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# MIGRANT DECISION-MAKING IN PANDEMIC TIMES

Canada's Appeal to Prospective Immigrants in the Face of COVID-19

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World Education Services

# Our Mission

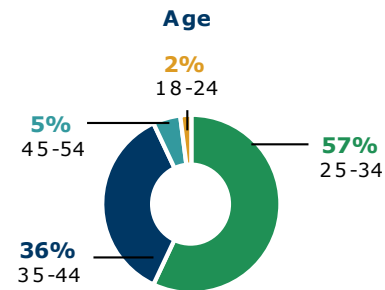
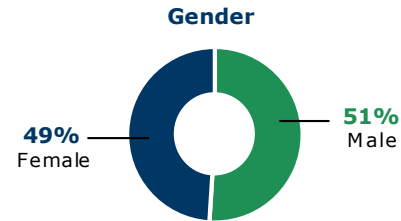
We help people **learn, work, and thrive** in new places. We help society **recognize the value** of people's education and experience.

# Canada's Appeal to Prospective Immigrants Amid COVID-19

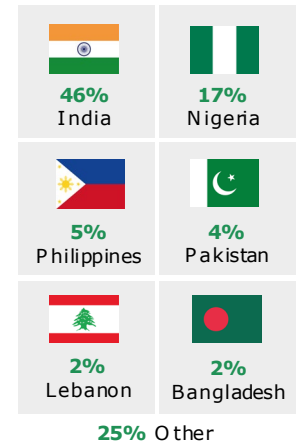
## How was intent and interest in immigrating to Canada changing in the face of COVID-19?

- Survey distributed to **480,000** individuals in **April, June, and August 2020**
- **27,000+** valid responses

## Profile of Respondents



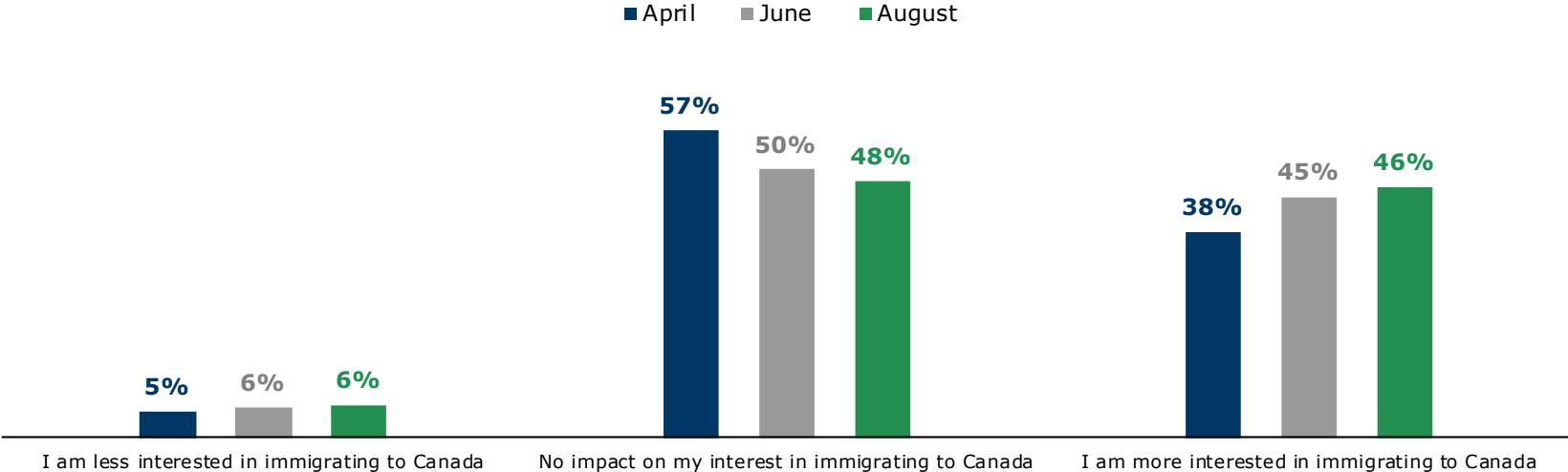
## Country of Citizenship



# Increasing Interest in Immigrating

The percentage of respondents who are “more interested” in immigrating to Canada has grown from **38%** in April to **46%** in August.

**How has COVID-19 influenced your interest in immigrating to Canada?**

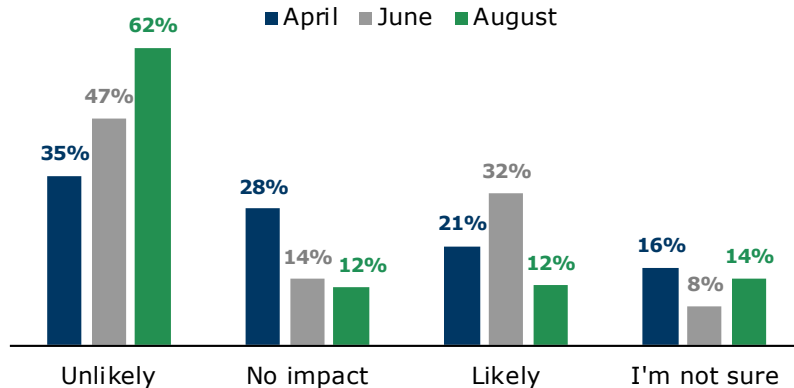


# Increasingly Unlikely to Consider Delaying

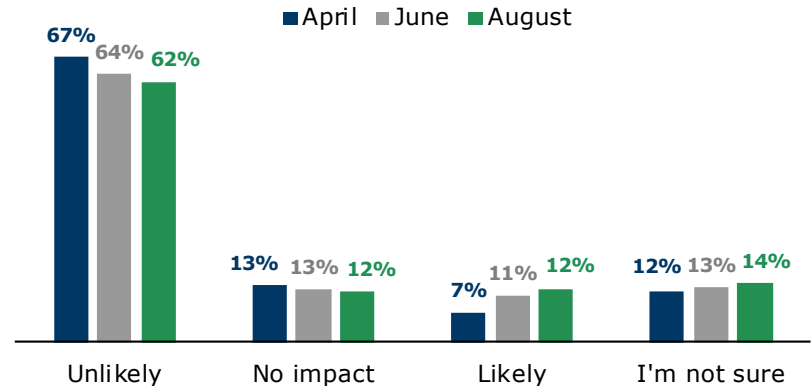
Plans to delay immigrating peaked in June at **32%**. By August, only **12%** of respondents were considering delaying.

- Those unlikely to delay immigration had drastically increased from April (**35%**) to August (**62%**).
- The number considering immigrating to another country has increased slightly from **7%** to **12%**.

### Delaying Immigration to Canada to a Future Date



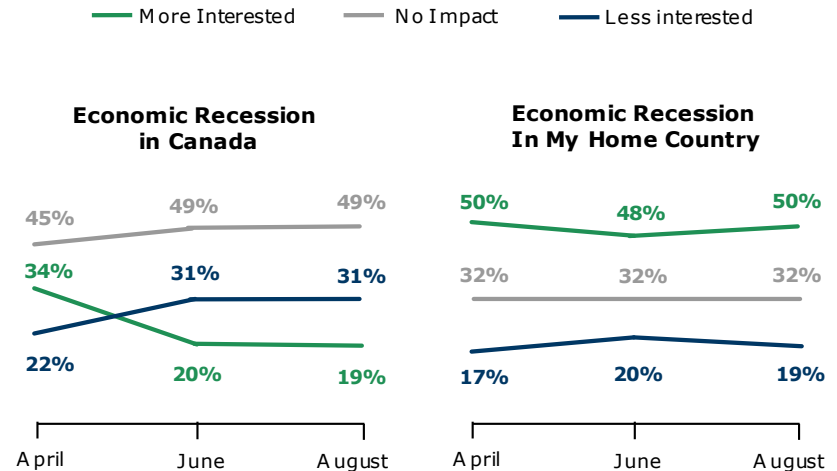
### Immigrating to a Country Other Than Canada



# Economic Recession Has Little Impact

A recession in Canada would have **no impact** on immigration plans for **almost half** of respondents.

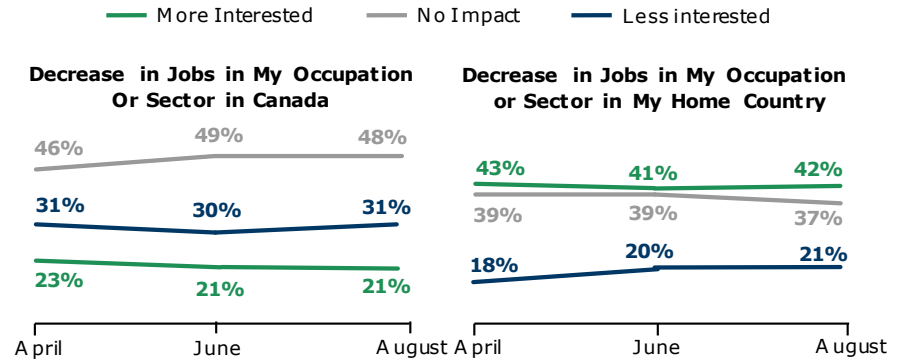
To what degree would an economic recession in Canada or your home country affect your interest in immigrating to Canada?



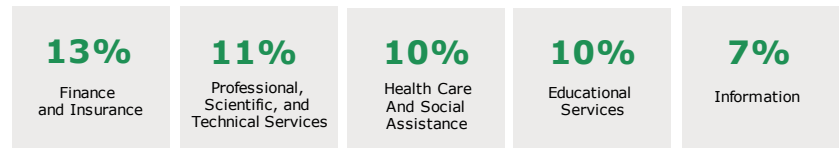
# Poor Jobs Outlook has Little Impact

For almost half of the respondents (48%), a **decrease in jobs** in their sector/occupation in Canada would have **no impact** on immigration plans.

To what degree would a decrease in jobs in your occupation or sector in Canada or your home country affect your interest in immigrating to Canada?



## Top Sectors of Employment



# Canada's Economic Future Depends on Immigrant Talent

*"Immigration is essential to getting us through the pandemic, but also to our short-term economic recovery and our long-term economic growth."*

– The Honourable Marco E. L. Mendicino, P.C., M.P., Minister of Immigration, Refugees and Citizenship

**25%**

Immigrants make up **a quarter** of Canada's workforce.



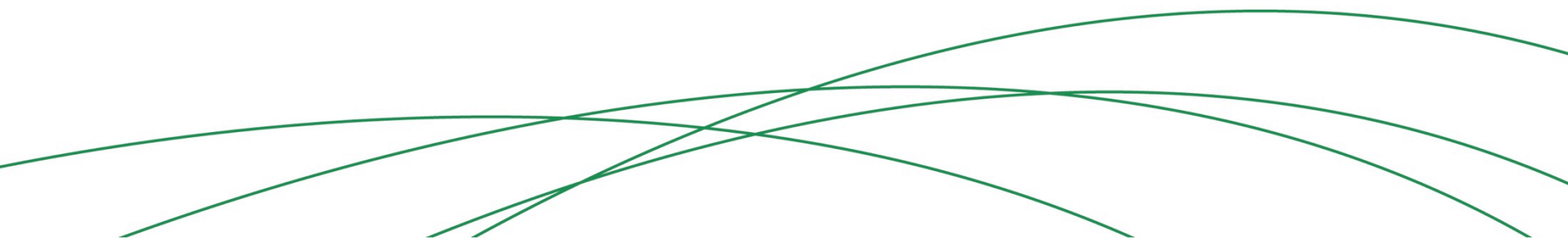
Immigration is expected to account for **100% of labour force growth** in the coming years.

**1M**

Nearly one million immigrants **arrived in the last three years.**



Immigrants still want to come to Canada, but what happens when they arrive?



# Underemployment Rampant

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WES research: **less than half** (47.2%) of skilled immigrants working in the same sector as they were pre-migration



**Almost half** (47%) of immigrants with health education from abroad are unemployed or underutilized (StatCan)



Canada forgoes an estimated **\$50B in GDP** due to the immigrant wage gap: underemployment contributes to 40% of the gap (RBC)

# Global Competition for Talent

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**Q: When will Canada's underutilization of immigrants' skill begin to impact the country's attractiveness to potential migrants?**

## Most Attractive OECD Countries for Potential Migrants



Australia



Sweden



Switzerland



New Zealand



Canada



Ireland



United States

Source: OECD/Bertelsmann Stiftung, Migration Policy Debates, May 2019



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**THANK YOU**

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