



NB-IRDT

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Immigrant Retention in New Brunswick: 2019 and 2020 Arrival Cohorts



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Project Title

Immigrant retention in New Brunswick: 2019 and 2020 arrival cohorts

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Abbreviations and Definitions

IRCC	Immigration, Refugees and Citizenship Canada
INB	Immigration New Brunswick
Matched Immigrants	Individuals in IRCC landing records who are matched to New Brunswick Citizen Data
Unmatched Immigrants	Individuals in IRCC landing records who are not matched to New Brunswick Citizen Data
Retention Rate	Retention (of Matched Immigrants) is measured from the time of landing date as indicated in the IRCC landing records. An “Active” eligibility status in the Citizen Data implies that an immigrant is residing in the province. An individual is defined to have left the province if the individual’s eligibility status is classified as “Left the Province” and “Left Country,” as well as anyone whose status was terminated for other reasons and remained as such for at least six months.
PNP Immigrants	Immigrants arriving through the New Brunswick Provincial Nominee Program (PNP)
AIP Immigrants	Immigrants arriving through the Atlantic Immigration Pilot (AIP)
Official Languages Spoken	Official New Brunswick language (English, French, Both, None) as indicated by an immigrant in the Permanent Resident Landing File
Intended Destination Municipality	Immigrants’ intended landing municipality (CSD [Census Subdivision]/CMA [Census Metropolitan Area]) indicated in the landing records (Fredericton, Moncton, Saint John, and others)
Job Offer	Individuals in the INB database who indicated having a job offer (in Canada) on their permanent resident application. The indicator is only available for immigrants in the AIP and PNP immigration streams

Executive Summary

This report is the first in a series of annual updates on immigrant retention in New Brunswick (NB) that will be published by the New Brunswick Institute for Research, Data and Training (NB-IRDT) each year. These reports provide an overview of NB immigration retention patterns since the previous reporting period. These periodic updates on immigration trends can guide public policy concerned with strategies to attract immigrants and ways to retain established immigrant populations. The current study, which includes data on immigrant cohorts that landed in 2019 and 2020, provides an update to the immigrant retention results released by NB-IRDT in 2021 (McDonald & Miah, 2021), which only included data until 2018.

Highlight of Findings

Landing Counts

- In 2020, 890 primary applicant immigrants whose intended destination was NB are shown to have landed in the province. This is a 59.8% decline from 2019 landing counts (2,215 primary applicants) – a decrease that is likely due in large part to the COVID-19 pandemic.
- The PNP, Sponsored Family, and AIP immigration streams continue to have the highest numbers of landings during both 2019 and 2020 when compared to 2018 counts. Immigrant counts in the Skilled Worker stream remain the smallest among all other streams in both 2019 and 2020 when compared to corresponding counts in 2018.
- The Philippines is the source country with the largest number of immigrants who have actually settled in NB (475 primary applicants) for the 2019 and 2020 cohorts combined.
- Moncton continues to receive the highest number of immigrants in both 2019 and 2020, which is similar to results for 2018.

Matching Rates

The matching rate approximates the proportion of those who indicated NB as their intended destination and actually moved to the province and are enrolled in Medicare. An unmatched immigrant indicated NB as the intended destination but likely took up residence in another province after landing.

- 83.6% of primary applicants in the 2019 cohort whose intended destination was NB are matched to Citizen Data. For the 2020 cohort, the matching rate is 71.2%. This drop in matching rates is likely attributed to the markedly lower matching rates for three immigration streams:

- The PNP stream (82.1% in 2019 and 69.0% in 2020).
 - The Sponsored Family stream (85.1% in 2019 and 65.9% in 2020).
 - The Resettled Refugees stream (81.1% in 2019 and 40.0% in 2020).
- The AIP immigration stream has the highest matching rate for immigrants – 89.6% in 2019 and 89.9% in 2020. This indicates that AIP primary applicants are more likely to arrive in NB.
 - Immigrants in the Skilled Worker program have the lowest matching rates in both 2019 and 2020 (43.8% and 46.2%, respectively).
 - The number of matched primary applicants who speak English continues to be the highest among all groups in both 2019 and 2020.
 - PNP primary applicants with a job offer are much more likely to arrive in NB and register for Medicare, as indicated by the matching rate of 93.5% and 94.3%, respectively, for 2019 and 2020 cohorts. Primary applicants without a job offer have lower matching rates of 73.2% (2019) and 64.3% (2020).

Retention Rates

- The 1-year retention rate for matched primary applicants in the 2019 arrival cohort is 80.4%. For the 2020 arrival cohort, it is 78.9%.
- The Sponsored Family stream has the highest 1-year retention rate for both 2019 and 2020 cohorts: 90.5% and 92.6%, respectively. For immigrants in the PNP stream, 78.7% (2019) and 79.7% (2020) are retained after 1 year, while 1-year retention rates for the AIP stream are 77.6% (2019) and 79.3% (2020).
- Even though 1-year retention rates are similar between various education categories, over the long-term immigrants with higher education levels (bachelor and higher) are less likely to be retained (10-year rate of 42.2%) than those with a secondary education or lower (10-year rate of 53.5%).
- Immigrants from the Philippines continue to exhibit one of the highest 1-year retention rates, with an average 92.2% retained during the 2008-2020 period.
- Immigrants who speak English have the highest overall 1-year retention rate (81.7%) between 2005-2020 compared to the three other official language categories: French, Both (English and French), and Neither/None.
- Although Moncton is the city that receives the highest number of immigrants, those who reside in the “Rest of NB” have the highest overall 1-year retention rate at 83.9% between 2005-2020.

- Around 77.4% of those without a job offer and 78.2% of primary applicants with a job offer still reside in the province one year after landing. However, over the longer term, primary applicants with job offers are much more likely to remain in the province (56.1% after 10 years) than those without a job offer (39.0% after 10 years).

Introduction

Research on the attraction and retention of the immigrant population in New Brunswick (NB) helps guide NB immigration policy, as well as broader economic policies and programs.

This report updates earlier work by the New Brunswick Institute for Research, Data and Training (NB-IRDT) on immigration dynamics in the province with newly available data. The baseline report is McDonald & Miah (2021), which uses matched federal Immigration, Refugees and Citizenship Canada (IRCC) Landing File data and New Brunswick Citizen Data to estimate the retention rates of all immigrants who intended to arrive in NB. It also examines retention rates for the Provincial Nominee Program (PNP) and immigration streams within the PNP using data from Immigration New Brunswick (INB, previously known as BizNet).

The current study updates the findings of McDonald & Miah (2021), which examined immigrant cohorts using data available until 2018, by including two additional landing years of IRCC data – 2019 and 2020 – and by extending the period of observation in the Citizen Data to the end of 2021.

Data and Methodology

Data

This study uses a combination of immigrant landing records (IRCC) and Medicare data (Citizen Data) available through NB-IRDT.

The **Citizen Data** (Medicare registry) database provides information on the Medicare eligibility and status of residents in NB. The database indicates whether an individual (i.e., immigrant) still resides in the province or has left, as well as the duration of their stay in NB. For this study, the range of Citizen Data used is from the beginning of 2005 until the end of 2021.

The **Permanent Resident Landing File (IRCC Landing Records)** is a federal database provided by IRCC. The database provides the immigration landing records of all immigrants approved for permanent residency (primary applicants and dependents), as well as information such as landing dates, country of citizenship, education level, occupation, language, and intended destination municipality (CMA/CA¹). The database ranges from 1985 to 2020. For this iteration of the report, the 2019 and 2020 landing cohorts are included.

¹ The acronym CMA stands for Census Metropolitan Area, while CA stands for Census Agglomeration. Both refer to geographical divisions in NB. A CMA must have a total population of at least 100,000, of which at least 50,000 or more live in the core. A CA must have a core population of at least 10,000.

The **Immigration New Brunswick (INB)** database (previously known as **BizNet**) holds information on immigrants who applied for permanent residency in Canada through NB's Provincial Nominee Program (PNP).² The IRCC Landing Records do not break down NB Provincial Nominees into other PNP immigration streams and do not have an indicator for job offer. Thus, the INB database is used to provide supplementary information on NB Provincial Nominees (from the PNP) by disaggregating the stream and information on who received job offers prior to landing in Canada. Information on immigrants arriving through the AIP and their job offer status is also available in INB.

Methodology

The analysis in this study is based on longitudinal administrative data and includes descriptive statistics on immigrant landings and retention in the province. New immigrants in NB are identified through available variables in both datasets (IRCC and Citizen Data). The sample includes all valid NB Medicare numbers from 2005 to 2021.

Immigrants in the IRCC Landing Records are matched to the Citizen Data by the NB Department of Health based on the name, sex, and birthdate of individuals. The datasets are stripped of names, addresses, and other personal identifiers, and these pseudonymized (de-identified) datasets are transferred to NB-IRDT for analysis. Only individuals who indicate NB as their destination have been matched to the Citizen Data. Therefore, the overall analysis is limited to immigrants whose intended destination at landing is NB.

There are various reasons why some records cannot be matched across the datasets, but two stand out as the most likely:

- 1) Nominees never arrived in NB or left before they could establish Medicare eligibility.
- 2) The records contain mismatched or incomplete information (e.g., a different spelling of a name) that precluded records being matched.

For the purposes of this study, any unmatched immigrant is assumed not to have landed in the province.³

² In the INB database, the variable used as the official landing date is "CONFIRMATION_OF_LANDING_DATE," and in BizNet it is "LANDING_DATE." The difference in numbers is minor apart from the years 2010, 2011, and 2012 (with notable variations - numbers in 2010 and 2011 compared to BizNet dropped by 24% and 9% respectively. In 2012, INB numbers are 33% higher than BizNet numbers). However, retention rate estimations (1, 3, and 5 years) for these and other years (2005-2017) show only slight differences.

³ A 2019 NB-IRDT report (Leonard et al.) on unmatched immigrants (NB Provincial Nominees - PNP) suggests that most unmatched records are likely attributed to PNP primary applicants not arriving in NB.

To estimate retention rates, we follow the assumption that an immigrant's NB Medicare eligibility status reveals whether they remained in the province and, if so, how long they stayed. The landing date of an immigrant in the IRCC Landing Records indicates the date of first legal entry into Canada as a permanent resident. An "Active" eligibility status in the Citizen Data implies that an immigrant is residing in the province. Departure of an immigrant is indicated with a "Left the Province" or "Left Country" status. Additionally, an individual with a "Terminated" or "Inactive" status for no justifiable reason (i.e., death) is assumed to have left the province if Medicare status is not reactivated within six months of termination.⁴

Because duration of retention in NB can only be estimated for matched individuals, retention rates are only measured for immigrants who are matched to the Citizen Data. Statistics on matching rates are also provided in this report, and these can be used to provide an upper bound of the incidence at which immigrants who indicate NB as their intended destination do not settle in the province.

The examination of matching rates and retention rates is presented across a range of personal characteristics, including immigration stream, country of citizenship, level of education, language, and intended CMA/CA.

In the case of intended CMA/CA, it is possible that immigrants could end up in a different location than initially indicated in their applications (IRCC Landing Records). Thus, their retention rates are estimated from the date of first address (CMA/CA) in NB and not from the IRCC landing date.

This report also estimates landing counts and retention rates for immigrants who indicated a "Previous Province" on their NB Medicare registration. Most of the primary applicants indicated "Unknown" as their previous province, and these individuals most likely arrived from outside of Canada. However, immigrants with a known "Previous Province" might have resided in other provinces before moving to their intended destination (i.e., NB).⁵

Another possibility could be that these individuals resided in other provinces as students, temporary workers, or refugees, but while applying for permanent residency in Canada they indicated New Brunswick as their intended province of residence. The immigrants who indicated "NB" as their "Previous Province" might have been residing in NB on work permit or as international students (eligible for Medicare since 2017).

⁴ This methodology is different from that used in the 2019 NB-IRDT study (Leonard et al., 2019) in which any "Terminated" or "Inactive" status would indicate departure from the province. This updated methodology considers an individual's transitory "Terminated" status (i.e., delay in renewing expired Medicare). Thus, anyone reactivating their expired Medicare within six months are treated as not having left NB.

⁵ According to McDonald & Miah (2021), 50% of those who arrive in the province register for Medicare within two days after landing; and on average, it takes 110 days for landed immigrants to register for Medicare. The marked difference between the median and mean duration reflects a very small portion of landings with very long delays between landing and Medicare registration, during which the landed immigrants might have resided outside of NB.

Our analysis is limited to individuals who registered for Medicare within the same year they landed or before.⁶ Due to small counts for the landings of immigrants with a known previous province, the results are pooled together instead of presented with a year-by-year breakdown.

Like the IRCC Landing Records, the INB database is also matched with the Citizen Data using the same methodology, and retention rates are estimated in a similar manner⁷. The purpose of using this database is to provide supplementary retention rates for the immigration streams within PNP and by job offer status for primary applicants in the PNP and AIP immigration streams.

Limitations

This study is limited to individuals who indicate NB as their intended province of residence. It excludes immigrants who indicated a location in Canada other than NB as their intended destination and then subsequently moved to NB. The IRCC database does not provide information on job status for primary applicants upon landing in Canada. Therefore, the descriptive statistics and retention rates for this category are limited to primary applicants in the PNP streams using information from the INB database.

Results: Annual Landings, Matching Rates, and Retention Rates

Primary Applicants

Annual Landings and Matching Rates

Table 1 shows that the number of applicants who indicated NB as their intended destination at landing. The number in 2019 (2,650) increased from 2018 numbers (2,060) by 28.6% then declined sharply by 52.8% to 1,250 in 2020. The matching rate⁸ for the 2019 cohort is similar to its equivalent in previous years (83.6%) but falls by around 12 percentage points for the 2020 cohort.

Reasons for the drop in landings and matching rates are likely pandemic-related, as approvals for permanent residency slowed, and entry restrictions limited entry into Canada. IRCC backlogs also likely played a factor in reduced entries (El-Assal & Thevenot, 2022). It is also that possible due to strict lockdown restrictions (e.g., limited in-person services) in 2020, immigrants who

⁶Note that for immigrants who initially arrived in NB as temporary residents and registered in Medicare prior to landing, we measure retention from the date of legal landing as a permanent resident.

⁷ The methodology is different from that of the 2019 NB-IRDT study ((Leonard et al., 2019), which estimated retentions rates for immigration streams within the PNP.

⁸ The matching rate refers to the proportion of permanent residents in the IRCC Landing Records able to be matched to the Citizen Data.

moved to NB may have faced delays in being registered for Medicare, resulting in lower matching rates.

Table 1: Annual Landings and Matching Rates of Primary Applicants Only (2005-2020)

Year	Total Primary Applicants	Matched Primary Applicants	Matching Rate
2005	540	470	87.0%
2006	770	685	89.0%
2007	775	695	89.7%
2008	855	735	86.0%
2009	860	725	84.3%
2010	900	750	83.3%
2011	895	775	86.6%
2012	935	820	87.7%
2013	920	820	89.1%
2014	1,105	960	86.9%
2015	1,020	820	80.4%
2016	1,645	1,375	83.6%
2017	1,545	1,275	82.5%
2018	2,060	1,700	82.5%
2019	2,650	2,215	83.6%
2020	1,250	890	71.2%

Retention Rates

Table 2 shows the 1-, 3-, 5-, and 10-year retention rates for all matched primary applicants. The 1-year retention rate for the 2019 cohort (78.9%) has declined by 3.2 percentage points compared to the 2018 cohort (82.1%). For the 2020 cohort, the 1-year retention rate (80.4%) recovers with an increase of 1.5 percentage points compared to the 2019 cohort. One explanation for the higher retention rate in 2020 could be that those who landed in NB have chosen not to leave the province due to limited job offers and travel restrictions during the pandemic.

The 3-year retention rates for 2017 and 2018 are 67.2% and 68.8% respectively. These both follow the same trend as the 2015 and 2016 cohorts.

The overall 5-year retention rate for the period covering the 2005 to 2016 arrival cohorts for all matched primary applicants is around 60.0%, which is higher than the overall retention rate from the last reporting period of 2005-2014 (56.1%) by around 4 percentage points. Part of this increase in retention rates for 2016 arrivals may be pandemic-related.

The 10-year retention rate covers the period from 2005 to 2011, with an overall retention rate of 48.0%. The 10-year retention rate of 2011 is higher than that of the 2010 by 5.7 percentage points.

Table 2: 1-, 3-, 5-, and 10-Year Retention Rates of Matched Landed Primary Applicants (2005-2020)

Year	1-Year Retention	3-Year Retention	5-Year Retention	10-Year Retention
2005	79.8%	66.0%	59.6%	46.8%
2006	82.5%	67.9%	56.9%	45.3%
2007	84.2%	71.2%	61.2%	50.4%
2008	86.4%	70.1%	59.2%	47.6%
2009	84.1%	70.3%	58.6%	49.0%
2010	80.0%	68.7%	58.0%	45.3%
2011	81.9%	67.1%	58.1%	51.0%
2012	80.5%	66.5%	57.3%	
2013	81.1%	71.3%	61.6%	
2014	78.7%	63.5%	57.3%	
2015	78.7%	67.7%	61.2%	
2016	79.3%	68.7%	65.5%	
2017	77.7%	67.2%		
2018	82.1%	68.8%		
2019	78.9%			
2020	80.4%			
Overall	80.6%	68.2%	60.0%	48.0%

Immigration Stream

All the immigration programs considered in this section of the report are federal, with the exception of the PNP and AIP programs. The section that follows, titled “Results from Immigration NB Database,” considers only the NB PNP.

Annual Landings and Matching Rates

As in the previous reporting period of 2005-2018, immigrants who arrived through the AIP in 2019 and 2020 exhibit the highest matching rates (89.6% and 89.8%, respectively), followed by those in the Sponsored Family (85.1%) and Provincial Nominees (82.1%) streams in 2019. A significant portion of AIP applicants are international graduates who would already have provincial Medicare (prior to graduation), which may result in consistently higher matching rates.

In 2020, matching rates were lower for most immigration streams compared to 2019, most notably for three streams:

- The Provincial Nominee stream (82.1% in 2019 and 69.0% in 2020).
- The Sponsored Family stream (85.1% in 2019 and 65.9% in 2020).
- The Resettled Refugees stream (81.1% in 2019 and 40.0% in 2020).

Immigrants in the Skilled Worker program have the lowest matching rates in both 2019 and 2020 (43.8% and 46.2% respectively), as shown in Table 3.

Table 3: Landings and Matching Rates of Primary Applicants by Immigration Stream (2019-2020)

Immigration Stream	Total		Matched		Matching Ratio	
	2019	2020	2019	2020	2019	2020
Provincial Nominee	1,060	500	870	345	82.1%	69.0%
Sponsored Family	370	205	315	135	85.1%	65.9%
Skilled Worker	80	65	35	30	43.8%	46.2%
Resettled Refugee	185	75	150	30	81.1%	40.0%
Other	145	115	110	90	75.9%	78.3%
Syrian Refugee	NA	NA	NA	NA	NA	NA
AIP	815	295	730	265	89.6%	89.8%

Table 4 shows the number of matched primary applicants for the period 2005-2020. Immigrant counts from the PNP, Sponsored Family, and AIP streams, respectively, continue to be the largest immigration streams during 2019 and 2020. No Syrian refugees landed in NB during the 2019-2020 period. The number of immigrants in the Skilled Worker and Resettled Refugee streams remains the smallest among the immigration streams (Table 4).

Table 4: Annual Landings of Matched Primary Applicants by Immigration Stream (2005-2020)

Year	Provincial Nominee	Sponsored Family	Skilled Worker	Resettled Refugee	Other	Syrian Refugee	AIP
2005	135	200	65	45	25	NA	NA
2006	300	225	80	50	20	NA	NA
2007	295	240	90	45	20	NA	NA
2008	315	255	100	35	25	NA	NA
2009	345	215	85	50	25	NA	NA
2010	385	185	100	35	45	NA	NA
2011	370	245	60	50	40	NA	NA
2012	490	190	40	45	50	NA	NA
2013	440	235	30	60	45	NA	NA
2014	595	175	30	60	95	NA	NA
2015	475	180	15	45	80	15	NA
2016	655	250	25	50	60	330	NA

2017	765	235	20	120	115	5	15
2018	800	305	25	105	160	0	305
2019	870	315	35	150	110	0	730
2020	345	135	30	30	90	0	265
Overall	7,580	3,585	830	975	1,005	350	1,315

Retention Rates

Similar to the previous reporting period of 2018, the Sponsored Family stream exhibits the highest 1-year retention rate among all streams for both 2019 and 2020 cohorts, followed by PNP (78.7%) and AIP (77.6%) streams in 2019 and by the Skilled Worker (83.3%) and Resettled Refugee (83.3%) streams in 2020.

The 1-year retention rates decline for the AIP and PNP streams in the 2019 cohort compared to the 2018 cohort by around 4.4 percentage points in each stream. The retention rates for both streams improve for the 2020 cohort but remain lower than that of the 2018 cohort.

The Skilled Worker and Resettled Refugee streams have the lowest overall 1-year retention rates for the period 2005-2020 at 74.6% and 75.8%, respectively. However, the 1-year retention rates for the Skilled Worker stream increases by 8.3 percentage points in 2020 compared to 2019 (though the numbers of arrivals are small).

The 1-year retention rate for the Resettled Refugee stream also increases by 6.6 percentage points for the 2020 cohort compared to the 2019 cohort. Both streams exhibit the second highest retention rates for 2020.

The increase of retention rates into 2020 may reflect pandemic-related mobility restrictions (Table 5).

Table 5: 1-Year Retention Rates of Matched Landed Primary Applicants by Immigration Stream (2005-2020)

Year	Provincial Nominee	Sponsored Family	Skilled Worker	Resettled Refugee	Other	Syrian Refugee	AIP
2005	74.1%	85.0%	76.9%	55.6%	80.0%	0.0%	0.0%
2006	83.3%	91.1%	68.8%	50.0%	100.0%	0.0%	0.0%
2007	83.1%	89.6%	66.7%	77.8%	75.0%	0.0%	0.0%
2008	82.5%	92.2%	80.0%	85.7%	80.0%	0.0%	0.0%
2009	82.6%	90.7%	70.6%	80.0%	80.0%	0.0%	0.0%
2010	79.2%	89.2%	70.0%	85.7%	66.7%	0.0%	0.0%
2011	75.7%	89.8%	75.0%	90.0%	75.0%	0.0%	0.0%

2012	75.5%	92.1%	75.0%	66.7%	90.0%	0.0%	0.0%
2013	79.6%	87.2%	83.3%	75.0%	77.8%	0.0%	0.0%
2014	79.0%	85.7%	83.3%	58.3%	79.0%	0.0%	0.0%
2015	75.8%	88.9%	66.7%	66.7%	75.0%	100.0%	0.0%
2016	73.3%	88.0%	80.0%	70.0%	83.3%	84.9%	0.0%
2017	75.2%	87.2%	75.0%	87.5%	60.9%	0.0%	100.0%
2018	83.1%	88.5%	80.0%	81.0%	71.9%	0.0%	82.0%
2019	78.7%	90.5%	75.0%	76.7%	81.8%	0.0%	77.6%
2020	79.7%	92.6%	83.3%	83.3%	72.2%	0.0%	79.3%
Overall	78.6%	89.3%	74.6%	75.8%	75.7%	84.3%	79.1%

The Sponsored Family stream exhibits the highest overall 3-year retention rate (79.1%) for the period 2005-2018, with retention rates for the 2016 and 2017 cohorts at or above 80.0%, as shown in Table 6. On the other hand, the Skilled Worker stream has the lowest overall 3-year retention rate for the period 2005-2018, though retention rates have increased for more recent arrival cohorts.

It should be noted that the underlying inflows have also declined over this period, so the higher retention rates apply to a smaller number of arrivals. The 3-year retention rates for the AIP stream are comparable to those of the larger PNP stream for the 2018 cohort.

Table 6: 3-Year Retention Rates of Matched Landed Primary Applicants by Immigration Stream (2005-2018)

Year	Provincial Nominee	Sponsored Family	Skilled Worker	Resettled Refugee	Other	Syrian Refugee	AIP
2005	63.0%	75.0%	53.9%	44.4%	60.0%	NA	NA
2006	70.0%	75.6%	56.3%	30.0%	75.0%	NA	NA
2007	69.5%	81.3%	55.6%	55.6%	75.0%	NA	NA
2008	65.1%	80.4%	55.0%	57.1%	80.0%	NA	NA
2009	68.1%	79.1%	58.8%	70.0%	60.0%	NA	NA
2010	64.9%	83.8%	55.0%	85.7%	44.4%	NA	NA
2011	63.5%	79.6%	50.0%	50.0%	62.5%	NA	NA
2012	62.2%	79.0%	50.0%	55.6%	70.0%	NA	NA
2013	65.9%	78.7%	66.7%	66.7%	66.7%	NA	NA
2014	61.3%	74.3%	66.7%	41.7%	63.2%	NA	NA
2015	62.1%	80.6%	66.7%	55.6%	56.3%	66.7%	NA
2016	59.5%	80.0%	60.0%	70.0%	75.0%	75.8%	NA

2017	65.4%	80.9%	75.0%	66.7%	56.5%	0.0%	33.3%
2018	69.4%	78.7%	80.0%	76.2%	59.4%	0.0%	65.6%
Overall	64.8%	79.1%	57.5%	60.4%	62.1%	75.8%	64.1%

For overall 5-year retention rates, the Syrian Refugee stream is the highest retained category of immigrants in NB for the study period (though it should be noted that only two years of observation for this stream are available), followed by the Sponsored Family stream.

The lowest retained categories after the 5-year period are the Resettled Refugee and Skilled Worker streams. The 5-year retention rates for the Other and Skilled Worker streams rise for the 2016 cohort by 25.0% and 13.3%, respectively, compared to the corresponding 2015 cohorts, which are the highest increases among all entry streams of the 2016 arrival cohort (Table 7). Although the retention rate of Skilled Workers increased to 80.0% for the 2016 cohort, this was for only a small number of arrivals during that year.

Table 7: 5-Year Retention Rates of Matched Landed Primary Applicants by Immigration Stream (2005-2016)

Year	Provincial Nominee	Sponsored Family	Skilled Worker	Resettled Refugee	Other	Syrian Refugee
2005	55.6%	72.5%	46.2%	33.3%	60.0%	0.0%
2006	56.7%	71.1%	43.8%	30.0%	50.0%	0.0%
2007	55.9%	70.8%	50.0%	55.6%	75.0%	0.0%
2008	49.2%	76.5%	50.0%	42.9%	60.0%	0.0%
2009	53.6%	72.1%	47.1%	60.0%	60.0%	0.0%
2010	55.8%	75.7%	45.0%	57.1%	44.4%	0.0%
2011	51.4%	73.5%	50.0%	40.0%	62.5%	0.0%
2012	51.0%	73.7%	50.0%	44.4%	60.0%	0.0%
2013	55.7%	72.3%	66.7%	58.3%	55.6%	0.0%
2014	54.6%	68.6%	50.0%	41.7%	63.2%	0.0%
2015	56.8%	75.0%	66.7%	55.6%	50.0%	66.7%
2016	55.7%	76.0%	80.0%	50.0%	75.0%	74.2%
Overall	54.4%	73.2%	50.0%	47.4%	59.4%	73.9%

After 10 years, 65.2% of immigrants in the Sponsored Family stream are retained in NB, which is the highest 10-year retention rate among the arrival streams. Resettled Refugees have the lowest retention rate after 10 years (24.2%), as shown in Table 8.

Table 8: 10-Year Retention Rates of Matched Landed Primary Applicants by Immigration Stream (2005-2011)

Year	Provincial Nominee	Sponsored Family	Skilled Worker	Resettled Refugee	Other
2005	40.7%	60.0%	30.8%	22.2%	40.0%
2006	40.0%	60.0%	31.3%	0.0%	50.0%
2007	44.1%	64.6%	38.9%	33.3%	75.0%
2008	33.3%	68.6%	40.0%	28.6%	60.0%
2009	42.0%	62.8%	47.1%	40.0%	40.0%
2010	40.3%	70.3%	40.0%	14.3%	33.3%
2011	44.6%	69.4%	33.3%	30.0%	50.0%
Overall	40.8%	65.2%	37.9%	24.2%	47.5%

Education Level

Annual Landings and Matching Rates

Table 9 shows that primary applicants with a diploma as their highest level of education have the highest matching rates in both 2019 and 2020, at 91.2% and 81.5%, respectively. Applicants with a master's degree or a PhD have the lowest matching rate (77.3%) in 2019. Applicants whose education level is Not Stated/None have the highest number of matched landings (675 applicants in 2019 and 315 in 2020), as well as the lowest matching rate (67.0%) in 2020. The next-highest counts are for those with a bachelor's degree (690 applicants in 2019 and 250 in 2020).

Table 32 in the Appendix shows the matching rates of primary applicants by education period from 2005-2020.

Table 9: Landings and Matching Rates of Primary Applicants by Education Level (2019-2020)

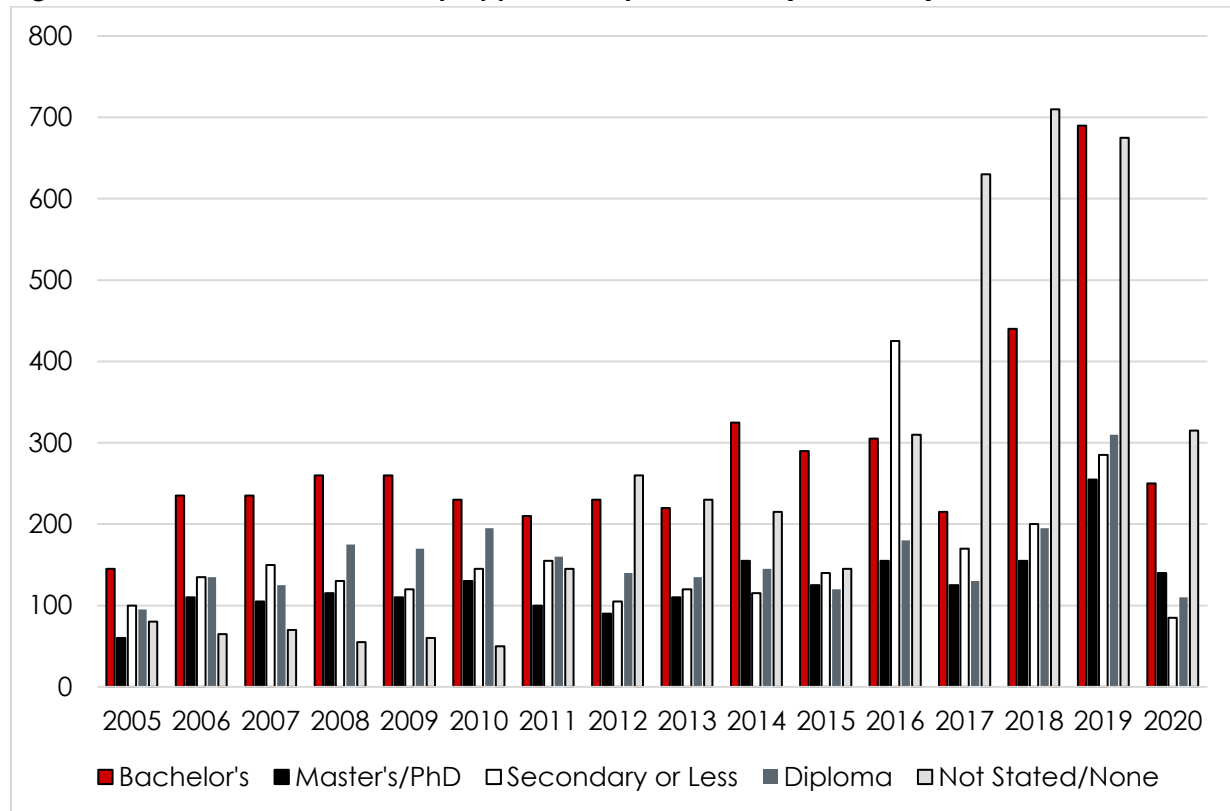
Education Level	Total		Matched		Matching Rate	
	2019	2020	2019	2020	2019	2020
Bachelor's	805	320	690	250	85.7%	78.1%
Master's / PhD	330	195	255	140	77.3%	71.8%
Secondary or Less	325	120	285	85	87.7%	70.8%
Diploma	340	135	310	110	91.2%	81.5%
Not Stated / None	855	470	675	315	78.9%	67.0%

Figure 1 shows that in 2019 there was approximately a 1.5-fold rise in immigrant landings (matched + unmatched) with bachelor's degrees compared to 2018. [Table 33](#) and [Table 34](#) in the Appendix show the corresponding data for this figure.

The crosstabulation (not released due to small counts) between immigration stream and education category shows that a significant portion of those landings are under the AIP category. Overall, the number of AIP applicants has risen from 335 (2018) to 815 (2019).

The AIP stream does not require work experience for international graduates as long as the applicant completed a degree from a recognized post-secondary education in Atlantic Canada and took at least 2 years of full-time studies. Many master's programs are for only 1 year, which may explain why there is a spike in bachelor's degree holders and not other education levels in the AIP.

Figure 1: Matched Landed Primary Applicants by Education (2005-2020)



Retention Rates

The tables below (Tables 10-13) show that in the short term (1 year), the overall retention rates among different education levels for the period 2005-2020 do not vary substantially, though differences are wider in the longer term (3, 5, and 10 years after landing).

The Secondary or Less education category has the highest overall 1-year retention rate (81.8%) for the period 2005-2020. The same category shows the largest increase in the 1-year retention rate for the 2020 cohort compared to 2019 cohort (5.2 percentage points).

The lowest overall 1-year retention rate is for master's and PhD degree holders (78.5%), as shown in Table 10.

Table 10: 1-Year Retention Rates of Matched Landed Primary Applicants by Education Level (2005-2020)

Year	Bachelor's	Master's / PhD	Secondary or Less	Diploma	Not Stated / None
2005	79.3%	66.7%	85.0%	73.7%	87.5%
2006	78.7%	86.4%	81.5%	88.9%	84.6%
2007	83.0%	85.7%	90.0%	76.0%	78.6%
2008	86.5%	82.6%	88.5%	85.7%	81.8%
2009	86.5%	81.8%	83.3%	79.4%	91.7%
2010	78.3%	80.8%	86.2%	79.5%	90.0%
2011	78.6%	75.0%	83.9%	81.3%	86.2%
2012	82.6%	72.2%	76.2%	78.6%	80.8%
2013	81.8%	81.8%	83.3%	85.2%	80.4%
2014	78.5%	83.9%	65.2%	79.3%	81.4%
2015	77.6%	84.0%	78.6%	79.2%	79.3%
2016	75.4%	74.2%	83.5%	80.6%	80.7%
2017	79.1%	68.0%	82.4%	76.9%	77.0%
2018	79.6%	74.2%	80.0%	87.2%	85.2%
2019	79.7%	76.9%	77.2%	79.0%	78.4%
2020	81.6%	78.6%	82.4%	76.2%	79.0%
Overall	80.3%	78.5%	81.8%	80.7%	81.0%

After 3 years, matched primary applicants with a secondary education or less have the highest overall retention rate of 70.4% for the period 2005-2018.

Primary applicants with a master's or PhD have the lowest 3-year retention rate over the same reporting period. The 3-year retention rate for applicants with a diploma increased by 5.2 percentage points in the 2018 cohort compared with the 2017 cohort – the highest increase between these two cohorts among all education levels (Table 11).

Table 11: 3-Year Retention Rates of Matched Landed Primary Applicants by Education Level (2005-2018)

Year	Bachelor's	Master's / PhD	Secondary or Less	Diploma	Not Stated / None
2005	69.0%	58.3%	75.0%	63.2%	68.8%
2006	66.0%	63.6%	70.4%	70.4%	69.2%
2007	70.2%	66.7%	80.0%	68.0%	64.3%
2008	67.3%	69.6%	76.9%	71.4%	72.7%
2009	75.0%	68.2%	70.8%	64.7%	75.0%
2010	65.2%	61.5%	75.9%	69.2%	90.0%
2011	61.9%	60.0%	64.5%	71.9%	75.9%
2012	71.7%	55.6%	66.7%	64.3%	65.4%
2013	70.5%	72.7%	45.8%	70.4%	71.7%
2014	63.1%	64.5%	56.5%	62.1%	67.4%
2015	65.5%	64.0%	71.4%	70.8%	69.0%
2016	63.9%	61.3%	75.3%	72.2%	67.7%
2017	69.8%	56.0%	70.6%	69.2%	67.5%
2018	67.1%	54.8%	70.0%	74.4%	70.4%
Overall	67.4%	62.6%	70.4%	69.1%	69.4%

Matched primary applicants with a secondary education or less have the highest overall 5-year retention rate during the 2005-2016 period (65.2%).

Applicants with a master's or PhD have the lowest retention rates 5 years after landing in NB (53.8%), as shown in Table 12.

The widening gap in retention rates over time in NB by education category likely reflects decreasing employment opportunities within NB for more highly educated individuals as they gain experience.

Table 12: 5-Year Retention Rates of Matched Landed Primary Applicants by Education Level (2005-2016)

Year	Bachelor's	Master's / PhD	Secondary or Less	Diploma	Not Stated / None
2005	58.6%	50.0%	70.0%	57.9%	62.5%
2006	53.2%	54.6%	63.0%	59.3%	53.9%
2007	57.5%	57.1%	70.0%	56.0%	57.1%
2008	53.9%	52.2%	65.4%	65.7%	72.7%
2009	59.6%	59.1%	62.5%	50.0%	66.7%

2010	52.2%	53.9%	65.5%	59.0%	80.0%
2011	50.0%	50.0%	58.1%	62.5%	65.5%
2012	58.7%	50.0%	57.1%	53.6%	59.6%
2013	61.4%	54.6%	62.5%	63.0%	63.0%
2014	55.4%	51.6%	52.2%	58.6%	62.8%
2015	62.1%	60.0%	64.3%	66.7%	62.1%
2016	62.3%	51.6%	72.9%	69.4%	61.3%
Overall	57.2%	53.8%	65.2%	60.3%	62.6%

For the period 2005-2011, the Not Stated / None education category has the highest 10-year retention rate (55.3%). Applicants with bachelor's degrees have the lowest retention rate after 10 years of landing in NB (42.2%), as shown in Table 13.

Table 13: 10-Year Retention Rates of Matched Landed Primary Applicants by Education Level (2005-2011)

Year	Bachelor's	Master's / PhD	Secondary or Less	Diploma	Not Stated / None
2005	41.4%	41.7%	55.0%	52.6%	56.3%
2006	38.3%	40.9%	51.9%	48.2%	38.5%
2007	46.8%	42.9%	60.0%	48.0%	50.0%
2008	40.4%	39.1%	57.7%	51.4%	63.6%
2009	46.2%	54.6%	50.0%	44.1%	58.3%
2010	41.3%	38.5%	51.7%	46.2%	50.0%
2011	40.5%	50.0%	48.4%	56.3%	62.1%
Overall	42.2%	43.9%	53.5%	49.3%	55.3%

The difference in retention between immigrants with a secondary education or less and those with bachelor's degree or higher becomes starker as their time in the province increases. This may indicate that individuals with higher levels of education are more mobile in terms of the labour market and can find employment opportunities that better match their expertise or skills and wage demands elsewhere in Canada.

Country of Citizenship

Annual Landings and Matching Rates

Table 14 shows that the Philippines is the source country with the highest overall number of immigrants landing in NB during 2019-2020, followed by India and China. We see the same results for immigrants from the same three countries in 2018. [Table 35](#) in the Appendix shows the historical data for primary applicants (matched) by country of citizenship.

Table 14: Annual Landings of Matched Primary Applicants by Country of Citizenship (2019-2020)⁹

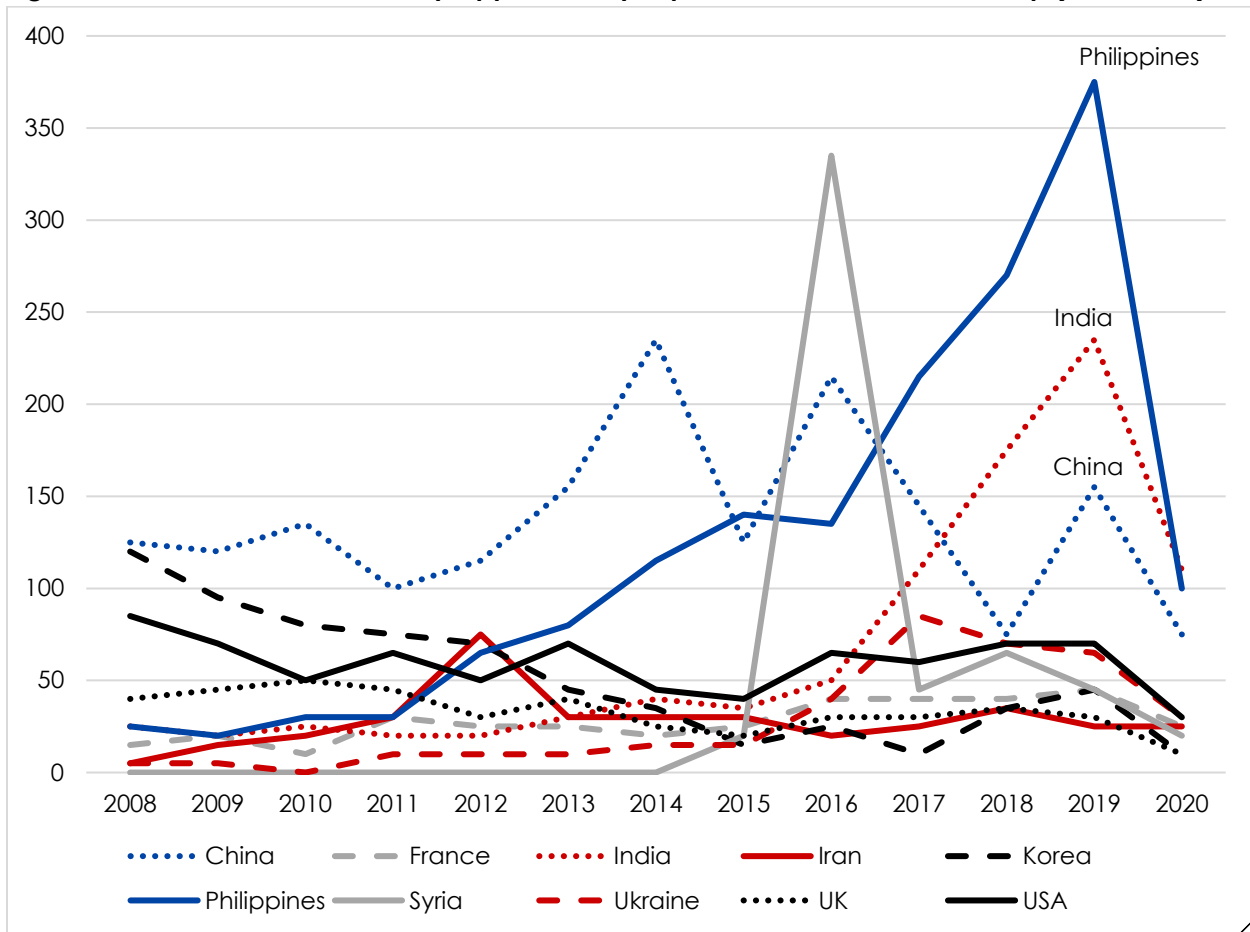
Country	2019	2020
China	155	75
France	45	25
India	235	110
Iran	25	25
Korea	45	10
Philippines	375	100
Syria	45	20
UK	30	10
Ukraine	65	30
USA	70	30

The number of landed primary applicants originally from the Philippines (375 individuals) in 2019 shows a notable increase when compared to earlier years, but that number declines markedly in 2020 (by 73.3%) along with landings from all other source countries, as shown in Figure 2.

Again, the implication is that the pandemic reduced inflows across all categories of immigrants to NB.

⁹ Only countries with cumulative counts of at least 300 primary applicants between the years 2018 and 2020 are included.

Figure 2: Matched Landed Primary Applicants by Top Ten Countries of Citizenship (2005-2020)



Retention Rates

Table 15 shows that immigrants from the US and the Philippines consistently exhibit the highest 1-year retention rates, with overall rates of 94.2% and 92.2%, respectively, from 2008-2020. Immigrants from both countries also exhibit the highest 1-year retention rate in 2019 (92.9% for the US and 90.7% for Philippines). For 2020 alone, immigrants from Syria and the UK had 100.0% 1-year retention rates, but these rates come from low underlying numbers of arrivals.

Table 15: 1-Year Retention Rates of Matched Primary Applicants by Country of Citizenship (2008-2020)

Year	China	France	India	Iran	Korea	Philippines	Syria	Ukraine	UK	US
2008	76.0%	100.0%	100.0%	100.0%	87.5%	80.0%	N/A	100.0%	100.0%	94.1%
2009	70.8%	75.0%	75.0%	100.0%	94.7%	100.0%	N/A	100.0%	100.0%	100.0%
2010	66.7%	100.0%	80.0%	75.0%	81.3%	83.3%	N/A	0.0%	90.0%	100.0%
2011	85.0%	83.3%	75.0%	33.3%	80.0%	100.0%	N/A	50.0%	100.0%	92.3%

2012	87.0%	80.0%	75.0%	73.3%	85.7%	100.0%	N/A	100.0%	83.3%	100.0%
2013	83.9%	60.0%	83.3%	66.7%	77.8%	93.8%	N/A	50.0%	87.5%	100.0%
2014	80.9%	75.0%	75.0%	66.7%	71.4%	95.7%	N/A	66.7%	100.0%	88.9%
2015	76.0%	80.0%	57.1%	66.7%	66.7%	92.9%	100.0%	100.0%	75.0%	100.0%
2016	67.4%	87.5%	70.0%	75.0%	80.0%	96.3%	86.6%	75.0%	83.3%	84.6%
2017	75.9%	75.0%	54.6%	80.0%	50.0%	90.7%	88.9%	64.7%	83.3%	91.7%
2018	73.3%	87.5%	74.3%	71.4%	71.4%	90.7%	92.3%	71.4%	71.4%	92.9%
2019	77.4%	77.8%	78.7%	80.0%	77.8%	90.7%	88.9%	69.2%	83.3%	92.9%
2020	80.0%	80.0%	68.2%	80.0%	50.0%	90.0%	100.0%	66.7%	100.0%	83.3%
Overall	76.6%	80.6%	72.6%	71.2%	81.8%	92.2%	88.7%	70.8%	89.5%	94.2%

Table 16 shows that landed primary applicants from the US and the UK had the highest 3-year retention rates over the 2008-2018 study period, with overall rates of 90.3% and 82.0%, respectively, followed by the Philippines, at 83.3%. Immigrants from Iran, India, and China have the lowest 3-year retention rates at 47.6%, 50.9%, and 56.0%, respectively.

Table 16: 3-Year Retention Rates of Matched Primary Applicants by Country of Citizenship (2008-2018)

Year	China	France	India	Iran	Korea	Philippines	Syria	Ukraine	UK	US
2008	48.0%	100.0%	80.0%	0.0%	70.8%	80.0%	N/A	100.0%	87.5%	88.2%
2009	54.2%	75.0%	50.0%	100.0%	84.2%	75.0%	N/A	0.0%	88.9%	92.9%
2010	51.9%	50.0%	60.0%	50.0%	75.0%	83.3%	N/A	0.0%	80.0%	100.0%
2011	70.0%	66.7%	75.0%	16.7%	66.7%	83.3%	N/A	50.0%	77.8%	84.6%
2012	69.6%	80.0%	25.0%	40.0%	71.4%	76.9%	N/A	100.0%	66.7%	100.0%
2013	74.2%	60.0%	50.0%	50.0%	66.7%	87.5%	N/A	50.0%	87.5%	85.7%
2014	53.2%	50.0%	50.0%	50.0%	71.4%	91.3%	N/A	33.3%	100.0%	88.9%
2015	56.0%	80.0%	57.1%	50.0%	66.7%	85.7%	75.0%	100.0%	75.0%	87.5%
2016	46.5%	75.0%	50.0%	50.0%	80.0%	92.6%	76.1%	62.5%	83.3%	84.6%
2017	51.7%	75.0%	40.9%	60.0%	50.0%	83.7%	66.7%	58.8%	83.3%	91.7%
2018	46.7%	62.5%	51.4%	57.1%	57.1%	83.3%	84.6%	57.1%	71.4%	92.9%
Overall	56.0%	70.7%	50.9%	47.6%	71.9%	85.3%	76.3%	60.4%	82.0%	90.3%

Results over the 2008-2016 period show that 5 years after landing, 84.3% of immigrants from the US and 82.8% of immigrants from the Philippines remain in NB, whereas only 37.3% of immigrants from Iran and 46.8% of immigrants from China stay in NB during the same period (Table 17).

Table 17: 5-Year Retention Rates of Matched Primary Applicants by Country of Citizenship (2008-2016)

Year	China	France	India	Iran	Korea	Philippines	Syria	Ukraine	UK	US
2008	36.0%	66.7%	80.0%	0.0%	50.0%	80.0%	0.0%	100.0%	87.5%	82.4%
2009	41.7%	75.0%	25.0%	66.7%	63.2%	75.0%	0.0%	0.0%	88.9%	85.7%
2010	40.7%	50.0%	60.0%	50.0%	56.3%	83.3%	0.0%	0.0%	70.0%	90.0%
2011	55.0%	50.0%	50.0%	16.7%	46.7%	83.3%	0.0%	50.0%	66.7%	84.6%
2012	52.2%	80.0%	25.0%	33.3%	57.1%	76.9%	0.0%	50.0%	66.7%	90.0%
2013	58.1%	60.0%	50.0%	33.3%	55.6%	81.3%	0.0%	50.0%	62.5%	78.6%
2014	46.8%	50.0%	50.0%	33.3%	57.1%	87.0%	0.0%	33.3%	80.0%	77.8%
2015	48.0%	80.0%	42.9%	50.0%	66.7%	82.1%	75.0%	66.7%	75.0%	87.5%
2016	44.2%	62.5%	50.0%	50.0%	80.0%	85.2%	76.1%	62.5%	66.7%	84.6%
Overall	46.8%	64.3%	49.1%	37.3%	56.3%	82.8%	50.0%	54.6%	73.8%	84.3%

Immigrants from the US and the Philippines have the highest 10-year retention rates for the period 2008-2011, whereas immigrants from Iran and Ukraine have the lowest rates for the same reporting period (Table 18).

Table 18: 10-Year Retention Rates of Matched Primary Applicants by Country of Citizenship (2008-2011)

Year	China	France	India	Iran	Korea	Philippines	Ukraine	UK	US
2008	24.0%	66.7%	40.0%	0.0%	25.0%	60.0%	0.0%	62.5%	76.5%
2009	29.2%	75.0%	25.0%	33.3%	47.4%	75.0%	0.0%	77.8%	78.6%
2010	29.6%	50.0%	40.0%	25.0%	31.3%	66.7%	N/A	60.0%	80.0%
2011	45.0%	50.0%	50.0%	16.7%	40.0%	83.3%	50.0%	66.7%	84.6%
Overall	31.3%	60.0%	38.9%	21.4%	35.2%	71.4%	25.0%	66.7%	79.6%

Language

Annual Landings and Matching Rates

For both 2019 and 2020 cohorts, immigrants who speak English have the highest matching rate (83.9% and 75.9%, respectively). Immigrants who speak French have the lowest matching rate (79.3%) in 2019. Immigrants who speak both English and French and immigrants who speak neither English nor French or those for whom language is not stated exhibit the lowest matching rate in 2020, at 66.7% (Table 19).

Table 19: Landings and Matching Rates of Primary Applicants by Language (2019-2020)

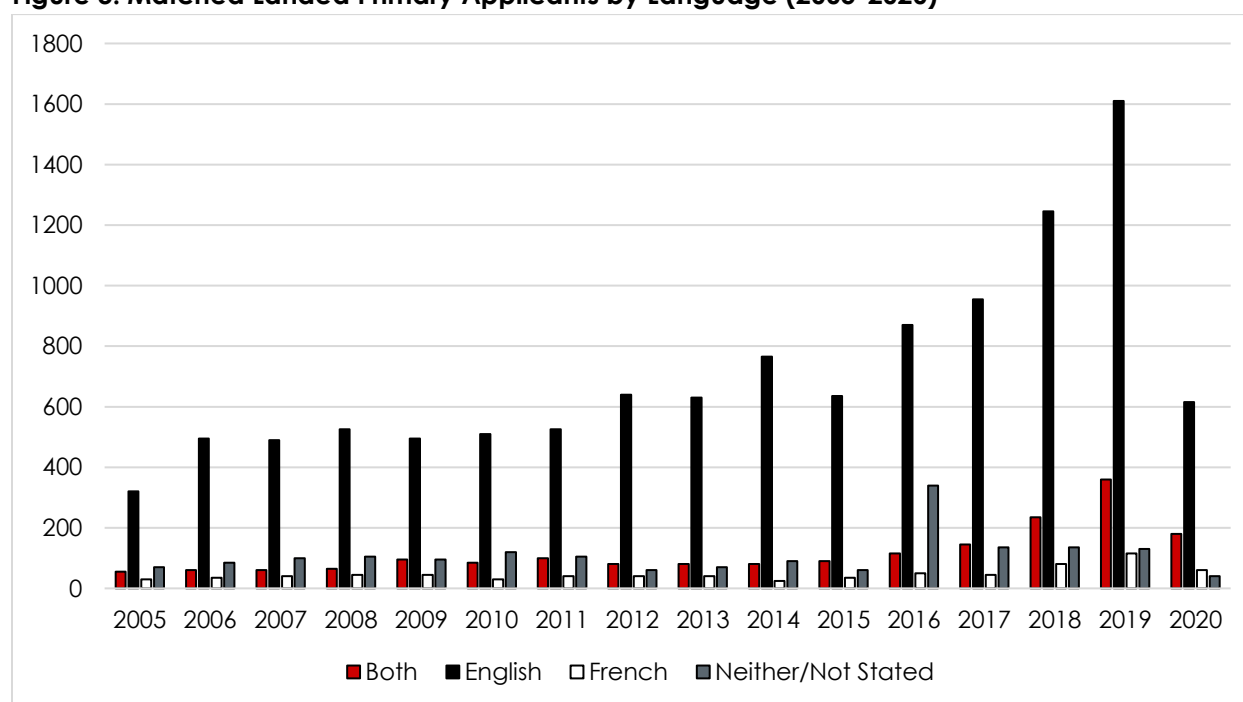
Language	Total		Matched		Matching Rate	
	2019	2020	2019	2020	2019	2020
Both	435	270	360	180	82.8%	66.7%
English	1,920	810	1,610	615	83.9%	75.9%
French	145	90	115	60	79.3%	66.7%
Neither/Not Stated	155	80	130	40	83.9%	50.0%

The number of primary applicants, total and matched, who speak English continues to be the highest among all examined language groups (Figure 3). In 2019, English-speaking landings in NB are almost 10-fold higher than those of French-speaking primary applicants. There is also a considerable rise in the annual landings of English speakers in the province in 2019 (1,920 landings) by 29.3% compared to 2018 (1,525 landings).

There are also 53.0% and 43.8% increases in the number of immigrants who speak both English and French and those who speak French, respectively, in 2019 compared to 2018. There is a drop in the numbers of all categories in 2020, with the highest decline of 69.2% in the category that speaks neither official language.

Table 36 in the Appendix shows related historical trends for primary applicants (matched) by language.

Figure 3: Matched Landed Primary Applicants by Language (2005-2020)



Retention Rates

The 1-year retention rates do not show notable differences between language groups for the period 2005-2020. Immigrants who speak English have the highest overall rate (81.7%) between 2005-2020. French-speaking immigrants' 1-year retention rate increases by 9.8 percentage points in 2020 compared to 2019, as shown in Table 20.

Table 20: 1-Year Retention Rates of Matched Landed Primary Applicants by Language (2005-2020)

Year	Both	English	French	Neither/ Not Stated
2005	54.6%	82.8%	83.3%	85.7%
2006	83.3%	84.9%	71.4%	70.6%
2007	83.3%	86.7%	87.5%	75.0%
2008	84.6%	86.7%	88.9%	81.0%
2009	84.2%	88.9%	88.9%	68.4%
2010	82.4%	82.4%	66.7%	75.0%
2011	85.0%	81.9%	62.5%	81.0%
2012	81.3%	79.7%	87.5%	83.3%
2013	75.0%	82.5%	75.0%	78.6%
2014	75.0%	80.4%	80.0%	61.1%
2015	77.8%	78.7%	85.7%	91.7%
2016	73.9%	78.2%	70.0%	83.8%
2017	72.4%	76.4%	88.9%	88.9%
2018	78.7%	82.7%	81.3%	85.2%
2019	72.2%	81.4%	65.2%	80.8%
2020	80.6%	81.3%	75.0%	87.5%
Overall	77.2%	81.7%	77.5%	80.2%

There is not much difference in 3-year retention rates between language groups. Immigrants who speak English continue to have the highest 3-year retention rate (68.8%). Those who are in the Neither/Not Stated language category had a decrease in the 3-year retention rate in 2018 of 7.4 percentage points compared to 2017 (Table 21).

Table 21: 3-Year Retention Rates of Matched Landed Primary Applicants by Language (2005-2018)

Year	Both	English	French	Neither/Not Stated
2005	54.6%	67.2%	66.7%	71.4%
2006	75.0%	70.7%	57.1%	47.1%
2007	58.3%	75.5%	75.0%	55.0%
2008	69.2%	72.4%	77.8%	61.9%
2009	73.7%	74.8%	66.7%	47.4%
2010	70.6%	70.6%	66.7%	62.5%
2011	75.0%	66.7%	50.0%	61.9%
2012	75.0%	64.1%	75.0%	66.7%
2013	62.5%	72.2%	62.5%	71.4%
2014	75.0%	64.7%	80.0%	50.0%
2015	66.7%	66.1%	71.4%	75.0%
2016	65.2%	66.7%	60.0%	75.0%
2017	62.1%	66.0%	66.7%	77.8%
2018	61.7%	70.3%	68.8%	70.4%
Overall	66.9%	68.8%	67.3%	65.6%

Five years after landing, the differences between retention rates for all language categories remain small. 62.6% of French-speaking immigrants still reside in the province (Table 22), while the rates for English and Both are 60.8% and 59.6%, respectively. Immigrants in the Neither/Not Stated group exhibit the lowest 5-year retention rate of 57.3%.

Table 22: 5-Year Retention Rates of Matched Landed Primary Applicants by Language (2005-2016)

Year	Both	English	French	Neither/Not Stated
2005	45.5%	60.9%	66.7%	64.3%
2006	58.3%	61.6%	42.9%	41.2%
2007	58.3%	64.3%	75.0%	50.0%
2008	53.9%	61.0%	66.7%	47.6%
2009	63.2%	61.6%	66.7%	42.1%
2010	58.8%	59.8%	50.0%	50.0%
2011	60.0%	61.0%	50.0%	52.4%
2012	62.5%	55.5%	75.0%	58.3%

2013	56.3%	62.7%	62.5%	64.3%
2014	56.3%	58.8%	60.0%	44.4%
2015	66.7%	59.8%	71.4%	66.7%
2016	65.2%	63.2%	60.0%	73.5%
Overall	59.6%	60.8%	62.6%	57.3%

After 10 years, 56.6% of French-speaking immigrants still reside in NB, followed by those who speak English (49.7%). Only 37.5% of immigrants in the Neither/Not Stated group reside in the province after 10 years (Table 23).

Table 23: 10-Year Retention Rates of Matched Landed Primary Applicants by Language (2005-2011)

Year	Both	English	French	Neither/Not Stated
2005	36.4%	48.4%	50.0%	57.1%
2006	50.0%	46.5%	42.9%	29.4%
2007	41.7%	53.1%	75.0%	40.0%
2008	46.2%	48.6%	77.8%	38.1%
2009	57.9%	51.5%	44.4%	31.6%
2010	47.1%	47.1%	50.0%	33.3%
2011	55.0%	52.4%	50.0%	38.1%
Overall	49.1%	49.7%	56.6%	37.5%

Census Metropolitan Area (CMA)/Census Agglomeration (CA)

Annual Landings and Matching Rates

Table 24 indicates that Moncton continues to receive the highest number of immigrants compared to the other CMAs/CAs in both 2019 and 2020, as was also the case in 2018. Of note is the pronounced increase in arrivals in the "Rest of NB"¹⁰ category in 2019 compared to 2018.

¹⁰ This report divides New Brunswick into the following geographies: Moncton (CMA), Saint John (CMA), Fredericton (CA), and Rest of NB. The Rest of NB category includes all regions outside Moncton, Saint John, and Fredericton.

Table 24: Annual Landings of Matched Primary Applicants by CMA/CA (2005-2020)

Year	Fredericton	Moncton	Saint John	Rest of NB
2005	125	95	120	125
2006	195	130	195	155
2007	145	165	190	190
2008	190	165	190	190
2009	170	200	190	160
2010	190	180	180	195
2011	205	200	160	205
2012	245	200	205	170
2013	230	220	165	205
2014	280	285	220	170
2015	185	260	175	195
2016	425	360	345	245
2017	380	405	245	240
2018	365	640	305	375
2019	445	760	395	610
2020	155	355	170	210

Retention Rates

After 1 year, those who initially settled in the Rest of NB and Moncton exhibit the highest overall retention rates:¹¹ 83.9% and 82.1%, respectively, for the period 2005-2020 (Table 25). The large increase in arrivals to the Rest of NB in 2019 is not associated with any change in the 1-year retention rate for this cohort compared to earlier cohorts.

Table 25: 1-Year Retention Rates of Matched Landed Primary Applicants by CMA/CA (2005-2020)

CMA/CA	Fredericton	Moncton	Saint John	Rest of NB
2005	72.0%	79.0%	70.8%	84.0%
2006	76.9%	84.6%	71.8%	77.4%
2007	82.8%	84.9%	79.0%	86.8%
2008	76.3%	84.9%	79.0%	89.5%
2009	82.4%	82.5%	68.4%	87.5%

¹¹ These retention rates refer to those who are retained on provincial level (i.e., they are still living in NB but might have relocated to different CMA/CA).

2010	79.0%	80.6%	69.4%	87.2%
2011	75.6%	82.5%	71.9%	87.8%
2012	73.5%	87.5%	78.1%	85.3%
2013	76.1%	81.8%	78.8%	85.4%
2014	75.0%	82.5%	75.0%	88.2%
2015	70.3%	86.5%	77.1%	84.6%
2016	81.2%	86.1%	78.3%	85.7%
2017	76.3%	80.3%	79.6%	83.3%
2018	78.1%	82.0%	83.6%	84.0%
2019	79.8%	77.6%	79.8%	78.7%
2020	80.7%	81.7%	79.4%	78.6%
Overall	77.5%	82.1%	77.0%	83.9%

Immigrants who reside in the Rest of NB and Moncton continue to have the highest overall retention rates 3 years after landing (Table 26). The rates for these two groups are 74.8% and 69.0%, respectively, over the period 2005-2018.

The lowest 3-year retention rate is for immigrants who reside in Saint John (60.5%), as shown in Table 26. However, the 3-year retention rate for those who reside in Saint John reaches its highest level in 2018 (70.5%), with an increase of 15.9 percentage points from 2014.

Table 26: 3-Year Retention Rates of Matched Landed Primary Applicants by CMA/CA (2005-2018)

CMA/CA	Fredericton	Moncton	Saint John	Rest of NB
2005	52.0%	57.9%	50.0%	76.0%
2006	61.5%	69.2%	53.9%	61.3%
2007	58.6%	69.7%	60.5%	71.1%
2008	60.5%	63.6%	60.5%	79.0%
2009	67.7%	70.0%	52.6%	71.9%
2010	63.2%	69.4%	52.8%	76.9%
2011	58.5%	67.5%	50.0%	75.6%
2012	59.2%	65.0%	58.5%	73.5%
2013	60.9%	65.9%	63.6%	78.1%
2014	55.4%	66.7%	54.6%	73.5%
2015	51.4%	75.0%	65.7%	79.5%
2016	64.7%	69.4%	69.6%	75.5%
2017	64.5%	70.4%	65.3%	75.0%

2018	67.1%	71.9%	70.5%	76.0%
Overall	61.3%	69.0%	60.5%	74.8%

Five years after landing, immigrants who arrived in the Rest of NB and Moncton have retention rates of 70.3% and 62.2%, respectively (Table 27). The 5-year retention rate of immigrants who reside in Fredericton increased in 2016 by 13.7 percentage points compared to 2015.

Table 27: 5-Year Retention Rates of Matched Landed Primary Applicants By CMA/CA (2005-2016)

CMA/CA	Fredericton	Moncton	Saint John	Rest of NB
2005	48.0%	52.6%	41.7%	72.0%
2006	56.4%	61.5%	48.7%	77.4%
2007	48.3%	60.6%	60.5%	55.3%
2008	52.6%	57.6%	50.0%	73.7%
2009	55.9%	62.5%	44.7%	59.4%
2010	50.0%	58.3%	41.7%	71.8%
2011	48.8%	62.5%	43.8%	68.3%
2012	46.9%	60.0%	53.7%	64.7%
2013	54.4%	59.1%	57.6%	75.6%
2014	51.8%	61.4%	50.0%	76.5%
2015	48.7%	69.2%	62.9%	74.4%
2016	62.4%	68.1%	66.7%	73.5%
Overall	53.0%	62.2%	53.1%	70.3%

Similarly, 10 years after landing, immigrants residing in the Rest of NB and Moncton have overall retention rates of 62.3% and 52.4%, respectively (Table 28).

Table 28: 10- Year Retention Rates of Matched Landed Primary Applicants by CMA/CA (2005-2011)

CMA/CA	Fredericton	Moncton	Saint John	Rest of NB
2005	40.0%	47.4%	33.3%	68.0%
2006	46.2%	53.9%	30.8%	51.6%
2007	41.4%	48.5%	44.7%	57.9%
2008	39.5%	51.5%	34.2%	65.8%
2009	41.2%	55.0%	39.5%	59.4%
2010	42.1%	47.2%	33.3%	66.7%

2011	43.9%	60.0%	40.6%	65.9%
Overall	42.2%	52.4%	36.7%	62.3%

Previous Residence

Annual Landings (Matched)

The matched primary applicants with an “Unknown” previous province have most likely arrived from outside of Canada as landed immigrants in NB. The immigrants with a known “Previous Province” (indicated in the Medicare registry) might have (i) either indicated NB as their intended destination but resided elsewhere before moving into the province or (ii) resided as non-permanent residents (e.g., temporary workers or students) outside of NB before becoming permanent residents (with NB as their intended destination). The estimates in this section mainly include individuals who registered for Medicare in the year they landed.¹²

For the immigrants who indicated NB as their previous province, many may have resided in the province as temporary residents (e.g., international students and work permit holders). These individuals may have been registered in the Medicare system prior to landing.¹³ To meet disclosure requirements, the results are pooled together between 2005-2020.

During the period 2005-2020, the highest number of immigrants who landed in NB arrived from outside Canada (13,630 individuals), followed by immigrants who previously lived in Ontario (580 individuals) (Table 29). This indicates that the majority applicants who intend to move to NB and actually move to NB do so directly, rather than from another province. This may indicate that immigrants intending to land in NB and do not initially settle in NB are unlikely to eventually do so.

Table 29: Annual Matched Landings of Primary Applicants by Previous Residence (2005-2020)

Year	Nova Scotia	Ontario	Alberta	Rest of Canada	New Brunswick	Outside Canada (Unknown)
2005-2020	255	580	235	415	475	13,630

- Notes:** 1. Some linked immigrants are missing information on “Previous Province.” Hence, counts in this table would not match counts in the total sample.
 2. Individuals with “Unknown” previous province have most likely arrived from outside Canada.

¹² Half of all primary applicants who land in NB register for Medicare within 2 days after landing – though the average duration is 3 and a half months due to of a small number of observations that spanned a long duration of time (McDonald & Miah, 2021).

¹³ Some classes of temporary residents are eligible for Medicare prior to becoming permanent residents, such as international students after 2017, in which case the date of Medicare registration precedes the date of legal landing as a permanent resident.

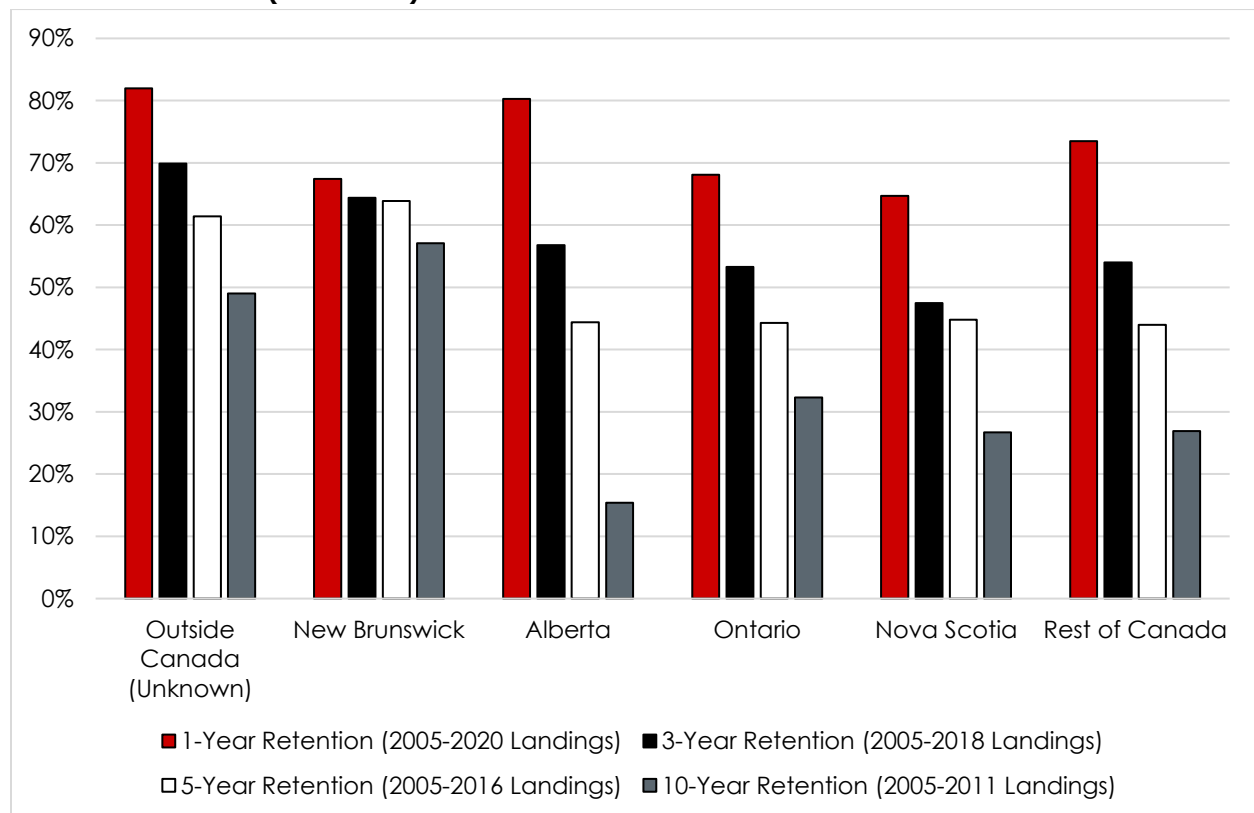
Retention Rates

Figure 4 shows that the highest 1-year retention rate was 81.4% for immigrants who landed first in NB from Outside Canada/Unknown, followed by those who arrived first in Alberta, with an 80.3% retention rate during 2005-2020. About 67.4% of those previously residing in NB are retained 1 year after legally landing as permanent residents.

Immigrants who landed first in NB from Outside Canada/Unknown still have the highest 3-year retention rate of 69.7%, followed by those who previously lived in NB (64.4%) and in Alberta (56.8%) before moving to NB. After 5 years, immigrants who previously resided in NB exhibit the highest retention rate at 63.9%, followed by the Outside Canada/Unknown category at 61.5%. The remaining immigrant groups have similar 5-year retention rates of between 44.0% and 44.4%. The remaining immigrant groups have similar 5-year retention rates of between 44.0% and 44.4%.

Approximately 57.1% of immigrants previously living in NB are retained after 10 years, while 49.2% in the Outside Canada/Unknown category and 32.3% of immigrants who previously lived in Ontario remain in NB. [Table 37](#) in the Appendix shows the corresponding data for this figure.

Figure 4: 1-, 3-, 5-, and 10-Year Retention Rates of Matched Landed Primary Applicants by Previous Residence (2005-2020)



Results from the Immigration NB (INB) Database

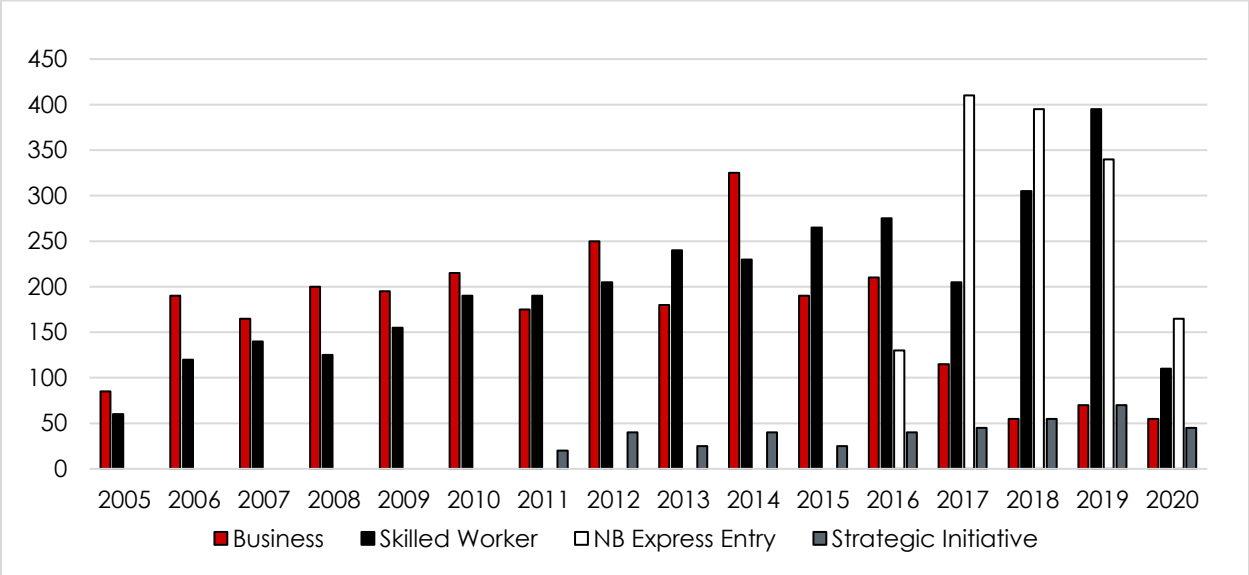
This section considers only the NB PNP programs using data from the Immigration New Brunswick (INB) database. The prior sections report on federal immigration streams, with the exception of the PNP and AIP programs.

Immigration Streams of PNP Immigrants

Figure 5 breaks down PNP arrivals into different immigration streams using additional data from the Immigration New Brunswick (INB) database that is not available in the IRCC landing records. These streams include Business,¹⁴ Skilled Worker,¹⁵ Strategic Initiative,¹⁶ and NB Express Entry.¹⁷

For both 2019 and 2020 landing cohorts, the Skilled Worker and NB Express Entry (available since 2016) categories within the PNP stream have the highest rates of matched primary applicants, similar to previous years. The landings in the Business category have remained under 100 individuals since 2017, when the stream was overhauled by strengthening the criteria to apply. [Table 38](#) in the Appendix shows counts for matched primary applicants by PNP streams.

Figure 5: Matched Landed PNP Primary Applicants by PNP Streams (2010-2020)



¹⁴ The Business category includes primary applicants in Business Plan – Deposit and Business – Escrow streams.

¹⁵ The Skilled Worker category consists of Skilled Worker – Employer, Skilled Worker – Family, and Skilled Worker – Community streams.

¹⁶ The Strategic Initiative stream is targeted towards French-speaking workers who intend to live in the province.

¹⁷ The NB Express Entry category includes the primary applicants who are in the Federal Express Entry system for Canadian permanent residence and nominated by NB.

Retention Rates

The retention rates in this section are estimated using same methodology throughout the study, considering an individual's transitory status (i.e., delay in Medicare renewal by 6 months).¹⁸

1-year retention rates for the PNP primary applicants arriving in the province through the NB Express Entry category seem to fluctuate over the years (Table 30). The 1-year rate for the 2019 arrival cohort in this category has declined by almost 15 percentage points compared to 2018; however, the rate then rose by approximately 10 percentage points to 84.9% for the 2020 arrival cohort compared to 2019. The 2019 and 2020 cohorts under the PNP Skilled Worker stream have 79.8% and 77.3% 1-year retention rates, respectively. For the Strategic Initiative stream, the retention rates fluctuate significantly due to small underlying sample sizes.

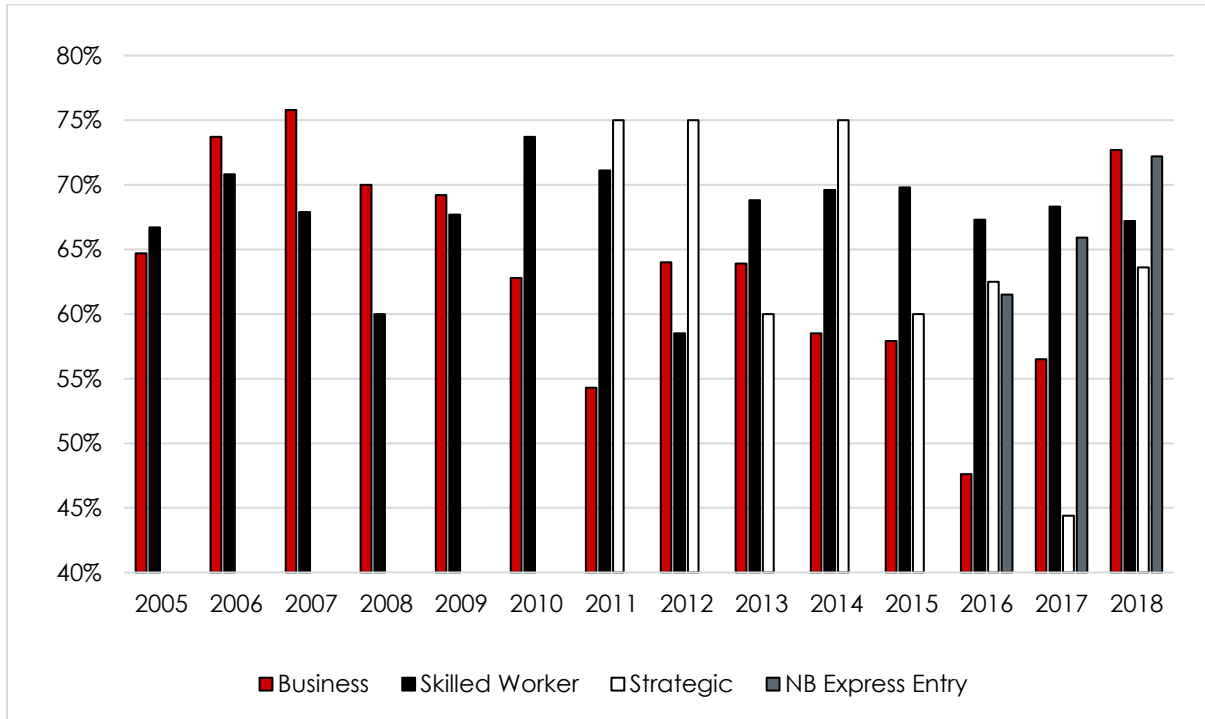
Table 30: 1-Year Retention Rates of Matched Primary Applicants by PNP Streams (2005-2020)

Year	Business	Skilled Worker	NB Express Entry	Strategic Initiative
2005	82.4%	75.0%	N/A	N/A
2006	81.6%	87.5%	N/A	N/A
2007	87.9%	82.1%	N/A	N/A
2008	85.0%	76.0%	N/A	N/A
2009	84.6%	83.9%	N/A	N/A
2010	76.7%	86.8%	N/A	N/A
2011	65.7%	81.6%	N/A	75.0%
2012	80.0%	70.7%	N/A	75.0%
2013	77.8%	79.2%	N/A	60.0%
2014	83.1%	78.3%	N/A	75.0%
2015	76.3%	77.4%	N/A	80.0%
2016	69.1%	73.2%	76.9%	75.0%
2017	69.6%	70.7%	79.3%	55.6%
2018	81.8%	77.1%	89.9%	81.8%
2019	78.6%	79.8%	75.0%	64.3%
2020	81.8%	77.3%	84.9%	77.8%
Overall	78.9%	78.2%	81.6%	71.6%

¹⁸ This methodology is different from that used by Leonard et al. (2019), where any "Terminated" or "Inactive" status is assumed to indicate departure from the province. Hence, the retention rates for the immigration streams within PNP is lower in Leonard et al. (2019).

Figure 6 shows that 72.7% of immigrants (2018 cohort) arriving through Business and NB Express Entry categories are retained after 3 years of landing. Apart from the Skilled Worker category, 3-year retention rates for other categories increased markedly in 2018 compared to 2017 arrivals. [Table 39](#) in the Appendix has the corresponding data.

Figure 6: 3-Year Retention Rates of Matched Primary Applicants by PNP Streams (2005-2018)



Five years after landing, 57.7% of primary applicants (2016 cohort) in the NB Express Entry category remain in the province.

Figure 7 shows that among all PNP streams, around two-thirds of Skilled Worker primary applicants still reside in NB after 5 years. [Table 40](#) in the Appendix has the corresponding data.

Figure 7: 5-Year Retention Rates of Matched Primary Applicants by PNP Streams (2005-2016)

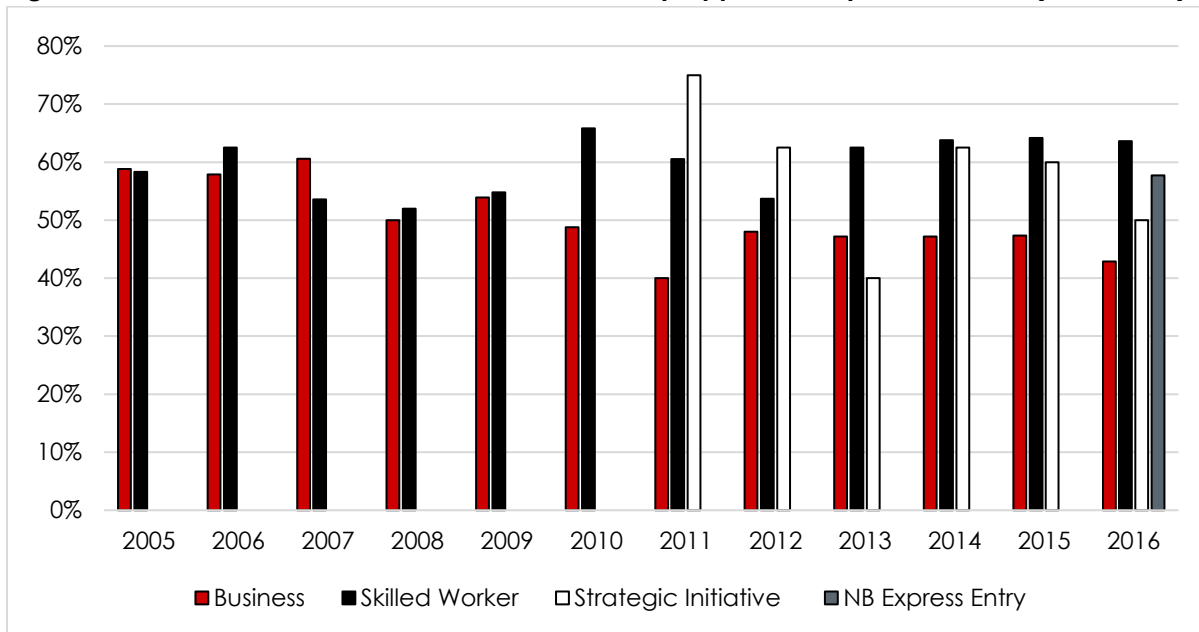


Figure 8 shows that over half of the primary applicants landing in 2010 and 2011 still reside in the province after 10 years. For the 2011 cohort, the Strategic Initiative category exhibits the highest 10-year retention rate; however, a small underlying sample size in this category leads to variability in estimated retention rates. The corresponding data is in [Table 41](#) (Appendix).

Figure 8: 10-Year Retention Rates of Matched Primary Applicants by PNP Streams (2005-2011)



Job Offer Status

In the Immigration New Brunswick (INB) dataset, all AIP applicants have a job offer at landing in NB. Hence, the retention rates below do not include AIP applicants from the INB database. Instead, the analysis is limited to PNP primary applicants by job offer status.

Table 31 shows that, in general, a significantly higher proportion of new arrivals with a job offer are matched to provincial Medicare data (i.e., they are more likely to arrive in the province compared to primary applicants without any job offer). For the 2019 and 2020 arrival cohorts, 93.5% and 94.3% of primary applicants with a job offer are matched, compared with 73.2% (2019) and 64.3% (2020) for those without any job offers.

The matching rates and annual landings of matched of NB PNP primary applicants by job offer status from 2010-2020 are shown in [Table 42](#) and [Table 43](#) (Appendix), respectively.

Table 31: Landings and Matching Rates of PNP Primary Applicants by Job Offer Status (2019-2020)

Job Offer Status	Total		Matched		Matching Ratio	
	2019	2020	2019	2020	2019	2020
Without Job Offer	635	350	465	225	73.2%	64.3%
With Job Offer	435	155	410	145	94.3%	93.5%

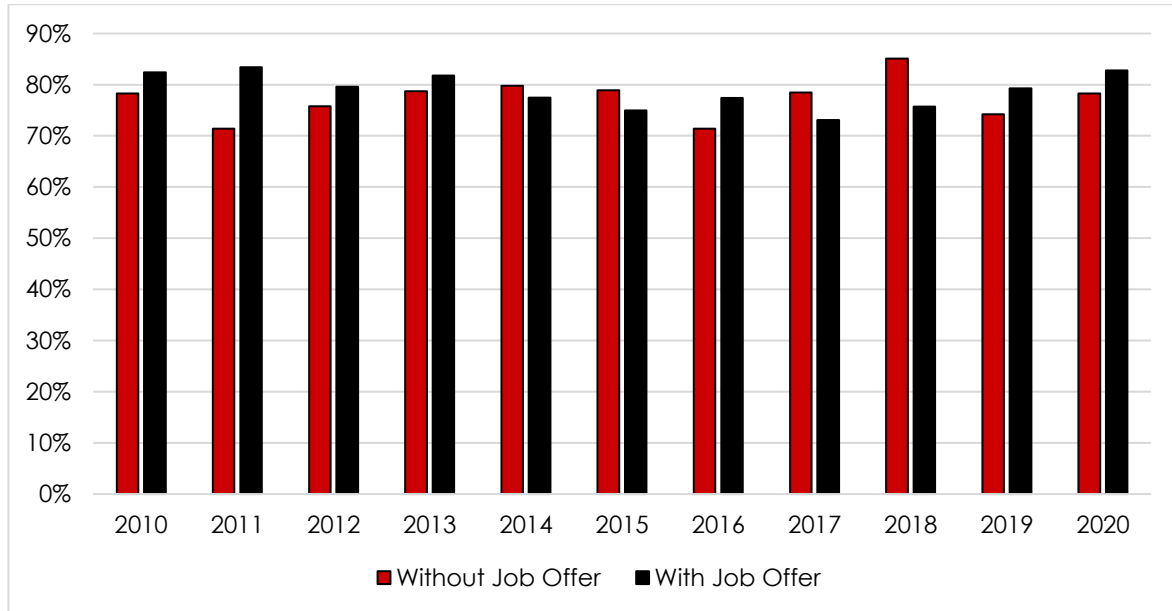
Retention Rates

There is not much difference between the overall 1-year retention rates for the two groups of immigrants with and without a job offer for the period 2010-2020. Around 77.4% of those without a job offer and 78.2% of primary applicants with a job offer still reside in NB one year after landing.

The 2020 cohort without a job offer exhibits a 1-year retention rate of 78.3%. In 2018, immigrants without a job offer exhibit a 1-year retention rate that reaches 85.1%, about 6.5 percentage points higher than the 2017 cohort; however, the rates decline in the following two years.

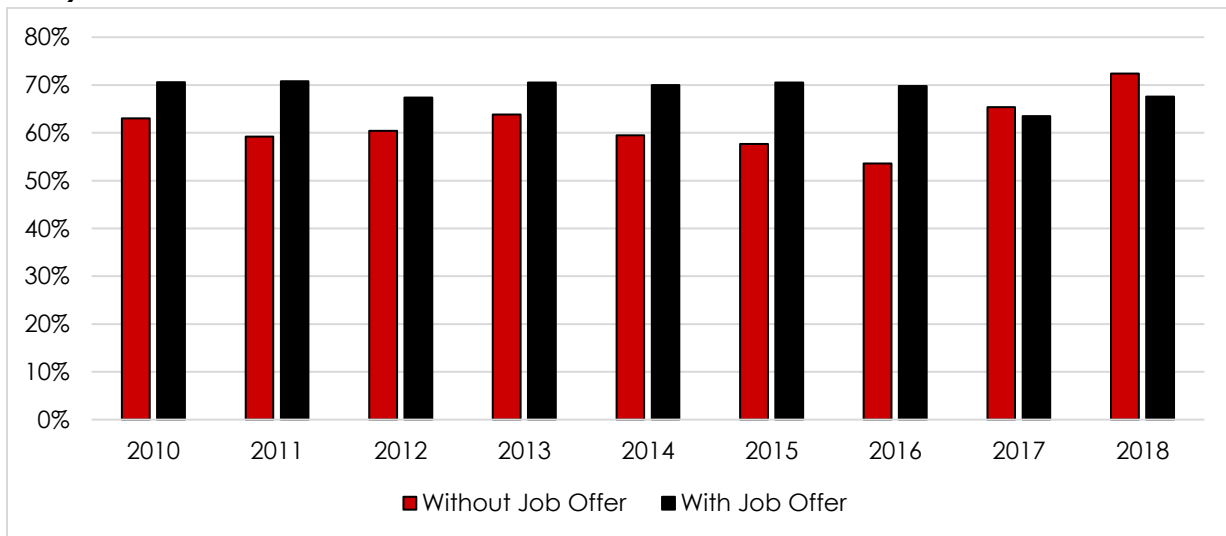
On the other hand, those with job offers exhibit rising rates over both 2019 (79.3%) and 2020 (82.8%) (Figure 9). [Table 44](#) in the Appendix shows the corresponding data for this figure.

Figure 9: 1-Year Retention Rates of Matched PNP Primary Applicants by Job Offer Status (2010-2020)



Overall, the 3-year retention rate for immigrants with a job offer is higher (68.5%) than for the group without a job offer (62.0%). It is worth noting that the group without a job offer exhibits the highest retention rate over the sample period in 2018 (72.4%) (Figure 10). [Table 45](#) in the Appendix has the corresponding data.

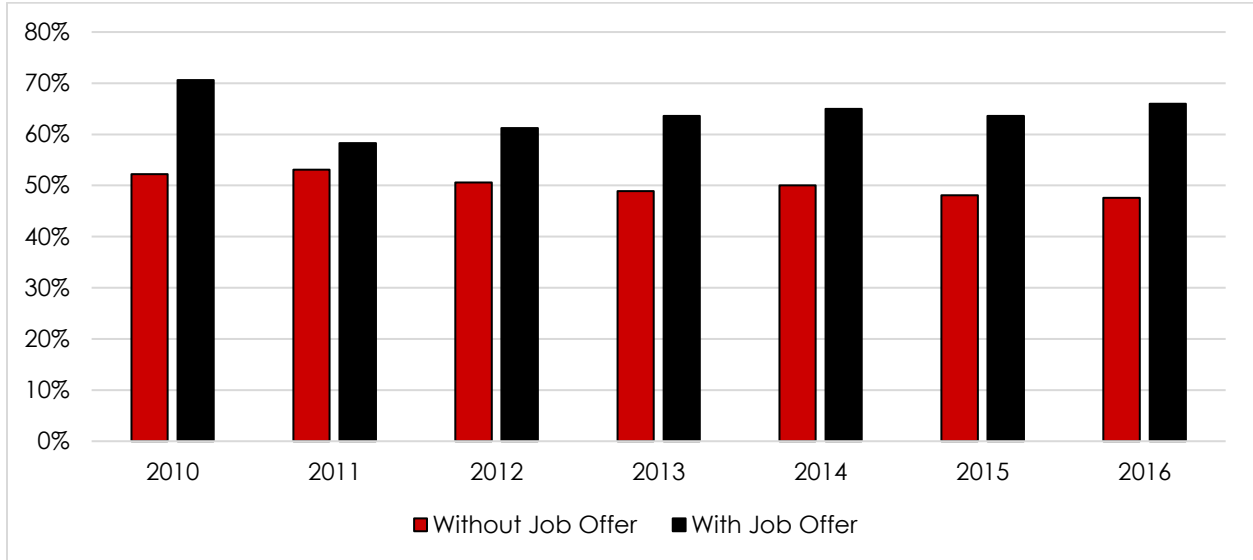
Figure 10: 3-Year Retention Rates of Matched PNP Primary Applicants by Job Offer Status (2010-2018)



Five years after landing, the difference between the overall (2010-2016) retention rates of the two categories widens, with 63.6% of immigrants with a job offer still residing in the province compared to only 49.9% of those without a job offer (Figure 11). Moreover, the 5-year retention

rate for immigrants without a job offer reaches its lowest value of the sample period in 2016 (47.6%). [Table 46](#) in the Appendix has the corresponding data.

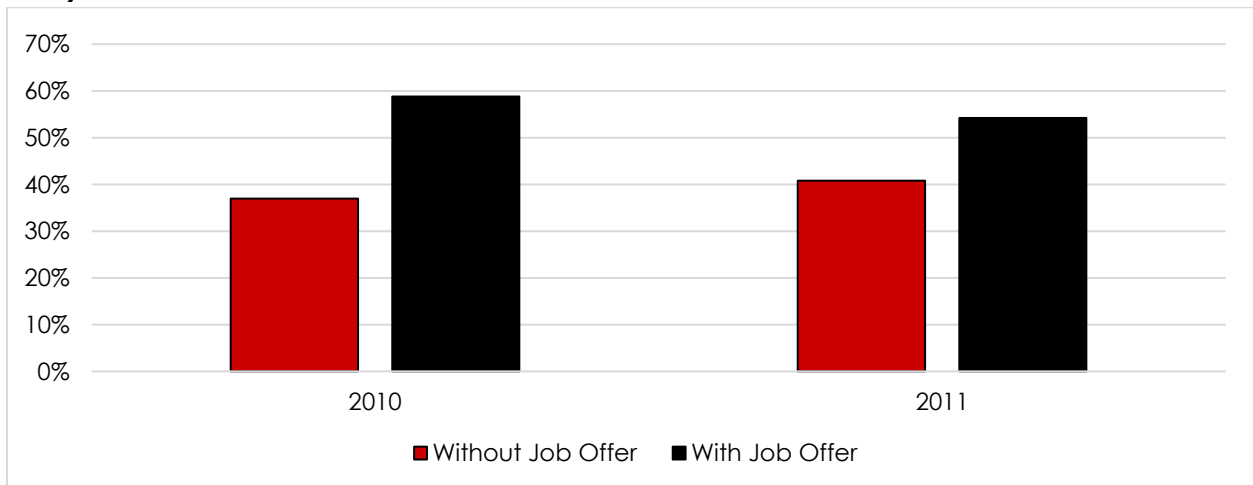
Figure 11: 5-Year Retention Rates of Matched PNP Primary Applicants by Job Offer Status (2010-2016)



Ten years after landing, 56.1% of immigrants with a job offer still reside in the province compared to 39.0% of immigrants without a job offer (Figure 12). [Table 47](#) in the Appendix has the corresponding data.

These findings indicate that over the long term, immigrants with job offers are more likely to remain in the province as opposed to those without a job offer.

Figure 12: 10-Year Retention Rates of Matched PNP Primary Applicants by Job Offer Status (2010-2011)



Conclusion

This report finds that 83.6% of primary applicants could be matched to the Citizen Data for the 2019 cohort, which is an increase from earlier years – indicating an increase in the number of immigrants intending to settle in NB who do move to NB upon landing in Canada.

However, the equivalent rate for the 2020 arrival cohort was 71.2%, a decline likely due to pandemic-related travel and work restrictions.

We see a number of declines in 2020, also likely caused by the pandemic. There is a decline in landing counts in 2020 compared to 2019. The number of immigrants whose intended destination is NB and who actually settle in the province also dropped in 2020 by 60 percentage points compared to 2019.

Examining matching rates from different perspectives, we find the following:

Immigration Stream	Immigrants through AIP continue to have the highest matching rate among the immigration streams.
Education	Applicants with a diploma education have the highest overall matching rate during 2019-2020.
Country of Citizenship	The Philippines is the source country with the largest number of immigrants who actually settled in NB.
Language	Matched primary applicants who speak English continue to be the group with the highest matching rates in both 2019 and 2020, though differences across groups are not large.
CMA/CA	Moncton receives the highest number of immigrants in both 2019 and 2020, as was also the case in 2018.

In terms of retention, the 1-year retention rates for matched primary applicants in the 2019 and 2020 arrival cohorts are 80.4% and 78.9% respectively.

From the different categories examined, we observed the following:

Immigration Stream

The Sponsored Family stream has the highest 1-year retention rate for both 2019 and 2020 cohorts: 90.5% and 92.6%, respectively. Retention rates for AIP immigrants are roughly the same as for PNP arrivals.

Job Offer Status

78.2% of immigrants with a job offer and 77.4% without a job offers still reside in NB after 1 year since landing. Over a longer duration of time, however, individuals with job offers are much more likely to be retained.

Country of Citizenship

92.2% of immigrants from the Philippines are still in NB 1 year after landing – the highest retention rate among source countries with substantial numbers of arrivals.

Previous Residence

The vast majority of applicants intending to move to NB and actually moving to NB comes from outside Canada, rather than from another province. This may indicate that immigrants intending to land in NB but who don't initially settle in NB are very unlikely to eventually do so.

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Appendix

Table 32: Matching Rates of Landed Primary Applicants by Education (2005-2020)

Year	Bachelor's	Master's / PhD	Secondary or Less	Diploma	Not Stated / None
2005	85.3%	80.0%	87.0%	90.5%	94.1%
2006	90.4%	84.6%	87.1%	90.0%	86.7%
2007	88.7%	91.3%	88.2%	89.3%	93.3%
2008	85.2%	88.5%	89.7%	89.7%	68.8%
2009	86.7%	81.5%	85.7%	81.0%	85.7%
2010	85.2%	86.7%	85.3%	81.3%	76.9%
2011	84.0%	83.3%	83.8%	91.4%	90.6%
2012	90.2%	81.8%	80.8%	90.3%	89.7%
2013	88.0%	84.6%	88.9%	93.1%	90.2%
2014	89.0%	77.5%	88.5%	87.9%	89.6%
2015	79.5%	75.8%	87.5%	85.7%	78.4%
2016	80.3%	66.0%	92.4%	87.8%	84.9%
2017	75.4%	75.8%	87.2%	89.7%	84.6%
2018	88.0%	73.8%	88.9%	88.6%	78.5%
2019	85.7%	77.3%	87.7%	91.2%	78.9%
2020	78.1%	71.8%	70.8%	81.5%	67.0%
Overall	84.9%	78.6%	87.2%	88.0%	81.6%

Table 33: All Primary Applicants - Landing by Education (2005-2020)

Year	Bachelor's	Master's / PhD	Secondary or Less	Diploma	Not Stated / None
2005	170	75	115	105	85
2006	260	130	155	150	75
2007	265	115	170	140	75
2008	305	130	145	195	80
2009	300	135	140	210	70
2010	270	150	170	240	65
2011	250	120	185	175	160
2012	255	110	130	155	290
2013	250	130	135	145	255

2014	365	200	130	165	240
2015	365	165	160	140	185
2016	380	235	460	205	365
2017	285	165	195	145	745
2018	500	210	225	220	905
2019	805	330	325	340	855
2020	320	195	120	135	470
Total	5,345	2,595	2,960	2,865	4,920

Table 34: Matched Primary Applicants - Landing by Education (2005-2020)

Year	Bachelor's	Master's / PhD	Secondary or Less	Diploma	Not Stated / None
2005	145	60	100	95	80
2006	235	110	135	135	65
2007	235	105	150	125	70
2008	260	115	130	175	55
2009	260	110	120	170	60
2010	230	130	145	195	50
2011	210	100	155	160	145
2012	230	90	105	140	260
2013	220	110	120	135	230
2014	325	155	115	145	215
2015	290	125	140	120	145
2016	305	155	425	180	310
2017	215	125	170	130	630
2018	440	155	200	195	710
2019	690	255	285	310	675
2020	250	140	85	110	315
Total	4,540	2,040	2,580	2,520	4,015

Table 35: Matched Primary Applicants - Landing by Country of Citizenship (2008-2020)

Country	China	France	India	Iran	Korea	Philippines	Syria	Ukraine	UK	US
2008	125	15	25	5	120	25	0	5	40	85
2009	120	20	20	15	95	20	0	5	45	70
2010	135	10	25	20	80	30	0	0	50	50
2011	100	30	20	30	75	30	0	10	45	65
2012	115	25	20	75	70	65	0	10	30	50
2013	155	25	30	30	45	80	0	10	40	70
2014	235	20	40	30	35	115	0	15	25	45
2015	125	25	35	30	15	140	20	15	20	40
2016	215	40	50	20	25	135	335	40	30	65
2017	145	40	110	25	10	215	45	85	30	60
2018	75	40	175	35	35	270	65	70	35	70
2019	155	45	235	25	45	375	45	65	30	70
2020	75	25	110	25	10	100	20	30	10	30
Overall	1,775	360	895	365	660	1,600	530	360	430	770

Table 36: Total Counts of Matched Landed Primary Applicants by Language (2005-2020)

Year	Both	English	French	Neither / Not Stated
2005	55	320	30	70
2006	60	495	35	85
2007	60	490	40	100
2008	65	525	45	105
2009	95	495	45	95
2010	85	510	30	120
2011	100	525	40	105
2012	80	640	40	60
2013	80	630	40	70
2014	80	765	25	90
2015	90	635	35	60
2016	115	870	50	340
2017	145	955	45	135

2018	235	1245	80	135
2019	360	1610	115	130
2020	180	615	60	40
Total	1,885	1,1325	755	1,740

Table 37: 1-, 3-, 5-, and 10-Year Retention Rates of Matched Primary Applicants by Previous Residence

Previous Residence	1-Year Retention (2005-2020 Landings)	3-Year Retention (2005-2018 Landings)	5-Year Retention (2005-2016 Landings)	10-Year Retention (2005-2011 Landings)
Outside Canada (Unknown)	81.4%	69.7%	61.5%	49.2%
New Brunswick	67.4%	64.4%	63.9%	57.1%
Alberta	80.3%	56.8%	44.4%	15.4%
Ontario	68.1%	53.3%	44.3%	32.3%
Nova Scotia	64.7%	47.5%	44.8%	26.7%
Rest of Canada	73.5%	54.0%	44.0%	26.9%

Table 38: Matched Primary Applicants – Landing by PNP Stream (2005-2020)

Year	Business	Skilled Worker	NB Express Entry	Strategic Initiative
2005	85	60	N/A	N/A
2006	190	120	N/A	N/A
2007	165	140	N/A	N/A
2008	200	125	N/A	N/A
2009	195	155	N/A	N/A
2010	215	190	N/A	N/A
2011	175	190	N/A	20
2012	250	205	N/A	40
2013	180	240	N/A	25
2014	325	230	N/A	40
2015	190	265	N/A	25
2016	210	275	130	40
2017	115	205	410	45

2018	55	305	395	55
2019	70	395	340	70
2020	55	110	165	45

Table 39: 3-Year Retention Rates of Matched PNP Primary Applicants by PNP Streams (2005-2018)

Year	Business	Skilled Worker	NB Express Entry	Strategic Initiative
2005	64.7%	66.7%	N/A	N/A
2006	73.7%	70.8%	N/A	N/A
2007	75.8%	67.9%	N/A	N/A
2008	70.0%	60.0%	N/A	N/A
2009	69.2%	67.7%	N/A	N/A
2010	62.8%	73.7%	N/A	N/A
2011	54.3%	71.1%	N/A	75.0%
2012	64.0%	58.5%	N/A	75.0%
2013	63.9%	68.8%	N/A	60.0%
2014	58.5%	69.6%	N/A	75.0%
2015	57.9%	69.8%	N/A	60.0%
2016	47.6%	67.3%	61.5%	62.5%
2017	56.5%	68.3%	65.9%	44.4%
2018	72.7%	67.2%	72.2%	63.6%
Overall	62.9%	67.8%	67.9%	63.8%

Table 40: 5-Year Retention Rates of Matched PNP Primary Applicants by PNP Streams (2005-2016)

Year	Business	Skilled Worker	NB Express Entry	Strategic Initiative
2005	58.8%	58.3%	N/A	N/A
2006	57.9%	62.5%	N/A	N/A
2007	60.6%	53.6%	N/A	N/A
2008	50.0%	52.0%	N/A	N/A
2009	53.9%	54.8%	N/A	N/A
2010	48.8%	65.8%	N/A	N/A
2011	40.0%	60.5%	N/A	75.0%
2012	48.0%	53.7%	N/A	62.5%

2013	47.2%	62.5%	N/A	40.0%
2014	47.2%	63.8%	N/A	62.5%
2015	47.4%	64.2%	N/A	60.0%
2016	42.9%	63.6%	57.7%	50.0%
Overall	49.5%	60.4%	57.7%	57.9%

Table 41: 10-Year Retention Rates of Matched PNP Primary Applicants by PNP Streams (2005-2011)

Year	Business	Skilled Worker	Strategic Initiative
2005	41.2%	41.7%	N/A
2006	36.1%	45.8%	N/A
2007	46.9%	40.7%	N/A
2008	30.8%	36.0%	N/A
2009	36.1%	45.5%	N/A
2010	26.8%	55.3%	N/A
2011	32.4%	52.5%	60.0%
Overall	34.9%	46.7%	60.0%

Table 42: Matching Rates of PNP Primary Applicants – by Job Offer Status (2010-2020)

Year	Without Job Offer	With Job Offer
2010	78.0%	94.4%
2011	87.5%	96.0%
2012	90.1%	94.2%
2013	88.7%	97.8%
2014	86.6%	95.2%
2015	70.3%	93.6%
2016	75.7%	98.1%
2017	80.5%	98.1%
2018	75.0%	96.1%
2019	73.2%	94.3%
2020	64.3%	93.5%
Overall	78.7%	95.7%

Table 43: Matched PNP Primary Applicants – Landing by Job Offer Status (2010-2020)

Year	Without Job Offer	With Job Offer
2010	230	85
2011	245	120
2012	455	245
2013	235	220
2014	420	200
2015	260	220
2016	420	265
2017	535	260
2018	435	370
2019	465	410
2020	225	145

Table 44: 1-Year Retention Rates of Matched PNP Primary Applicants by Job Offer Status (2010-2020)

Year	With Job Offer	Without Job Offer
2010	78.3%	82.4%
2011	71.4%	83.4%
2012	75.8%	79.6%
2013	78.7%	81.8%
2014	79.8%	77.5%
2015	78.9%	75.0%
2016	71.4%	77.4%
2017	78.5%	73.1%
2018	85.1%	75.7%
2019	74.2%	79.3%
2020	78.3%	82.8%
Overall	77.4%	78.2%

Table 45: 3-Year Retention Rates of Matched PNP Primary Applicants by Job Offer Status (2010-2018)

Year	Without Job Offer	With Job Offer
2010	63.0%	70.6%
2011	59.2%	70.8%
2012	60.4%	67.4%
2013	63.8%	70.5%
2014	59.5%	70.0%
2015	57.7%	70.5%
2016	53.6%	69.8%
2017	65.4%	63.5%
2018	72.4%	67.6%
Overall	62.0%	68.5%

Table 46: 5-Year Retention Rates of Matched PNP Primary Applicants by Job Offer Status (2010-2016)

Year	Without Job Offer	With Job Offer
2010	52.2%	70.6%
2011	53.1%	58.3%
2012	50.6%	61.2%
2013	48.9%	63.6%
2014	50.0%	65.0%
2015	48.1%	63.6%
2016	47.6%	66.0%
Overall	49.9%	63.8%

Table 47: 10-Year Retention Rates of Matched PNP Primary Applicants by Job Offer Status (2010-2011)

Year	Without Job Offer	With Job Offer
2010	37.0%	58.8%
2011	40.8%	54.2%
Overall	39.0%	56.1%