ENVIRONICS ANALYTICS

NewToCanada

Release Notes

What is it?

NewToCanada is a demographic dataset that captures Canadian immigration trends by country and region of origin. Available at the dissemination area level, users can quantify permanent and non-permanent residents, discover what country new residents are coming from, and identify where in Canada they are settling.

Built using data from Immigration, Refugees, and Citizenship Canada (IRCC) aligned to DemoStats, NewToCanada provides immigration estimates for a rolling twelve month period. The data is updated quarterly to provide a new twelve month view and to give users the ability to analyze immigration trends across different cities, regions, or any user-defined geographies like trade areas.

Data Vintage

Q1 2024

Base Level Geography

Dissemination Area

Variables

84 for each available quarter

*To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

How is it used?

Telecommunication companies can focus marketing efforts where new Canadians are settling. The national data can uncover hotspots within established destinations of Toronto, Montreal, and Vancouver, as well as smaller cities where new settlement patterns are emerging.

Banks can differentiate new residents by country of origin across their branch network to influence their acquisition marketing strategy and create more relevant, targeted campaigns.

Real estate developers can identify cities and neighbourhoods experiencing significant growth of newcomers to help evaluate and prioritize new potential development opportunities.

Sample questions it can answer

- What cities are temporary residents choosing to settle in?
- Are permanent residents from China settling in the same places as temporary residents?
- What share of all residents from the Philippines are settling in my area?
- Based on my trade area, what source countries should I tailor my marketing efforts to?
- Are immigrants from Eastern Europe increasing or decreasing over time?

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