

**Methodology:**

Results are based on an online study conducted from July 26 to July 28, 2025, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

**We'd like to ask you some questions about immigration. All things considered, do you think immigration is having a mostly positive effect or a mostly negative effect in Canada?**

Mostly positive – 43% (+1)  
Mostly negative – 39% (-5)  
Not sure – 18% (+4)

**From what you have seen, read or heard, do you think the number of legal immigrants who are allowed to relocate in Canada should increase, remain the same, or decrease?**

Increase – 16% (+1)  
Remain the same – 34% (+3)  
Decrease – 41% (-5)  
Not sure – 10% (+2)

## Views on Immigration in Canada Fluctuate Widely by Age

Just over half of those aged 55 and over (51%) think fewer legal immigrants should be allowed to relocate in Canada.

Vancouver, BC [August 14, 2025] – The overall perceptions of Canadians on immigration have not gone through a significant shift since 2024, but a generational divide is evident, a new Research Co. poll has found.

In the online survey of a representative national sample, 43% of Canadians believe immigration is having a mostly positive effect in the country, up one point since a similar Research Co. poll [conducted in June 2024](#).

A smaller proportion of Canadians (39%, -5) think immigration is having a mostly negative effect in the country, while 18% (+4) are undecided.

Majorities of Canadians who voted for the New Democratic Party (NDP) (59%) or the Liberal Party (55%) in this year's federal election believe immigration is having a positive effect. The proportion is decidedly lower among those who cast ballots for Conservative Party candidates (27%).

More than half of British Columbians (52%) say immigration has been mostly positive for Canada. The proportions are lower in Quebec (49%), Alberta (44%), Ontario (40%), Saskatchewan and Manitoba (35%) and Atlantic Canada (30%).

Just over two-in-five Canadians (41%, -5) would like to see a decrease in the number of legal immigrants who are allowed to relocate in Canada, while just over one third (34%, +3) would maintain the current levels and 16% (+1) would increase them.

More than half of Canadians aged 55 and over (51%) call for a decrease in immigration levels, along with 40% of those aged 35-to-54 and 30% of those aged 18-to-34.

"By a 7-to-1 margin, Canadians aged 55 and over prefer a decrease in legal immigration levels over an increase," says Mario Canseco, President of Research Co. "The gap is significantly closer among their younger counterparts."

Half of Canadians of European descent (50%) would like to reduce legal immigration to Canada. The proportions are lower among Canadians whose ancestry is Indigenous (36%), South Asian (28%) and East Asian (26%).

Just over thirds of Canadians (68%, +2) believe the hard work and talent of immigrants makes Canada better, while a similar proportion (66%, +1) think immigrants should only be allowed in Canada if they adopt Canadian values.

Canadians are still divided when asked to select either of two concepts. Two-in-five (40%, -4) endorse the mosaic, where cultural differences within Canadian society are valuable and preserved, while a slightly larger proportion (44%, +2) favours the melting pot, where immigrants assimilate and blend into Canadian society.

The melting pot is the preferred choice for men (48%), Canadians aged 35-to-54 (47%), Albertans (also 47%) and British Columbians (45%).

The mosaic is particularly popular among NDP voters (58%), but drops in popularity among Liberals (47%) and Conservatives (28%).

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#### **About Research Co.**

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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