

# 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, it enables users to quantify permanent and non-permanent residents, identify where new residents are coming from and understand where they are settling across Canada.

Using data from Immigration, Refugees and Citizenship Canada (IRCC), and aligned with DemoStats, NewToCanada provides immigration estimates over a rolling twelve-month period. The data are updated quarterly, providing a refreshed twelve-month view and enabling users to analyze trends across cities, regions, or user-defined geographies such as trade areas.

### How is it used?



Telecommunications companies can focus marketing efforts on areas where new Canadians are settling. The data reveals hotspots within established destinations such as Toronto, Montréal 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 networks to inform acquisition strategies and create more relevant, targeted campaigns.



Real estate developers can identify cities and neighbourhoods experiencing strong newcomer growth to evaluate and prioritize new 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 residents from the Philippines are settling in my area?
- Based on my trade area, what source countries should I prioritize in my marketing efforts?
- Are immigrants from Eastern Europe increasing or decreasing over time?

### Data Vintage

2025

### Update Frequency

Quarterly

### Base Level Geography

Dissemination Area

### # of Variables\*

84

### Reference Period

Q4 2025

\*To view the complete list of variables please visit: [environicsanalytics.com/en-ca/variables](https://environicsanalytics.com/en-ca/variables)