

## Report to Corporate Services Committee

**To:** Chair and Members  
**Community and Protective Services Committee**  
**From:** Lynne Livingstone, City Manager  
**Subject:** London's Newcomer Strategy: Choose London – Innovative, Vibrant and Global  
**Date:** June 13, 2023

## Recommendation

That, on the recommendation of the City Manager, the following report regarding London's Newcomer Strategy: Choose London – Innovative, Vibrant and Global **BE RECEIVED** for information.

## Executive Summary

In response to the direction received from Municipal Council on March 2, 2017, to develop an immigration strategy, a community-led Choose London – Innovative, Vibrant and Global: London's Newcomer Strategy was developed. This five-year strategy was endorsed by Council on June 26, 2018. The following is a fourth-year report which provides an overview of activities accomplished in 2022 and a summary of future actions the Advisory Body will undertake to prepare for Phase II of the London Newcomer Strategy.

## Linkage to the Corporate Strategic Plan

The London Newcomer Strategy is aligned with the Reconciliation, Equity, Accessibility, and Inclusion area of focus of the 2023-2027 Strategic Plan and the following expected result: Equity-denied groups come to London and choose to stay in the community.

## Linkage to the London Community Recovery Framework

London's Newcomer Strategy is aligned with the work of the London Community Recovery Network's Priority Action Table: Employment and Talent.

## Analysis

### 1.0 Background Information

#### 1.1 Previous Reports Related to this Matter

- [Update on London's Newcomer Strategy – Innovative, Vibrant and Global](#) (CPSC: September 21, 2021)
- [Choose London – Innovative, Vibrant and Global: London's Newcomer Strategy – Year One Update](#) (CPSC: October 8, 2019)
- [Choose London – Innovative, Vibrant and Global: London's Newcomer Strategy](#) (CPSC: June 18, 2018)
- [Immigration Strategy Update](#) (CPSC: February 22, 2017)

### 2.0 Discussion and Considerations

#### 2.1 Purpose

The purpose of this information report is to provide a fourth-year update of the activities of London's Newcomer Strategy in 2022 and to provide an outline of future actions the Advisory Body will undertake to prepare for Phase II of the Strategy.

## 2.2 Background

London's Newcomer Strategy 2019-2023 is a five-year community-led strategy which recognizes and builds on existing programs and services to attract, integrate, and retain international students, skilled workers, and entrepreneurs to and into the city of London.

A community-led Advisory Body was created in November 2018 to facilitate, guide implementation, and monitor progress on the execution of the annual work plans. Co-chaired by two members of the community, the membership of the Advisory Body is broadly based and includes representatives of agencies involved either directly or indirectly in immigration, as well as Newcomer Champions. The current co-chairs are Dr. Dev Sainani and Robert Collins.

## 2.3 2022 Update

Highlights of the 2022 work include the following:

Strategic Priority: Enhance Awareness

- Received report on [London & Middlesex Immigration Portal](#) outlining strengths, weaknesses, and opportunities to improve its messaging to build more followers.
- Built employment and entrepreneurship information sessions into London Newcomer Day

Strategic Priority: Facilitate Access

- International Student Graduate Internship program: The City of London hired two 20-week international student graduate interns.
- London Newcomer Day 2022 was organized and held October 29 with a focus on employment. Fifty-one employers hosted booths, over 400 participants attended, and event surveys were very positive.

Strategic Priority: Active Engagement

- Data collection and analysis: the London Newcomer Strategy operates on an evaluation framework with outcome measurements calculated using databases such as the Labour Force Survey and the Longitudinal Immigration Database (IMDB).
- The London Newcomer Survey was conducted in three locations: the London Census Metropolitan Area (CMA), the Greater Toronto Area (GTA) and Southwest Ontario through a collaboration with Ipsos.
- Immigration pathways: A chart was created to provide a simple, visual explanation for employers of potential immigration pathways. The chart will be promoted in 2023.
- Advocacy: The Advisory Body advocated with the federal government regarding changes to international student visas and the need for enhanced pathways to transition temporary residents to permanent residents.
- Community support: The London Newcomer Strategy provided financial support to National Francophone Week, November 6 to 12.

## 2.4 Measures and evaluation framework

London is one of the few municipalities in the country with an immigration strategy that has created a measurement and evaluation framework.

London's Newcomer Strategy Advisory Body created a set of targeted outcomes, calculated with 2021 Census data, to measure its progress in achieving its objectives. These outcomes reflect inflow and retention of Newcomers including international students to London, and an average employment rate for Newcomers. In all cases the targeted outcomes were achieved. The outcomes, created in 2018, were originally based on a desired population growth of at least 1% in parallel with the City's growth rate at the time.

A report to the Strategic Priorities and Policy Committee (SPPC: City of London Growth Projections 2021-2051, December 6, 2022) noted the City's rapid growth rate which is projected to remain strong at an average annual rate of 2% between 2021 and 2026. Between 2016 and 2021, London's population grew by 39,900 which represented a natural increase (i.e., births over deaths) of only 13% with the remaining 87% filled by immigration. (Watson Report, October 2022)

Given the change in population growth rate, and the fact that targets set in 2018 have been easily achieved, the Data Task Force of the Advisory Body is currently reviewing the outcomes and measures.

A summary of the measures and available metrics is attached in **Appendix A**.

## 2.5 London Newcomer Survey

This survey was conducted with approximately 800 newcomers in the London Census Metropolitan Area, the Greater Toronto Area and Southwest Ontario by Ipsos.

Notable findings include the following:

- 87% of newcomers to the London CMA area reported that the city met their settlement expectations. 84% of this group also indicated their plans to continue staying in London.
- 10% of the non-London sample from the Greater Toronto Area and Southwest Ontario showed interest in moving to London.
- The largest source of newcomers to London intra-provincial migration, indicating that residents of other cities in Ontario are likely to relocate to London.

The subsequent report, attached in **Appendix B**, provides important insight into the motivations and intentions of newcomers residing in these areas. These findings will be further analyzed during Phase II of the Newcomer Strategy to develop specific attraction and retention strategies for various population groups.

## 2.6 Phase II

The Advisory Body is planning for Phase II of the London Newcomer Strategy which will begin December 1, 2023, for a period of five years. The work to date, including the attached survey on retention in **Appendix B**, will inform the direction of Phase II. The Advisory Body will consider a sharpened focus, largely based on attraction and retention efforts that align with in demand occupations that can support London's labour force needs and supports and tools to assist in the retention of newcomers. Promotional efforts on the City of London website and the Immigration Portal will highlight London as a welcoming, diverse community which values the contributions of newcomers to the culture and economy.

A study of best practices in these areas by other Canadian municipalities will be undertaken. Phase II work will include data analysis, advocacy, and planning for anticipated new directions of the federal government, and greater coordination with the City's Planning Division on its growth strategy and future planning needs. The work will be aligned with the London Economic Development Corporation three-year project of \$1.5 million, Talent Attraction and Labour Force Growth for Sustainable Economic Recovery, funded by the London Community Recovery Network in December 2022.

The Advisory Body will also consider the current membership and whether changes are required to meet the needs of Phase II.

## 3.0 Financial Impact/Considerations

### 3.1 Funding

The Newcomer Strategy is funded within existing resources and no additional financial impact is projected at this time.

## Conclusion

As the London Newcomer Strategy continues to attract, integrate, and retain Newcomers to the community, it will remain flexible and ready to adapt to the changing environment that may arise due to changes in government priorities. It will also continue to link with local and regional strategies and networks.

**Prepared by:** Jill Tansley, Manager, Strategic Programs and Partnerships

**Submitted by:** Rumina Morris, Director, Anti-Racism and Anti-Oppression

**Recommended By:** Lynne Livingstone, City Manager

## Appendix A

### City of London 'Report Card' on Newcomer Strategy Progress. Update May 17, 2023.

#### Outcome 1: Achieve a net average annual Newcomer inflow of no less than 4,000 Newcomers through both direct and secondary migration.

Outcome Measures	Category of Migrants	2016	2017	2018	2019	2020
1. Achieve a net average annual Newcomer inflow* of no less than 4,000 Newcomers through both direct and secondary migration.	Primary migrants	3,295	2,290	2,750	3,315	2,125
	Secondary migrants	3,980	4,340	3,105	4,665	4,690
	Total newcomers	7,275	6,630	5,855	7,980	6,815

Source : IMDB

This table calculates the number of newcomers from the following sources:

1. Primary migrants: immigrants whose intended destination is London CMA in that landing year.
2. Secondary migrants: immigrants whose intended destination was not the London CMA in any year of arrival but filed taxes in London CMA in a subsequent year. The measure for secondary immigrants may not be accurate as immigrants are likely to move in between different CMAs.

This removes emigrants and temporary emigrants from the calculation. Births and Deaths are not included in the calculation. Statistics Canada derives these estimates from a combination of administrative data sources and projections from these sources.

#### Outcome 2: A minimum of 60% of the average annual net Newcomer inflow will be between 15 and 64 years of age. Based on an average annual net Newcomer inflow of 4,000 as targeted in Outcome 1 above, no less than 2,400 of these Newcomers would be between 15 and 64 years of age.

Outcome Measures	Category of migrants	2016	2017	2018	2019	2020
2. A minimum of 60% of the average annual net Newcomer inflow will be between 15 and 64 years of age.	Primary migrants	63% (2,080)	74% (1,700)	75% (2,070)	76% (2,525)	77% (1,645)
	Secondary migrants	96% (3,810)	96% (4,160)	96% (2,970)	96% (4,465)	95% (4,475)
	Total newcomers aged 15 to 64	81% (5,890)	88% (5,860)	86% (5,040)	88% (6,990)	90% (6,120)

Source: IMDB

This shows the proportion of newcomers that are between the ages of 15 and 64, as the data regarding this age group is more publicly available.

Issues: Secondary immigrants are monitored through tax files, but this measure is difficult to reproduce consistently and may not be the most reliable as only tax filers are included in these numbers. This also explains the high proportion of secondary immigrants within this age group, as most tax filers are between the ages 15 to 64.

**Outcome 3: Maintain a minimum average annual retention rate (1-year retention) of 70% of the total gross annual inflow of Newcomers. Based on an average annual net Newcomer inflow of 4,000 as targeted in Outcome 1 above, the number of Newcomers leaving the London CMA would not exceed on average 1,714/year.**

Outcome Measures – London CMA	Category of migrants	2016	2017	2018	2019
Maintain a minimum average annual retention rate (1-year retention) of 70% of the total gross annual inflow of Newcomers.	Primary migrants	84%	79%	75%	78%
	Secondary migrants	90%	94%	89%	91%
	Total newcomers	88%	90%	83%	87%

Source: IMDB

This table measures the 1-year retention rate of newcomers to London. Only those who filed taxes in the subsequent year (i.e., newcomers that arrived in 2016 and filed taxes in 2017) can be measured.

**Outcome 4: Maintain an average attraction level of international students attending local educational institutions of no less than 11,000 students a year.**

Outcome Measures - London CMA	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021
4. Maintain an average attraction level of international students attending local educational institutions of no less than 11,000 students a year.	N/A	11,000	11,130	13,148	12,495

Source: Educational Institutions within London

This table measures the number of international students enrolled in London annually. It is based on the reports of educational institutions themselves and has not been verified by us.

**Outcome 5: Achieve an average annual employment rate for Newcomers, who are Permanent Residents, that is no less than 7.5 percentage points lower than the employment rate of Londoners overall.**

Outcome Measures - London CMA	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021

5. Achieve an average annual employment rate for Newcomers, who are Permanent Residents, that is no less than 7.5 percentage points lower than the employment rate of Londoners overall***.	2016: Newcomers between 20-44: 57%. London overall: 57.7%	2017: Newcomers between 20-44: 69%. London overall: 57%	2018: Newcomers between 20-44: 49%. London overall: 57.6%	2019: Newcomers between 20-44: 62%. London overall: 56.1%	2020: Newcomers between 20-44: 62%. London overall: 55.5%
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Source: Labour Force Survey

This table shows the percentage of people between the ages 20-44 that are employed, compared to the City rate overall.



City of London

January 12, 2023

# CITY OF LONDON NEWCOMERS SURVEY

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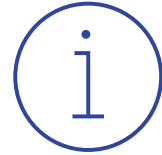
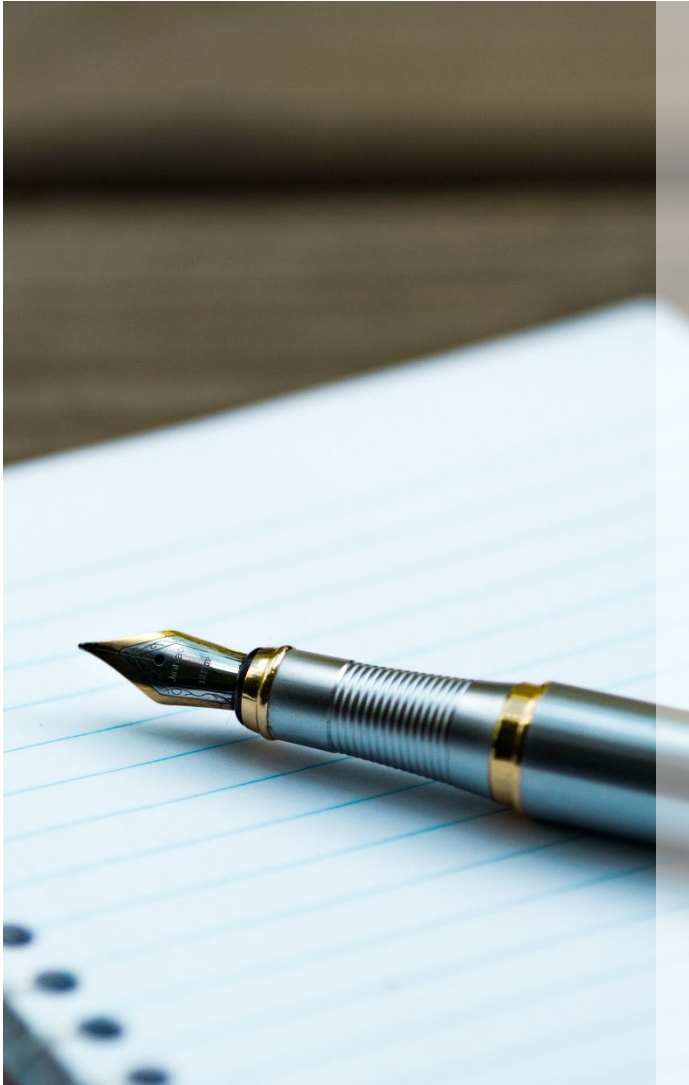
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**52** SOUTHWEST ONTARIO AND GTA– PERCEPTIONS OF LONDON

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# Background and Objectives



## BACKGROUND

Through the London Newcomer Strategy, the City of London conducted a survey of newcomers (defined as living in Canada for less than five years as either a temporary or permanent resident) in three locations: the London Census Metropolitan Area (CMA), the Greater Toronto Area and Southwest Ontario (includes: Windsor, Chatham-Kent, Sarnia, Woodstock and Ingersoll, Kitchener-Waterloo, Cambridge, Guelph and Brantford). For the purposes of this research, Southwest Ontario excludes London.



## OBJECTIVES

The objective of the research is to understand newcomers' views on the attractiveness of London as a past, current or potential future home.

# Methodology and Reporting Conventions

## METHODOLOGY

- The survey was conducted online using an ethno-cultural Panel.
- It was conducted in three locations: the London Census Metropolitan Area (CMA), Southwest Ontario and the Greater Toronto Area (GTA) among newcomers (defined as residing in Canada for five years or less as either a temporary or permanent resident) aged 18 and older.
- The survey was conducted among n=800 residents broken down as follows:
  - N=423 London CMA credibility interval of  $\pm 5.4$  at 95% confidence
  - N=191 Southwest Ontario credibility interval of  $\pm 8.1$  at 95% confidence
  - N=186 Greater Toronto Area (GTA) credibility interval of  $\pm 8.2$  at 95% confidence
- The survey was conducted between October 27 and November 28, 2022.
- The survey was available in both English and French.

## REPORTING CONVENTIONS

- In certain sections of the report, owing to extremely small sample sizes, the graphics display counts rather than percentages. This information is noted on the slides displaying this data.



# Key Findings: London CMA

1

- Most newcomers living in the London CMA have lived in the City between one and three years. A sizeable number (43%) have lived elsewhere in Canada prior to living in London, mainly coming from the GTA.
- Overwhelming majority (87%) say that the City is meeting their expectations, mainly driven by their perception that it is a good or great place to live.

2

- Affordable housing is the most liked aspect of living in London, but sizeable numbers of newcomers also like that their friends/family live in the City, employment prospects, and the cost of living.
- Inadequate employment prospects, lack of a sense of safety, racism/discrimination, inadequate city infrastructure, and that their friends and family live elsewhere are what they dislike most.

3

- An overwhelming majority (84%) plan to stay in London, mainly because of a low cost of living, good atmosphere, having a job/good job, affordable housing, or a feeling of being settled or comfortable in the City.
- Plans to leave London are driven mainly by a preference to live somewhere else, but also by a perceived lack of job opportunities or low salaries, and perceptions of a high or rising cost of living.
- Improved employment prospects is the main way the City could increase community satisfaction, but the presence of affordable housing, improving the sense of safety, lower cost of living, improving City infrastructure, and improving the multicultural environment are also mentioned by sizeable numbers of newcomers.



# Key Findings: Southwest Ontario

1

- An almost unanimous (97%) number of newcomers living in Southwest Ontario have never lived in London.
- However, among these, 16 percent (also 16% rebased<sup>1</sup> on full base of n=191) say they are likely to move to London, including two percent (also 2% rebased on full base of n=191) who are “very likely” to do this.

2

- An extremely small (3%) number of newcomers in Southwest Ontario have lived in London. Hence, the responses to the follow-up questions below should be interpreted with caution
- Most lived in London between one to five years.
- A perceived sense of safety, a multicultural environment, and well-established immigrant services are what they liked most about living in London.
- Friends and family living elsewhere and inadequate employment prospects are the main reasons for moving out of the City.

<sup>1</sup>Since this question was asked to a subsample of the full base, the figure has been rebased on the full base of n=191.



# Key Findings: GTA

1

- An overwhelming majority (90%) of newcomers living in the GTA have never lived in London.
- However, among these, 29 percent (26% rebased on full base of n=186) say they are likely to move to London, including five percent (4% rebased on full base of n=186) who are “very likely” to do this.

2

- Only ten percent of newcomers in the GTA have lived in London. Hence, the responses to the follow-up questions below should be viewed qualitatively and with caution.
- Most lived in London between one to three years.
- Affordable housing, cost of living, a multicultural environment, friends and family living in the City and nature are what they liked most about living in London.
- Friends and family living elsewhere and inadequate employment prospects are the main reasons for moving out of the City.



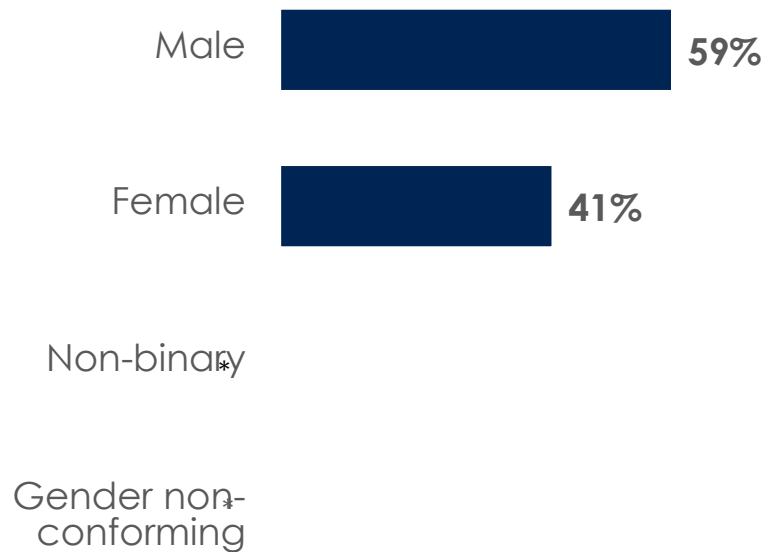
# LONDON CMA: DEMOGRAPHIC PROFILE

# 1

# London CMA: Gender and Age

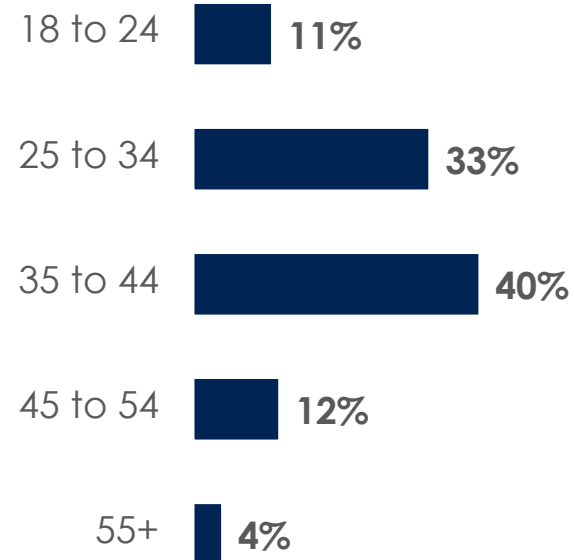
- Six in ten (59%) new Canadians in the London CMA are men, while four in ten (41%) are women.
- Almost three-quarters (73%) are between 25 and 44 years of age. The average age is 35.9 years.

## GENDER



Base: London CMA (n=423)  
Q4. What is your gender identity?

## AGE

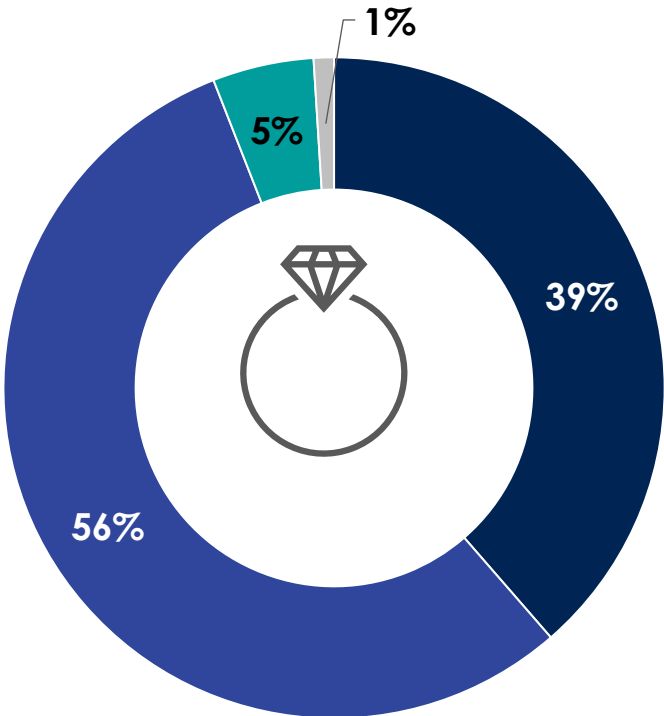


Base: London CMA (n=423)  
Q2. What is your birth year?



# London CMA: Marital Status

- More than half (56%) of newcomers in the London CMA are married or living common law, while four in ten (39%) are single, never married.



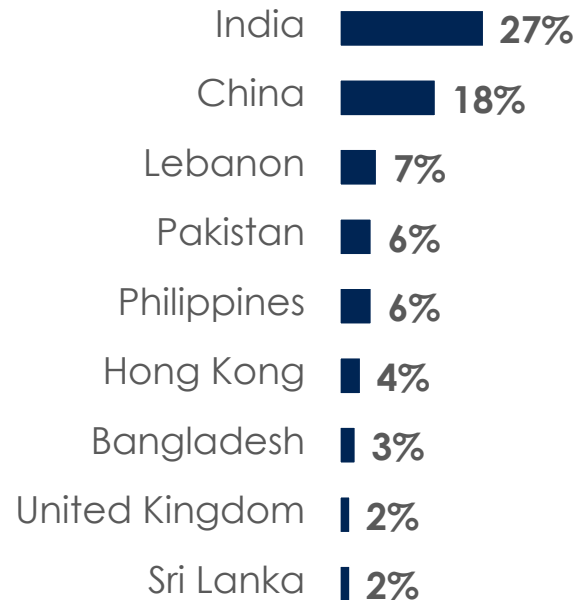
- Single, never married
- Married or common law
- Separated or divorced
- Widowed

Base: London CMA temporary residents (n=423)  
Q16. What is your marital status?

# London CMA: Country of Birth and Length of residence in Canada

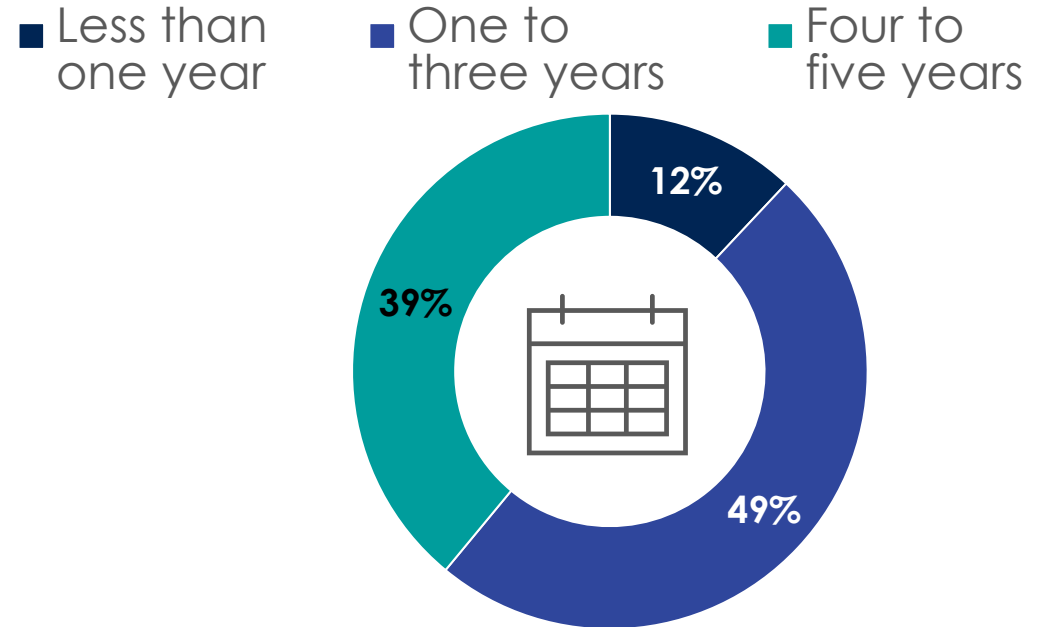
- The most common birth countries among newcomers in the London CMA are India (27%), followed by China (18%), with almost half (45%) coming from these two countries.
- Half (49%) of newcomers in the London CMA have lived in Canada one to three years, while four in ten (39%) have lived here four to five years and only one in ten (12%) less than one year.

## COUNTRY OF BIRTH (2% or more)



Base: London CMA (n=423)  
Q3. What is your country of birth?

## LENGTH OF RESIDENCE IN CANADA

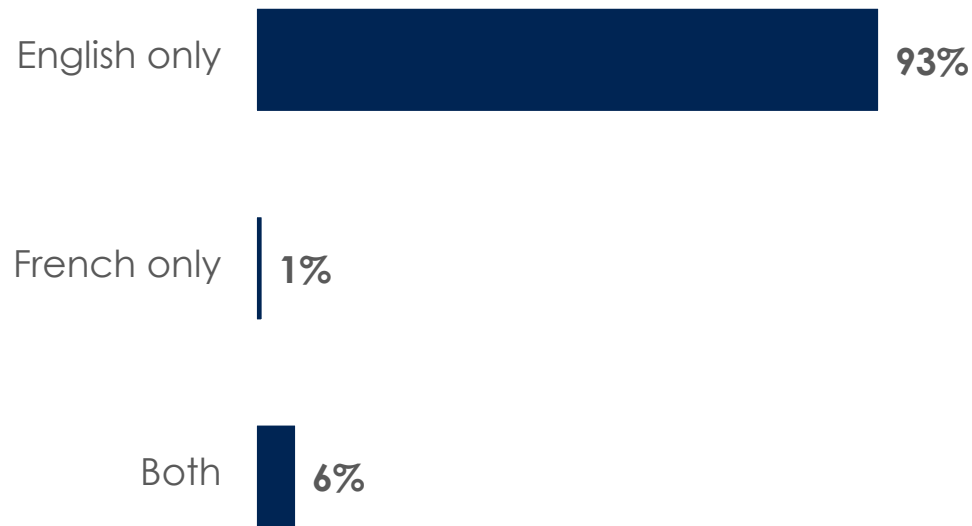


Base: London CMA (n=423)  
Q6. How long have you been living in Canada?

# London CMA: Official Languages Spoken and Ethnic or Racial Identity

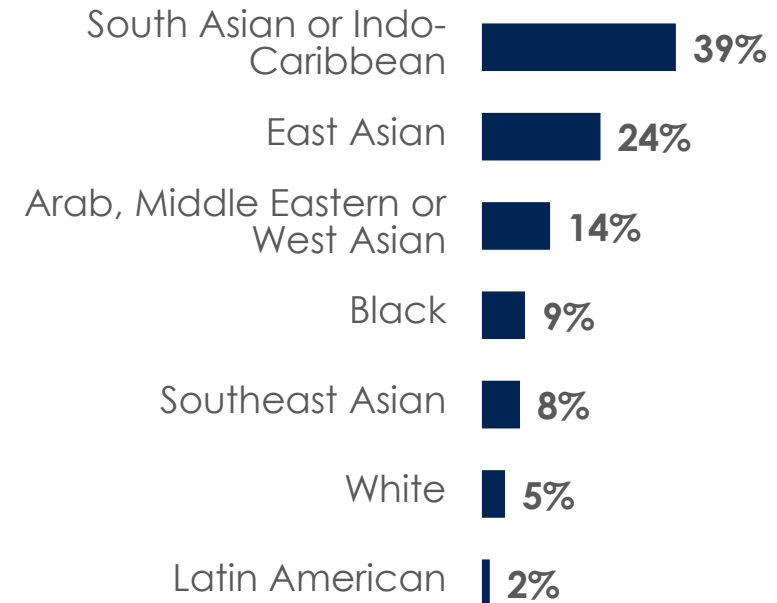
- When asked if they are able to converse in one, both or neither official language, the vast majority (93%) of newcomers in the London CMA indicate that they speak English only. Six percent can converse in both official languages, while only one percent can converse in French only.
- The most common ethnic or racial identity is South Asian or Indo-Caribbean (39%), followed by East Asian (24%) and Arab, Middle Eastern or West Asian (14%).

## OFFICIAL LANGUAGES SPOKEN



Base: London CMA (n=423)  
Q1. Are you able to conduct a conversation in one, both, or neither of Canada's official languages?

## ETHNIC OR RACIAL IDENTITY



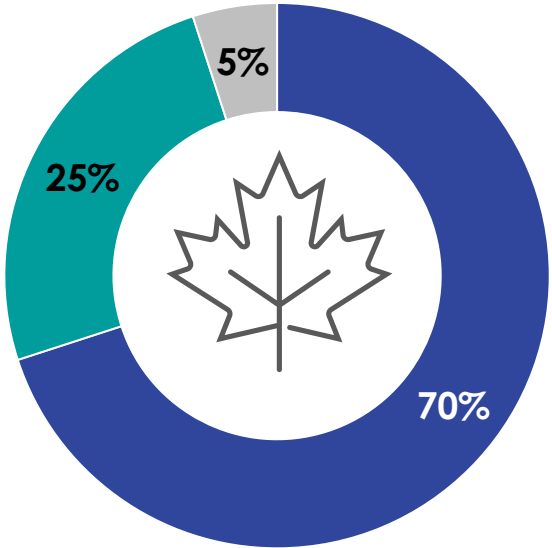
Base: London CMA (n=423)  
Q18. How would you describe your ethnic or racial identity?

# London CMA: Permanent vs. Temporary Resident

- Seven in ten (70%) newcomers in the London CMA are permanent residents, while one-quarter (25%) are temporary residents.

## PERMANENT VS. TEMPORARY RESIDENT

■ Permanent ■ Temporary ■ Prefer not to say

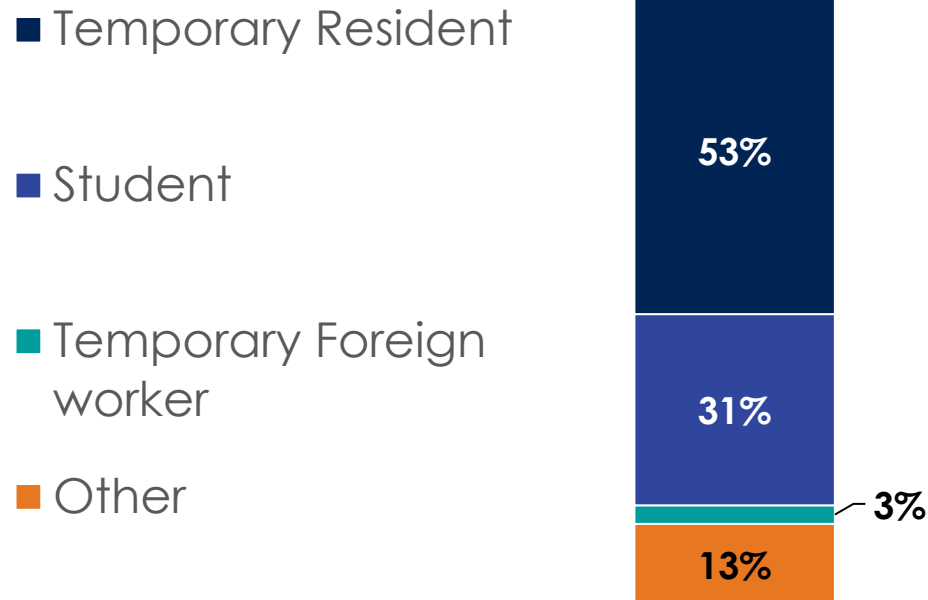


Base: London CMA (n=423)  
Q7. Are you a permanent or temporary resident of Canada?

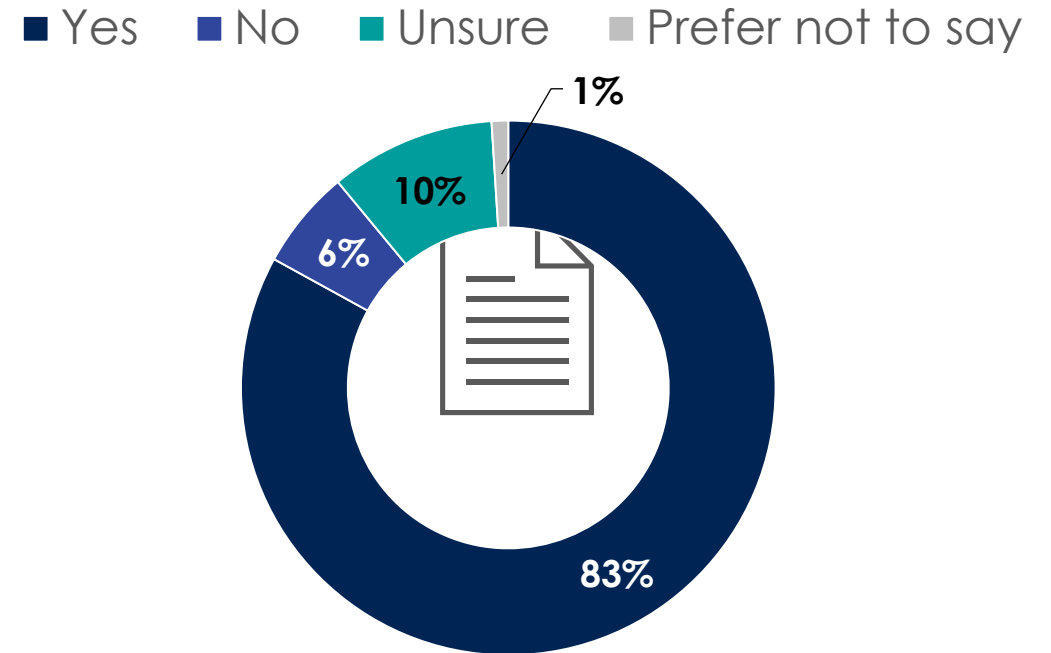
# London CMA: Temporary Resident Profile

- Among newcomers in the London CMA who are temporary residents, more than half describe their status as temporary, while 31 percent say they are a student and three percent say they are a temporary foreign worker. Thirteen percent mention another status.
- Among temporary residents, an overwhelming majority (83%) plan on applying for permanent residency.

## STATUS IN CANADA



## PLANS TO APPLY FOR PERMANENT RESIDENCY



Base: London CMA temporary residents (n=107)  
Q8. What best describes your status in Canada?

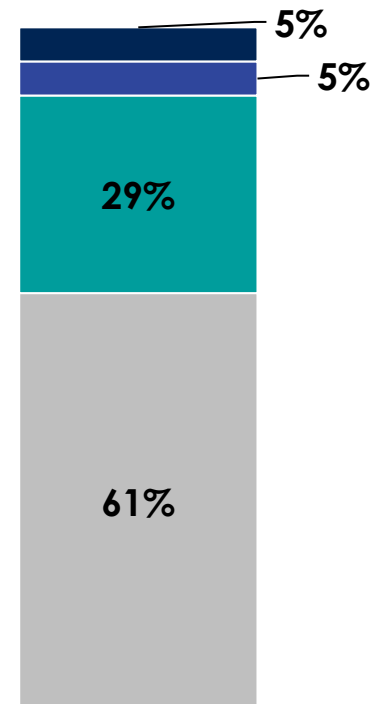
Base: London CMA temporary residents (n=107)  
Q9. Do you intend to apply for permanent residency?

# London CMA: Permanent Resident Profile

- Most (61%) permanent residents in the London CMA migrated to Canada in the admission category of economic class, while three in ten (29%) are classified in the family class. Five percent each are classified as a refugee or a refugee claimant or asylum seeker.

## ADMISSION CATEGORY WHEN MIGRATING

- Refugee (Government Assisted, Privately Sponsored, Blended Visa Office-Referred Program)
- Refugee Claimant or Asylum Seeker
- Family Class (Sponsored Spouse, Sponsored Parent or Grandparent, or Other Immigrant Sponsored by Family)
- Economic Class (Skilled Worker, Canadian Experience Class, Provincial Nominee Program, or Business Programs)

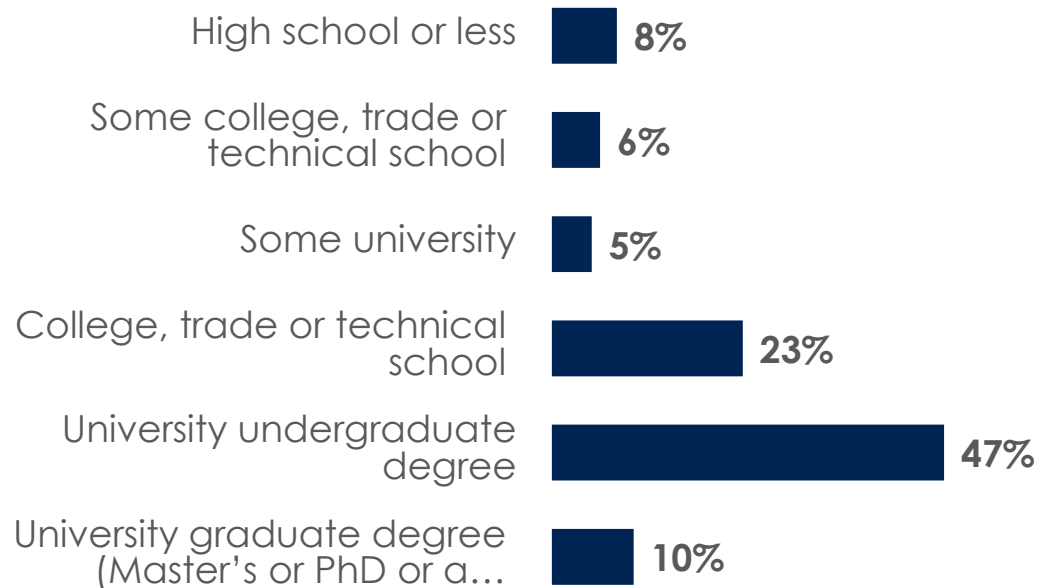


Base: London CMA permanent residents (n=296)  
Q10. Under which admission category did you migrate?

# London CMA: Education and Household Income

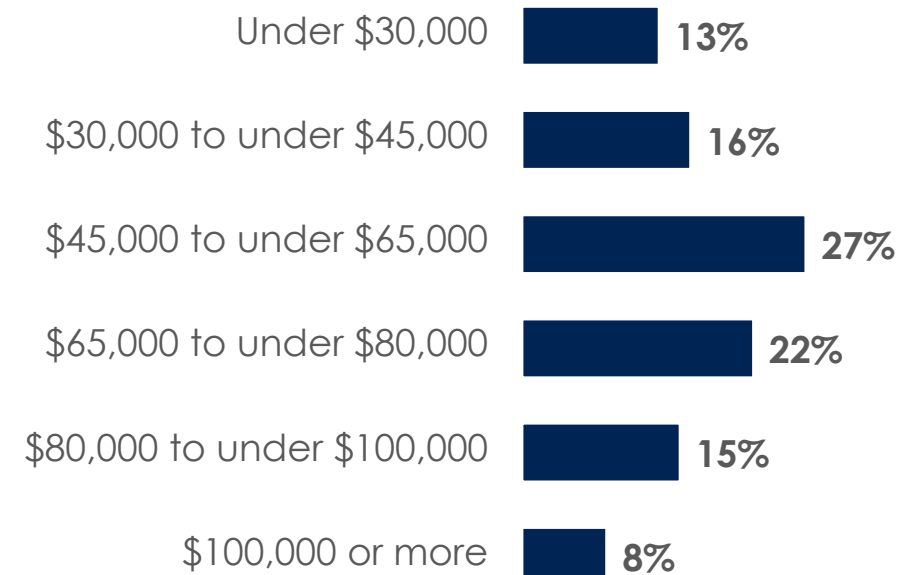
- A majority (57%) of newcomers in the London CMA have an undergraduate university degree or higher, while only one in ten (8%) have a high school education or lower.
- Three in ten (29%) indicate that they have a total household income of under \$45,000, including 13 percent who make under \$30,000. On the other end of the spectrum, 23 percent make \$80,000 or above, including 8 percent who make \$100,000 or above.

## EDUCATION



Base: London CMA (n=423)  
Q11. What is the highest level of education you have completed?

## HOUSEHOLD INCOME

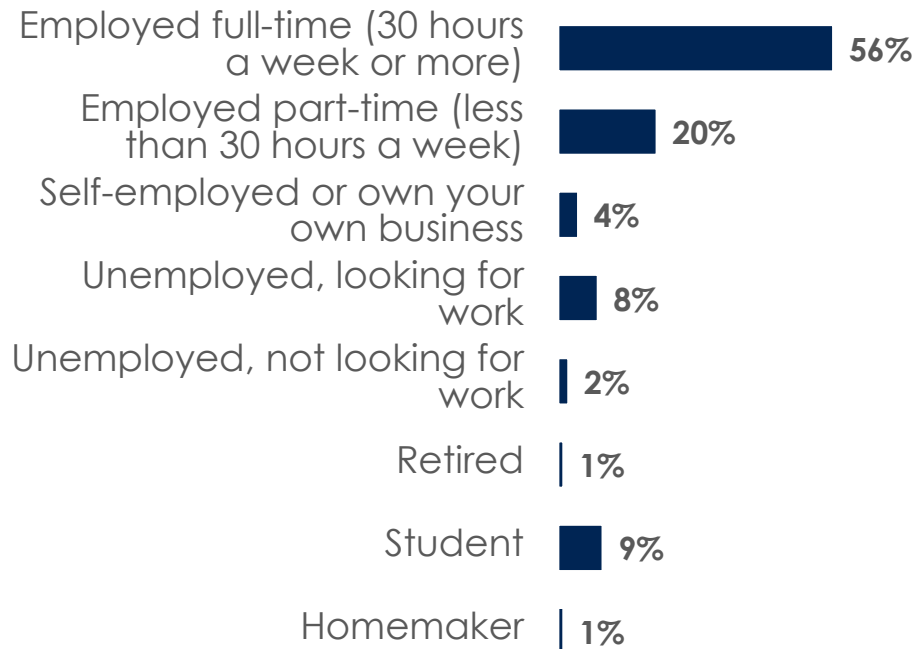


Base: London CMA (n=423)  
Q15. What is your total annual household income before taxes?

# London CMA: Own and Spouse/Partner's Employment Status

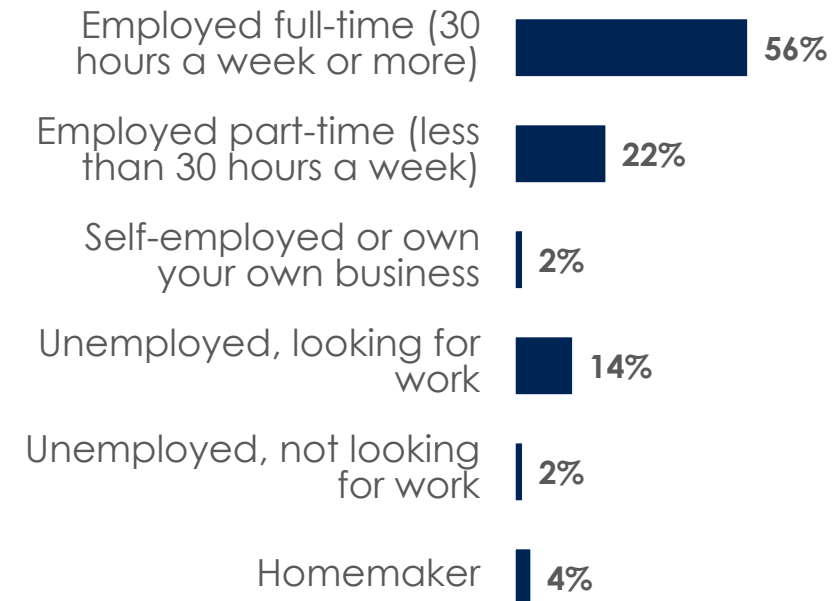
- A majority (56%) of newcomers from the London CMA are employed full-time, while two in ten (20%) work part-time. About one in ten each are a student (9%) or are unemployed, but looking for work (8%).
- Among newcomers in the London CMA who are married or living common law, a majority (56%) indicate that their spouse or partner is employed full-time, while two in ten (22%) say they work part-time. More than one in ten (14%) say their spouse/partner is unemployed, but looking for work.

## OWN EMPLOYMENT STATUS



Base: London CMA (n=423)  
Q12. What is your current employment status?

## SPOUSE/PARTNER'S EMPLOYMENT STATUS



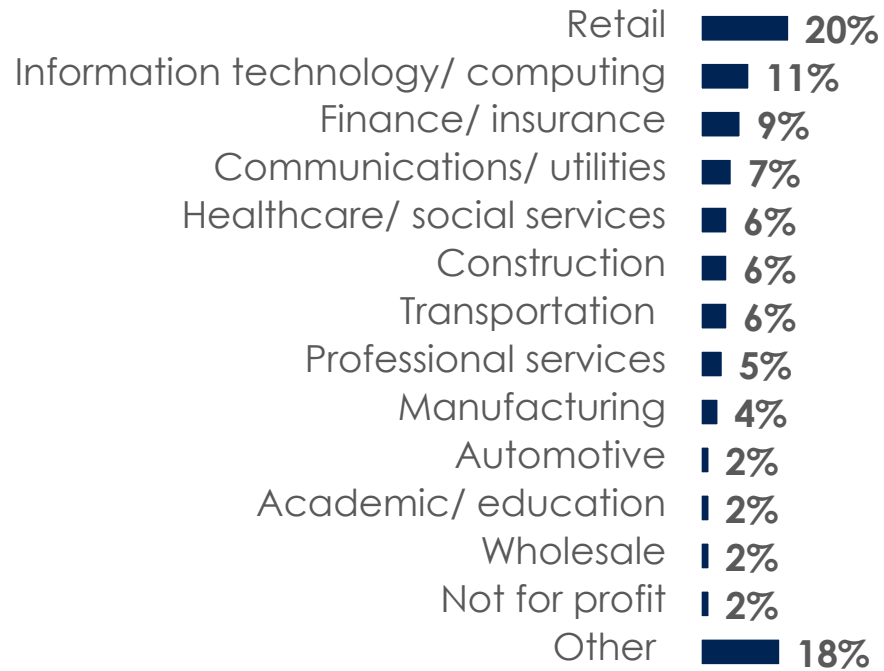
Base: London CMA married or common law (n=236)  
Q17. What is your spouse or partner's current employment status?



# London CMA: Industry of Employment and Satisfaction With Current Employment

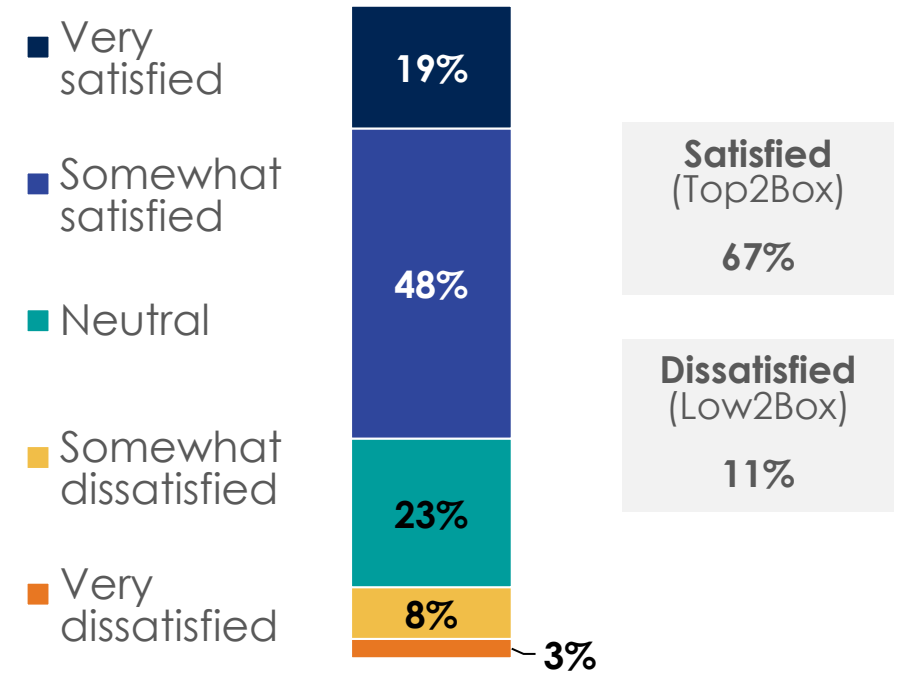
- Among newcomers in the London CMA who work full- or part-time, the most commonly mentioned industry of employment is retail (20%), followed by information technology or computing (11%), and finance or insurance (9%).
- Among these, two-thirds (67%) express satisfaction with their current employment, with half of these saying they are only "somewhat satisfied." Only 11 percent are dissatisfied. One-quarter (23%) have a neutral opinion of their current employment.

## INDUSTRY OF EMPLOYMENT (2% or more)



Base: London CMA employed full-time or part-time (n=319)  
Q13. What is your current industry of employment?

## SATISFACTION



Base: London CMA employed full-time or part-time (n=319)  
Q14. How satisfied are you with your current employment?

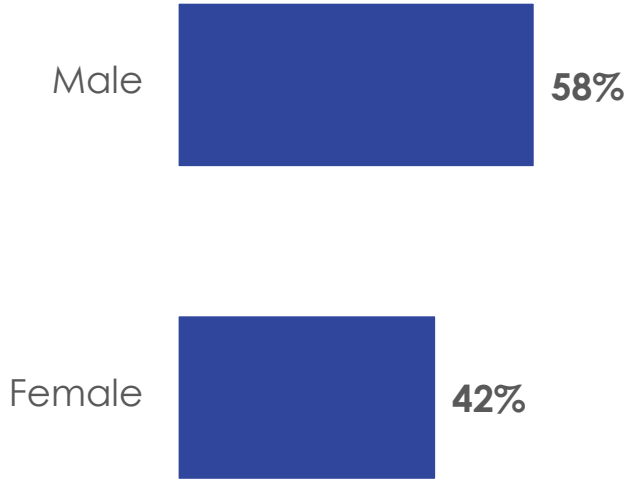
# **SOUTHWEST ONTARIO: DEMOGRAPHIC PROFILE**

# 2

# Southwest Ontario: Gender and Age

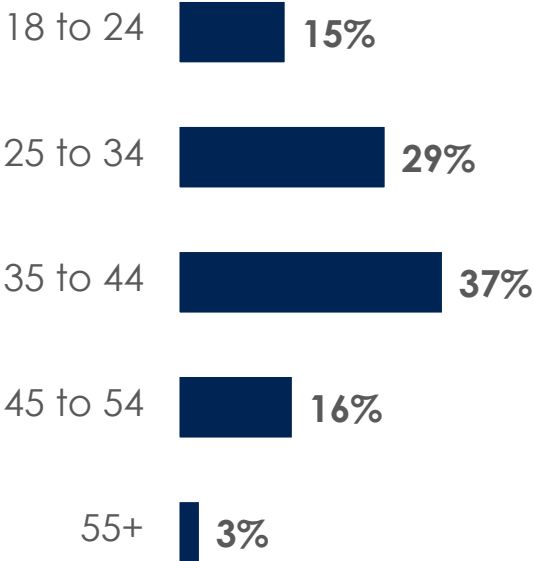
- Six in ten (58%) new Canadians in Southwest Ontario are men, while four in ten (42%) are women.
- Two-thirds (66%) of new Canadians in this area are between the ages of 25 and 44. The average age is 36.1.

## GENDER



Base: Southwest Ontario (n=191)  
Q4. What is your gender identity?

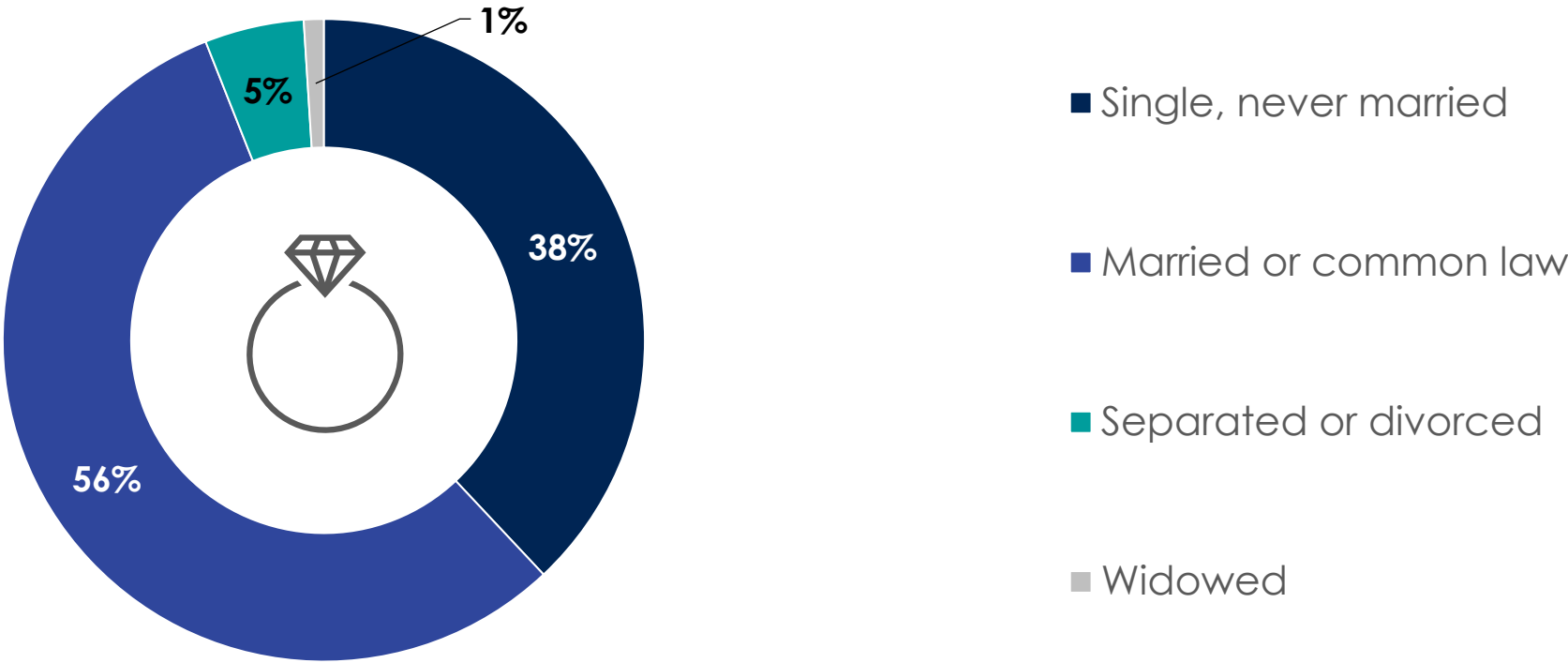
## AGE



Base: Southwest Ontario (n=191)  
Q2. What is your birth year?

# Southwest Ontario: Marital Status

• More than half (56%) of newcomers in Southwest Ontario are married or living common law, while four in ten (38%) are single, never married.

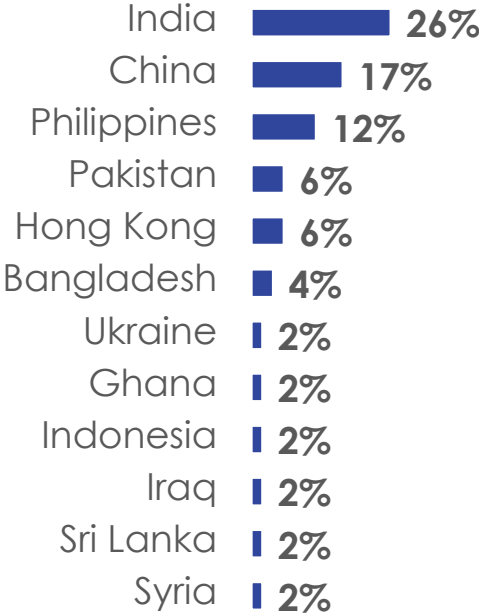


Base: Southwest Ontario temporary residents (n=191)  
Q16. What is your marital status?

# Southwest Ontario: Country of Birth and Length of residence in Canada

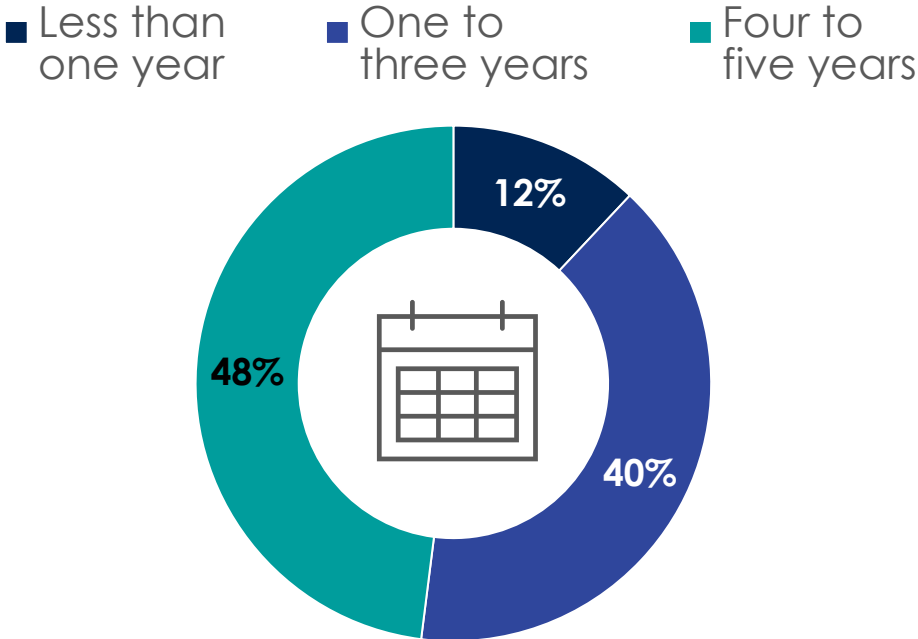
- The most common birth countries among newcomers in Southwest Ontario are India (26%), followed by China (17%) and the Philippines (12%).
- Half (48%) of newcomers in this area have lived in Canada four to five years, while four in ten (40%) have lived here one to three years and only one in ten (12%) less than one year.

## COUNTRY OF BIRTH (2% or more)



Base: Southwest Ontario (n=191)  
Q3. What is your country of birth?

## LENGTH OF RESIDENCE IN CANADA

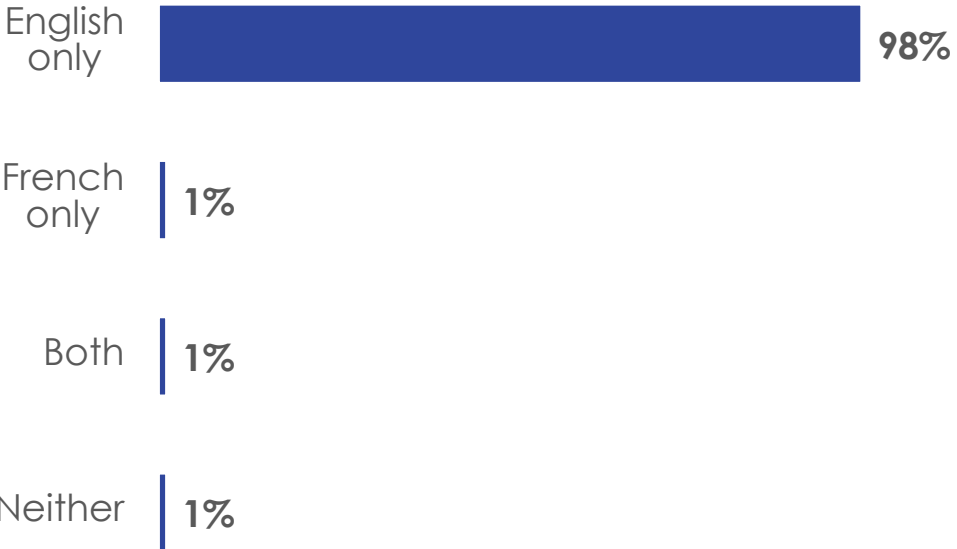


Base: Southwest Ontario (n=191)  
Q6. How long have you been living in Canada?

# Southwest Ontario: Official Languages Spoken and Ethnic or Racial Identity

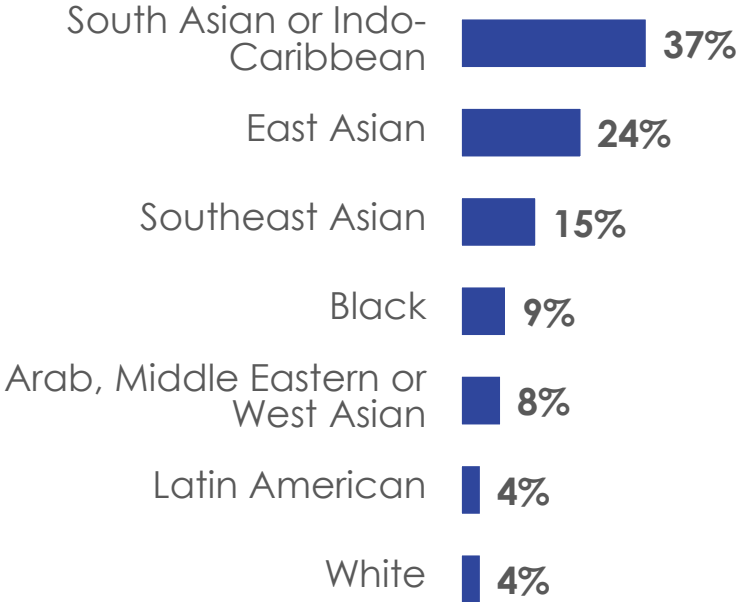
- When asked if they are able to converse in one, both or neither official language, an almost unanimous number (98%) of newcomers in Southwest Ontario indicate that they speak English only.
- The most common ethnic or racial identity is South Asian or Indo-Caribbean (37%), followed by East Asian (24%) and Southeast Asian (15%).

## LANGUAGES SPOKEN



Base: Southwest Ontario (n=191)  
Q1. Are you able to conduct a conversation in one, both, or neither of Canada's official languages?

## ETHNIC OR RACIAL IDENTITY



Base: Southwest Ontario (n=191)  
Q18. How would you describe your ethnic or racial identity?

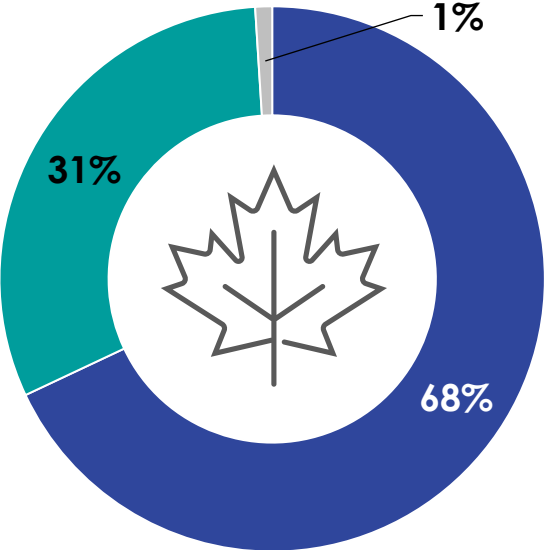


# Southwest Ontario: Permanent vs. Temporary Resident

- Seven in ten (68%) newcomers in Southwest Ontario are permanent residents, while three in ten (31%) are temporary residents.

## PERMANENT VS. TEMPORARY RESIDENT

■ Permanent ■ Temporary ■ Prefer not to say

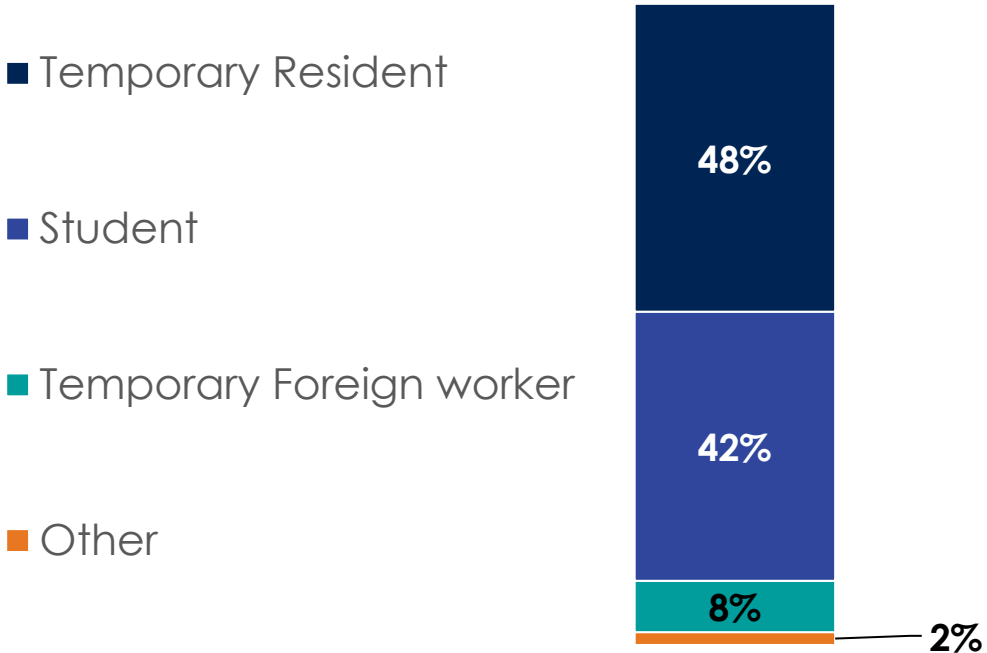


Base: Southwest Ontario (n=191)  
Q7. Are you a permanent or temporary resident of Canada?

# Southwest Ontario: Temporary Resident Profile

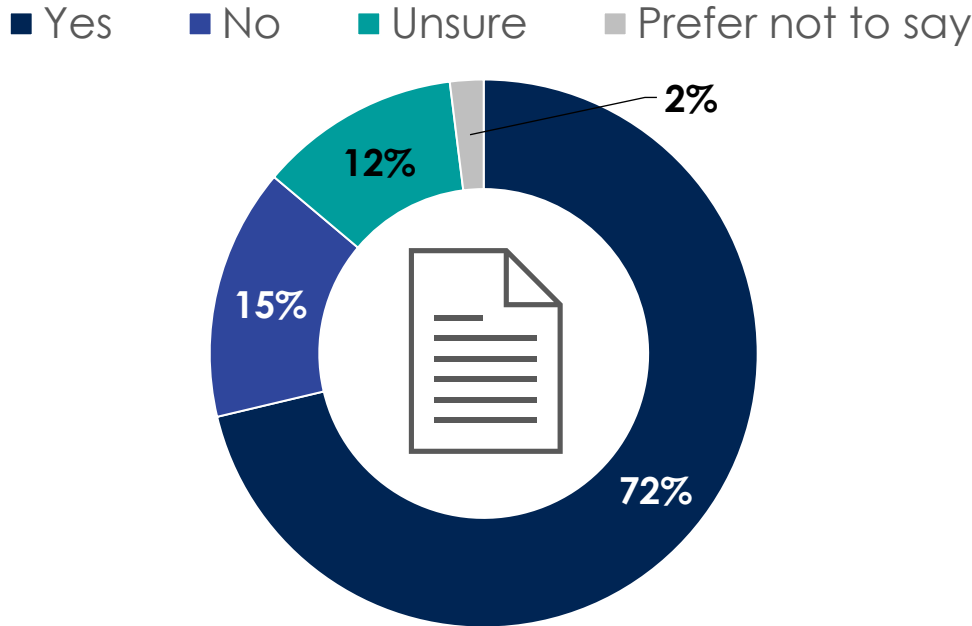
- Among newcomers in Southwest Ontario who are temporary residents, half describe their status in Canada as temporary, while 42 percent say they are a student and eight percent say they are a temporary foreign worker.
- A large majority (72%) of temporary residents in this area plan on applying for permanent residency.

## STATUS IN CANADA



Base: Southwest Ontario temporary residents (n=60\*) \*Small sample size  
Q8. What best describes your status in Canada?

## PLANS TO APPLY FOR PERMANENT RESIDENCY



Base: Southwest Ontario temporary residents (n=60\*) \*Small sample size  
Q9. Do you intend to apply for permanent residency?



# Southwest Ontario: Permanent Resident Profile

- Most (61%) permanent residents in Southwest Ontario migrated to Canada in the admission category of economic class, while three in ten (29%) are classified in the family class. Five percent each are classified as a refugee or a refugee claimant or asylum seeker.

## ADMISSION CATEGORY WHEN MIGRATING

- Refugee (Government Assisted, Privately Sponsored, Blended Visa Office-Referred Program)
- Refugee Claimant or Asylum Seeker
- Family Class (Sponsored Spouse, Sponsored Parent or Grandparent, or Other Immigrant Sponsored by Family)
- Economic Class (Skilled Worker, Canadian Experience Class, Provincial Nominee Program, or Business Programs)

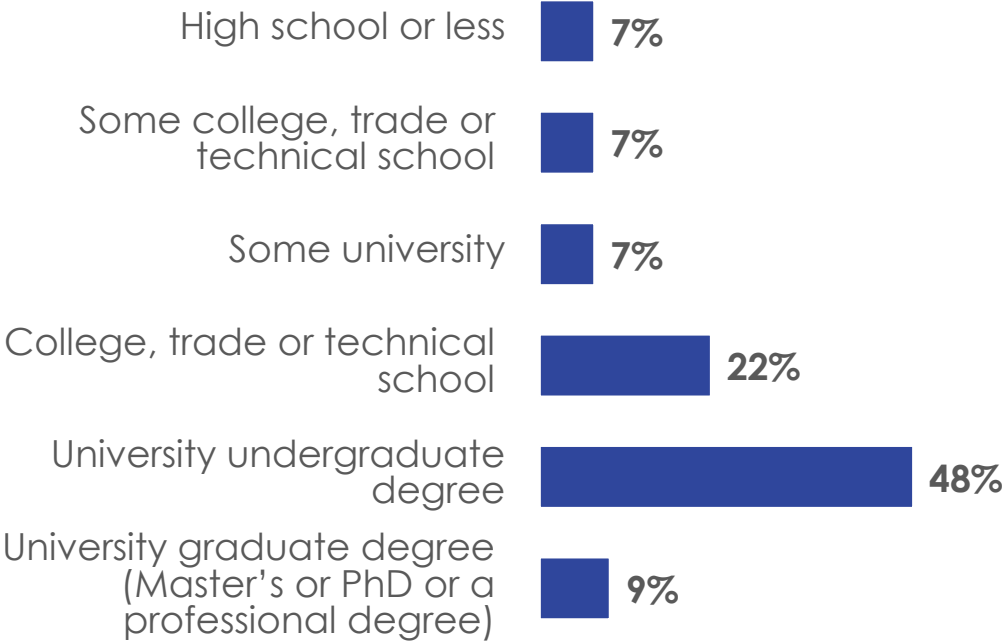


Base: Southwest Ontario permanent residents (n=129)  
Q10. Under which admission category did you migrate?

# Southwest Ontario: Education and Household Income

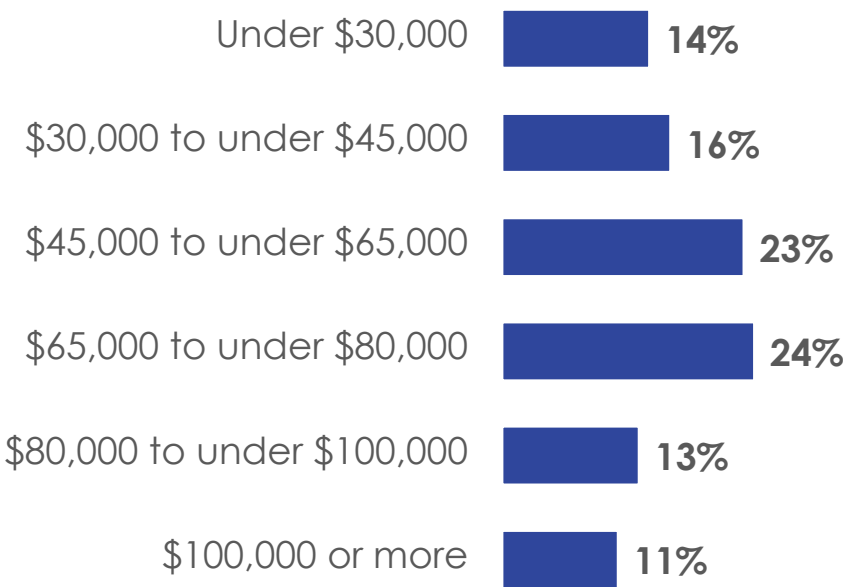
- A majority (57%) of newcomers in Southwest Ontario have an undergraduate university degree or higher.
- Three in ten (30%) newcomers in the area indicate that they have a total household income of under \$45,000, including 14 percent who make under \$30,000. On the other end of the spectrum, 24 percent make \$80,000 or above, including 11 percent who make \$100,000 or above.

## EDUCATION



Base: Southwest Ontario (n=191)  
Q11. What is the highest level of education you have completed?

## HOUSEHOLD INCOME



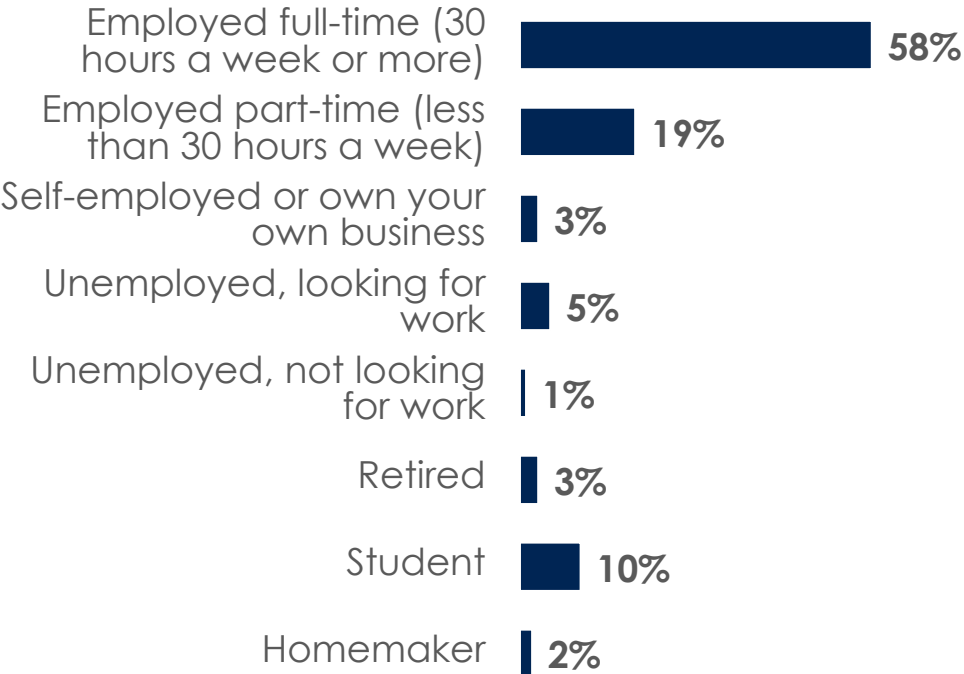
Base: Southwest Ontario (n=191)  
Q15. What is your total annual household income before taxes?



# Southwest Ontario: Own and Spouse/Partner's Employment Status

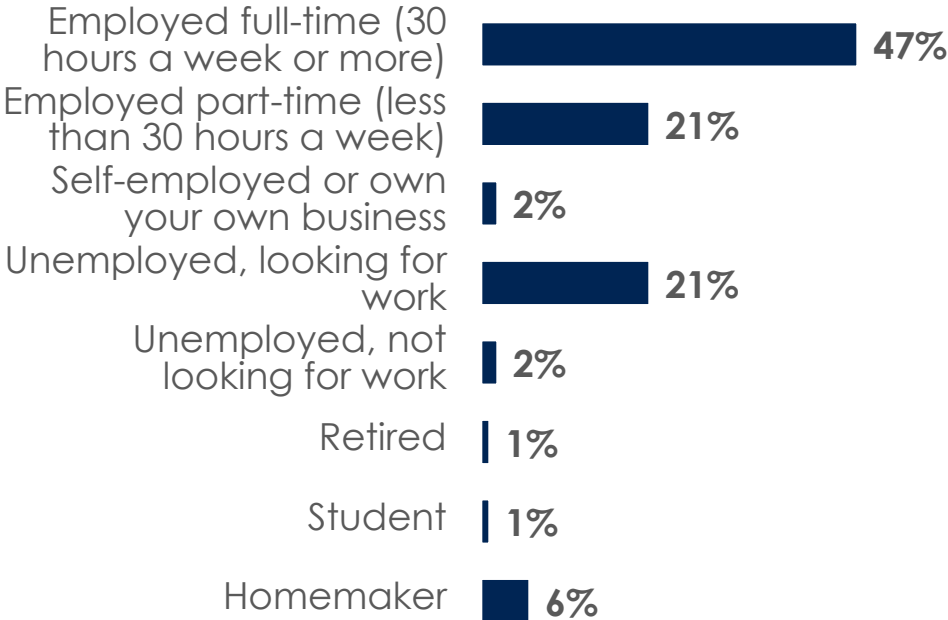
- A majority (58%) of newcomers from Southwest Ontario are employed full-time, while two in ten (19%) work part-time. One in ten (10%) are a student.
- Among newcomers in this area who are married or living common law, almost half (47%) indicate that their spouse or partner is employed full-time, while two in ten (21%) say they work part-time. Two in ten (21%) say their spouse/partner is unemployed, but looking for work.

## OWN EMPLOYMENT STATUS



Base: Southwest Ontario (n=191)  
Q12. What is your current employment status?

## SPOUSE/PARTNER'S EMPLOYMENT STATUS

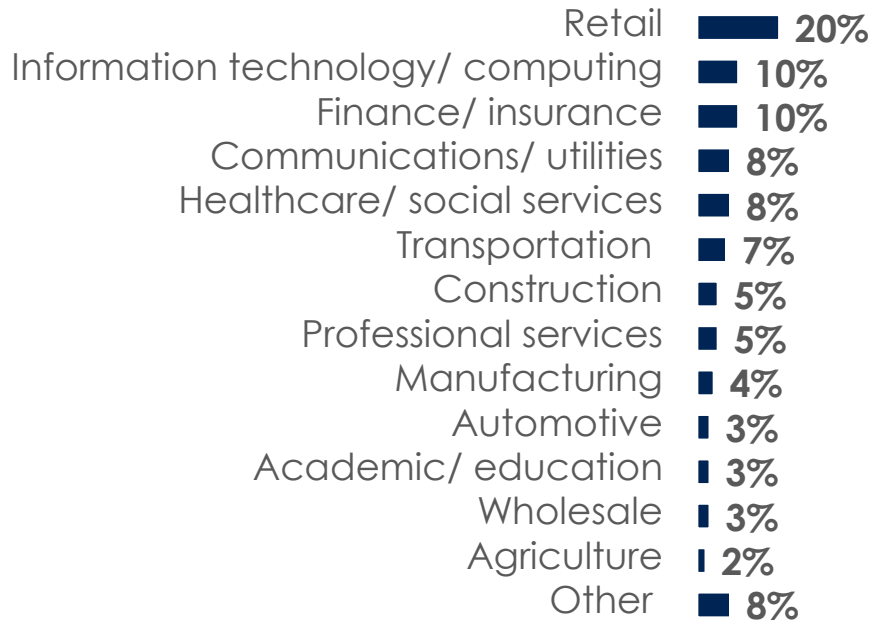


Base: Southwest Ontario married or common law (n=106)  
Q17. What is your spouse or partner's current employment status?

# Southwest Ontario: Industry of Employment and Satisfaction With Current Employment

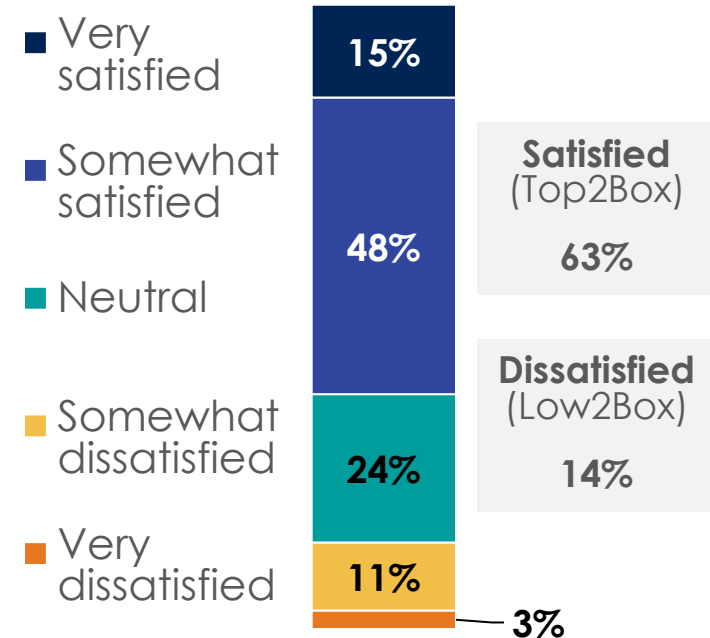
- Among newcomers in Southwest Ontario who work full- or part-time, the most commonly mentioned industry of employment is retail (20%), followed by information technology or computing (10%), finance or insurance (10%), communication or utilities (8%), healthcare or social services (8%), and transportation (7%).
- Among these, almost two-thirds (63%) express satisfaction with their current employment, with a half of these saying they are only “somewhat satisfied.” Only 14 percent are dissatisfied. One-quarter (24%) have a neutral opinion.

## INDUSTRY OF EMPLOYMENT (2% or more)



Base: Southwest Ontario employed full-time or part-time (n=147)  
Q13. What is your current industry of employment?

## SATISFACTION



Base: Southwest Ontario employed full-time or part-time (n=147)  
Q14. How satisfied are you with your current employment?

# GTA: DEMOGRAPHIC PROFILE

# 3

# GTA: Gender and Age

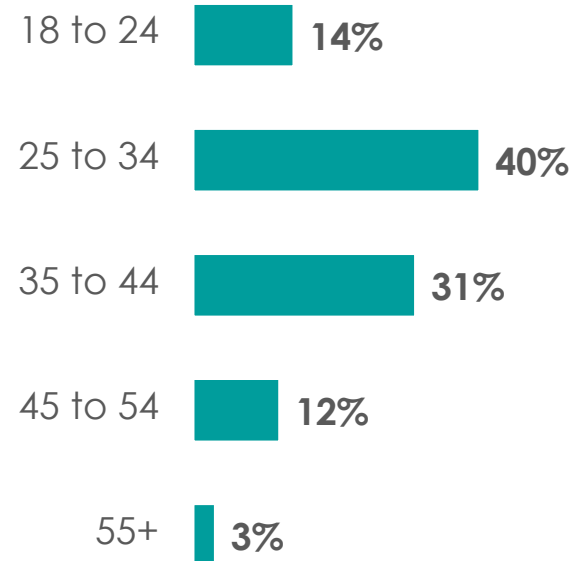
- One-half (49%) of new Canadians in the GTA are men and half are women (51%).
- Seven in ten (71%) of new Canadians in this area are between the ages of 25 and 44. The average age is 34.7.

## GENDER



Base: GTA (n=186)  
Q4. What is your gender identity?

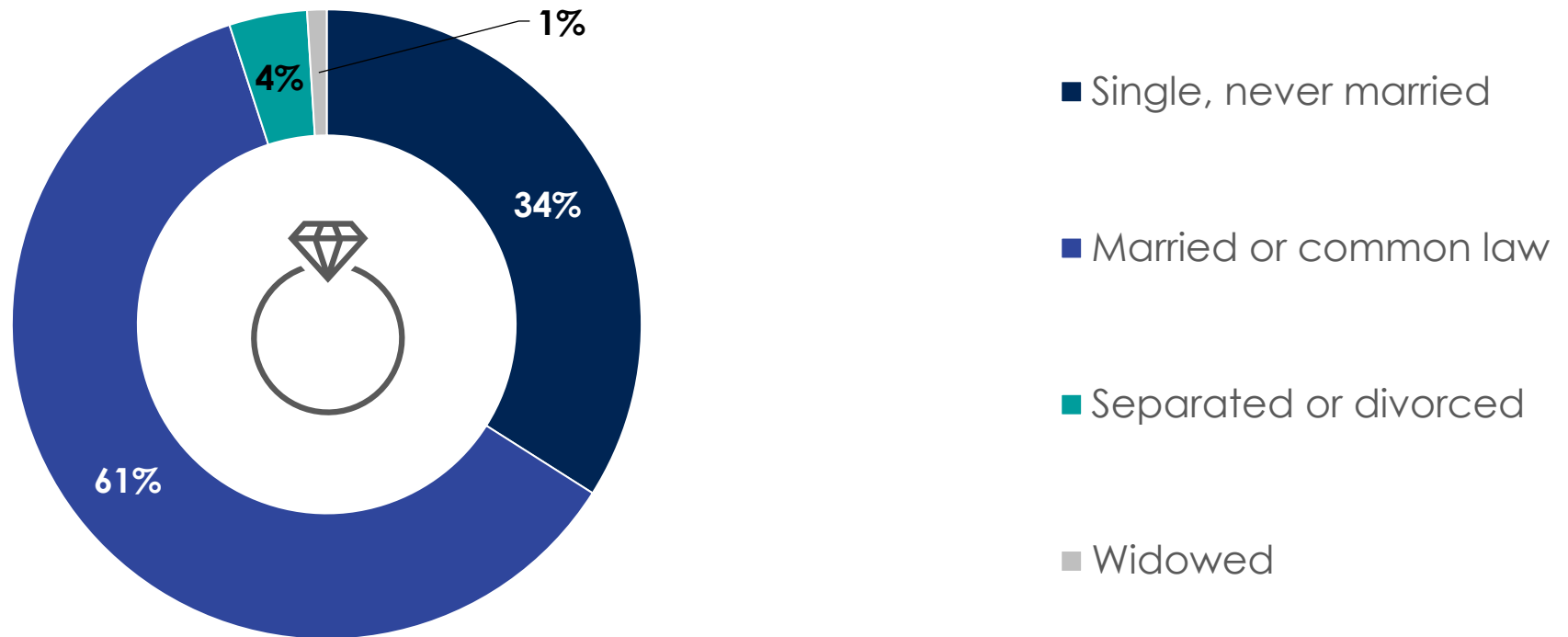
## AGE



Base: GTA (n=186)  
Q2. What is your birth year?

# GTA: Marital Status

- Six in ten (61%) newcomers in the GTA are married or living common law, while one-third (34%) are single, never married.

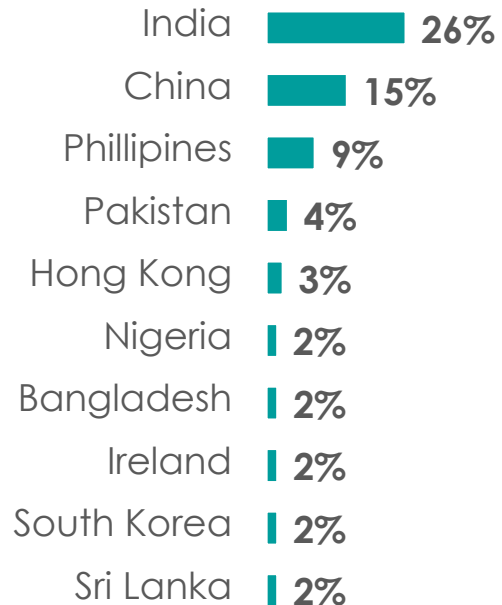


Base: GTA temporary residents (n=186)  
Q16. What is your marital status?

# GTA: Country of Birth and Length of residence in Canada

- The most common birth countries among newcomers in the GTA are India (26%), followed by China (15%) and the Philippines (9%).
- About four in ten each of newcomers in this area have lived in Canada four to five years (41%) or one to three years (38%), while two in ten (20%) have lived here less than one year.

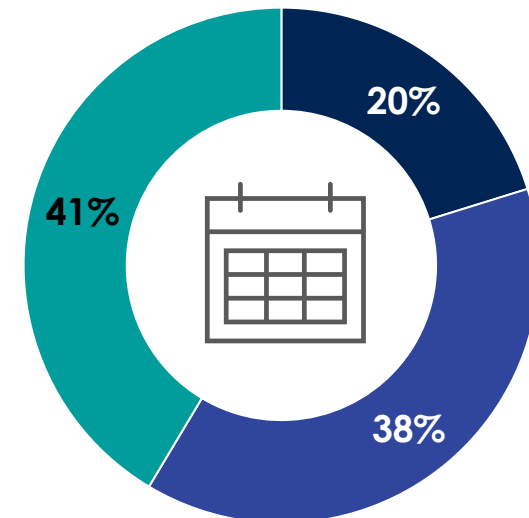
## COUNTRY OF BIRTH (2% or more)



Base: GTA (n=186)  
Q3. What is your country of birth?

## LENGTH OF RESIDENCE IN CANADA

- Less than one year
- One to three years
- Four to five years



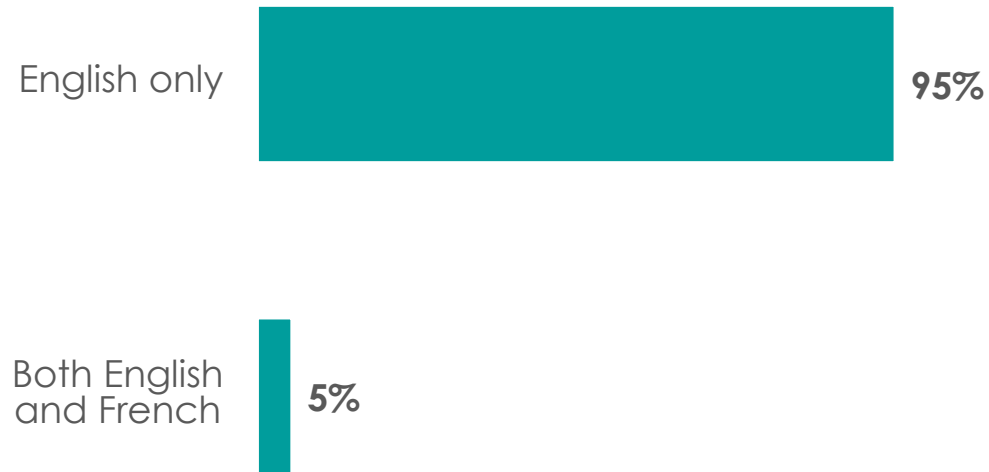
Base: GTA (n=186)  
Q6. How long have you been living in Canada?



# GTA: Official Languages Spoken and Ethnic or Racial Identity

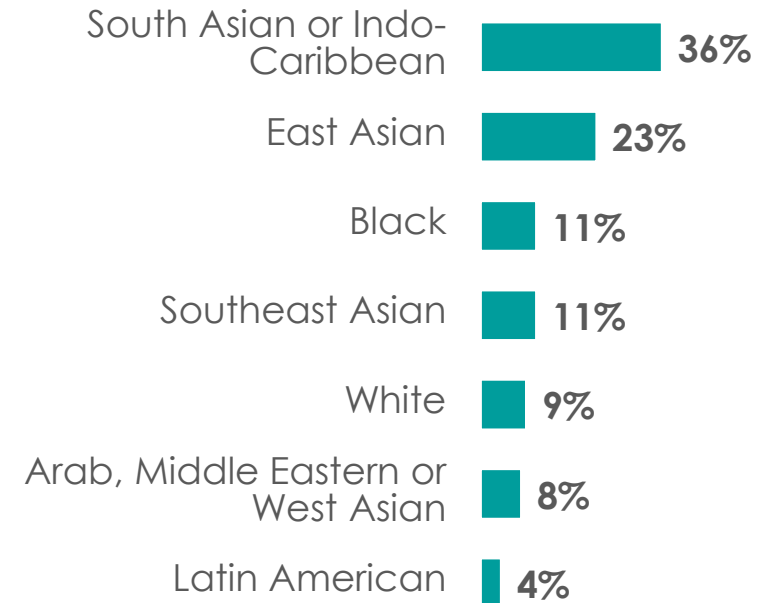
- When asked if they are able to converse in one, both or neither official language, an overwhelming majority (95%) of newcomers in the GTA indicate that they speak English only, while five percent say they can converse in both English and French.
- The most common ethnic or racial identity among newcomers in this area is South Asian or Indo-Caribbean (36%), followed by East Asian (23%).

## OFFICIAL LANGUAGES SPOKEN



Base: GTA (n=186)  
Q1. Are you able to conduct a conversation in one, both, or neither of Canada's official languages?

## ETHNIC OR RACIAL IDENTITY



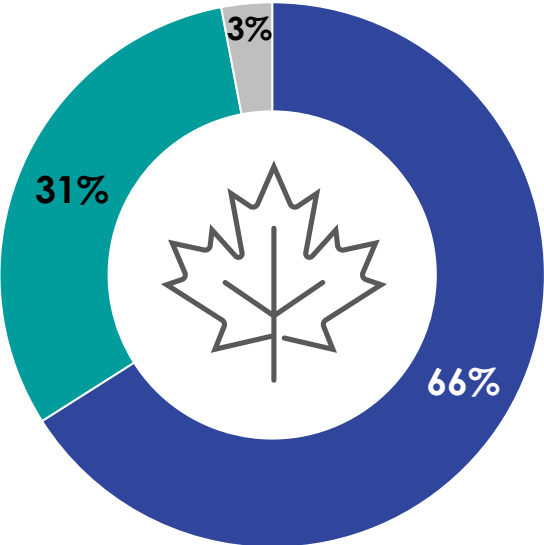
Base: GTA (n=186)  
Q18. How would you describe your ethnic or racial identity?

# GTA: Permanent vs. Temporary Resident

- Two-thirds (66%) of newcomers in the GTA are permanent residents, while three in ten (31%) are temporary residents.

## PERMANENT VS. TEMPORARY RESIDENT

■ Permanent ■ Temporary ■ Prefer not to say



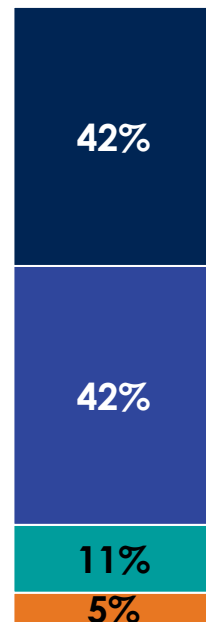
Base: GTA (n=186)  
Q7. Are you a permanent or temporary resident of Canada?

# GTA: Temporary Resident Profile

- Among newcomers in the GTA who are temporary residents, four in ten (42%) described their status in Canada as temporary, while 42 percent say they are a student and 11 percent say they are a temporary foreign worker. Five percent mention another status.
- A large majority (68%) of temporary residents in this area plan on applying for permanent residency.

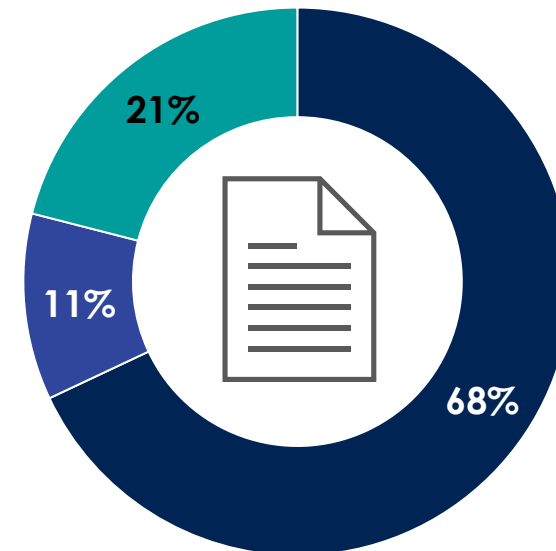
## STATUS IN CANADA

- Temporary Resident
- Student
- Temporary Foreign worker
- Other



## PLANS TO APPLY FOR PERMANENT RESIDENCY

- Yes
- No
- Unsure



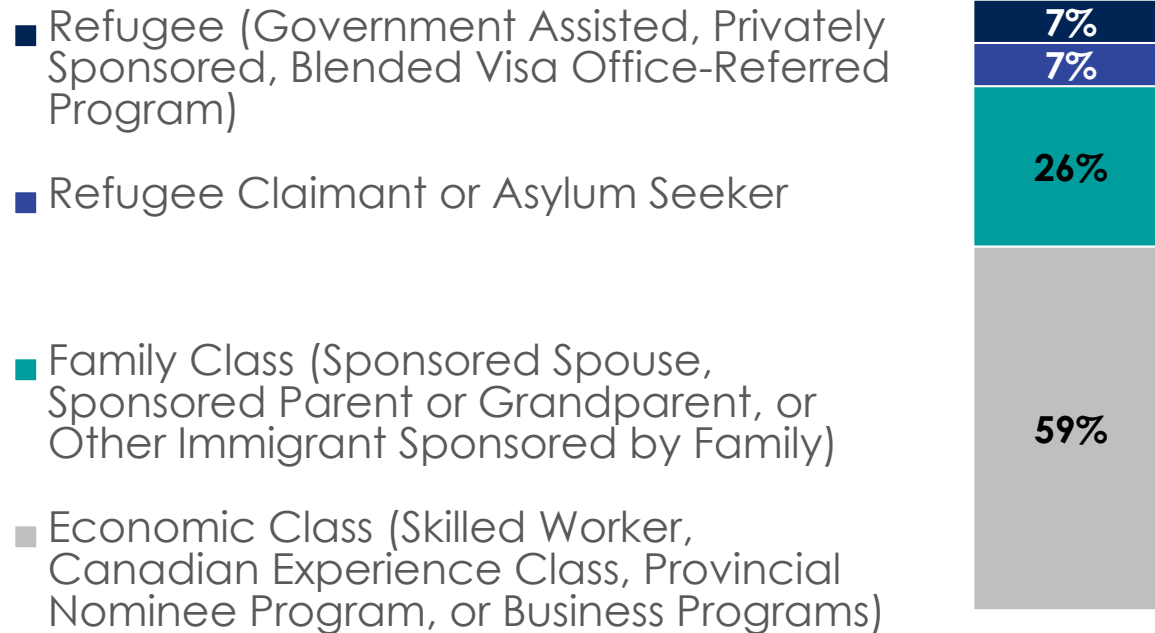
Base: GTA temporary residents (n=57\*) \*Small sample size  
Q8. What best describes your status in Canada?

Base: GTA temporary residents (n=57\*) \*Small sample size  
Q9. Do you intend to apply for permanent residency?

# GTA: Permanent Resident Profile

- Most (59%) permanent residents in the GTA migrated to Canada in the admission category of economic class, while one-quarter (26%) are classified in the family class. Seven percent each are classified as a refugee or a refugee claimant or asylum seeker.

## ADMISSION CATEGORY WHEN MIGRATING

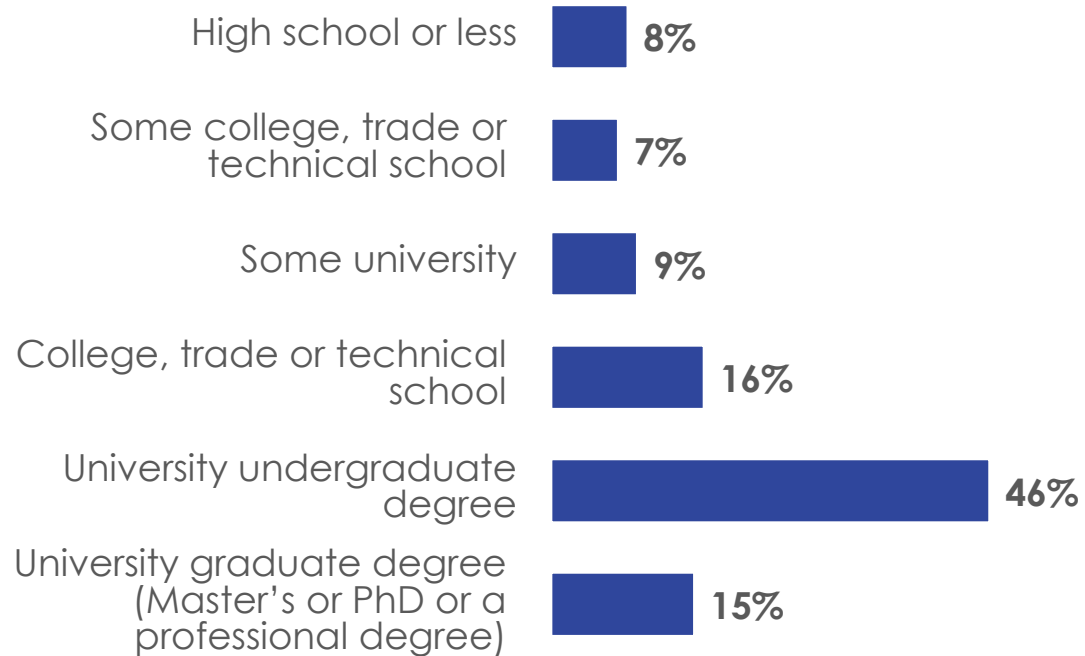


Base: GTA permanent residents (n=123)  
Q10. Under which admission category did you migrate?

# GTA: Education and Household Income

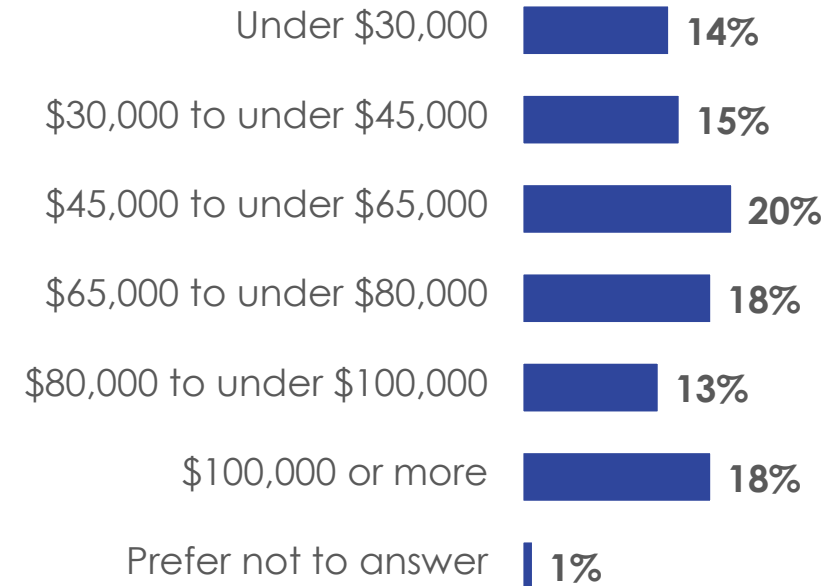
- A majority (61%) of newcomers in the GTA have an undergraduate university degree or higher.
- Three in ten (29%) indicate that they have a total household income of under \$45,000, including 14 percent who make under \$30,000. On the other end of the spectrum, 31 percent make \$80,000 or above, including 18 percent who make \$100,000 or above.

## EDUCATION



Base: GTA (n=186)  
Q11. What is the highest level of education you have completed?

## HOUSEHOLD INCOME

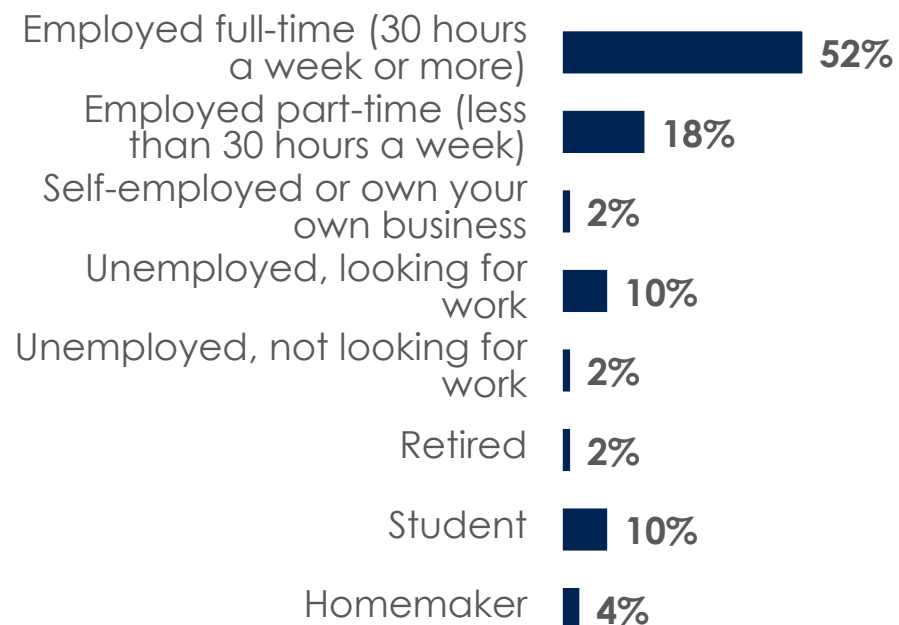


Base: GTA (n=186)  
Q15. What is your total annual household income before taxes?

# GTA: Own and Spouse/Partner's Employment Status

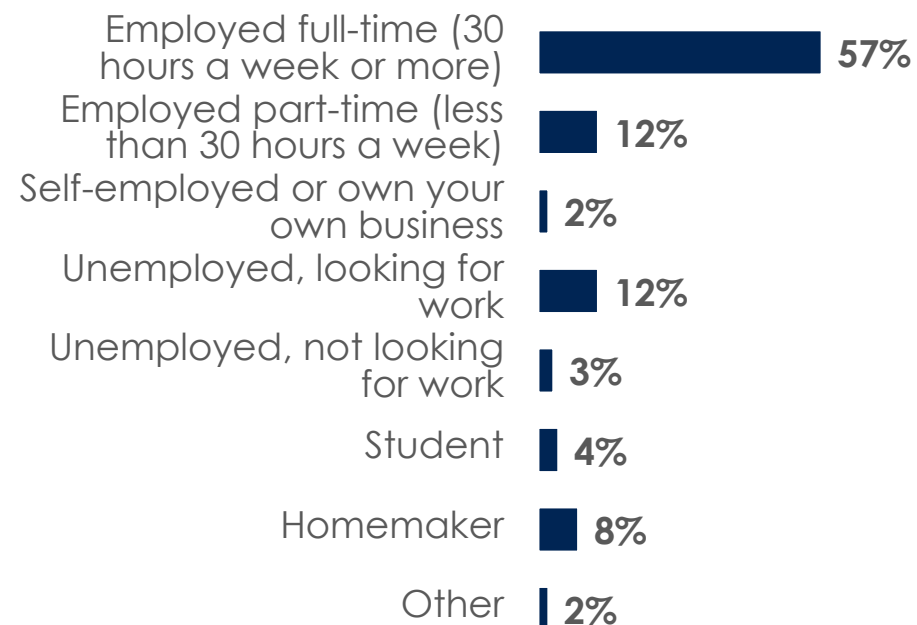
- A slight majority (52%) of newcomers from the GTA are employed full-time, while two in ten (18%) work part-time. One in ten each are unemployed, but looking for work or a student.
- Among newcomers in this area who are married or living common law, a majority (57%) indicate that their spouse or partner is employed full-time, while one in ten (12%) say they work part-time. One in ten each say their spouse/partner is unemployed but looking for work (12%) or a homemaker (8%).

## OWN EMPLOYMENT STATUS



Base: GTA (n=186)  
Q12. What is your current employment status?

## SPOUSE/PARTNER'S EMPLOYMENT STATUS

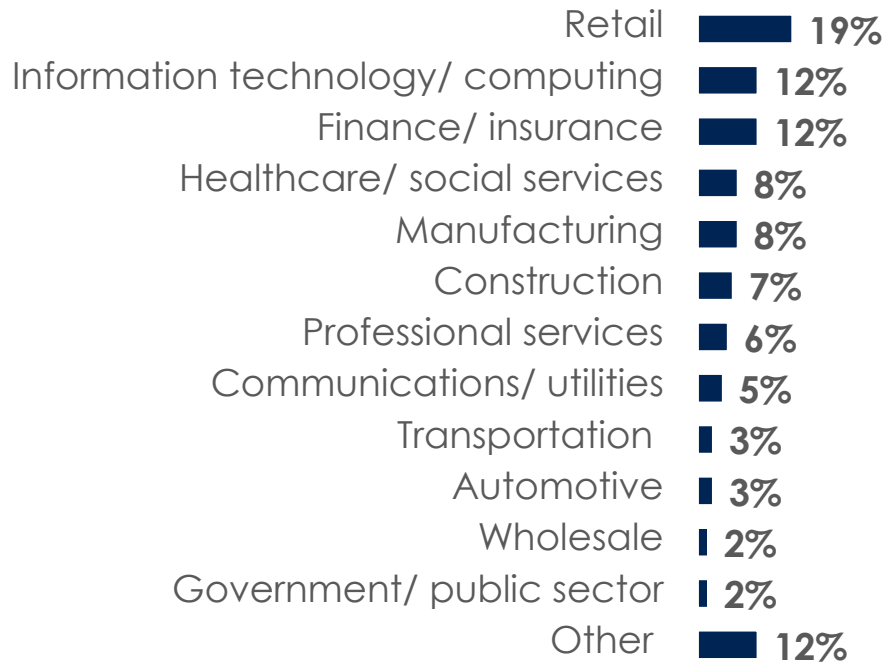


Base: GTA married or common law (n=113)  
Q17. What is your spouse or partner's current employment status?

# GTA: Industry of Employment and Satisfaction With Current Employment

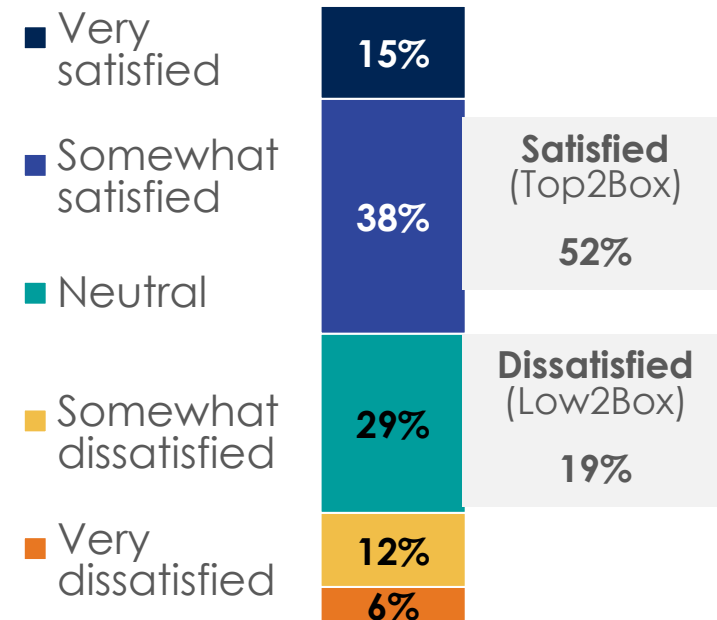
- Among newcomers in the GTA who work full- or part-time, the most commonly mentioned industry of employment is retail (19%), followed by information technology or computing (12%), and finance or insurance (12%).
- Among newcomers who work full- or part-time, a slight majority (52%) express satisfaction with their current employment, but 38 percent of these are only “somewhat satisfied.” Only two in ten (19%) are dissatisfied. Three in ten (29%) have a neutral opinion.

## INDUSTRY OF EMPLOYMENT (2% or more)



Base: GTA employed full-time or part-time (n=130)  
Q13. What is your current industry of employment?

## SATISFACTION



Base: GTA employed full-time or part-time (n=130)  
Q14. How satisfied are you with your current employment?

# LONDON CMA – PERCEPTIONS OF LONDON

# 4

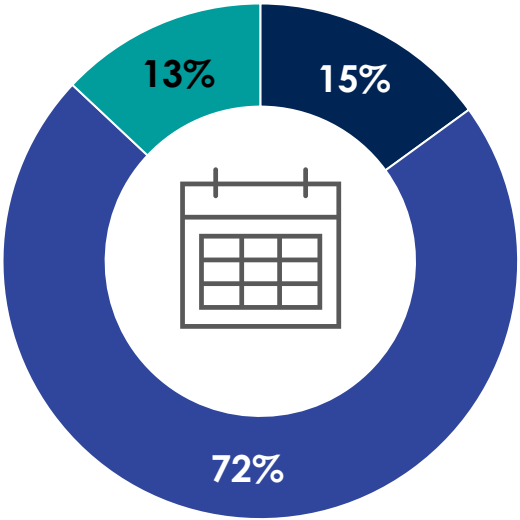


# London CMA: Time Spent Living in London

- Most (72%) newcomers in the London CMA have lived in London between one and three years.
- Newcomers aged 18 to 24 are more likely than their older counterparts to have lived in London less than a year, while those aged 25 and older are more likely than those aged 18 to 24 to have lived in London between four and five years.

## LENGTH OF RESIDENCE IN LONDON

- Less than one year
- One to three years
- Four to five years

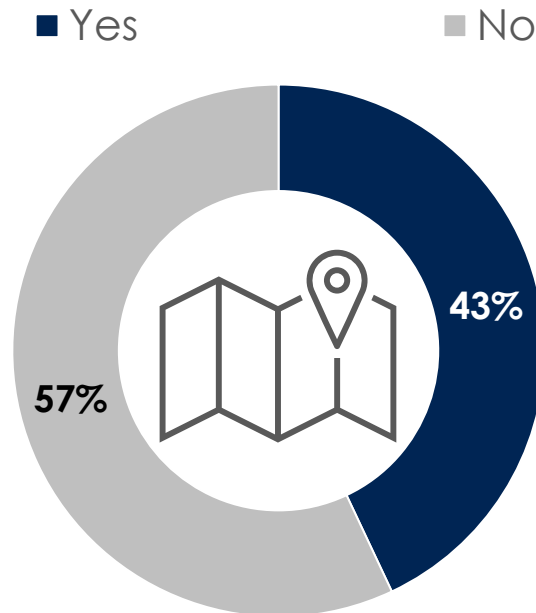


Base: London CMA (n=423)  
Q20. How long have you lived in London?

# London CMA: Residence Prior to Moving to London

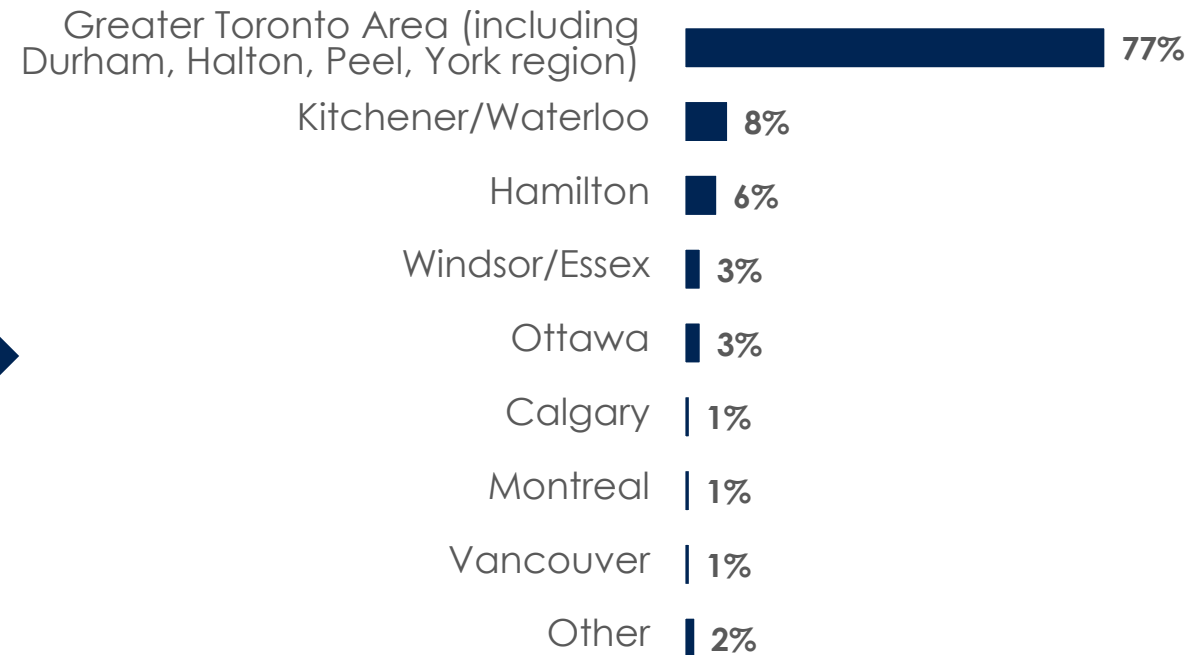
- More than four in ten (43%) newcomers who live in the London CMA indicate that they have lived elsewhere in Canada before moving to London.
- Among these, a large majority of almost eight in ten (77%) lived in the Greater Toronto Area.

## LIVED ELSEWHERE IN CANADA PRIOR TO LONDON?



YES

## LOCATION LIVED PRIOR TO LONDON

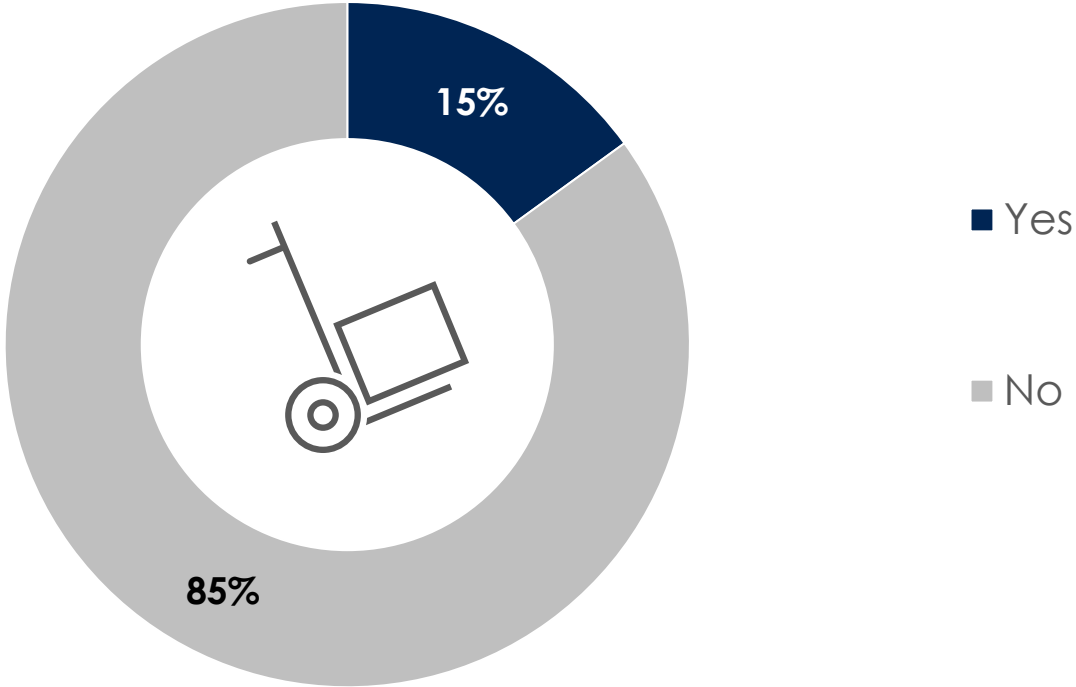


Base: London CMA (n=423)  
Q21. Did you live elsewhere in Canada before moving to London?

Base: London CMA lived elsewhere in Canada (n=182)  
Q22. Where did you live before moving to London?

# London CMA: Plans to Move

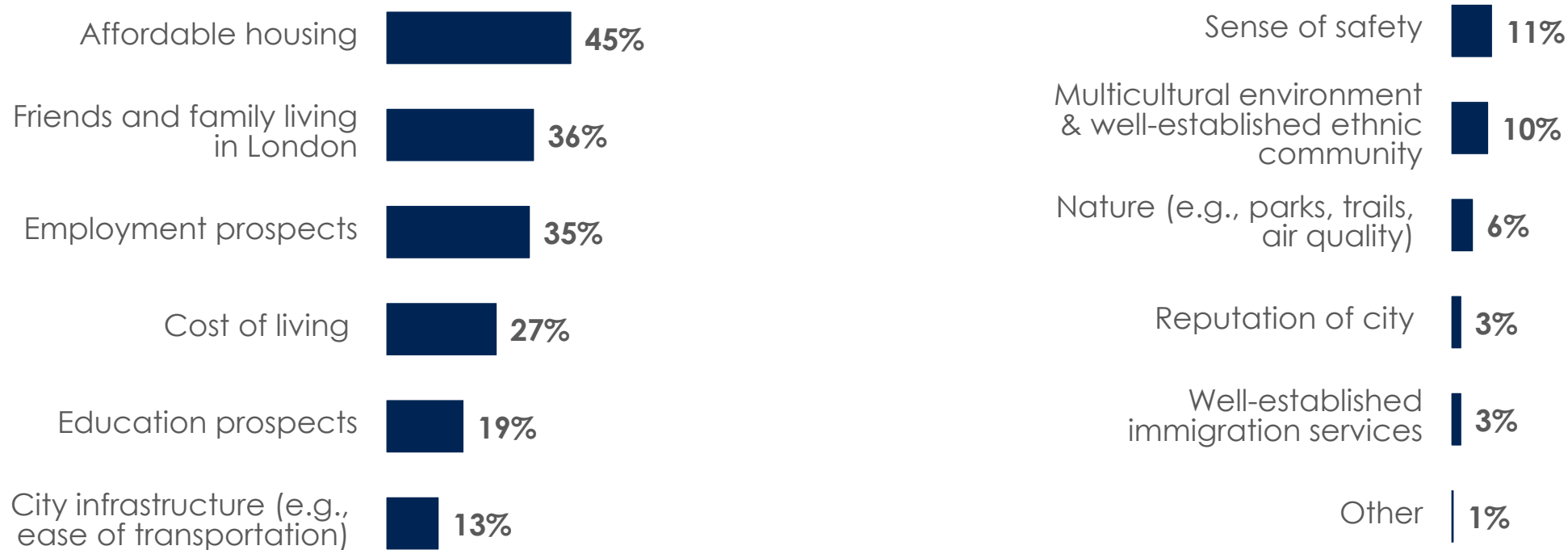
- Only 15 percent of newcomers in the London CMA plan to move somewhere else. Permanent residents who immigrated to Canada in the economic class category are more than twice as likely than those in the category of family class to report planning to move somewhere else (16% vs. 7%).



Base: London CMA (n=423)  
Q23. Do you plan to move somewhere else?

# London CMA: Primary Reason For Moving to London

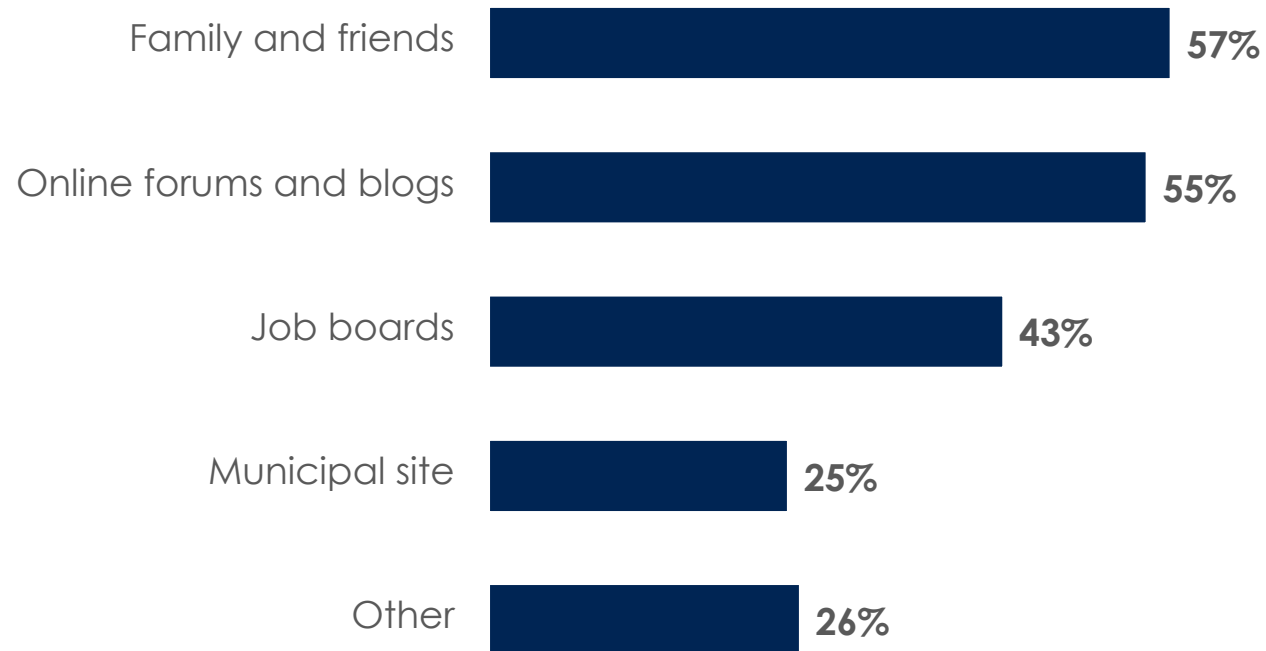
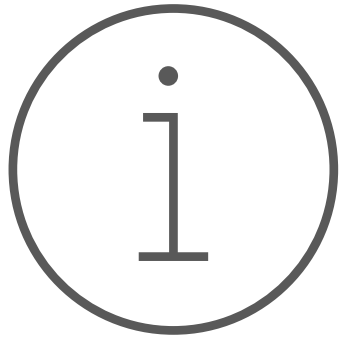
- When newcomers in the London CMA are presented with a list of reasons for moving to London, affordable housing, followed by friends and family living in London, employment prospects and cost of living are the top reasons for moving to London.
- Permanent residents are more likely than temporary residents to mention affordable housing, friends and family living in London and employment prospects, while temporary residents are more likely to cite education prospects.
- Married newcomers are more likely than those who are single to cite cost of living, affordable housing, and friends and family living in London as the primary reasons for moving to London, while single people are more likely than their married counterparts to mention education prospects.



Base: London CMA (n=423)  
Q24. What is the primary reason you moved to London?

# London CMA: Resources Used in Decision to Move to London

- When newcomers in the London CMA are presented with a list of resources, family and friends or online forums and blogs top the list of resources they used to make their decision to move to London. A sizeable number also used job boards or the municipal site.
- Newcomers under the age of 55 are more likely than their older counterparts to have used online forums and blogs. Married people are more likely than those who are single to have relied on family and friends, while single people are more likely than their married counterparts to have used online forums and blogs.

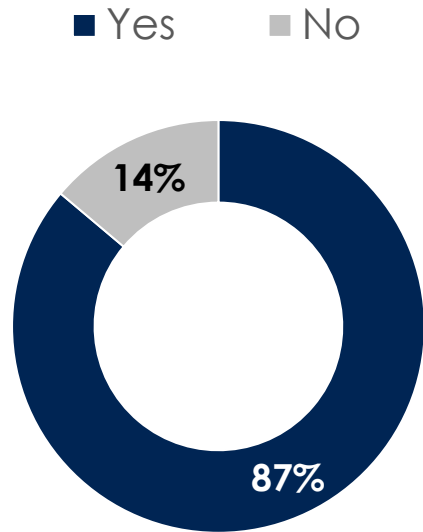


Base: London CMA (n=423)  
Q25. What resources did you use in making your decision to move to London?

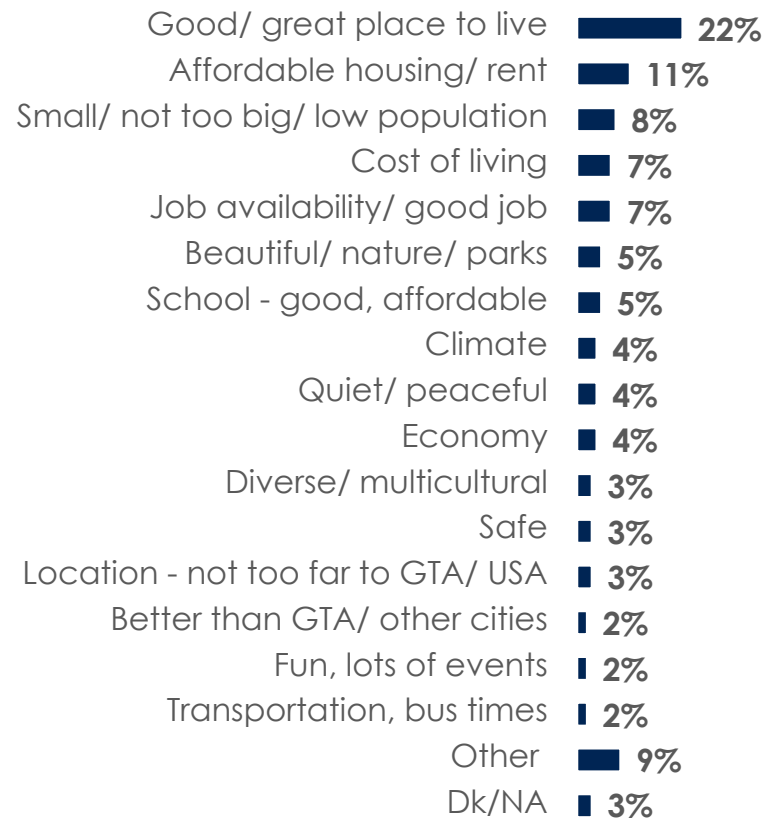
# London CMA: London Meeting Expectations

- An overwhelming majority (87%) of newcomers in the London CMA say London met their expectations.
- Among those who say London met their expectations, the top reason is it's a good or great place to live (22%), followed by affordable housing or rent (11%).
- Among those who say London does not meet their expectations, the top reasons are high cost of living and housing (28%), unemployment (21%), harsh winters (18%), and lack of social life or feeling isolated (16%).

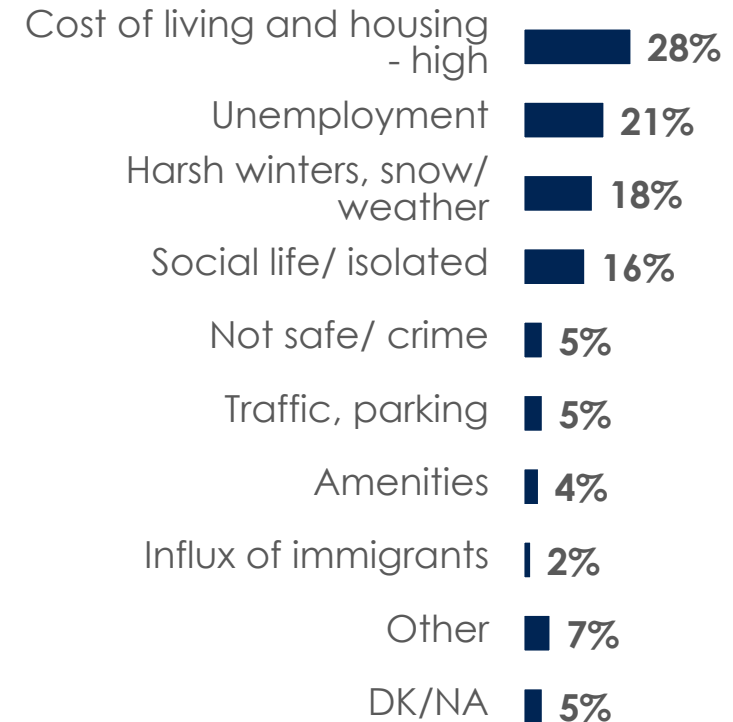
## LONDON MEETING EXPECTATIONS



### YES



### NO

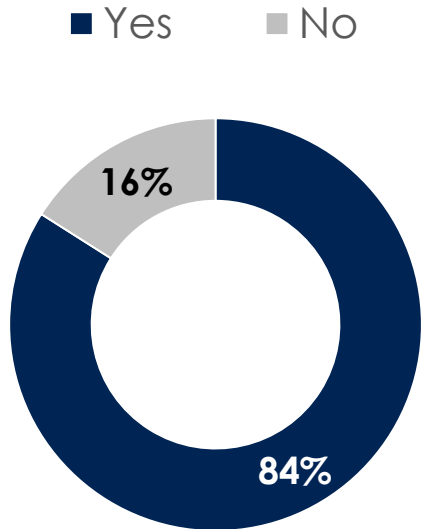


Base: London CMA (n=423)  
Q26. Did London meet your expectations?

# London CMA: Future Plans

- An overwhelming majority (84%) of newcomers in the London CMA plan to stay in London.
- The top reasons for planning to stay in London are: low cost of living/saving money (12%), good city/good atmosphere/convenient (12%), staying here for the time being/might move within the next 2 to 5 years (12%), have a job/good job (10%), affordable housing or rent (9%), and feeling settled in London/comfortable (9%).
- The top reason for planning to leave London is the preference to live somewhere else (32%), followed by unemployment/fewer job opportunities/low salaries (17%), and cost of living/housing being high/rising (15%).

## PLAN TO STAY IN LONDON

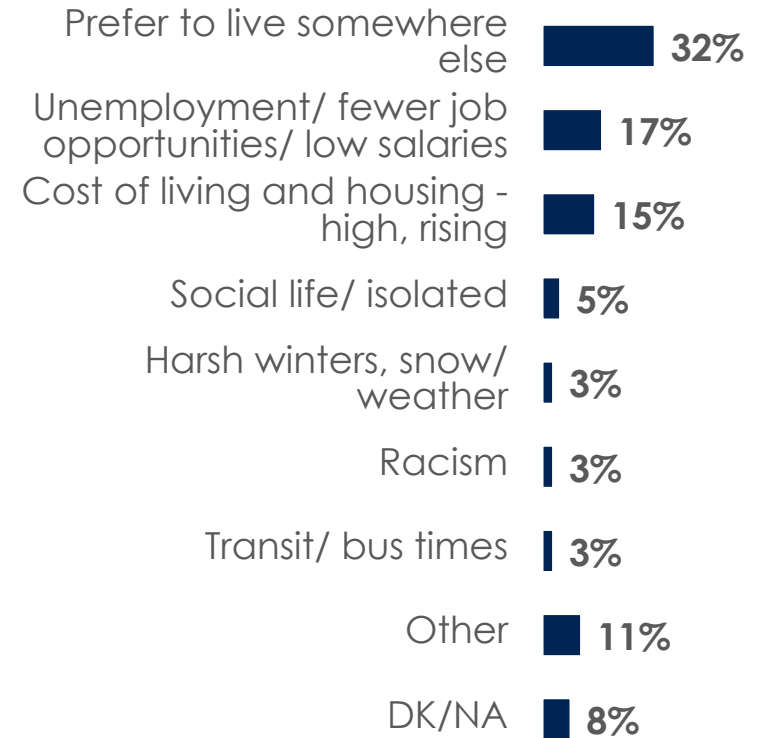


Base: London CMA (n=423)  
 Q27. Are you planning to stay in London?  
 Q28. Why or why not?

## WHY?



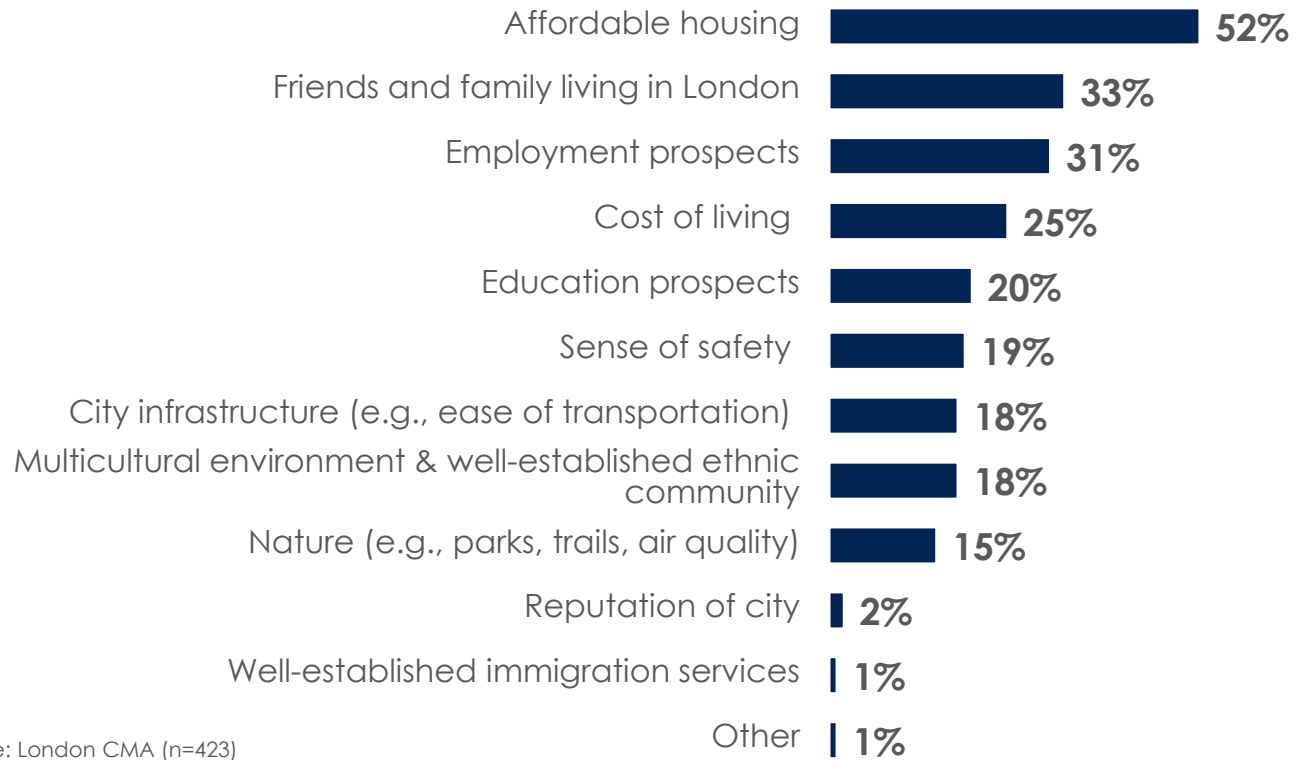
## WHY NOT?



Responses <3% not shown on graphs.

# London CMA: Most Liked Aspects About Living in London

- When newcomers living in the London CMA are presented with a list of aspects of London, and asked what they most like about living in the City, affordable housing is the most liked aspect about living in London (52%). Sizeable proportions also mention friends and family living in London (33%), employment prospects (31%), and cost of living (25%).
- Those aged 25 and older are more likely than those aged 18 to 24 to mention friends and family living in London. Those who have lived in Canada less than one year are more likely than those who have lived here longer to mention a sense of safety or education prospects. Those who are permanent residents are more likely than temporary residents to mention affordable housing, City infrastructure, or friends and family living in London, while temporary residents are more inclined to cite education prospects.



Base: London CMA (n=423)  
Q29. What did you like most about living in London?



# London CMA: Most Disliked Aspects About Living in London

- When newcomers living in the London CMA are presented with a list of aspects of London, and asked what they most dislike about living in the City, inadequate employment prospects is the most disliked aspect about living in London (31%). Sizeable proportions also mention lack of a sense of safety (20%), racism or discrimination (20%), inadequate city infrastructure (19%), and friends and family living elsewhere (18%).
- Men are more likely than women to mention inadequate immigration services and racism or discrimination. Married newcomers are more likely than those who are single to mention inadequate employment prospects, while single people are more likely than their married counterparts to cite inadequate immigration services.



Base: London CMA (n=423)  
Q30. What do you dislike the most about living in London?

# London CMA: Aspects That Would Increase Community Satisfaction

- When asked to choose from a list of items if there is anything that would increase their level of satisfaction with the community, the most commonly mentioned factor is employment prospects (54%). Sizeable proportions mention affordable housing (33%), sense of safety (22%), cost of living (22%), and City infrastructure (20%).
- Men are more likely than women to mention employment prospects. Temporary residents are more likely than permanent residents to mention employment prospects. Single people are more likely than those who are married to mention affordable housing.



Base: London CMA (n=423)  
Q31. Is there anything that would increase your level of satisfaction with the community?

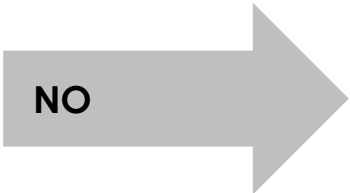
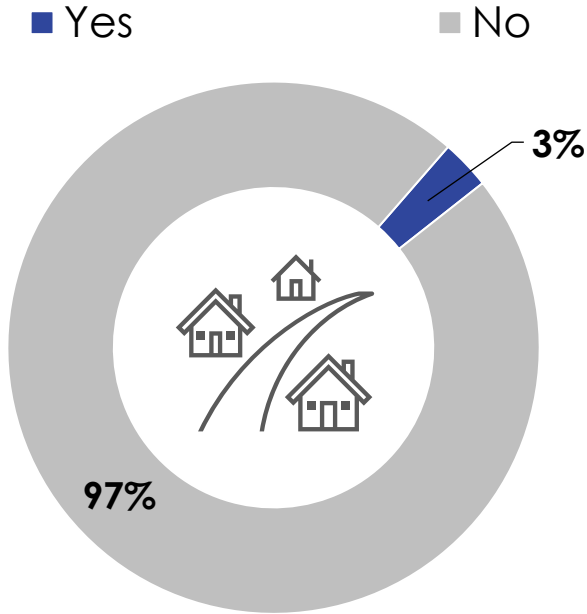
# SOUTHWEST ONTARIO AND GTA – PERCEPTIONS OF LONDON

# 5

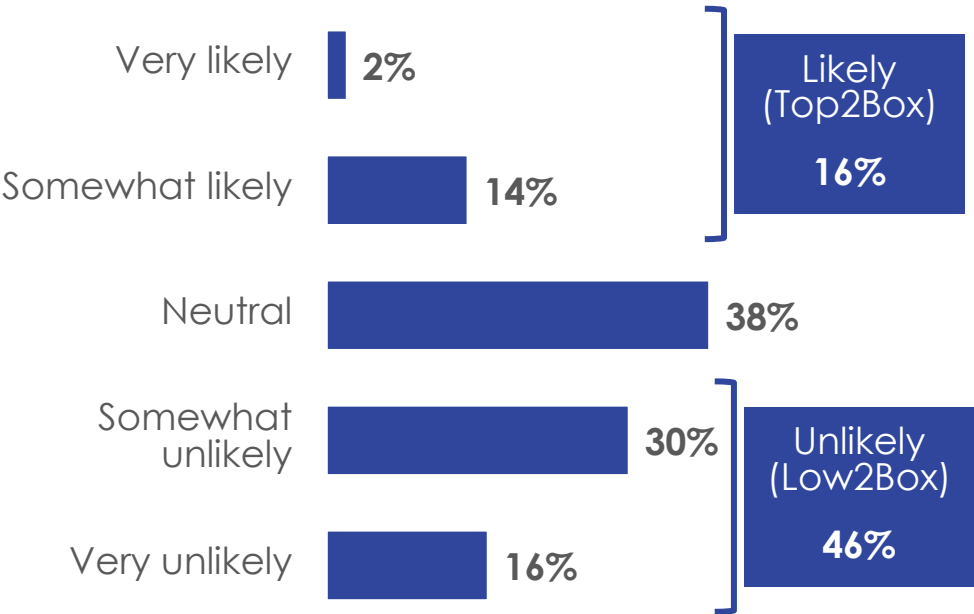
# Southwest Ontario: Ever Lived and Likelihood to Live in London

- An almost unanimous number (97%) of newcomers in Southwest Ontario indicate that they have never lived in London. As noted earlier, for the purposes of this survey Southwest Ontario excludes London.
- Among these, about two in ten (16%) say they are likely to move to London, but only 2 percent are “very likely” to make this move (2% rebased on the full base of n=191).

## HAVE EVER LIVED IN LONDON?



## LIKELIHOOD TO MOVE TO LONDON



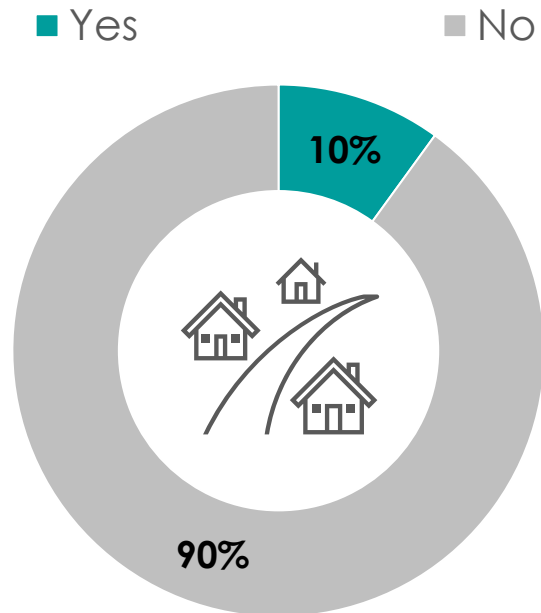
Base: Southwest Ontario (n=191)  
Q32. Have you ever lived in London?

Base: Southwest Ontario have not ever lived in London (n=186)  
Q33. How likely are you to move to London?

# GTA: Ever Lived and Likelihood to Live in London

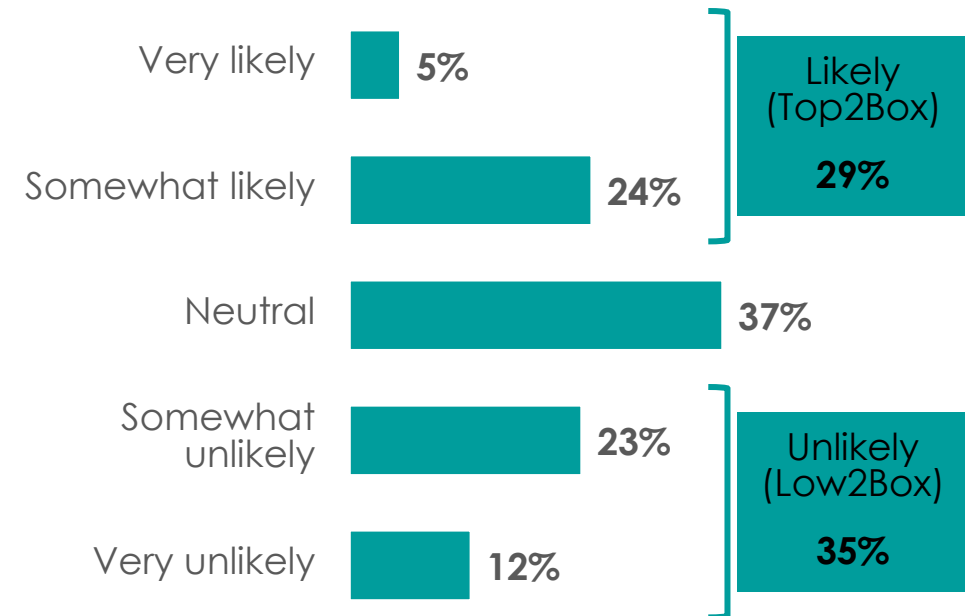
- An overwhelming majority of newcomers in the GTA indicate that they have never lived in London.
- Among these, about three in ten (29%) say they are likely to move to London, but only 5 percent are “very likely” to make this move (4% rebased on the full base).

## HAVE EVER LIVED IN LONDON?



NO

## LIKELIHOOD TO MOVE TO LONDON



Base: GTA (n=186)  
Q32. Have you ever lived in London?

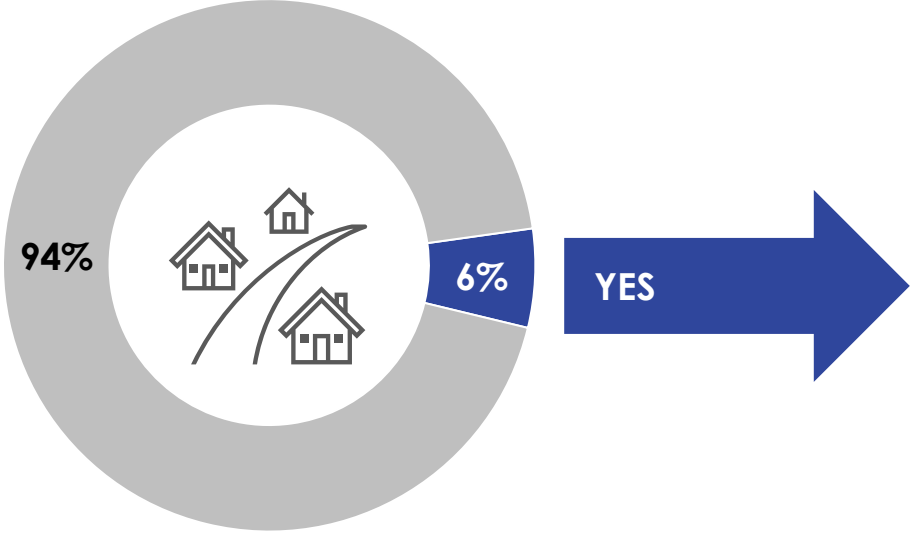
Base: GTA have not ever lived in London (n=167)  
Q33. How likely are you to move to London?

# Southwest Ontario & GTA: London Residence and Time Spent Living in London

- A very small proportion (6%) of newcomers in Southwest Ontario and GTA have ever lived in London.
- This group was asked about the duration of their residency in London. Their responses are shown in the chart on the right.

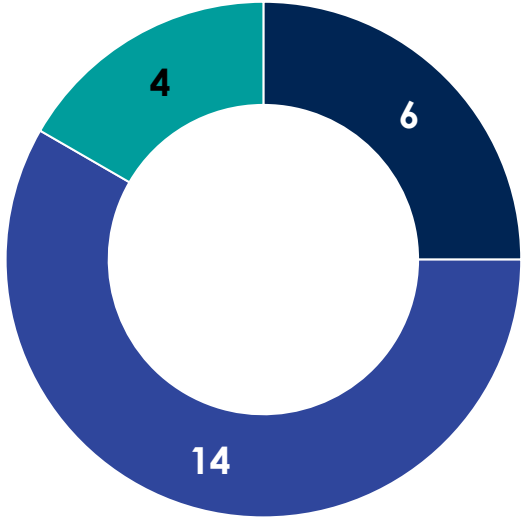
## HAVE EVER LIVED IN LONDON?

■ Yes      ■ No



## TIME SPENT LIVING IN LONDON

■ Less than one year      ■ One to three years      ■ Four to five years



Base: Southwest Ontario and GTA (n=377)  
Q32. Have you ever lived in London?

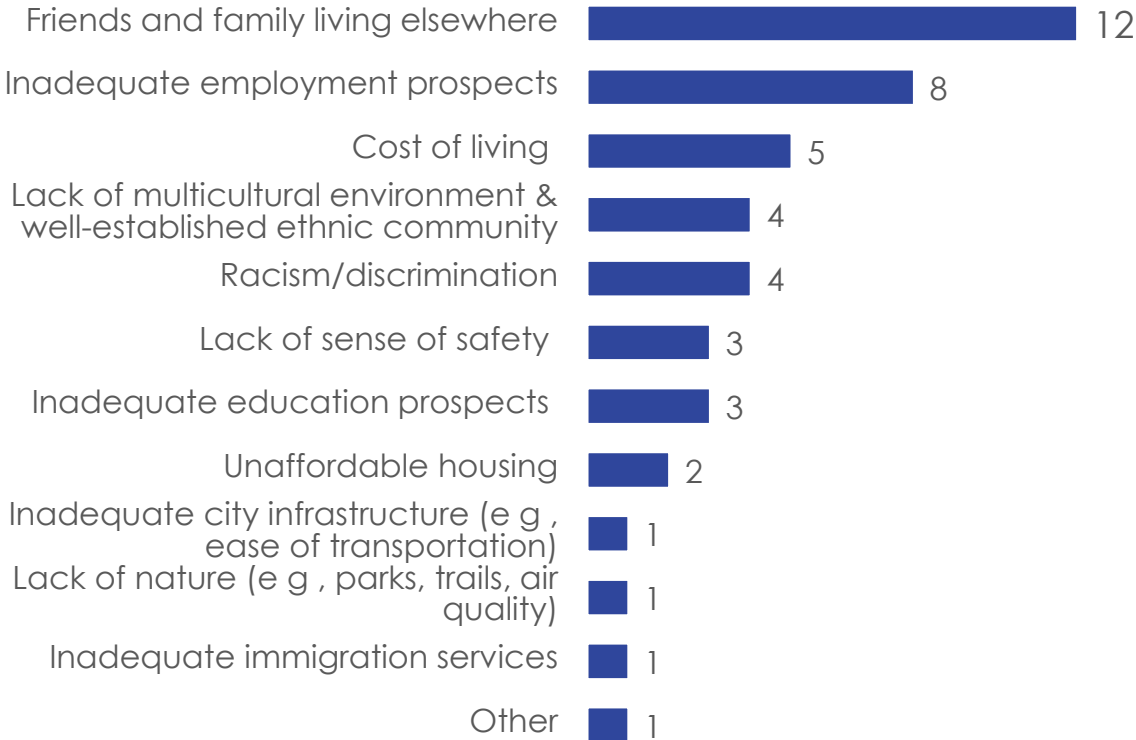
Base: Southwest Ontario and GTA have previously lived in London (n=24\*\*)  
Q34. How long did you live in London?

\*\*This data should be treated with caution due to extremely small base sizes.



# Southwest Ontario & GTA: Primary Reason For Leaving London

- The very small number of newcomers in Southwest Ontario and GTA who have previously lived in London were presented with a list of reasons they may have left the City, Their responses are presented in the chart below.



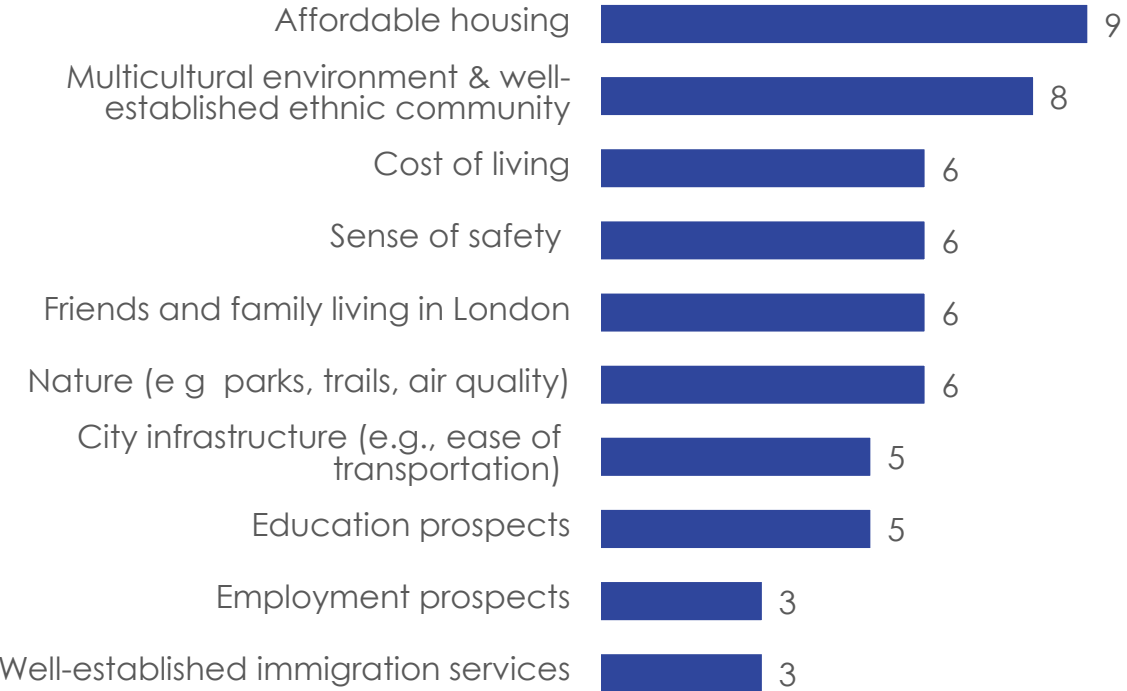
Base: Southwest Ontario and GTA have previously lived in London (n=24\*\*) Q35. What is the primary reason you left London?

\*\*This data should be treated with caution due to extremely small base sizes.



# Southwest Ontario & GTA: Most Liked Aspects About Living in London

The very small number of newcomers in Southwest Ontario and GTA who have previously lived in London are presented with a list of aspects of living in London and asked what they most liked about the City, Their responses are shown in the chart below.



Base: Southwest Ontario and GTA have previously lived in London (n=24\*\*) Q36. What did you most like about living in London?

\*\*This data should be treated with caution due to extremely small base sizes.

