



IMMIGRATION



Summary Report

Immigrant Retention in New Brunswick:
2019 and 2020 Arrival Cohorts

November 2022



NB-IRDT

New Brunswick Institute for
Research, Data and Training

Project Title

Immigrant retention in New Brunswick: 2019 and 2020 arrival cohorts

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Project Number

P0032: Immigrant Retention in New Brunswick

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How to Cite This Product

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Why is This Study Important?

It is no secret that New Brunswick has been facing the problem of an aging, shrinking population for some time now. However, this is a problem with a solution, and the Government of New Brunswick has identified immigration as a key strategy.

Through investment in programs like the Provincial Nominee Program and the Atlantic Immigration (Pilot) Program, New Brunswick has attracted a growing number of immigrants – but for immigration to effectively boost the population, we need individuals to not only arrive but also stay.

To understand if current immigration policies are effective or need to be altered, it is important to know the retention rates of immigrants arriving in New Brunswick and which factors influence these rates. For this reason, previous NB-IRDT reports from 2019, 2020, and 2021 have already explored the arrival and retention of immigrants in New Brunswick.

However, the population of New Brunswick is always changing. Children are born, students graduate, and families move around the province looking for new opportunities. In recent years, change has been even more rampant, with the COVID-19 pandemic impacting factors like immigration, population mobility, and remote work opportunities. Because the world around us keeps changing, we believe it is important to revisit research and update results so New Brunswickers have access to the most up-to-date information about the province they live in.

This report updates earlier research by using new data on immigrants who arrived in New Brunswick in 2019 and 2020 to see if arrival counts and retention rates have changed since then, and to learn how the first year of the pandemic may have impacted efforts to grow our population through immigration.



How Was This Study Completed?

To undertake this study, researchers at NB-IRDT used linked immigrant landing data from Immigration, Refugees and Citizenship Canada (IRCC) and the Immigration New Brunswick (INB) database with Medicare registry data from the Citizen Data database at NB-IRDT. Length of residence in New Brunswick is determined by Medicare eligibility status. Matched data are used to determine the proportion of immigrants with New Brunswick as an intended province of residence who actually arrive in the province.

This report analyzes the landing counts and retention rates of immigrants in NB for the 2005-2020 arrival cohorts, with a specific focus on the 2019 and 2020 cohorts. It presents results according to immigration stream, education level, country of citizenship, language, CMA/CA, previous residence, and job offer status. In particular, it looks at immigrants' retention rates 1, 3, 5, and 10 years after landing to show short- and longer-term changes in outcomes.



Limitations

While reading the results on the next pages, it is important to remember that there are certain limitations to this study. For instance, our analysis 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.

Further, 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 Provincial Nominee Program streams using information from the INB database.

What Are The Key Findings?

Primary Applicant Landing Counts*

2019 **2,215**

2020 **890**

From 2019 to 2020, NB saw a **60%** decline in the number of primary applicants who landed.



This decrease is likely due to the COVID-19 pandemic, as approvals for permanent residency slowed, and entry restrictions limited entry into Canada.

Immigration Stream

- The immigration streams with the highest number of landings in NB in 2019 and 2020 are the Provincial Nominee Program, the Sponsored Family stream, and the Atlantic Immigration Pilot.
- The Skilled Worker stream has the lowest number of landings.

Source Country

- In 2019 and 2020, 475 primary applicants from the Philippines settled in NB. This was the highest number from a single source country.

Residence After Landing

- Compared to other regions in NB, Moncton received the highest number of immigrants in 2019 and 2020.

*What is a Primary Applicant? What is a Landing?

On an application for permanent residence, one individual is identified as the Primary Applicant, while others may be identified as a spouse or child. A landing is the point when the primary applicant receives permanent residency status upon entering Canada. Individuals may have lived in NB before landing, or they may not settle in NB at all.

Matching Rates - Immigration and Medicare Data

Why are Matching Rates Important?

The matching rate approximates the proportion of immigrants who

- 1) Indicated NB as their intended destination (IRCC & INB data)
- 2) Actually moved to the province (Medicare data)

Unmatched data like represents immigrants who indicated NB as their intended destination but lived in another province after landing.

Immigration Stream

2019

2020

Highest = Atlantic Immigration Pilot

90%

90%

Lowest = Skilled Worker stream

44%

46%



This suggests AIP primary applicants are the most likely immigrants to land in NB.

Official Language

- English-speaking immigrants have higher matching rates in 2019 and 2020 than French-speaking immigrants and immigrants who speak both official languages, or neither.

Provincial Nominee Program

2019

2020

With Job Offer =

94%

94%

Without Job Offer =

73%

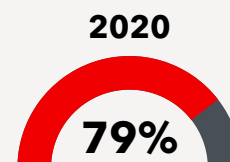
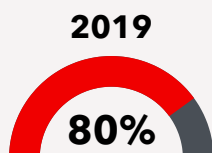
64%



Retention Rates - 1 and 10 Years Later...

Matched Primary Applicants

**Overall 1-Year
Retention Rates**



Immigration Stream (1-year retention)

2019

2020

Sponsored Family stream

91%

93%

Provincial Nominee Program

79%

80%

Atlantic Immigration Pilot

77%

79%

Looking Further Back - 2005/2008 - 2020

1 Year After Landing...

- Immigrants from the Philippines have the highest retention rates of all the source countries: **92%**
- Immigrants who speak English have the highest retention rates of all official language groups: **82%**

10 Years After Landing...

- Immigrants with a bachelor's degree or higher are less likely to stay (**42%**) than those with secondary education or lower (**54%**).

The Importance of a Job Offer

**1-Year
Retention**

**10-Year
Retention**

With Job Offer =

78%

56%

Without Job Offer =

77%

39%

Conclusions

Overall, the addition of 2019 and 2020 immigrant arrival data to previous research on immigrant landings and retention in New Brunswick shows an increase in the number of landings matching rates between immigration and Medicare data in 2019 followed by a decrease in both in 2020.

It should be noted that the large drop in arrivals in 2020 is likely due to pandemic-related restrictions. However, the decrease in matching rates may reflect that a smaller number of immigrants intending to settle in NB actually did so upon landing in Canada - while others chose to settle in a different province.

This is an important finding, as other results suggest that the majority of applicants who both intend to move to NB and actually settle in NB come directly from outside Canada, rather than from another province. This may indicate that immigrants who declare NB as their intended destination but settle elsewhere are very unlikely to eventually relocate to NB.

The increase in landings and matching rates in 2019 suggests NB was moving in a positive direction before the COVID-19 pandemic. Next year's update should help clarify whether the drop in 2020 was a temporary measure or the start of a new, negative trend that should be addressed.

References

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