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#### Study Overview



Building on findings from previous waves, this report tracks November data on Immigration and Crime. This is part of a broader effort to understand the potential impact of cultural alienation. There will be a follow-up on underlying cultural attitudes later in December.

#### In this report:

- Immigration (both legal and illegal) sentiment and attitudes
- The federal government's management of immigration
- Perceived impact of immigration
- Attention on crime
- Perceptions of safety and crime



#### **Key Findings**

- A growing majority now believe the number of newcomers threatens traditional Canadian customs and values (54% in 2025 vs. 51% in 2024, 38% in 2020, and 42% in 2016); Conservative (73%) and Bloc (75%) identifiers being most likely to agree with it vs. Liberal (37%) and NDP (33%).
- While concerns around illegal immigration remain high, concern about legal immigration is growing.

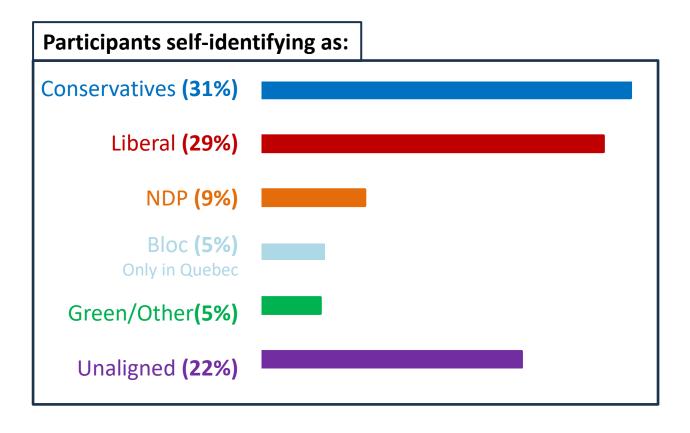
  Concern about illegal immigration has been high since 2018 (75% today vs. 72% in 2018 rate it "serious"). The number who say legal immigration is good dropped from 54% in 2018 to 39% in 2025. There is also a sharp rise in the share saying immigration should be made harder (from 45% in 2018 to 61% in 2025)
- Canadians feel the government has mismanaged immigration, leading to housing strain, and declining access to services. 72% believe too many immigrants have been admitted, causing housing pressures and service strain (71%).
- The mood on crime is more stable, but slipping. 17% now report feeling unsafe in their communities (up from 11% in Jul '23). This is the highest among Conservatives (23%), residents of Alberta (23%), and women (21%). Nearly half (49%) view crime as at least one of the most important problems.
- Crime is seen as a threat to society by most Canadians. 78% believe crime threatens Canada's social order with 43% saying it is both a societal and personal threat.

#### Segmentation



#### **Key Segmentation: Party Identification Groups**

To better understand issues such as immigration and crime, INNOVATIVE will use segments based on participants' self-identified party affiliations. These segmentations have been developed, refined, and validated across dozens of election campaigns we have tracked. Detailed definitions can be found in the appendix. Age and region are also used to provide additional insights.

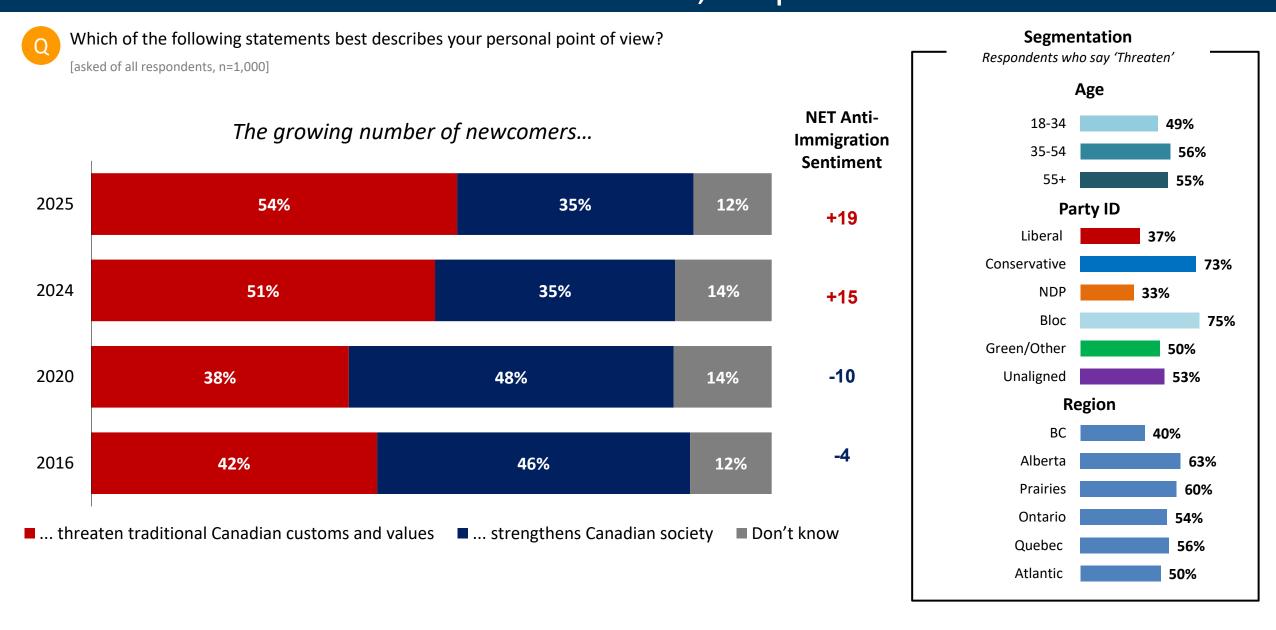


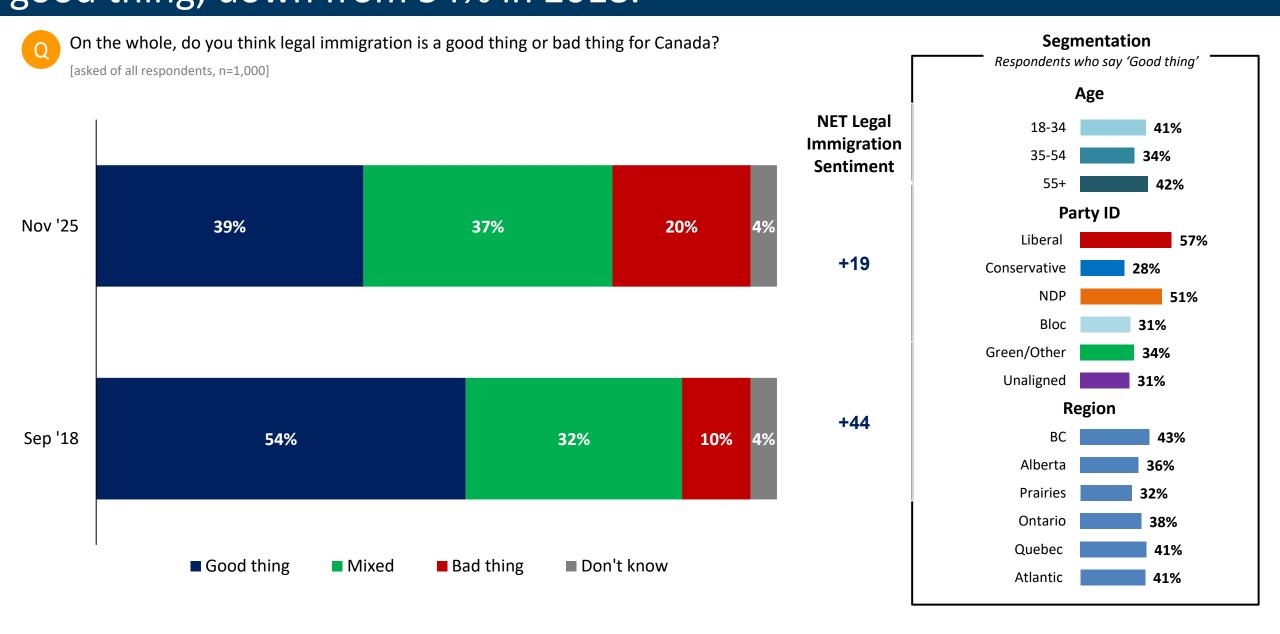


### Immigration



# Anti-Immigration Sentiment: More than half believe newcomers threaten traditional customs and values, 16-point increase since 2020

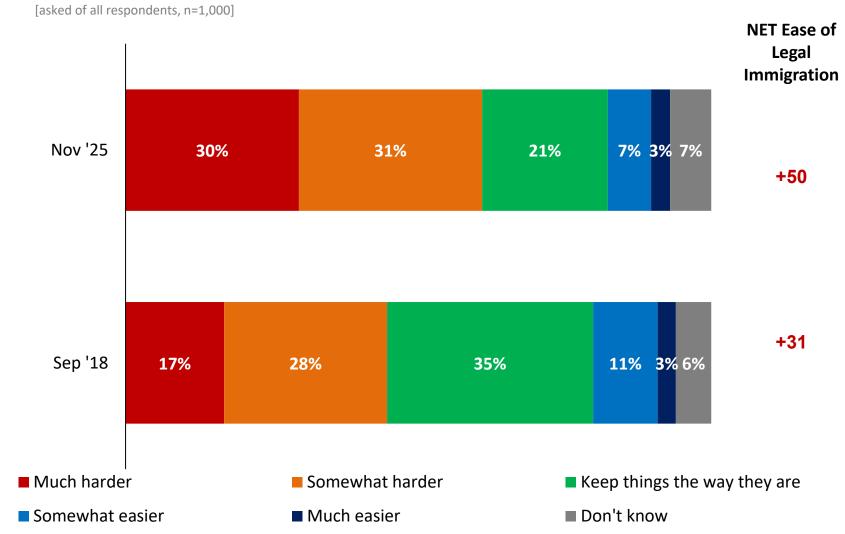


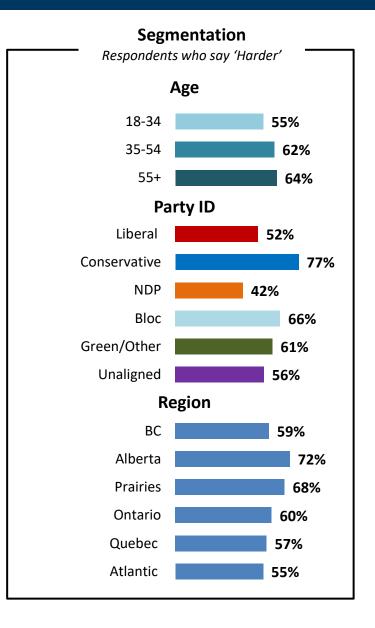


### **Ease of Legal Immigration:** 3-in-5 (61%) think it should be "harder" to legally immigrate, a 16-point increase since 2018

In general, do you think it should be harder or easier for people to legally immigrate to Canada or should we keep things the way they are?

[asked of all respondents, n=1,000]

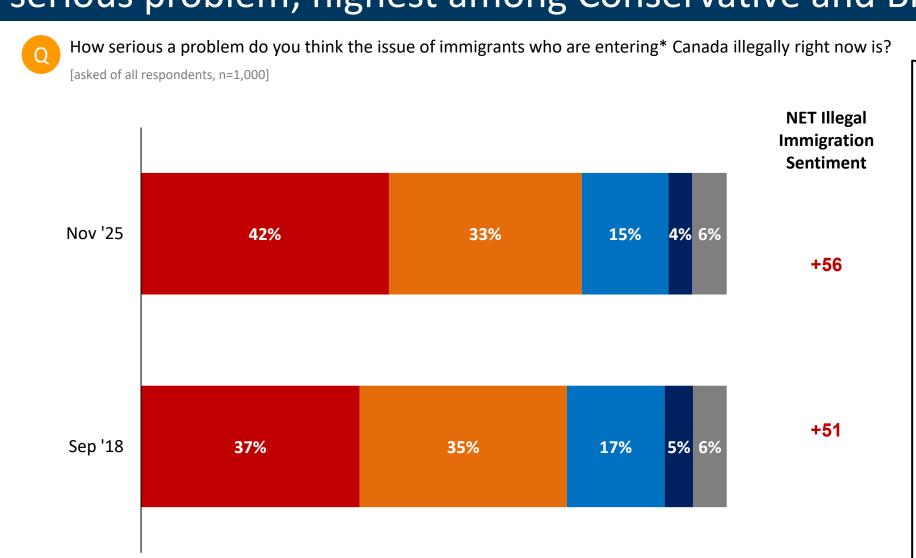




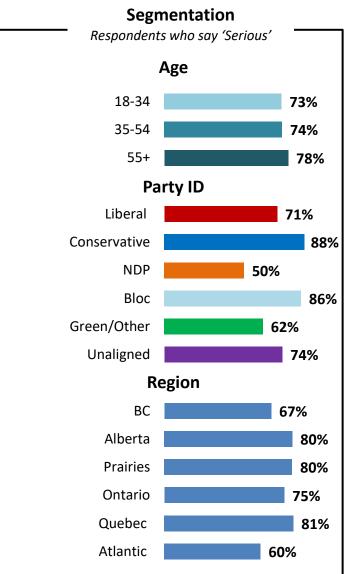
# **Illegal Immigration**: 3-in-4 respondents think illegal immigration is a serious problem; highest among Conservative and Bloc identifiers

■ Don't know

■ Not at all serious



Not too serious



Somewhat serious

■ Verv serious

<sup>\*</sup>In 2018 question was asked differently, so that instead of "entering", "crossing into" was used

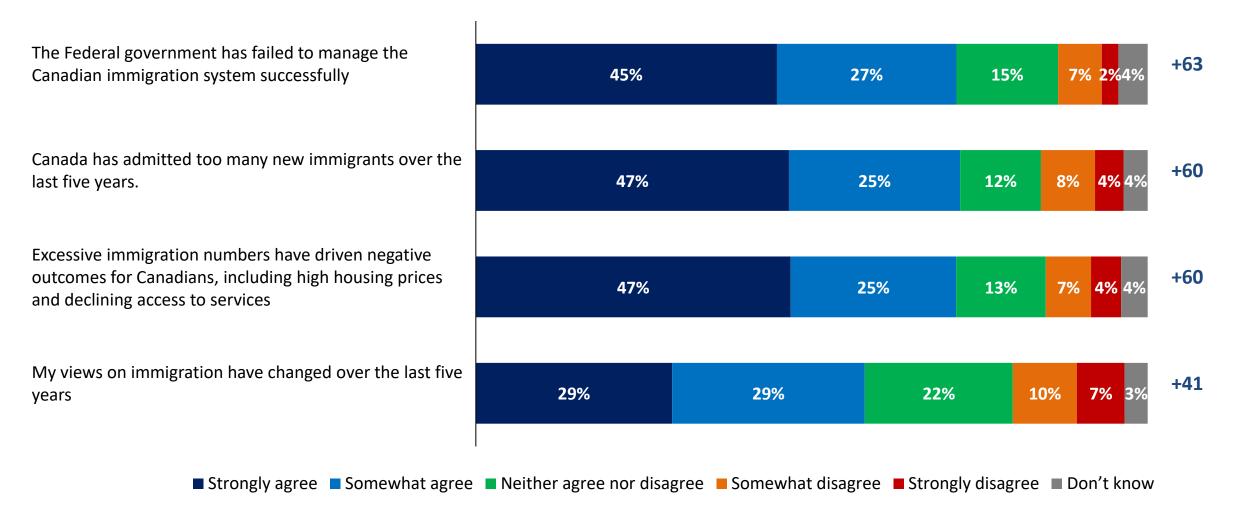
### Immigration Attitudes and Impact: Net agree highest on belief that federal government has failed to manage the Canadian immigration



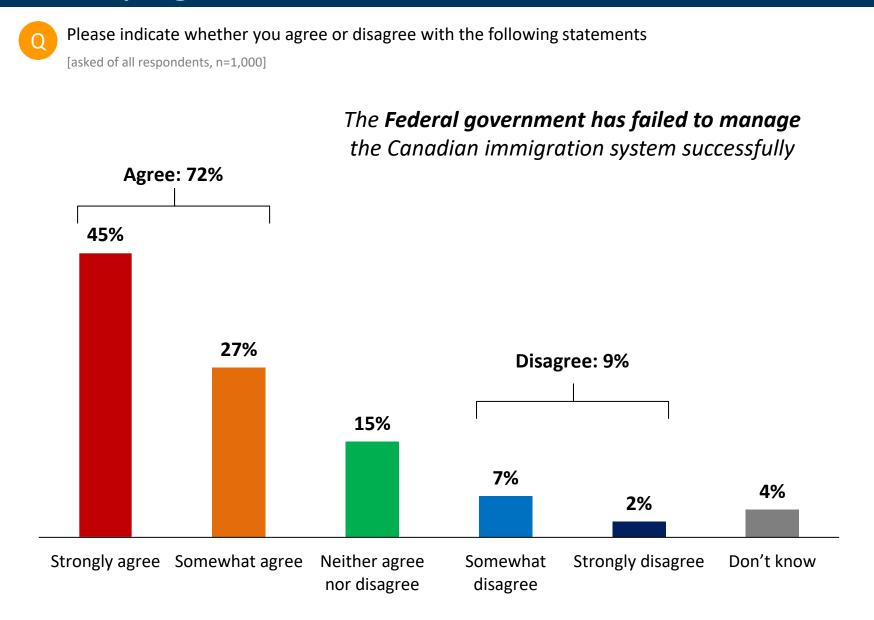
Please indicate whether you agree or disagree with the following statements

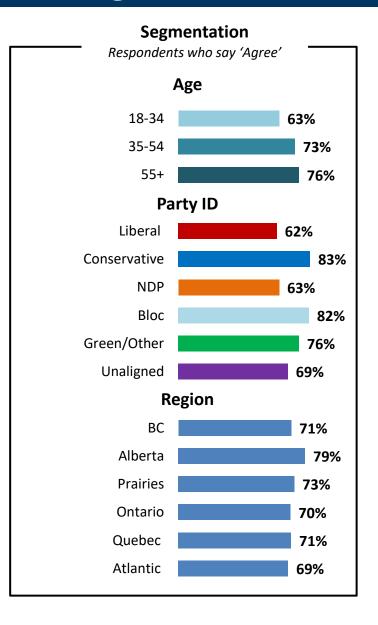
[asked of all respondents, n=1,000]

**Net Agreement** 

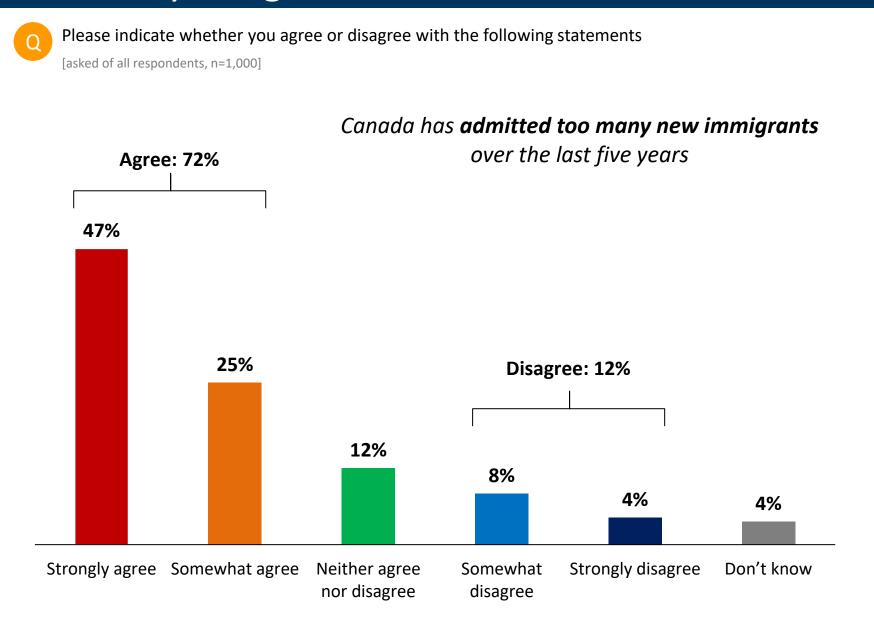


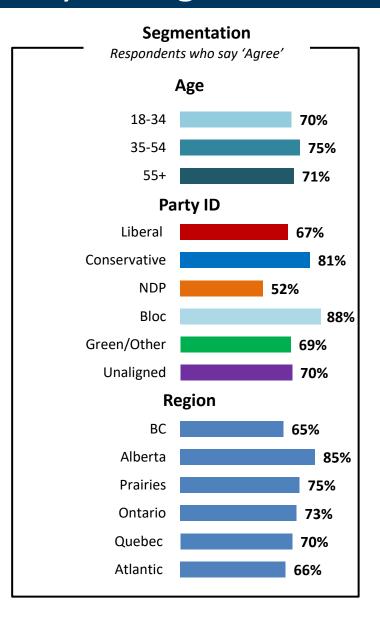
# Failure to Manage Immigration: Agreement is highest among those selfidentifying as Conservatives and Bloc voters, lowest among NDP



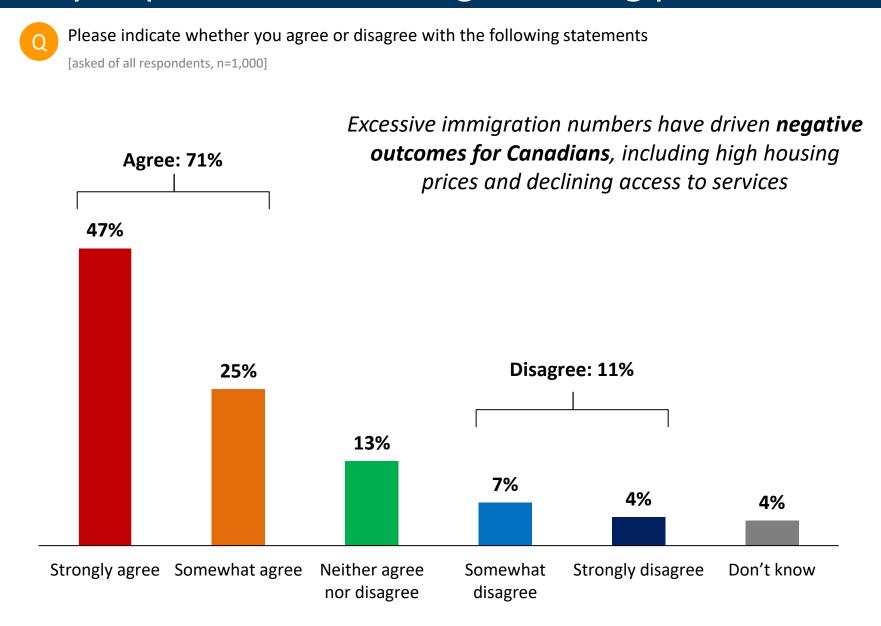


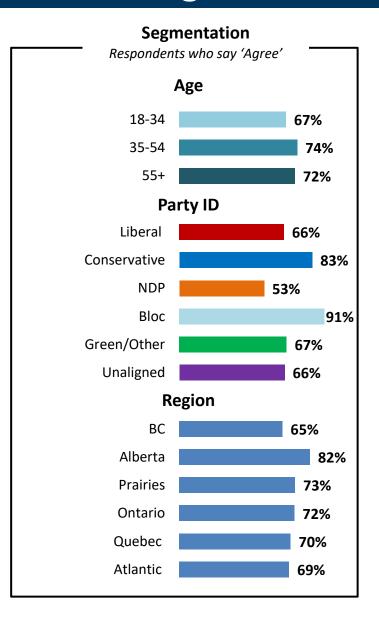
# **Immigration Numbers:** Those who self-identify as Bloc and Conser's are most likely to agree that Canada has admitted too many immigrants





#### Negative Outcomes of Immigration: Con's and Bloc identifiers are most 15 likely to place blame for high housing prices on excessive immigration





### Immigration Outcomes BY Vote: Those who self-report voting for Conservatives are most likely to feel strongly about negative outcomes



Please indicate whether you agree or disagree with the following statements: "Excessive immigration numbers have driven negative outcomes for Canadians, including high housing prices and declining access to services"

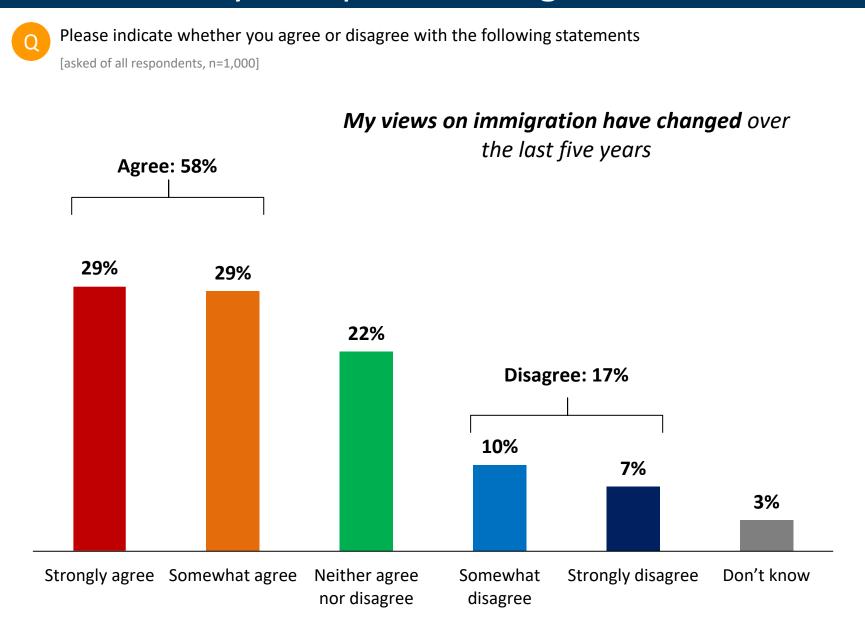
[asked of all respondents, n=1,000]

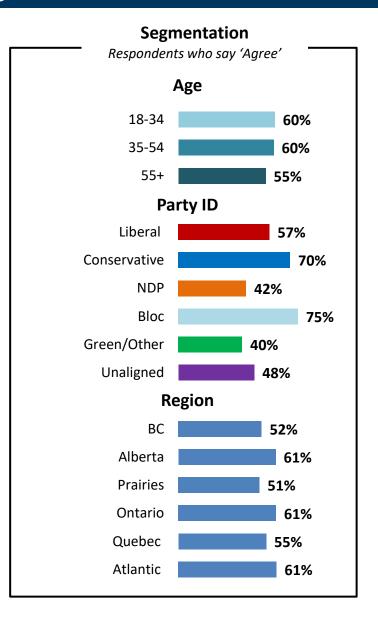
#### **Combined Federal Vote**

Negative Outcomes of Immigration

	Conservative (n=325)	Liberal (n=346)	NDP (n=83)	Bloc (n=65)	Green/Other (n=49)	Unaligned (n=132)
Strongly agree	65%	34%	33%	54%	42%	43%
Somewhat agree	19%	30%	25%	30%	21%	24%
Ambivalent (Neither/DK)	13%	19%	13%	11%	22%	28%
Disagree	4%	17%	28%	5%	14%	5%

# **Shift in Perception:** Those who self-identify as Bloc and Conservatives are most likely to report a change in views on immigration

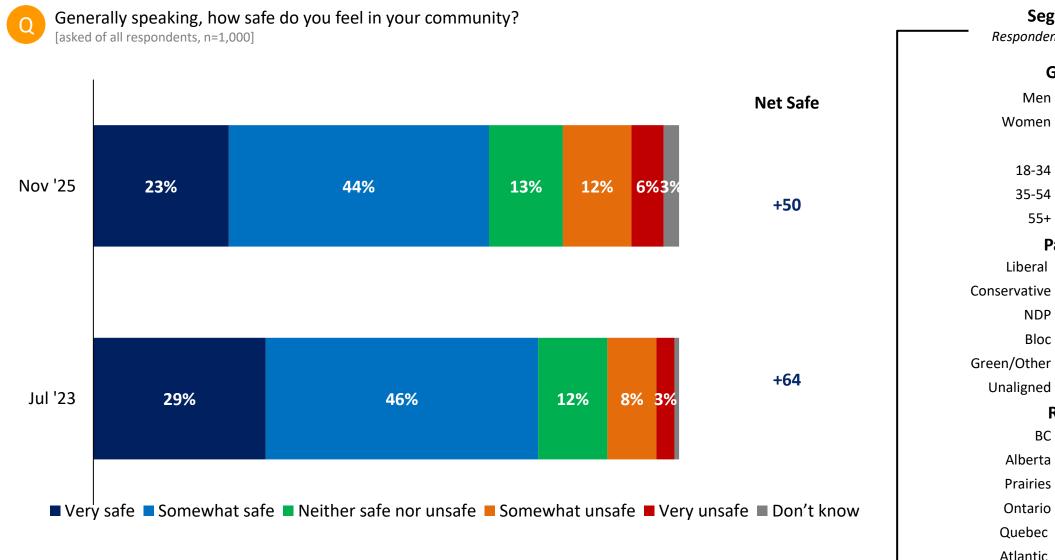


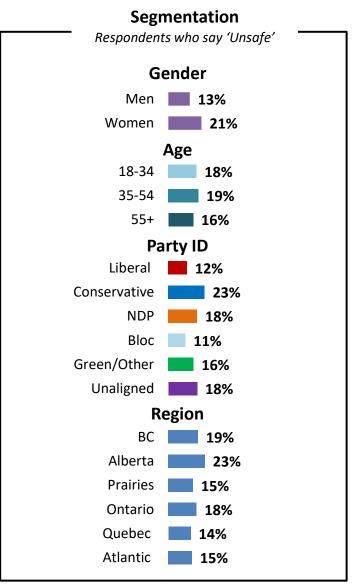


#### Crime

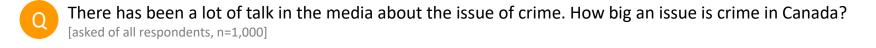


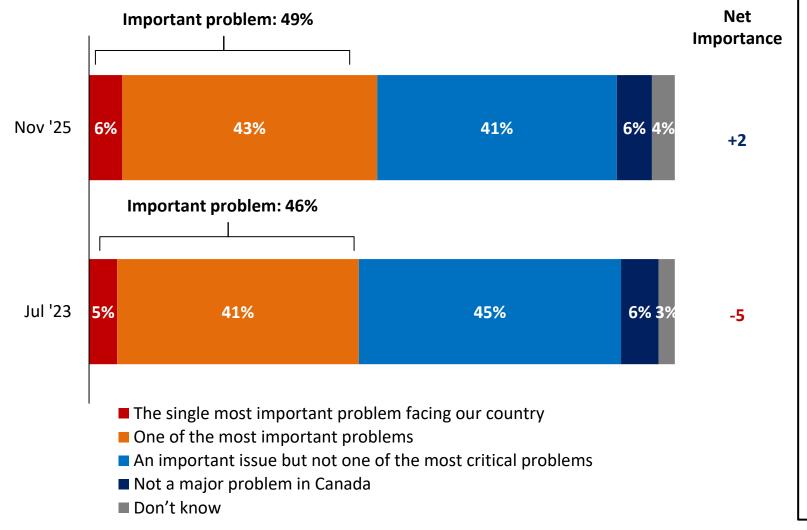
# **Community Safety:** 17% of Can's feel unsafe in their communities, Con's and women more so; Net safe score has dropped 14 points since '23

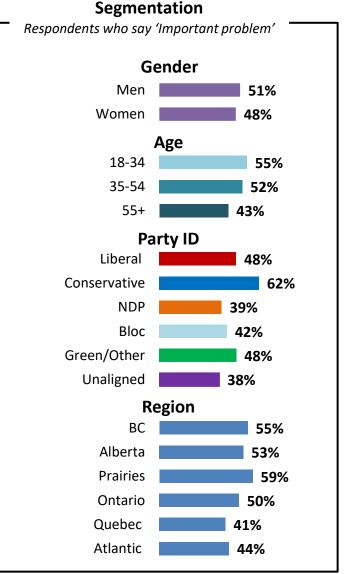




#### Importance of Crime: 49% say that crime is an important problem, but 20 with low intensity; Conservatives are more likely to think so







# Importance of Crime BY Vote: 64% of those that self-report voting Con's see crime as important problem vs. around 40% for Lib's, NDP and Bloc

Q

There has been a lot of talk in the media about the issue of crime. How big an issue is crime in Canada? [asked of all respondents, n=1,000]

#### **Combined Federal Vote**

Unaligned Conservative Liberal NDP **Green/Other** (n=132)(n=325)(n=346)(n=83)(n=49)**Important** 64% 42% 41% 40% 52% 41% problem Not that 36% 58% 59% 60% 48% 59% important/DK

Importance of Crime

# Importance of Crime BY Perception of Safety: Those who feel unsafe are most likely to say crime is one of the most important issues (63%)

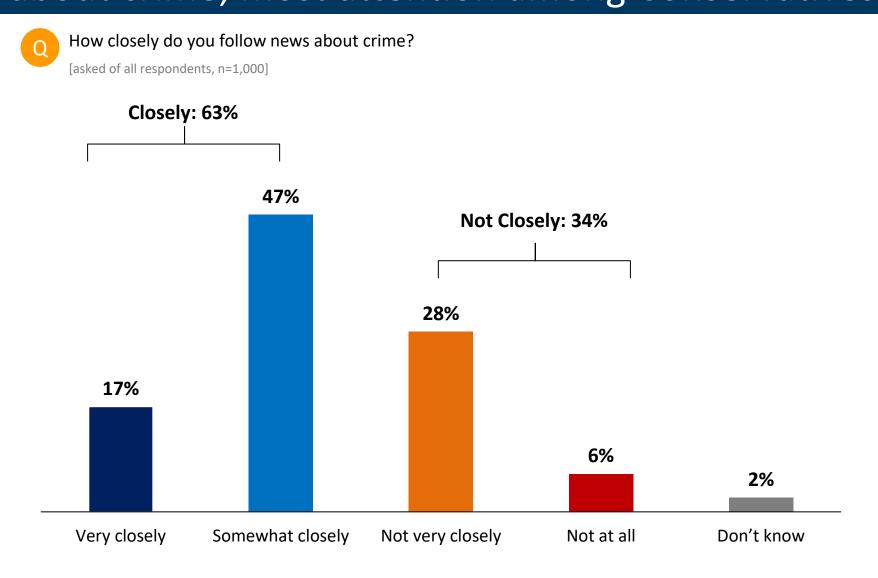


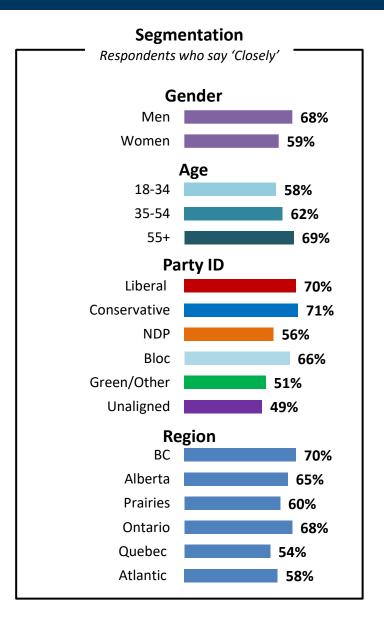
#### **Perception of Safety**

	Safe (n=675)	Unsafe (n=172)	Neither/nor OR DK (n=153)
The single most important problem facing our country	5%	11%	3%
One of the most important problems	37%	63%	50%
An important issue but not one of the most critical problems	48%	23%	31%
Not a major problem in Canada	8%	1%	3%
Don't know	2%	2%	14%

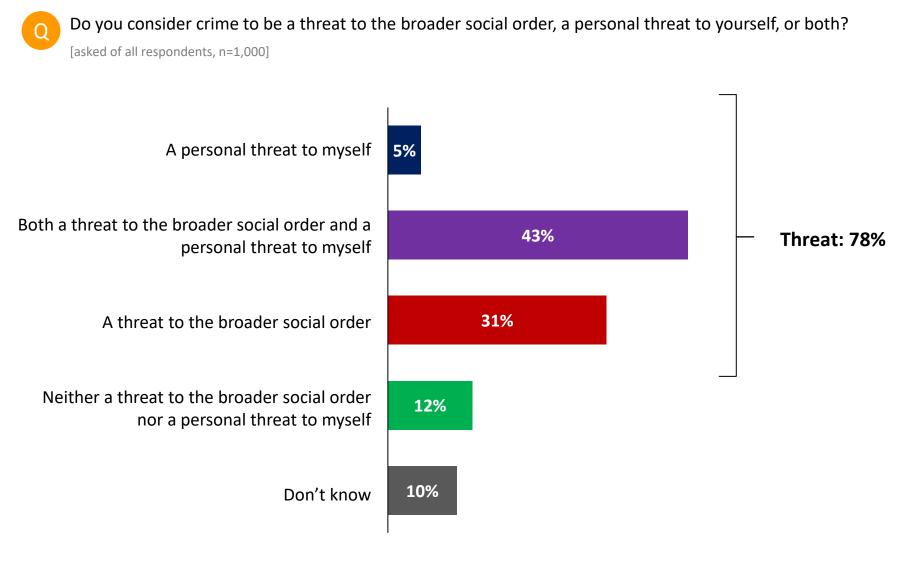
Importance of Crime

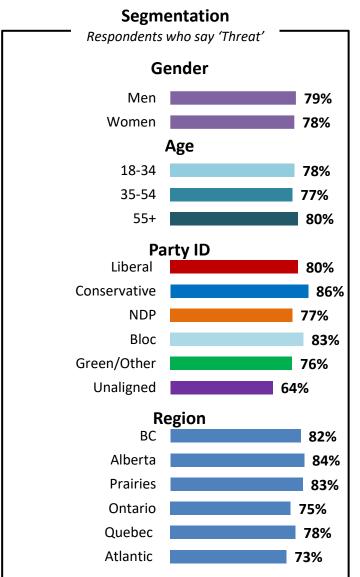
### **Attention to Crime News:** Canadians are tuned in, 63% follow news about crime; most attention among Conservatives and Liberals





threat to social order, while 31% consider it only a threat to social order





# **Personal vs Societal Threat BY Perception of Safety:** Those who feel unsafe are most likely to say crime is both a societal and personal threat

Importance of Crime BY Perception of Safety [asked of all respondents, n=1,000]

**Perception of Safety** 

		Safe (n=675)	Unsafe (n=172)	Neither/nor OR DK (n=153)	
at	A personal threat <b>to myself</b>	4%	6%	8%	
Societal Threat	<b>Both</b> a threat to the broader social order and a personal threat to myself	34%	64%	54%	
vs Socie	A threat to the broader <b>social order</b>	38%	17%	17%	
sonal	<b>Neither</b> a threat to the broader social order nor a personal threat to myself	16%	5%	3%	
4	Don't know	8%	8%	18%	

#### Methodology



#### **Survey Methodology – November 20 to 26, 2025**



These are the results of an online survey conducted between November 20, 2025 to November 26, 2025.

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=1,424 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: November 20, 2025 to November 26, 2025

**Weighting:** Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data, in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note**: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	146	130	10.3%	13.1%
Men 35-54	210	163	14.8%	16.3%
Men 55+	329	191	23.1%	19.1%
Women 18-34	144	130	10.1%	13.0%
Women 35-54	251	168	17.6%	16.8%
Women 55+	343	216	24.1%	21.7%
British Columbia	211	139	14.8%	13.9%
Alberta	165	114	11.6%	11.4%
Prairies	98	64	6.9%	6.4%
Ontario	573	386	40.2%	38.6%
Québec	275	230	19.3%	23.0%
Atlantic	102	67	7.2%	6.7%



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#### **Building Understanding.**

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#### Appendix



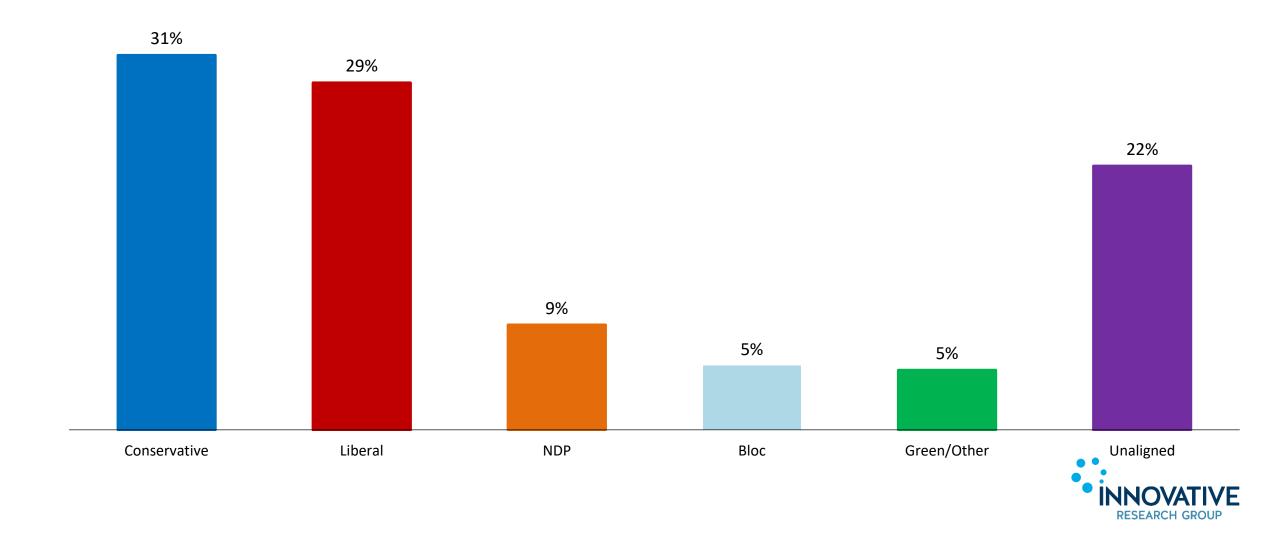
#### Segmentation – Party ID



# Federal Party ID: Most Canadians identify as conservatives (31%) or liberals (29%)

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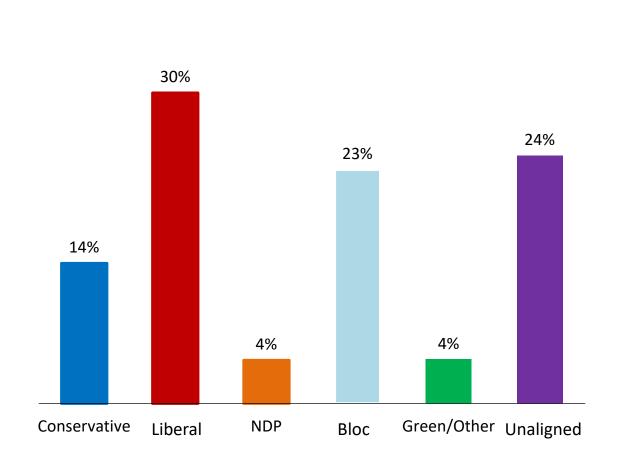
Thinking about politics in Canada, generally speaking, do you usually think of yourself as a... [asked of all respondents; n=1000]



## **Federal Party ID (Quebec vs. ROC):** In QC more identify as liberals than Bloc (7-point lead); in ROC more identify as conservatives than liberals

#### Party ID: Quebec

[Respondents in Quebec; n=230]



#### Party ID: Rest of Canada

[Respondents in the rest of Canada; n=770]

