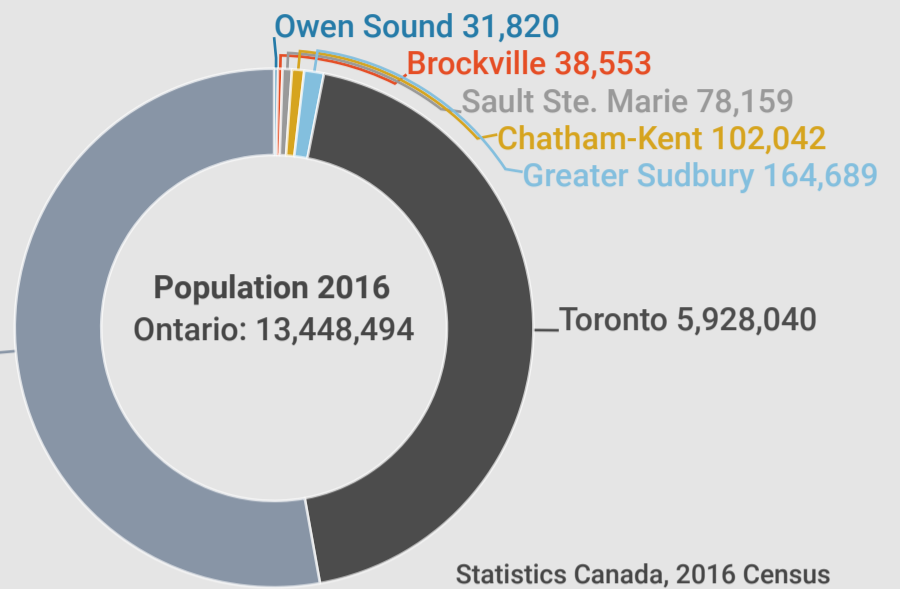


SMALL CITIES' IMMIGRATION CHALLENGE

Most newcomers to Ontario go to Toronto over smaller centres and rural areas whose populations and economies are struggling and need more people. Here's a snapshot of five Ontario small centres compared to Toronto between 2011 and 2016:

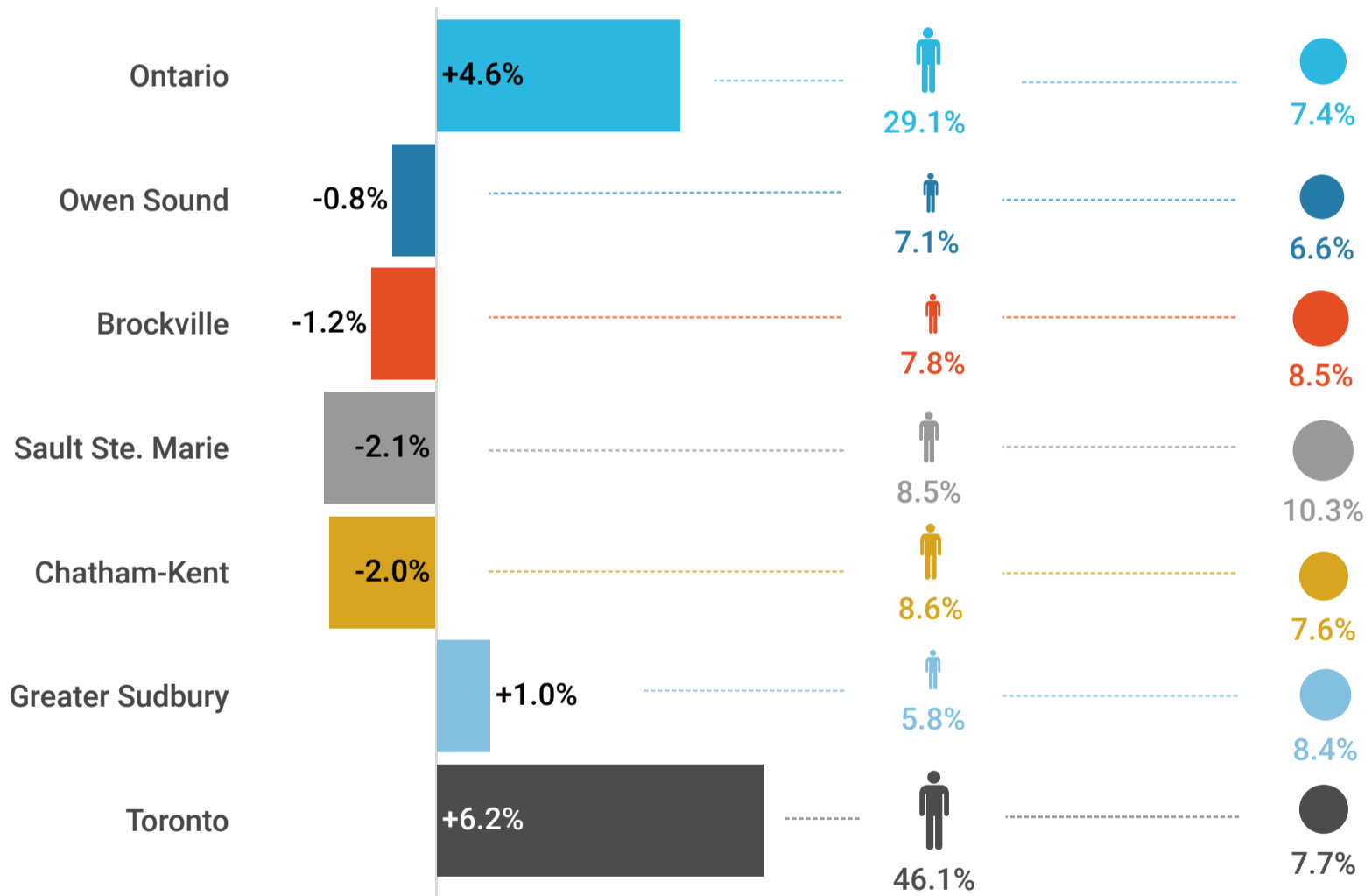


Statistics Canada, 2016 Census

Change in total population 2011-2016

Total immigrant population 2016

Total unemployment rate 2016

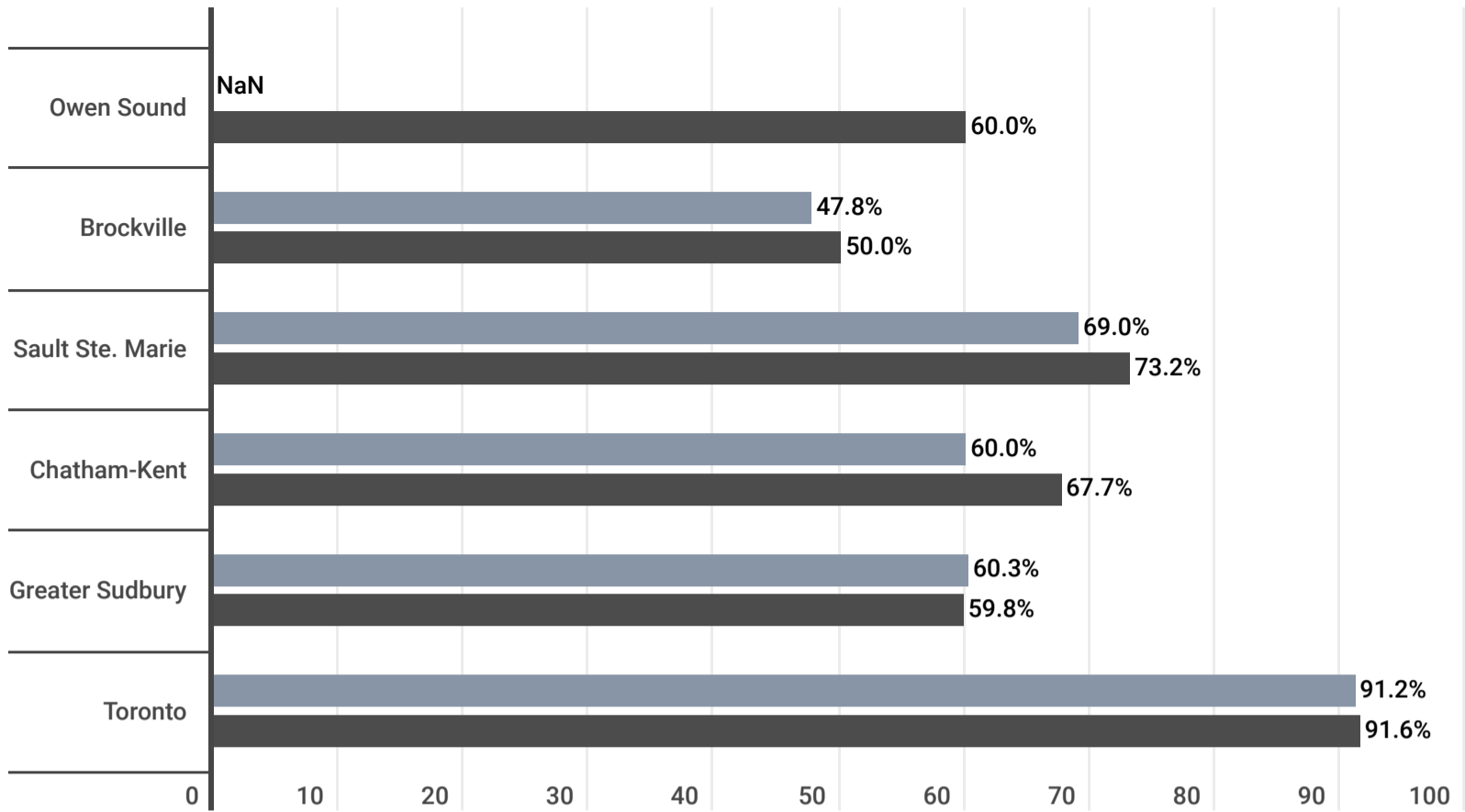


Source:

Esses, V. & Carter, C. (2019). Beyond the Big City: How Small Communities Across Canada Can Attract and Retain Newcomers. Public Policy Forum.

[Owen Sound](#) [Brockville](#) [Sault Ste Marie](#) [Chatham-Kent](#) [Greater Sudbury](#) [Toronto](#)

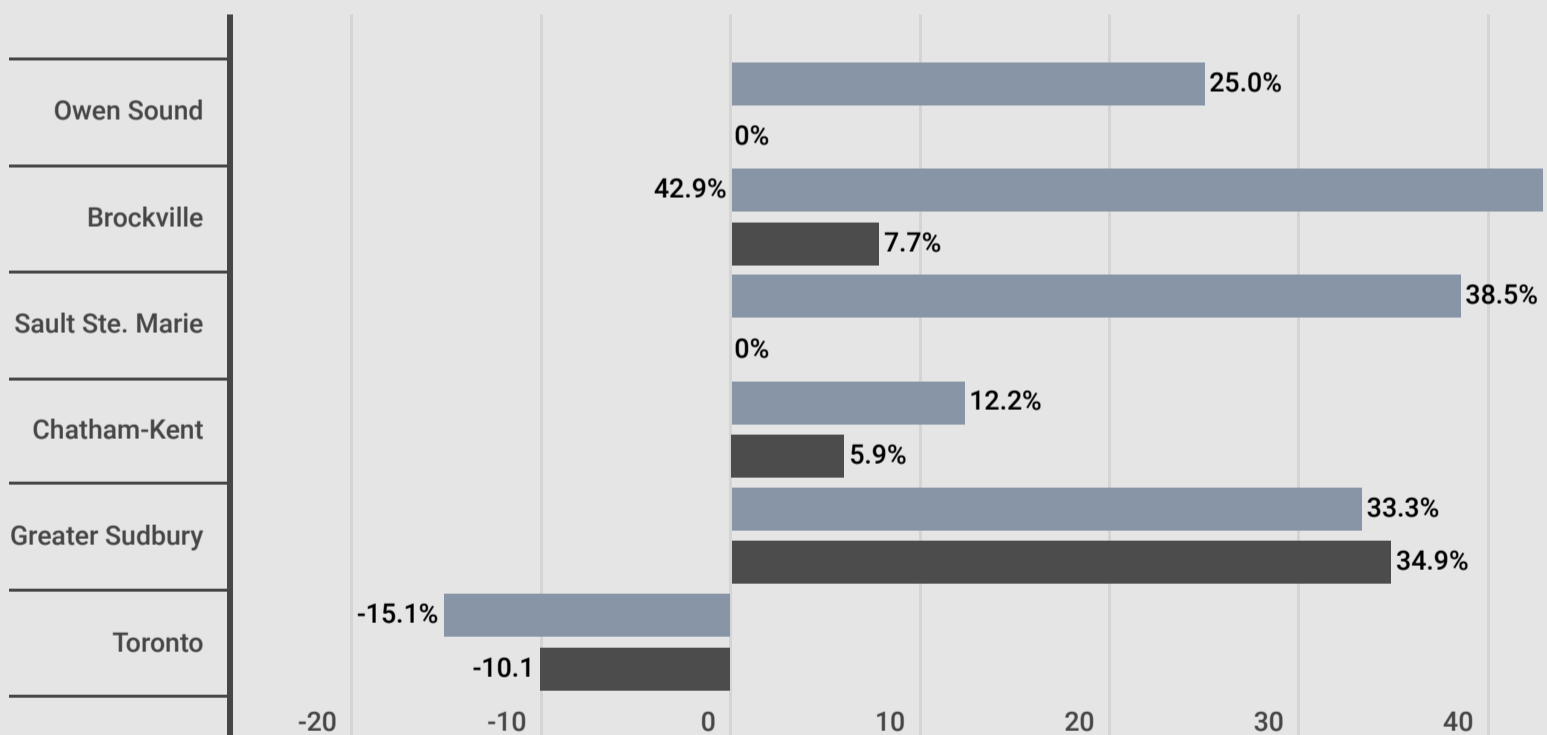
Immigrant Retention Rate



*Five-year retention rate of immigrants adjusted for non-mobility factors

● 2002-2006 landing cohort ● 2007-2011 landing cohort

Migration Effectiveness Rate



● 2002-2006 landing cohort ● 2007-2011 landing cohort

*Migration Effectiveness Rate (MER) is the resulting gain or loss experienced by a location by outflows to and inflows from other locations at landing. MER is expressed as a percentage varying between -100 and 100, depending on whether there is a loss or gain in number of immigrants relative to the overall volume of immigrant exchange for the location

Source: Bozheva, A., & Esses, V. (2019). IMDB Analysis of Immigrant Settlement Geography and Retention Rates for CMAs and CAs in Ontario, 2002-2016. Public Policy Forum.

