NEWFOUNDLAND AND LABRADOR

Population Growth and Retention

Newfoundland and Labrador perspective

Immigration programs, newcomer retention, and population growth



INTRODUCTION

Immigration to NL: programs and the new EOI system

NL at a glance

Population estimates, July 1, 2026

552,462

people live in NL

+2,260

added in the last 12 months, a 0.4% gain

6 years

of population growth in a row, since 2020/21

Two economic immigration programs

NL Provincial Nominee Program (NLPNP)

Nominates skilled workers, international graduates and entrepreneurs for permanent residence.

Atlantic Immigration Program (AIP)

Employer-driven: designated NL employers recruit skilled international workers and graduates, with settlement support.

The Expression of Interest (EOI) system

Launched in February 2025. All economic immigration applications now begin with an EOI.

Priority-based selection. It replaced first-come, first-served intake after demand in 2024 far outstripped available spaces.

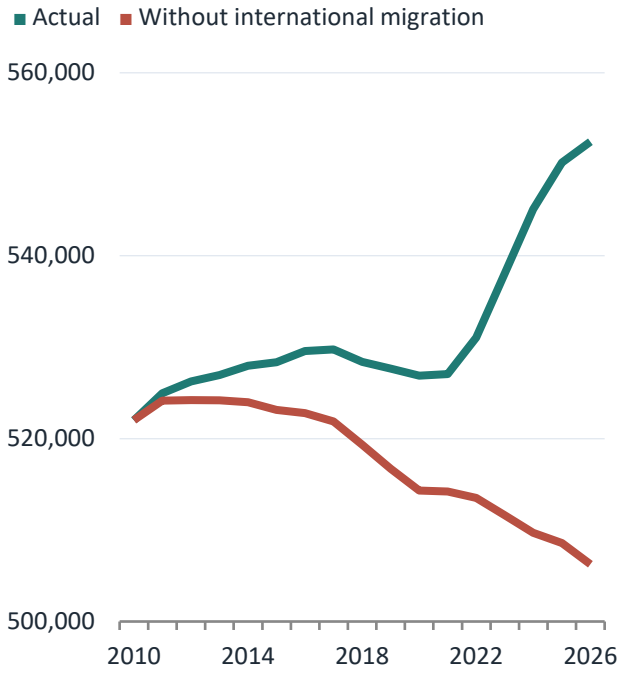
~6,500

Invitations to Apply issued since the system launched

Sources: Government of Newfoundland and Labrador, Office of Immigration and Multiculturalism program pages; Statistics Canada population estimates, preliminary (Sept 23, 2026).

Population growth: led by international migration

NL without international migration



+46,203 added by international migration since 2010

506,259 population in 2026 without it, vs 552,462 actual

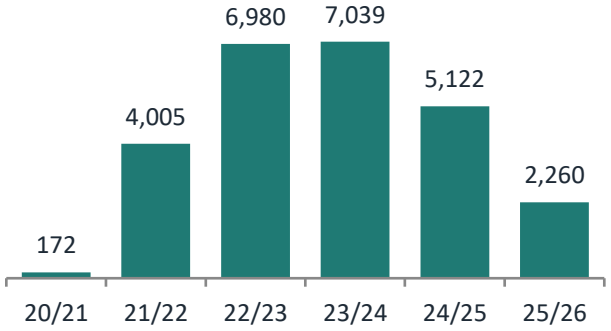
3.1 NL's population is growing

Growing every year since 2020/21. Now 552,462.

Up 2,260 in the last 12 months. A 0.4% gain.

Grew in 13 of the last 16 years. From 2010/11 to 2025/26.

Change by census year, persons



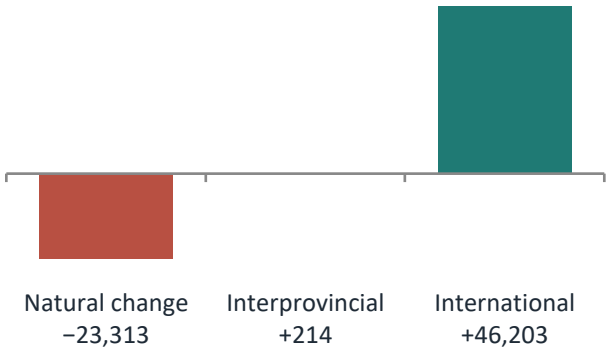
3.2 International migration drives growth

Largest source of growth. +46,203 since 2010/11, more than the total gain of +30,460.

Deaths outnumber births. −23,313 in total.

Little from other provinces. +214 in total.

2010/11 to 2025/26, persons

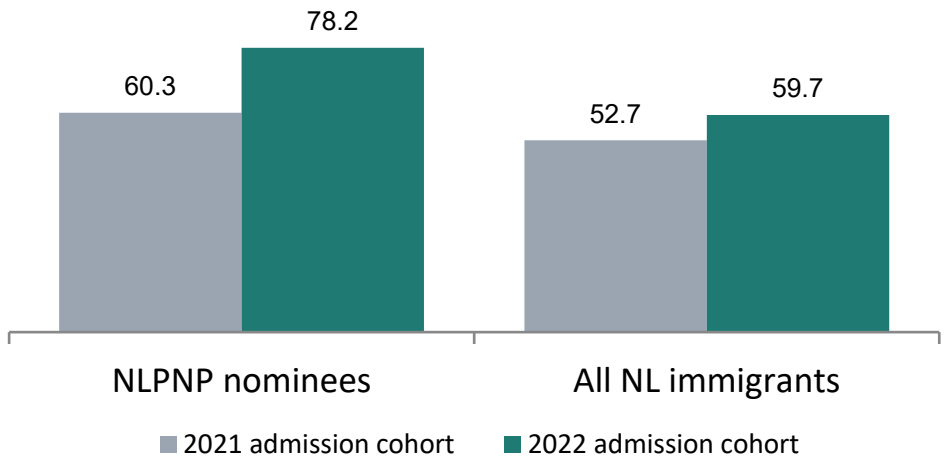


Source: Statistics Canada, Tables 17-10-0008-01, 17-10-0009-01 and 17-10-0021-01 (preliminary estimates released September 23, 2026). Census years run July 1 to June 30.

Retention: helping newcomers build a future in NL

NLPNP one-year retention rose to 78.2%

Share residing in intended province one year after admission, %



+17.9 pts

Largest gain in Canada, 2.5 times the next-largest

1.1 From attraction to retention

Provincial nominees stay at higher rates. 78.2% of those admitted in 2022 were still in NL a year later, vs 59.7% of all NL immigrants (2021 admissions: 60.3% vs 52.7%).

Retention outcomes is growing. 7.6 points ahead in 2021, 18.5 points ahead in 2022.

1.2 International students

Fewer international students. Memorial's international enrolment fell 23.5% in fall 2025.

Local experience. Graduates who have studied in NL are usually the best candidates for employers.

Study and Stay NL. 84%+ of alumni stayed in NL one year after graduation.

Sources: Statistics Canada, Longitudinal Immigration Database, Table 43-10-0018-01 (2021 and 2022 admission cohorts); Statistics Canada, The Daily (Dec 19, 2025); IENL Study and Stay NL; Memorial University Gazette (Oct 14, 2025).

Newcomer survey: 94% remain in NL

Newcomers stay and feel welcome

94%

Remain in NL

97%

Say NL is a welcoming place

About the survey

Partnership. Run with the NL Statistics Agency to understand newcomers' experiences and what influences their decision to remain in NL.

Who was surveyed. Newcomers who arrived between 2018 and early 2025 through provincial immigration programs, plus government-assisted refugees and Ukrainians supported through provincial relocation.

Why newcomers choose NL

- Safety
- Employment opportunities
- Welcoming communities

What may influence people to leave

- Better wages
- Better career opportunities

Source: Newcomer Retention Survey, in partnership with the NL Statistics Agency.

Thank you

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