



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

# 2024-25 IRCC Annual Tracking Survey Executive Summary

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# Executive Summary

Immigration, Refugees and Citizenship Canada (IRCC) commissioned Phoenix Strategic Perspectives (Phoenix SPI) to conduct a telephone survey of Canadians to assess the public's perceptions of immigration and related issues. Phoenix SPI is pleased to present this report to IRCC.

## 1. Background and Objectives

IRCC is the department of the Government of Canada with responsibility for matters dealing with immigration to Canada, refugees, and Canadian citizenship. IRCC conducts an ongoing research program to help the Department develop a better understanding of Canadian attitudes toward the issues surrounding citizenship and immigration. As part of this research program, IRCC has been conducting annual telephone tracking surveys since 1996.

The Annual Tracking Survey provides the Department with comparable tracking data about public attitudes toward immigration and related issues, which is of key importance to IRCC's policies, programs, and services. The specific objectives of this year's survey were to assess Canadians' perceptions of the following:

- Immigration levels.
- The impact of immigration on Canada generally.
- Canada's immigration system and priorities.

The results will be used by IRCC to ensure high quality policy options, program design and advice; to encourage and effectively manage client-focused services; to manage organizational and strategic risks proactively; and to gather and use relevant information on program results.

## 2. Methodology

A 10-minute random digit dialling (RDD) telephone survey was conducted with a sample of 2,500 Canadians, 18 years of age or older, between November 2 and 29, 2024. An overlapping dual-frame (cellphone and landline) probability sample was used to minimize coverage error: 70 percent of the sample frame was cellphone numbers and 30 percent was landline telephone numbers. The sample frame was geographically disproportionate to improve the accuracy of specific regional results. Based on a sample of this size, the overall results can be considered accurate within  $\pm 1.96\%$ , 19 times out of 20. The margins of error are greater for results pertaining to subgroups of the total sample. The full technical specifications can be found in the Appendix 1: Technical Specifications.

## 3. Key Findings

- Just over half (54%) of surveyed Canadians said they feel there are too many immigrants coming to Canada. One-third (34%) feel the number is just about right, and 7% feel that there are too few immigrants coming to Canada.
- When informed that Canada plans to admit 395,000 immigrants as permanent residents in 2025, 52% said that this is too many, 37% that this is about the right number, and 5% that this is too few. When informed that 395,000 immigrants is roughly 20 percent fewer than Canada planned

to admit in 2024, 44% feel this is too many, 39% that this number is about right, and 13% that it is too few.

- Half of surveyed Canadians feel there are too many immigrants coming into their province or territory, 32% feel that the number is about right, and 8% feel it is too few. By comparison, 41% feel that there are too many immigrants coming to their city or town, 39% feel that the number is about right, and 11% feel that there are too few.
- Almost half (49%) of Canadians feel that the effect of immigration on their city or town is at least somewhat positive, while 29% feel it is at least somewhat negative. The same proportion (49%) see immigration having a positive effect on their province/territory, while 34% described the effect at this level as at least somewhat negative. Focusing on the country as a whole, 53% described the effect of immigration as at least somewhat positive, while 31% described it as at least somewhat negative.
- More than one-third (38%) of surveyed Canadians feel that the number of refugees selected to be resettled to Canada from abroad is about right, while 29% feel that there are too many refugees, and 17% that there are too few. When it comes to asylum seekers, respondents are almost equally divided between those who feel there are too many (36%) and those who feel that the number is about right (34%). Thirteen percent feel there are too few people coming to Canada and claiming asylum.
- Thirty-seven percent of respondents feel that the effect of accepting refugees in their city or town is at least somewhat positive. When the focus shifted to their province or territory, virtually the same proportion (38%) described the effect as at least somewhat positive. At the national level, surveyed Canadians were more likely to report a positive effect of accepting refugees (43%).

#### 4. Notes to the Reader

- All results are expressed as percentages unless otherwise noted.
- Percentages may not always add to 100 due to rounding.
- Unless otherwise specified, all questions and all reported percentages are base: all respondents (n=2,500)
- The contract value was \$74,955.73 (including HST).

#### 5. Political Neutrality Statement

I hereby certify as a Senior Officer of Phoenix SPI that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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