

Mythbusting as Key to Attracting and Retaining Immigrants

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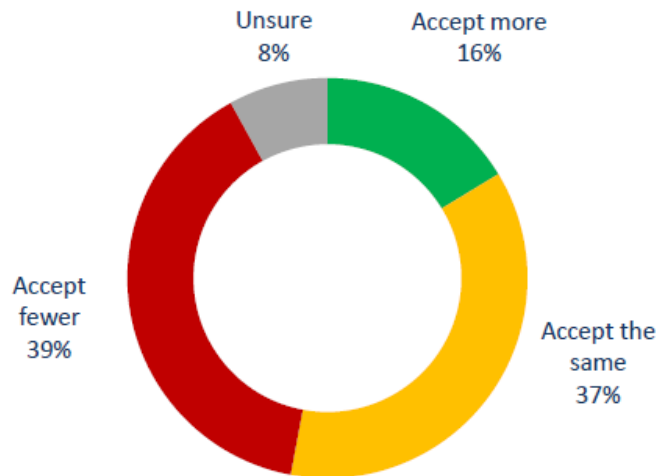


Busted myth # 1 –Atlantic Canadians don't want newcomers

Accepting immigrants

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 22nd to 25th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-22.7



Subgroups	Accept fewer
Atlantic (n=100)	29.1%
Quebec (n=250)	47.4%
Ontario (n=300)	33.5%
Prairies (n=200)	47.6%

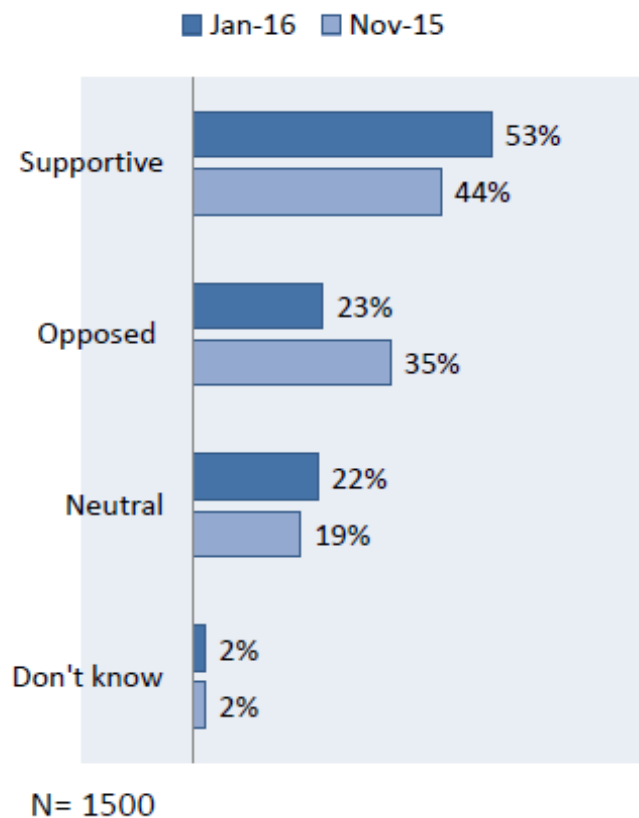
*Note: Charts may not add up to 100 due to rounding

QUESTION – As you may know Canada accepted 260,000 immigrants in 2014, about 285,000 in 2016. For 2017, should we accept more immigrants, the same amount as this year or fewer immigrants.

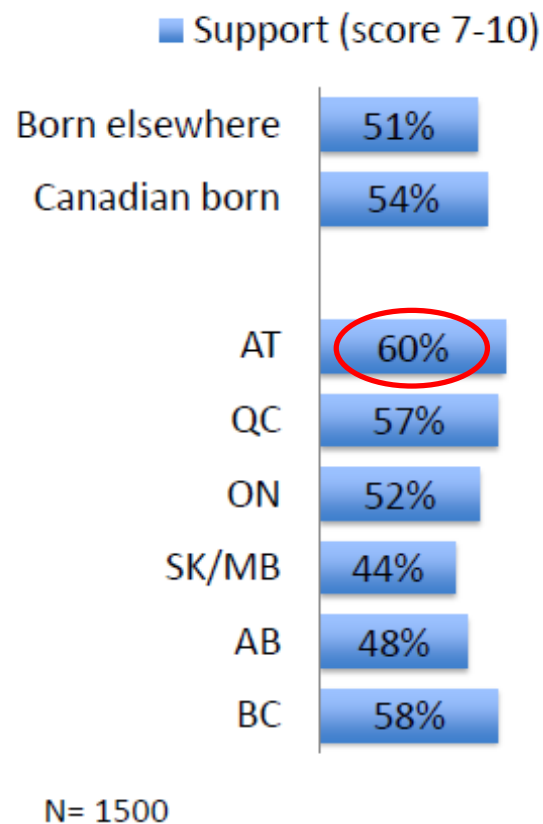
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Public support for government's plans

Support for overall refugees plan



Support for bringing Syrian Refugees

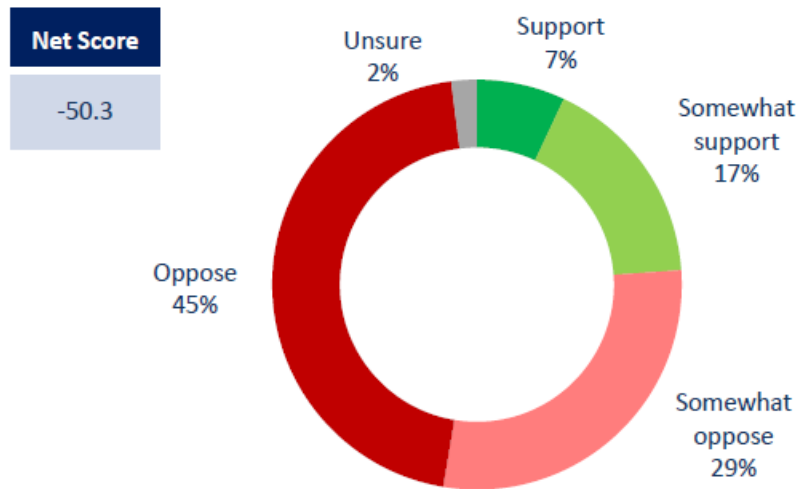


Source: Nov 2015 and Jan 2016 IRCC Surveys

Busted myth # 1 –Atlantic Canadians don't want newcomers

Allowing temporary foreign workers in Canada

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 22nd to 25th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	25.9%
Quebec (n=250)	23.1%
Ontario (n=300)	25.3%
Prairies (n=200)	27.7%
British Columbia (n=150)	15.7%

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

QUESTION – Do you support, somewhat support somewhat oppose or oppose [ROTATE]

Allowing temporary foreign workers into Canada while Canadians qualified for those same jobs are looking for work

Busted myth # 2 –Atlantic Canadians Not Ready to Support Newcomers

Theodore Tugboat named Welcome Ambassador for new Nova Scotians

Theodore will help welcome visitors to the community, province says

CBC News Posted: May 26, 2016 3:15 PM AT | Last Updated: May 26, 2016 3:15 PM AT



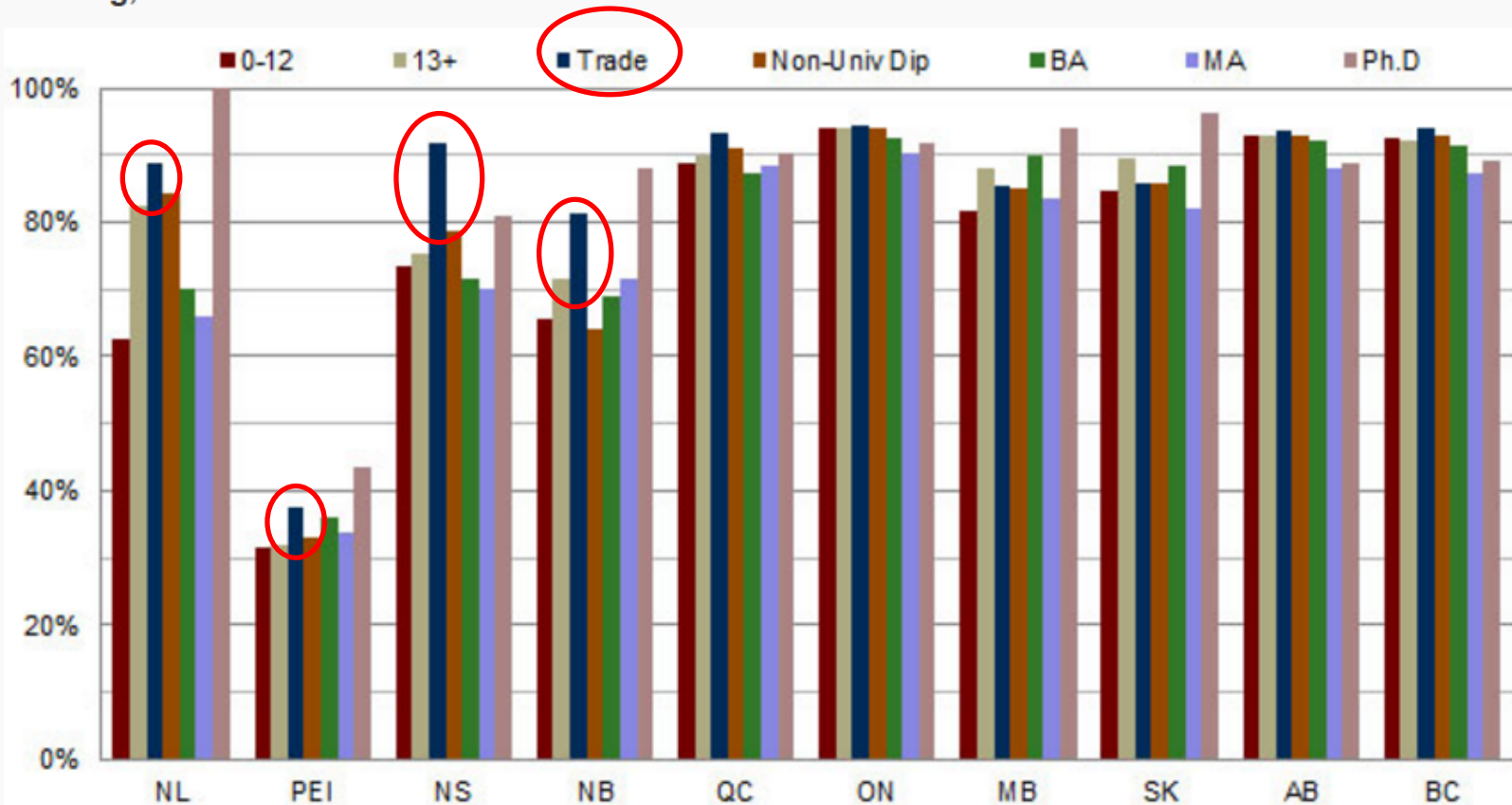
Theodore Tugboat's television program was a CBC hit for much of the 90s. (Colleen Jones/CBC)



Busted myth # 3 – Attracting “High Flyer” STEM Workers is the Best Approach

Retention Rates of Immigrants by Highest Level of Education

Retention Rates of Immigrants Landed 2006-2011, by Province and Highest Level of Education at Landing, 2011 Tax Year

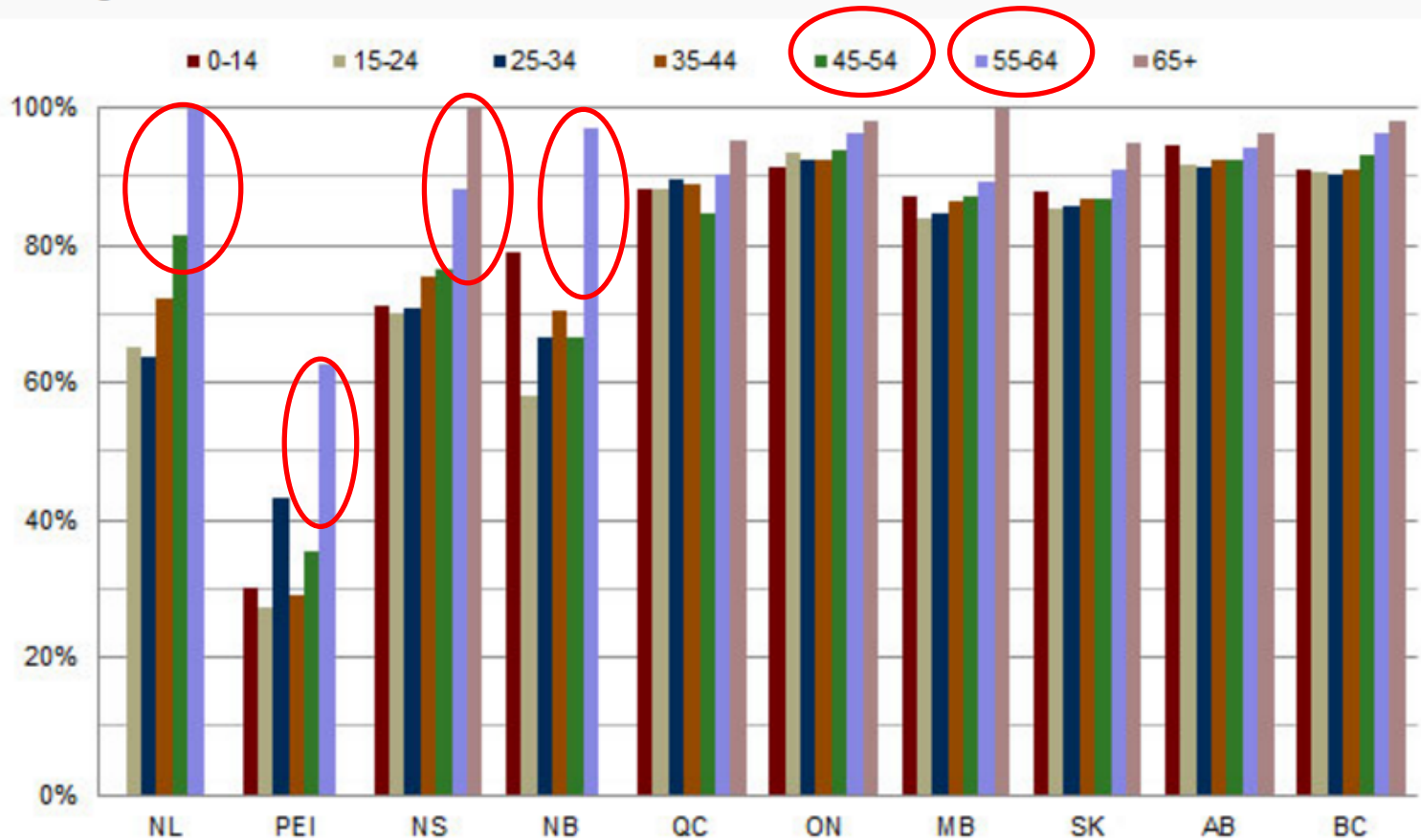


► Text version: Retention Rates of Immigrants Landed 2006-2011, by Province and Highest Level of Education at Landing, 2011 Tax Year

Busted myth #4 – Attracting Younger Immigrants is Better

Retention Rates of Immigrants by Age Groups

Retention Rates of Immigrants Landed 2006-2011, by Province of Destination and Age Group at Landing, 2011 Tax Year

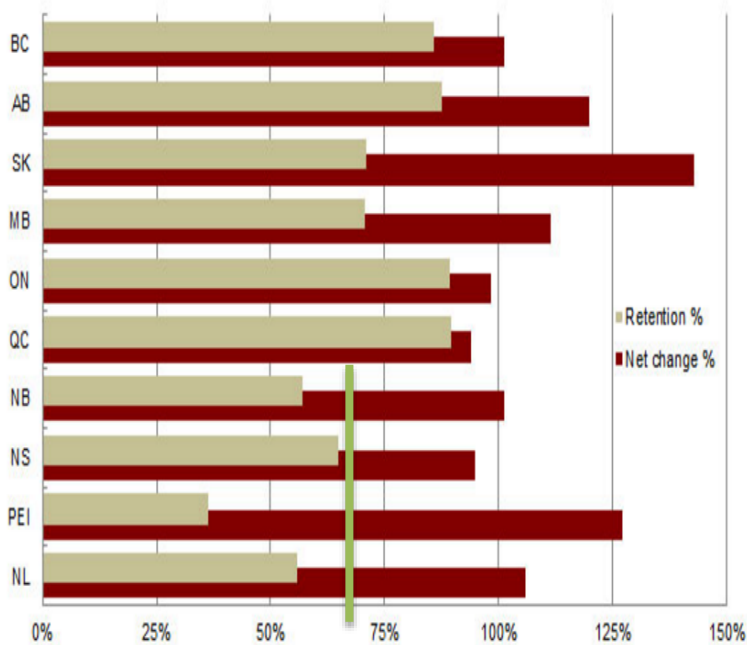


► Text version: Retention Rates of Immigrants Landed 2006-2011, by Province of Destination and Age Group at Landing, 2011 Tax Year

Busted myth # 5 – Attracting Economic Immigrants is the Only Viable Option

Retention Rates and Net Change of Skilled Workers

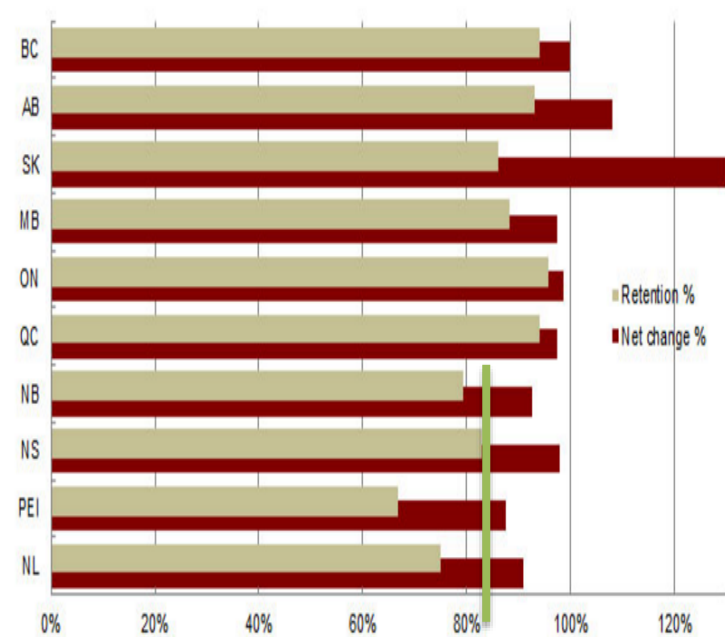
Retention Rates and Net Change of Skilled Workers ⁹ Landed 2006-2011, by Province, 2011 Tax Year



► Text version: Retention Rates and Net Change of Skilled Workers Landed 2006-2011, by Province, 2011 Tax Year

Retention Rates of Family Class Immigrants

Retention Rates and Net Change (%) of Family Class Immigrants Landed 2006-2011, by Province, 2011 Tax Year



► Text version: Retention Rates and Net Change (%) of Family Class Immigrants Landed 2006-2011, by Province, 2011 Tax Year

Okay, the Myths are Busted, So what?

- Embrace the Positive Values Expressed
- Celebrate Successes and What Works
- Promote Innovative and Creative Policy
- Collect the Information Needed for Evidence-based Policy and Consciousness Raising
- Accept Obstacles and Challenges BUT... Bust Myths!