



## Canadians show anti-immigrant sentiments

A survey of 1,361 Canadians  
Conducted from December 3-6, 2010  
Released: December 8, 2010

[www.abacusdata.ca](http://www.abacusdata.ca)

ABACUS DATA

## Methodology

From December 3<sup>rd</sup> to 6<sup>th</sup>, 2010, Abacus Data Inc. conducted an online survey among 1,361 randomly selected Canadian adults from an online panel of over 100,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 2.7%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, and language using census data from Statistics Canada. Totals may not add up to 100 due to rounding.

More interviews were completed in Atlantic Canada and so the weighted total of interviews does not add up to 1,361. For results within regions, regional weights were not applied providing more robust figures for some regions.

For more information about the poll's methodology, visit the Abacus website at [www.abacusdata.ca](http://www.abacusdata.ca)

## Just the Facts: Abacus Data Inc.

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry.

Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel ([www.vertexpanel.ca](http://www.vertexpanel.ca))
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

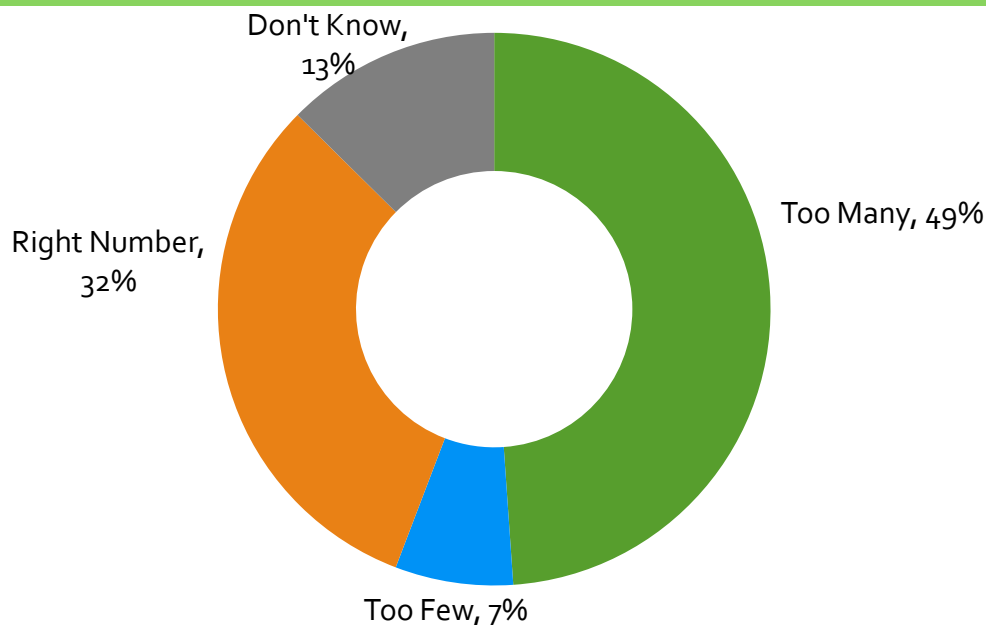


### Dr. David Coletto, CEO

Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

**In your opinion, do you feel there are too many, too few, or about the right number of immigrants coming to Canada each year?**  
(n=1,361, weighted)



**Analysis**

Almost half of Canadians feel that there are too many immigrants coming to Canada each year, while 32% feel there is the right number of immigrants.

Older Canadians (45 and up) are more likely to feel there are too many immigrants being admitted compared to younger Canadians, especially those 18-29.

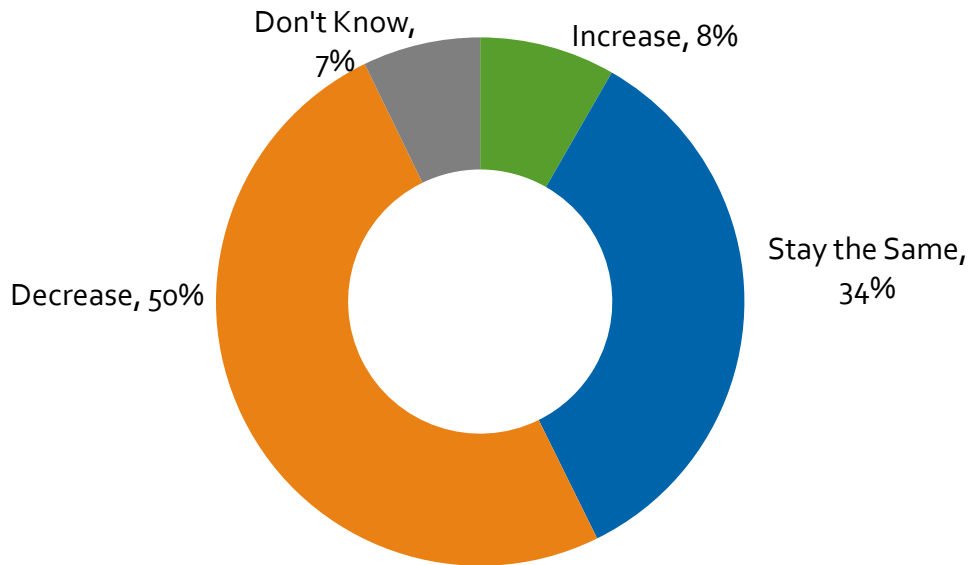
Regionally, Ontarians and Quebecers were more likely to feel there are too many immigrants versus those in Atlantic and Western Canada.

Interestingly, respondents born in Canada and those born outside of Canada shared fairly similar opinions.

**Subgroup Analysis**

	Male	Female	18-29	30-44	45-59	60+	Atlantic	Quebec	Ontario	West	Born in Canada	Born outside Canada
<b>Too Many</b>	48%	50%	38%	42%	57%	58%	42%	51%	53%	44%	51%	36%
<b>Too Few</b>	9%	5%	6%	9%	6%	6%	18%	4%	6%	7%	6%	12%
<b>Right Number</b>	34%	30%	40%	34%	26%	28%	23%	35%	29%	35%	32%	33%
<b>Don't Know</b>	9%	16%	17%	15%	10%	9%	17%	10%	12%	14%	12%	19%
<b>Unweighted N</b>	708	654	182	385	509	286	253	257	474	377	1208	154
<b>Weighted N</b>	654	694	273	379	364	332	98	318	511	421	1183	165

**Right now Canada lets in an average of 250,000 immigrants per year, plus a similar amount of students and temporary foreign workers. Should those numbers increase, stay the same, or should they be decreased?**  
(n=1,361, weighted)



**Analysis**

Half of Canadians felt that Canada should decrease the number of immigrants to the country, with no major differences between male and female respondents.

Younger Canadians (18-29) favoured the status quo, while Canadians 30 and up preferred a decrease in the number of immigrants allowed in.

Across the country, more Ontarians and Quebecers thought the number should decrease compared to respondents from the other provinces.

Canadian-born respondents were more likely to believe that the number of immigrants let in each year should decrease.

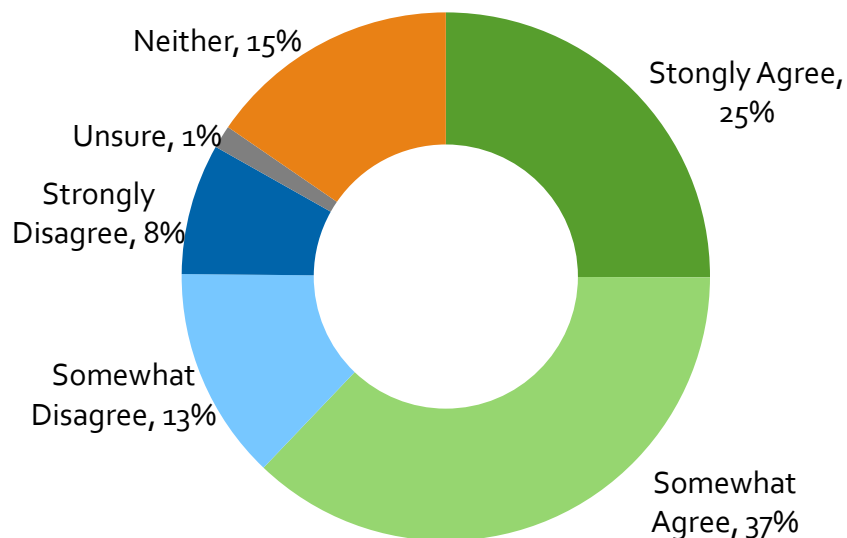
**Subgroup Analysis**

	Male	Female	18-29	30-44	45-59	60 +	Atlantic	Quebec	Ontario	West	Born in Canada	Born outside Canada
<b>Increase</b>	10%	6%	9%	11%	6%	7%	18%	5%	7%	10%	7%	16%
<b>Stay the Same</b>	34%	35%	46%	36%	29%	30%	31%	39%	30%	37%	34%	38%
<b>Decrease</b>	49%	51%	35%	44%	59%	59%	42%	50%	54%	47%	52%	35%
<b>Don't Know</b>	6%	8%	10%	9%	6%	5%	10%	6%	9%	6%	7%	12%
<b>Unweighted N</b>	708	654	182	385	509	286	253	257	474	377	1208	154
<b>Weighted N</b>	654	694	273	379	364	332	98	318	511	421	1183	165

Below are a series of statements related to immigration in Canada. Tell us whether you agree or disagree with each.

**Immigrants make an important and positive contribution to Canada.**

(n=1,361, weighted)



### Analysis

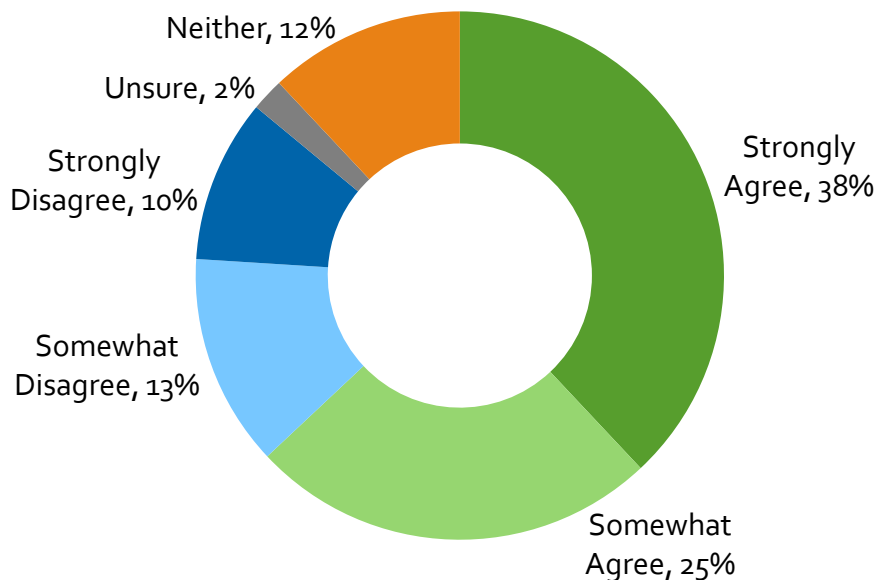
A majority of Canadians agreed that immigrants make an important and positive contribution to Canada.

Results were similar across all demographics, with respondents aged 30-44, Atlantic and Western Canadians, and those born outside Canada being more likely to agree with the statement.

### Subgroup Analysis

	Male	Female	18-29	30-44	45-59	60+	Atlantic	Quebec	Ontario	West	Born in Canada	Born outside Canada
<b>Agree</b>	62%	60%	65%	67%	60%	59%	68%	51%	64%	67%	61%	78%
<b>Disagree</b>	19%	22%	19%	19%	24%	20%	14%	24%	22%	20%	23%	8%
<b>Neither</b>	15%	16%	13%	13%	14%	21%	15%	24%	13%	8%	16%	12%
<b>Unsure</b>	1%	2%	3%	1%	2%	-	3%	1%	1%	4%	1%	2%
<b>Unweighted N</b>	708	654	182	385	509	286	253	257	474	377	1208	154
<b>Weighted N</b>	654	694	273	379	364	332	98	318	511	421	1183	165

Below are a series of statements related to immigration in Canada. Tell us whether you agree or disagree with each.  
**Canadian unity is weakened when Canadians of different ethnic and cultural backgrounds stick to their old ways. (n=1,361, weighted)**



**Analysis**

Most Canadians agreed that Canadian unity is weakened when Canadians of different ethnic and cultural backgrounds stick to their old ways. Only 1 in 4 Canadians disagreed with the statement.

Respondents 18-44 were less likely to agree with the statement, as were women and Atlantic Canadians.

Results were similar for those born in Canada and outside Canada, with over 60% agreeing with the statement.

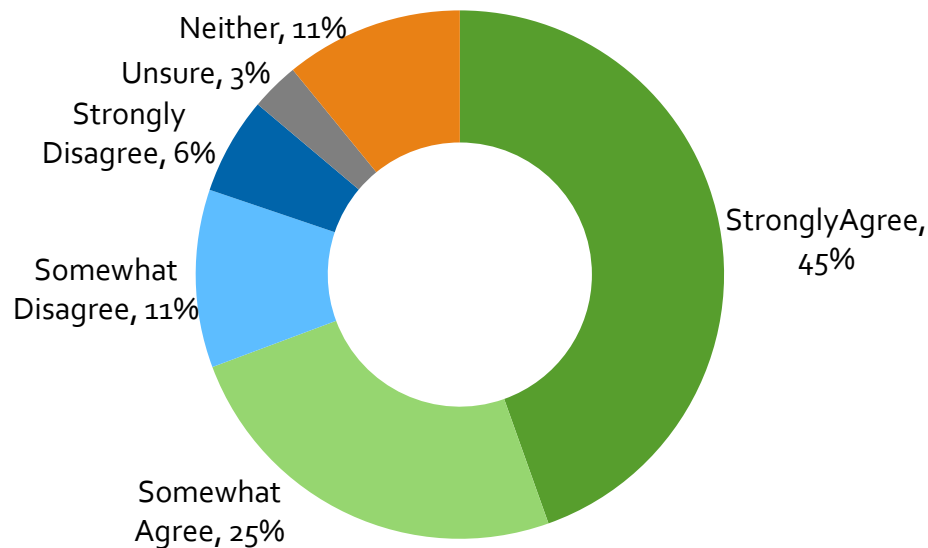
**Subgroup Analysis**

	Male	Female	18-29	30-44	45-59	60+	Atlantic	Quebec	Ontario	West	Born in Canada	Born outside Canada
<b>Agree</b>	67%	60%	52%	55%	70%	77%	57%	60%	68%	62%	64%	60%
<b>Disagree</b>	22%	23%	29%	29%	19%	14%	25%	20%	21%	26%	22%	25%
<b>Neither</b>	9%	15%	16%	14%	10%	9%	14%	19%	10%	6%	12%	10%
<b>Unsure</b>	1%	3%	4%	2%	2%	1%	4%	2%	2%	6%	2%	4%
<b>Unweighted N</b>	708	654	182	385	509	286	253	257	474	377	1208	154
<b>Weighted N</b>	654	694	273	379	364	332	98	318	511	421	1183	165

Below are a series of statements related to immigration in Canada. Tell us whether you agree or disagree with each.

Too many recent immigrants just don't want to fit into Canadian society.

(n=1,361, weighted)



### Analysis

Almost three out of four Canadians feels that too many recent immigrants just don't want to fit into Canadian society.

There is a generational split with younger Canadians being less likely to agree with the statement than older Canadians.

Respondents born in and outside the country tended to agree with the statement; although those born in Canada were more likely to agree than those other born in another country.

### Subgroup Analysis

	Male	Female	18-29	30-44	45-59	60+	Atlantic	Quebec	Ontario	West	Born in Canada	Born outside Canada
Agree	72%	68%	61%	65%	74%	79%	60%	80%	72%	62%	71%	65%
Disagree	16%	18%	24%	18%	15%	12%	23%	9%	16%	23%	16%	25%
Neither	10%	11%	11%	14%	9%	8%	13%	10%	10%	11%	11%	6%
Unsure	2%	3%	4%	3%	2%	1%	4%	2%	3%	8%	3%	4%
Unweighted N	708	654	182	385	509	286	253	257	474	377	1208	154
Weighted N	654	694	273	379	364	332	98	318	511	421	1183	165

**For more information about this study or Abacus Data Inc., please contact:**

David Coletto, PhD  
Chief Executive Officer  
(613) 232-2806 x. 248  
david@abacusdata.ca  
Twitter.com/ColettoD

To read our analyses and blog, find us online at [www.abacusdata.ca](http://www.abacusdata.ca)

**Abacus Data also runs the Vertex Panel:  
An online research panel of Canada's leading public policy  
practitioners and scholars.**



Find out more at [www.vertexpanel.ca](http://www.vertexpanel.ca)