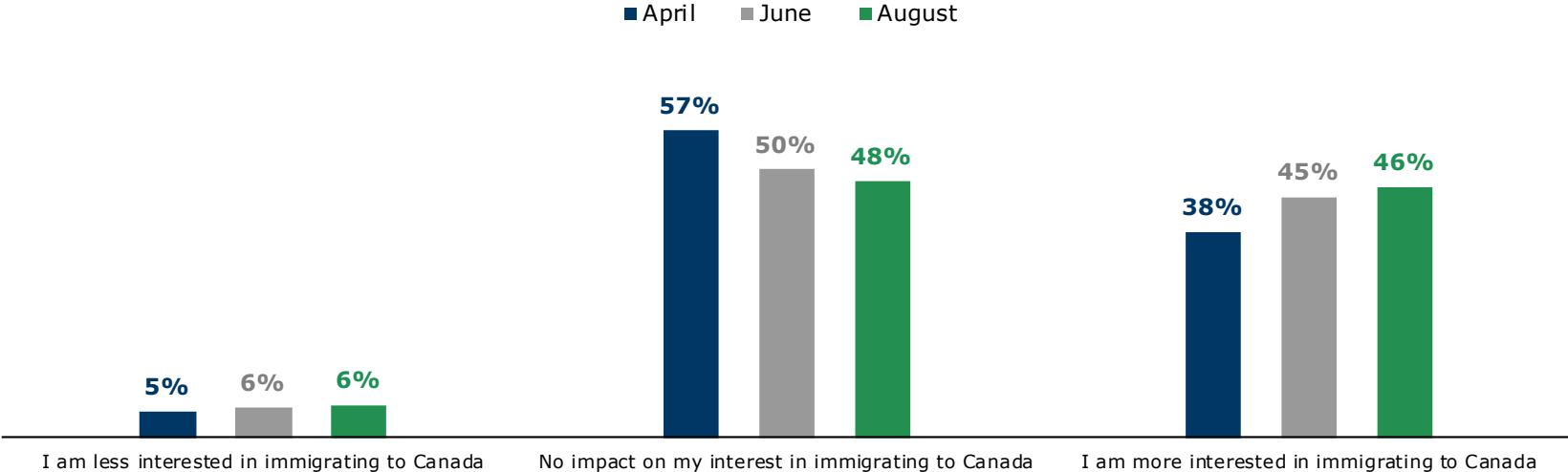
Country of Citizenship



Increasing Interest in Immigrating

The percentage of respondents who are “more interested” in immigrating to Canada has grown from **38%** in April to **46%** in August.

How has COVID-19 influenced your interest in immigrating to Canada?

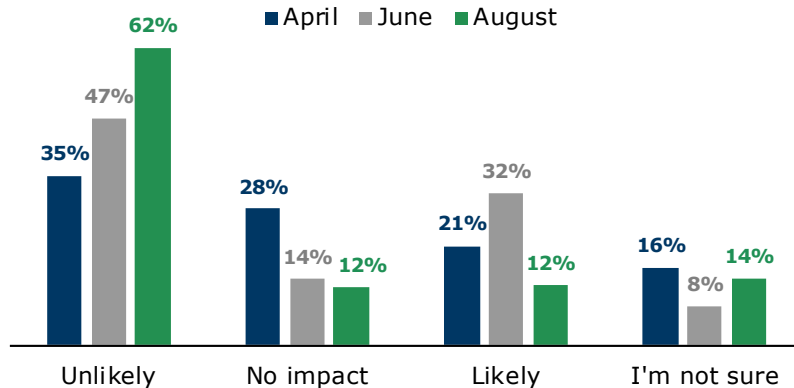


Increasingly Unlikely to Consider Delaying

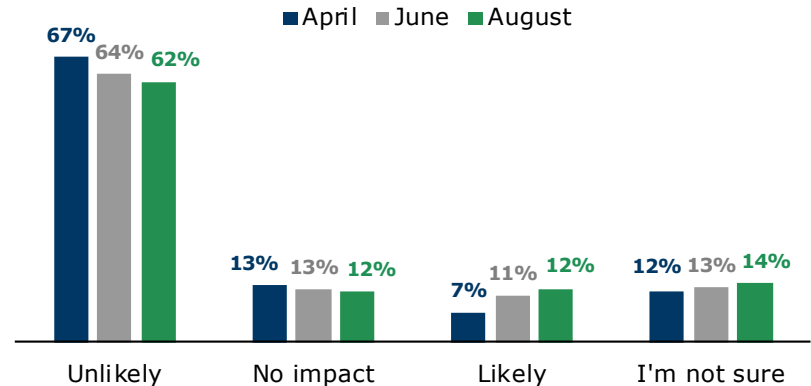
Plans to delay immigrating peaked in June at **32%**. By August, only **12%** of respondents were considering delaying.

- Those unlikely to delay immigration had drastically increased from April (**35%**) to August (**62%**).
- The number considering immigrating to another country has increased slightly from **7%** to **12%**.

Delaying Immigration to Canada to a Future Date



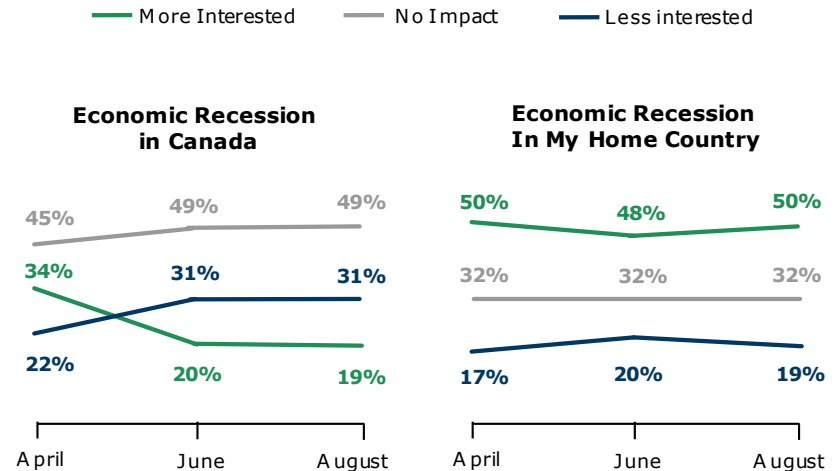
Immigrating to a Country Other Than Canada



Economic Recession Has Little Impact

A recession in Canada would have **no impact** on immigration plans for **almost half** of respondents.

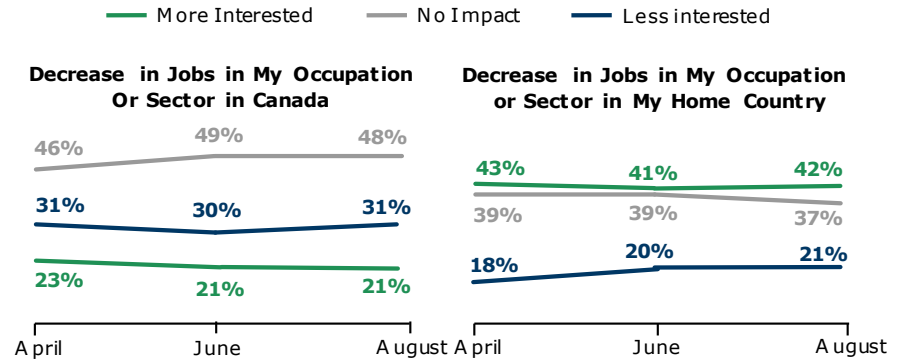
To what degree would an economic recession in Canada or your home country affect your interest in immigrating to Canada?



Poor Jobs Outlook has Little Impact

For almost half of the respondents (48%), a **decrease in jobs** in their sector/occupation in Canada would have **no impact** on immigration plans.

To what degree would a decrease in jobs in your occupation or sector in Canada or your home country affect your interest in immigrating to Canada?



Top Sectors of Employment



Canada's Economic Future Depends on Immigrant Talent

"Immigration is essential to getting us through the pandemic, but also to our short-term economic recovery and our long-term economic growth."

– The Honourable Marco E. L. Mendicino, P.C., M.P., Minister of Immigration, Refugees and Citizenship

25%

Immigrants make up **a quarter** of Canada's workforce.

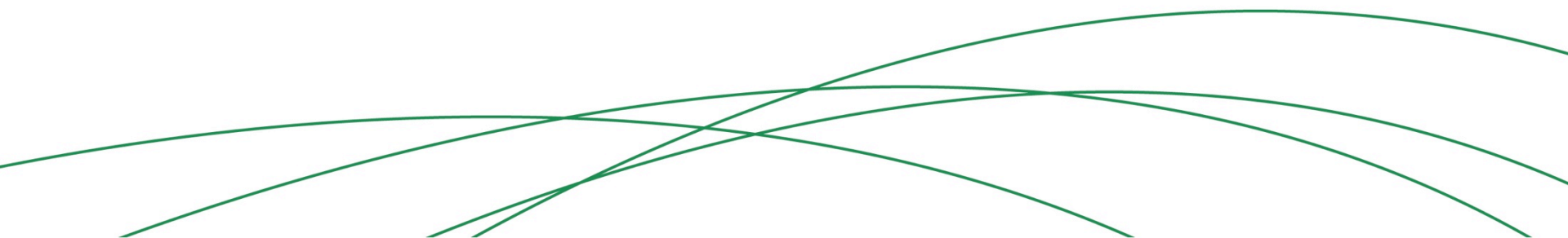


Immigration is expected to account for **100% of labour force growth** in the coming years.

1M

Nearly one million immigrants **arrived in the last three years.**

Immigrants still want to come to Canada, but what happens when they arrive?



Underemployment Rampant



WES research: **less than half** (47.2%) of skilled immigrants working in the same sector as they were pre-migration



Almost half (47%) of immigrants with health education from abroad are unemployed or underutilized (StatCan)



Canada forgoes an estimated **\$50B in GDP** due to the immigrant wage gap: underemployment contributes to 40% of the gap (RBC)

Global Competition for Talent

Q: When will Canada's underutilization of immigrants' skill begin to impact the country's attractiveness to potential migrants?

Most Attractive OECD Countries for Potential Migrants



Australia



Sweden



Switzerland



New Zealand



Canada



Ireland



United States

Source: OECD/Bertelsmann Stiftung, Migration Policy Debates, May 2019



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