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Beyond the Borders: Unraveling Reasons for Canadians' Relocation to the United States

Jack Mintz and Neil Seeman*

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*Jack Mintz is the President's Fellow, School of Public Policy, University of Calgary and Neil Seeman is Senior Fellow and Associate Professor in the Institute of Health Policy and Evaluation at the University of Toronto. Professor Seeman is the founder and former CEO of RIWI Corp, and inventor of the patented sampling methodology, RDIT, used in this study.

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EXECUTIVE SUMMARY

In recent years, Canada has witnessed a significant increase in the number of its citizens relocating to the United States and elsewhere. In the U.S.-Canadian context, economists and policy analysts tend to focus on income differentials to explain the migration of populations. In this paper, we draw on original, real-time survey data — an alternative stream of evidence beyond official statistics — allowing us to probe the “why” behind the southbound relocations in a way traditional administrative data cannot.

Scant analysis has been undertaken to study the mix of factors influencing emigration from Canada. Statistics Canada provides excellent data on immigration; yet, due to a lack of public data regarding the reasons behind emigration to the U.S. it is difficult for analysts to study why Canadians relocate there and what factors may entice them to return to Canada. Instead, analysts have relied on U.S. statistics that provide data on Canadians who have moved south of the border.

This study investigates this phenomenon, going beyond official statistics to understand the personal experiences and motivations driving this migration. The data collection for this study was undertaken in August 2024 — before the 2024 U.S. presidential election — focusing on individuals who had already moved to the U.S. from Canada. Further, this study uses RIWI's Random Domain Intercept Technology (RDIT™), which is a web intercept survey methodology, to capture real-time data from a broad cross-section of the U.S. population. By engaging respondents who may not typically participate in panel-based research, this approach allows us to gather diverse observations regarding Canadian expatriates.

Detailed regional analyses, demographic breakdowns and methodological notes are provided in the sections that follow and in the appendix for readers seeking more comprehensive understanding.

KEY FINDINGS

1. RESPONDENT AGE AND RELOCATION REASONS OBSERVED

Our first analysis is based on the age of the survey respondent observers, not the age of the Canadian relocators. It is therefore important to note that while it can potentially be inferred that respondents may disproportionately reference people of roughly similar age, this remains a limitation of the data. We speak to this more in the appendix. Our investigation revealed a strong correlation between the ages of the respondent observers and the reasons for how they see Canadians' relocation reasons to the U.S.:

- Among the 2,170 respondents who identified a relocation reason, job opportunities (27.74 per cent) were the most commonly observed driver.
- Health care-related reasons (access and quality combined) account for 25.62 per cent of observed relocations.
- Personal tax considerations (10.14 per cent) and business taxes (4.33 per cent) together account for 14.47 per cent of observed relocations. Younger respondents (18-34) are more likely to observe that Canadian relocators move for business taxes and job opportunities.
- Older respondents are more likely to report they “don't know anyone” (i.e., someone who has relocated to their state from Canada), suggesting different social dynamics in relocation decisions across age groups. Statistical analysis confirmed that the respondents' age may be a significant factor in determining their perceptions of relocation reasons.

2. GEOGRAPHIC VARIATIONS

State-level results reinforce the paper's central finding for jurisdictions with sufficiently large response counts.

- Michigan (n=233 relocator-aware respondents) and Ohio (n=171) closely mirror national patterns, with job opportunities (26-28 per cent) and health-care access or quality combined (24-27 per cent) together accounting for over half of observed relocation motivations.
- Arizona (approximately 170 relocator-aware respondents) similarly aligns with national averages, with job opportunities cited in roughly 1/4 of cases and health care-related factors accounting for a further quarter.
- California, while based on a smaller but still indicative sample (n=70), stands out as a contrast case, with a substantial emphasis on job opportunities (38-39 per cent versus 28 per cent nationally) and a comparatively lower emphasis on health-care access and quality.

Altogether, these contrasts suggest that Canadians' relocation decisions respond not to a uniform “U.S. effect” but rather to specific labour market and institutional differences across states.

3. HEALTH CARE: A PRIORITY TRANSCENDING AGE

Health care-related reasons for relocation generally increase with respondent age, peaking among the 65+ group (37.70 per cent) compared to 27.13 per cent among 18- to 24-year-olds — though with a dip to 23.33 per cent at 45-54 before rising again — possibly reflecting the greater health-care intensity of older Canadians navigating wait times and access gaps. Tax-related reasons show the opposite trend, declining with age: 19.56 per cent for 18- to 24-year-olds, falling to 10.48 per cent for the 55-64 group. The more important finding here is health care's overall prominence as an observed driver of relocation across all age groups — combined health-care reasons (i.e., access and quality) account for 25.62 per cent of observed relocations, second only to job opportunity (27.74 per cent). This underscores that health-care system performance is not a niche concern of older Canadians but a broad structural driver of emigration that Canadian policymakers cannot afford to treat as a demographic edge case.

4. LIKELIHOOD OF RETURN

Our study found a statistically significant relationship between the relocation reasons that respondents perceived and the likelihood of a return to Canada, as they reported. This insight provides valuable information for developing strategies to attract Canadian talent back to the country, based on the respondents' perceptions.

CONCLUSIONS

This study provides a novel perspective on the factors driving Canadian relocation to the U.S. By offering insights into the nuanced motivations behind this migration trend, we aim to inform evidence-based policymaking in Canada, helping to retain homegrown talent and potentially attract expatriates back to contribute to the nation's growth and development.

Based on our findings, we suggest several areas for future policy development: health-care access improvements, competitive tax policies and targeted return migration incentives. Generally, Canada needs to create more opportunities for Canadians to stay in Canada. Our analysis reveals that the rationale for relocation decisions cannot be generalized. It involves a combination of economics, health care and personal factors. The generally positive perception of relocation suggests that the U.S. is successfully meeting or exceeding Canadians' expectations in several key areas.

STUDY CONTEXT

Recent data have revealed a significant increase in the number of Canadians relocating to the United States. According to an OECD (2024) report, the number of Canadians who permanently emigrated to the U.S. was 19,300 in 2022, up by 65 per cent from 15,300 in 2021. Statista reports a sharp increase in emigration from Canada to other countries since 2015. In the years 2010/11–2015/16, 64,000 left Canada each year, rising by almost a half to 92,000 between 2016/17–2022/23 (Statista 2025). According to the U.S. Census Bureau’s American Community Survey (2023), Canadian emigration to the U.S. has increased by approximately 15-20 per cent since 2020.

Separately, Statistics Canada (2026) data show an estimated 30,000-35,000 Canadians emigrating to all countries annually as of 2023. This represents an emigration rate of approximately 0.08 per cent of Canada’s population per year (Statistics Canada 2023; United States Census Bureau 2023; OECD 2023).¹ This trend has raised questions about the underlying factors driving this migration and its potential economic impact. Based on the 2021 census, Statistics Canada (2026a) reports that 2/3 of emigrants are between 20 and 44 years of age and almost 70 per cent have university degrees. Almost 1.3 million Canadians live abroad, with about 3/5 of them in the United States (Statistics Canada 2026b).

While these statistics provide valuable insights into the scale and dynamism of the phenomenon, their ability to explain the specific motivations behind these relocations is limited. Statistics Canada, the primary source of demographic data in Canada, does not release comprehensive information on the rationale for departures to the U.S. or provide robust data on the characteristics of those leaving. This lack of detailed information has left a significant gap in understanding the full picture of Canadian emigration to the U.S.

To gain a comprehensive understanding of this emigration trend and the underlying reasons that may explain it, we employ a survey design approach intended to gather reliable observations. Indirect reporting in social surveys is a technique where respondents provide information about others’ experiences instead of their own, which can reduce bias and increase accuracy when addressing sensitive or socially pressured topics. Rather than directly surveying Canadian emigrants to the U.S., whose self-reports may be affected by social desirability bias, post-decision rationalization and/or hindsight bias, we surveyed a random sample of 4,167 Americans aged 18 and older across the U.S. Using RIWI’s Random Domain Intercept Technology (RDIT™), we gathered real-time insights from a broad, random sample of web users in August 2024 about the Canadians they know who have chosen to move to their state in the prior three years. We asked these U.S.-based respondents to describe the motivations and experiences of Canadians now residing in their state whom they knew well enough to comment on. The method focuses on “observers” — U.S. residents who say they know Canadians living in their state — to provide proxy data on the motivations for emigration, offering a unique quantitative supplement to traditional administrative statistics.²

To our knowledge, our study represents the first large-scale effort to empirically examine the reasons behind this increasing trend of Canadians relocating to the United States. Our methodology allowed us to capture a broader perspective on the relocation phenomenon, going beyond official statistics to understand the observed personal experiences and motivations of Canadian emigrants.

¹ The Canadian-born population in the U.S. is estimated at approximately 815,000-820,000 as of 2022, approximately 46 per cent of whom hold U.S. citizenship.

² See, for example, Sargent et al. (2022); Saasouh et al. (2024); Houck (2025); Stevenson (2021); Kato et al. 2020; Kim et al. (2021); and Soundararajan et al. (2023).

The study focused on a range of potential reasons for relocation, including business tax, personal tax, job opportunities, health-care quality and access, family reasons and other factors. These categories were identified based on common themes in Canadian news media reports, though we acknowledge that this list is not exhaustive. By surveying a random sample of Americans about their observations of Canadian relocators into their state, we aimed to gather a more nuanced and objective understanding of the factors influencing these decisions.

Various international studies have looked at tax effects on migration (Kleven et al. 2020). While we include taxation as one factor impacting emigration, we also explore other factors including family ties and economic opportunities. One important factor that we include is access to and quality of health care, the results of which we found to be notable, as reported below.

Our methodology incorporated various approaches to enhance the reliability of our data, although we recognize certain limitations inherent in this type of study, which we reference later in this paper. We not only examined the primary reasons for relocation but also assessed whether these moves were perceived as positive or negative experiences for the Canadian emigrants.

Our research draws on behavioural studies suggesting that objective, detached observers who know the relocators can provide valuable insights into whether their goals were met after moving, and to what extent (Lorenz et al. 2012).

In addition to reporting our key findings, this study also presents high-level policy reflections aimed at addressing the relocation phenomenon. These suggestions are designed to help Canadian policymakers develop strategies to mitigate the outflow of citizens or to encourage the return of Canadians who have moved to the U.S.

The economic implications of this migration trend are significant. While precise figures are difficult to determine, the outmigration of Canadians represents a substantial economic opportunity cost for Canada. By examining the motivations behind these relocations and their outcomes, our study aims to provide valuable insights that can inform policy decisions and help Canada retain its talent pool in an increasingly competitive global landscape.

Below, we report our key findings. This is followed by suggested policies for consideration. An appendix provides details regarding the methodology used in this study.

ANALYSIS AND FINDINGS

This section reports the key findings derived from the analysis. Nearly half of all respondents (47.92 per cent) indicated they did not personally know anyone who had relocated, suggesting that direct exposure to Canadian emigration is far from universal in the U.S.

It is critical to distinguish between the respondent (the U.S. resident answering the survey) and the observer role undertaken in reporting on Canadian emigrants. Respondents provide indirect observations of the calculus that drives migration decisions. This calculus is likely evolving in response to shifting geopolitical landscapes, such as “America First” policies in the U.S. and countervailing talent recruitment initiatives by the Government of Canada (e.g., the Impact+ program). Understanding these dynamics requires looking beyond simple economic indicators to the complex mix of personal and systemic factors reported by those witnessing this migration firsthand.

KEY RESULTS

Among the 2,170 respondents who identified a relocation reason, job opportunities (27.74 per cent) were the most commonly observed driver, underscoring the prominence of economic factors in relocation decisions. Health care-related reasons (access and quality combined) account for 25.62 per cent of observed relocations among this group, making it the second most-cited driver and a substantial factor in Canadians' decisions to move to the U.S. Personal tax considerations (10.14 per cent) and business taxes (4.33 per cent) together account for 14.47 per cent of observed relocations, confirming that tax concerns are also a meaningful driver for some Canadians. Combined, health care and tax reasons represent approximately 40 per cent of all reported relocations among relocator-aware respondents — a striking share that points to structural policy concerns well beyond individual circumstances.

A majority of respondents say relocations were experienced positively, with 53.47 per cent reporting the primary motivator for departing Canada (e.g., health-care access), as being either “somewhat better” (28.54 per cent) or “much better” (24.93 per cent) in the U.S. Only 17.71 per cent view the move negatively, suggesting that most Canadians who relocate to the U.S. are satisfied with the reason for their decision.

Return intentions are divided: 33.60 per cent of respondents report the relocator is neutral, 38.49 per cent say the relocator is either somewhat (20.37 per cent) or very (18.12 per cent) likely to return and 27.91 per cent say return is either somewhat (13.88 per cent) or very (14.03 per cent) unlikely. The near even three-way split suggests Canada retains meaningful pull even among those who have left, but it has by no means locked in their return.

Among states with larger observed samples, notable patterns emerge: Arizona (n=170 relocator-aware respondents) broadly mirrors national averages for job opportunity (25.88 per cent vs. 27.74 per cent nationally), while California (n=70) shows notably higher job opportunity responses (38.57 per cent vs. 27.74 per cent nationally). States with very small relocator-aware samples, such as Alabama (n=11), should be treated as illustrative only, as single-digit cell counts make percentage comparisons unreliable. State-level interpretations are most defensible for Michigan (n=233), Nevada (n=214), Georgia (n=203), Pennsylvania (n=171) and Ohio (n=171), which together represent the bulk of the relocator-aware sample. These patterns underscore that Canadians are not responding to some abstract “U.S. opportunity” but to concrete differences in statelevel tax, labour market and health-care offerings — differences that Canadian policymakers ignore at their peril.

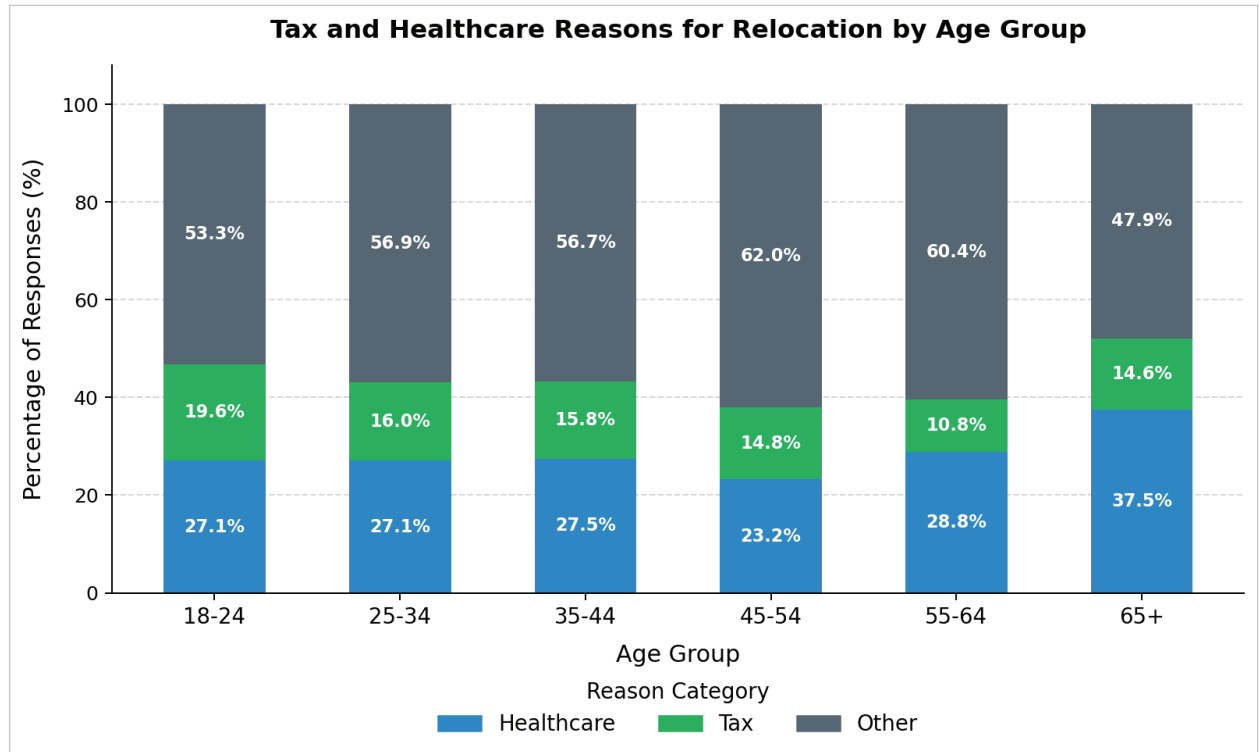
Age-Related Responses: Health Care and Taxation

The perceived importance of health care-related reasons generally increases with respondent age, peaking at 32.00 per cent among the 65+ group, while tax-related reasons decline from 18.62 per cent among 18-24 year olds to 9.20 per cent among the 55-64 cohort, with a modest uptick at 65+ (12.44 per cent). Overall, health-care access accounts for 13.09 per cent of reported relocations among relocator-aware respondents, while quality of health care accounts for a further 12.53 per cent. Together, health care-related reasons represent 25.62 per cent of all reported relocations, making them collectively the second most-cited reason after job opportunity (27.74 per cent).

Tax-related reasons (personal and business combined) show the opposite trend, declining steadily with age from 19.56 per cent among 18-24 year olds and 16.03 per cent among 25-34-year-olds to 10.48 per cent among the 55-64 group, with a modest uptick at 65+ (14.66 per cent), possibly reflecting retirement income planning or business succession considerations.³

The stacked bar chart (Figure 1) represents the distribution of tax and health-care observation reasons for relocation across different respondent age groups.

Figure 1. Tax and Healthcare Reasons for Relocation by Age Group



The prominence of health-care concerns among younger respondents (18-34) may appear counterintuitive, since older adults typically face greater health-care needs. Several plausible mechanisms may explain this pattern. First, younger Canadians – particularly those in major urban centres – face acute financial pressures. High housing costs, student debt and stagnant wage growth relative to the cost of living may make any out-of-pocket health-care expense (e.g., mental health, or fertility services not covered by provincial plans) feel proportionally more burdensome. Second, younger adults may place greater weight on timely access to primary and specialist care when making mobility decisions, having grown up during a period of worsening family doctor shortages across many provinces. Third, younger respondents in this survey are likely observing peers of similar age who relocated and their peers’ stated motivations may reflect this same generational calculus. It is important to note, however, that these are observer-reported perceptions, not direct self-reports from relocators themselves. This finding should therefore be interpreted as reflecting perceived motivations within younger respondent cohorts, not as a confirmed causal claim about the actual age distribution of Canadian emigrants and their health-care motivations. Importantly, however, this collective perception captures the active ‘vibe’ and

³ The chi-square test results show a statistically significant relationship between respondent age groups and relocation reason categories ($\chi^2 = 53.16$, $df = 20$, $p < 0.001$).

ongoing conversation among young adults in the United States; from a talent-attraction perspective, it is precisely this cultural perception of Canada's structural deficiencies that shapes the grapevine driving or deterring future migration.

Likelihood of Return

Examining relocation reasons alongside likelihood of return reveals several patterns worth noting:

Job Opportunities: Those who relocated for job opportunities show a higher tendency towards being neutral (n=214) or somewhat likely (n=144) to return. This suggests that while job opportunities attract Canadians to the U.S., they do not necessarily create a strong deterrent to returning.

Family Reasons: Interestingly, those who moved for family reasons show a more balanced distribution across return likelihoods, with a slight lean towards being neutral (n=114) or very likely (n=88) to return. This could indicate that family ties in Canada remain strong even after relocation.

Health-Care Access: People who moved for health-care access show a relatively even distribution across return likelihoods, with a slight preference for being neutral (n=87) or somewhat likely (n=55) to return. This suggests that while health-care access is a driver for relocation, it doesn't create a strong barrier to return for many.

Personal Tax: Those who moved for personal tax reasons show a higher tendency to be neutral (n=81) about returning, with fewer being very likely (n=31) or very unlikely (n=30) to return. This could indicate that tax benefits, while attractive, may not be a decisive factor in permanent relocation decisions.

Business Taxes: Interestingly, those who moved for business tax reasons show a higher tendency to be neutral (n=32) or somewhat likely (n=25) to return, rather than being very unlikely (n=9). This could suggest that business tax advantages in the U.S., while attractive, may not be perceived as permanent or irreplaceable. Also, one can move a business but not necessarily emigrate as a person.

Quality Health Care: Similar to health-care access, those who moved for quality health care show a relatively even distribution, with a slight preference for being neutral (n=79) or somewhat likely (n=50) to return.

Implications for Canadian Policy

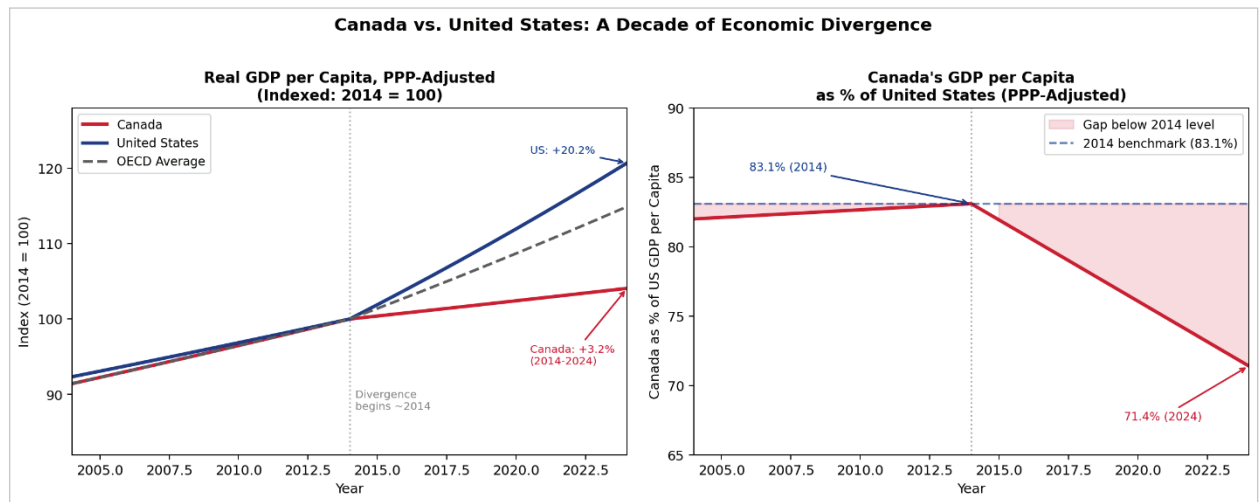
While there is a significant relationship between relocation reasons and likelihood of return, the nature of this relationship is multi-factorial. It varies across different relocation reasons, suggesting that a nuanced, multi-faceted approach would be necessary to effectively encourage Canadian expatriates to return.

The high percentage of Canadians viewing their relocation positively suggests that the U.S. is successfully meeting or exceeding their expectations in various aspects of life and work. The significant percentage of Canadians likely to return presents an opportunity for Canada to benefit from the skills and experiences gained abroad.

The economic context motivating Canadian emigration is increasingly well-documented. Canada's real GDP per capita, adjusted for purchasing power parity, grew by just 3.2 per cent between 2014 and 2024 – an anemic 0.4 per cent annually and the third-lowest growth rate among 38 advanced OECD nations. Over the same period, the U.S. posted 20.2 per cent total growth (1.9 per cent annually) and the OECD average reached 15.3 per cent (Lammam 2026).

As illustrated in Figure 2, Canada fell from 83.1 per cent of American GDP per capita in 2014 to just 71.4 per cent in 2024 — a gap that is difficult to attribute to measurement differences alone, given that both countries face the same statistical limitations. Notably, the previous decade (2004–2014) showed no such divergence: Canada, the U.S. and the OECD average all grew at roughly 0.9 per cent annually. The deterioration is recent, rapid and structural. This relative economic decline provides important macro-level context for understanding why Canadians may perceive stronger economic opportunities south of the border, whether in the form of job prospects, lower tax burdens or a higher overall standard of living.

Figure 2. Canada’s Real GDP Per Capita Relative to the United States and OECD Average, 2004–2024 (PPP-Adjusted)



Note: Left panel shows indexed growth (2014=100); right panel shows Canada’s GDP per capita as a percentage of the U.S. Sources: OECD; Lammam (2026)

The regional variations in relocation reasons highlight the need for Canada to benchmark its provinces not just against national averages, but against specific U.S. states or regions. The prominence of health care-related reasons for relocation underscores the importance of health-care systems in international mobility decisions, a factor that may not have been as significant in previous migration studies (to the extent such studies exist).

CONCLUSIONS

This analysis provides a novel, wide-angle lens on the different factors driving Canadian relocation to the U.S. and offers insights that can inform evidence-based policymaking in Canada. As North American tax, health-care and immigration policies evolve in 2026, ongoing tracking of these sentiments will be critical to understanding whether Canada is becoming relatively more or less attractive as a place to stay or to return. This study highlights the need for a nuanced approach to addressing the various factors influencing Canadians’ decisions to relocate and potentially return. Future survey waves should track how evolving North American policy environments, including changes in trade policy, health-care legislation, immigration rules and tax structures on both sides of the border affect emigration motivations and return intentions over time. The political context on both sides of the border is one such variable, but the data suggest that structural economic and health-care drivers will remain central regardless of who holds office.

Given these results were collected prior to the 2024 U.S. presidential election, it would be useful

to revisit and retest these findings in 2026. The intervening period has been marked not only by the political and economic reverberations of U.S. President Donald Trump's "America First" strategy – including tariffs directed at Canada – but also by growing media attention to Canada's declining birth rate and concerns about long-term demographic sustainability. Whether these structural and political shifts alter the motivations of Canadians considering relocation or affect the likelihood of return among those already living in the U.S., is an important question for future research.

However, the significant percentage of Canadians perceived as likely to return presents an opportunity for Canada to benefit from the skills and experiences gained abroad. The prominence of health care-related reasons for relocation underscores the importance of health-care systems in international mobility decisions.

APPENDIX: METHODOLOGY

Survey responses were post-stratification weighted to align with U.S. census benchmarks for age and gender. Individual weights range from 0.77 to 1.68 (mean=1.00, SD=0.249), indicating modest adjustments with no single subgroup dominating the reweighted estimates. A paired t-test between unweighted and weighted distributions returned a p-value of 0.9999, confirming that the original sample was already broadly representative prior to weighting.

A. (I) ANALYZING RESPONDENT AGE AGAINST PERCEIVED REASON FOR RELOCATION TO U.S.

The **“Don’t Know Anyone”** category has the highest median age and a wider distribution among respondents, suggesting that older respondents are more likely to report not knowing anyone who has relocated for this reason.

“Business Taxes” and **“Job Opportunity”** categories have lower median ages among respondents, indicating that younger respondents are more likely to report knowing individuals who relocated for these reasons.

“Healthcare Access” and **“Quality Health Care”** have similar distributions among respondent ages, which is consistent given their related nature as reasons for relocation.

ANOVA results suggest that respondent age is a significant factor in the reported reasons for relocation, as there are statistically significant differences in age distributions among the categories of respondents.

The one-way ANOVA test shows a very low p-value ($5.92e-51$) \llll 0.05, indicating statistically significant differences in age distributions among different relocation categories as reported by respondents.

Conclusion: Respondent age appears to play a role in the reasons they report for others’ relocation, with different age groups of respondents identifying different priorities or circumstances that influence relocation decisions of those known to them in their U.S. state. It is important to note that this reflects the respondents’ perceptions and may not directly represent the age distribution of the actual relocators.

The violin plot below reveals the age distribution of respondents for each relocation category which they reported. The width of each violin represents the frequency of respondents at that age for each category.

Note on Figure 3 and age coding: The **“Don’t Know Anyone”** category (shown in grey) reflects respondents who were screened out of the relocation-reason questions and is presented separately from the active relocation reasons (shown in blue). To aid print readability, the two groups remain distinguishable by shade; the lighter shaded violin represents the screened-out group and the darker shaded violins represent reported relocation reasons.

Figure 3. Distribution of Age by Relocation Category



A. (II) EVALUATING RESPONDENT AGE AND GENDER FURTHER AGAINST OBSERVED RELOCATION REASON:

1. Cramer’s V is used to evaluate the association between the categorical variables age group and gender with the remaining q01_relocation categories with visualized results using heatmaps.⁴ The age group value of 0.073 and gender value of 0.099 both indicate weak associations, suggesting that age and gender have minimal influence on perceived relocation reasons. This statistical approach allows us to quantify the strength of relationships between demographic characteristics and migration motivations in our survey data.

Cramer’s V for age group and q01_relocation:

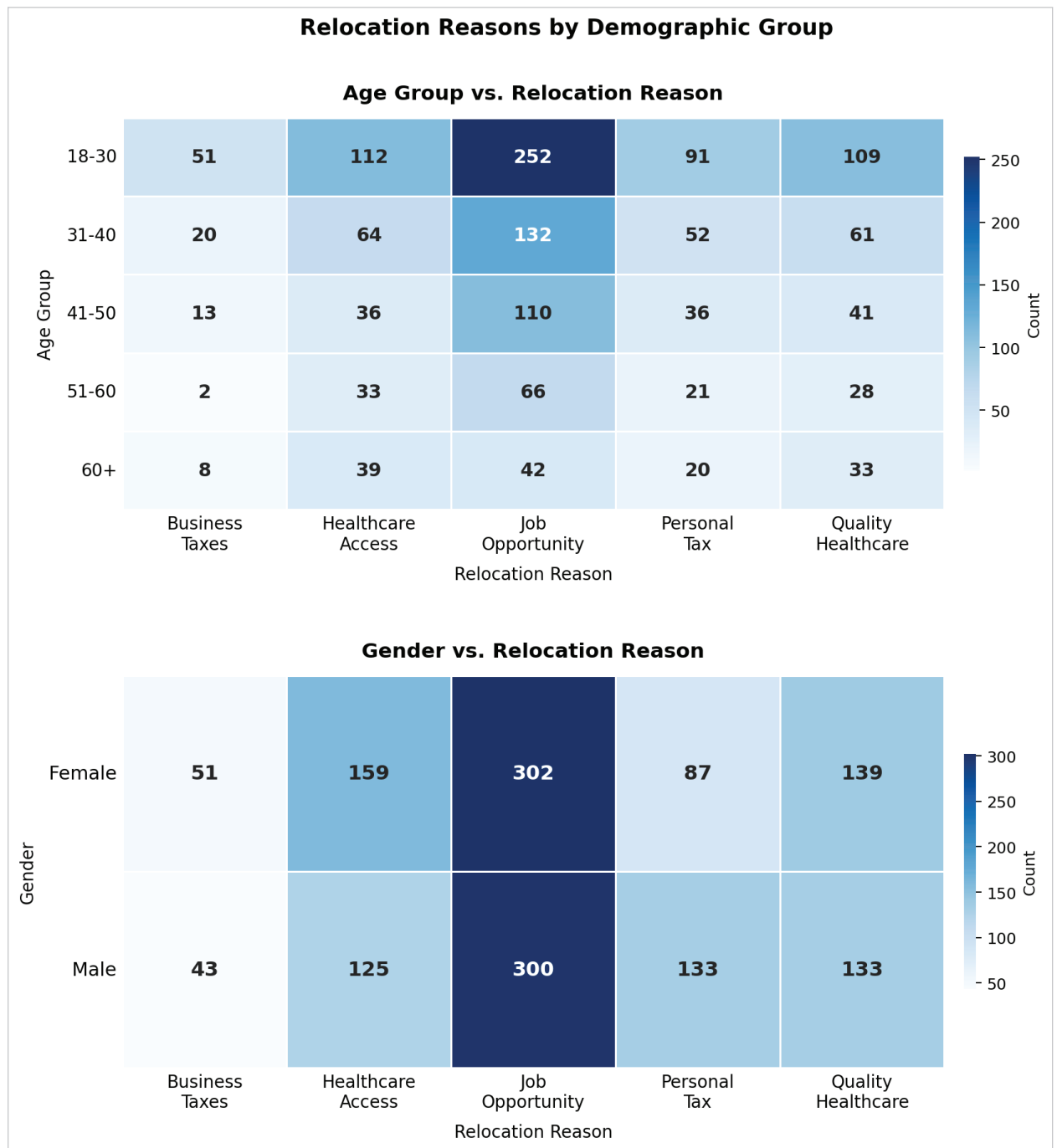
0.07268054279436963

Cramer’s V for gender and q01_relocation:

0.09924199934050476

⁴ Cramer’s V is a statistical measure of the association between categorical variables, ranging from 0 (no association) to 1 (perfect association). Values are typically interpreted as: 0.1 = small effect, 0.3 = medium effect, 0.5 = large effect. See Cohen (1988).

Figure 4. Age Group and Gender vs. Relocation Reasons

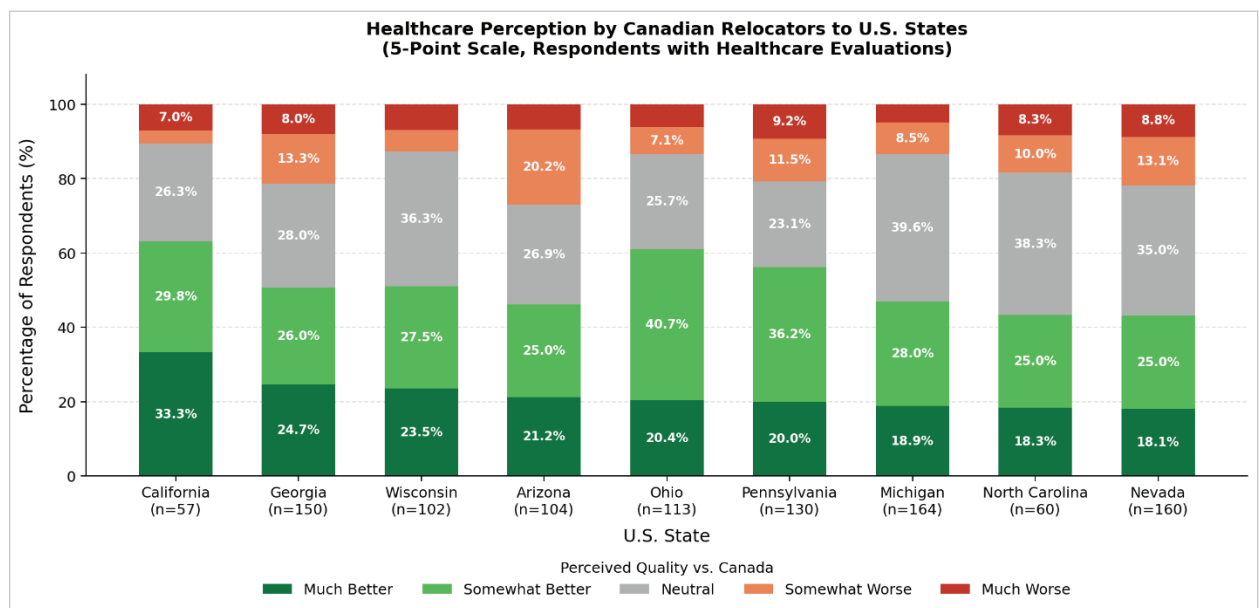


A. (III) THE NUANCED NATURE OF RELOCATORS' EXPERIENCE OF HEALTH CARE IN THE U.S.

Health care – perceived access or quality – is the key driving factor behind relocation:

- Overall, 36.2 per cent of relocators found health care much better, while 7.4 per cent found it much worse.
- Connecticut had the highest percentage (100 per cent) of relocators finding health care much better.
- Colorado had the highest percentage (25 per cent) of relocators finding health care much worse.

Figure 5. Healthcare Perception by Canadian Relocators to U.S. States

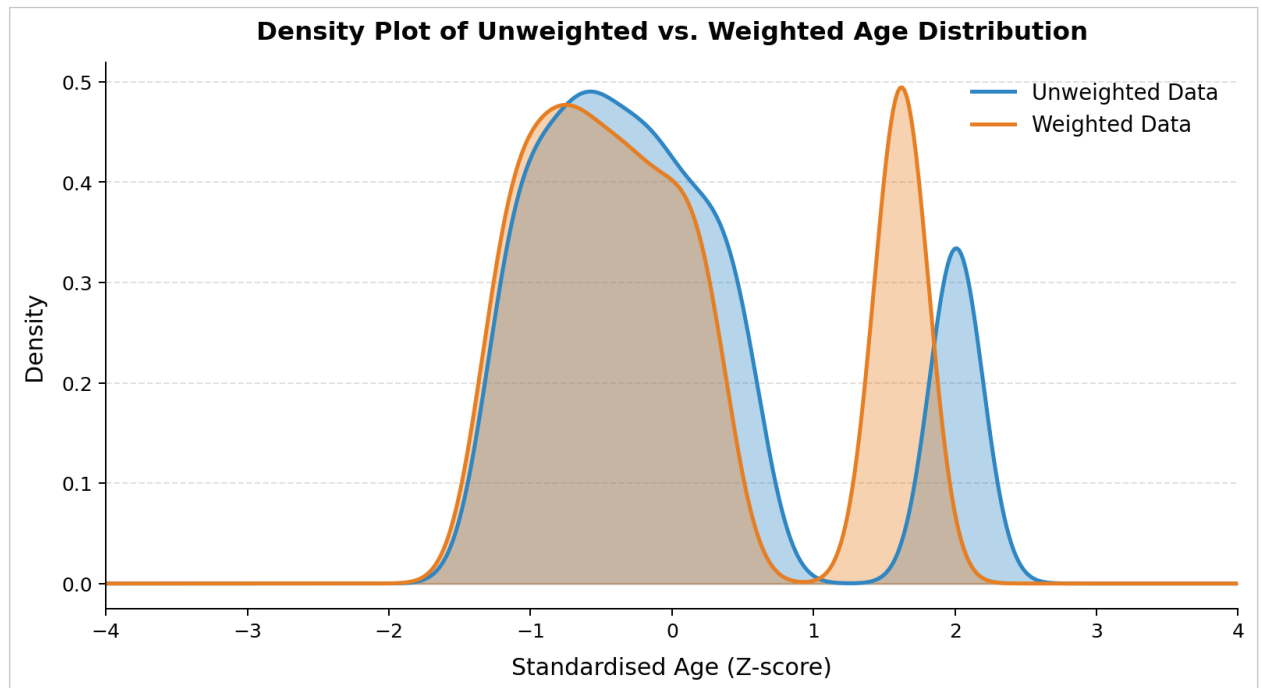


B. (I) STATISTICAL PROOF OF THE REPRESENTATIVENESS OF THE SAMPLE AND METHODOLOGY

Paired t-test results show no significant difference between the unweighted and weighted data, which were weighted to age and gender based on the most recent census data available. This supports the claim that the dataset is statistically strong as a survey sample, with a strong correlation between the unweighted and weighted data.⁵

The density plot shows the similarity between the unweighted and weighted data distributions, supporting the statistical solidity of the dataset as a survey sample.

Figure 6. Unweighted vs. Weighted Data



Implications for the Dataset:

- The lack of significant difference suggests that the weighting process did not substantially alter the data distribution.
- This implies that the original, unweighted sample was already quite representative of the population it aims to describe, i.e., the U.S. population of people 18 years of age and older.
- It indicates that the sampling method used to collect the data was effective in capturing a representative cross-section of the U.S. population.
- The high similarity between unweighted and weighted data suggests that the survey sample is statistically robust.

⁵ Paired t-test results:

T-statistic:

1.8e-13

P-value:

0.9999999999998567

The p-value indicates no significant difference between the unweighted and weighted data.

- It implies that the survey results are likely to be reliable and generalizable to the broader U.S. population in terms of observational/perceptions data concerning the reasons for Canadians relocating.
- The close alignment between unweighted and weighted data suggests that the original sampling method was effective in capturing a representative sample.
- The lack of significant change after weighting indicates that there was minimal sampling bias in the original data collection.
- The consistency between unweighted and weighted data enhances the reliability of any conclusions drawn from this dataset.
- This increases confidence in the reliability and generalizability of the survey results.
- Caveat: This comparison might not capture other aspects of the data, such as potential non-response bias or coverage error.

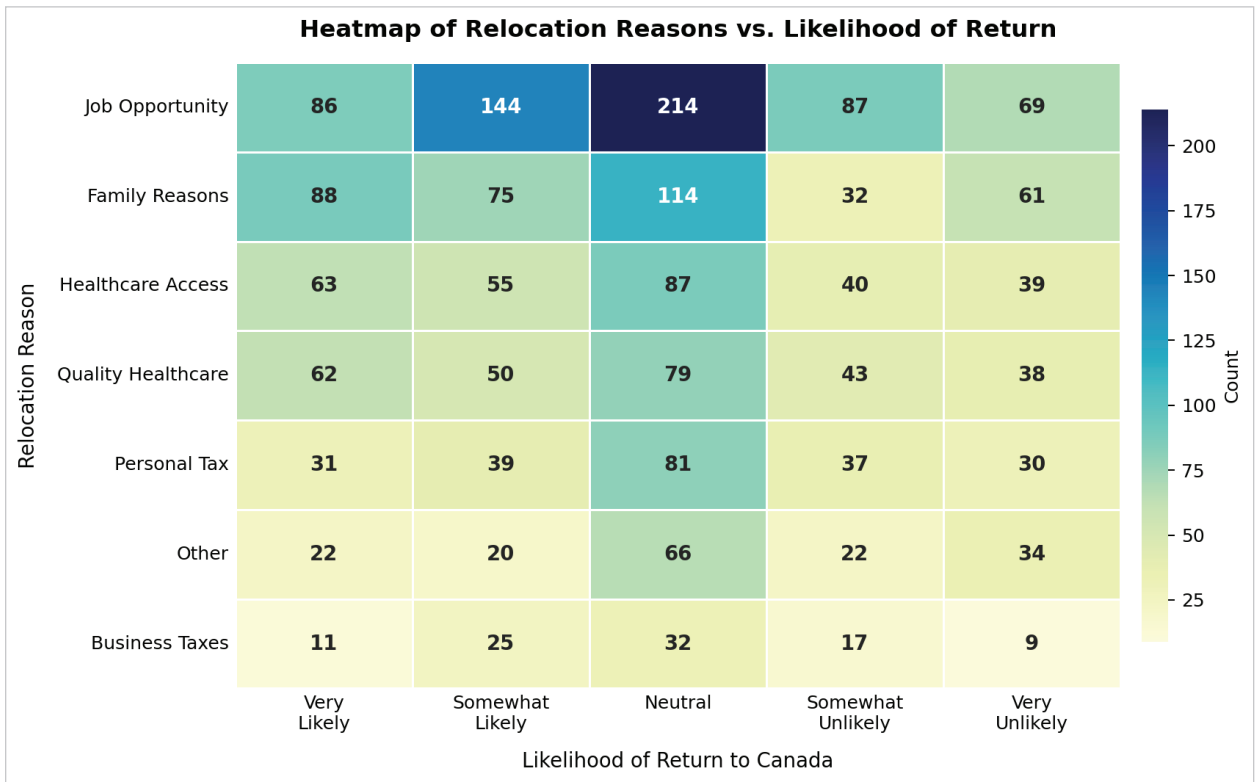
Non-Response Bias

The completion rate is 48.07 per cent (2,003 of 4,167 respondents who answered the age and opt-in questions). Non-response analysis reveals a modest age and gender skew: younger age groups (25-44) complete at higher rates than older ones (55+), and males complete at a slightly higher rate among completers (47.3 per cent) than in the full sample (43.0 per cent). These differences are modest but should be noted when generalizing findings to the broader Canadian emigrant population. The data were weighted to age and gender (census) however, mitigating these potential biases. Further, the report is based on the respondents' observations and the observer respondents' age group does not define reasons for relocation segmented by the age of relocators.

Returning to Canada

With respect to statistical significance, the chi-square test results ($p\text{-value}=0.0$) suggest a statistically significant relationship between relocation reasons and likelihood of return, as perceived by the respondents, meaning that the reasons why Canadians relocate to the U.S. are likely influencing their decision on whether or not to return to Canada. This suggests that specific factors driving relocation may also impact their future intentions regarding returning to Canada. The $p\text{-value}$ ($1.57e-05$) $\ll 0.05$; the chi-square test does not tell us about the nature or direction of this relationship, only that it exists, according to the respondents.

Figure 7. Relocation Reasons vs. Likelihood of Return



B. (II) RIWI SAMPLING METHODOLOGY (RDIT, OR RANDOM DOMAIN INTERCEPT TECHNOLOGY)

RDIT is a form of online intercept sampling developed by RIWI Corp. to collect survey data from broad, random samples of web users. The key aspects of the RDIT process are:

- 1. Web User Interception:** When web users click on a registered but commercially inactive web link or type in a dormant web address, they have a random chance of that link being temporarily managed by RIWI Corp. This is not a pop-up ad; it is a real, registered domain.
- 2. Survey Delivery:** Instead of seeing a “page does not exist” notification, users are presented with a survey, an invitation to participate in the survey and the reason for the survey.
- 3. Voluntary Participation:** Web users can choose whether to anonymously participate in the survey and may exit at any time.
- 4. No Incentives:** RDIT does not provide any incentives for participation.
- 5. Broad Reach:** RDIT can be administered anywhere in the world where there is web access, including regions with internet restrictions.
- 6. Anonymous Data Collection:** RDIT does not collect any personally identifiable information (PII).
- 7. Location Data:** RDIT captures non-personally identifiable state/location information from a respondent’s IP address, which is instantly translated into a unique identifier without any personally identifying information being retained.

RDIT aims to combine the benefits of traditional survey research with the advantages of rapid, continuous data collection in a scalable manner. This approach allows for real-time tracking of various metrics and the evaluation of interventions, potentially enabling more targeted and timely actions based on the data collected.

While RDIT offers unique advantages, researchers should consider its limitations, such as potential biases related to internet access and usage patterns in the populations being studied. A wide range of scholarly papers reviewing the benefits and limitations of RDIT may be found in the Google Scholar™ database.⁶

⁶ See discussions of the sampling methodology in refereed papers from scholars across a wide range of different disciplines at:
https://scholar.google.ca/scholar?hl=en&as_sdt=0%2C5&q=%22random+domain+intercept%22+or+RIWI&oq=ran.

C. APPENDIX: SURVEY INSTRUMENT (SCREENING, QUESTIONS AND SKIP LOGIC)

Fielding Period: August 2024

Total Sample Size: 4,167 respondents

Completion Rate: 48.1 per cent (2,003 completed surveys)

Reference Period: Past three years (2021-2024)

Sample Disposition

Total Sample opting in, providing age/gender/location (N): 4,167 (100.0 per cent)

Qualified: 2,170 (52.1 per cent)

Completed Instrument: 2,003 (48.1 per cent)

Survey Instrument

Opt-in and opening questions: Age, Gender, U.S. State Location

Question 1 – Further Screening

Q1. Have you or anyone you know relocated from Canada to your state in the past three years?

Response Options:

- Yes, me
- Yes, someone I know
- No / I don't know anyone → TERMINATE

Skip Logic: If “No/I don't know anyone” → End survey with thank-you message.

Question 2 – Main Relocation Reason

Q2. [If Q1 = Yes] What did they say was the main reason for their relocation to the U.S.? Select one.

Response Options:

- Better job opportunity in the U.S.
- Lower business tax in the U.S.
- Lower personal tax in the U.S.
- Better health-care access in the U.S.
- Better quality health care in the U.S.
- Family reasons → TERMINATE
- Other / Don't know → TERMINATE

Skip Logic:

- If “Family reasons” or “Other/Don't know” → End survey
- Otherwise → Continue to Q3 with selected reason piped into question text.

Question 3 – Perceived Difference

Q3. How much better or worse do they say [PIPED MAIN REASON] is in the U.S. versus Canada?

Response Options:

- Much better
- Somewhat better
- Neutral
- Somewhat worse
- Much worse

Response Distribution (Qualified Respondents, N=2,170)

Main Relocation Reasons (Q2)

Job Opportunity	602	27.7 per cent
Family Reasons	371	17.1 per cent
Health-Care Access	284	13.1 per cent
Quality Health Care	272	12.5 per cent
Personal Tax	220	10.1 per cent
Other*	164	7.6 per cent
Business Taxes	94	4.3 per cent

**Terminated after Q2*

Perceived Difference (Q3, n=1,468)

Rating	Count	Percentage
Much Better	366	24.9 per cent
Somewhat Better	419	28.5 per cent
Neutral	423	28.8 per cent
Somewhat Worse	158	10.8 per cent
Much Worse	102	6.9 per cent

Sample Demographics

Age Distribution

Age Group	Count	Percentage
18-24	505	12.1 per cent
25-34	810	19.4 per cent
35-44	825	19.8 per cent
45-54	722	17.3 per cent
55-64	646	15.5 per cent
65+	659	15.8 per cent

Gender Distribution

Gender	Count	Percentage
Female	2,373	56.9 per cent
Male	1,794	43.1 per cent

Notes

- Percentages may not sum to 100 per cent due to rounding.
- “They” in questions refers to the Canadian relocators identified by the respondent
- Survey included quality checks: minimum time-on-page and deduplication

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About the Authors

Dr. Jack M. Mintz is the President's Fellow of the School of Public Policy at the University of Calgary after serving as the Palmer Chair and founding Director from January 1, 2008 to June 30, 2015. He is a member of the board of directors of Mackenzie Health, York Region, Ontario and the Aristotle Foundation for Public Policy. He is a Distinguished Senior Fellow at the MacDonald-Laurier Institute, Senior Fellow at the C.D. Howe Institute, and research fellow at International Tax and Investment Centre in Washington D.C., CESifo Germany and Oxford's Centre of Business Taxation. He is a regulator contributor to the Financial Post and is a member of the editorial board of International Tax and Public Finance. Dr. Mintz became a member of the Order of Canada in 2015 as well as receiving the Queen Elizabeth Diamond Jubilee Medal in 2012 for service to the Canadian tax policy community and Queen Elizabeth Platinum Medal in 2023 for his advice in support of Alberta's economic recovery.

Prof. Neil Seeman is an author, academic, internet entrepreneur, and mental health advocate specializing in innovation and data science.

He is a Senior Fellow and Associate Professor at the University of Toronto's Institute for Health Policy, Management and Evaluation, a Senior Fellow of Massey College, and a Fields Institute Fellow. At UofT, he serves as the Mary and Philip Seeman Lead in Knowledge Transfer at the HIVE Lab, Senior Academic Advisor to the Investigative Journalism Bureau, and collaborates with interdisciplinary teams leveraging Big Data and AI for inclusive healthcare research.

As an entrepreneur, Professor Seeman founded and led global data firm RIWI Corp. as CEO and co-founded the Health Strategy Innovation Cell. He is currently the co-founder and publisher at Sutherland House Experts, a non-fiction imprint, and co-founded EPS, which teaches entrepreneurship through storytelling. He also advises on ethics and compliance for innovations from firms led by military veterans.

A graduate of the University of Toronto Faculty of Law (JD) and the Harvard T.H. Chan School of Public Health (MPH), Seeman was a founding member of the National Post editorial board and has authored or co-authored several books. His work *XXL: Obesity and the Limits of Shame* was shortlisted for the Donner Book Prize, and his latest book, *Accelerated Minds*, was published internationally by Toyo Keizai in Japan under the title *Entrepreneurship Addiction*. He received the 2025 Lifetime Mental Health Advocacy Award from the Reach Out Together Foundation and serves on the board of Mental Health Research Canada. A regular columnist for the *Toronto Star* and *Healthcare Quarterly*, Seeman is a frequent contributor to the media and peer-reviewed journals.

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University of Calgary, Downtown Campus
906 8th Avenue S.W., 5th Floor
Calgary, Alberta T2P 1H9
Phone: 403 210 3802

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